

Central Corridor Light Rail Transit



Status Report On the Implementation of Mitigation Measures – CCLRT Construction-Related Business Impacts March 2013



Prepared by
The Central Corridor Project Office
On behalf of The Metropolitan Council

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1.0 Purpose

This Report summarizes how the Metropolitan Council and other partner agencies worked during the month of March to minimize impacts from Central Corridor LRT (CCLRT) construction to local businesses. This monthly report is a requirement of the Federal Transit Administration (FTA). The requirement is described in the Finding of No Significant Impacts (FONSI), which FTA issued following publication of the April 2011 *Supplemental Environmental Assessment of Construction-Related Potential Impacts on Business Revenues* (Business Impacts SEA).

1. Construction-related complaints and responses
2. Public outreach and communication activities
3. Funds spent to assist businesses during construction
4. Requests for business assistance and responses
5. Number of business openings / closings / relocations

1.1 Mitigation Activities to Assist Central Corridor Businesses

Mitigation activities to assist businesses during construction were summarized in the Business Impacts SEA and form the basis of reporting for items #3 and #4 above, as required by the FTA's FONSI. These activities focus on: (1) minimizing the impacts of construction activities; (2) communications with corridor businesses and the community regarding construction activities; (3) promotional and marketing activities to encourage customers to shop at businesses during construction; (4) technical assistance to businesses during construction; (5) financial assistance to businesses losing nearby on-street parking, and; (6) general financial assistance to small businesses affected by construction activities.

Business assistance activities are summarized in Tables 1 and 2 below.

Table 1: Attachment A to the CCLRT Business Impacts SEA FONSI – Summary Table of Mitigation Measures and Financial Commitments

| Mitigation Measures | | Financial Commitment | Responsible Agency | Contact Information |
|---|---|----------------------|----------------------|---|
| Construction Contract (see Section 2.3.5) | Construction Access Plan | \$200,000 | Metropolitan Council | Robin Caufman Robin.caufman@metc.state.mn.us 651-602-1457 |
| | Contractor Incentive Program | \$850,000 | Metropolitan Council | Robin Caufman Robin.caufman@metc.state.mn.us 651-602-1457 |
| Project Communications (see Section 2.3.6) | Community Outreach Coordinators | \$4,000,000 | Metropolitan Council | Robin Caufman Robin.caufman@metc.state.mn.us 651-602-1457 |
| | Construction Communication Plan (Special Signage) | \$200,000 | Metropolitan Council | Robin Caufman Robin.caufman@metc.state.mn.us 651-602-1457 |

| Mitigation Measures | | Financial Commitment | Responsible Agency | Contact Information |
|---|---|----------------------------|---|---|
| Parking Assistance (see Section 2.3.1) | Neighborhood Commercial Parking Program | \$2,100,000 | City of St. Paul | Craig Blakely Craig.blakely@ci.stpaul.mn.us 651-266-6697 |
| | Alley Improvements Program | \$350,000 | City of St. Paul | Craig Blakely Craig.blakely@ci.stpaul.mn.us 651-266-6697 |
| Business Assistance Programs (see Section 2.3.2) | Business Support Fund | \$4,000,000 | City of St. Paul | Nancy Homans Nancy.homans@ci.stpaul.mn.us 651-266-8568 |
| | Business Improvement / Expansion Assistance | \$700,000 ⁽¹⁾ | Neighborhood Development Center | Isabel Chanslor ichanslor@ndc-mn.org 651-379-8431 |
| | Business Resources Collaborative | \$315,000 ⁽⁵⁾ | N/A | Jonathan Sage-Martinson jonathan@funderscollaborative.org 651-280-2384 |
| | University Avenue Business Preparation Collaborative | \$1,275,000 ⁽²⁾ | N/A | Isabel.Chanslor ichanslor@ndc-mn.org 651-379-8431 |
| | Great Streets and Business Association Assistance Program | \$210,000 | City of Minneapolis | Emily Stern Emily.stern@ci.minneapolis.mn.us 612-673-5191 |
| | Other | \$7,670 | N/A | Jonathan Sage-Martinson jonathan@funderscollaborative.org 651-280-2384 |
| | Business Marketing Program ⁽⁴⁾ | \$1,200,000 | Metropolitan Council | Anne Taylor anne.taylor@metc.state.mn.us 651-602-1449 |
| University Avenue / Cedar Riverside Betterments | Improved Street Lighting / Street Amenities | \$1,000,000 ⁽³⁾ | City of St. Paul / Metropolitan Council | Kathryn O'Brien kathryn.obrien@metc.state.mn.us 651-602-1927 |

| Mitigation Measures | | Financial Commitment | Responsible Agency | Contact Information |
|---------------------------|---|----------------------|----------------------|---|
| (see Section 2.3.3) | Business Façade Improvements | \$150,000 | City of Minneapolis | Emily Stern Emily.stern@ci.minneapolis.mn.us 612-673-5191 |
| Promoting Business Access | Additional Business Signage | \$50,000 | Metropolitan Council | Robin Caufman Robin.caufman@metc.state.mn.us 651-602-1457 |
| (see Section 2.3.4) | Cooperative Advertising and Transit Fare Passes | \$250,000 | Metro Transit | Robin Caufman Robin.caufman@metc.state.mn.us 651-602-1457 |
| TOTAL | | \$16,657,670 | | |

- (1) This amount reflects a decrease of \$150,000 from the amount reported in the Business Impacts SEA. This decrease reflects the actual amount dedicated in Living Cities funds to this effort.
- (2) This amount reflects an increase of \$600,000 from the amount reported in the Business Impacts SEA. This increase reflects an additional commitment of \$200,000 per year in 2011, 2012 and 2013 from the Central Corridor Funders Collaborative supporting business marketing and technical assistance> .
- (3) This amount reflects an increase of \$350,000 from the amount reported in the Business Impacts SEA. This increase reflects the actual amount dedicated to this effort.
- (4) This amount was approved September 28, 2011 by the Metropolitan Council to be used to retain a consultant to provide marketing assistance to Central Corridor businesses.
- (5) This amount reflects an increase of \$75,000 from the amount reported in the Business Impacts SEA. This increase reflects additional funds committed by the Central Corridor Funders Collaborative for marketing efforts from November 2011 to March 2012.

Table 2: Attachment A to the CCLRT Business Impacts SEA FONSI – Mitigation Measures: Staffing and Contract Commitments (Non-Direct Financial Commitments)

| Mitigation Measures | | Responsible Agency |
|------------------------|---------------------------------------|---------------------------------|
| Construction Contract | Special Events Plans | Metropolitan Council/Contractor |
| | Best Management Practices (BMPs) | Metropolitan Council/Contractor |
| Project Communications | Contractor Community Relations Leader | Contractor |
| | Construction Communication Plan | Metropolitan Council |
| | Construction Information Packet | Metropolitan Council |
| | Construction Signage | Metropolitan Council/Contractor |
| Parking Assistance | Construction Employee Parking Plan | Metropolitan Council/Contractor |

This Report will be updated by the Metropolitan Council monthly throughout construction. The construction period is currently scheduled to be completed in 2013.

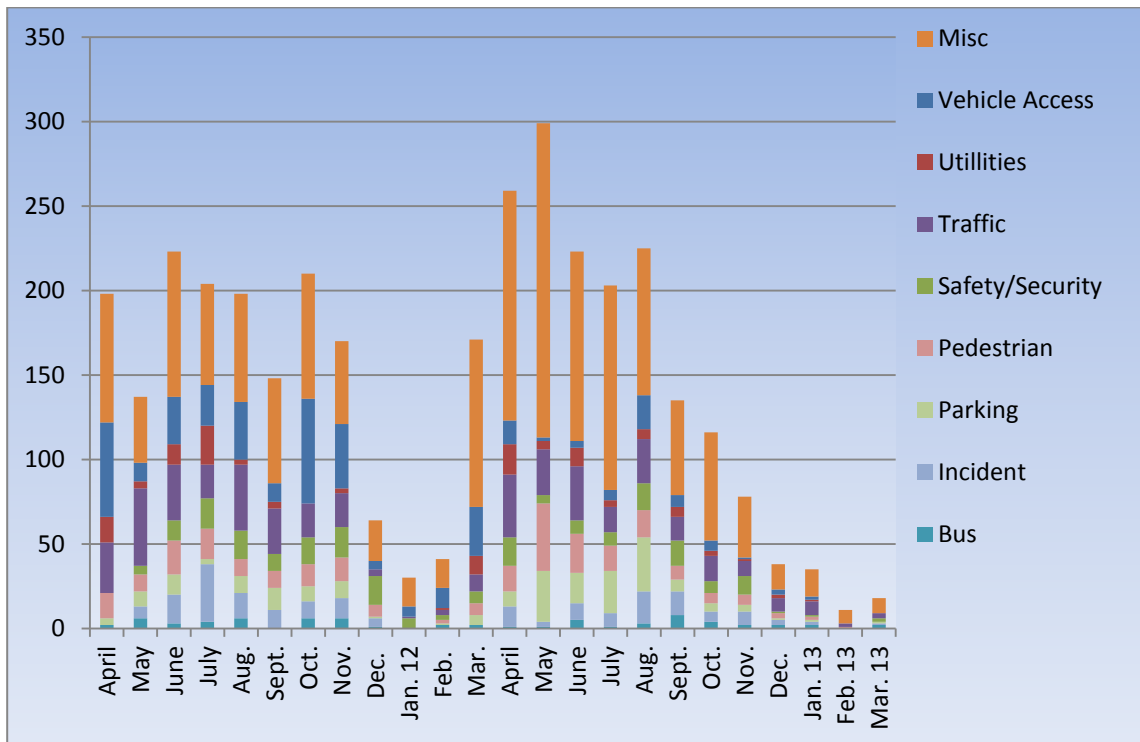
2.0 Activities Reported

2.1 Construction-related Calls, Complaints and Responses

Attachment A to this Report is a summary of construction and other calls and complaints received during March and their response / resolution. During March, a total of 18 complaints, comments or questions were received by Central Corridor Project Office staff (see Figure 1). This compares to a total of 11 in February. A majority of calls and e-mails were responded to within 24-hours. Nearly all issues were responded to within one week. Calls received in March concerned primarily property- or traffic-related issues along with a few parking, safety-security issues..

Figure 1 is a summary of construction-related calls and e-mails received from April 2011 to March 2013.

Figure 1: April 2011 – March 2013 Construction Hotline Complaints Received



2.2 Public Outreach and Communication Activities

During the month of March, the following major outreach activities took place.

Construction Updates: Beginning January 2013, one project-wide construction update will be published monthly or as needed in recognition of the end of significant civil construction work. All current construction updates can be viewed at www.centralcorridor.org. In March, one construction update was issued. The website had 13,801 visits in March.

News Releases: In March, the Project issued one news release regarding the March construction update. All current news releases can be viewed at www.centralcorridor.org

Transit Rider Alerts: A link has been established on the home page of Metro Transit alerting riders of Central Corridor transit services affected by construction to detours and other information. <http://metrotransit.org/rail-construction.aspx>

GovDelivery: GovDelivery is a listserv that CCLRT Outreach and Communications staff began using in May 2012 to update people on project news, including construction activities. It currently has over 9,344 contacts to which information project information is sent. Previously, the Outreach and Communications staff used a ConstantContact listserv to serve this function.

Social Media: CCLRT Outreach and Communications Staff uses Twitter to send press releases, newsletters, and weekly construction updates to the public. At the end of March, @cclrt had over 2,161 followers.

March Public Meetings / Events: Eight meetings / events took place in March, with an estimated total attendance of approximately 250 people. These included meetings with stakeholder groups, Lunch on the Avenue events, Go Green Line promotion activities, and construction communications meetings. See Attachment B1 for a list of all meetings held in March.

Upcoming Public Meetings / Events: A list of upcoming meetings scheduled for the month of April is included as Attachment B2. Many of the meetings listed are open to the public. Contact an Outreach Coordinator identified in Attachment B2 for more details.

2.3 Funds Spent to Assist Businesses during Construction

The following is a summary of monthly activities related to the programs summarized in Tables 1 and 2 above.

2.3.1 Parking Assistance:

Neighborhood Commercial Parking Program: The City of Saint Paul is funding and administering a program to address parking loss during and after CCLRT construction. The program provides forgivable loans to individual businesses and property owners to improve off-street parking resources. The limit for each loan is \$25,000, unless the parking is shared, in which case the amount can be more. Figure 2, below, depicts the locations where parking lot improvements have been or are being made.

Figure 2 – Parking Lot Improvement Locations**Significant Activities:**

To date, the City of Saint Paul HRA has approved over \$1.6 million in funding for 24 parking improvement projects.

