



Agenda

Gateway Corridor Commission

November 9 – 3:30 PM

Woodbury City Hall, Birch Room
8301 Valley Creek Road
Woodbury, MN 55125

<u>Item</u>	<u>Requested Action</u>
1. Introductions	Information
2. Consent Items	Approval
a. Summary of July 13 and September 14, 2017 Meetings*	
b. Checks and Claims*	
3. Strategic Planning and Joint Powers Agreement*	Discussion
4. 2018 Commission Work Plan and Budget – First Reading*	Discussion
5. Gateway Corridor Commission Audit*	Information
6. Washington County Transit Needs Study*	Information
7. Project Updates*	
a. Pre-Project Development Activities	Information
b. BRTOD Project Update	Information
c. Communications Update	Information
8. Other	Information
a. Meeting Dates Summary*	
b. Social Media and Website Update*	
c. Media Articles (none this month)	
9. Adjourn	Approval

*Attachments



**Gateway Corridor Commission
Draft July 13, 2017 Meeting Summary
Woodbury City Hall, Birch Room**

Members	Agency	Present
Rafael Ortega	Ramsey County	X
Lisa Weik	Washington County	X
Mary Giuliani Stephens	Woodbury	X
Dan Kylo	West Lakeland Township	X
Jane Prince	St Paul	X
Randy Nelson	Afton	
Mike Pearson	Lake Elmo	
Paul Reinke	Oakdale	X
Bryan Smith	Maplewood	
Tami Fahey	Lakeland	
ALTERNATE MEMBERS		
Victoria Reinhardt, Alternate	Ramsey County	
Stan Karwoski	Washington County	X
Richard Bend, Alternate	Afton	
Kristen Cici, Alternate	Oakdale	
Amy Scoggins, Alternate	Woodbury	
Dave Schultz, Alternate	West Lakeland	
Richard Glasgow, Alternate	Lakeland	

Ex-Officio Members	Agency	Present
Mike Amundson	Baytown Township	
Paris Dunning	East Side Area Business Association	
Marie Ellis	Saint Paul Area Chamber of Commerce	X
Ed Shukle	Landfall Village	
Randy Kopesky	Lakeland Shores	
Bill Burns	Oakdale Area Chamber of Commerce	
Tim Ramberg	WI Gateway Coalition	
Doug Stang	3M	
Jason Lott	Woodbury Chamber of Commerce	

Others	Agency
Jan Lucke	Washington County
Lyssa Leitner	Washington County
Sara Allen	Washington County



Andy Gitzlaff	Ramsey County
Lee Nichols	WSB
Tom Cook	Metropolitan State University
Brian McClung	MZA+Co
Lindsey Wollschlager	Richardson Richter & Associates
Christine Beckwith	MnDOT
Ryan Wilson	MnDOT
Linda Stanton	Woodbury Resident
Doug Nelson	Oakdale Resident
Janelle Schmitz	City of Woodbury
JoAnn Ward	MN House of Representatives
Susan Kent	MN Senate
Josh Straka	U.S. Representative McCollum
Steve Kotke	SEH

The Gateway Corridor Commission convened at 3:33 p.m. by Chair Weik.

Agenda Item #1. Introductions

Introductions were made by those present. The Commission moved ahead to Item #8 until a quorum was met.

Agenda Item #8. Other

Item 8a. Meeting Dates Summary:

Ms. Leitner noted there was no new information at this time. The next Commission meeting scheduled for August 10.

Item 8b. Social Media and Website Update:

Ms. Leitner provided a brief overview of information provided in the packet.

Item 8c. Media Articles:

Ms. Leitner summarized articles included in the packet, noting articles included about the dissolution of the Counties Transit Improvement Board (CTIB). Due to a clerical error, printed packets were not delivered in advance, but were provided at the meeting. Quorum was still not met, so the Commission moved to agenda Item #5.

Agenda Item #5. Eugene, OR Trip Lessons Learned

Ms. Allen summarized the purpose of the recent Commission peer region visit to Eugene, OR, May 31 - June 2, 2017, and provided an overview of the trip attendees, stipends provided, and key takeaways.

A video, created by MZA + Company, summarized lessons learned on the trip. The video was presented to the Commission, and members were asked for feedback. The finalized video would be shared on social media.

Commissioner Karwoski suggested animation be included from stations in Ramsey and Washington Counties.



Mayor Reinke urged center and side running BRT lanes be shown in Woodbury, since this has not yet been determined by the project.

Chair Weik acknowledged Senator Kent and Josh Straka joined the meeting – and asked for trip attendees to share their observations of Eugene’s EmX BRT.

Commissioner Karwoski shared that the trip solidified belief BRT can be done, but Gold Line will have its own unique opportunities and challenges. Noted a strong sense of place at station end points, enhanced roadway and amenities throughout the corridor, making it visually obvious where the route operated.

Mayor Reinke observed dedicated guideway BRT appeared to be a preferable way to operate, side running mixed traffic lanes made it feel and operate like a regular bus service.

Mr. Cook stated interest in observing how Lane Transit managed pinch points, and the insights into community relations and values.

Chair Weik appreciated the rain gardens and plantings, and unique metalwork designs on the railings at each station, and an absence of advertising on the bus infrastructure. Real time signage made the service reassuring. Station stops were designed to draw the eye, but not distract from surrounding retail. The public library was located near the main downtown station hub. The additional BRT routes in recent years shows the success of BRT in Eugene. Helpful for technical staff to see contra-flow lanes, pinch points, angled bike racks, and dwell areas to wait for signals to change.

Meeting officially called to order at 3:57 PM, proceeded to Agenda Item #2.

Agenda Item #2. Consent Items

Item 2a. Summary of April 13, 2017, Meeting: Motion made by Mayor Reinke to approve the meeting summary. The motion was seconded by Commissioner Ortega. All were in favor. **Approved.** Motion carried.

Item 2b. Checks and Claims: Motion made by Commissioner Ortega to approve the checks and claims. The motion was seconded by Mayor Stephens. All in favor. **Approved.** Motion carried.

Agenda Item #3. Project Funding

Ms. Lucke provided an update on funding assumptions for Gateway Gold Line, given the dissolution of the Counties Transit Improvement Board (CTIB). Washington County to administer funding commitments, grant agreements from CTIB still in place, to Gold Line. Funding from the state legislature did not come through in the recent session. Ramsey and Washington, as individual counties, acted to re-impose sales tax previously for CTIB, and equally split the cost needed for Gold Line Project Development. Washington County approved a 0.25 cent sales tax, and Ramsey County a 0.5 cent sales tax. Federal contribution assumptions remain unchanged.

Mayor Reinke reemphasized – cities are not responsible for offsetting transit project costs; cities may contribute to improvements around station areas. Ms. Lucke reconfirmed this as correct.



Ms. Leitner noted the current overall funding shares could change if other opportunities appear – state funds, federal programs or grants. Chair Weik stated the current funding share breakdown needed to be shown for the Federal Transit Administration, in order to obtain permission to enter Project Development.

Agenda Item #4. Strategic Planning and Joint Powers Agreement

Ms. Leitner introduced Ms. Wollschlager from Richardson Richter & Associates (RRA) to continue the April Commission meeting discussion, and additionally discuss how the Commission's role is impacted by the CTIB dissolution. Ms. Wollschlager provided a recap of previous discussion, major points include: the Commission's achievements to date, future goals, and membership considerations.

As the Commission's role evolves from that of advocacy, engagement, technical, and financial sponsors – now transitions to the project development phase, where the Metropolitan Council will be the project sponsor, there will be an increase in the number of partners.

