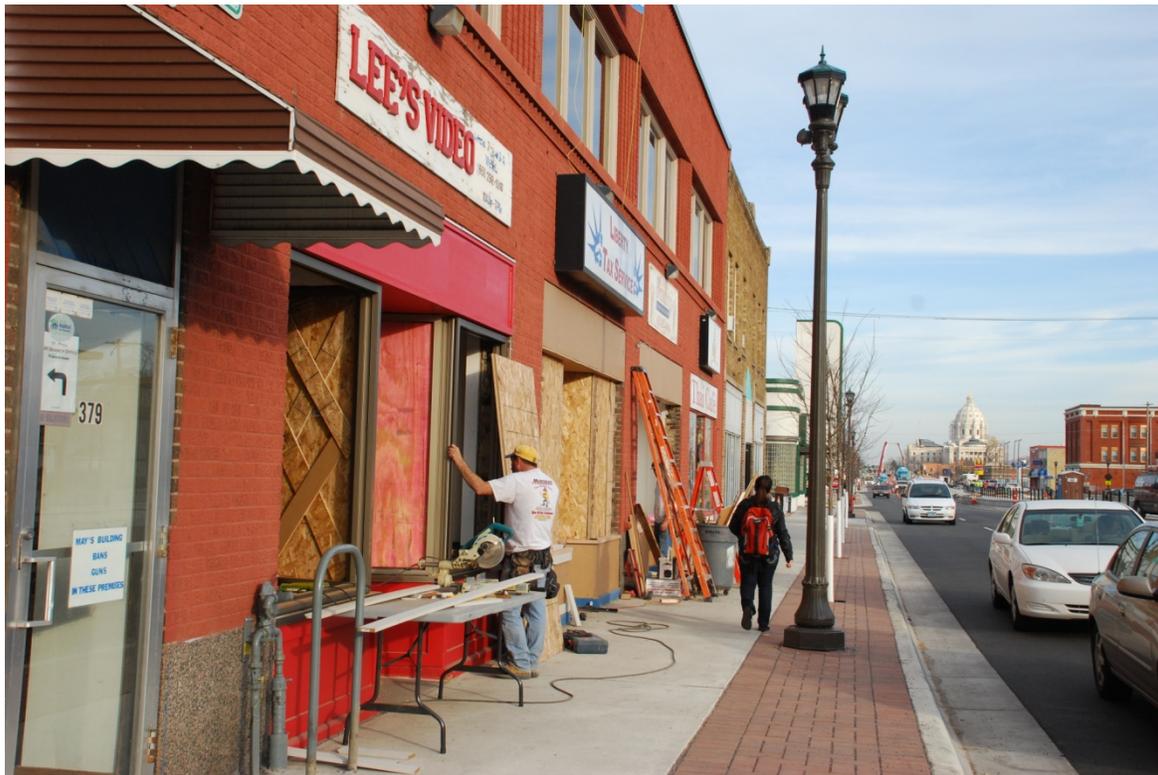


Central Corridor
Light Rail Transit



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

October 2012



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 September 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 651-379-3782
	Business Resources Collaborative	\$315,000 ⁽⁵⁾	N/A	Jonathan Sage-Martinson jonathan@funderscollaborative.org 651-280-2384
	University Avenue Business Preparation Collaborative	\$1,075,000 ⁽²⁾	N/A	Isabel.Chanslor ichanslor@ndc-mn.org 651-379-3782
	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 \$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

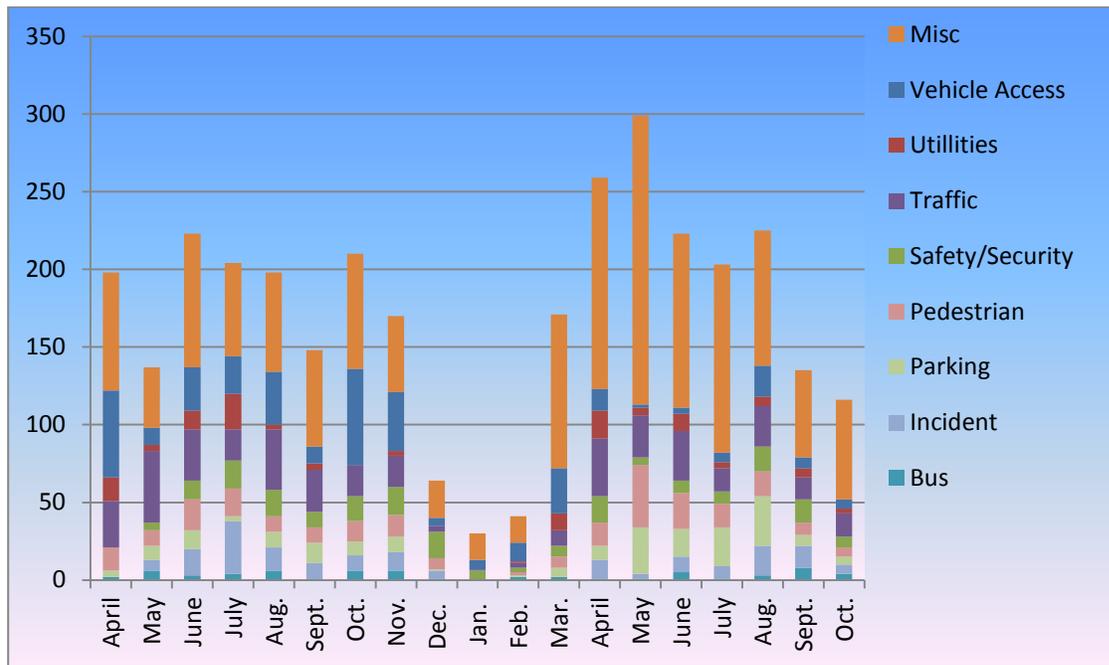
2.1 Construction-related Calls, Complaints and Responses

Attachment A to this Report is a summary of construction and other calls and complaints received during the month of September and their response / resolution. During this month, a total of 116 complaints, comments or questions were received by Central Corridor Project Office staff (see Figure 1). This compares to a total of 135 in the month of September. A majority of calls and e- were responded to within 24-hours. Nearly all issues were responded to within 1 week.

- Calls/complaints received in the month of October concerned some of the following:
 - Inquiries bus routes and detours during construction;
 - Complaints about interruptions to utilities;
 - Complaints about pedestrian signage and access; and,
 - Miscellaneous concerns about access issues and detours (vehicles).

Figure 1 is a summary, sorted by subject, of construction-related calls and e-mails received from April 2011 to October 2012.

Figure 1: April 2011 - October 2012 Construction Hotline Complaints Received



2.2 Public Outreach and Communication Activities

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

Construction Updates: Construction updates, including maps of construction activities, were published weekly for the following areas:

- Downtown St. Paul
- University Avenue – Capitol Area to Hamline
- University Avenue – Hamline to Emerald
- Minneapolis – Prospect Park; University of Minnesota – East and West Bank

All current construction updates can be viewed at www.centralcorridor.org. In October, over 8,000 hits were recorded of users visiting the CCLRT Web site.

News Releases: Two news release / news advisory were issued in October on the following topics:

- Press release announcing the delivery of the first light rail vehicle built for the Central Corridor LRT line.
- Making Tracks newsletter.

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>



“Lunch on the Avenue’ events promote patronage of local restaurants.

