Red Rock Corridor Commission Agenda
4:30 p.m. Thursday, January 26, 2017

Newport City Hall
596 7th Avenue
Newport, MN 55055

	Action Requested
1. Introductions	Information
2. Election of Officers	Election
3. Approval of Agenda	Approval
4. Consent Items*	Approval
a. Checks and Claims	
b. Minutes from December 12, 2016 Meeting	
5. 2017 Work Plan and Budget*	
a. Draft Work Plan and Budget*	Approval
b. 2017 Communications Contract*	Approval
c. Joint Powers Agreement Scope of Work*	Approval
6. Implementation Plan Update*	Information
7. Small Area Plans Update*	Information
8. Legislative Preview	Information
9. Communications Update*	Information
10. Other	Information
a. Commissioner Reports	
b. Next Meeting May 25, 2017 4:30 pm Newport City Hall	
11. Adjourn	Approval

**Enclosures*

For questions regarding this material, please contact Lyssa Leitner, Washington County Regional Railroad Authority at (651) 430-4314.

RED ROCK
SOUTHEAST CORRIDOR

DATE: January 17, 2017

TO: Red Rock Corridor Commission

FROM: Staff

RE: Checks and Claims

Included is the:

Johnson Group December Invoice		$1,033.33
Kimley Horn November Invoice		$1,047.23
	TOTAL	**$2,080.56**

Details on the overall status of the budget for these contracts are attached.

Action:
Approval

Red Rock Corridor Communications

Consultant Johnson Group
Contract No. 9992
Expiration Date
Business Unit Public Works
Object Code
Updated

Task No.	Task Description	Johnson Group	Task Total
1.0	**Email Marketing**	$7,200.00	$7,200.00
2.0	**Social Media Posting and Mgmt**	$3,600.00	$3,600.00
3.0	**Media Relations**	$3,000.00	$3,000.00
4.0	**Awarness Campaign**	$7,000.00	$7,000.00
7.0	**Website Updates & Maintenance**	$2,500.00	$2,500.00
8.0	**Website Hosting**	$180.00	$180.00
NA	**Contingency**	$1,520.00	$1,520.00
	Total Contract Cost	$25,000.00	$25,000.00
	Total Project Cost	$25,000.00	$25,000.00

Invoice Number / Date	Tasks								Total Project Cost
	Email Marketing	Social Media	Media Relations	Awareness Campaign	Website Updates	Website Hosting	Contingency	Total Contract Cost	
1020594 - 3/30/2016		$300.00		$716.66	$262.50			$1,279.16	$1,279.16
1020670 - 4/29/2016		$300.00		$583.33			$112.50	$995.83	$995.83
1020739 - 5/31/2016		$450.00		$583.33		$180.00		$1,213.33	$1,213.33
1020819 - 6/29/2016		$450.00		$583.33				$1,033.33	$1,033.33
1020882 - 7/29/2016		$450.00		$583.33				$1,033.33	$1,033.33
1020933 - 8/31/2016		$450.00		$583.33				$1,033.33	$1,033.33
1021004 - 9/30/2016	$600.00		$525.00	$583.33	$112.50			$1,820.83	$1,820.83
1021070 - 10/31/2016		$450.00	$525.00	$583.33				$1,558.33	$1,558.33
1021179 - 11/30/201	$37.50	$450.00		$583.33	$187.50			$1,258.33	$1,258.33
1021223 - 12/30/2016		$450.00		$583.33				$1,033.33	$1,033.33
								$0.00	$0.00
								$0.00	$0.00
								$0.00	$0.00
								$0.00	$0.00
								$0.00	$0.00
								$0.00	$0.00
Amount Billed to Date	$637.50	$3,750.00	$1,050.00	$5,966.63	$562.50	$180.00	$112.50	$12,259.13	$12,259.13
Percent Complete	8.9%	104.2%	35.0%	85.2%	22.5%	100.0%	7.4%	49.0%	49.0%
Amount Remaining	$6,562.50	($150.00)	$1,950.00	$1,033.37	$1,937.50	$0.00	$1,407.50	$12,740.87	**$12,740.87**

Red Rock Corridor Implementtaion Plan

Consultant Kimley-Horn and Associates, Inc.
Contract No. 9342
Expiration Date 10/31/2016
Business Unit
Object Code
Updated 12/27/2016

Task No.	Task Description	Task Total
1.0	Project Management and Coordination	$70,116.87
2.0	Review and Assess Previously Completed Work	$3,053.60
3.0	Public Engagement and Agency Coordination	$58,886.28
4.0	Ridership Forecast	$79,613.60
5.0	Service Plan Development	$19,004.48
6.0	Capital and Operating Costs	$35,055.60
7.0	Update Station Planning to Reflect BRT	$21,446.16
8.0	Implementation and Financial Plan	$28,518.10
9.0	LPA Process	$19,599.52
10.0	Draft and Final Report	$17,102.48
11.0	Alternative Analysis	$150,000.00
12.0	Miscellaneous Services-Contingency	$40,000.00
	Total Contract Cost	$542,396.69
	Direct Expenses	$7,460.00
	Total Project Cost	$549,856.69