CTIB roles involving funding and financial oversight, were explained – counties are stepping into this role as CTIB disbands. Ms. Wollschlager requested Commission members weigh in on the Commission's role now that CTIB has disbanded and asked: how should project partners work together moving into the future? Ms. Leitner reiterated Washington and Ramsey Counties were a part of CTIB, and part of decision-making and financial oversight. Counties relied on CTIB financial oversight structure, now must decide how to take over these responsibilities.

Mayor Stephens asked what CTIB's financial role originally was when Gold Line moved into Project Development. Ms. Wollschlager explained some funding oversight had already begun on the money CTIB approved for Gold Line's entry into Project Development. The CTIB board previously set the terms and conditions for how funding could be made available to the project. Grant agreement contains certain terms and conditions for expenditures – they must be expenditures which are eligible for Federal funding match.

Ms. Lucke stated that with CTIB disbanding, there would be a series of Washington County board workshops to make decisions about how to move forward with management of sales tax revenue, Washington County to work closely with Ramsey County. Conversation and recommendation from the Commission to be provided to Counties.

Commissioner Ortega stated Ramsey County wants as much oversight possible. Look at CTIB model and see how much can be replicated by the County. Mayor Stephens agreed and added CTIB oversaw multiple projects, so certain functions would not need to be done. Commissioner Karwoski agreed with Commissioner Ortega, would like Washington County to have a lot of financial oversight. Liked the make-up of the existing Commission, and would like cities to be a part of the Commission. Would like to see counties lead, with cities in partnership, resulting in a more powerful, effective model moving forward.

Ms. Leitner explained the conversation was to continue at the next Commission meeting in August or September, will have a proposal for how partners will work together in decision making.

Mayor Stephens asked about MnDOT's role. Ms. Leitner responded that MnDOT is a part of the Technical,



Policy, and Management Committees in Project Development.

Agenda Item #6. Washington D.C. Commission Fly-In

Ms. Leitner provided an overview of information in the packet. The Commission's 2017 Work Plan and Budget identified a delegation visit as a priority, timed with the request to enter Project Development. Discussion on trip dates, budget, who should attend, and stipend amounts.

Mayor Stephens stated satisfaction with Lockridge Grindal Nauen's organization of prior trips, and defers to their recommendations.

Commissioner Ortega asked if the timing of Rail~Volution was taken into consideration. Ms. Leitner responded that it was, and requested members of the Commission who planned to attend submit availability for the preferred date.

The Commission provided guidance on who was to attend, and receive stipends. The amount was kept at \$750, and the invitation would be to the same diversity of attendees as in the previous visit.

Agenda Item #7. Project Updates

Item 7a. Pre-Project Development Activities:

Ms. Beckwith introduced herself and her previous experience with Central Corridor, Southwest and Bottineau LRT projects, and provided an update on project development activities detailed in the Commission packet.

Currently working out of an interim project office, and narrowing down downtown St. Paul locations for a Gold Line Project Development Office.

Ms. Leitner explained the Project Development organizational structure shows the counties and MnDOT having a larger role than previous transit projects. Staffing still under development.

County and Metropolitan Council funding agreements in the process of being worked out – funding commitments needed in order to apply for Project Development. Once approved, Project Development enters a two year timeframe to complete work. Two procurement processes underway to begin Project Development, Engineering Services Contract and Project Management and Environmental Services Contract, to be posted soon. Ms. Beckwith described the items included in each of the procurement contracts.

In response to a question from a member of the public, the presentation for this agenda item will be included in the meeting packet and made available to the public.

A procurement process and proposal evaluation schedule was provided.

Mayor Stephens requested contact information be sent out to members of the Commission for Charles Carlson and Chris Beckwith.



Item 7b. BRTOD Project Update:

Ms. Allen summarized key work activities of the METRO Gold Line BRTOD Plans, including: meetings to refine the project work plan, scope of activities, station area and corridor assessment, overarching project and community engagement goals, next steps, and an updated schedule.

Mayor Reinke stated the City of Oakdale placed a moratorium on the area surrounding the Helmo Station, and had met with property owners to discuss the reasoning, and address any of their concerns about discussions with potential buyers. Property owners were supportive of the moratorium.

Item 7c. Communications Update

Mr. McClung provided highlights of the memo included in the packet. Gold Line did not receive request \$2 M dollar ask during the last session. A paid advertising campaign was utilized on social media.

Ms. Leitner clarified that 'likes' on Facebook do not translate to support for the project, instead meaning people are engaging and committed to following the project for future updates.

Chair Weik expressed disappointment in results of the recent legislative session. Message from the Capitol was there was not enough funding to cover all the asks. Chair Weik also noted this was the second year 3M made Gold Line a top priority at the Capitol – the project is critical in attracting future work force and economic development. A staff member from 3M attended the peer region visit to Eugene, OR with the delegation. Mr. McClung noted there was strong bi-partisan support, as well as business support representing the project during the session.

Agenda Item #9. Adjourn

The meeting adjourned at 5:12 PM



**Gateway Corridor Commission
Draft September 14, 2017 Meeting Summary
Woodbury City Hall, Birch Room**

Members	Agency	Present
Rafael Ortega	Ramsey County	X
Lisa Weik	Washington County	X
Mary Giuliani Stephens	Woodbury	
Dan Kylo	West Lakeland Township	
Jane Prince	St Paul	X
Randy Nelson	Afton	
Mike Pearson	Lake Elmo	
Paul Reinke	Oakdale	
Bryan Smith	Maplewood	
Tami Fahey	Lakeland	
ALTERNATE MEMBERS		
Victoria Reinhardt, Alternate	Ramsey County	
Stan Karwoski	Washington County	X
Richard Bend, Alternate	Afton	
Kristen Cici, Alternate	Oakdale	
Amy Scoggins, Alternate	Woodbury	
Dave Schultz, Alternate	West Lakeland	X
Richard Glasgow, Alternate	Lakeland	

Ex-Officio Members	Agency	Present
Mike Amundson	Baytown Township	
Paris Dunning	East Side Area Business Association	
Marie Ellis	Saint Paul Area Chamber of Commerce	
Ed Shukle	Landfall Village	
Randy Kopesky	Lakeland Shores	
Bill Burns	Oakdale Area Chamber of Commerce	
Tim Ramberg	WI Gateway Coalition	
Doug Stang	3M	
Jason Lott	Woodbury Chamber of Commerce	

Others	Agency
Jan Lucke	Washington County
Lyssa Leitner	Washington County
Sara Allen	Washington County



Andy Gitzlaff	Ramsey County
Breanne Rothstein	WSB
John Kaul	Washington County Lobbyist
Tom Cook	Metropolitan State University
Lindsey Wollschlager	Richardson Richter & Associates
Christine Beckwith	MnDOT
Linda Stanton	Woodbury Resident
Dave Westerlund	Oakdale
JoAnn Ward	MN House of Representatives
Susan Kent	MN Senate
Josh Straka	U.S. Representative McCollum
Tony Kutzke	Woodbury

The Gateway Corridor Commission convened at 3:14 p.m. by Chair Weik.

Agenda Item #1. Introductions

Introductions were made by those present. The Commission moved ahead to Item #7 until a quorum was met.

Agenda Item #7. Other

Item 7a. Meeting Dates Summary:

Ms. Leitner explained the current Commission pattern of meeting on an every other month, as needed basis. Next meeting to take place in October or November 2017.

Item 7b. Social Media and Website Update:

Ms. Leitner described a continued increase in social media followers. Noted a positive reaction to posts about Commission delegation visit to Washington D.C in early September.

Item 7c. Media Articles

No articles this month.

Agenda Item #6. Project Updates

Item 6a. Pre-Project Development Activities:

Ms. Leitner introduced Ms. Beckwith, standing in for Mr. Carlson. Ms. Beckwith is transitioning to the position of Metropolitan Council Project Manager for the Project Development phase.

