

# **Transportation Committee**

June 10, 2013

# Today's Topics



- Business Impacts Final EIS Update
- Small Business Loan Program
- Marketing Program





# Business Impacts Final Supplemental Environmental Impact Statement

# Business Impacts Supplemental EIS



- Prepared in response to District Court order issued January 23, 2012
- Draft Supplemental EIS was published December 14, 2012
  - Analyzed potential impacts to business revenues caused by CCLRT Project
  - Highlighted mitigation commitments made by Met Council and other project stakeholders



# Business Impacts Supplemental EIS



- Final EIS published June 7, 2013
  - Includes record of all comments received on Draft Supplemental EIS and responses
  - Available for 30-day review.
- Final step in process is issuance of amended Record of Decision
  - Amended ROD anticipated from FTA late July





# Business Forgivable Loan Program

# Business Loan Program



## Source of funds \$4 million program

- -\$2.5 million from Met Council
- -\$1 million from St. Paul
- -\$0.5 million from Central Corridor Funders Collaborative



#### Business Loan Program Criteria



# • Small business

- -<\$2M sales/year
- Maximum amount
  - -\$20,000/business
- Demonstrate revenue loss

 20% of loan forgiven each year business remains on corridor



# **Snapshot of Loan Recipients**

	Percent
Average loss	31% of sales
100% of loss covered	36% of businesses
>75% of loss covered	57% of businesses
Minority owned	65% of businesses
Monthly sales <\$30,000	67% of businesses



## Loan Program Summary



 Nearly \$3.4 million in loans approved to date

- \$200,000 in administrative costs
- \$415,000 remaining as of April 1, 2013





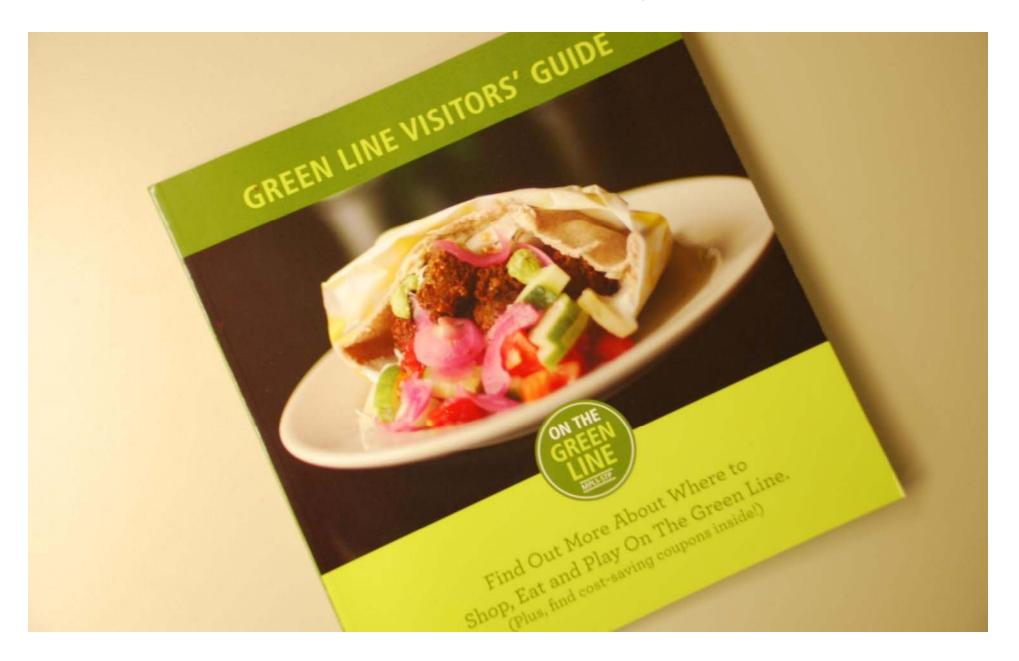
# **Marketing Program**

# **Marketing Program**

- Identified \$1.2 million dollars from project for 2 year campaign
- Administered by City of St. Paul
- Selected Mod and Co. through RFP process and input from business community
- Started campaign in spring 2011