Invoice Number / Date	Tasks												Total Contract Cost	Direct Expenses	Total Project Cost
	Project Management and Coordination	Review and Assess Previously Completed Work	Public Engagement and Agency Coordination	Ridership Forecast	Service Plan Development	Capital and Operating Costs	Update Station Planning to Reflect BRT	Implementation and Financial Plan	LPA Process	Draft and Final Report	Alternative Analysis	Miscellaneous Services-Contingency			
6550933 2/28/2015	$1,843.31	$1,183.22	$8,100.61										$11,127.14	$0.00	$11,127.14
6633503 3/31/2015	$14,182.08		$2,202.72	$6,955.56									$23,340.36	$80.51	$23,420.87
6710352 4/30/2015	$7,792.39	$1,309.94	$10,571.09	$23,537.55								$55.37	$43,266.34	$400.25	$43,666.59
6787282 5/31/2015	$5,982.93	$560.44	$3,032.82	$211.71								$389.64	$10,177.54	$67.86	$10,245.40
6880852 6/30/2015	$3,899.06		$4,329.96	$5,455.49	$5,050.64	$499.82			$44.32				$19,279.29	$173.29	$19,452.58
6964217 7/31/2015	$3,734.28		$13,590.87	$1,839.24	$2,686.78				$531.66				$22,382.83	$4,630.20	$27,013.03
7048838 8/31/2015	$3,039.89		$4,122.00	$19,184.37	$2,606.21							$45.24	$28,997.71	$694.56	$29,692.27
7138466 9/30/2015	$2,850.13		$3,885.98	$6,685.08	$5,684.66	$1,062.65							$20,168.50		$20,168.50
7205932 10/31/2015	$3,584.87		$3,635.61	$6,569.14	$2,913.50	$16,798.16							$33,501.28		$33,501.28
7324195 11/30/2015	$4,964.52		$1,317.12	$3,405.58		$7,043.27	$443.00		$322.75				$17,496.24	$57.05	$17,553.29
7416893 12/31/2015	$5,509.93		$3,743.70	$181.51	$43.92	$354.40	$5,771.03						$15,604.49	$123.05	$15,727.54
7523604 1/31/2016	$7,928.25		$5,305.26			$1,317.19	$11,144.82						$25,695.52	$472.10	$26,167.62
7607649 2/29/2016	$3,216.30		$44.55	$3,889.60		$1,624.34	$24,115.40	$4,846.73			$4,208.71	$917.15	$42,862.78	$218.34	$43,081.12
7715651 3/31/2016	$11,801.59			$6,223.92		$2,736.33	$23,475.43	$13,058.51		$1,123.30	$10,933.64	$354.40	$69,707.12	$33.90	$69,741.02
7834287 4/30/2016	$8,816.64			$6,031.32		$4,331.85	$13,562.11	$9,628.79		$1,435.45	$2,392.88		$46,199.04	$233.70	$46,432.74
7971872 5/31/2016	$10,027.47			$4,570.63		$969.51	$10,346.75	$1,457.34		$999.31	$480.54		$28,851.55	$73.44	$28,924.99
8052764 6/30/2016	$6,372.20			$4,165.17		$3,699.87	$9,411.91	$6,214.69		$9,723.10			$39,586.94	$120.42	$39,707.36
8193298 7/31/2016	$3,248.51			$193.21			$1,194.77	$1,931.74		$2,756.02			$9,324.25	$19.62	$9,343.87
8287239 8/31/2016	$2,115.28						$2,285.61	$1,554.36		$11,072.58			$17,027.83	$20.52	$17,048.35
8454433 9/30/2016	$3,222.22						$1,002.60			$3,343.30			$7,568.12	$0.00	$7,568.12
8570539 10/31/2016	$2,001.30		$2,323.50							$1,268.51			$5,593.31	$17.28	$5,610.59
8689074 11/30/2106	$568.81												$568.81	$478.42	$1,047.23
Amount Billed to Date	$116,701.96	$3,053.60	$66,205.79	$99,099.08	$18,985.71	$40,437.39	$102,753.43	$38,692.16	$898.73	$31,721.57	$18,015.77	$1,761.80	$538,326.99	$7,914.51	$546,241.50
Percent Complete	166.4%	100.0%	112.4%	124.5%	99.9%	115.4%	479.1%	135.7%	4.6%	185.5%	12.0%	4.4%	99.2%		
Amount Remaining	($46,585.09)	$0.00	($7,319.51)	($19,485.48)	$18.77	($5,381.79)	($81,307.27)	($10,174.06)	$18,700.79	($14,619.09)	$131,984.23	$38,238.20	$4,069.70	**($454.51)**	**$3,615.19**

Meeting Minutes

December 12, 2016
Newport City Hall
4:30 p.m.