Ms. Beckwith provided an update on procurements – Project Management, which includes Environmental Services, and Engineering Services. One proposal from HNTB has been received for Project Management, and extra steps completed to document there was opportunity for others to propose. Council contract award targeted for the end of October. First four tasks to be completed: update of the risk register, delivery method recommendation, survey work, and Phase 1 environmental work.

Project team is pursuing a preferred project office space. Chair Weik noted a Project Development office



requirement for the location to be along an existing transit line.

Item 6b. BRTOD Project Update:

Ms. Allen provided a summary of bus rapid transit-oriented development (BRTOD) planning, including initial baseline assessment evaluation, upcoming plans for Phase 1 stakeholder and community engagement. Helmo Station concept plans are advancing first, due to a moratorium around the station. A Helmo neighborhood meeting planned for October 3 at Oakdale City Hall – residents and businesses a half mile around the station notified via direct mail.

Commissioner Karwoski noted attendance at an Oakdale council meeting, which looked at preliminary station area concept plans.

Item 6c. Communications Update

Ms. Leitner described the Commission delegation visit to Washington D.C., with Mr. McClung in attendance. Social media posts about the trip were popular. Further discussion about the Commission’s communications role to be continued in Item #3.

Agenda Item #5. State Environmental Process Comment Period

Ms. Leitner provided an overview of the required comment period held to mark transition from Draft Environmental Impact Statement (DEIS) to an Environmental Assessment (EA). Notices sent to all cooperating and participating agencies, and cities and counties adjacent to the route. A legal posting placed in the Pioneer Press, Lillie Suburban, Metro Transit Gold Line website, and emailed to every person who commented on the 2014 scoping phase. Three comments were received. None prompted the Metropolitan Council to reassess the transition to an EA.

Agenda Item #4. Washington DC Commission Fly-In

Ms. Leitner noted 3M representative Tom Geier replaced Doug Stang during the delegation visit. Meetings held with Sen. Klobuchar, Sen. Franken, Rep. McCollum, Rep. Emmer, Rep. Nolan, and an aide for Rep. Lewis – who was called away at the last minute and could not attend the meeting.

Councilmember Prince thought the visit was productive; closely planned meetings helped each delegate deliver their message more effectively. Councilmember Prince and Commissioner Ortega agreed it was good to show the project’s diverse stakeholders, and bipartisan efforts. Staff noted the delegation was well received.

Ms. Leitner stated potential follow up actions: write a letter to the Chair of the Appropriations and Transportation Committees in the House and the Senate.

Agenda Item #3. Strategic Planning and Joint Powers Agreement

Ms. Leitner described the Commission’s current role, and introduced discussion for next steps. Updates to the Commission joint powers agreement (JPA) include: membership change in order to reflect the cities and counties directly adjacent to the route, maintain a role in advocacy, a need for counties to develop financial oversight policy to replace oversight provided by the now disbanded Counties Transit Improvement Board (CTIB), city and county attendance on Corridor Management Committee (CMC) which is to meet monthly on



technical and policy issues, and Commission balance of city and county needs with time and financial resources.

Before Gold Line project's entry into Project Development (PD), the Commission had three major roles: policy and technical and community input, advocacy and engagement, and financial. The Commission's role changes with project entry into PD. Ms. Leitner clarified the Met Council is responsible for communication and education involving PD – but advocacy to be carried out by the Commission.

Commissioner Ortega requested clarification on definition of Met Council role, and Commission structure. Ms. Leitner explained county legal and accounting parties would meet to ensure the Commission's new structure would allow it to operate efficiently and smoothly.

Ms. Wollschlager discussed the approach to revise the JPA, to be reviewed at the next Commission meeting. Updates to membership reflect those adjacent to the route; Landfall to be added, and four members removed: Afton, Lake Elmo, Lakeland, and West Lakeland Township. Ex-Officio membership no longer recommended, but still utilize business and educational institutions in advocacy efforts – current ex-officio members to still have input on the Community Advisory Committee. Mr. Schultz from West Lakeland agreed moving forward it made sense to move forward without West Lakeland or Afton Commission membership, unless there was potential for the route to go further eastward. Ms. Leitner shared that a prior phone conversation with Mr. Nelson (Afton), he agreed but requested to stay updated on the project.

Chair Weik added the potential for two Commissioners from each county, Washington and Ramsey, to be a member of the Commission. Commissioner Ortega expressed concern about time commitment, pressed importance of making the updated Commission operational.

A proposed Executive Committee, comprised of financial contributors Washington and Ramsey Counties, would meet as needed, and cities to be invited to all meetings. Cities have a vote on the CMC for scope and budget items. The Executive Committee to have ability to respond quickly during the construction phase, because of the fiscal control of the voting project counties. Ms. Wollschlager explained Commission work should take place over the course of 2018 while the project is in PD, to develop financial oversight policies.

Mr. Gitzlaff emphasized the Executive Committee always been in the agreement, just not activated. It is an additional tool to be used – the Executive Committee needs refined scope of work for upcoming project needs as it transitions to PD and construction.

Ms. Wollschlager described next steps – discuss template resolution of withdrawal for cities outside the alignment, approve proposed amendment to JPA including: changing the name of the Commission, refine purpose state to focus on Gold Line BRT, add City of Landfall as member, describe Executive Committee's role in financial oversight, clarify and clean up other sections as needed; Commission develop bylaws amendment and financial oversight policies to guide the work of the Executive Committee. Necessary, coordinated legal and financial review of the amendment by Ramsey and Washington counties and the cities. Commission to vote on revised amendment, the revised Commission to adopt developed bylaws.

Commissioner Karwoski stated willingness to take on a larger role in the Commission, since the Gold Line route



is within his district.

Agenda Item #2. Consent Items

Item 2a. Summary of July 13, 2017, Meeting: Quorum was not met, so a vote was not conducted.

Item 2b. Checks and Claims: Quorum was not met, so a vote was not conducted.

Agenda Item #8. Adjourn

The meeting adjourned at 4:48 PM

DRAFT



Agenda Item #2b

DATE: October 31, 2017
TO: Gateway Corridor Commission
FROM: Staff
RE: Checks and Claims

Communications Contract (MZA + Co)

June, 2017	\$7,737.50
July, 2017	\$4,937.50
August, 2017	\$4,282.20
September, 2017	\$8,887.50

Contract Utilization = 46.5%

FTA BRTOD Contract (Crandall Arambula)

July, 2017	\$30,229.56
August, 2017	\$9,631.53
September, 2017	\$42,923.41
October, 2017	\$62,474.23

Contract Utilization = 15.7%

Total **\$171,103.43**

Detailed invoices can be made available upon request.

Action Requested:

Approval



DATE: October 31, 2017
TO: Gateway Corridor Commission
FROM: Staff
RE: Strategic Planning and Joint Powers Agreement

At the three previous Gateway Corridor Commission meetings, there has been a discussion on the role and membership of the Commission based on the Locally Preferred Alternative and current phase of work.

The Commission has provided the following input to-date:

- The Commission should revise its membership to more accurately reflect the Gold Line route,
- The Commission should maintain a strong role in communications and advocacy, and
- Since the dissolution of CTIB, the counties need to have a stronger role in financial oversight of the project.

Updates to the Joint Powers Agreement Membership

At the September meeting, it was determined that the Commission membership should reflect the five cities and two counties that the project runs through. Cities requesting to remove themselves from the Commission will need to submit their request in writing to the Commission, at which point they will formally withdraw from the Commission after 90-days. Staff will work with those cities to provide draft written notice language. Landfall is currently an ex-officio member but is one of the five cities along the route. They cannot become a member unless the JPA is amended by each city. It is staff's recommendation to wait to have Landfall formally join the JPA until the JPA is updated in late 2018.