- As of December 18, 2012 the following parking improvement projects have been completed under this program.
 - 345 University – Metro Social Services
 - 353 University – Ha Tien Market
 - 377 University – May’s Market
 - 575 University – Unidale Insurance
 - 672 University – A1 Vacuum and Shuang Her Grocery (SE corner of St. Albans and University)
 - 860-866 University – Victoria Best Steak House and East-West Beauty Salon
 - 904-908 University – Thong’s Auto Repair and The Williams Store
 - 933 University – Safety Care
 - 979 University – Shear Pleasure Hair Salon
 - 1133 to 1141 University – Twin Cities Monument, Realty Matrix Apartments, and Kimble Chiropractic
 - 1159 University – The Vietnam Center
 - 1556-60 Sherburne – NE block of Snelling and University
 - 1647 University – Hammond Awards
 - 1685 University – Milbern Clothing
 - 2119 University – Subway parking lot
 - 2447 University – Design Press
- The following projects are planned for completion by the end of 2013.
 - 389 to 397 University – Apartment building and Anh’s Hair Salon
 - 498 Arundel – a remote lot for 441 University
 - 633 University – Spectrum Staffing (NW corner Dale and University)
 - 739 University – Trung Nam
 - 850-854 University – Tai Hoa BBQ
 - NW block of Snelling and University – shared parking between Axman and Turf Club
- The following approved projects have dropped out of the program.
 - 750 University – Cambodian Employment
 - 1449 University – Hair Salons

Alley Improvements Program: The City of Saint Paul has dedicated \$350,000 in their Capital Improvement Budget to improve alleys adjacent to the Central Corridor.

Significant Activities:

- All of the committed funds (a total of \$350,000) were obligated in the City of Saint Paul’s Capital Improvements Budget (CIB) to complete this program. Additionally, Met Council contributed \$282,000 in 2012 to pave 14 alleyways. All improvements have been completed.
 - Lexington to Oxford (north side of University)
 - Victoria to Avon (south side of University)
 - Avon to Grotto (north side of University)
 - Grotto to St. Albans (bet. Thomas & Lafond)
 - Grotto to St. Albans (north side of University)

- St. Albans to Dale (north side of University)
- MacKubin to Arundel (bet. Edmund & Thomas)
- Arundel to Western (north side of University)
- St. Albans to Dale (added as part of a parking improvement project)
- Arundel to Western (north side of University)
- Fry to Snelling (north side of University)
- Snelling to Asbury (north side of University)
- Pascal to Albert (north side of University)
- Aldine Street to Fry Street (north side of University)
- Asbury Street to Simpson Street (north side of University)
- Simpson Street to Pascal Street (north side of University)
- Griggs Street to Dunlap Street (north side of University)
- Chatsworth Street to Milton Street (south side of University)
- Chatsworth Street to Milton Street (north side of University)
- Virginia Street to Farrington Street (south side of University)
- Farrington Street to Galtier Street (south side of University)
- Galtier Street to Marion Street (south side of University)

Construction Employee Parking Plan: Central Corridor LRT construction contracts require contractors to minimize use of available on-street parking by developing an employee parking plan.

Significant Activities:

A construction employee parking plan has been developed, submitted, and approved by CCPO staff for the Civil East (St. Paul) and Civil West (Minneapolis) construction contracts. Enforcement of contractor parking requirements is part of the duties of CCPO construction inspectors. Any complaints received from the public regarding contractor parking are immediately responded to by CCPO outreach staff.

2.3.2 Business Assistance Programs:

Business Support Fund: The Business Support Fund program provides no-interest forgivable loans to small businesses (gross annual sales less than \$2 million) that experience construction-related loss of sales.

On February 1, 2013, the program was opened up to:

- Businesses from any of the segments that were either first time applicants or had not received the maximum loan of \$20,000; and
- Businesses in the major intersections but more than 1 block from University Avenue.

On May 1, 2013, if funds remain available, the program will make funds available a first come, first served basis until the fund is depleted to the following types of businesses:

- Businesses from any segment that received a loan of less than \$20,000 but would qualify for the balance if they were able to count losses from both years; and
- Businesses in segments directly impacted by construction for more than one construction season can qualify for an additional loan of up to \$10,000.

Significant Activities:

In March 2013, 11 loans to businesses, totaling \$183,782, were approved. One of the loans was to a business that had received an earlier loan but was able to document additional losses and stay within the \$20,000 maximum. The remaining ten loans went to businesses that had not previously participated in the program. Three loans, totaling \$19,637 that had been approved were withdrawn prior to closing. One business closed. One was sold. And one, upon receiving additional information about the business, was determined to be ineligible. A total of \$3,395,229 has been disbursed since 2011. (See Attachment C for a depiction of funds disbursed.)

| Business Support Fund - Financial Activities | Allocation | Approvals | Balance | Percent Remaining |
|---|--------------------|--------------------|-------------------|------------------------------|
| Minneapolis | | | | |
| Cedar Riverside | \$289,825 | \$329,825 | (\$40,000) | 0% |
| Stadium Village | \$221,994 | \$296,668 | (\$74,674) | 0% |
| Prospect Park | \$345,324 | \$280,951 | \$64,373 | 0% |
| Minneapolis Total | \$857,143 | \$907,444 | (\$50,301) | 0% |
| Business Support Fund - Financial Activities | Allocation | Approvals | Balance | Percent Remaining |
| Saint Paul | | | | |
| Emerald to Hampden (North Side of University Avenue) | \$169,616 | \$111,497 | \$58,119 | 34% |
| Emerald to Hampden (South Side of University Avenue) | \$514,149 | \$85,183 | \$428,966 | 83% |
| Hampden to Aldine (North Side of University Avenue) | \$524,750 | \$139,321 | \$385,429 | 73% |
| Hampden to Aldine (South Side of University Avenue) | \$180,217 | \$227,933 | (\$47,716) | 0% |
| Aldine to Syndicate (North Side of University Avenue) | \$222,621 | \$318,291 | (\$95,670) | 0% |
| Aldine to Syndicate (South Side of University Avenue) | \$270,326 | \$65,918 | \$204,408 | 76% |
| Syndicate to Lexington (North Side of University Avenue) | \$63,079 | \$148,458 | (\$85,379) | 0% |
| Syndicate to Lexington (South Side of University Avenue) | \$14,557 | \$0 | \$14,557 | 100% |
| Lexington to Dale (North Side of University Avenue) | \$169,827 | \$231,848 | (\$62,021) | 0% |
| Lexington to Dale (South Side of University Avenue) | \$203,793 | \$394,565 | (\$190,772) | 0% |
| Dale to Rice (North Side of University Avenue) | \$150,418 | \$451,086 | (\$300,668) | 0% |
| Dale to Rice (South Side of University Avenue) | \$373,620 | \$171,998 | \$201,030 | 54% |
| Lowertown St. Paul | \$95,409 | \$141,686 | (\$46,277) | 0% |
| St. Paul Total | \$2,952,381 | \$2,487,784 | \$464,598 | 16% |
| Grand Total | \$3,809,525 | \$3,395,228 | \$414,297 | 11% |

Business Improvement / Expansion Assistance: The Business Improvement / Expansion Assistance program includes \$700,000 available in loan, grant, and Program Related Investment (PRI) funds to assist targeted businesses with significant growth opportunities and/or that are in a position to buy or improve their own buildings with the goal of reinforcing the importance of locally- and minority-owned businesses to the Central Corridor. This program will be administered by the Neighborhood Development Center (NDC).

Significant Activities:

The loans listed below have been approved under this program. See Attachment D for a 2012 mid-year report from the NDC on these programs.

- May’s Building, 377 University Avenue: \$50,000 expansion loan and \$60,000 façade grant.
- A-1 Vacuum Cleaner, 666 University Avenue: \$50,000 expansion loan and \$10,000 façade grant.
- X-Treme Beauty Salon, 500 N. Dale Street: \$20,000 expansion loan.
- Ha Tien Grocery Store, 353 University Avenue: \$200,000 expansion loan and \$30,000 façade grant.

| 2012 Financial Activities: | Amount |
|---|------------------|
| Living Cities Small Business Expansion loans | \$320,000 |
| Business façade improvement for small businesses | \$109,247 |
| Loan Loss Reserve Fund that supports Program Related Investment loan for building owners and business expansion | \$150,000 |
| NDC’s administrative costs | \$33,250 |
| Total | \$612,497 |

Business Resources Collaborative (BRC): The Business Resources Collaborative (BRC) is an informal coalition that provides support and technical assistance to businesses affected by the Central Corridor LRT Project. The BRC has received \$315,000 in grants in support of its operations. The BRC provides the following services to businesses along the Central Corridor:

- Provide business consulting and technical assistance (e.g., business and real estate development loan assistance; parking; energy efficiency programs; advocacy, information and referrals).
- Provide and maintain a business resource/information clearinghouse (<http://www.readyforrail.net>).
- Provide a grassroots "buy local" marketing campaign to help provide customers to Central Corridor businesses during project construction.

| Financial Activities: | Amount |
|---|----------|
| Creation and facilitation of Central Corridor Business Resources Collaborative. (June 2009) | \$15,000 |
| Creation of the Central Corridor Funders Collaborative Corridor-wide business development strategy, announcement of the strategy, creation of an evaluation framework, and facilitation for 2010. (Feb. 2010) | \$90,000 |
| Grassroots buy local marketing plan. (Nov. 2010) | \$50,000 |

| | |
|--|------------------|
| City of St. Paul funding to Midway Chamber of Commerce to assist in business marketing efforts (paid to Nemer Fieger). | \$75,000 |
| Central Corridor Funders Collaborative funding to Midway Chamber of Commerce to assist in Business Marketing Efforts | \$75,000 |
| Total | \$305,000 |

University Avenue Business Preparation Collaborative (U7): The University Avenue Business Preparation Collaborative (U7) was created by community development organizations to provide marketing support, on-site business consulting, resource center and planning center, small business workshops, grants for marketing and façade improvements, micro-lending and financing support to small businesses along the Central Corridor. All funds reported in the Business Impacts SEA for this activity have been disbursed.

Significant Activities:

Since 2009, U7 staff and the BRC have provided over 7,600 hours of one-on-one assistance to more than 130 Central Corridor businesses. See Attachment E for the U7’s Fiscal Year 2012 report on activities.

| Financial Activities | Amount |
|--|--------------------|
| Program to help small through training, technical assistance, and financing. (Jan 2009) | \$200,000 |
| Program to help small business through training, technical assistance, and financing. (Feb. 2010) | \$100,000 |
| Program to help small businesses through training, technical assistance, and financing.(Sept. 2010) | \$100,000 |
| Program to help small businesses through training, technical assistance, and financing. (April 2011) | \$200,000 |
| Bigelow Foundation (\$50,000 in 2009 and \$75,000 in 2010) to prepare small businesses for Central Corridor LRT construction. | \$125,000 |
| St. Paul Foundation (\$75,000 in 2009 and \$75,000 in 2010) to prepare small businesses for Central Corridor LRT construction. | \$150,000 |
| Program to help small businesses through training, technical assistance, and financing. (April 2012) | \$200,000 |
| Program to help small businesses through training, technical assistance, and financing. (March 2013) | \$200,000 |
| Total | \$1,275,000 |

Great Streets and Business Association Assistance Program: The City of Minneapolis will contribute a total of \$210,000 for business technical and marketing support. The City’s contract with the African Development Center has expired following a two-year period of availability to CCLRT area businesses. The City renewed its contract with the West Bank Business Association.

Significant Activities:

In March, \$5,500 was disbursed to the West Bank Business Association for marketing of businesses in the area and construction mitigation outreach to businesses.

| Financial Activities (Minneapolis along University Ave, Cedar Riverside): | Amount |
|--|------------------|
| Business Association Assistance Program | \$ 20,500 |
| Great Streets Business District Support Grants | \$194,374 |
| City Business Finance Assistance to the African Development Center | \$ 40,000 |
| Total | \$254,874 |

Other Business Assistance: The “Other” category in Table 1 consists of funding commitments from the Central Corridor Funders Collaborative (CCFC). All funds reported in the Business Impacts SEA for this activity have been disbursed.

| Financial Activities | Amount |
|---|----------------|
| Central Corridor Partnership to support public presentations from Bill Knowles (business mitigation consultant) | \$3,000 |
| Asian Economic Development Association to support consultation / presentations by Thao Tran (business mitigation consultant). | \$4,670 |
| Total | \$7,670 |

Business Marketing Program: On September 28, 2011, the Metropolitan Council approved the use of \$1.2 million in Central Corridor LRT project contingency funding for use to market businesses during project construction. The program is focused on increasing awareness of the diversity of businesses in the Central Corridor area of St. Paul and Minneapolis, increase customer traffic, and minimize lost business revenues.