Commission Members	Agency	Present
Marion Greene	Hennepin County RRA	
Janice Rettman	Ramsey County RRA	X
Jim McDonough	Ramsey County RRA	
Karla Bigham, Chair	Washington County RRA	X
Mike Slavik	Dakota County RRA	X
Jen Peterson, Vice Chair	City of Cottage Grove	X
Myron Bailey	City of Cottage Grove	
John Kummer	Denmark Township	
Mark Vaughn	City of Hastings	X
Cam Gordon	City of Minneapolis	
Tracy Rahm	City of Newport	
Jane Prince	City of St. Paul	X
Keith Franke	City of St. Paul Park	X

Ex-Officio Members	Agency	
Ron Allen	Goodhue County	
Jess Greenwood	Goodhue County	
Judy Mitchell	Canadian Pacific Railway	
Marc Mogan	Prairie Island Indian Community	

DRAFT

Staff	Agency	Present
Jan Lucke	Washington County RRA	
Lyssa Leitner	Washington County RRA	X
Hally Turner	Washington County RRA	
Emily Jorgensen	Washington County RRA	X
Kevin Roggenbuck	Ramsey County RRA	X
Matt Parent	Dakota County RRA	X
Joe Scala	Hennepin County	X

Others	Agency	
Brian Smalkoski	Kimley Horn	
Katie White	Metropolitan Council	

Agenda Item #1: Introduction
Chair Bigham called the meeting to order at 4:30 p.m. Introductions were made by commission members, staff, and others present.

Agenda Item #2: Approval of Agenda
Motion made by Councilmember Peterson to approve the agenda. The motion was seconded by Mayor Franke. All were in favor, **Approved**. Motion Carried.

Agenda Item #3: Recognition of Outgoing Members
Chair Bigham recognized Mayor Franke and Councilmember Peterson for their service on the Red Rock Corridor Commission. Chair Bigham read the resolution thanking Mayor Franke for this service and wished him luck in the future as a state representative. Motion made by Councilmember Vaughn to approve the resolution. The motion was seconded by Commissioner Slavik. Commissioner Rettman expressed that she would miss Mayor Franke and looks forward to working with him as a state representative. Mayor Franke thanked the commission and express that it had been an honor. All were in favor, **Approved**. Motion Carried.

Chair Bigham read the resolution thanking Councilmember Peterson for her service on the commission and serving as vice-chair on the commission. Chair Bigham said that Councilmember Peterson was a great advocate for Cottage Grove while serving on the commission and thanked her for her leadership. Motion made by Commissioner Slavik to approve the resolution. The motion was seconded by Councilmember Vaughn. Commissioner Rettman expressed that she admires the amount of time Councilmember Peterson dedicated to the commission and that she will miss Councilmember Peterson as a leader on the commission. Councilmember Peterson thanked the commission and expressed that she will miss working on the issue of transportation. Commissioner Slavik thanked Councilmember Peterson for her

service and her dedication to the social media campaign. All were in favor, **Approved**. Motion Carried.

Agenda Item #4: Consent Items

Motion was made by Councilmember Peterson to approve the check and claims, and the meeting minutes from the October 26, 2016 commission meeting. The motion was seconded by Commissioner Slavik. All were in favor, **Approved.** Motion Carried.

Agenda Item #5: Implementation Plan Update

Lyssa Leitner, Washington County staff, stated that Washington County staff have been presenting the results of the Implementation Plan to the corridor cities and counties and asking them for a resolution of support. The City of St. Paul Transportation Committee, the City of Newport, the City of Hastings and the City of St. Paul all had the resolution of the support as a consent item. Presentations at Ramsey County, Dakota County, Washington County, the City of Cottage Grove, and the City of St. Paul Park are all upcoming.

Ms. Leitner stated that some of the recommendations from the implementation plan are already being pursued. A process to find recommendations for small area plans for the Cottage Grove and St. Paul Park station areas is already underway. A RFP has been posted, this process is being funded through CTIB with the Washington County guaranteed funds. Staff will provide periodic updates on this process to the Commission.

Chair Bigham asked for questions. Chair Bigham stated that it was likely the proposed Route 363 application will not be funded through the Regional Solicitation process. Chair Bigham said if the state passes a transportation bill or more federal money becomes available it could be possible. Commissioner Rettman asked what made Chair Bigham feel that the proposal wouldn't be granted. Chair Bigham stated that the scoring of the proposal wasn't the worst but it wasn't one of the best.

Commissioner Slavik asked about the other suburban proposals and how they scored. Chair Bigham said that the extension of the A-Line is likely to be funded. Ms. Leitner stated that MVTA has submitted an application that was likely to be funded although nothing official has been announced. Ms. Leitner explained that Metro Transit submitted several applications for expensive projects, which makes it harder for other applications to get funded.

Agenda Item #6: 2017 Work Plan and Budget

A. Draft Work Plan and Budget

Ms. Leitner stated that the draft work plan and budget for 2017 was in the packet. It's structured the same way each year with the categories of overall management, administration, general activities and public involvement. This year the category of joint-powers agreement was added. The budget of $39,000 can be funded by the fund balance rather than using dues. The fund balance has about $62,000 left at the year end. Ms. Leitner stated that it makes sense to use some of the fund balance to fund the JPA to draw down the amount. The balance comes from slightly over budgeting for other contracts and projects.