Communications and Advocacy

Another point of discussion at the September meeting was the role of the Commission versus the role of the Gold Line Project Office for advocacy, outreach, and communications. Below is a table that summarizes the role of the Commission and the role of the Project Office. These items are for discussion purposes only and can be altered based on project needs and Commission Member input.

Example Activity	Gateway Corridor Commission Role	Project Office/Metropolitan Council Role
Legislative Activities at the State Capitol or in Washington DC	As the major funder, lead activities	Collaborate with Commission on legislative approach, participate in legislative activities as agreed upon by all parties
Open house to get input on station and guideway design details	Advertise on Commission's social media pages and through e-newsletter	Lead all activities to organize the open house including location, materials, press releases, social media, etc.
Social Media	Commission will maintain the current Facebook, YouTube, and Twitter pages	Metropolitan Council will use existing Metro Transit and Metropolitan Council pages to



		advertise project information including engagement opportunities
Newspaper Editorial Board Meetings	Commission will lead meetings with newspaper editorial boards using an agreed upon messaging strategy with the Project Office	Collaborate with Commission on messaging and timing for any editorial board meetings
Meetings with Chambers of Commerce or other business groups	Commission will coordinate the presentations and meetings and have Commission members present information as needed	Project office staff will provide technical experts and information as needed
Letter to the editor	Commission members will draft letters to the editor when needed based on technical information from Project Office	Provide technical information as needed
One-on-one meetings or other outreach events will impacted stakeholders	Commission provides support as requested	Project office leads and requests support from Commission if needed

Commission's Role in Financial Oversight

Since the September meeting, the Counties determined that more time is needed to work through the details of the financial oversight role in the absence of CTIB. The suggested approach is for the Commission to work through this task in the first six months of 2018. Once the financial oversight role is determined, the Joint Powers Agreement, bylaws, and any new policies can be drafted and adopted by the Commission and member parties. The 2018 draft work plan and budget was prepared to reflect this and can be changed based on the Commission's input.

Action Requested Discussion



Agenda Item #4

DATE: October 26, 2017
TO: Gateway Corridor Commission
FROM: Staff
RE: 2018 Commission Work Plan and Budget – First Reading

A draft 2018 work plan and budget is attached for discussion. This is the first reading of the draft work plan and budget. Updates will be made to the work plan and budget and final action is anticipated to take place at the next Gateway Corridor Commission meeting.

Action Requested: Discussion



Gateway Corridor Commission

2017 DRAFT Work Plan and Budget

Commission Priorities for 2018

- Continue to collaborate with Metropolitan Council, Metro Transit, and MnDOT to complete the environmental document and Project Development.
- Complete station planning and the scope of work for the FTA Pilot Program TOD Grant.
- Oversee and guide the work of the Commission's communication consultant in the execution of the Commission's strategic communication plan.
- Monitor legislative activities at the state and local level regarding impacts to implementing the Gold Line.
- Continue to engage the business community, community advocacy groups, and the various other stakeholders in the corridor.
- Determine Commission's role for financial oversight of the Ramey and Washington County portion of Gold Line capital funds.

Work Plan

1. Partnerships

The Gateway Corridor Commission "the Commission" will work with corridor municipalities, the Metropolitan Council, Metro Transit, the Minnesota Department of Transportation, Federal Agencies, and public-private partnerships such as East Metro Strong to promote the advancement of the Gold Line. To accomplish this, the Commission will do the following:

- A. Offer guidance, monitor progress and prepare formal comments on studies that could have an impact on activities in the corridor.
- B. Coordinate activities with the University of Minnesota through their Humphrey School of Public Affairs, the Center for Transportation Services (CTS) and the Transitways Impacts Research Program (TIRP).
- C. Work with the public-private partnerships such as East Metro Strong to catalyze job growth and economic development opportunities within the corridor

2. Advocacy and Communications

The Commission will communicate about and advocate for improved transit to serve the Corridor and the Twin Cities region. In addition to advocacy, the Commission will reach out to other interested parties who are also working towards improvements in the corridor and increase awareness of the project. Commission activities include:

- A. Develop a legislative coordination strategy to inform local, state and federal elected officials of the need for transitway improvements in the corridor and build bi-partisan support for the project.
- B. Promote increased transit funding to improve and expand the existing transit service in the corridor.
- C. Monitor legislative activity and specific requests on legislative initiatives that affect the corridor.
- D. Coordinate a visit to bus rapid transit in a dedicated guideway in another metropolitan region as a learning opportunity, particularly in the area of station area planning and early design decisions.

To aid in advocacy and outreach activities, the Commission will continue to utilize the services of a communication consultant in 2018. Some of the key items that the communications consultant will assist with would include:

- Coordinate with the Gold Line project office communications staff
- Strategic messaging and material development
- Assist in broadening social media reach and activities
- Website architecture and maintenance
- Media relations strategies and engagement
- Legislative coordination
- Updating the Commission's strategic communication plan, as necessary

3. Transitway Development Process

A. Station Area Planning

The Gold Line received a grant from the Federal Transit Administration for transit-oriented development planning assistance. These funds are being used to assist the counties and cities along the corridor in station area planning. The effort began in 2017 and will continue through 2018. The Commission will work with the communities along the corridor to collaboratively plan for future transit improvements in the corridor and the surrounding land uses within the station areas.

B. Project Development

Project Development (PD) is the next phase in the federal transitway development process. This phase includes preliminary engineering, which brings the project up to approximately 30% design and completion of the environmental document. The Gold Line submitted an application to enter PD on Friday, October 27, 2018, with anticipated entry by December or January. The Commission will work with Metropolitan Council, Metro Transit, and MnDOT to advance PD work.

4. Financial Oversight and Administrative Activities

Commission activities will include, but not be limited to the following:

- A. Determine the approach for financial oversight of the capital contributions from Ramsey and Washington Counties.
- B. Rename the Commission to reflect the Gold Line project name.
- C. Continue the 2017 efforts to make Commission membership reflect the current geography of the project.
- D. Prepare and adopt a yearly work plan and budget
- E. Prepare annual financial statements
- F. Contract with an independent auditor to perform the annual audit
- G. Review insurance needs and procure appropriate insurance
- H. Provide Commission and staff administration
- I. Manage Commission expenses
- J. Manage the consultants selected for any of the various work tasks undertaken by the Commission

Gateway Corridor Commission

2018 Revenues

Revenues	Amount
Federal Transit Administration (FTA) Transit Oriented Development Pilot Program Grant (Station Area Planning)	\$ 750,000
Counties Transit Improvement Board (CTIB) Station Area Planning (2016 CTIB Grant)	\$ 202,500
Regional Railroad Authorities (RRA) Ramsey County	\$ 130,000
Washington County	\$ 130,000
TOTAL	\$ 1,212,500

2018 Expenditures

Expenditures	Amount	Revenue Source
Advocay and Communications Communications and Government Relations Contract	\$ 130,000	RRA dues
Printing / Events / Advertising / Supplies / Misc Meeting Materials	\$ 8,000	RRA dues
Local Agency Visit to Peer Region	\$ 25,000	RRA dues
Transitway Development Process Station Area Planning*	\$ 975,000	\$750,000 FTA; \$202,500 CTIB, \$22,500 RRA dues
Financial Oversight and Administrative Activities Insurance / Audit	\$ 11,000	RRA dues
Financial Oversight and Legal Policy Development**	\$ 48,500	RRA dues
Contingency	\$ 15,000	RRA dues
TOTAL	\$ 1,212,500	

* The FTA TOD grant scope will be approximately 25% complete by the end of the year. The budgeted amount for 2018 reflects the remaining 75% of the project scope and budget.