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 9,100 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 August @cclrt had over 1,900 followers.

October Public Meetings / Events: Almost 25 meetings / events took place in October, with an estimated total attendance of a little more than 500 people. These included Lunch on the Avenue events, Go Green Line promotion activities, an event promoting “University

Avenue: One Street, a Thousand Dreams,” and quarterly construction contractor evaluation meetings, See Attachment B1 for a list of all meetings held in October.

Upcoming Public Meetings / Events: A list of upcoming meetings scheduled for the month of November is included as Attachment B2. Many of the meetings listed are open to the public. More details can be had by contacting the Outreach Coordinator identified in Attachment B2.

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 St. Paul is funding and administering a program to address parking loss during and after CCLRT construction. The program provides low-interest loans to individual businesses that can be used to reach agreements with other businesses for shared parking, or for limited construction to improve off-street parking. 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 St. Paul HRA has approved \$1,325,000 in funding for 24 parking improvement projects.

- As of the November 1, 2012 the following parking improvement projects have been completed under this program.
 - 345 University – Metro Social Services
 - 860-866 University – Victoria Best Steak House and E-W Beauty Salon
 - 904 University – Thong's Auto Repair
 - 933 University – Safety Care
 - 1133-1141 University – Twin Cities Monument/Kimble Chiropractic
 - 1159 University – The Vietnam Center
 - 2447 University – Design Press
 - 377 University – May's Market
 - SE corner of St. Albans and University
 - 979 University – Shear Pleasure
 - 2119 University – Subway parking lot
 - 1685 University – Millbern Clothing
 - 1647 University – Hammond Awards
- The following projects are planned for completion by the end of 2012.
 - NE block of Snelling and University – central parking lot on Sherburne
 - 489 Arundel – a remote lot for 441 University
 - 575 University – Unidale Insurance
- The following projects are still waiting on final loan documents, revised design, or construction bids.
 - 353 University – Ha Tien Market
 - 739 University – Trung Nam
 - 850-856 University – Tai Hoa BBQ
 - 1449 University – Hair Salons
- The following projects have been put on hold pending resolution of longer-term issues with ownership, development, and design.
 - 389-393 University – Anh's Hair Salon
 - NW corner of Dale and University – Hickory Hut
 - NW block of Snelling and University – shared parking between Axman and Turf Club

Alley Improvements Program: The City of St. 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 St. 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:

Six loans to businesses, totaling \$90,111, were approved in October 2012. Two of the loans approved were to businesses in Prospect Park and the remainder was made to businesses in St. Paul. A total of \$2,250,236 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	\$289,825	\$0	0%
Stadium Village	\$221,994	\$220,000	\$1,994	1%
Prospect Park	\$345,324	\$157,928	\$187,396	54%
Minneapolis Total	\$857,143	\$667,753	\$189,390	22%
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	\$128,013	\$396,737	76%
Hampden to Aldine (South Side of University Avenue)	\$180,217	\$191,036	(\$10,819)	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	\$50,911	\$12,168	68%
Syndicate to Lexington (South Side of University Avenue)	\$14,557	\$0	\$14,557	100%
Lexington to Dale (North Side of University Avenue)	\$169,827	\$65,898	\$103,929	66%
Lexington to Dale (South Side of University Avenue)	\$203,793	\$119,654	\$84,139	51%
Dale to Rice (North Side of University Avenue)	\$150,418	\$276,897	(\$126,479)	0%
Dale to Rice (South Side of University Avenue)	\$373,620	\$97,672	\$275,948	80%
Lowertown St. Paul	\$95,409	\$141,686	(\$46,277)	0%
St. Paul Total	\$2,952,381	\$1,582,483	\$1,369,899	46%
Grand Total	\$3,809,525	\$2,250,236	\$1,599,289	41%

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.

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, microlending 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
Total	\$1,075,000

Great Streets and Business Association Assistance Program: The City of Minneapolis will contribute a total of \$210,000 for business technical and marketing support.

In October, \$14,250 was disbursed to the West Bank Business Association under their Great Streets BDS Contract for performing outreach to businesses and marketing of the area.

Financial Activities (Minneapolis along University Ave, Cedar Riverside):	Amount
Business Association Assistance Program	\$20,500
Great Streets Business District Support Grants	\$145,750

City Business Finance Assistance to the African Development Center	\$40,000
Total	\$206,250

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 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.



Billboards are used to promote local businesses during CCLRT Construction.

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 October.

Financial Activities	Amount
Marketing Agency Contract Fees	\$288,408
Administrative Costs	\$10,000
Total	\$298,408

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 \$69,530 for the Great Streets Façade Improvement Program in Central Corridor business districts. During October, there were no activities to report for this program.

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.

In October, variable message signs were used at various locations along the Corridor to encourage the public to support local businesses during construction.

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 \$164,122 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 (2011): 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 for 2011 and 2012 is \$163,555).

2.3.5 Construction Contract:

Construction Access Plans: Construction contracts (Civil East – St. Paul, and Civil West – Minneapolis) include \$200,000 for construction access plans. Businesses will be notified of any changes to access at least two weeks prior to the start of construction.

Significant Activities: Outreach efforts and other contracting activities related to maintaining access were significantly completed in the month of October, as civil construction activities are scheduled to conclude at the end of 2012.

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 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. The construction contracts include an \$850,000 allowance (project-wide total) for the contractor incentive program.

Significant Activities:

To date, seven 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)
Total (to date)	\$470,000	\$273,398 (58 percent of total)	\$175,000	\$145,788 (83 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 161 loans been approved by the City of St. Paul. A total of 13 applications for loans were not funded, as reported below:

- One of the applicant businesses closed prior to the loan being disbursed.
- Six of the 13 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 of the 13 were not eligible as they were not retail establishments.
- Two of the 13 was not eligible as they were outside the established geographic area for qualified applicants.
- One of the 13 did not meet minimum required time for being in business on the corridor (one-year minimum).
- One of the 13 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

(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, 22 applications have been received to access funds administered through this program with 19 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 serves as 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 October.

New businesses continue to open during CCLRT construction.

Change in Central Corridor Businesses (October 1, 2012 to October 31, 2012)

Business Openings	2
Business Closings	0
Business Relocations off Corridor	2
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 xirii Central Corridor caawimada dadweeynaha iyo kooxda fariinta 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	Response Time
TOTAL = 116							
CIVIL EAST = 84							
Bus	Maintenance of Bus Stop	Walsh addressed issue 10/11.	X		10.11.2012	10.11.2012	0
Bus	Bus stops from Groto to Mackubin	Nkongo called back 10/22. Metro Transit corrected.	X		10.22.2012	10.22.2012	0
Bus	Bus Stop on Dale & Univ?	Michelle responded to caller and provided requested information.	X		10.25.2012	10.25.2012	0
Incidents	Bolt in Tire - Univ & Dale	Walsh to respond	X		10.01.2012	10.01.2012	0
Incidents	Portable toilet in front of Big daddy	Nkongo responded to caller; issue resolved - portable toilet moved.	X		10.11.2012	10.11.2012	0
Incidents	No bridge on the sidewalk in front of Big daddy's	Nkongo responded to caller. Peter confirmed bridge would be installed by business opening.	X		10.12.2012	10.12.2012	0
Incidents	Cut Power Utility Line - Marion & Univ	Walsh to investigate.		X	10.16.2012	10.23.2012	7
Incidents	Damages @ Ha Tien - 353 Univ Ave W				10.22.2012		
Incidents	Sidewalk repairs - 789 Univ	Submit as damage - per Michelle	X		10.30.2012	10.30.2012	0
Misc	PotHoles & Irrigation Repairs - Western Bank	Kimberly responded via email. Issues resolved 10/6.	X		10.02.2012	10.03.2012	1
Misc	Road Opening - Cedar & 12th -				10.04.2012		
Misc	Jack Hammering - 111 E Kellogg	Responded via phone	X		10.04.2012	10.04.2012	0
Misc	Concrete Color Match - Rice & Univ	10/9 Nkongo called emailed back. Walsh to take care of the sealant issue.			10.04.2012	10.15.2012	11
Misc	Wants Newsletters - 1550 Univ	Nkongo responded to caller and	X		10.05.2012	10.05.2012	0
Misc	LRT Route - Downtown	Responded via email and phone.			10.06.2012	10.17.2012	11
Misc	Sprinkler Damage - White Castle	Walsh repaired 10/10.	X		10.09.2012	10.10.2012	1