The JPA covers the corridor from Hennepin County all the way down to Dakota County. Ms. Leitner stated that it makes sense to discuss the JPA and who should be a funding partner. The project has changed a lot and is no longer commuter rail to Minneapolis. Given these changes it makes sense to re-evaluate the JPA in 2017 and it will likely need be re-written. Rewriting the JPA will require a lawyer to write the agreement and then staff time to coordinate with partner legal teams to get the required signatures.

B. 2017 Communications Contract
Ms. Leitner stated that this was an information item with final approval in January. The commission hires a communication consultant for the Red Rock Corridor to assist with press releases and newsletters. Money is budgeted for the consultant in the event that something large with the Red Rock Corridor happens, like the approval of the Route 363 and more marketing is needed. The current contract ends in February 2017.

Chair Bigham stated that the money spent on the consultant for 2016 would be under budget and that it is a good idea to keep a contract with the consultant. Chair Bigham stated the contract will be up for action in January.

Agenda Item #7: 2017 Meeting Schedule
Chair Bigham stated that the 2017 meeting dates were included in the packet with topics proposed for each meeting. The proposed dates are as follows: January 26, May 25, August 24 and November 30. Chair Bigham stated if there is no action on the Route 363 or a legislative transportation bill then the Commission will not have much to work on until funding becomes available. Small area plan development for station areas in Cottage Grove and St. Paul Park will begin and the commission will receive updates on that work.

Chair Bigham then clarified that the May meeting did not fall on Memorial Day. Ms. Leitner stated that the May meeting was not on Memorial Day.

Chair Bigham stated that the new appointees from Cottage Grove and St. Paul Park would receive this information from staff.

Agenda Item #8: Communications Update
Ms. Leitner stated the number of hits on the Red Rock website and Facebook page were included in the packet along with the four recent news articles.

Agenda Item #9: Other
A. Commissioner Reports
Chair Bigham stated that CTIB approved the grants, which includes the guaranteed funds from Washington County for the small area plans. The Transit Advisory Board meeting is next week where the applications for the Regional Solicitation will be reviewed. During that time the Route 363 will be discussed.

Chair Bigham stated that the Gateway BRT Locally Preferred Alternative route has been approved by Woodbury and Oakdale. Ms. Leitner stated that this alignment benefits some Red Rock Corridor communities as it terminates at the Woodbury Theatre.

Chair Bigham stated that CTIB has been in discussion about the reform of CTIB. The vision of CTIB has always been a vision of a three-legged stool with the local, state and federal support but that has not been the case. Dakota County has opted to no longer be part of CTIB. There are many different funding scenarios that play into restructuring options. Any CTIB changes will be presented to the commission. This is a serious discussion and any changes to the CTIB structure will need to be unanimous.

DRAFT

Commissioner Slavik stated that if CTIB were to be dissolved then all five counties would have to be in favor. There are many different scenarios and the counties need to act in the interests of their constituents.

Chair Bigham stated there are many different scenarios for the future and protecting the current projects future has remained a priority.

B. Next Meeting
Next meeting will be held on January 26, 2016 at 4:30 pm in Newport City Hall.

DRAFT

DATE: January 17, 2017

TO: Red Rock Corridor Commission

FROM: Staff

RE: Draft 2017 Work Plan and Budget

2017 Work Plan and Budget
Attached is the draft 2017 work plan and budget for the commission. The work plan focuses on commission administration, public involvement, and updating the Joint Powers Agreement. The key items are also listed below:

- Offer guidance, monitor progress and prepare formal comments on studies that are being conducted or that could have an impact on the activities in the Red Rock Corridor.
- Informing state and federal legislators of the need for improved transit service in the Red Rock Corridor.
- Continue to actively engage the business community, community advocacy groups, and the various other stakeholders in the corridor.
- Continue communication efforts through the use of social media and updating the website to coincide with the next steps in the corridor implementation.
- Update the Joint Powers Agreement to reflect the recommendations from the Red Rock Corridor Implementation Plan.

The proposed 2017 budget is $39,000. The budget will be covered 100% by fund balance.

Part of the approval will be the scope of work for the contract with Richardson, Richter & Associates for reviewing the Joint Powers Agreement and the communication contract with Johnson Group.

Staff will provide an overview of the draft work plan and budget at the meeting. This is the second reading of the budget and work plan.

Action
Approval of the 2017 Red Rock Corridor Commission Work Plan and Budget of $39,000.

Red Rock Corridor Commission
2017 Draft Work Plan

1. Management, Policy and Administrative Activities

Commission activities will include:

1. Prepare and adopt the annual Work Plan and Budget
2. Prepare the annual financial report
3. Review insurance needs and procure appropriate insurance
4. Provide commission and staff administration
5. Manage commission expenses
6. Manage the consultant selected for each of the various work tasks undertaken by the commission

2. General Activities

The Red Rock Corridor Commission (RRCC) will work with corridor municipalities, chambers of commerce and other business groups, community members, the Counties Transit Improvement Board (CTIB), the Metropolitan Council, Metro Transit, the Minnesota Department of Transportation (MnDOT), the Minnesota High Speed Rail Commission (MNHSRC), the railroads, and other stakeholders as needed to continue the advancement of the Red Rock Corridor. To accomplish this, the RRCC will do the following:

1. Offer guidance, monitor progress and prepare formal comments on studies that are being conducted or that could have an impact on the activities in the Red Rock Corridor.
2. Work with state and local agencies to identify regional priorities for all transportation modes in the corridor.