** Services formally provided by the Counties Transit Improvement Board,



Agenda Item #5

DATE: November 1, 2017
TO: Gateway Corridor Commission
FROM: Staff
RE: Gateway Corridor Commission Audit Results

Clifton Larson Allen has contracted with Washington County Regional Railroad Authority (WCRRRA) on behalf of the Commission to perform the 2016 audit. There were no material weaknesses or significant deficiencies identified. A representative from Clifton Larson Allen will present the findings of the audit at the meeting.

Action Requested: Information



Gateway Corridor Commission

Audit Presentation
Exit Conference
Year Ending December 31, 2016

Thursday, November 9, 2017

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Agenda

- Introduction
- Required Communications
- Internal Control
- Minnesota Legal Compliance
- Financial Results
- Key Issues/Summary

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Introduction

Audit Team

Your audit team consisted of the following professionals with 47 years of governmental accounting and auditing experience.

- Doug Host – Principal (26 years)
- Mike Olsen – Manager (12 years)
- Scott Sand – Associate (7 years)
- Logan Stall – Associate (2 years)





Required Communications

Required Communications

See separate letter issued in accordance with applicable statements on auditing standards





Internal Control

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Internal Control

Material Weaknesses – deficiencies in internal control such that there is a reasonable possibility that a **material misstatement** would not be prevented or detected and corrected on a timely basis.

- **None in 2016**

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Internal Control (Continued)

Significant Deficiencies - deficiencies in internal control that are **less severe than material weaknesses**, yet important enough to **merit attention by those charged with governance**.

- **None in 2016**



Minnesota Legal Compliance

Minnesota Legal Compliance

Performed applicable tests and completed a 25 page check list to verify that the Commission complied with the applicable Minnesota State Statutes.

2016 Findings:

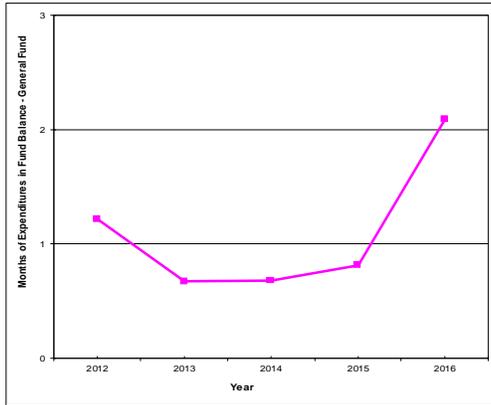
- None



Financial Results

Financial Results

Months of Expenditures in General Fund

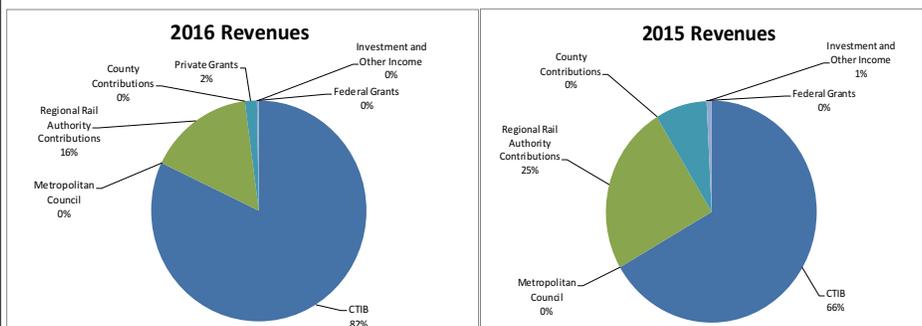


- MN Office of the State Auditor recommends no less than 5 months for the General Fund
- This calculation is not necessarily a requirement for the Commission as you are not reliant on taxes
- Appears reasonable based on operations and grant funding being the primary revenue source

	2012	2013	2014	2015	2016
Expenditures	\$ 613,446	\$ 866,934	\$ 1,557,871	\$ 1,552,236	\$ 1,168,869
Unrestricted Fund Balance	62,255	48,559	87,852	105,411	203,630

Financial Results

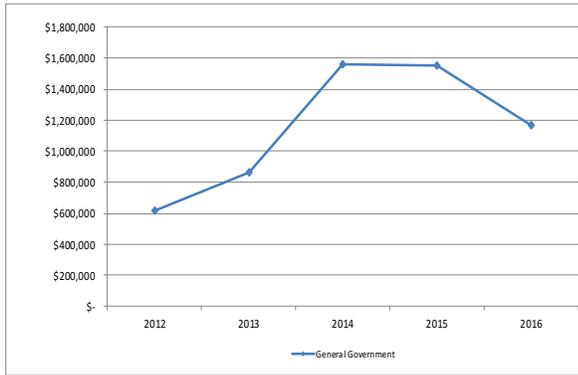
General Fund Revenues



- Sources of revenues can vary greatly from year to year based on funding (i.e., CTIB, Met Council, Federal Grants, etc.)
- Majority of the Commission's revenues are "intergovernmental" in nature

Financial Results

General Fund Expenditures



- Expenditures can vary widely based on state of operations
- 2014 and 2015 increases are due to DEIS expenditures

	2012	2013	2014	2015	2016
General Government	\$ 613,446	\$ 866,934	\$ 1,557,871	\$ 1,552,236	\$ 1,168,869



Key Issues/Summary

Key Issues/Summary

- Management letter overall “clean”
- \$500K increase in cash and investments due to increase in CTIB grant revenues
- No material weaknesses
- No passed adjustments
- Everyone was great to work with!

Thank you to all for helping to get this audit completed timely and for allowing us to serve you!

Contact Information:
Doug Host, CPA
218-825-2948
doug.host@CLAconnect.com



Agenda Item #6

DATE: October 31, 2017
TO: Gateway Corridor Commission
FROM: Staff
RE: Washington County Transit Needs Study

The Washington County Transit Needs Study is the result of conversations about travel needs for transit-dependent populations between five county departments—Administration, Community Corrections, Community Services, Public Health and Environment, and Public Works. Demographic shifts including the growing aging population and changes in where people with disabilities live have increased demand for transit services particularly in more rural parts of the county where transit service is not currently available.

The study, which kicked off at the beginning of 2017, focuses on the current and future travel needs of transit-dependent persons (older adults, persons with disabilities and low-income individuals). The study assesses existing conditions in Washington County, identifies available transportation services, and develops options for new, improved, and better-coordinated services based on various funding scenarios. Washington County leads this study with participation and guidance from various partner agencies including Metro Transit, the Metropolitan Council, and the Minnesota Department of Transportation (MnDOT).

Hally Turner, a planner with Washington County, will provide an overview of the analysis completed and the recommended service alternatives. The Washington County Transit Needs Study is funded by a grant from the Federal Transit Administration with match from Washington County and the Statewide Health Improvement Program. The study will be completed by the end of 2017.

Action Requested Information.



