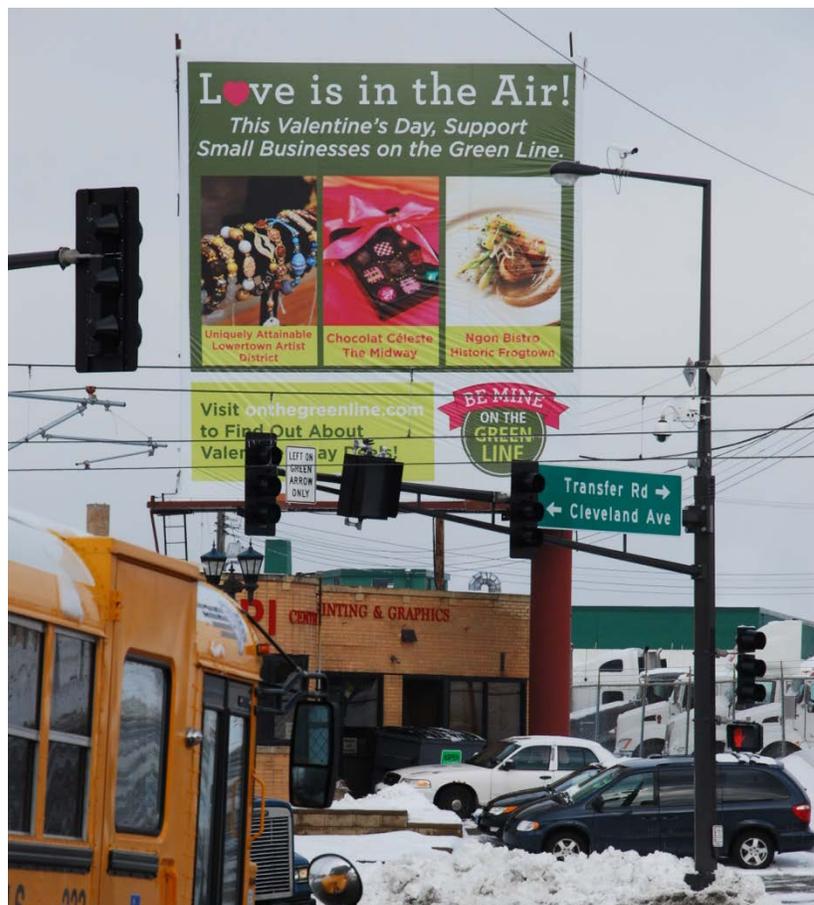


# Central Corridor Light Rail Transit



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

January 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 January 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 <a href="mailto:Robin.caufman@metc.state.mn.us">Robin.caufman@metc.state.mn.us</a> 651-602-1457
	Contractor Incentive Program	\$850,000	Metropolitan Council	Robin Caufman <a href="mailto:Robin.caufman@metc.state.mn.us">Robin.caufman@metc.state.mn.us</a> 651-602-1457
Project Communications  (see Section 2.3.6)	Community Outreach Coordinators	\$4,000,000	Metropolitan Council	Robin Caufman <a href="mailto:Robin.caufman@metc.state.mn.us">Robin.caufman@metc.state.mn.us</a> 651-602-1457
	Construction Communication Plan (Special Signage)	\$200,000	Metropolitan Council	Robin Caufman <a href="mailto:Robin.caufman@metc.state.mn.us">Robin.caufman@metc.state.mn.us</a> 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 <a href="mailto:Craig.blakely@ci.stpaul.mn.us">Craig.blakely@ci.stpaul.mn.us</a> 651-266-6697
	Alley Improvements Program	\$350,000	City of St. Paul	Craig Blakely <a href="mailto:Craig.blakely@ci.stpaul.mn.us">Craig.blakely@ci.stpaul.mn.us</a> 651-266-6697
Business Assistance Programs  (see Section 2.3.2)	Business Support Fund	\$4,000,000	City of St. Paul	Nancy Homans <a href="mailto:Nancy.homans@ci.stpaul.mn.us">Nancy.homans@ci.stpaul.mn.us</a> 651-266-8568
	Business Improvement / Expansion Assistance	\$700,000 <sup>(1)</sup>	Neighborhood Development Center	Isabel Chanslor <a href="mailto:ichanslor@ndc-mn.org">ichanslor@ndc-mn.org</a> 651-379-8431
	Business Resources Collaborative	\$315,000 <sup>(5)</sup>	N/A	Jonathan Sage-Martinson <a href="mailto:jonathan@funderscollaborative.org">jonathan@funderscollaborative.org</a> 651-280-2384
	University Avenue Business Preparation Collaborative	\$1,075,000 <sup>(2)</sup>	N/A	Isabel.Chanslor <a href="mailto:ichanslor@ndc-mn.org">ichanslor@ndc-mn.org</a> 651-379-8431
	Great Streets and Business Association Assistance Program	\$210,000	City of Minneapolis	Emily Stern <a href="mailto:Emily.stern@ci.minneapolis.mn.us">Emily.stern@ci.minneapolis.mn.us</a> 612-673-5191
	Other	\$7,670	N/A	Jonathan Sage-Martinson <a href="mailto:jonathan@funderscollaborative.org">jonathan@funderscollaborative.org</a> 651-280-2384
	Business Marketing Program <sup>(4)</sup>	\$1,200,000	Metropolitan Council	Anne Taylor <a href="mailto:anne.taylor@metc.state.mn.us">anne.taylor@metc.state.mn.us</a> 651-602-1449
University Avenue / Cedar Riverside Betterments	Improved Street Lighting / Street Amenities	\$1,000,000 <sup>(3)</sup>	City of St. Paul / Metropolitan Council	Kathryn O'Brien <a href="mailto:kathryn.obrien@metc.state.mn.us">kathryn.obrien@metc.state.mn.us</a> 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 <a href="mailto:Emily.stern@ci.minneapolis.mn.us">Emily.stern@ci.minneapolis.mn.us</a> 612-673-5191
Promoting Business Access	Additional Business Signage	\$50,000	Metropolitan Council	Robin Caufman <a href="mailto:Robin.caufman@metc.state.mn.us">Robin.caufman@metc.state.mn.us</a> 651-602-1457
(see Section 2.3.4)	Cooperative Advertising and Transit Fare Passes	\$250,000	Metro Transit	Robin Caufman <a href="mailto:Robin.caufman@metc.state.mn.us">Robin.caufman@metc.state.mn.us</a> 651-602-1457
<b>TOTAL</b>		<b>\$16,657,670</b>		

