

## Attachment C

# 2013 Supplemental Final Environmental Impact Statement Mitigation Program

**Business Mitigation Measures and Financial Commitments**

The mitigation measures and other project features that reduce adverse impacts, to which FTA and the Metropolitan Council committed in the 2013 SFEIS, are summarized in the table below. This summary table is provided in the Amended Record of Decision to facilitate the monitoring of the implementation of the mitigation measures. The Metropolitan Council has established a program for monitoring and reporting the implementation of the mitigation measures. An example of the most recent business mitigation report is in Attachment D.

Attachment C: 2013 Supplemental Final EIS Table of Business Mitigation Measures and Financial Commitments

Mitigation Measures		Funding Amount (Funds Expended) <sup>1</sup>	Responsible Agency	Assistance Offered	Eligibility Requirements	Program Dates and Duration
Construction Contract	Construction Access Plan	\$200,000 (\$200,000)	Metropolitan Council/ Contractor	The Contractor is required to develop access plans for business and residents on each block and to provide maps showing existing and planned patron, delivery, and resident access during any construction period. The access plans are to include times of business operation and deliveries.	None	Through the end of civil construction (complete as of December 2012)
	Contractor Incentive Program	\$850,000 (\$477,936)	Metropolitan Council	Intended to encourage effective communication and cooperation between the contractor, businesses and residents, Construction Communication Committees composed of business owners, residents, and other stakeholders from each outreach sector meet every two weeks 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.	None	Through 3rd Quarter 2013
Project Communications	Community Outreach Coordinators <sup>2</sup>	\$3,500,000 (\$3,000,000)	Metropolitan Council	The Community Outreach Coordinators act as a liaison between the public and local businesses, including minority-owned businesses, and project contractors. Outreach Coordinators are available to answer questions and direct specific construction-related concerns back to project contractors and the Metropolitan Council.	None	Through December 2013
	Construction Communication Plan (Special Signage) <sup>3</sup>	\$200,000 (\$134,112)	Metropolitan Council / Contractor	Approximately four signs will be required per block of construction, and 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.).	Signs will be in place until substantial completion of construction on the surface elements of the project.	Through 3rd Quarter 2013
Parking Assistance	Neighborhood Commercial Parking	\$1,600,000 (\$1,600,000)	City of St. Paul	The program provides forgivable loans to individual businesses and property owners to improve off-street parking resources. The limit for	Eligible entities: Business or property owner with frontage on University Avenue between Emerald and Rice Streets in St. Paul	Program will run through 2013; with additional funds the program may be

<sup>1</sup> Funds expended as of January, 2013.

<sup>2</sup> Includes salary and benefits for the fully staffed Central Corridor Outreach and Communications Team for the three years of heavy project construction from 2010-2012 and the first six months of 2013.

<sup>3</sup> Includes temporary directional signage, including portable changeable message signs, project identification boards, construction site signage, and other signs.

Mitigation Measures		Funding Amount (Funds Expended) <sup>1</sup>	Responsible Agency	Assistance Offered	Eligibility Requirements	Program Dates and Duration
	Program			each loan is \$25,000, unless the parking is shared, in which case the amount can be more.	Eligible projects: driveways, paving, walls and fences,, security, accessibility, pedestrian safety, landscaping, storm water management, recycling and garbage management, required licenses, fees, etc. up to 10% of the project  <b>For more information on this or other parking programs, contact Craig Blakely, City of St. Paul Department of Planning and Economic Development, at 651-266-6697, or <a href="mailto:craig.blakely@ci.stpaul.mn.us">craig.blakely@ci.stpaul.mn.us</a>.</b>	extended into 2014.
	Alley Improvements Program	\$632,000 (\$632,000)	City of St. Paul / Metropolitan Council	22 alleys immediately north and south of University Avenue were cleaned and repaved in order to provide improved access and supplemental parking to businesses.	Alleys adjacent to the Central Corridor	Improvements were completed in Fall 2012.
Business Assistance Programs	Business Support Fund <sup>4</sup>	\$4,000,000 (\$2,988,324)	City of St. Paul	The Business Support Fund program provides no-interest forgivable loans to small businesses that experience construction-related loss of sales.	Businesses with no more than \$2 million in annual gross sales that: are independently owned (with four or fewer locations); are on CCLRT or within one block of the construction zone; have been at their current location for one year or more; are focused on retail services (selling products or services directly to the consumer, including restaurants); have experienced a decline in revenue due to the construction of the Central Corridor Light Rail Line. The City of St. Paul has decided to extend the Business Support Fund into 2013 and extend eligibility to a broader geographic area, providing that applicants can demonstrate revenue loss due to corridor construction. <b>For more information visit: <a href="http://www.readyforrail.net">http://www.readyforrail.net</a></b>	Program will continue until funds are expended, likely Spring, 2013.
	Business Improvement / Expansion Assistance	\$700,000 (\$612,497)	Neighborhood Development Center	The Business Improvement/Expansion Assistance program provides loan, grant, and Program Related Investment funds to assist targeted businesses with significant growth opportunities and/or that are in a position to buy or improve their buildings with the goal of reinforcing the importance of locally and minority-owned businesses to the Central Corridor.	Targeted businesses on University Avenue who have a significant long-term growth opportunity and who can serve as a more visible anchor for the avenue, symbolizing the strong long-term potential for ethnic and minority-owned businesses in the district  <b>For more information contact the <a href="#">Neighborhood Development Center</a> at 651-291-2480 or 663 University Avenue Suite 200, St. Paul, Minnesota 55104</b>	Ends Spring 2014
	Business Resources	\$305,000 (\$305,000)	N/A	Provides business consulting and technical assistance such as business and real estate	Services were targeted at businesses under \$2 million in revenue, most were smaller. Business must have an	Complete

<sup>4</sup> Includes \$2,500,000 from the Metropolitan Council, \$1,000,000 from the City of St. Paul, and \$500,000 from the CCFC.