Misc	Damaged steps & Cement Blocks - 393/395 Univ	Walsh to repair or reimburse costs of repair	X	10.10.2012	10.11.2012	1	
Misc	Little to no response - some sort of construction damage	Walsh to investigate the damage.	X	10.11.2012	10.12.2012	1	
Misc	Public Event near Rondo	Nkongo emailed back 10/12 and	X	10.11.2012	10.12.2012	1	
Misc	Pipe Damage - 353 Sherburne	Sent for Damage Process	X	10.12.2012	10.12.2012	0	
Misc	Constr 6am to Midnight - 105 Univ	Nkongo responded to caller.	X	10.13.2012	10.13.2012	0	
Misc	Cement higher than door - 377-379 Univ Ave W	Sidewalk grinded down so door can be opened.	X	10.15.2012	10.15.2012	0	
Misc	Sidewalk too high - 379 Univ Ave	Sidewalk grinded down so door can be opened.	X	10.15.2012	10.15.2012	0	
Misc	To know about University Ave.	Nkongo responded via email and provided requested information.	X	10.15.2012	10.16.2012	1	
Misc	Cedar Street N of 12th	No response requested.	X	10.16.2012	10.16.2012	0	
Misc	Trench - Exchange & Cedar	Responded via phone.	X	10.16.2012	10.16.2012	0	
Misc	Waste receptacles missing - 1080 Univ.			10.17.2012			
Misc	Jack Hammering to stop for MRI - 441 Univ	Walsh stopped work for 45 minutes on location so MRI could be done.	X	10.17.2012	10.17.2012	0	
Misc	Sprinkler Heads? - 475 Univ	Send for damage process	X	10.18.2012	10.18.2012	0	
Misc	7th Street Closure - 7th Street	Responded via Phone.	X	10.18.2012	10.18.2012	0	
Misc	Duration of 7th Street closure	Responded via phone.	X	10.19.2012	10.19.2012	0	
Misc	7th & Cedar Open?	Responded via phone	X	10.19.2012	10.19.2012	0	
Misc	Pavers - 280 & Univ	Nkongo emailed back 10/22 and responded to concerns.		X	10.19.2012	10.22.2012	3

Misc	Puddle behind back door - 1579 Univ			10.22.2012		
Misc	Under Railroad Bridge by Menards - Hydroplaned		X	10.22.2012	10.22.2012	0
Misc	Snelling & Univ open?	Nkongo responded to caller and	X	10.22.2012	10.22.2012	0
Misc	Transfer Road Stop +	Michelle responded via email.	X	10.22.2012	10.24.2012	2
Misc	Route when 7th Closes - 225 Smith	Responded via phone.	X	10.23.2012	10.23.2012	0
Misc	7th street closure	assign to Dana	X	10.23.2012	10.24.2012	1
Misc	Graffiti - I94 sign - 2389 Univ Ave W			10.24.2012		
Misc	Minnesota Street Chaos Last	Responded by Mark Finken	X	10.24.2012	10.24.2012	0
Misc	Crane - Aldine & Univ	Kimberly called 10/24. Equipment is in the guideway is used to string wires.	X	10.24.2012	10.24.2012	0
Misc	Cones need to be moved - Childrens Museum	Kimberly met with caller.	X	10.24.2012	10.24.2012	0
Misc	Drain block - street flooded - NE Corner Marion & Univ	Nkongo called back 10/25. Walsh resolved issue 10/25.	X	10.25.2012	10.25.2012	0
Misc	Water Shut Off on Sat - Citywalk Condo	Responded via phone	X	10.25.2012	10.25.2012	0
Misc	Mackubin open?	Nkongo called back 10/26 and provided information.	X	10.26.2012	10.26.2012	0
Misc	Rail Start	Nkongo called back 10/29 with requested information.	X	10.28.2012	10.29.2012	1
Misc	Concrete Damaged by Rain - 2470 Univ Ave W			10.29.2012		
Misc	Lights on - no Train	No call back requested. Comments noted.	X	10.29.2012	10.29.2012	0
Misc	Cedar & MN closure?	Responded via phone.	X	10.29.2012	10.29.2012	0

Misc	TPSS #10	Michelle responded and provided requested information.	X		10.30.2012	10.30.2012	0
Misc	Jackhammering - 7th & Cedar	Responded via phone.	X		10.30.2012	10.30.2012	0
Misc	Late construction - 300 4th	Forwarded the calls to City of St. Paul	X		10.30.2012	10.31.2012	1
Misc	Night Construction - 300 4th St	Forwarded the call to City of St. Paul	X		10.30.2012	10.31.2012	1
Misc	Station Locations	Sent to Indira to resopond.		X	10.30.2012	11.02.2012	3
Misc	work midnight thru morning - 300 E 4th				10.31.2012		
Misc	Robert to Rice Open?	Nkongo called back 10/31 and provided requested information.	X		10.31.2012	10.31.2012	0
Misc	Winter Schedule?	Responded via phone	X		10.31.2012	11.01.2012	1
Parking	Parking on grounds - 11th	Vehicles were moved.	X		10.04.2012	10.04.2012	0
Parking	Mustang Parked in residential parking - Arundal BT Charles & Edmund	Abdi responded to caller. Caller reported that vehicle had moved.	X		10.08.2012	10.08.2012	0
Parking	Traffic Change at Pelham Blvd	Nkongo emailed back 10/13.		X	10.12.2012	10.15.2012	3
Parking	3 items from Daisy	Nkongo called back 10/24. Issue	X		10.24.2012	10.24.2012	0
Pedestrian	Sidewalk 385 &383 Univ Ave W	Nkongo responded 10/10. Sidewalk poured 10/12.	X		10.09.2012	10.10.2012	1
Pedestrian	Ped Issues - 600 Robert	Michelle responded to caller.		X	10.12.2012	10.15.2012	3
Pedestrian	Peds crossing station platforms	No call back requested. Comments noted.	X		10.15.2012	10.15.2012	0
Safety Security	Fall Hazard - 5th bw Wabasha & Cedar	Responded via phone	X		10.03.2012	10.03.2012	0
Safety Security	No Directional Signage for	Nkongo called back 10/13. Walsh	X		10.13.2012	10.13.2012	0
Safety Security	Dangling light globe - SE side	Responded via phone.	X		10.24.2012	10.25.2012	1
Safety Security	Cone hit - blocking traffic - MN & 11th	Responded via Phone	X		10.25.2012	10.25.2012	0
Traffic	Lanes Block with cones - Univ EB at Lex	Dan responded to caller; Peter on site at time of call - no lane closures.	X		10.03.2012	10.03.2012	0