3. Public Involvement

The commission's public involvement activities will build on communication efforts from the Implementation Plan. The commission's activities will include:

1. Presentations to civic and community groups throughout the corridor.
2. Distribution of newsletters and project updates at various public events including fairs and community festivals.
3. Media recognition of commission meetings and events though print, radio, and public access television.
4. Coordination of updates to the project website to coincide with the multiple studies being undertaken.
5. Host a website and manage content and utilize social media.
6. Host events or tours to build awareness for the Red Rock Corridor to better inform project stakeholders and the general public

4. Joint Powers Agreement

The Red Rock Corridor Commission Joint Powers Agreement (JPA) will be amended to reflect changes made to commission membership and corridor activities since the current JPA was signed in 2004. The updated JPA will

reflect recommendations identified in the Red Rock Corridor Implementation Plan. The JPA update will be completed through contracted services with the contract being administered by the Washington County Regional Railroad Authority (WCRRA) on behalf of the Red Rock Corridor Commission.

2017 Draft Budget

2017 Expenditures

Operating Expenditure Category	Amount
Corridor Administration / General Activities[1]	
- Corridor Insurance	$ 3,000
- Materials / Postage / Printing / Memberships	$ 3,500
- Events / Tours / Advertising	$ 3,500
Subtotal	**$ 10,000**
Public Involvement	
- Website Hosting / Content Management	$ 5,000
- Communication Services	$ 13,000
Subtotal	**$ 18,000**
Joint Power Agreement	
- Contracted Services	$ 6,000
Subtotal	**$ 6,000**
Contingency	$ 5,000
TOTAL	**$ 39,000**

Notes:
1. The county regional railroad authorities are conducting administrative functions, including mailings. Such items are eligible for reimbursement as approved by the commission.

2017 Revenue Summary

Revenue Source	% Due	Amount Due	Fund Balance	Total Revenue
Red Rock Corridor Commission Fund Balance	100%	$ 0	$ 39,000	$ 39,000
REVENUE TOTAL		**$ 0**	**$ 39,000[1]**	**$ 39,000**

Notes:
1. $39,000 of the commission's projected $62,000 2016 end of year fund balance will be used to cover the 2017 budget contributions of RRCC financial members. The remaining fund balance will be refunded to the financial members proportional to their contributions as reflected in the current JPA.

RED ROCK
SOUTHEAST CORRIDOR

DATE: January 17, 2017

TO: Red Rock Corridor Commission

FROM: Staff

RE: 2017 Communications Contract

Summary

On behalf of the commission, Washington County Regional Railroad Authority (WCRRA) has contracted with Johnson Group to provide communication services for Red Rock Corridor through February 2017. Johnson Group has effectively provided communication services since June 2014 including rebranding Red Rock Corridor, hosting and launching the new redrockcorridor.com, and increasing the awareness of Red Rock Corridor as the project continues to progress.

Johnson Group has prepared a scope of services and budget for the upcoming year which is attached to this memo. The proposed budget for 2017 services is $18,000, which is included in the approved 2017 scope of services and budget for the commission.

Highlights of the 2017 communication scope of services include (details are included in an attached memo):

- Email Marketing
- Social Media Posting & Management
- Awareness Campaign
- Media Relations
- Ongoing Website Updates and Maintenance
- Continued Website Hosting

Action:

Authorize WCRRA on behalf of the commission to extend the current contract with Johnson Group to continue to provide communication services through February 28, 2018 in an amount not to exceed $18,000, consistent with the attached scope of work and 2017 Red Rock Corridor Commission Work Plan and Budget.

RED ROCK
SOUTHEAST CORRIDOR

DATE: November 15, 2016

TO: Red Rock Corridor Commission

FROM: Johnson Group

RE: Proposed 2017 Strategic Communications Activities
Contract period March 1, 2017 – February 28, 2018

Summary

2015 saw the foundation of the new Red Rock objective and brand delivered the audience through a variety of mediums. In 2016, Johnson Group (the Consultant) continued to provide communications support to inform key audiences within the Red Rock Corridor including ongoing awareness advertising to the residents of the corridor.

The Consultant recommends several initiatives in 2017 to complement the base strategic communications activities that began in 2014 and continued in 2015 and 2016. This summary of the initiatives is further explained below.

2017 Communications Initiatives

Project Management and On-going Strategy

Provide strategic counsel on the impact of marketing decisions on stakeholders and ways to keep public opinion positive, update the strategic communications plan as needed, meet with Commission staff in-person or by phone as needed, attend Commission meetings as needed, and stay abreast of key talking points and milestones.

Email Marketing

Bi-monthly content development, implementation and distribution of Red Rock Corridor e-newsletters. Content and message will focus on building the new brand of a multi-modal transit corridor and the Implementation Plan. Includes management and maintenance of the email database.