Mitigation Measures		Funding Amount (Funds Expended) <sup>1</sup>	Responsible Agency	Assistance Offered	Eligibility Requirements	Program Dates and Duration
Business Assistance Programs	Collaborative <sup>5</sup>			development loan assistance; parking; energy efficiency programs; advocacy, information and referrals); provides and maintains a business resource/information clearinghouse ( <a href="http://www.readyforrail.net">http://www.readyforrail.net</a> ); provides a grassroots "buy local" marketing campaign to help drive customers to Central Corridor businesses during project construction	address on University Avenue or within a half block of the corridor.  <b>For more information visit:</b> <a href="http://www.readyforrail.net">http://www.readyforrail.net</a>	
	University Avenue Business Preparation Collaborative <sup>6</sup>	\$1,075,000 (\$1,075,000)	N/A	Provides marketing support, on-site business consulting, resource center and planning center, small business workshops, grants for marketing and façade improvements, microlending, and financing support to small businesses along the Central Corridor	Businesses must be independent (6 or fewer locations), for-profit, and located on University Avenue between Rice Street and Highway 280. Businesses must be predictably negatively impacted by LRT construction and have annual gross sales at or less than \$2 million.	Complete
	Great Streets and Business Association Assistance Program	\$210,000 (\$210,000)	City of Minneapolis	Focused on marketing, advertising, and promotions for member businesses during construction. Also reached out to individual businesses to provide construction information, do access troubleshooting, and connect to resources of the various partners listed in this table.	West Bank Business Association, Stadium Village Business Association, Southeast Business Association, African Development Center  <b>For more information contact Emily Stern, City of Minneapolis, at 612-673-5191.</b>	Program is ongoing and funds are in flux. Please contact the City of Minneapolis for more information.
	Other <sup>7</sup>	\$7,670 (\$7,670)	N/A	Includes grants from the Central Corridor Funders' Collaborative to support business mitigation consultants	N/A	Complete
	Business Marketing Program <sup>8</sup>	\$1,200,000 (\$685,140)	Metropolitan Council	Provides marketing of businesses during project construction. The program focuses on increasing awareness of the diversity of businesses in the Central Corridor area of St. Paul and Minneapolis, increasing customer traffic, and minimizing lost business revenues.	For businesses corridor-wide: promotional billboards, bus ads, booklets, and other marketing materials  <b>For more information <a href="#">contact your Community Outreach Coordinator.</a></b>	May 2014
University Avenue / Cedar Riverside Betterments	Improved Street Lighting / Trees / Street Furniture	\$1,000,000 (\$1,000,000)	Metropolitan Council	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	Improvements were made along University Avenue in St. Paul.	Project complete as of December 2012
	Business "Façade"	\$150,000	City of Minneapolis	Exterior improvements including façade renovation, awning, lighting and signs.	Commercial property or business owner (anything but residential or institutional) within a half mile radius of the	March 2014 with probable extension to March 2015

<sup>5</sup> Includes grants from CCFC as well as a matching investment from the City of St. Paul for marketing during project construction.

<sup>6</sup> Includes \$800,000 from CCFC, \$150,000 from the F.R. Bigelow Foundation, and \$125,000 from the St. Paul Foundation.

<sup>7</sup> Includes grants from CCFC to Central Corridor Partnership and AEDA to support presentations from business mitigation consultants.

<sup>8</sup> 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.

Mitigation Measures		Funding Amount (Funds Expended) <sup>1</sup>	Responsible Agency	Assistance Offered	Eligibility Requirements	Program Dates and Duration
	Improvement Financing”	(\$81,530)			West Bank Station; Business must match grant 50-50; \$7500 matching grant limit for West Bank businesses  <b>For more information contact Rebecca Parrell, City of Minneapolis, at 612-673-5018.</b>	
Promoting Business Access	Additional Business Signage	\$50,000 (\$50,000)	Metropolitan Council	Employ movable variable-message signs during construction to assist travelers in accessing businesses in response to frequent changes in construction activities.	Corridor-wide and where needed	Message signs will be used through the end of construction and afterward as needed.
	Cooperative Advertising and Transit Fare Passes	\$250,000 (\$233,428)	Metropolitan Council	Marketing support in the form of cooperative advertising and fare passes to businesses for distribution to customers	Corridor-wide businesses	Through the start of LRT revenue operations
<b>TOTAL FUNDING AMOUNT</b>		<b>\$ 15,929,670</b>				
<b>TOTAL FUNDS SPENT</b>		<b>\$ 13,292,637</b>				