Significant Activities:

MOD and Co. has been contracted to conduct the marketing program on behalf of the Metropolitan Council. See Attachment F for a report of activities conducted as part of the business marketing campaign in the month of March.

| Financial Activities | Amount |
|--------------------------------|------------------|
| Marketing Agency Contract Fees | \$805,081 |
| Administrative Costs | \$22,000 |
| Total | \$827,081 |

2.3.3 University Avenue / Cedar-Riverside Betterments:

Improved Street Lighting / Street Amenities: The City of St. Paul has contributed additional funds to the project in the amount of \$1,000,000 to include street lighting, colored paving, and other amenities within the public right of way, to enhance the pedestrian character of University Avenue and downtown business districts.

Significant Activities:

These improvements are being implemented concurrently with CCLRT construction, and are being funded using CCLRT contingency funds. The improvements are being made as part of CCLRT construction and were complete by December 31, 2012.

Business Façade Improvement Financing: The City of Minneapolis has committed \$150,000 for business façade-improvement matching grants to businesses along the project corridor.

Significant Activities:

To date, the City of Minneapolis has expended \$88,850 for the Great Streets Façade Improvement Program in Central Corridor business districts. This total includes one façade grant application for \$7,500 was received and approved in March 2013 for a Cedar Riverside business.

2.3.4 Promoting Business Access:

Additional Business Signage: The Metropolitan Council will employ movable variable message signs during construction to assist travelers in accessing businesses in response to frequent changes in construction activities. A total of \$50,000 will be allocated by the Metropolitan Council for this additional business signage.

Significant Activities:

All funds (\$50,000) in this category have been expended to purchase the variable message signs. Variable message signs are in storage for the winter and will be available for use in 2013 as needed during the CCLRT Systems construction activity.

Cooperative Advertising and Transit Fare Passes: Metro Transit will provide \$250,000 in marketing support in the form of cooperative advertising and fare passes to businesses for distribution to customers.

Significant Activities:

To date, a total of \$254,096 has been expended on the following activities:

- Go To Passes for U7 Business Support Staff: In 2011, four Go To Passes with two months fare (totaling \$567) were provided to U7 to support their outreach efforts to Central Corridor businesses by providing transportation to interns going door-to-door to talk about available loan programs and related workshops.

- Development / Deployment of Metro Transit Bus Side Ads : A total of six Metro Transit buses were used to promote patronage of Central Corridor businesses during year one of construction. These ads ran from May through November 2011. From July to December 2012, a total of 30 Metro Transit buses are being used to promote Central Corridor businesses (total value for 2011 and 2012 is \$211,555). In March, Metro Transit provided additional bus ads at cost for a value of \$20,666.
- Go To Passes for Go Green Saturday Promotion: On November 24, 2012, Metro Transit offered free passes for 320 rides (\$640 value) to shop along the Central Corridor as part of the Go Green Saturday event.

Soo Line Building under development at Fifth and Marquette in Minneapolis



2.3.5 Construction Contract:

Construction Access Plans: Construction contracts (Civil East – St. Paul, and Civil West – Minneapolis) included \$200,000 for civil construction access plans. Outreach efforts and other contracting activities related to maintaining access were significantly completed in November 2012, as civil construction activities are scheduled to conclude at the end of 2012. In 2013, access plans will be developed as needed. Businesses will be notified of any changes to access at least two weeks prior to the start of construction. In March, outreach staff continued to work with businesses and property owners in the areas near Washington and Cedar Avenue and Huron Boulevard and University to prepare for access during overnight closures in mid-March. Outreach staff also created and distributed access maps in Mid-March for systems work in the Washington/Cedar areas.

Contractor Incentive Program: A contractor incentive program is being provided for the two major construction contracts (Civil East – St. Paul and Civil West – Minneapolis). This program is intended to encourage effective communication and cooperation between the contractor, businesses and residents. A Construction Communication Committee (“CCC”) composed of business owners, residents, and other stakeholders will be created for each outreach sector identified in contract documents. The CCC will meet once per quarter in 2013 to vote on identified evaluation criteria measuring contractor efforts to minimize construction-related impacts and award quarterly incentives to contractors demonstrating compliance with these measures. The construction contracts include an \$850,000 allowance (project-wide total) for the contractor incentive program.

Significant Activities:

To date, nine evaluations have taken place by CCC's for the Civil East and Civil West construction contracts. The table below summarizes, by contract by quarter, the contractor incentive funds available and the amount the CCC voted to award, based on contractor performance.

| | Civil East | | Civil West | |
|-------------------------|------------------|--|------------------|--|
| | Funds Available | Funds Awarded | Funds Available | Funds Awarded |
| 2010 – Quarter 4 | \$50,000 | \$46,920 (94 percent of total) | \$10,000 | \$9,920 (99 percent of total) |
| 2011 – Quarter 1 | \$40,000 | \$30,993 (77 percent of total) | \$20,000 | \$20,000 (100 percent of total) |
| 2011 – Quarter 2 | \$60,000 | \$25,085 (42 percent of total) | \$25,000 | \$18,891 (75 percent of total) |
| 2011 – Quarter 3 | \$70,000 | \$23,200 (33 percent of total) | \$25,000 | \$20,000 (80 percent of total) |
| 2011 – Quarter 4 | \$70,000 | \$27,500 (39 percent of total) | \$25,000 | \$18,150 (73 percent of total) |
| 2012 – Quarter 1 | \$50,000 | \$40,000 (80 percent of total) | \$20,000 | \$16,327 (82 percent of total) |
| 2012 – Quarter 2 | \$60,000 | \$34,200 (57 percent of total) | \$25,000 | \$21,250 (85 percent of total) |
| 2012 – Quarter 3 | \$70,000 | \$45,500 (60 percent of total) | \$25,000 | \$21,250 (85 percent of total) |
| 2012 – Quarter 4 | \$50,000 | \$37,500 (75 percent of total) | \$25,000 | \$21,250 (85 percent of total) |
| Total (to date) | \$520,000 | \$310,898 (60 percent of total) | \$200,000 | \$167,038 (84 percent of total) |

2.3.6 Project Communications:

Construction Communication Plan (Special Signage): Construction signage will include “Open for Business” signage and other information alerting drivers and pedestrians to construction impacts or other relevant information (e.g., available parking, alternative access, etc.). Approximately four signs will be required per block of construction, and signs will be in place until substantial completion of construction of the surface elements of the project.

Significant Activities: Construction signage is in place in areas where Civil East (St. Paul) and Civil West (Minneapolis) construction activities are ongoing.

Community Outreach Coordinators: Community Outreach Coordinators will be provided by the Metropolitan Council throughout project construction. The Community Outreach Coordinators act as a liaison between the public and local businesses, including minority-owned businesses, and project contractors. Community Outreach Coordinators are available to answer questions and direct specific construction related concerns back to project contractors and the Metropolitan Council. The Metropolitan Council has dedicated \$4,000,000 to this effort, which includes salary and benefits for a fully staffed Central Corridor Outreach and Communications Team for the four years of project construction from 2010 through 2013. See Attachment G for a display of current Outreach staff and their contact information.

2.4 Requests for Business Assistance and Response

Several of the programs summarized in Section 3 involve direct assistance to businesses in the forms of loans, grants, or other direct assistance. Programs that are managed in this way are listed below, along with information on the number of requests to receive assistance from these programs.

Neighborhood Commercial Parking Program (City of St. Paul): To date, a total of 50 applications have been received by the City of St. Paul and 24 projects have been funded. The City has closed the application process for this program.

Business Support Fund: To date, a total of 238 loans been approved by the City of Saint Paul. A total of 17 applications for loans were not funded, as reported below:

- Two of the applicant businesses closed prior to the loan being disbursed.
- Six were not eligible as they actually demonstrated business revenues that increased from periods prior to construction. Two of the six later reapplied with additional demonstrated losses and the applications were then deemed eligible and approved.
- Three were not eligible as they were not retail establishments.
- Two were not eligible as they were outside the established geographic area for qualified applicants.
- One did not meet minimum required time for being in business on the corridor (one-year minimum).
- One was the subject of an adverse action taken by the City of St. Paul and was evicted by the landlord before the loan application was processed
- One was not eligible because the previous year’s sales exceeded \$2 million.
- One business was sold before the loan was closed.

(See Attachment C for a visual depiction of the status of funds approved.)

Business Improvement / Expansion Assistance: Loans have been made to four businesses along the Central Corridor, as reported in Section 2.3.2 of this report.

Business Façade Improvement Financing (City of Minneapolis): To date, 24 applications have been received to access funds administered through this program with 21 applications approved and/or funded (one additional application was submitted and then later withdrawn).

2.5 Business Openings / Closings / Relocations

The following update on number of Central Corridor business openings, closings, and relocations uses data gathered by CCPO Outreach staff. Outreach staff maintains an inventory of Central Corridor businesses, which provides a comprehensive contact database. This inventory is a list of street-level business establishments that are found along the Central Corridor alignment from the West Bank area of Minneapolis to downtown St. Paul.

The information in the following table reflects known business openings, closings and relocations on the Central Corridor for the month of March.

| Change in Central Corridor Businesses (March 1, 2013 to March 28, 2013) | |
|--|---|
| Business Openings | 6 |
| Business Closings | 3 |
| Business Relocations off Corridor | 0 |
| Business Relocations on Corridor | 0 |

3.0 Frequently Asked Questions

3.1 How do I request a translated summary of this report?

Please contact the Central Corridor Public Outreach and Communications Team for assistance:

Central Corridor email: centralcorridor@metc.state.mn.us
Hotline: 651-602-1404

Requesting a Spanish Summary of Report:

¿Cómo puedo solicitar un resumen traducido de este informe?

Por favor comuníquese con el *Equipo de Corredor Central Publico de Alcance y Comunicación* (Central Corridor Public Outreach and Communications Team) para asistencia.

Correo electrónico del Equipo de Corredor Central: centralcorridor@metc.state.mn.us
Línea de ayuda: (651) 602-1404

Requesting a Vietnamese Summary of Report:

Làm thế nào để yêu cầu một bản tóm tắt dịch của báo cáo này?

Xin vui lòng liên hệ với Central Corridor Public Outreach and Communications Team để được hỗ trợ: Central Corridor email: centralcorridor@metc.state.mn.us
Hotline: 651-602-1404

Requesting a Somali Summary of Report:

Sideen u dalbadaa warbixintaan kooban oo la fasiray?

Fadlan la soo xiriir Central Corridor caawimada dadweeynaha iyo kooxda farriinta dadweeynaha u qaabilsan.

Central Corridor Eemeylkoodu waa: centralcorridor@metc.state.mn.us
Telefoonka: 651 602 1404

Requesting a Hmong Summary of Report:

Yuav ua li cas thiaj li thov tau daim ntawv txhais ua lus Hmoob txog cov xov xwm no?

Yog koj xav tau kev pab, thov hu los yog sau ntawv rau tom cov Koos Haum (Central Corridor Public Outreach and Communications Team).

Sau ntawv rau: centralcorridor@metc.state.mn.us

Xov Tooj: 651-602-1404

3.2 How can I report a construction-related problem?

To report problems that arise during construction, call the 24-hour hotline at 651-602-1404.

3.3 How can I get information on business assistance during construction?

“Ready for Rail” is a great source for information on programs to assist Central Corridor businesses during construction and can be found at <http://www.readyforrail.net/> or by calling 651-280-2384.

3.4 How can I comment on the project?

The outreach program provides many avenues for people to submit comments and concerns. The outreach team forwards your comments and concerns to the engineers.

Central Corridor email: centralcorridor@metc.state.mn.us

Phone line: 651-602-1645

Attend a public meeting. See the Central Corridor meetings page at www.centralcorridor.org

3.5 Where do I get information about job opportunities

The Met Council and Central Corridor Funders Collaborative created www.lrtworks.org for job seekers to register their qualifications.

3.6 How can the public get construction information?

Details about construction will be available at www.centralcorridor.org and the public will be notified in advance about work, including detours and road closures. Project outreach coordinators began surveying business and property owners in the spring of 2008 for details on their points of access to help engineers design the line and plan construction.