Social Media Posting & Management

Management, posting and sharing of content on social media platforms. Goal will be to post a minimum of 4 items per week related to Red Rock Corridor, transit news, events, local community and state issues, etc.

Awareness Campaign

Continuation of the existing Red Rock Corridor awareness campaign but modified to reach a much smaller, targeted group of residents and businesses. The campaign will focus on online mediums such as Facebook and Google. Success of the campaign will be measured based on website visits, enewsletter sign ups, and input/comments from residents.

Media Relations
Press release writing, distribution and story pitches to local media outlets specific to Red Rock Corridor activities and progress.

Website Updates and Maintenance
Support for updating content of the site.

Website Hosting
The Consultant will continue to host redrockcorridor.com and ensure the site remains available in desktop, tablet and mobile form. Current up time of the site has been 99.9%.

Contingency
A contingency budget has been included to allow for any items that may come up throughout the year. This assures we will be prepared and able to react to any communication needs that have not been pre-planned.

Budget

Category	Budget
Email Marketing (4 per year)	$4,800.00
Social Media Posting & Management	$3,600.00
Awareness Campaign	$3,500.00
Media Relations	$3,000.00
Website Updates & Maintenance	$2,500.00
Website Hosting	$180.00
Contingency	$420.00
TOTAL	**$18,000.00**

RED ROCK
SOUTHEAST CORRIDOR

DATE: January 17, 2017

TO: Red Rock Corridor Commission

FROM: Staff

RE: Joint Powers Agreement Scope of Work

The transition of Red Rock Corridor into new project phases requires strategic planning to include necessary consideration regarding commission membership and activities moving forward. The below scope of work provides an overview of the expected tasks for revising the Red Rock Corridor Commission's joint powers agreement based on the current status of the Red Rock Corridor project.

Red Rock Corridor

1. Review the Red Rock Corridor joint powers agreement and the Red Rock Corridor Implementation Plan.

2. Recommend revisions to the joint powers agreement, including membership and activities, based on Red Rock Corridor Implementation Plan and present revision to the Red Rock Corridor Commission.

3. Revise the joint powers agreement as directed by the Red Rock Corridor Commission. This task should also include efforts to ensure that a revised joint powers agreement is acceptable to all Commission member legal departments.

Total Budget: $6,000

Due to the 2017 commission meeting schedule, staff are also requesting approval to oversee the selection of a consultant to contract with WCRRA on behalf of the Red Rock Corridor Commission.

Action:
Approval for staff to oversee the selection of a consultant to contract with WCRRA on behalf of the Red Rock Corridor Commission based on this scope of work for an amount not to exceed $6,000.

RED ROCK
SOUTHEAST CORRIDOR

DATE: January 16, 2017

TO: Red Rock Corridor Commission

FROM: Staff

RE: Implementation Plan Update

Background
At the October 26, 2016 Red Rock Corridor Commission meeting, the members approved the FINAL Implementation Plan. Red Rock staff is now working with corridor cities and counties to pass resolutions of support.

Meetings and Events
Recent

December 13, 2016	Ramsey County presentation
December 21, 2016	City of Cottage Grove (consent item)
January 3, 2017	Dakota County presentation
January 24, 2017	Hennepin County presentation

Upcoming

February 14, 2017	Washington County presentation

Action
Information

RED ROCK
SOUTHEAST CORRIDOR

DATE: January 16, 2017

TO: Red Rock Corridor Commission

FROM: Staff

RE: Small Area Plans Update

Background
One of the recommendations from the Implementation Plan is to work with corridor communities on the comprehensive plan updates. The cities of Cottage Grove and St. Paul Park provide the best opportunities in the Red Rock Corridor to increase the expected activity around the proposed transit stations. Washington County will be working with both of these cities in 2017 to understand market demand for each of the station areas and to develop transit-supportive strategies to be included in the comprehensive plans. The final deliverable will be small area plans for each of the three station areas as identified as part of the Implementation Plan.

The small area plans activities will seek to support improved transit service and capitalize on investments, by looking at land use, economic development, and redevelopment opportunities in the station areas. The goals of the project may include stimulating economic development and redevelopment, building bridges between organizations for effective planning and implementation, maintaining and improving natural systems, improving connections through the community, and enhancing the tax base.

Since this work will be conducted in Washington County communities, the county will seek financial support through the guaranteed funds available to Washington County through the Counties Transit Improvement Board. The Washington County Regional Railroad Authority will provide the local match required for the grant.

Timeline

January 10, 2017	Proposals received by Washington County
January 13, 2017	Proposal Review Committee reviewed proposals
February 14, 2017	WCRRA approves contract (tentative)
March 1, 2017	Project begins
December 31, 2017	Final report completed

Staff will provide a verbal update on the recommended consultant at the January 2017 meeting. Additional project updates will be provided at each commission meeting.

Action
Information

RED ROCK
SOUTHEAST CORRIDOR

DATE: January 16, 2017

TO: Red Rock Corridor Commission

FROM: Staff

RE: Communications Update

Website
There have been 1797 website views in the last 30 days.