Traffic	No Left on Kellog & Wall	Responded via phone	X		10.05.2012	10.05.2012	0
Traffic	Yellow Signs but Streets Open - Dunlap & Charles	CCPO staff swept area for signs; forwarded list to City of St Paul.	X		10.06.2012	10.06.2012	0
Traffic	Traffic backed up upto Thomas avenue without active	Nkongo emailed back 10/11. Crews will monitor.	X		10.10.2012	10.11.2012	1
Traffic	Line Down - Dale & Univ	Walsh addressed issue on 10/12. Found no necessary corrections.	X		10.12.2012	10.12.2012	0
Traffic	No Lights - St. Albans & Dale on Univ				10.15.2012		
Traffic	couple issues, concerns...	Nkongo called back 10/18. Resolved.		X	10.15.2012	10.18.2012	3
Traffic	Arrow disconnected - Hampton	Michelle responded to caller; signal	X		10.17.2012	10.17.2012	0
Traffic	Left Turn Signal - Hampden & Univ	Michelle responded via email; issue resolved.	X		10.17.2012	10.17.2012	0
Traffic	Signs still up on 94 & Snelling				10.18.2012		
Utilities	No water - OMG Nails	Nkongo called back 10/18/12. Issue	X		10.18.2012	10.18.2012	0
Utilities	Water Shut off - 66 9th Street	Responded via phone	X		10.25.2012	10.25.2012	0
Vehicle Access	Alley Access Blocked off along Arundel	Nkongo visited site; Walsh to provide alternate access while alley is	X		10.11.2012	10.11.2012	0
Vehicle Access	Alley Access - Univ & Sherburne	Nkongo responded to caller.	X		10.11.2012	10.11.2012	0
Vehicle Access	No parking access - 88 Oriental	Nkongo Responded 10/26. Issue resolved.	X		10.26.2012	10.26.2012	0

CIVIL WEST = 32

Bus	Bus #2 Route Reinstated by Moose Tower? - Washington	Dan responded by email. Information provided.	X		10.19.2012	10.19.2012	0
Misc	Project Complete?	Jessica emailed response with schedule.	X		10.01.2012	10.01.2012	0

Misc	Construction Schedule for week of 10/22 - 2829 Univ Ave	Jessica calledback, provided schedule.	X	10.02.2012	10.02.2012	0
Misc	E River Road Access Thurs	Dan responded by phone. East River Parkway is open under the Washington Avenue Bridge	X	10.09.2012	10.09.2012	0
Misc	LRT Map - 320 2nd Ave SE	Dan mailed a project fact sheet and an outreach coordinator map on 10-10-12	X	10.09.2012	10.10.2012	1
Misc	Elevations on Clarence & Univ	Jssica Hill call back. No change to the	X	10.10.2012	10.10.2012	0
Misc	No warning notice - 2900 Univ Ave SE	Joy and Jesica responded. Inoformation sent.	X	10.10.2012	10.10.2012	0
Misc	Hwy 55 closed	Not CCLRT related. Daniel Pfeiffer forwarded call to the City of	X	10.12.2012	10.12.2012	0
Misc	Loud beeping - 1849 Wash Ave S	CCPO staff went to site, turned off the beeping and responded to the caller	X	10.15.2012	10.15.2012	0
Misc	Beeping crame under bridge - 1849 Wash	Equipment causing the beeping was turned off.	X	10.16.2012	10.16.2012	0
Misc	WAB Open 10/27?	Dan responded by phone and left voicemail. No scheduled closure at	X	10.22.2012	10.22.2012	0
Misc	Clarence & Arthur Ave?	Joy responded, will reopen with switch ad bike rack restored.	X	10.23.2012	10.23.2012	0
Misc	Misc Issues on 29th Avenue - Univ Park Plaza	AMJV will place temporary "No Parking" signs on 29th Ave and	X	10.25.2012	10.26.2012	1
Misc	Left turn on Bedford? - 74 Bedford	Dan responded by phone. Bedford intersection is open, vehicles can turn	X	10.26.2012	10.26.2012	0
Misc	Next couple days?			10.30.2012		
Misc	Airport/MOA to Univ/Union Station	Dan responded by email. Information provided.	X	10.30.2012	11.01.2012	2
Parking	Trucks parked in driveway of Spire	Vehicles were removed immediatly.	X	10.19.2012	10.19.2012	0
Pedestrian	Ped Light not working - Univ & 29th	AMJV immediatly reviewed the signal; it was working correctly.	X	10.01.2012	10.01.2012	0

Pedestrian	Access to front door of Drug Store	Jessica went to site, access restored by start of business day.	X	10.17.2012	10.18.2012	1	
Pedestrian	When will concrete sidewalk be fixed at Mark-It Graphics?			10.29.2012			
Safety Security	Sign Toppled - NE @ Malcolm	AMJV field staff fixed the sign	X	10.04.2012	10.04.2012	0	
Safety Security	Safety Issue - Chad McGuire	The barrier was moved.	X	10.08.2012	10.08.2012	0	
Safety Security	Unclear pedestrian Route at Bedford	Pedestrian detour signs were placed.	X	10.08.2012	10.08.2012	0	
Traffic	Move access signs - 3300 Univ Ave SE	Signs were moved.	X	10.08.2012	10.08.2012	0	
Traffic	Wrong Detour Signage to	Detour signs will indicated north or	X	10.10.2012	10.10.2012	0	
Traffic	Unclear Detour For Spire Customers	Signs were placed to clarify the Malcolm Ave detours.		X	10.19.2012	10.22.2012	3
Traffic	Spire Access Signage	Additional business access signs were placed at University Ave/30th Ave and at 30th Ave/4th St.	X	10.25.2012	10.25.2012	0	
Traffic	U turn at 29th WB	Dan responded by email. U-turns are not allowed for westbound traffic at	X	10.29.2012	10.29.2012	0	
Utilities	Grey water - 3024 4th St SE	Not CCLRT related. City of	X	10.29.2012	10.29.2012	0	
Vehicle Access	Access Issues Four Star Auto	Crews were reminded to keep access open.	X	10.15.2012	10.15.2012	0	
Vehicle Access	Limited Access w/o notice - Gopher Parking	West side of 29th Ave will be open for football games on 11/3 and 11/24.	X	10.29.2012	10.29.2012	0	
Vehicle Access	Signage in driveway at	Dan Pfeiffer moved the road closed	X	10.29.2012	10.29.2012	0	

Attachment B1

Summary of Past Monthly Meetings
(October 2012)

