

# Making Tracks



April-May  
2013



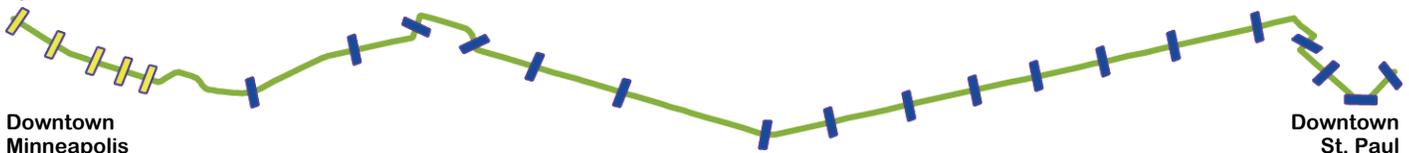
## Inaugural appearance

The first time a light rail vehicle (LRV) appeared on the Central Corridor LRT (Green Line) was April 28. A railcar mover towed the LRV from Minneapolis to St. Paul to verify width clearances between the sides of the vehicle and catenary poles and way-side equipment. The railcar mover was used because crews are still installing the overhead wires that will power the trains.

Once the installation of wires is complete, test runs will begin this fall. The outcome will determine the line's opening date in mid-2014.



LRV being towed to West Bank Station (top). LRV being pushed into maintenance base in Lowertown St. Paul.



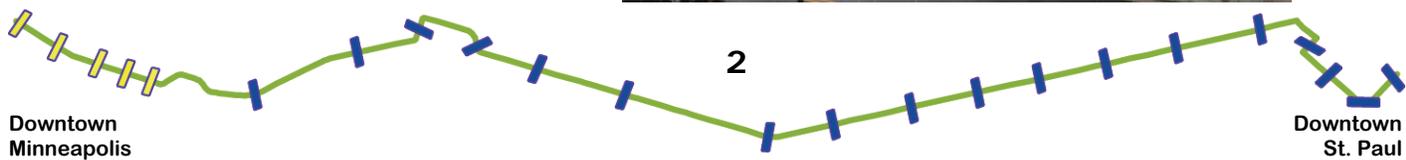
## Scenes from the future

Light rail vehicle leaving Union Depot Station during clearance verification April 28.



LRV being towed April 28 south onto Cedar Street toward the Tenth Street Station.

LRV being towed back to Minneapolis on May 1, rounding the curve from Robert Street onto University Avenue.



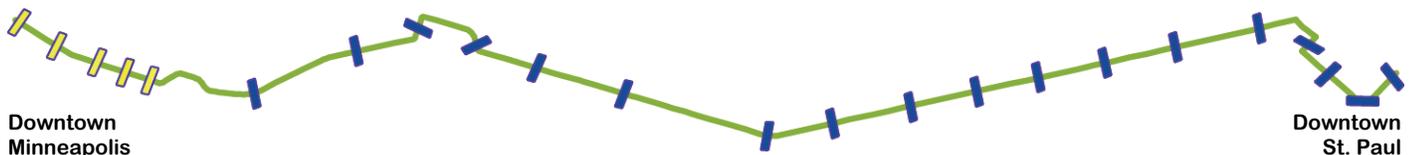
**More scenes  
from the future**

LRV makes its way April 28 past the Rondo Community Outreach Library at the Dale Street Station on University Avenue.



LRV leaving Lexington Parkway Station April 28.

LRV tow reaches the Fairview Avenue Station on April 28, where a 2007 mural on the Major Tire Co. building shows an LRV meeting a streetcar on University Avenue.