- (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 \$400,000 from the amount reported in the Business Impacts SEA. This increase reflects an additional commitment of \$200,000 in funding from the Central Corridor Funders Collaborative supporting business marketing and support efforts in 2011 and another \$200,000 commitment in 2012.
- (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

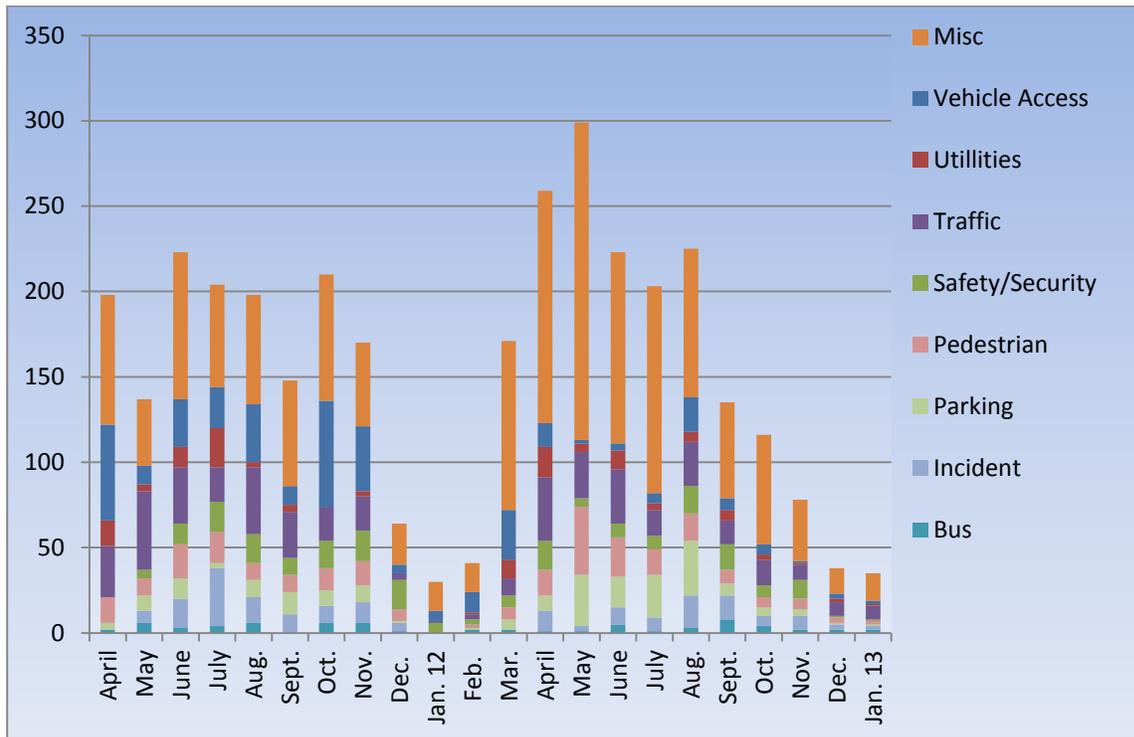
### 2.1 Construction-related Calls, Complaints and Responses

Attachment A to this Report is a summary of construction and other calls and complaints received during January and their response / resolution. During January, a total of 35 complaints, comments or questions were received by Central Corridor Project Office staff (see Figure 1). This compares to a total of 78 in December. 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 January concerned some of the following:

- Complaints about miscellaneous issues utility services and property-related issues.
- Some incidents were reported and investigated regarding property and safety/security issues;
- Concerns, questions and suggestions regarding pedestrian signage and access, traffic and vehicle access, construction schedule, directions, or bus routes.

Figure 1 is a summary, sorted by subject, of construction-related calls and e-mails received from April 2011 to January 2013.

**Figure 1: April 2011 – January 2013 Construction Hotline Complaints Received**



## 2.2 Public Outreach and Communication Activities

During the month of January, 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](http://www.centralcorridor.org). In January, over 7,000 hits were recorded of users visiting the CCLRT Web site.

**News Releases:** In January, the Project did not issue any news releases or news advisories. All current news releases can be viewed at [www.centralcorridor.org](http://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 9,194 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 January @cclrt had over 2,052 followers.

**January Public Meetings / Events:** Eleven meetings / events took place in January, with an estimated total attendance of approximately 325 people. These included meetings with stakeholder groups, Lunch on the Avenue events, Go Green Line promotion activities, construction communications meetings, and quarterly construction contractor evaluation meetings. See Attachment B1 for a list of all meetings held in January.

**Upcoming Public Meetings / Events:** A list of upcoming meetings scheduled for the month of February 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.



Photographer Tom Reynan with his photos near the Union Depot Station which were part of a special exhibit at the AZ Gallery in the Lowertown area of St. Paul.