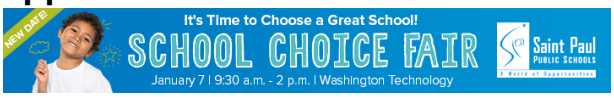
Facebook
The Facebook page is up to 345 likes. There have been no instances where comments needed to be removed from the Facebook page in accordance with the commission's Facebook use policy.

Press
News articles published since the last Red Rock Corridor Commission meeting are attached.

1. December 18, 2016—Lillie News
2. January 7, 2017—StarTribune

Action:
Information

Red Rock transit implementation approved

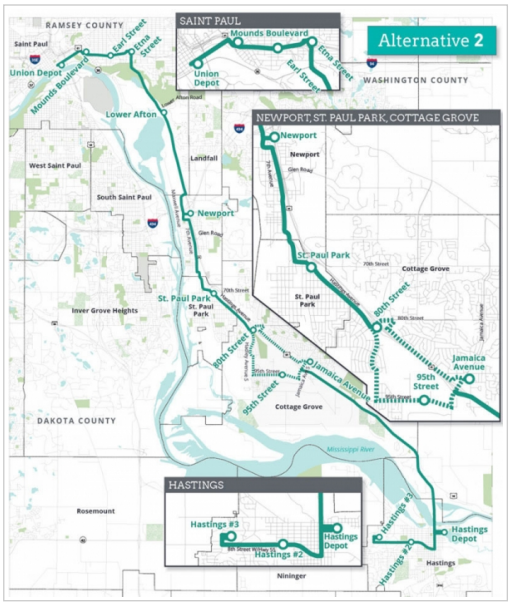


(http://eastsidereviewnews.com/simpleads/redirect/197567)

Submitted by admin on Sun, 12/18/2016 - 12:00am

By: Marjorie Otto (/by/marjorie-otto)
(/articles/2016/12/18/red-rock-transit-implementation-approved)

The Red Rock Corridor is a proposed 30-mile transitway that will run along Highway 61 and Interstate 94, connecting Hastings and the Union Depot in St. Paul. The Red Rock Corridor Commission chose the preferred route in January 2016, which includes deviations from Highway 61 in Newport, Cottage Grove, St. Paul Park and Hastings.



The St. Paul City Council approved the implementation plan for the Red Rock Southeast Corridor transit project during its Dec. 7 meeting.

The Red Rock Corridor is a proposed 30-mile transit way that will run along Highway 61 and Interstate 94, connecting Hastings and the Union Depot in St. Paul.

The plan was supported and given to the city council for approval by the St. Paul Transportation Committee Nov. 7, on the basis that the Red Rock Corridor is “identified as part of the city’s preferred transit network” because it provides “transportation choices.”

The implementation plan consists of two phases — a near term phase taking place from 2016 to 2020 — and a long-term phase taking place from 2020 through 2040.

The Red Rock Corridor Commission chose the preferred route in January 2016, which includes bus rapid transit along Highway 61 between Hastings and the Union Depot with deviations from Highway 61 in Newport, Cottage Grove, St. Paul Park and Hastings.

Proposed East Side stations include sites at Mounds Boulevard, Earl Street and Etna Street, which will be shared with the Gateway Gold Line transit corridor, and a stop at Lower Afton Road.

With the route and stations decided, the next steps include applying for funding form federal, state and regional sources. Current bus services will also be expanded to cover the route so that ridership and costs can be estimated.

16 years in the making

The corridor has been under consideration since 1998 when the Red Rock Corridor Commission was formed. Early ideas included a light rail transit line or a dedicated bus rapid transit roadway.

However, ridership numbers were never estimated to be high enough to warrant either of those optiosn, so buses along the route will run with traffic on Highway 61.

St. Paul City Council representative Jane Prince, who represents Ward 7, where about one third of the line will pass through, said she is concerned about a few things — community outreach in Dayton s Bluff and the Lower Afton Park and Ride.

The Lower Afton Park and Ride lot has had overcrowding issues since 2011, causing commuters to park along nearby residential streets.

Prince said while finding solutions for the issues at the Lower Afton Park and Ride does not depend on the Red Rock Corridor, she said many residents will connect the two because they both fall along the same transit route.

She said Lower Afton Park and Ride solutions are being discussed with Metro Transit and the Minnesota Department of Transportation. Prince added that upcoming park and ride lots in Newport and Cottage Grove may help take pressure off Lower Afton. She said many of the Lower Afton Park and Ride

users come from further south and she believes they will use the Newport and Cottage Grove park and rides as alternatives.

Prince said her other concern regards Red Rock Corridor community involvement in the Dayton's Bluff area, particularly the historical district. She wondered if the neighborhood could support both Gateway and Red Rock buses at the Mounds Boulevard, Earl and Etna streets stops, and said the issue needs to be studied more in Dayton's Bluff.

The first phase of corridor implementation involves working with Metro Transit to maintain existing local and express bus service, finding financial options, implementing 30-minute service between St. Paul and Cottage Grove and working with Hastings to find an express or local bus service to service the area.

Phase two, which runs roughly 25 years into the future, will be based off ridership numbers collected during phase one. Phase two will include increasing connecting services between Union Depot and Minneapolis, finding potential service improvements and working on development near station areas.