Downtown  
Minneapolis

Downtown  
St. Paul



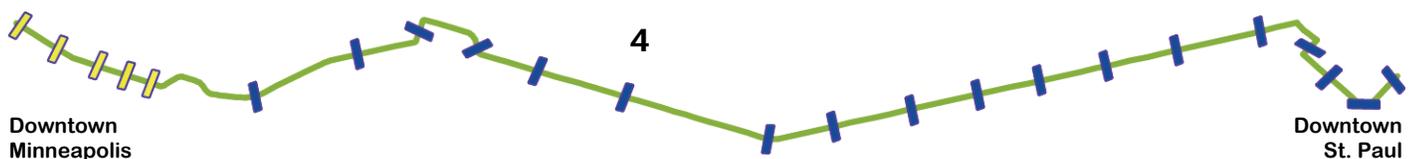
## Safety campaign is taking it to the streets

Central Corridor LRT (Green Line) safety posters started going up this spring in the kiosks at the 18 new LRT stations.

They are visible to motorists and passersby on the sidewalks.

The safety messages include reminders to stay off the tracks and guideway, which is the paved area between and around the tracks, obey all traffic signals and used marked crosswalks.

For more safety messages, see: [www.centralcorridor.org/safety](http://www.centralcorridor.org/safety)





## Businesses pleased with marketing campaign

"We have had people who have never been to the restaurant come in because they said they saw the billboard, or because they saw us on a bus side and decided they wanted to check it out," said Ron Whyte, Big Daddy's Old Fashioned Barbeque, 625 University Ave. W., in St. Paul. See:

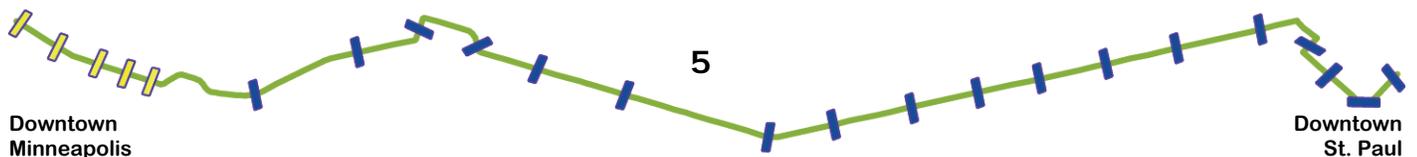
<http://www.bigdaddysbbq-stpaul.com/>

## Report summarizes OnTheGreenLine marketing campaign

Mod and Co.'s OnTheGreenLine marketing campaign, which is funded by the Metropolitan Council, summarizes its activities and outcomes in a six-page report: <http://metrocouncil.org/Transportation/Projects/Current-Projects/Central-Corridor/OnTheGreenLine-Snapshot.pdf>

The report shows that the Metro Transit bus side advertisements have received the highest number of impressions of all the efforts employed by Mod and Co. to promote businesses on the Green Line. That means more people saw the bus side ads than any other marketing effort used. Visit <http://onthegreenline.com/>

Other efforts used to promote businesses include billboards, such as the one pictured at the corner of University Avenue and Transfer Road-Cleveland Avenue in St. Paul. The current billboard emphasizes that corridor businesses are easily accessible once again now that heavy construction is done. The \$1.2 million marketing campaign began in 2012 and will end in March 2014.





## Support corridor businesses

In May, Trung Nam French Bakery (top, middle photos), 739 University Ave. W., in St. Paul between Victoria and Dale Street Stations was selected for a “Lunch on the Avenue,” an effort organized by the Midway Chamber of Commerce to promote corridor businesses.

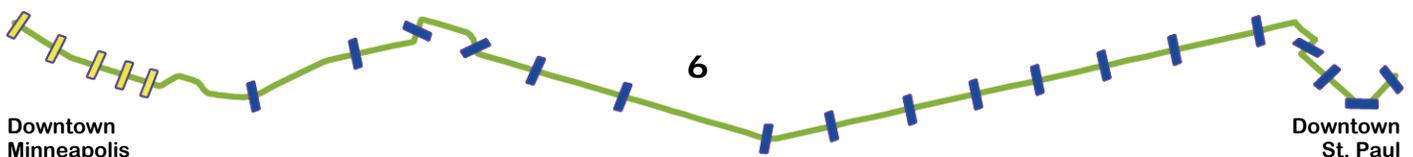


See the bakery’s Facebook page:

<https://www.facebook.com/trungnambakery>



Bangkok Thai Deli reopened this spring in the former Burger King space at 315 University Ave. W. in St. Paul between the Western Avenue and Capitol/Rice Street Stations.