## 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.

**Significant Activities:**

Twenty-one loans to businesses, totaling \$296,309, were approved in January 2013. Fifteen of the loans approved were to businesses that had not received a loan previously. Six were to businesses that were able to document additional losses so that their loans reached the \$20,000 maximum. A total of \$2,988,324 has been disbursed since 2011. (See Attachment C for a depiction of funds disbursed.)

<b>Business Support Fund - Financial Activities</b>	<b>Allocation</b>	<b>Approvals</b>	<b>Balance</b>	<b>Percent Remaining</b>
<b>Minneapolis</b>				
Cedar Riverside	\$289,825	\$289,825	\$0	0%
Stadium Village	\$221,994	\$240,000	(\$18,006)	0%
Prospect Park	\$345,324	\$240,951	\$104,373	30%
<b>Minneapolis Total</b>	<b>\$857,143</b>	<b>\$770,776</b>	<b>\$86,367</b>	<b>10%</b>
<b>Business Support Fund - Financial Activities</b>	<b>Allocation</b>	<b>Approvals</b>	<b>Balance</b>	<b>Percent Remaining</b>
<b>Saint Paul</b>				
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	76%
Hampden to Aldine (South Side of University Avenue)	\$180,217	\$207,933	(\$27,716)	0%
Aldine to Syndicate (North Side of University Avenue)	\$222,621	\$248,118	(\$25,497)	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	\$116,336	(\$53,257)	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	\$191,848	(\$22,021)	0%
Lexington to Dale (South Side of University Avenue)	\$203,793	\$320,459	(\$116,666)	0%
Dale to Rice (North Side of University Avenue)	\$150,418	\$416,659	(\$266,241)	0%
Dale to Rice (South Side of University Avenue)	\$373,620	\$172,590	\$201,030	54%
Lowertown St. Paul	\$95,409	\$141,686	(\$46,277)	0%
<b>St. Paul Total</b>	<b>\$2,952,381</b>	<b>\$2,217,548</b>	<b>\$734,834</b>	<b>25%</b>
<b>Grand Total</b>	<b>\$3,809,525</b>	<b>\$2,988,324</b>	<b>\$821,201</b>	<b>22%</b>

**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 following loans have been approved under this program:

- 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.

See Attachment D for a 2012 mid-year report from the NDC on these programs.

<b>2012 Financial Activities:</b>	<b>Amount</b>
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
<b>Total</b>	<b>\$612,497</b>

**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.

<b>Financial Activities:</b>	<b>Amount</b>
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
<b>Total</b>	<b>\$305,000</b>

**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.

<b>Financial Activities</b>	<b>Amount</b>
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
<b>Total</b>	<b>\$1,075,000</b>

**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.

In January, the following grants were made:

- \$7,250 was disbursed to the West Bank Business Association for marketing and promotion of area businesses.
- \$14,850 was disbursed to the Stadium Village Commercial Association for advertising and marketing campaigns promoting businesses in the area.
- \$2,500 was disbursed to the African Development Center for business forums in the area.

<b>Financial Activities (Minneapolis along University Ave, Cedar Riverside):</b>	<b>Amount</b>
Business Association Assistance Program	\$ 20,500
Great Streets Business District Support Grants	\$174,350
City Business Finance Assistance to the African Development Center	\$ 40,000
<b>Total</b>	<b>\$234,850</b>

**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.

<b>Financial Activities</b>	<b>Amount</b>
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
<b>Total</b>	<b>\$7,670</b>

**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 will focus 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 December.



Green Line Friday luncheon at Cheng Heng Restaurant, 448 University Avenue, St. Paul

Financial Activities	Amount
Marketing Agency Contract Fees	\$667,140
Administrative Costs	\$18,000
<b>Total</b>	<b>\$685,140</b>

**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 will be 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 \$81,530 for the Great Streets Façade Improvement Program in Central Corridor business districts. During January, one \$2,000 grant was made to Acadia Café in Cedar Riverside for redesign and repainting of exterior signage.

**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 \$233,428 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 January, Metro Transit provided an additional bus ads at cost for \$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.

**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.

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

### **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 216 loans been approved by the City of Saint Paul. A total of 14 applications for loans were not funded, as reported below:

- One 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.
- Two 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.

(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, 23 applications have been received to access funds administered through this program with 20 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 January.

<b>Change in Central Corridor Businesses (January 1, 2013 to January 31, 2013)</b>	
Business Openings	10
Business Closings	5
Business Relocations off Corridor	6
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](mailto: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](mailto: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](mailto: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](mailto:centralcorridor@metc.state.mn.us)  
Teleefoonka: 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](mailto: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](mailto:centralcorridor@metc.state.mn.us)