Attachment A

Summary of Monthly Complaints / Response

| Category | Description | Response | Responded Within 24 Hours | Responded Within 1 Week | Date Received | Date Responded |
|-----------------|---|---|---------------------------|-------------------------|---------------|----------------|
| Civil East = 14 | | | | | | |
| Incidents | Cracked SE Wall-Damage Claim | Not a Walsh damage. | X | | 03.04.2013 | 03.04.2013 |
| Misc | Cass Gilbert Park | Nkongo calle dback 3/6. Issue resolved. | X | | 03.06.2013 | 03.06.2013 |
| Misc | Uneven Sidewalk and Water Pooling | Nkongo called back 3/13. Issue added to punch list for resolution. | X | | 03.12.2013 | 03.13.2013 |
| Misc | Ponding at Cheng Heng- 448 University | Nkongo visited site 3/14. Issue resolved 3/15. | X | | 03.14.2013 | 03.14.2013 |
| Misc | Opening Business Griggs Midway | Nkongo called back 3/19. Issue closed 3/19. | X | | 03.19.2013 | 03.19.2013 |
| Misc | Bad Smell in basement - 2039 Dayton | | | | 03.21.2013 | |
| Misc | 1 Mile Gap b/t Raymond & Fairview? | Nkongo emailed back 4/1. Issue closed 4/1. | | | 03.25.2013 | 05.01.2013 |
| Misc | McDonalds Additional Signage | Nkongo emailed back 3/26 and forwarded request to the city. | X | | 03.26.2013 | 03.26.2013 |
| Misc | Sidewalk Slope - Water coming into building - 2162 Univ W | | | | 03.27.2013 | |
| Parking | Landscaped & Parking - 4th & Minnesota | | | | 03.22.2013 | |
| Safety Security | Ped Crosswalk - 10th & Cedar | Responded via email | | X | 03.15.2013 | 03.20.2013 |
| Safety Security | South on Cedar left on 11th - Can not see | | | | 03.18.2013 | |
| Traffic | Left Turn on Green Arrow - Univ | Nkongo emailed back 3/20. Issue closed 3/20. | | X | 03.15.2013 | 03.20.2013 |
| Traffic | Congestion by Target &Hardees | | | | 03.27.2013 | |
| Civil West = 4 | | | | | | |
| Bus | Busses Returning to Washington Ave | Jessica emailed back that we are still in negotiations with University. | | | 03.11.2013 | 03.20.2013 |
| Bus | Busses Returning to Washington Avenue? | Jessica emailed back that we are still in negotiations with University. | | X | 03.15.2013 | 03.20.2013 |
| Misc | Noisy generator - 1849 Wash Ave S | | | | 03.30.2013 | |
| Traffic | No Left Turn Arrow - Univ & Bedford and Univ & Berry | | | | 03.06.2013 | |

Attachment B1

Summary of Past Monthly Meetings

Central Corridor LRT Meeting Summary

March 2013

| 1. Metropolitan Council initiated public meetings/events | | | | | | | |
|---|------------|------------------------------|------------|--------------------------|-----------------------|--------------------|---------------------------|
| Date | Start Time | Meeting location and address | Group/Host | Topic/Purpose of Meeting | Stakeholder Attendees | Attendees Expected | Project Contact & Phone # |
| | | | | | | | |

| 2. Project partner initiated meetings/events | | | | | | | |
|---|------------|--|----------------------------|--------------------------|------------------------|--------------------|---------------------------|
| Date | Start Time | Meeting location and address | Group/Host | Topic/Purpose of Meeting | Stakeholder Attendees* | Attendees Expected | Project Contact & Phone # |
| 3/1/13 | 11:00 AM | Green Spoon, 2600 University Avenue SE, Suite A, Minneapolis, MN 55414 | Midway Chamber of Commerce | Go Green Line Fridays | | 30 | Centralcorridor |
| 3/7/13 | 12:00 PM | Tea House, 2425 University Avenue SE, Minneapolis, MN 55414 | Midway Chamber of Commerce | Lunch on the Avenue | | 30 | Centralcorridor |
| 3/22/13 | 11:00 AM | Big 10 Restaurant, 606 Washington Avenue SE, Minneapolis, MN 55414 | Midway Chamber of Commerce | Go Green Line Fridays | | 30 | Centralcorridor |
| 3/29/13 | 11:00 AM | Trieu Chau, 500 University Avenue W, St. Paul, MN 55103 | Midway Chamber of Commerce | Go Green Line Friday | | 30 | Centralcorridor |

| 3. Meetings with Stakeholders | | | | | | | |
|--------------------------------------|------------|--|----------------------|--------------------------|-----------------------------|--------------------|---------------------------|
| Date | Start Time | Meeting location and address | Group/Host | Topic/Purpose of Meeting | Stakeholder Attendees* | Attendees Expected | Project Contact & Phone # |
| 3/6/13 | 11:00 AM | Science Museum, 120 West Kellogg Blvd., St. Paul, MN 55101 | St. Paul Smart Trips | Transportation Summit | Downtown St. Paul community | 100 | Happel, Dana |

Page 1 of 2 or information about a specific meeting, contact the identified outreach coordinator:

Nkongo Cigolo (651) 602-1559 Dana Happel (651) 602-1954 Jessica Hill (651) 602-1840 Shoua Lee (651) 602-1014

Central Corridor LRT Meeting Summary

March 2013

| 3. Meetings with Stakeholders | | | | | | | |
|--------------------------------------|-------------------|---|--|---|-------------------------------|---------------------------|--------------------------------------|
| Date | Start Time | Meeting location and address | Group/Host | Topic/Purpose of Meeting | Stakeholder Attendees* | Attendees Expected | Project Contact & Phone # |
| 3/7/13 | 12:15 PM | MPR, 480 Cedar Street, St. Paul, MN 55101 | MPR | Meeting MPR and Central Corridor Project Office | MPR staff | 4 | Happel, Dana |
| 3/21/13 | 11:15 AM | MPR, 480 Cedar Street, St. Paul, MN 55101 | MPR | Meeting between MPR and Central Corridor Project Office | MPR management | 4 | Happel, Dana |
| 3/21/13 | 2:30 PM | Commons Hotel, Minneapolis, MN | Stadium Village Commercial Association | Stadium Village Commercial Association | Stadium Village businesses | 20 | Happel, Dana |

Page 2 of 2 or information about a specific meeting, contact the identified outreach coordinator:

Nkongo Cigolo (651) 602-1559 Dana Happel (651) 602-1954 Jessica Hill (651) 602-1840 Shoua Lee (651) 602-1014

Attachment B2

Summary of Upcoming Monthly Meetings

Central Corridor LRT Meeting Summary

April 2013

| 1. Metropolitan Council initiated public meetings/events | | | | | | | |
|---|------------|---|------------|--|---|--------------------|---------------------------|
| Date | Start Time | Meeting location and address | Group/Host | Topic/Purpose of Meeting | Stakeholder Attendees | Attendees Expected | Project Contact & Phone # |
| 4/3/13 | 11:00 AM | Central Corridor Project Office, 540 North Fairview Av Room 2/3, Saint Paul, MN 55104 | CCPO | Quarterly Construction Meeting/Quarterly Contractor Evaluation Meeting | Public-Construction Communication Committee Members | 40 | Cigolo, Nkongo |
| 4/11/13 | 1:00 PM | TBD | CCPO | Civil West Quarterly Contractor Evaluation Meeting | CCC members | 10 | Lee, Shoua |
| 6/11/13 | 11:00 AM | 360 Robert Street, St. Paul, MN 55101 | CCPO | Federal Courthouse Safety Training | Safety staff | 20 | Happel, Dana |

| 2. Project partner initiated meetings/events | | | | | | | |
|---|------------|---|----------------------------|-------------------------------------|-------------------------|--------------------|---------------------------|
| Date | Start Time | Meeting location and address | Group/Host | Topic/Purpose of Meeting | Stakeholder Attendees* | Attendees Expected | Project Contact & Phone # |
| 4/4/13 | 12:00 PM | Little Szechuan, 422 University Avenue West, St. Paul, MN 55103 | Midway Chamber of Commerce | Lunch on the Avenue | | 30 | Centralcorridor |
| 5/21/13 | 4:00 PM | 891 Dale Street N, Saint Paul, MN | Nkongo Cigolo | 13 St. Paul Public Works Open House | Saint Paul Stakeholders | 60 | Cigolo, Nkongo |

| 3. Meetings with Stakeholders | | | | | | | |
|--------------------------------------|------------|------------------------------|--------------|--------------------------|------------------------|--------------------|---------------------------|
| Date | Start Time | Meeting location and address | Group/Host | Topic/Purpose of Meeting | Stakeholder Attendees* | Attendees Expected | Project Contact & Phone # |
| 4/1/13 | 12:00 PM | Elsies, Minneapolis, MN | Kiwanis Club | Kiwanis Club | Members | 20 | Happel, Dana |

Page 1 of 2 or information about a specific meeting, contact the identified outreach coordinator:

Nkongo Cigolo (651) 602-1559 Dana Happel (651) 602-1954 Jessica Hill (651) 602-1840 Shoua Lee (651) 602-1014

Central Corridor LRT Meeting Summary

April 2013

| 3. Meetings with Stakeholders | | | | | | | |
|--------------------------------------|-------------------|---|-----------------------------------|--|---|---------------------------|--------------------------------------|
| Date | Start Time | Meeting location and address | Group/Host | Topic/Purpose of Meeting | Stakeholder Attendees* | Attendees Expected | Project Contact & Phone # |
| 4/5/13 | 1:30 PM | State Capitol, 75 Rev Dr Martin Luther King Jr Boulevard Room 318, Saint Paul, MN 55155 | Jim Aleckson | Department of Administration Construction Update Meeting | State | 50 | Cigolo, Nkongo |
| 4/18/13 | 9:30 AM | 6715 Minnetonka blvd, St. Louis Park | Kiwanis Club | Kiwanis Club | Kiwani members | 20 | Happel, Dana |
| 4/23/13 | 11:00 AM | IDS Court, 80 8th St S, Minneapolis, MN 55402 | Nkongo Cigolo | Staff Table at IDS Court Earth Day Event | Commuter Connections | 100 | Cigolo, Nkongo |
| 4/24/13 | 11:00 AM | 555 Nicollet Mall, skyway event, Minneapolis, MN 55402 | Commuter Connection | Commuter Fair, RBC Plaza | Downtown Minneapolis community | 150 | Happel, Dana |
| 5/8/13 | 3:30 PM | 340 Cedar Street, St. Paul, MN 55101 | CCPO | Safety Training for Global Language Institute | GLI Staff | 10 | Happel, Dana |
| 5/9/13 | 5:00 PM | Saint Paul River Center, 175 Kellogg Blvd. West, St. Paul, MN 55102 | Saint Paul Riverfront Corporation | Great River Gathering | Policy makers, corporate leaders, entrepreneurs, artists and citizens | | Happel, Dana |
| 5/9/13 | 5:00 PM | Saint Paul River Center, 175 Kellogg Blvd. West, St. Paul, MN 55102 | Great River Gathering | Great River Gathering | Downtown Community | 1200 | Happel, Dana |
| 5/14/13 | 3:00 PM | 172 East Fourth Street, St. Paul, MN 55101 | CCPO | Twin Cities Public Television Safety Training | Staff | 20 | Happel, Dana |
| 5/16/13 | 2:00 PM | 55 East Fifth Street, St. Paul, MN 55101 | CCPO | Alliance Bank Center Safety Training | Security and safety staff | 20 | Happel, Dana |

Page 2 of 2 or information about a specific meeting, contact the identified outreach coordinator:

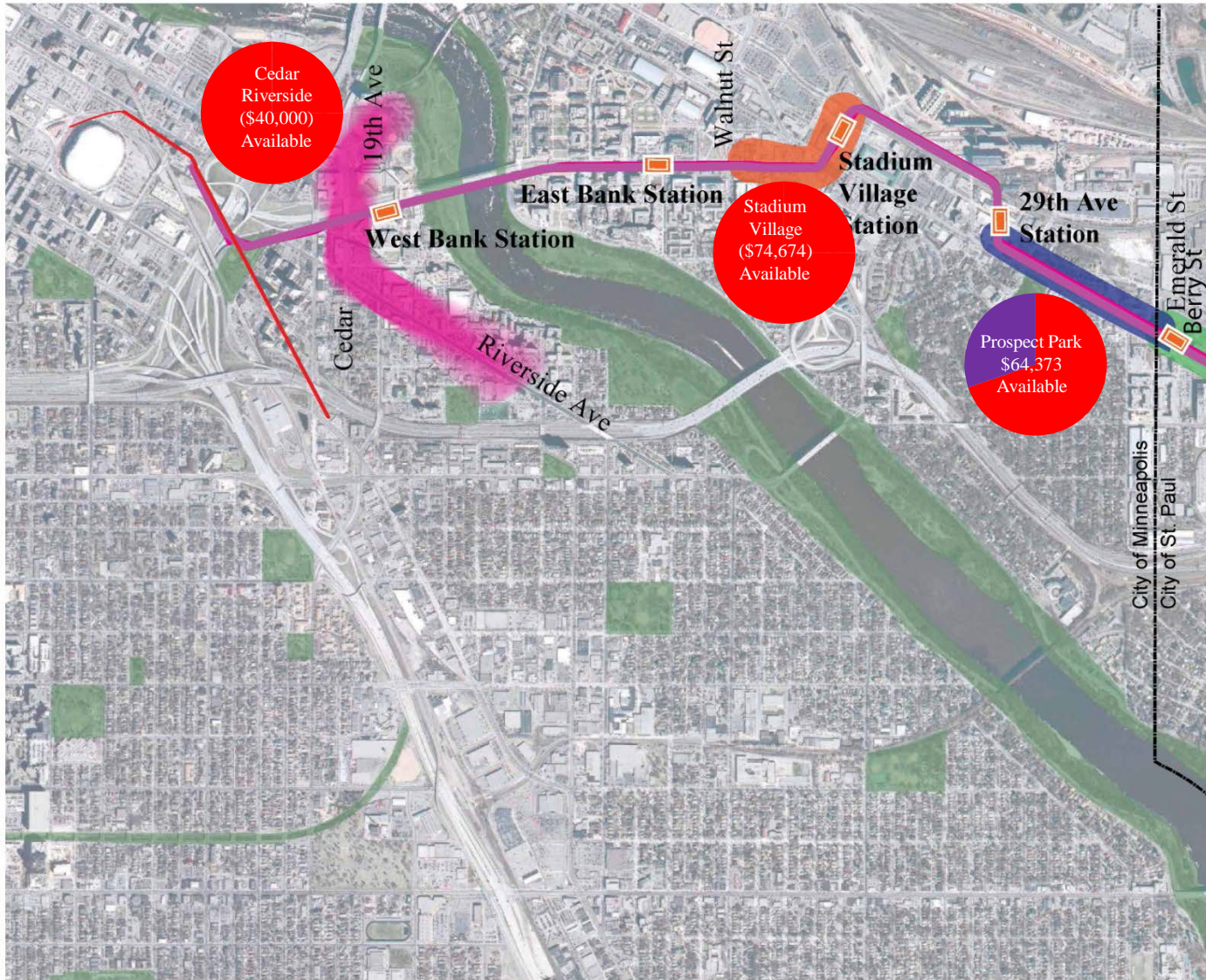
Nkongo Cigolo (651) 602-1559 Dana Happel (651) 602-1954 Jessica Hill (651) 602-1840 Shoua Lee (651) 602-1014

Attachment C
CCLRT Business Support Fund
Status Report

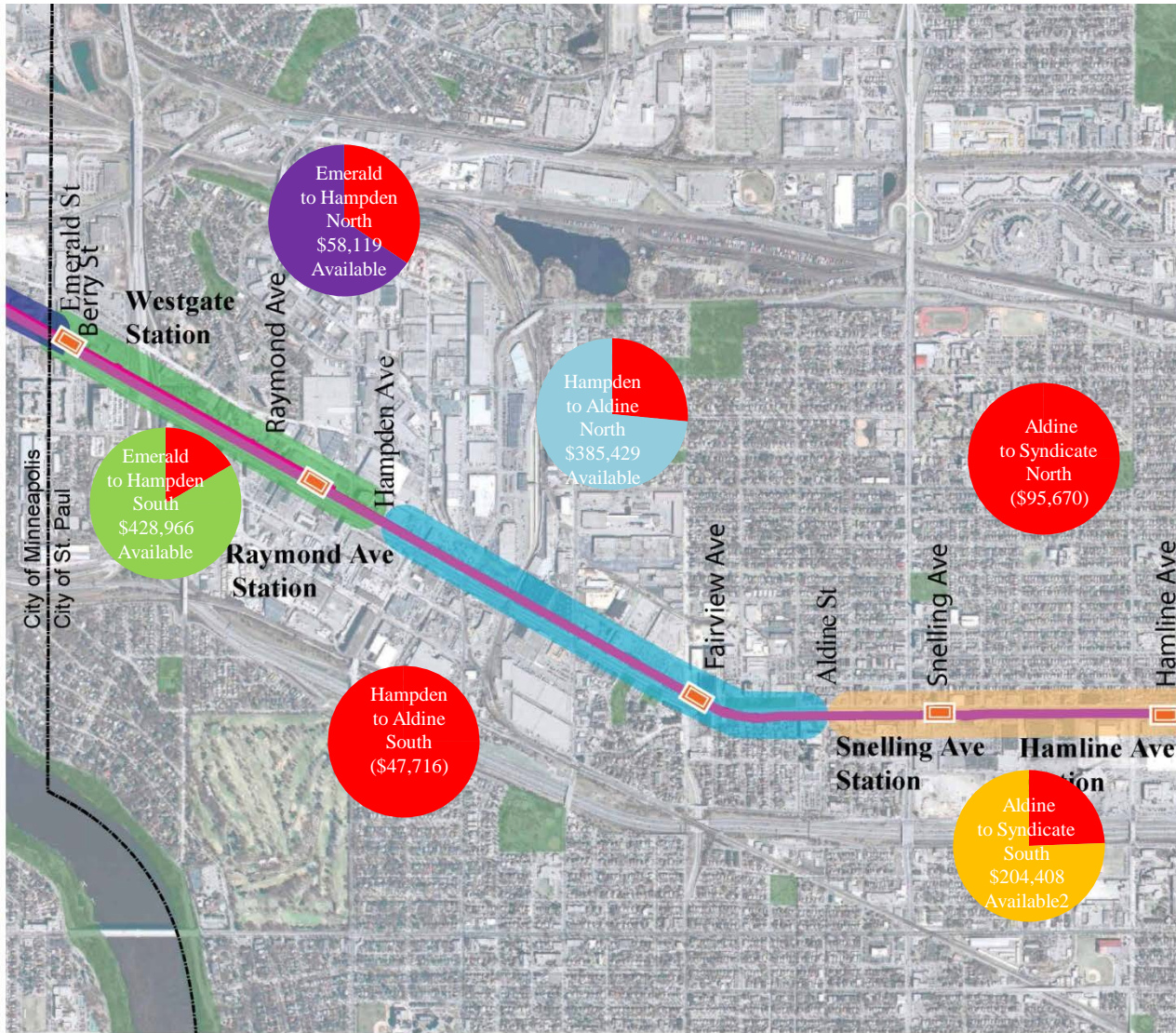
CCLRT Business Support Fund March 2013 Status Report



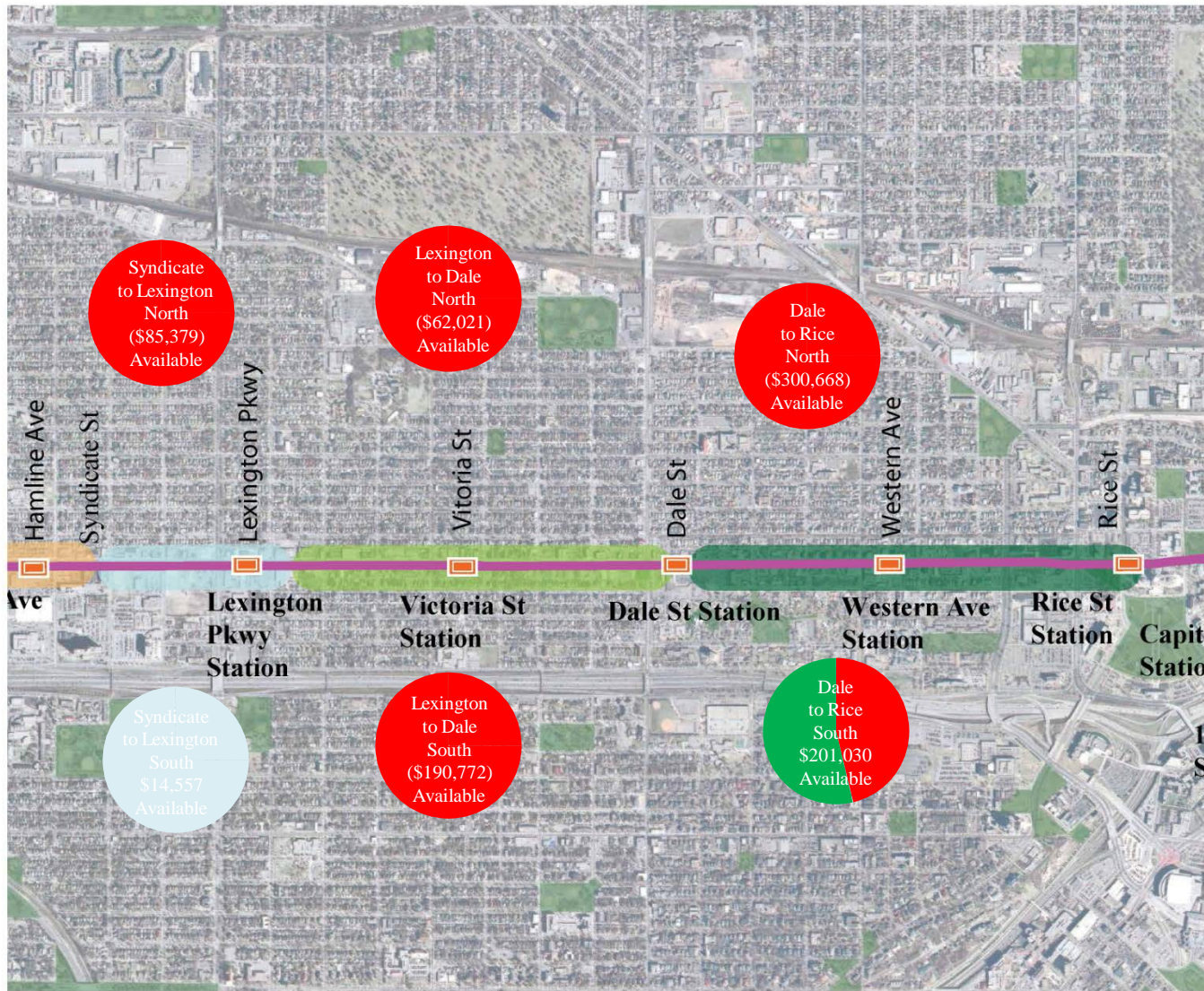
| | |
|------------------------|--|
| \$289,825 | Cedar-Riverside North and South |
| \$221,994 | Stadium Village |
| \$345,324 | Prospect Park |
| \$169,616 \$514,149 | Emerald-Hampden North Emerald-Hampden South |
| \$524,750 \$180,217 | Hampden -Aldine North Hampden - Aldine South |
| \$222,621 \$270,326 | Aldine -Syndicate North Aldine -Syndicate South |
| \$63,079 \$14,557 | Syndicate-Lexington North Syndicate-Lexington South |
| \$169,827 \$203,793 | Lexington-Dale North Lexington-Dale South |
| \$150,418 \$373,620 | Dale-Rice North Dale-Rice South |
| \$95,409 | Lowertown |