Central Corridor LRT Meeting Summary

October, 2012

Date	Start Time	Meeting location and address	Group/Host	Topic/Purpose of Meeting	Stakeholder Attendees	Attendees Expected	Project Contact & Phone #
10/3/12	9:30 AM	Western and University, St Paul, MN 55103	CCPO	University Avenue Walk-Thru		6	Webb, Michelle
10/15/12	1:00 PM	Western and University, St Paul, MN	CCPO	University Avenue Walk-Thru		6	Webb, Michelle
10/4/12	11:00 AM	Foxy Falafel, 791 Raymond Ave, St. Paul, MN	Midway Chamber of Commerce	LUNCH on the AVENUE		30	Centralcorridor
10/5/12	11:00 AM	The Wienery!	Central Corridor Project Office	Go Green Line - Fridays		30	Centralcorridor
10/12/12	11:00 AM	Big Daddy's BBQ		Go Freen Line Fridays		30	Centralcorridor
10/18/12	2:30 PM	540 Fairview Avenue North, St. Paul, MN 55104 Conference Room 2&3, Second Floor	Robin Caufman	DBE/AA Joint Oversight Committee Meeting		30	Cagaoan, Sandie
10/18/12	12:00 PM	The Green Spoon, 2600 University Avenue SE, Suite A, Minneapolis, MN 55414	Midway Chamber of Commerce	Lunch on the Avenue		30	Centralcorridor
10/19/12	11:00 AM	U Garden Chinese Cuisine, 2725 University Avenue SE, Mpls, MN	Midway Chamber	Go Green Line Fridays		30	Centralcorridor
10/25/12	5:30 PM	Anderson University Center @ Hamline University, Snelling & Englewood Avenues, St. Paul, MN	Midway Chamber of Commerce	University Avenue: One street, a thousand dreams (documentary)		75	Centralcorridor
10/26/12	11:00 AM	Foxy Falafel, Raymond Creative Enterprise Zone, 791 Raymond Avenue, St. Paul, MN	Midway Chamber of Commerce	Go Green Line Fridays		30	Centralcorridor

Page 1 of 3 or information about a specific meeting, contact the identified outreach coordinator:

Robin Caufman (651) 602-1457 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

October, 2012

Date	Start Time	Meeting location and address	Group/Host	Topic/Purpose of Meeting	Stakeholder Attendees*	Attendees Expected	Project Contact & Phone #
10/4/12	10:15 AM	Saint Paul Area Chamber of Commerce, 401 Robert Street, Board Room, St. Paul, MN 55101	Met Council	Quarterly Contractor Evaluation Meeting	Construction Communication Committee members	15	Happel, Dana
10/4/12	11:00 AM	480 Cedar Street, St. Paul, MN 55101	MPR	Construction update with MPR	MPR management	5	Happel, Dana
10/4/12	11:15 AM	480 Cedar Street, St. Paul, MN 55101	MPR	Construction update with MPR	MPR management	5	Happel, Dana
10/5/12	10:00 AM	Capitol City Parking Ramp, 50 East 4th Street, St. Paul, MN 55101	CCPO	TPSS 12	Ramp Manager, Sheldon Vaz	3	Happel, Dana
10/8/12	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
10/10/12	11:00 AM	Central Corridor Resource Center, 1080 University Avenue West, St Paul, MN	CCPO	Quarterly Contractor Evaluation Meeting - University Avenue Construction Communication Committee	Construction Communication Committee members	20	Webb, Michelle
10/11/12	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
10/18/12	11:15 AM	480 Cedar Street, St. Paul, MN 55101	MPR	Construction update with MPR	MPR management	5	Happel, Dana
10/18/12	2:30 PM	Commons Hotel, 615 Washington Avenue SE, Minneapolis, MN 55414	Stadium Village Commercial Association	Stadium Village Commercial Association Monthly Meeting	Association Memembers, CCPO Outreach, AMJV	15	Pfeiffer, Daniel

Page 2 of 3 or information about a specific meeting, contact the identified outreach coordinator:

Robin Caufman (651) 602-1457 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

October, 2012

Date	Start Time	Meeting location and address	Group/Host	Topic/Purpose of Meeting	Stakeholder Attendees*	Attendees Expected	Project Contact & Phone #
					Outreach		
10/22/12	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
10/22/12	7:00 PM	Prospect Park United Methodist Church, 22 Malcolm Avenue SE, Minneapolis, MN 55414	PPERRIA Monthly Meeting	PPERRIA Monthly Meeting	PPERRIA members, community members	50	Pfeiffer, Daniel
10/24/12	11:00 AM	Central Corridor Resource Center, 1080 University Ave W, St Paul, MN	CCPO	Construction Communication Committee meeting	Construction Communication Committee members	20	Webb, Michelle
10/25/12	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
10/29/12	3:40 PM	U-Haul, 883 University Avenue, Saint Paul, MN 55104	Nkongo Cigolo	Meeting to Discuss Drainage into TPSS 8 (Milton and University)	U-Haul-Corridor Business	5	Cigolo, Nkongo

Page 3 of 3 or information about a specific meeting, contact the identified outreach coordinator:

Robin Caufman (651) 602-1457 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
(November 2012)

Central Corridor LRT Meeting Summary

November, 2012

Date	Start Time	Meeting location and address	Group/Host	Topic/Purpose of Meeting	Stakeholder Attendees*	Attendees Expected	Project Contact & Phone #
11/1/12	12:00 PM	LOCATION CHANGE TO: MAI VILLAGE, 394 University Avenue W, St. Paul, MN	Midway Chamber of Commerce	Lunch on the Avenue		30	Centralcorridor
11/2/12	11:00 AM	Russian Tea House, 1758 University Avenue W, St. Paul, MN 651-646-4144	Midway Chamber of Commerce	Go Green Line Fridays		30	Centralcorridor
11/15/12	2:30 PM	540 Fairview Avenue North, St. Paul, MN 55104 Conference Room 2&3, Second Floor	Robin Caufman	DBE/AA Joint Oversight Committee Meeting		30	Cagaoan, Sandie
12/20/12	2:30 PM	540 Fairview Avenue North, St. Paul, MN 55104 Conference Room 2&3, Second Floor	Robin Caufman	DBE/AA Joint Oversight Committee Meeting		30	Cagaoan, Sandie
11/1/12	10:15 AM	Saint Paul Area Chamber of Commerce, 401 Robert Street, Board Room, St. Paul, MN 55101	Met Council	Construction Communication Committe meeting	Construction Communication Committee members	15	Happel, Dana
11/1/12	11:15 AM	480 Cedar Street, St. Paul, MN 55101	MPR	Construction update with MPR	MPR management	5	Happel, Dana
11/5/12	11:00 AM	485 Arundel Street, Suite 102, Saint Paul, MN 55103	Nkongo Cigolo	EMI Testing / MAI Spine Center-United Medical Imaging	Mai Spine Center	8	Cigolo, Nkongo
11/8/12	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
11/12/12	11:30 AM	Profile Event Center, 2630 Unversity Avenue SE, Minneapolis, MN 55414	CCPO	Prospect Park Construction Communication Committee	CCPO, AMJV, Committee Members	20	Pfeiffer, Daniel

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

Robin Caufman (651) 602-1457 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