#### **Business Guides Very Popular**



## **Bus Sides - Most Impressions**



## **Billboards Feature Diverse Businesses**





## **Billboards Feature Entire Corridor**

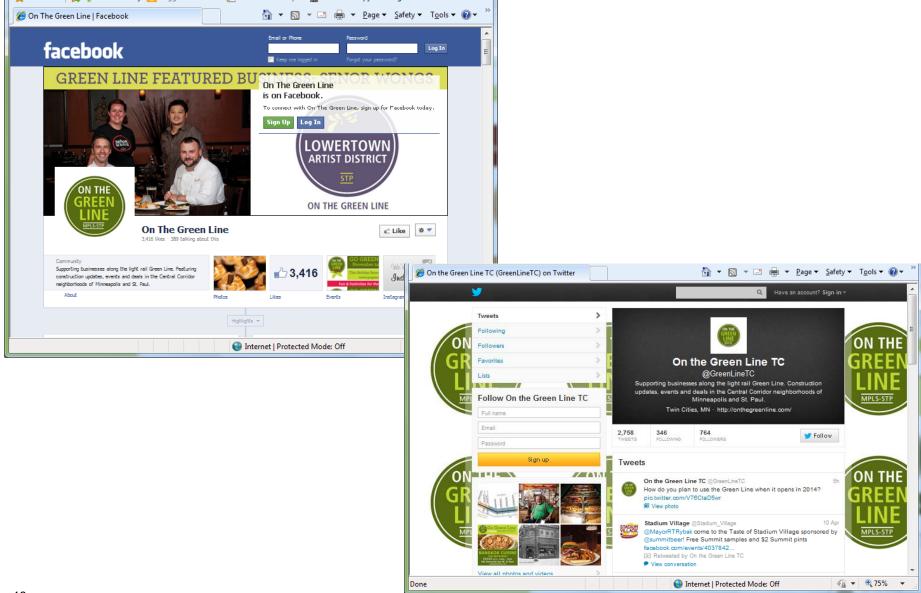




## **Green Line Web Page**



# **Green Line Popular on Social Media**



# Youtube.com/OnTheGreenLine

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Frogtown Video Ad	OnTheGreenLine uploaded a video 2 weeks ago	■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■	Q     Upload     O subscribers  Search Channel  About OnTheGreenLine On the Green Line celebrate the vibrant small businesses districts along the Twin Citie line, the Green Line The business districts includ Stadium Village, and Prospen	s and supports all s and business s' newest light rail le the West Bank,
	On the Green L 51 views The Historic Rond American Rondo twentieth century On The Green Line uploaded a video 2 weeks ago On the Green L 8 views Once known as th	to area merges the history of the African community which dates back to the early to mid- , and the current Summit-University district ine - Raymond Creative Enterprise Zone he "West Midway" the Raymond Avenue area is sance featuring live/work art spaces, sidewalk	by OnTheGreenLine Date Joined Country	more - Feb 15, 2013 United States
19	OnTheGreenLine uploaded a video 2 weeks ago	Internet   Protected N	Node: Off	

#### Promote Events: Little Mekong Grand Re-Opening Celebration on April 25







#### Promote Events: Taste of Stadium Village April 25







# **Updated Campaign Messages**

New. Improved. OPEN.



Open Streets. Open for Business. onthegreenline.com

BACK TO NORMAL Never Looked this Good.



Open Streets. Open for Business. onthegreenline.com



A new TRAIN of thought.



Open Streets. Open for Business. onthegreenline.com



It <u>IS</u> Easy Being Green!



Open Streets. Open for Business. onthegreenline.com





Open Streets. Open for Business. onthegreenline.com

# **Business Census Data** Changes Since March 2011

Out of over 1,400 businesses identified

Businesses	March 2011- March 2013	April 2013	Total
Opened on corridor	109	6	115
Closed on corridor	84	2	86
Moved w/in corridor	23	1	24
Moved off corridor	26	0	26



# More Information



**Check out our website:** 

- www.centralcorridor.org
- Contact Central Corridor Project Office:
- 540 Fairview Avenue North St. Paul, MN 55104
- Construction Hotline: 651-602-1404
- Comment Line: 651-602-1645
  - Email: <u>centralcorridor@metc.state.mn.us</u>