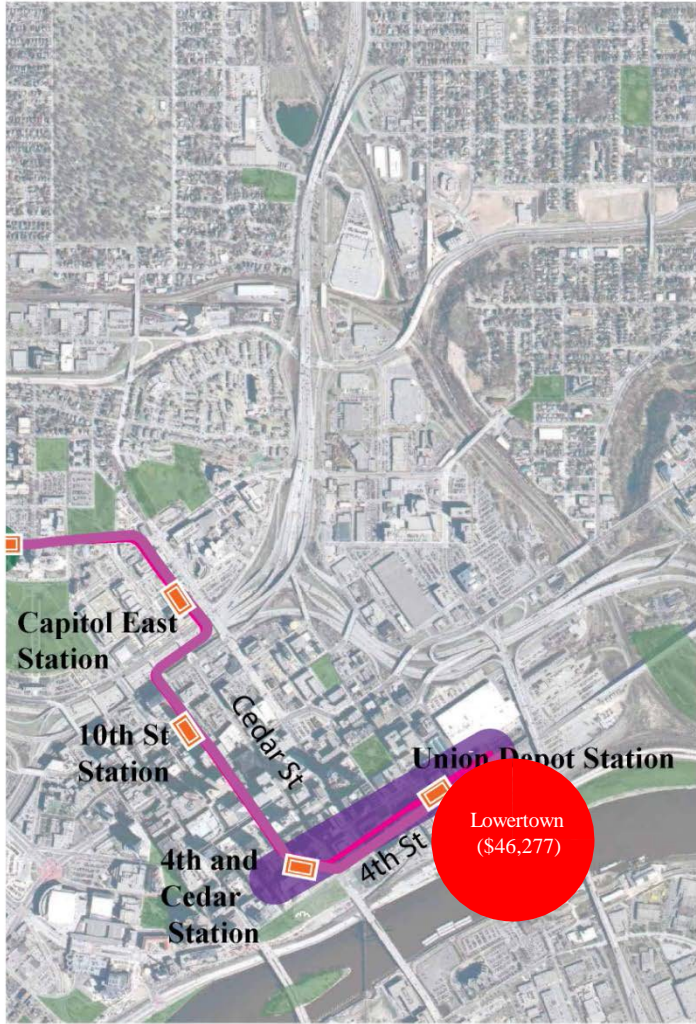
| | |
|-----------|---------------------------------|
| \$289,825 | Cedar-Riverside North and South |
| \$221,994 | Stadium Village |
| \$345,324 | Prospect Park |
| \$169,616 | Emerald-Hampden North |
| \$514,149 | Emerald-Hampden South |
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| \$169,827 | Lexington-Dale North |
| \$203,793 | Lexington-Dale South |
| \$150,418 | Dale-Rice North |
| \$373,620 | Dale-Rice South |
| \$95,409 | Lowertown |



| | |
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| \$345,324 | Prospect Park |
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| \$524,750 \$180,217 | Hampden -Aldine North Hampden - Aldine South |
| \$222,621 \$270,326 | Aldine -Syndicate North Aldine -Syndicate South |
| \$63,079 \$14,557 | Syndicate-Lexington North Syndicate-Lexington South |
| \$169,827 \$203,793 | Lexington-Dale North Lexington-Dale South |
| \$150,418 \$373,620 | Dale-Rice North Dale-Rice South |
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| | |
|-----------|---------------------------------|
| \$289,825 | Cedar-Riverside North and South |
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| \$345,324 | Prospect Park |
| \$169,616 | Emerald-Hampden North |
| \$514,149 | Emerald-Hampden South |
| \$524,750 | Hampden -Aldine North |
| \$180,217 | Hampden -Aldine South |
| \$222,621 | Aldine -Syndicate North |
| \$270,326 | Aldine -Syndicate South |
| \$63,079 | Syndicate-Lexington North |
| \$14,557 | Syndicate-Lexington South |
| \$169,827 | Lexington-Dale North |
| \$203,793 | Lexington-Dale South |
| \$150,418 | Dale-Rice North |
| \$373,620 | Dale-Rice South |
| \$95,409 | Lowertown |



| | |
|-----------|---------------------------------|
| \$289,825 | Cedar-Riverside North and South |
| \$221,994 | Stadium Village |
| \$345,324 | Prospect Park |
| \$169,616 | Emerald-Hampden North |
| \$514,149 | Emerald-Hampden South |
| \$524,750 | Hampden -Aldine North |
| \$180,217 | Hampden - Aldine South |
| \$222,621 | Aldine -Syndicate North |
| \$270,326 | Aldine -Syndicate South |
| \$63,079 | Syndicate-Lexington North |
| \$14,557 | Syndicate-Lexington South |
| \$169,827 | Lexington-Dale North |
| \$203,793 | Lexington-Dale South |
| \$150,418 | Dale-Rice North |
| \$373,620 | Dale-Rice South |
| \$95,409 | Lowertown |

Attachment D

U7 and NDC Corridors of Opportunity Report

ITEM: Projects funded with Corridors of Opportunity loan resources

SUBMITTED BY/STAFF CONTACT: Mary Kay Bailey, The Saint Paul Foundation

PURPOSE AND ACTION REQUESTED: The purpose of this item is to inform the Policy Board of several loans that have been approved or closed by our lending partners (Neighborhood Development Center (NDC); LISC, Family Housing Fund, and Twin Cities Community Land Bank). No action requested.

BACKGROUND: Through Living Cities, our region has received \$10 million in commercial debt and \$3 million in Program Related Investments (PRIs) which are low interest loans for a charitable purpose. These funds are being used in the following ways:

Small Business Loan Fund

NDC is deploying \$700,000 of PRI to support to businesses along University Avenue to:

- a) Buy their buildings in order to secure building ownership in advance of future land value appreciation
- b) Make improvements to and/or grow the business for the purposes of:
 - i. Making visual enhancements that showcase the long-term potential for small, local, often minority or immigrant-owned businesses to anchor sites along the Central Corridor.
 - ii. Invest in the business so that it may expand and bring additional jobs to the Central Corridor.

Affordable Housing/Transit Oriented Development Loan Fund

A \$14.3 million pool comprised of \$10 million of commercial debt (managed by LISC) and \$4.3 million in PRIs (\$2.3 million from Living Cities and an additional \$2 million from the Family Housing Fund) supports affordable housing preservation and development and new mixed use TOD projects along Central, Hiawatha, and Southwest LRT corridors.

SMALL BUSINESS LOANS - APPROVED

May's Building, 377 University Avenue

May's Building was built in 1920 and has three floors with a total 18,542 finished sq ft. There are five store fronts on the main level with the remaining units on the second floor. Tenants include May's Market, Thai Café, Liberty Tax, Hmong American Partnership/Asian Economic Development Association, University Home Health, a massage and a hair salon.

The building is located at the intersection of Western and University Avenues (Western Avenue Green Line station) and is across from the historic Old Home building and a few blocks west of The State Capitol. The purpose of the loan is to improve and increase the value of the property.

The owner will add new signage, paint, doors, windows, lighting, awning to the south and west sides of the building. The improvements to the building will reflect the vision of the Little Mekong District.



NDC is providing a \$50,000 COO loan and \$60,000 façade grant. In addition, the City of Saint Paul awarded May's Building a \$20,000 parking lot improvement grant.

A-1 Vacuum Cleaner & Appliance Co., Inc, 666 University Avenue

A-1 Vacuum Cleaner & Appliance Company is a family owned business that has been located on University Avenue since 1952. The building is near the Dale Street Green Line station. Loan funds will be used to replace the HVAC system, refinish the roof, add new front entry doors, signage, awning and lighting to the north and west end of the building, and install a new garage door with a conveyor belt in the rear to support shipping and receiving.



City of Saint Paul recently resurfaced and landscaped the surround areas of the parking lot that is being shared by A-1 Vacuum and Shuang Hur grocery. NDC is providing a \$10,000 façade grant and a \$50,000 loan.

X-Treme Beauty Salon, 500 North Dale Street

X-Treme Beauty Salon is moving into a 1,225 sq ft space at the Frogtown Square development at the Dale Street Green Line station. This salon will complement the Grooming House barber shop which caters predominantly to men. X-Treme Beauty Salon will rent the stations to independent contractors. \$20,000 of NDC loan funds will be used to support the build out of the space



Ha Tien Grocery Store, 353 University Avenue

The Ha Tien grocery is an 8,000 sq. foot grocery and deli located in an architecturally distinctive building at 353 University Avenue near the Western Avenue Central Corridor LRT station. Funds will be used to renovate and redesign the store for better navigation, aisle spacing and an overall positive customer experience as well as purchase new energy efficient equipment and HVAC systems. This project is also in the Little Mekong District. NDC is looking to make a \$200,000 loan to the owner and a \$30,000 façade grant.



Attachment E

U7 FY2012 End of Year Report

U7
FY2012
End of
Year
Report

University Avenue Business Preparation
Collaborative (U7)

FY2012

The report covers the U7 Project's accomplishments between April 1, 2011 to March 31, 2012. The U7 Project is support by the Central Corridors Funders Collaborative, The F.R. Bigelow Foundation, The Saint Paul Foundation and Living Cities.

Members of the U7
Collaborative: African
Economic Development
Solutions, Aurora St. Anthony
NDC, Greater Frogtown CDC,
Metropolitan Consortium of
Community Developers,
Neighborhood Development
Center and Sparc.

Overview of U7 Project FY2012 Accomplishments

In the last 12 months there has been a large focus by U7 on conducting forgivable loan outreach and provide bookkeeping and accounting services to 51 business in the first major area of light-rail construction along University Avenue, Segment 1. In addition, U7 continued to provide its full menu of services to an additional 100+ small businesses from Syndicate to Rice Street, Lowertown and Downtown St. Paul.

Within the Segment 1 area, U7 Staff, consultants, interns and volunteers worked one-on-one with 51 small business owners; 25 of which successfully applied for the Ready for Rail Forgivable Loan. U7 provided extensive services and resources to those 51 business owners, totaling 1548.8 hours of technical assistance, material production and coaching. Specific examples include assistance with bookkeeping, accounting, cash-flow projections, preparing financial statements, legal, logo development, branding, interior design, window signage, pre-façade improvement work, city issues, construction issues, marketing, social media, securing catering opportunities for restaurants, assisting with forgivable loan applications, media press and promotions. In addition, U7 staff engaged several businesses in the Discover the Central Corridor marketing efforts, promoting a coupon book, loyalty cards and other events.

For the remainder of the Central Corridor in St. Paul, U7 served over 100 businesses with is full menu of services, which in FY2012 included better Web 2.0 services such as social media outlets and a greatly improved website product, and improved marketing services.

In total, the U7 Project provided a total of 3,177 hours of technical assistance, guidance, coaching and consulting to St. Paul business along the corridor.

U7 Project 12 Month Accomplishments

From April 1, 2011 to March 31, 2012, the U7 Staff, NDC staff and NDC Consultants **provided one-on-one technical assistance** to a total of **160+ clients** (which does not include Rondo Library BRC numbers served). Below is the breakdown of results - showing the variety and intensity of business support services and resources being provided to small business owners by the U7 Project staff, U7 Volunteers, U7 Interns, NDC Staff, and NDC/U7 Consultants.

Rondo Library NDC Workshops: There were approximately **50 workshops** provided with over **300 entrepreneurs** in attendance. Workshop topics included: creative marketing techniques, customer services, demographics now, internet marketing, understanding basic accounting and a special workshop especially focused on University Avenue businesses – Surviving and Thriving in Tough Times.

One-on-One Technical Assistance: U7 Staff, NDC Staff and NDC Consultants **provided 3720.5 hours of technical assistance to 160+ businesses and entrepreneurs** on University Avenue (TA hours include the hours provided by the U7 Graphic Designer

and the U7 Project Manager). The no-cost to low-cost services provided to small businesses included:

- a) General Business Management
- b) Marketing and Market Research
- c) Financial Health Consultations; Cash flow projections
- d) Record-Keeping and Accounting and Training
- e) Business Planning and Research
- f) Retail, Grocery and Salon Business Management
- g) Computer Training
- h) Assistance with contractors and bids
- i) Creation of data management systems; inventory list, customer contact list, point of sales systems
- j) Industry and Demographic/Market Analysis
- k) Training in Web 2.0 and website content management.

Results Driven Marketing: Since April 1, 2011, the U7 design staff, design interns, and design consultants combined have created **28 logos, 53 business cards, 15 websites** and **200+ other design or interactive marketing pieces** for University Avenue small business owners.

- a) Creation of Website and Web 2.0 presence
- b) Marketing plan assistance
- c) Social media presence
- d) Direct marketing to customers
- e) Creation of brand identity systems, and other print and web based materials

Financial Health Consultations: To date, **42 University Avenue businesses participated in an intense financial health consultations** performed by U7 Small Business Consultants and U7 Consultants. The services provided have been mainly assisting owners with cash flow analysis, inventory, tracking of sales, forecasting and putting savings plans in place.

U7 and NDC Loan Activity: Since April 1, 2011, **11 Loans** have been approved and closed to University Avenue businesses, with **the total amount financed being \$186,394**. The loan applications received have been much greater, however not all applicants move to the approval process. For those applications that are not "ready" for financing the applicants are provided with technical assistance, training and one-on-one consultation to strengthen the applicants request.

Matching Marketing Grants: The total dollars required to launch the small business marketing matching grant program is yet to be retained; however, U7 staff have provided **56+ matching grants to 36 small businesses**. The grants were used to offset the cost of printing, signage costs, and marketing activities. The marketing grants are 50% of the total cost of a project. The maximum a business can receive for a production job is \$200 dollars.

Matching Façade Grants: The total dollars required to launch the small business façade matching have been retained; the Façade Improvement Committee approved five façade grants in FY2012.

Entrepreneurship Training: One avenue of the work that has been a bright spot for NDC and U7 is the work of the U7 staff in getting University Avenue businesses enrolled in the NDC Entrepreneurship Training Class. **Two more U7 Clients (Xtreme Beauty, Unidale Tax,)**, are due to graduate from the spring course. U7 staff and NDC staff are very excited about existing business owners becoming NDC graduates and fully engaging in the process.