November, 2012

Date	Start Time	Meeting location and address	Group/Host	Topic/Purpose of Meeting	Stakeholder Attendees*	Attendees Expected	Project Contact & Phone #
11/14/12	11:00 AM	Central Corridor Resource Center, 1080 University Ave W, St Paul, MN 55104	CCPO	Construction Communication Committee	Construction Communication Committee Members	25	Webb, Michelle
11/15/12	11:15 AM	480 Cedar Street, St. Paul, MN 55101	MPR	Construction update with MPR	MPR managment	5	Happel, Dana
11/22/12	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
11/26/12	11:30 AM	Profile Event Center, 2630 Unversity Avenue SE, Minneapolis, MN 55414	CCPO	Prospect Park Construction Communication Committee	CCPO, AMJV, Committee Members	20	Pfeiffer, Daniel
11/28/12	3:00 PM	Grace University Lutheran Church, 324 Harvard Street SE, Minneapolis, MN 55414	CCPO	Minneapolis Public Construction Information Meeting	Project Staff, Community Members	20	Pfeiffer, Daniel
11/29/12	11:15 AM	480 Cedar Street, St. Paul, MN 55101	MPR	Construction update with MPR	MPR management	5	Happel, Dana
12/13/12	11:15 AM	480 Cedar Street, St. Paul, MN 55101	MPR	Construction update with MPR	MPR management	5	Happel, Dana
12/27/12	11:15 AM	480 Cedar Street, St. Paul, MN 55101	MPR	Construction update with MPR	MPR management	5	Happel, Dana

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

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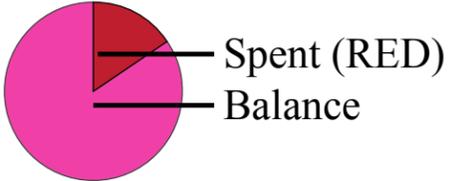
Attachment C
CCLRT Business Support Fund
Status Report
October 2012

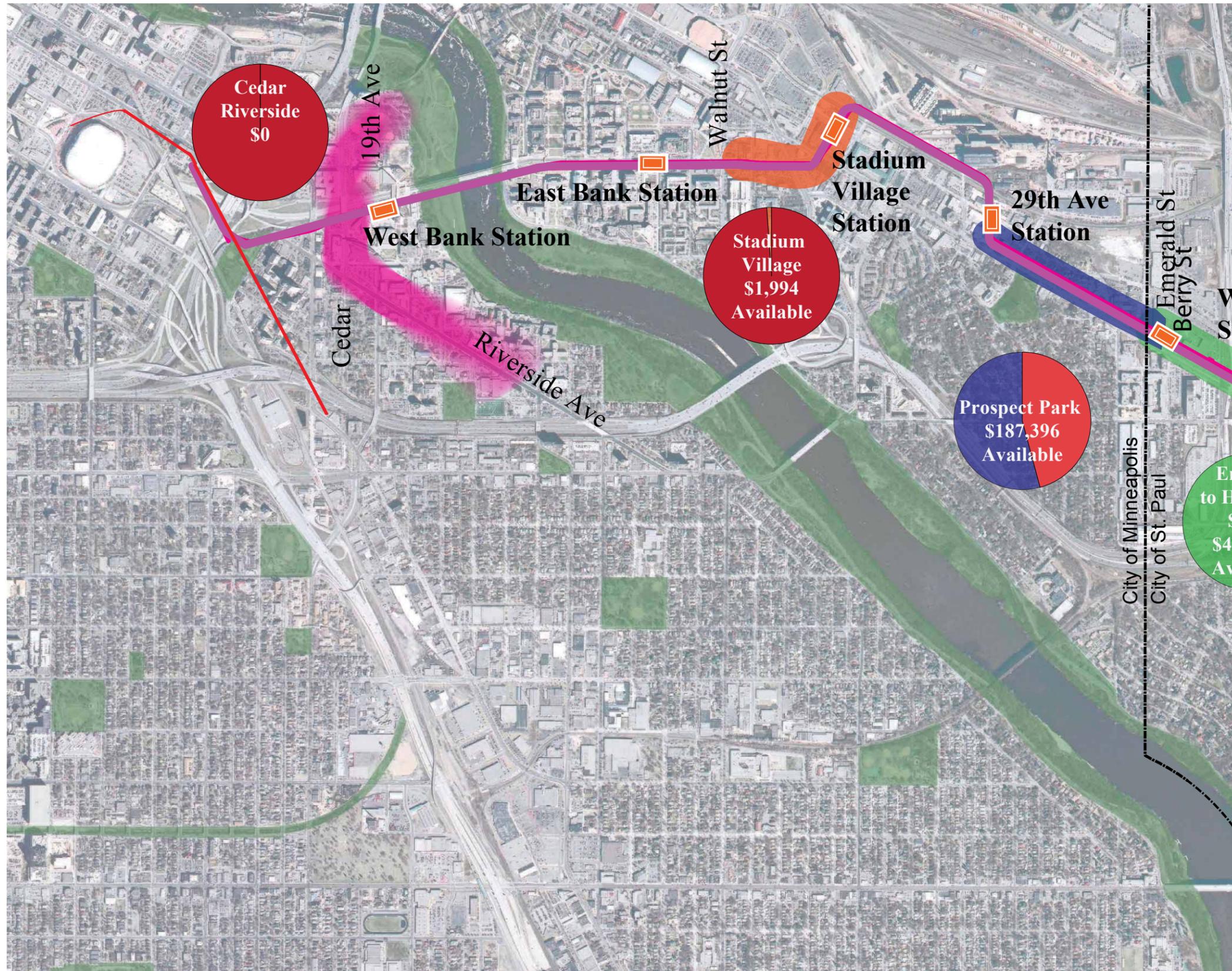
CCLRT Business Support Fund October 2012 Status Report



LEGEND

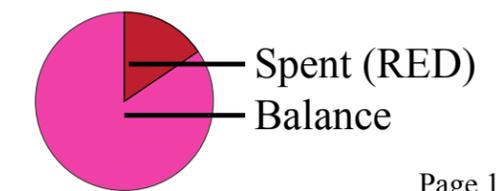
Allocation	Section
\$289,825	Cedar-Riverside North and South
\$221,994	Stadium Village
\$345,324	Prospect Park
\$169,616 \$514,149	Emerald-Hampden North Emerald-Hampden South
\$524,750 \$180,217	Hampden -Aldine North Hampden - Aldine South
\$222,621 \$270,326	Aldine -Syndicate North Aldine -Syndicate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