Transit Needs Study Update

**Gateway Corridor Commission
November 9, 2017**

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Presentation Overview

1. Study Goals
2. Engagement Update
3. Service Alternatives
4. Next Steps

2



Study Goals

1. Evaluate the current state of transportation for people with disabilities and older adults
2. Identify barriers to mobility that people with disabilities and older adults encounter in the county
3. Quantify county resources being used to provide transportation services
4. Identify future transportation needs
5. Recommend strategies to address needs

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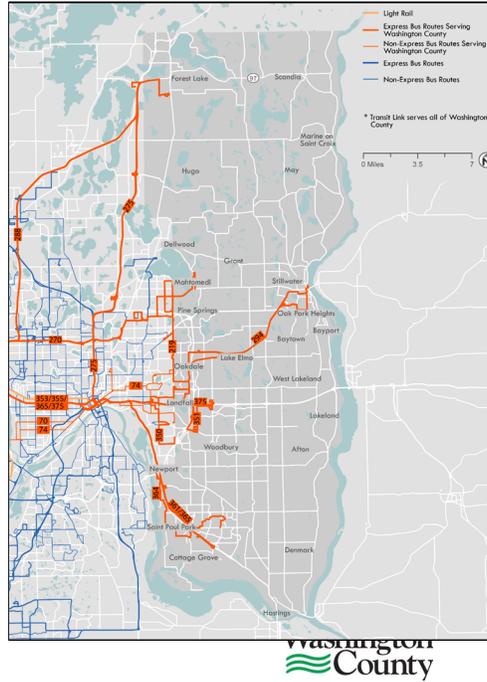
EXISTING TRANSIT SERVICE AND TRAVEL DEMAND

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Existing Service

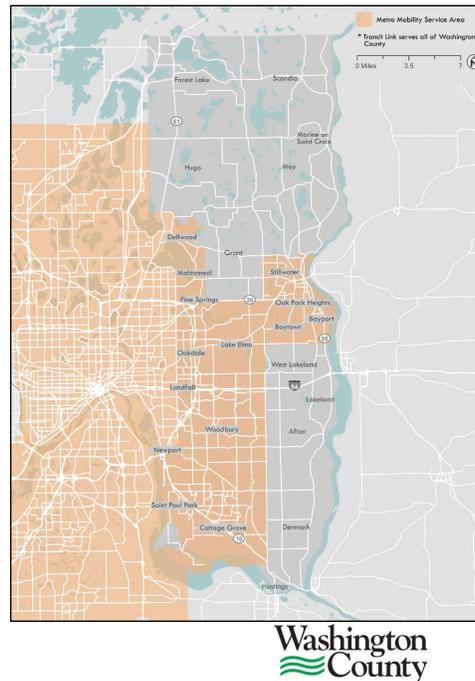
- Transit Link serves all of county, weekdays
- Limited regular bus service: most routes operate commute hours only
- 3 routes serving Maplewood operate all day, Saturday (2 operate Sunday)



5

Existing Service

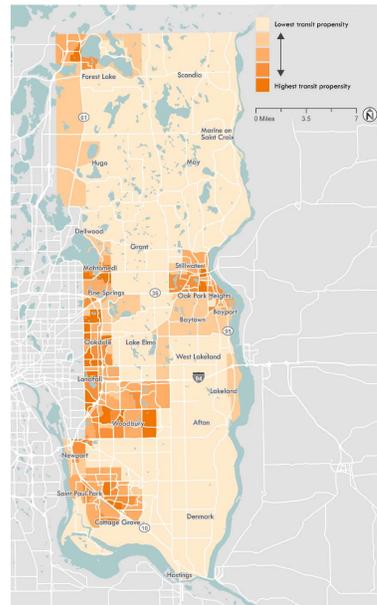
- Metro Mobility in select communities
- Multiple private for-profit and nonprofit transportation providers
- 70 vanpools originate in Washington County



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Where are people most likely to use transit?

- Based on demographic factors including
 - Older adults
 - People with disabilities
 - Youth
 - Residents living in poverty
 - Zero-vehicle households
 - Veterans
 - Limited English Proficiency households
- These factors help determine which areas of Washington County present the highest demand for transportation services



Washington
County

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CONFIRMING NEEDS

Washington
County

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Engagement Update

- Previously held focus groups and individual meetings in the spring
 - Approximately 20 meetings
 - Connected with over 100 people
- Themes
 - Destinations are spread around metro area
 - Information on existing services needed
 - Coordination needed

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Engagement Update

Completed 8 pop-up events this summer

- Talked with residents most impacted by limited transportation options
- Connected with approximately 235 people
- Events at:
 - Boutwells Landing, Oak Park Heights
 - Valley Friendship Club, Oak Park Heights
 - Hardwood Creek Library, Forest Lake
 - Family Pathways Food Shelf, Forest Lake
 - St. Andrew's Lutheran Church, Mahtomedi
 - Washington County Fair, Stillwater
 - Cottage Grove Service Center
 - Newport Transit Station

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What We Heard

- Easy Access to Information
 - Both transit users and non-users emphasized a lack of readily available information regarding transportation services
- Improvements to Prescheduled, Curb-to-Curb Service
 - Participants at several meetings said pre-scheduled transit options must become more reliable, more affordable, and should serve an extended geographic area
- For Hire Service and Ride Sharing
 - Many people expressed support for expanding taxi and ride-hailing service such as Uber and Lyft

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SERVICE ALTERNATIVES

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	Transit Strategies						Employer-Supported Strategies		Personal Strategies			Mobility Management Strategies			
	General Public Dial-A-Ride	Community Circulator	Express Bus/Park & Ride Enhancements	Intra-County Service	Out-County Bus or Van Service	Vanpool	Site-Specific Shuttle	Subscription bus services	Carpool	Active Transportation Alternatives	Accessible Infrastructure Investments	Trip brokerage	Volunteer Driver Program	Subsidized Taxi or Ride-Hailing Service	Travel navigation/ information and referral
Service Quality Gaps (of existing transportation providers)															
Reduced time to travel on vehicle	•	•	•	•	•							•		•	
Guaranteed trips, reduced service denials	•	•	•	•	•		•	•					•		
Accessible bus stops/accessible path of access to bus stops	•	•	•	•	•						•				
Affordable transportation services	•	•	•	•	•	•	•		•	•		•	•	•	•
Transportation options	•	•	•	•	•	•	•	•	•	•		•	•	•	•
Better and more reliable information and referral												•			•
Spatial Gaps (service not provided where it is needed)															
Service to entry-level job sites/major retail centers	•	•	•	•	•	•	•	•	•	•		•			•
Limited coverage of existing Metro fixed-route services	•	•	•	•	•							•			•
Lack of circulation for local trips within a community (e.g., within Stillwater)	•	•	•	•	•					•					•
Scheduled service to major employers in Washington County						•	•	•	•						•
Limited accessible/pedestrian/bicycle infrastructure	•	•	•	•	•					•	•		•		•
Service to dialysis clinics	•	•	•	•	•					•			•		•
Service to major medical facilities and Veterans facilities	•	•	•	•	•					•			•		•
Service from Washington County to Twin Cities						•	•	•	•			•	•		•
Temporal Gaps (service not provided when it is needed)															
Weekend service not provided on Transit Link	•		•	•	•							•	•	•	•
Service during various shift times (e.g., graveyard)						•	•	•	•						•
Midday bidirectional express bus service			•	•	•										•
Nighttime service (after 7:00 p.m.)	•					•	•	•	•	•					•
Same day service (reserve and take a trip the same day)		•	•	•	•		•					•			•
Organizational Gaps															
Single place for consumers and/or agencies to get transportation information												•			•
Dedicated staffing for transportation in Washington County												•			•
Local accountability and involvement in prioritizing transit investment	•	•	•	•	•							•		•	•



Service Alternatives Evaluation Criteria

- Transportation benefit
 - Number of beneficiaries, problems solved, needs addressed, and ease of use
- Community Support
 - Level of community support, public interest, potential for community funding, and accepted by target population
- Financial
 - Overall cost, cost per beneficiary, and funding availability
- Implementation
 - Time frame, complexity, and coordination



Tier I Strategies

TRANSIT SERVICE STRATEGIES

- **General Public Dial-A-Ride:** increase use of demand-response service
- **Community Circulator:** support local transit for shopping, commuting and participating in community activities

EMPLOYER-SUPPORTED STRATEGIES

- **Site-Specific Shuttle:** support last-mile connections for major employers, institutions, or retail destinations