Marketing of the U7 Project: The U7 Project designed effective marketing web and printed materials, created and launched the U7 website (universityseven.org); and were mentioned in 16 press articles, news stories and has increased in social media presence in FY2012. The U7 staff also presented information about U7 for several audiences and at many events that include:

- a) University Avenue Business Association Events
- b) Asian Economic Development Association Events
- c) District 7 meetings
- d) Business Resources Collaborative meetings and events
- e) Living Cities meetings
- f) 8 Tours of the Central Corridor for funders, non-profits and conferences
- g) Several presentations to local non-profit groups that serve local businesses and homeowners

U7 by the Numbers

The following two tables quickly provide an update on U7 performance to date. The first table [Table 1] lists out the project management activities NDC, the Host Organization, and the U7 Partners have accomplished thus far, according to the goals/task listed in the FY2012 U7 Work Plan. The second table [Table 2] demonstrates U7's status on the small business services provided along with noting FY2012 intended goals per activity. We believe each table provides the full picture of U7 accomplishments to date.

Table 1

| U7 Year 3 Project Development Activities | U7 Goals per Activity April 1, 2011 to March 31, 2012 12 Months | 12 month Results April 1, 2011 to March 31, 2012 |
|---|--|---|
| Management of Project Structures, Programs and Administrative Procedures | Coordinate quarterly U7 Board Meetings (agenda/minutes) | Established & On going |
| | Secure Interns (Graphic Design, Database, Web, and Financial Health Specialists) | Established & On going |
| | Yearly Monitor & Update U7 Work Plan | Established & On going |
| | Monitor & Oversight of U7 Project Budget | Established & On going |
| | Develop and Distribute U7 Marketing Materials | Established & On going |
| | Establish regular U7 Staff Meeting schedule (weekly workorders) | Established & On going |
| | Establish Networks <ul style="list-style-type: none"> o Business Resource Collaborative o FRAN o Met-Council o City of St. Paul o Corridors of Opportunity Senior Staff Membership o Corridors of Opportunity Policy Board Membership o Asian Economic Development Association o Starling Project o World Cultural Heritage District o Little Mekong District o Irrigate o Corridor-wide Marketing efforts | Established & On going |
| | Create and implement strategies to attract FREE press | On-goingm- over 16 various mentions in press/news stories |
| | Create and Distribute Legislative Materials (handouts) | No longer relevant |
| | Conduction outreach and providing Ready for Rail Packets to University Ave. small businesses | Completed and conducting follow-ups |
| | Coordinate regular U7 Leadership Team meeting monthly | No longer necessary |

| | | |
|--|---|----------|
| | Establishing a Façade Matching Grant program that is a 4:1match in partnership with U7 Member Organizations | On-going |
|--|---|----------|

Table 2

| U7 Year 3 FY2012 Small Business Support & Resource Activities | U7 Year 3 Goals per Activity FY2012 April 1 to March 31, 2012 12 Month Goals | U7 Year 3 Accomplishments FY2012 April 1, 2011 to March 31, 2012 12 month Results |
|--|--|---|
| Loans to Small Businesses | Goal: 30 loans worked on with 20 loans approved and closed | 11 Loans Approved and Closed in 2012 25 Loans Approved and Closed since April 1, 2009 Total amount of Loan dollars provided in 2012 \$186.394 Total amount of Loan dollars provided since April 1, 2009 \$455,224 |
| Matching Grants to Small Businesses | Goal: 20 marketing matching grants provided Goal: 5 matching façade grants provided | 56 marketing grants provided for a total of \$3,900 5 additional façade grants approved for FY2013 completion. |
| One-on-One Technical Assistance (TA) | Goal: Provide base-level one-on- one TA to 100 small businesses Goal: Provide Professional one- one one TA to 100 businesses <i>The yearly goal for one-on-one technical assistance directly to small business is 1,110 hours.</i> | 161 business and entrepreneurs provided with base level TA FY2012 87 business provided with Professional-level TA (Results Driven Marketing) for FY2010 (to date) Since April 1, 2009 – 131 Total Clients Served (includes BRC numbers) FY2012 Total: 3720.5 of TA hours provided Since April 1, 2009 – Total of 7620.9 of TA hours |

| | | |
|---------------------------------|---|--|
| Small Business Workshops | Goal: 24 workshops conducted | 50 Workshops provided with 300 entrepreneurs in attendance Since April 1, 2009 to present 140 workshops conducted with 716 attendees |
| Business Resource Center | Goal: 150 entrepreneurs visit and utilize the BRC workshops | Since BRC opened June 2009 It has assisted 39 entrepreneurs- with over 62 visits and 80.5 hours of technical assistance provided. The BRC was not in full operation in FY2012 |

Attachment F

Business Marketing Program Progress Report

Attachment G

For more project information, contact the construction hotline at 651-602-1404

Central Corridor/Green Line Business Marketing Progress Report from Mod and Company March 2013

Branding, Creative Development, Media

- Continued business feature advertising campaign including
 - Poster billboard (on University & Transfer Rd): promoting dining on the Green Line
 - Bus sides: new district specific creative (9 total)
 - Print ad: City Pages insert in the special 'Food & Dining Guide' issue
- District specific commercials running through Comcast on Comedy Central, Animal Planet, BET, TBS, TLC, Travel Channel, ABC Family, Food Network, HGTV and on Xfinity.com
- 2 new photo shoots, total photographed-84 businesses
- Website additions: adding more details to each district's page (including YouTube videos of the Comcast commercials, individual district maps, historic photos, fun facts about the district), adding new businesses to the directory upon request (a lot are coming in via email since distribution of the books has completed along University/Washington Ave), St Patrick's Day promotion page
- Green Line Visitors' Guide delivery update: we have hired a delivery company who is delivering Guides to businesses on the Green Line, hotels in Minneapolis & St Paul, one block off of University Ave, and a downtown St Paul business focus. So far 5,000+ directories have been distributed in a timely and cost effective manner. Continuing distribution and collecting all edits before re-printing late Spring
- Initial planning stages of Open Streets event on University Avenue in September; started meeting with the core planning team (MOD, St Paul Smart Trips, U7, AEDA, Cycles for Change, and the city of St Paul)

Public Relations, Traditional Media Outreach, Content and Messaging

- WCCO 830 "Off the Menu" with Dara Moskowitz Grumdahl - Mention of Green Line restaurants
- Discussions with [HeavyTable.com](http://heavytable.com) lead to features of Green Line restaurants and districts.
 - Treu Chau (3/7/13) <http://heavytable.com/trieu-chau-on-university-avenue-in-st-paul/>
 - Little MeKong: (3/11/13) <http://heavytable.com/little-mekong-in-st-paul-offers-top-flight-asian-cuisine/>
- Outreach to KARE11 for feature story on Green Line restaurant/restauranteur
- Outreach to MPR (Jess Mador) re Green Line feature story
- Outreach to Pio Press (Fred Melo) re story on what's next for Green Line businesses; planned mtg with Pio Press small business reporter Nick Woltman on 5/1
- Outreach to Finance & Commerce (Drew Kerr) re misc. story ideas
- Outreach to WCCO TV, Pioneer Press and MPR re story idea on Sunday's Best retail promotion for prom
- Regular meetings with U7 rep (Isabel Chanslor) regarding U7 business outreach; potential tie-ins to media and marketing opps
- Regularly consult with AEDA (Va-Megn Thoj) regarding multiple topics, including Heavy Table promo; Royal Bangkok name change; and Little Mekong business upgrades
- Per Va-Megn: Heavy Table profilee Trieu Chau's business "has grown to capacity recently due to publicity"; with Bangkok Thai (another Heavy Table profilee) business has grown to the point they are considering taking reservations.

Social Media

- 3,355 Likes (3,173 Likes as of Feb. 28, 2013; up 6% from Feb.)
- Demographic trends female: 64% vs. 34%
- Page views: 1,039 (up from 945 in Feb.)
- Unique visitors: 383 (down from 478 in Feb.)
- Most popular posts (Reach; other than sponsored stories)
 - THUMBS UP if Big Daddy's BBQ brings a smile to your face (11,660 impressions)
 - LIKE if you can see yourself sitting in this chair from MidModMen (5,739 impressions)
 - Let's see...which hat from Sunday's Best Boutique should we choose for Easter? (3,684 impressions)
 - Date night at Ngon Vietnamese Bistro... (1,799 impressions)
- Continued use of Facebook Ads, but have increase the use of promoted posts which highlight content in follower news feeds. This is a cost effective way to build followers and promote stories on Green Line Businesses.

Facebook ads

- A-1 Vacuum
 - 47 likes
 - 9 comments
 - 107,990 impressions
 - 993 clicks
 - .920% click-thru rate
 - \$.30 Average amount per click
 - Total spend: \$300
 - Page likes: 18
- What's your favorite Little Mekong Restaurant (Heavy Table post promotion)
 - 103 likes
 - 16 comments
 - 144,242 impressions
 - 1,127 clicks
 - .781% click-thru rate
 - \$.27 average amount per click
 - Total spend: \$300
 - Page likes: 58
- So many ways to celebrate St. Patrick's Day on the Green Line
 - 350 likes
 - 6 comments
 - 15 shares
 - 83,333 impressions
 - 1,360 clicks
 - .1.63% click-thru rate
 - \$.22 average amount per click
 - Total spend: \$300
 - Page likes: 25
- Wienery
 - 97 likes
 - 42 comment
 - 64,832 impressions
 - 1,674 clicks
 - 2.58% click-thru rate
 - \$.12 average amount per click
 - Total spend: \$200
 - Page likes: 37
 - Note: Post only ran for 2 days

- 50 wings for just \$18.50 from Kowloon Restaurant? Yes, please.
 - 3 likes
 - 0 comments
 - 1,791 impressions
 - 7 clicks
 - .391% click-thru rate
 - \$.82 average amount per click
 - Total spend: \$5.77
 - Page likes: 0

Promoted Posts

- LIKE if you can see yourself sitting in this chair...
 - 36 likes
 - 5,739 total impressions
 - 5,010 paid impressions
 - 756 organic impressions
 - 23 viral impressions
- THUMBS UP if Big Daddy's BBQ...
 - 125 likes
 - 11,660 total impressions
 - 8,724 paid impressions
 - 1,108 organic impressions
 - 2,016 viral impressions
- Let's see...which hat from Sunday's best...
 - 24 likes
 - 3,684 total impressions
 - 3,152 paid impressions
 - 516 organic impressions
 - 65 viral impressions
- Trung Nam Bakery...
 - 141 likes
 - 8,216 total impressions
 - 6,473 paid impressions
 - 1,056 organic impressions
 - 969 viral impressions

Total spend: \$93.97

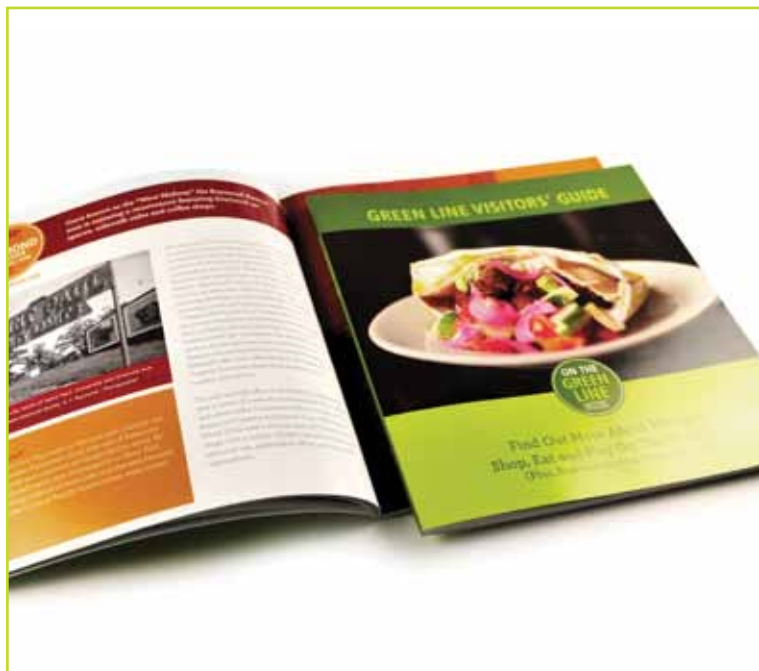
Twitter

- 757 followers (as of April 1; up from 738 on March 5)
- Klout score: 47 (same as Feb)



CAMPAIGN SNAPSHOT

On the Green Line Business Marketing Campaign



PROJECT TIMELINE

2012-2014

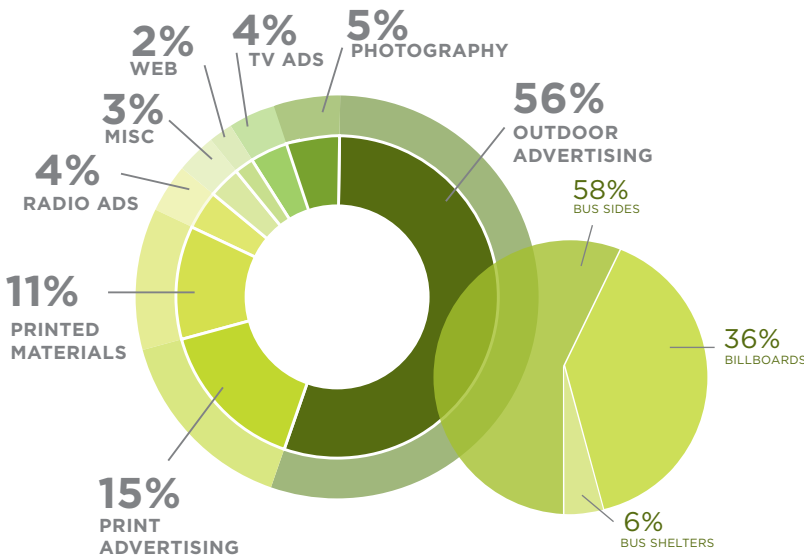
The goal of the project is to market the small businesses along the Light Rail Transit Green Line during and after construction. The campaign is structured to drive traffic to the Green Line businesses in general, and target specific audiences for each business.