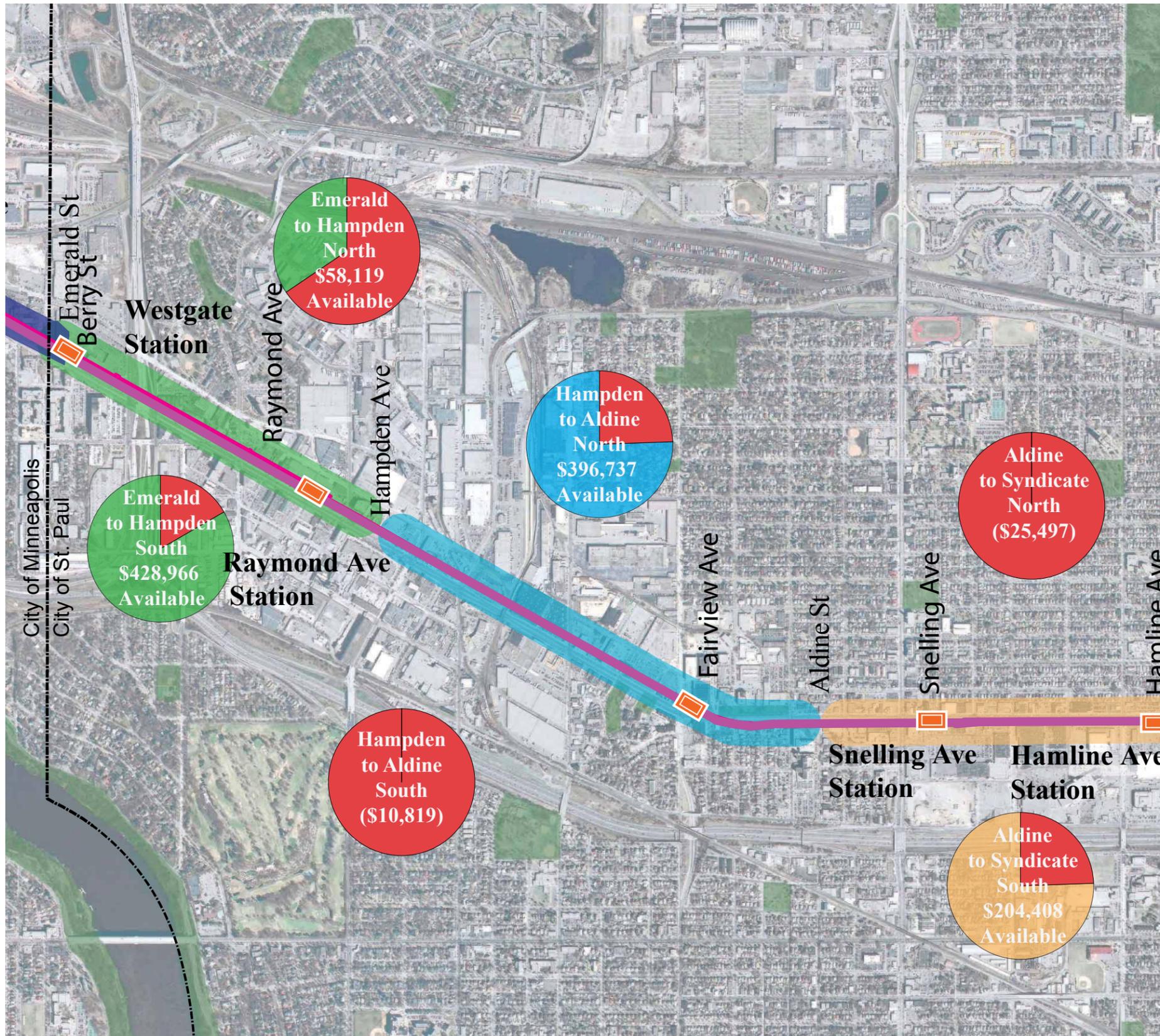




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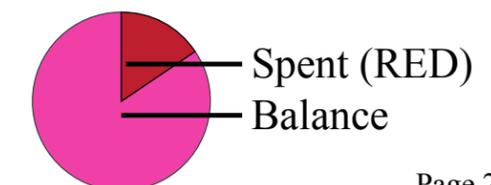
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\$289,825	Cedar-Riverside North and South
\$221,994	Stadium Village
\$345,324	Prospect Park
\$169,616 \$514,149	Emerald-Hampden North Emerald-Hampden South
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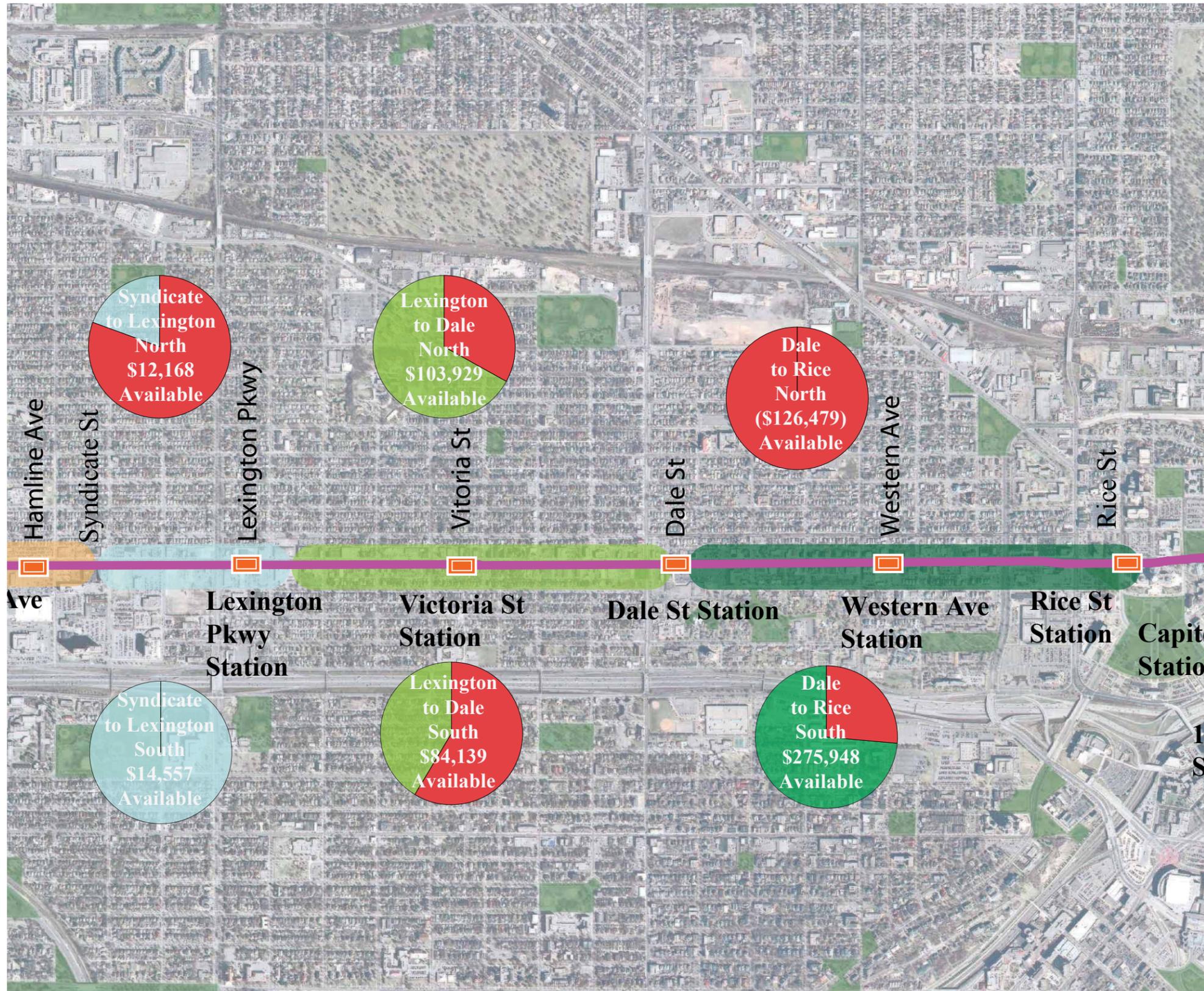