Phone line: 651-602-1645

Attend a public meeting. See the Central Corridor meetings page at [www.centralcorridor.org](http://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](http://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](http://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
<b>TOTAL = 35 CIVIL WEST = 8 CIVIL EAST = 27</b>						
<b>Bus = 2</b>						
Bus	Buses running Anderson Hall to Oak	Dan responded by phone. No date on return of buses. Work continues on the guideway in 2013	X		01.03.2013	01.03.2013
Bus	No Chatsworth Bus Stop Shelter	Nkongo called back 1/15. Shelter is scheduled to be installed. Closed issue.	X		01.15.2013	01.15.2013
<b>Incidents = 2</b>						
Incidents	Brick Wall Cracks - Hynan Chiropractic	Walsh to investigate		X	01.10.2013	01.22.2013
Incidents	Wrist Injury - Snelling & Univ	Sent to damage process	X		01.28.2013	01.28.2013
<b>Misc = 16</b>						
Misc	Union Depot & Walkway	Spoke with caller on phone.	X		01.03.2013	01.03.2013
Misc	Express train from St. Paul to Mpls?	Responded via email	X		01.04.2013	01.04.2013
Misc	Remove Old Light Pole - Western & Univ	Nkongo emailed back 1/7.	X		01.07.2013	01.07.2013
Misc	Construction Worker Comments - Robert	Responded by email.	X		01.07.2013	01.07.2013
Misc	Unused Signs - Lexington b/t Univ & Charles	Nkongo emailed back 1/10. Issue resolved.	X		01.10.2013	01.10.2013
Misc	Tile Damaged - Ngon Bistro	Denial letter resent 01/15/2013		X	01.10.2013	01.22.2013
Misc	Cheng Heng Sidewalk - 44 University	Nkongo met with owner on site 1/11. Construction crew to resolve.	X		01.11.2013	01.11.2013
Misc	Water into business - 856 & 858 University	Nkongo visited site 1/11. Not a CCLRT issue, advised owner to install adequate storm drainage.	X		01.11.2013	01.11.2013
Misc	Term Project - Construction	Nkongo emailed 1/11. Provided requested information 1/15.	X		01.11.2013	01.11.2013
Misc	Light Rail Property Owners	Nkongo emailed back 1/16. Provided response 1/16.		X	01.11.2013	01.16.2013

Misc	Bike Rack on Private Property		X	01.14.2013	01.14.2013
Misc	MRI shut down compensation	Nkongo called back 1/22/13.	X	01.22.2013	01.22.2013
Misc	Final Terminal Address for St. Paul	Spoke with caller by phone.	X	01.22.2013	01.22.2013
Misc	Damage to front bldg - Ngon Restaurant	Duplicate of OISS 2966. All updates to OISS 2966.	X	01.28.2013	01.28.2013
Misc	Huron Blvd. Info			01.28.2013	
Misc	Moving fence - Big 10/Bun/Village Wok et al			01.29.2013	
<b>Parking = 1</b>					
Parking	No Parking Sign Request			01.31.2013	
<b>Pedestrian = 2</b>					
Pedestrian	Missing sidewalk across boulevard in front of Tierney Brothers		X	01.07.2013	01.07.2013
Pedestrian	Slippery Tiles - Washington & Harvard			01.12.2013	
<b>Safety Security = 1</b>					
Safety Security	No sidewalk, not handicap accessible - 5th Street Bus Stop	Spoke with caller via phone	X	01.09.2013	01.09.2013
<b>Traffic = 8</b>					
Traffic	15 Sec. Green Light - Univ & Snelling	Nkongo called back 1/4/13. Crews will monitor.	X	01.04.2013	01.04.2013
Traffic	No Left on Park - Bethesda	Nkongo called back 1/4/13. Issue resolved, left turn restored.	X	01.04.2013	01.04.2013
Traffic	No light from lamp posts - Cedar b/t 10th & 11th	Jason Jowarski spoke with the caller via phone	X	01.07.2013	01.07.2013
Traffic	No left turn signal - Cedar & 11th	Jason Jowarski spoke with caller by phone.	X	01.07.2013	01.08.2013

Traffic	Remove Construction Signs - Lex & Univ	No call back requested. Walsh reported signs had been removed 1/15. Closed issue.	X		01.14.2013	01.14.2013
Traffic	Traffic Signs on Rice	Nkongo emailed back 1/16. Issue resolved.		X	01.14.2013	01.16.2013
Traffic	Orange Sign in Street - 1226 Univ	No call back request. Nkongo removed sign; Issue resolved 1/16/13.	X		01.16.2013	01.16.2013
Traffic	Signage Confusing - Cedar & 11st Street	No follow up with caller requested.	X		01.17.2013	01.17.2013
<b>Utilities = 1</b>						
Utilities	Century Link Claim - 2828 University				01.14.2013	
<b>Vehicle Access = 2</b>						
Vehicle Access	No Parking Signs - Oxford	Nkongo called back 1/30/13. Issue with city of St. Paul for resolution. Closed 2/5/13.	X		01.30.2013	01.30.2013
Vehicle Access	Do NOT ENTER - Univ & Lexington	No call back requested. No issues; all signs installed per plan. Closed 2/5/13.	X		01.30.2013	01.30.2013

# **Attachment B1**

## **Summary of Past Monthly Meetings**

# Central Corridor LRT Meeting Summary

January, 2013

<b>1. Metropolitan Council initiated public meetings/events</b>							
<b>Date</b>	<b>Start Time</b>	<b>Meeting location and address</b>	<b>Group/Host</b>	<b>Topic/Purpose of Meeting</b>	<b>Stakeholder Attendees</b>	<b>Attendees Expected</b>	<b>Project Contact &amp; Phone #</b>
1/10/13	8:00 AM	Model Cities, 839 University Avenue W., Saint Paul, MN 55104	Central Corridor Light Rail Project	Supplemental Environmental Impact Statement Public Hearing	Stakeholders-All	50	Cigolo, Nkongo
1/10/13	6:00 PM	Goodwill Easter Seals, 553 North Fairview Avenue, Saint Paul, MN 55104	Central Corridor Light Rail Project	Supplemental Environmental Impact Statement Public Hearing	Stakeholders-All	50	Cigolo, Nkongo