- 1. STRATEGY & RESEARCH**
NEIGHBORHOOD OUTREACH, FOCUS TESTS, PLANNING
- 2. CAMPAIGN LAUNCH**
BRAND LAUNCH, MEDIA BLITZ, PR INITIATIVES
- 3. ONGOING SUPPORT & DEVELOPMENT**
EVENT PLANNING, SOCIAL MEDIA, ONGOING ADS

MEDIA PURCHASES

DIGITAL & POSTER BILLBOARDS, BUS SIDES, BUS SHELTERS, INDOOR ADS, NEWSPAPERS & MAGAZINES, PRINTED BROCHURES & DIRECTORIES, RADIO ADS, TV ADS & WEB



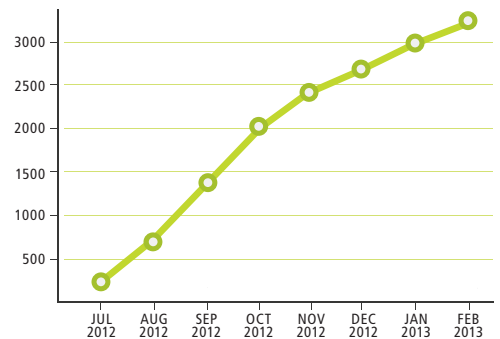
SOCIAL MEDIA



FACEBOOK

facebook.com/GreenLineTC

LIKES
PER MONTH



32M
IMPRESSIONS

74000+
FACEBOOK ACTIONS



3000+ LIKES



TWITTER

@GreenLineTC

2700+
TWEETS



INSTAGRAM

instagram.com/GreenLineTC



YOUTUBE

youtube.com/OntheGreenLine

WEB onthegreenline.com

12000+
PAGE VIEWS





Top Left: Papaya Salad, Thai Café
Top Right: Arnellia Allen, Arnellia's
Middle Left: Artisanal Chocolates, Chocolat Céleste
Middle: Ralph Johnson, Royal Tire
Bottom Left: Bangkok Betty Burger, Señor Wong
Bottom Right: Shegitu Kebede, Flamingo Restaurant



FEATURED BUSINESSES

A-1 Vacuum
 Acadia
 Arnellia's
 Art & Architecture
 Ax-Man Surplus
 Bangkok Cuisine
 Bangkok Thai Deli
 The Best Steak House
 Big 10
 Big Daddy's BBQ
 Black Dog Coffee
 Blessings Salon
 Bonnie's Café
 Bun Mi
 Campus Pizza
 Capitol City Auto Electric
 Cat Purrniture
 Cedar Cultural Center
 Chocolat Celeste
 Classic Retro @ Pete's
 The Commons Hotel
 Cupcake
 Cycles for Change
 Depth of Field
 Depth of Field Yarn
 Earth's Beauty Supply, Midway
 Earth's Beauty Supply, Rondo
 The Edge Coffeehouse
 Flamingo
 Foxy Falafel
 General NanoSystems
 Glamour with NY Cuts
 Glasgow Automotive
 Golden's Deli
 Grooming House
 The Hole
 Homi Restaurant
 Infinite Hair
 iPho by Saigon
 Key's Café
 Latuff Brothers
 Lowertown Bike Shop
 Lowertown Wine
 Lucy Café
 Mai Village
 Mapps Coffee & Tea
 May's Market
 MidModMen+Friends
 Midwest Mountaineering
 Milbern Clothing
 The Nail Shop

Ngon Bistro
 Noll Hardware
 On's Kitchen
 Pete Lebak Barber
 Roni's Beauty Supply
 Royal Tire
 Russian Tea House
 Ryan Plumbing & Heating
 Señor Wong
 Sharret's Liquor
 Southern Theater
 St Paul Classic Cookie
 Steady Tattoo
 Succotash
 Sugarush
 Sunday's Best
 Tanpopo
 Tay Ho
 Tea Garden

Textile Center
 Thai Café
 Transformation Salon
 Trung Nam
 TU Dance
 Twin Cities Reptile
 U Garden
 Uniquely Attainable & Friends
 Universal Hair Design
 University Buffet
 UPS Store
 The Wienery

ADVERTISING GUIDE

- Billboard Ads
- Bus Side Ads
- Bus Shelter Ads
- Indoor Ads
- Events & Promotions
- Facebook Ads & Features
- Newspaper & Magazine Ads

TESTIMONIALS

"I think [the Green Line advertising] is great. Personally, the advertising for the Southern Theater has popped up in a lot of different places."

Damon Runnals, Southern Theater



"I think it's fabulous! From the feedback that I got from how many people saw the bus ads, I think those were more effective as far as the amount of people they reached. I like the fact that they ran the ad a lot."

Mary Leonard, Chocolat Céleste



"We saw the ad in City Pages! 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."

Ron Whyte, Big Daddy's BBQ



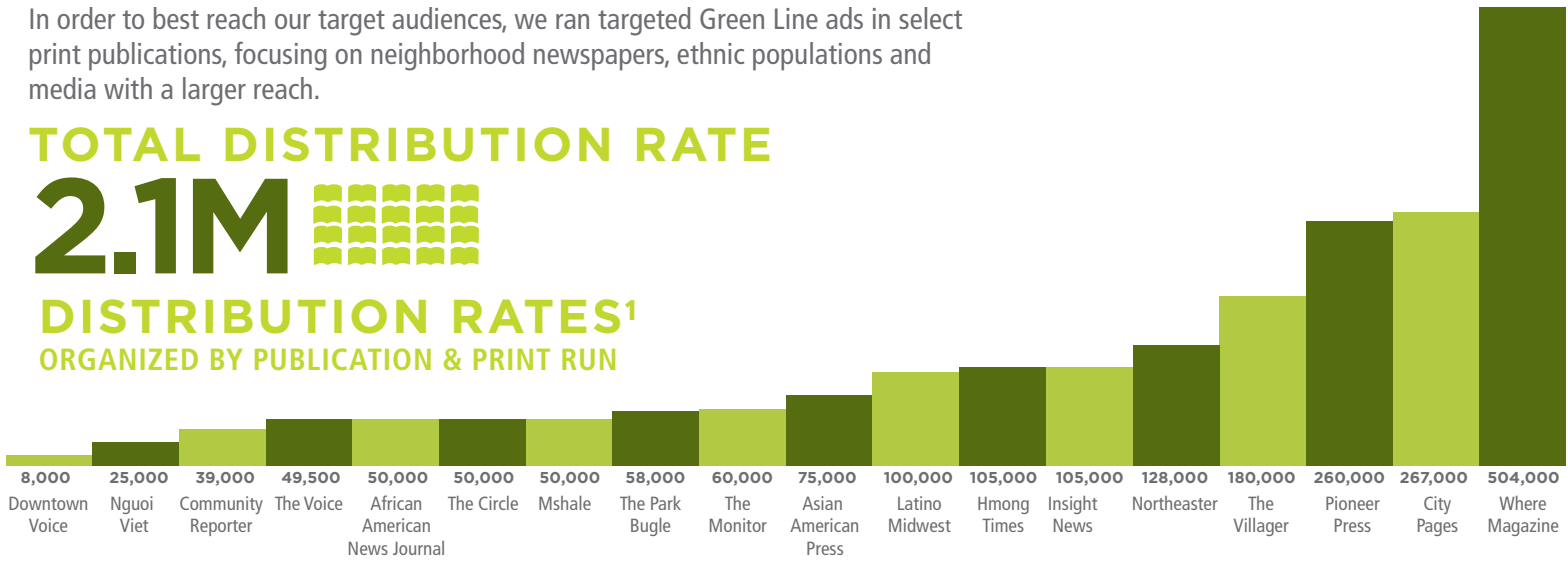
PRINT ADVERTISING NEWSPAPERS & MAGAZINES

In order to best reach our target audiences, we ran targeted Green Line ads in select print publications, focusing on neighborhood newspapers, ethnic populations and media with a larger reach.

TOTAL DISTRIBUTION RATE

2.1M

DISTRIBUTION RATES¹ ORGANIZED BY PUBLICATION & PRINT RUN



OUTDOOR ADVERTISING BILLBOARDS, BUS SIDES & SHELTERS

POSTER BILLBOARDS²

MILLIONS OF IMPRESSIONS

19M

DIGITAL BILLBOARDS³

MILLIONS OF IMPRESSIONS

40M

BUS SIDES⁴

MILLIONS OF IMPRESSIONS

57M

BUS SHELTERS⁵

MILLIONS OF IMPRESSIONS

5M

¹ Numbers based on averages supplied by each publication

² Numbers based on averages supplied by Clear Channel Outdoor

³ Numbers based on averages supplied by Clear Channel Outdoor

⁴ Numbers based on averages from TITAN

⁵ Numbers based on averages from CBS Outdoor

EVENTS & PROMOTIONS

SAINTS GAME SPONSOR

"Around the World in 11 Miles: On the Green Line"
 On July 27, 2012 On the Green Line, together with U-7, sponsored the St Paul Saints baseball game. Before the game and during the 7th inning stretch we showcased the unique diversity that University Ave has to offer.



onthegreenline.com

GO GREEN LINE FRIDAYS

Every Friday a different restaurant along the Green Line is featured to give them a little extra boost. Join us from 11a-2p every Friday at a new location!



Fridays

GO GREEN SATURDAY

The idea of "Small Business Saturday" over Thanksgiving weekend seemed like a perfect fit for Green Line businesses. With over 40 events, several prize giveaways, holiday attractions and numerous participating businesses offering specials and deals it was no surprise Go Green Saturday was a great success on November 24, 2012.



BE MINE ON THE GREEN LINE

We promoted all of the special things to do on the Green Line to celebrate LOVE day on February 14, 2013. Original district valentines, two prize giveaways and special advertising contributed to an increase in online traffic (and made it a truly SWEET day).



CABLE TV ADS

ABC Family, Animal Planet, BET, Comedy Central, Food Network, HGTV, TBS, TLC, Travel Channel



74% REACH HOUSEHOLDS
1.2M IMPRESSIONS

The  Marketing Team 612.238.3930 modandco.com

DISTRICT BRANDING



ON THE GREEN LINE



ON THE GREEN LINE



ON THE GREEN LINE



ON THE GREEN LINE



ON THE GREEN LINE



ON THE GREEN LINE



ON THE GREEN LINE



ON THE GREEN LINE



ON THE GREEN LINE



ON THE GREEN LINE



Funding provided by the Metropolitan Council as part of the Central Corridor LRT Project.
onthegreenline.com

Attachment G

Outreach Coordinators

Attachment G

For more project information, contact the construction hotline at 651-602-1404

Community Outreach Coordinators Central Corridor LRT



Mission: *The purpose of the outreach team is to be an intermediary for the Metropolitan Council and the community on the Central Corridor LRT project. We will do this by building relationships with the public by informing, listening, and gathering feedback throughout engineering, construction and operation.*

Updated: January 2013

Minneapolis - Downtown to Emerald

New Stations: West Bank, East Bank, Stadium Village, Prospect Park

St. Paul - Emerald to I-94

Stations: Westgate, Raymond Ave, Fairview Ave, Snelling Ave, Hamline Ave, Lexington Pkwy, Victoria St, Dale St, Western Ave, Capitol/Rice, Robert St

Downtown St. Paul - I-94 to Lowertown

Stations: 10th St, Central, Union Depot



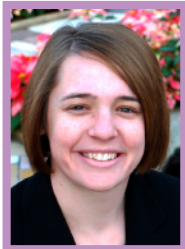
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