For more information about the Red Rock Southeast Transit Corridor visit **www.redrockcorridor.com (http://www.redrockcorridor.com)** or call 651-430-4314.

*Marjorie Otto can be reached at 651-748-7816 or at **eastside@lillienews.com (mailto:eastside@lillienews.com)**. Follow her on Twitter at @EastSideM_Otto.*

Rate this article:
No votes yet
Article category:
News (/news)
East Side Review (/east-side-review)



(http://eastsidereviewnews.com/simpleads/redirect/190278)



(http://eastsidereviewnews.com/simpleads/redirect/182332)

10 ARTICLES EVERY 30 DAYS > **SUBSCRIBE (HTTPS://USERS.STARTRIBUNE.COM/PLACEMENT/6/ENVIRONMENT/3/SIGN-UP/START)** FOR MORE

LOG IN (HTTPS://USERS.STARTRIBUNE.COM/MEMBER_CENTER)

SOUTH METRO

South news briefs: Dakota board votes down Red Rock transit plan

JANUARY 7, 2017 — 10:14PM

The Dakota County Board voted 4-3 Tuesday against adopting a resolution supporting the Red Rock Corridor transit project's plans, citing doubts about its timeline, ridership and how it would benefit Dakota County residents.

The Red Rock Corridor is a bus rapid transit (BRT) project proposed to run along Hwy. 61 from the St. Paul Depot to Hastings, with five stops in between. Stations are planned for Lower Afton, Newport, St. Paul Park and Cottage Grove.

The project began a year and a half ago, with a goal of obtaining resolutions of support from cities and county boards, including Ramsey, Dakota, Washington and Hennepin. All four counties are partners on the project and contribute members to the Red Rock Corridor Commission.

Dakota County commissioners' comments ranged from jokes about whether they would be alive for the project's 2040 end date, to questions about why plans don't include stops in dense Dakota County cities like South St. Paul.

The commission wants support from cities and counties but doesn't require it, said Lyssa Leitner, a Washington County senior planner.

Leitner acknowledges that projected ridership numbers "aren't there yet" and added that the transitway isn't planned for the near future.

"It will be up to the Red Rock Corridor Commission to decide what the next step is," Leitner said.

Hally Turner, the Washington County planner who made the presentation to the Dakota County Board, said the commission will discuss possible changes and bring those ideas back to Dakota County.

Erin Adler

South metro

New commissioners and board chairs greet three south metro county boards

Carver, Dakota and Scott counties elected new 2017 board chairs and vice chairs at their respective first meetings of the new year, held Tuesday.

In Dakota County, Commissioner Mike Slavik, who represents the First District, was chosen as board chair, replacing Commissioner Nancy Schouweiler, who retired this fall. Commissioner Kathleen Gaylord, who represents district two, was picked as vice chair.

Commissioner Joe Atkins, formerly mayor of Inver Grove Heights and a seven-term state representative for District 52B, was sworn in to represent district four.

Two newly-elected Scott County commissioners took an oath of office on Tuesday, including Commissioner Dave Beer of Prior Lake and Barb Weckman Brekke of Jackson Township. Beer and Brekke replace longtime commissioners Barbara Marschall and Joe Wagner, who were pushed out in November's election.

Mike Beard was appointed as board chair and Tom Wolf was tapped as vice chair. Wolf, on the board since 2009, was also sworn in after his November re-election.

The Carver County board has no new members but selected Commissioner Tim Lynch as chair and Commissioner Jim Ische as vice chair.

10 ARTICLES EVERY 30 DAYS. SUBSCRIBE (HTTPS://USERS.STARTRIBUNE.COM/PLACEMENT/6/ENVIRONMENT/3/SIGN-UP/START) FOR MORE
LOG IN (HTTPS://USERS.STARTRIBUNE.COM/MEMBER_CENTER)

position around so everyone gets to lead.

Erin Adler

Carver County

Foster care informational meeting on Jan. 10

Carver County will hold a meeting Tuesday from 6 to 8 p.m. for people who want to learn about foster care, including how they can care for kids in their home on either a long- or short-term basis. The meeting will be held at the Carver County Government Center in the Human Services Building; visitors should enter through door two.

Homes for teenagers and sibling groups are especially needed, county officials said in a news release.

The meeting will cover requirements for becoming a foster parent, what training is needed and options for caregivers. The meetings are open to anyone but preregistration is required at 952-361-1603.

If fewer than three families register, the meeting will be canceled.

Erin Adler

Prior Lake

Tip a Cop event will benefit Special Olympics

Prior Lake police officers will serve meals and bus tables from 5 to 8 p.m. Jan. 15 at The Point Grill and Bar (16691 Hwy. 13, Prior Lake) to raise money for the Polar Plunge for Special Olympics Minnesota. All tips will benefit Special Olympics athletes.

Last year's Tip a Cop fundraiser collected more than $2,800.

Polar Plunge events are held multiple times each winter around the state. Prior Lake's is scheduled for Feb. 18 at Sand Point Beach.

Erin Adler