<b>2. Project partner initiated meetings/events</b>							
<b>Date</b>	<b>Start Time</b>	<b>Meeting location and address</b>	<b>Group/Host</b>	<b>Topic/Purpose of Meeting</b>	<b>Stakeholder Attendees*</b>	<b>Attendees Expected</b>	<b>Project Contact &amp; Phone #</b>
1/4/13	11:00 AM	Bun Mi Sandwiches, Stadium Village, 604 Washington Avenue SE, Mpls, MN	Midway Chamber of Commerce	Go Green Line Fridays		30	Centralcorridor
1/10/13	12:01 PM	Keys Cafe, 767 Raymond Avenue, St. Paul, MN 55114	Midway Chamber of Commerce	Lunch on the Avenue		30	Centralcorridor
1/11/13	11:00 AM	Senor Wong, 111 Kellogg Blvd East, St. Paul, MN	Midway Chamber of Commerce	Go Green Line Fridays		30	Centralcorridor
1/24/13	12:00 PM	Que Nha Vietnamese Restaurant, 849 University Avenue W, St. Paul, MN	Midway Chamber of Commerce	LUNCH on the AVENUE		30	Centralcorridor
1/25/13	11:00 AM	iPho by Saigon, 704 University Avenue, St. Paul, MN	Midway Chamber of Commerce	Go Green Line Fridays		30	Centralcorridor

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  
 Dan Pfeiffer (651) 602- 1952    Michelle Webb (651) 602-1485

# Central Corridor LRT Meeting Summary

January, 2013

## 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 #
1/31/13	12:00 PM	Black Dog Coffee & Wine Bar, 308 Prince Street, St. Paul, MN 55101	Midway Chamber of Commerce	Go Green Line Fridays		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 #
1/7/13	11:30 AM	Profile Event Center, 2630 University Avenue SE, Minneapolis, MN 55414	CCPO	Prospect Park Construction Communication Committee	CCPO, AMJV, Committee Members	20	Pfeiffer, Daniel
1/10/13	10:15 AM	Saint Paul Area Chamber of Commerce, 401 Robert Street, Board Room, St. Paul, MN 55101	CCPO	Quartely Contractor Evaluation Meeting	Construction Communication Committee	10	Happel, Dana
1/10/13	2:00 PM	Grace University Lutheran Church, 324 Harvard Street SE, Minneapolis, MN 55414	CCPO	East Bank Construction Communication Committee	CCPO, AMJV, Committee Members	15	Pfeiffer, Daniel

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  
 Dan Pfeiffer (651) 602- 1952    Michelle Webb (651) 602-1485

# **Attachment B2**

## **Summary of Upcoming Monthly Meetings**

# Central Corridor LRT Meeting Summary

February, 2013

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

<b>2. Project partner initiated meetings/events</b>							
Date	Start Time	Meeting location and address	Group/Host	Topic/Purpose of Meeting	Stakeholder Attendees*	Attendees Expected	Project Contact & Phone #
2/7/13	11:30 AM	On's Kitchen, 1613 University Avenue West, St. Paul, MN 55104	Midway Chamber of Commerce	LUNCH on the AVENUE		30	Centralcorridor

<b>3. Meetings with Stakeholders</b>							
Date	Start Time	Meeting location and address	Group/Host	Topic/Purpose of Meeting	Stakeholder Attendees*	Attendees Expected	Project Contact & Phone #
2/1/13	1:00 PM	Ford Building--East Entrance door , 117 University Avenue West, Saint Paul, MN 55155	Jeff Galbraith--CCPO	Survey Ford Bldg Areaway	Department of Administration	6	Cigolo, Nkongo
2/6/13	2:00 PM	Sibley Square Ramp, 190 East 5th Street, security desk on 1st floor, st. Paul, mn 55101	CCPO	Discuss Signal House in the Sibley Square Ramp	Property Manager of Sibley Square	2	Happel, Dana

Page 1 of 1 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  
 Dan Pfeiffer (651) 602- 1952    Michelle Webb (651) 602-1485