Downtown Minneapolis

Downtown St. Paul

## Digging it

Groundbreakings were held this spring for Episcopal Homes' expansion (top) at 490 E. Lynnhurst Ave. and Twin Cities Habitat for Humanity's new headquarters (bottom) at 1954 University Ave., both steps from Fairview Avenue Station in St. Paul. Read about Episcopal Homes' planned 174-unit senior residence at: [http://www.ehomesmn.org/in\\_the\\_villager](http://www.ehomesmn.org/in_the_villager) and Habitat for Humanity's plans at <http://www.tchabitat.org/groundbreaking-for-a-new-home-for-habitat/>



Downtown  
Minneapolis

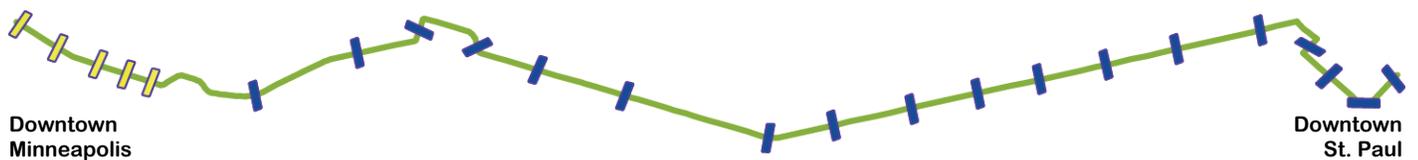
Downtown  
St. Paul



## Western Avenue Station business

Spielman Mortuary, 344 University Ave. W., in St. Paul is among corridor businesses that have recently spruced up. The mortuary repainted its exterior. Western Avenue Station is just outside its front door. Spielman's website is: [http://www.spielmanmortuary.com/fh/home/home.cfm?fh\\_id=13818](http://www.spielmanmortuary.com/fh/home/home.cfm?fh_id=13818)

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**Construction updates** — Weekly construction updates ceased with the end of heavy construction in late 2012. Updates will be issued monthly or as often as warranted in 2013. To see updates, please visit the [www.centralcorridor.org](http://www.centralcorridor.org) homepage and click on News. Sign up for construction updates, news releases and newsletters by scrolling to the bottom of the homepage and entering your email address in the white ENewsletter Sign Up box.

**24-hour construction hotline** - 651-602-1404.

**Follow us at:** [www.twitter.com/cclrt](http://www.twitter.com/cclrt)

**For general questions or comments** - Call 651-602-1645 or email [centralcorridor@metc.state.mn.us](mailto:centralcorridor@metc.state.mn.us)

**About the project:** The Central Corridor Light Rail Transit Project (Green Line) will link downtown St. Paul and downtown Minneapolis along Washington and University avenues via the state Capitol and the University of Minnesota. Construction began in late summer 2010 on the planned 11-mile line, and service will begin in 2014. The line will connect with the METRO Blue Line at the Metrodome station in Minneapolis and the Northstar commuter rail line at the Target Field Station. The Metropolitan Council is the grantee of federal funds. The regional government agency is charged with building the line in partnership with the Minnesota Department of Transportation. The Central Corridor Management Committee, which includes commissioners from Ramsey and Hennepin counties, the mayors of St. Paul and Minneapolis and the University of Minnesota, provides advice and oversight. Funding is provided by the Federal Transit Administration, Counties Transit Improvement Board, state of Minnesota, Ramsey and Hennepin counties' regional railroad authorities, city of St. Paul, Metropolitan Council and the Central Corridor Funders Collaborative. For more information, visit [www.centralcorridor.org](http://www.centralcorridor.org)