MOBILITY MANAGEMENT STRATEGIES

- **Travel navigation/Information and Referral:** compile and provide travel information & referral services, conduct educational marketing campaign
- **Volunteer Driver Program:** volunteer reimbursement and driver incentives
- **Subsidize Taxi or Ride-Hailing Service:** implement program for use of vouchers or subsidies for taxis and other transportation services
- **Trip Brokerage:** centralize scheduling of transportation services to maximize efficient use of resources and provide more choices for consumers

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Tier II Strategies

TRANSIT SERVICE STRATEGIES

- **On-Demand Bus or Van Service:** support new publicly operated same-day service in specific communities

PERSONAL MOBILITY STRATEGIES

- **Carpool:** implement, expand, and promote carpool programs
- **Accessible Infrastructure Investments:** plan, design, and construct accessible infrastructure improvements

EMPLOYER-SUPPORTED STRATEGIES

- **Vanpool:** promote Metro Vanpool as a cost-effective commute strategy

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NEXT STEPS

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60-Day Comment Period

- Comment period open
 - November 7, 2017 to January 6, 2018
- Document finalized January 2018
- Implementation ongoing

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Thank You

Hally Turner

Hally.Turner@co.Washington.mn.us

651-430-4307

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Agenda Item #7a

DATE: October 26, 2017
TO: Gateway Corridor Commission
FROM: Staff
RE: Pre-Project Development Activities

Update on Project Activities

Over the past two months, staff from Metro Transit, MnDOT, and Ramsey and Washington Counties have been working on multiple items to prepare for Project Development. Staff from Metro Transit will be at the Commission meeting to provide further details but work has advanced in the following areas:

- Request to enter Project Development
- Procurement process for the Engineering Services consultant and Project Management and Environmental Services consultant
- Project Office Location
- Staffing

The letter to request entry in to Project Development was submitted to FTA on October 27. FTA provided feedback and asked staff to clarify two items. Staff will update the letter and resubmit it. Once it is resubmitted, FTA has 45-days to review and approve.

The timeline to submit the Project Development letter was being closely coordinated with other major pre-Project Development activities in order to take advantage of the two year timeline. The other key activities are:

- Approval of the Project Management and Environmental Services contract and Engineering Services contract, expected to be approved by the Metropolitan Council in November and December respectively,
- Lease negotiations with Ramsey County and build-out of the project office space at the Metro Square building in downtown St. Paul, and
- Staffing to fill agency positions.

It is anticipated that the project will formally enter Project Development in late 2017. It will take some time for the project office to become fully operational but the environmental and engineering work will begin as soon as the contracts are executed.

Action Requested Information



Agenda Item #7b

DATE: October 26, 2017
TO: Gateway Corridor Commission
FROM: Staff
RE: METRO Gold Line BRTOD Planning Update

Key Work Activities/Progress for the months of September 2017

▪ Meetings

- *Project Management Team (PMT)* – PMT meeting on September 8 to review METRO Gold Line BRT and BRTOD content (WORD and PowerPoint) for use by WCRRA and the partner cities for various outreach efforts in Phase 1 Community Engagement (Constraints & Opportunities Analysis) presentations.
- *Maplewood City Staff Meeting*—3M/Maplewood Station Phase 1- Constraints and Opportunities Engagement –a September 11 video conference with Shann Finwall (City of Maplewood) and WCRRA to review the draft 3M/Maplewood Constraints and Opportunities slideshow presentation and draft content for a community newsletter and public mailer
- *Project Management Team (PMT)* – PMT meeting on September 12 to review refined METRO Gold Line BRT and BRTOD content (WORD and PowerPoint) for Phase 1 Community Engagement (Constraints & Opportunities Analysis) handouts, mailers and station area presentations.
- *Woodbury City Staff Meeting*- Meeting with city staff to discuss outstanding existing base mapping and data files needs, and establish a schedule for staff review of preliminary Tamarack and Woodbury station discussion concepts.
- *Maplewood Engagement Design and Content Meeting*— CA and CFA met September 14 to refine Maplewood materials content for upcoming newsletter and 3M/Maplewood Station Constraints and Opportunities city council presentation.
- *Oakdale City Staff Meeting*—Met with Bob Streetar (city staff) on September 18, to discuss content, agenda and format for the planned Helmo Station Neighborhood Meeting (Phase 1 Constraints and Opportunities) and public mailer
- *Landfall City Administrator Meeting*— CA, CFA and WCRRA met with Ed Shukle (Landfall city administrator) on September 20 to review the Greenway Station Phase 1-Landfall Community Engagement Plan and discuss resident flyer content and date for release.



- *METRO Gold Line BRTOD Plans Technical Team Meeting #4*— CA facilitated video conference (WSB-St Paul conference room) on September 25 with WCRRA, RCRRRA and partner cities to review summary of Phase 1 community engagement process, Phase 1 draft project content materials, and community engagement work plan schedule.
 - *Phase 2-Helmo Station Alternatives Review*— Video conference meeting on September 28 with Bob Streetar (Oakdale city staff), and WCRRA to review land use and circulation concepts for the Helmo Station and upcoming briefings with the moratorium property owners on October 3 and city council review on October 10.
- **Other Project Activities**
- Review WSB existing conditions report.
 - Update community engagement dates for week of October 2 and October 10

Key Work Activities/Progress for the month of October 2017

- **Meetings**
- *St Paul City Meeting*— Meeting w/ Bill Dermody on October 2 to review St Paul stations findings and in-process alternatives development for all St Paul stations; discuss format for the upcoming evening meeting with District 1 Community Council and review PowerPoint materials.
 - *PMT Meeting*— Crandall Arambula met with WCRRA on October 2 to review itinerary, meeting agendas and presentation materials for October 2 and 3 meetings with St Paul (White Bear and Sun Ray Stations) and Oakdale (Helmo Station Phase 1-Constraints & Opportunities Neighborhood Meeting).
 - *St Paul-White Bear and Sun Ray Stations Stakeholder Meeting*— Crandall Arambula facilitated a meeting with WCRRA, St Paul city staff, and the District 1 Community Council Land Use Committee to review and gather feedback on Stations issues and concerns October 2, 6:30pm to 7:30pm District 1 office (SunRay Shopping Center Office, 2105 1/2 Old Hudson Road).
 - *Oakdale-Phase 2 Helmo Station Alternatives Review*—Crandall Arambula facilitated a meeting with WCRRA, Oakdale city staff and moratorium property owners to review and discuss Phase 2 Helmo station area alternatives. October 3, 11:00 am-Noon at Oakdale City Hall.
 - *Oakdale- Phase 1 Constraints and Opportunities Neighborhood Meeting* — Crandall Arambula facilitated a meeting with WCRRA, Oakdale city staff, and Helmo Station area residents to review and gather feedback on Helmo Station opportunities and constraints. October 3, 6:00pm – 8:00pm Oakdale City Hall.