**Attachment C**  
**CCLRT Business Support Fund**  
**Status Report**

# CCLRT Business Support Fund January 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

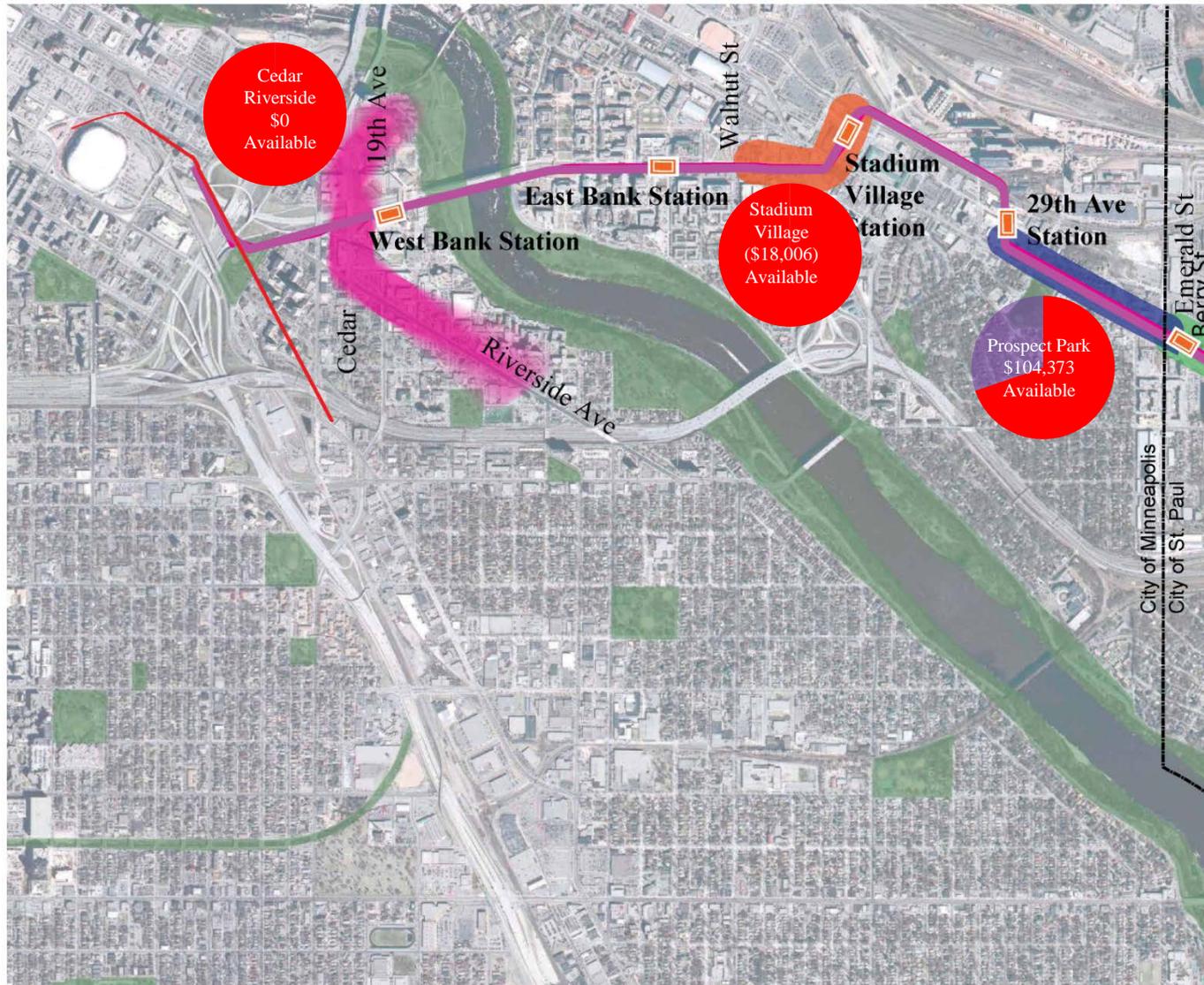
\$150,418

\$373,620

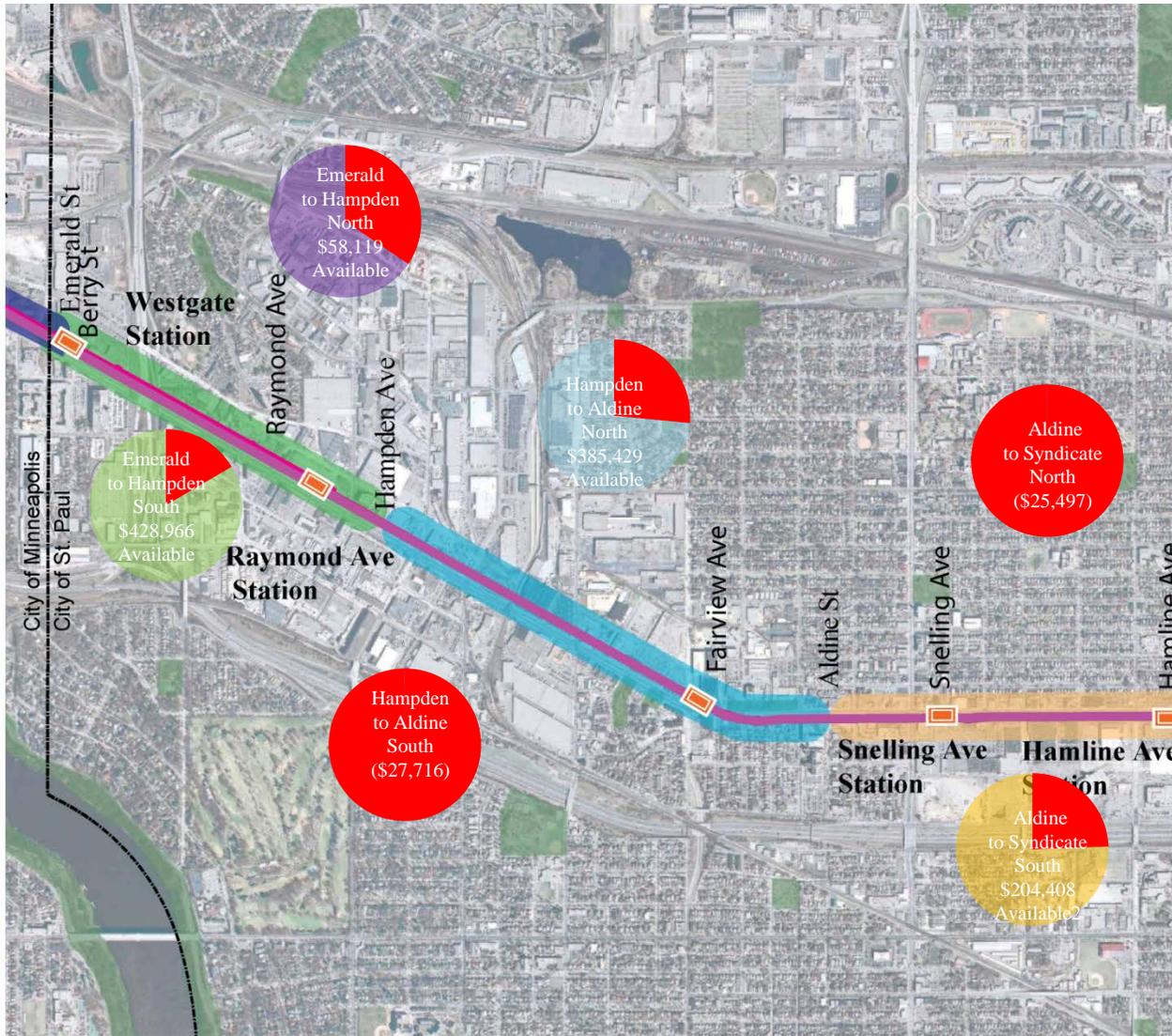
Dale-Rice North  
Dale-Rice South

\$95,409

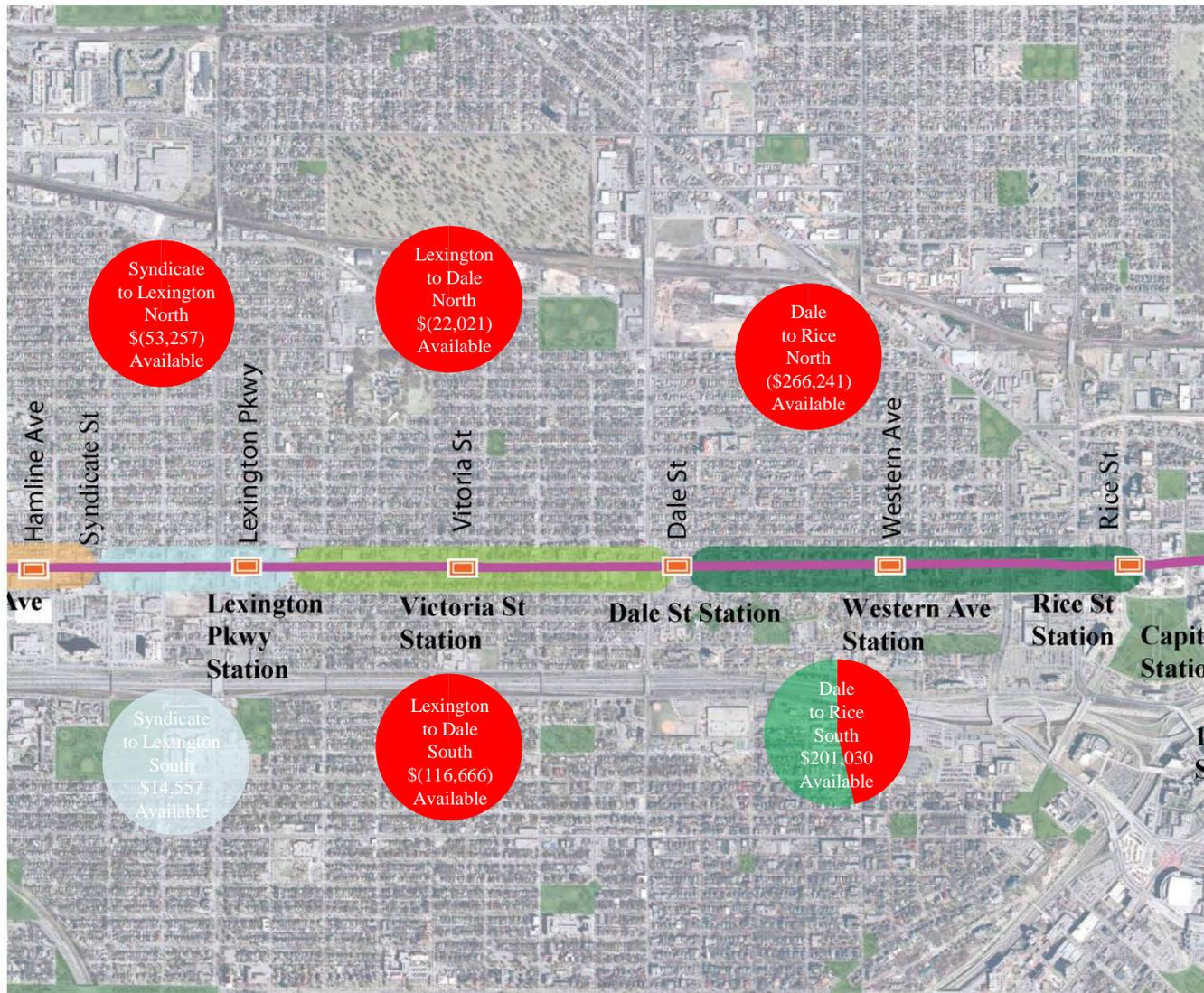
Lowertown



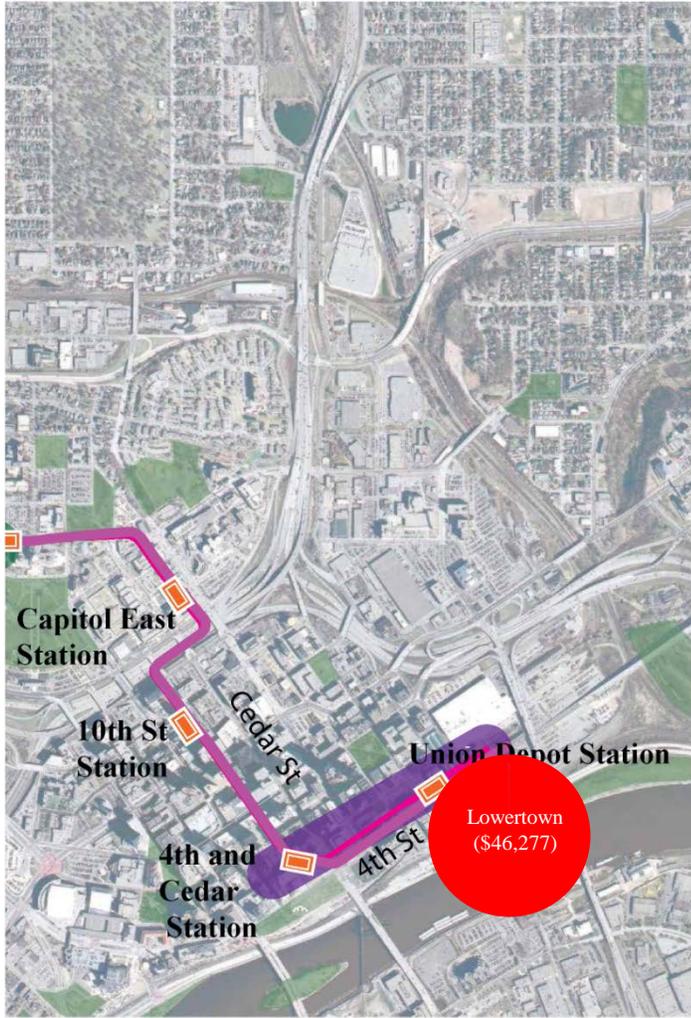
\$289,825	Cedar-Riverside North and South
\$221,994	Stadium Village
\$345,324	Prospect Park
\$169,616	Emerald-Hampden North
\$514,149	Emerald-Hampden South
\$524,750	Hampden -Aldine North
\$180,217	Hampden - Aldine South
\$222,621	Aldine -Syndicate North
\$270,326	Aldine -Syndicate South
\$63,079	Syndicate-Lexington 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