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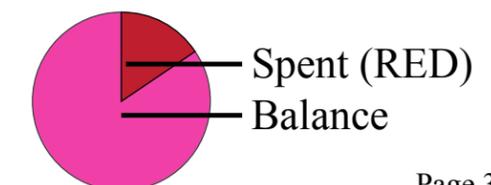
Allocation	Section
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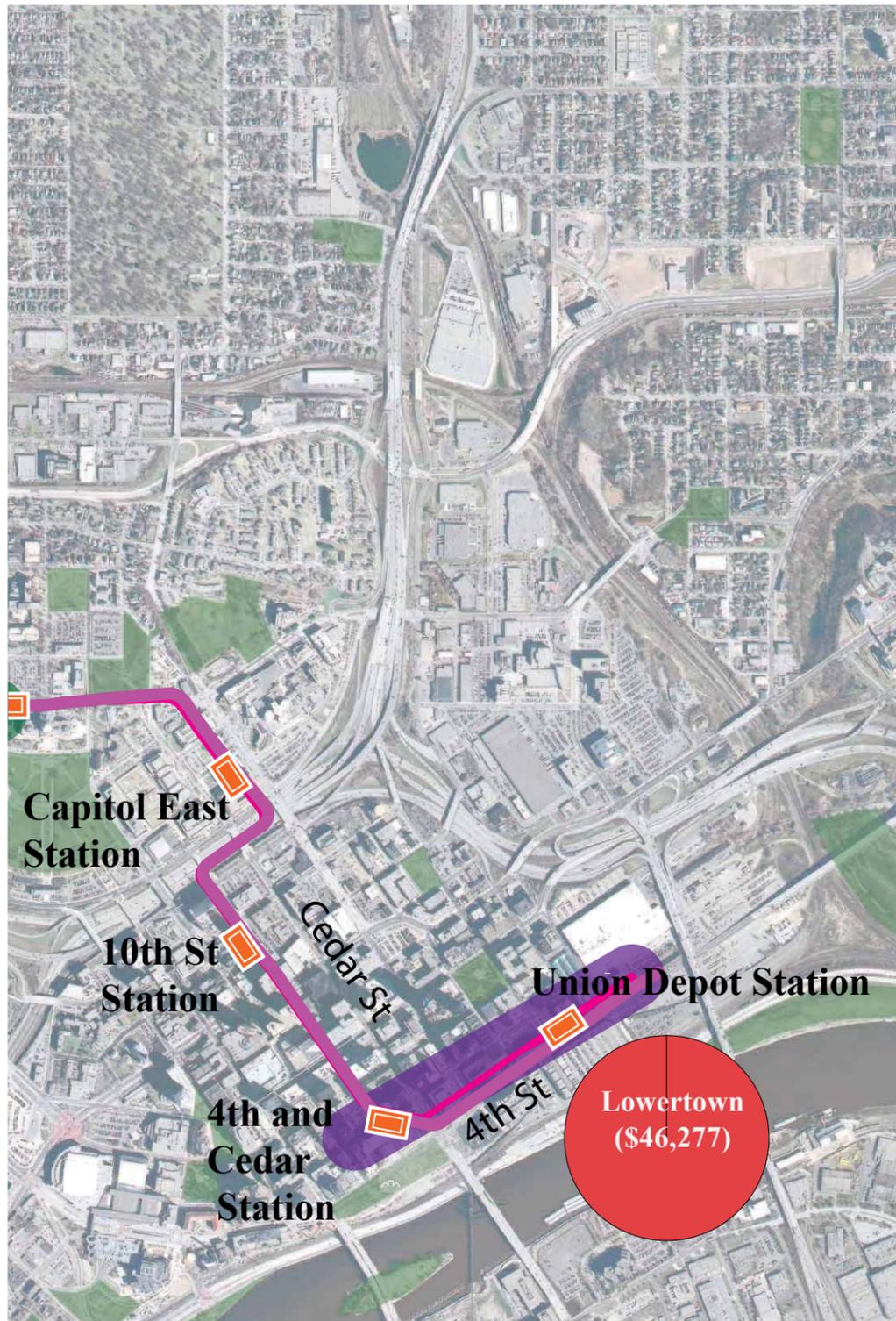




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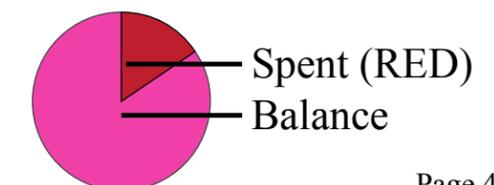
Allocation	Section
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\$221,994	Stadium Village
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LEGEND

Allocation	Section
\$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
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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
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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
October 2012**

Branding, Creative Development, Media

- Continued business feature advertising campaign including
 - Digi billboards: 2 boards, 15 businesses (these are on 2 week rotations now & we usually have 7-8 businesses/rotation)
 - Bus Shelters: 15 locations, 15 businesses
 - Bus sides: 35 'units', 8 businesses
 - AJ Indoor (indoor bathroom ads): 40 locations, 20 businesses
- Ads in African News Journal, Hmong Times, Midway Monitor, City Pages insert
- Profiled & photographed 61 businesses as of 10/31/12, up 5 as of last update. 14 Scheduled for Nov.
- Edited final draft of Green Line Directory and catering guide for print. Delivery week of Nov. 12
- Launched holding page for on Green Line website (www.onthegreenline.com)
- Continued preparation for comprehensive online web directory, launch set for 11/24
- Brainstormed holiday shopping event – Go Green Saturday
- Organizing activates, events and promotions around holiday shopping themed event

Public Relations, Traditional Media Outreach, Content and Messaging

- Regular outreach with key media members covering the Green Line
- Pitched/placed story in Pio Press on efforts by Mod, Midway Chamber, etc. to promo Green Line restaurants
- Worked with Finance & Commerce on Bangkok Thai expansion story (coming out in Nov.)
- Pitched Travel+Leisure recognition of Frogtown dining to multiple media
- Writing and editing of copy used in the Green Line marketing and advertising campaign, including ad copy, marketing materials, etc.
- Creating media training package for Green Line businesses
- Planned Go Green Saturday media event timeline and strategy

Social Media

- 2,040 Likes (1,422 Likes as of Sept. 30, 2012; up 43% from Sept.)
- Demographic trends female: 63% vs. 34% (same as Sept.)
- Page views: 1,863 (down from 2,410 in Sept.)
- Unique visitors: 1,392 (down from 1,776 in Sept.)
- 4 Facebook Ads
 - St. Paul Classic Cookie Company (sponsored story targeting Mpls/St Paul)
 - 749,688 impressions, 793 clicks
 - Golden's Deli (sponsored story targeting Mpls/St Paul)
 - 756,761 impressions, 830 clicks
 - Tay Ho (sponsored story targeting Mpls/St Paul)
 - 718,045 impressions, 1,181 clicks
 - Bonnie's Café (sponsored story targeting Mpls/St Paul)
 - 556,414 impressions, 1,068 clicks
- Twitter – 615 followers (as of Nov 1.; up from 598 on Oct. 1)

Insights

- Number of page likes up again in October, but growth not as high as Aug./Sept. where more Facebook ad dollars were spent.
- Newsworthy posts continue to perform well (first Green Line care unveiled at Target Field)—look for more opportunities to share that kind of news in the months ahead, especially as construction draws to a close.
- Facebook ads featuring food continue to perform well—including Tay Ho, St. Paul Classic Cookie Company and Bonnie's Café in October. Feature food-based businesses through winter.
- Explore the possibility of grabbing more creative photos for Facebook ads; more creative photos may produce even better results.
- Twitter growth continues to stall—suggest still maintaining this channel, but maybe consider putting less time and effort toward it to open up more time for other social opportunities.

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: June 2012

Minneapolis - Downtown to Emerald New Stations: West Bank, East Bank, Stadium Village, Prospect Park	St. Paul - Emerald to I94 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 - I94 to Lowertown Stations: 10th St, Central, Union Depot
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