- *Maplewood-Phase 1 3M/Maplewood Station Constraints & Opportunities*— Crandall Arambula facilitated a work session with Maplewood city council, city staff and WCRRA to review and gather feedback on Maplewood Station constraints and opportunities. October 9, 5:00pm-5:45pm; Maplewood Council Chambers.
- *Oakdale- Phase 2 Helmo Station Alternatives*— Crandall Arambula facilitated a Oakdale city council work session to review and gather feedback on Helmo Station alternatives. October 10, 5:30pm-7:30pm; Oakdale City Hall
- *3M- Phase 1 3M/Maplewood Station Constraints and Opportunities* — Crandall Arambula facilitated a stakeholder meeting with 3M; Maplewood City Staff, WCRRA, and Ramsey County to review and discuss station area constraints and opportunities. October 11, 1:00pm-2:00pm 3M Campus.
- *St Paul Phase 1- Mounds, Earl & Etna Stations Constraints & Opportunities*— Crandall Arambula facilitated a District 1 Council meeting with city staff and WCRRA to review and gather feedback on stations opportunities & constraints. October 11, 6:30pm to 8:00pm East Side Enterprise Center.
- *Oakdale Phase 2 Helmo Station Alternatives*— Crandall Arambula facilitated a neighborhood meeting with residents, city staff, and WCRRA, to review and gather feedback on Helmo Station alternatives. October 23, 6:00pm-8:00pm; Hadley Room, Oakdale City Hall.
- *Oakdale- Phase 2 Moratorium Properties Helmo Station Alternatives* — Crandall Arambula facilitated a meeting with representatives from Carlson Properties and Scannell, city staff and WCRRA to discuss alternatives refinements and next steps for the Helmo station. October 24 11:00am to noon. Okadale city hall.
- *Woodbury- Phase 1 Tamarack/Woodbury Theater Stations* – Crandall Arambula facilitated a meeting with city staff and WCRRA to review and gather feedback on Tamarack and Woodbury Theater stations constraints and opportunities. October 24, 1:00pm to 3:00 pm, Woodbury city hall
- *Oakdale & Landfall Phase 1 Greenway Station Constraints & Opportunities*— Crandall Arambula facilitated a Joint Landfall/Oakdale City Council meeting with city staff and WCRAA to review and gather feedback on Station area opportunities & constraints. October 24, 5:30-6:30pm Hadley Room, Oakdale City Hall
- *Technical Team Meeting #5* – Crandall Arambula facilitated a meeting with WCRRA and the partner cities to review a summary of Phase 1 community engagement and next steps for Phase 2 community engagement and the on-line tool. October 25, 9:00am-10:00 am. WSB –St Paul office.



- *Metro Transit Meeting* – WCRRA facilitated a meeting with Crandall Arambula and Metro Transit staff to discuss park and ride and bus facilities needs at the Woodbury Theater station and discussion of potential concepts for the station, park and ride and TOD design and location. October 25, 11:00 am to noon. Metro Transit office St Paul.
- *Oakdale and Landfall – Phase 1 Greenway Station Constraints & Opportunities*— Crandall Arambula facilitated a neighborhood meeting with Landfall and Oakdale residents, city staff of Oakdale and Landfall and WCRRA to review and gather feedback on Station area opportunities & constraints. October 25, 6:30-8:30pm 2 4th Avenue, Community Center Building, Landfall

Upcoming Activities

- Coordinate Phase 2 community engagement with partner cities
- Prepare timeline and schedule for gap assessment review
- Coordinate market analysis with Phase 2 station area alternatives

Action Requested: Information.



Agenda Item #7c

DATE: November 1, 2017
TO: Gateway Corridor Commission
FROM: Brian McClung, MZA+Co
RE: Gateway Corridor Communications and Government Relations Update

Our team has been meeting and talking with Washington County and METRO Gold Line project staff to discuss the next iteration of the Gateway Corridor Commission. We believe it is very important for leaders in the region to keep working to ensure Gold Line BRT moves forward and is a success when it opens.

The new iteration of the Gateway Corridor Commission should continue community outreach and advocacy efforts and build on the positive momentum created over the past eight years. The group should continue to inform citizens, business organizations, non-profits and higher education institutions about the benefits of building the METRO Gold Line and will advocate for continued investment in the Gold Line. This is a unique role for this group – we are able to advocate for and support Gold Line BRT in ways that the Metropolitan Council/Metro Transit cannot. They will be responsible for management of the project and delivering/implementing Gold Line BRT. But the Metropolitan Council/Metro Transit role is limited to nuts and bolts work. Doing this education and advocacy work is critical to making Gold Line BRT a success.

We recommend that the Gateway Corridor Commission 2.0's efforts include continued media relations outreach; government affairs and lobbying efforts at the local, state and federal levels; grassroots outreach at community gatherings and local Chamber meetings; and social media efforts to share information, engage with the public and build sustained support for the project.

It will also be important to stay active at the State Capitol with a solid lobbying presence throughout the time we are working to bring Gold Line BRT to fruition. We want to continue to play strong "offense," by sharing information about Gold Line BRT, and also be prepared to play "defense," to prevent legislative measures that could harm or derail the project. So far, we have had strong bipartisan support at the Capitol, but we will need to be vigilant and work to build additional support throughout the process.

We are looking forward to working with all of you as the project enters into this next, extremely important, phase.

Strategic Communications & Social Media – In the past several weeks we have significantly increased the level of social media content we are posting on both Twitter and Facebook. We are making a concerted effort to share more information about Gold Line BRT, and general information about the benefits of BRT and transit, via social media. This includes creating a monthly social media content calendar in advance to help ensure that we are posting on a regular schedule. We also look for opportunistic chances to add stories to our social media channels in addition to planned posts.

Our video recapping lessons learned from the Commission's visit to Eugene, Oregon (<https://www.youtube.com/watch?v=Mmh4ExlvYlg>) continues to get views – it is now up to 167 views.

We sent out an e-newsletter to our contact list on September 28. It included information and photos from the September 6-7 Gateway Corridor Commission delegation trip to Washington, D.C. The newsletter also featured a link to the Eugene video and information about how management of the project has transitioned from the GCC to the Metropolitan Council.

We are planning a future e-newsletter and press release around the time we are accepted into Project Development. We plan to continue sending our own e-newsletters in version 2.0 of the Gateway Corridor Commission to share information and advocate for the project.

The @GoldLineBRT Twitter account is now up to 197 followers and our Facebook page has 903 likes. Our Twitter impressions for the month of October were 4,820.

Our Facebook reach in October was 7,218, which was an increase of 1,164% over the previous time period, showing that our efforts to ramp up our social media outreach are paying off. Post engagements were at 557, a 633% increase.

Our top Tweet and top Facebook post were both about the Gold Line BRT station area planning meeting on Oct. 11 at Dayton's Bluff Community Center. This is a great sign – people were actively engaging and sharing this information. We will continue to do more of that in the coming weeks and months.

Government Relations – We are regularly staying in touch with key legislators and staff. We have updated them on the status of the project and shared information about the great bipartisan support we heard from members of Congress during our DC trip.

As noted above, we believe it will be very important to continue lobbying legislators during the upcoming session, regardless of whether we are seeking direct state funding during the 2018 session. Legislators want to see and hear about important projects throughout their planning and development – and we expect to have state support for operating costs when the line is open, etc. In order to make Gold Line BRT a success, we plan to continue working closely with legislators and staff so they understand how important this project is to the residents, businesses, and community and elected leaders in the East Metro.

Action: Information.



Agenda Item #8

DATE: October 26, 2017
TO: Gateway Corridor Commission
FROM: Staff
RE: Other Items

Items 8a. Meeting Dates Summary

Included below is a summary of the upcoming Commission meetings. During the current project phase, public engagement meetings will be limited because there is not new information to share or input needed. Any public meetings that are scheduled will be included in the packet.

Month	Meeting	Date	Planned Start Time
December	Commission	December 14	3:30pm
January	Commission	January 11	3:30pm

Item 8b. Social Media and Website Update

Facebook

The Gateway Corridor Facebook page was launched on Monday, February 20, 2012. The page currently has 903 'Likes'. There have no instances during the reporting period where comments have been removed in line with the Commission's social media policy.

YouTube

The "views" of the Gateway Corridor videos ranges from 12-5,200 views.

Twitter

The Gateway Corridor Twitter account (@GoldLineBRT) was launched in March 2016. The account currently has 196 followers.

Item 8c. Media Articles

There were no media articles about the Gateway Corridor since the last meeting in September.

Action Requested: Information.