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\$222,621 \$270,326	Aldine -Syndicate North Aldine -Syndicate South
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\$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
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\$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

# **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

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**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"> <li>o Business Resource Collaborative</li> <li>o FRAN</li> <li>o Met-Council</li> <li>o City of St. Paul</li> <li>o Corridors of Opportunity Senior Staff Membership</li> <li>o Corridors of Opportunity Policy Board Membership</li> <li>o Asian Economic Development Association</li> <li>o Starling Project</li> <li>o World Cultural Heritage District</li> <li>o Little Mekong District</li> <li>o Irrigate</li> <li>o Corridor-wide Marketing efforts</li> </ul>	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
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Table 2

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

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

# **Attachment F**

## **Business Marketing Program Progress Report**

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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  
January 2013**

**Branding, Creative Development, Media**

- Continued business feature advertising campaign including
  - Poster billboard (on University & Transfer Rd): promoting holiday shopping on the Green Line & Valentine's Day
  - Bus sides: 35 'units', 8 businesses
- Ads in Latino Midwest, Mshale, African News Journal, Insight News, The Circle
- Started running commercials through Comcast on Comedy Central, Animal Planet, BET, TBS, TLC, Travel Channel, ABC Family, Food Network, HGTV and on Xfinity.com  
<http://www.youtube.com/user/ModandCo?feature=watch>
- Profiled & photographed 82 businesses as of 1/31/13, up 3 from last update.
- Planning of the Valentine's promotion including two giveaways (<http://onthegreenline.com/events/valentines-day>) and specials from Green Line businesses (<http://onthegreenline.com/events/be-mine-on-the-green-line>)
- Website additions: link to Green Line Gems blog, new page featuring downloadable coupons from Green Line businesses
- Green Line Visitors' Guide delivery update: we have hired a delivery company who is (efficiently!) delivering Guides to businesses on the Green Line. So far 2,000+ directories have been distributed in a timely and cost effective manner. More will be delivered in February to ensure maximum distribution before a spring 2013 reprint.

**Public Relations, Traditional Media Outreach, Content and Messaging**

- Initiated discussion with HeavyTable.com about features and advertorials
- Reviewing proposal for Twin Cities Live highlights of Green Line businesses
- Finance & Commerce began a dedicated blog on transit: (<http://finance-commerce.com/transit/page/4/>)
- Ongoing outreach to media regularly covering Green Line/Central Corridor
- St. Paul to condemn University Avenue building (<http://bit.ly/Wm8LFO>)
- [Bangkok Thai Deli \(re\)opens along Central Corridor](#) (Finance and Commerce)

**Social Media**

- 2,988 Likes (2,667 Likes as of Dec. 31, 2012; up 12% from Dec.)
- Demographic trends female: 64% vs. 34%
- Page views: 1,143 (up from 880 in Dec.)
- Unique visitors: 671 (up from 466 in Dec.)
- Most popular posts (Reach; other than sponsored stories)
  - Like this post if you have visited Jim Segal's Ax-Man... (1,086 impressions)
  - Wouldn't you want to meet this dog? (1,053 impressions)
  - In the 1930s, Twin Cities residents relied heavily on the streetcar system... (1,023 impressions)

## Facebook ads

- Bangkok Cuisine (sponsored story targeting Mpls/St Paul)
  - 387 likes
  - 27 comments
  - 1 share
  - 475,089 impressions
  - 1,061 clicks
  - .223% click-thru rate
  - \$.28 Average amount per click
  - Total spend: \$300
  - Page likes: 87
- Trung Nam (sponsored story targeting Mpls/St Paul)
  - 1,201 likes
  - 59 comments
  - 25 share
  - 400,170 impressions
  - 2,030 clicks
  - .507% click-thru rate
  - \$.15 average amount per click
  - Total spend: \$300
  - Page likes: 102
- Flamingo Restaurant (sponsored story targeting Mpls/St Paul)
  - 574 likes
  - 34 comments
  - 1 share
  - 495,935 impressions
  - 1,526 clicks
  - .308% click-thru rate
  - \$.20 average amount per click
  - Total spend: \$300
  - Page likes: 68
- Royal Tire (sponsored story targeting Mpls/St Paul)
  - 53 likes
  - 1 comment
  - 0 shares
  - 590,791 impressions
  - 466 clicks
  - .079% click-thru rate
  - \$.64 average amount per click
  - Total spend: \$300
  - Page likes: 34

## Promoted Posts

- Aren't the new Green Line light rail cars looking sharp?
  - 1,376 organic impressions
  - 3,284 paid impressions
  - 3,433 viral impressions

## Twitter

- 709 followers (as of Feb. 1.; up from 687 on Jan. 7)
- Klout score: 47 (same as Nov.)

# **Attachment G**

## **Outreach Coordinators**

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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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