



Agenda

Gateway Corridor Commission

January 11 – 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. 2018 Elections* a. Chair of the Commission b. Vice-Chair of the Commission	Approval
3. Recognition of Outgoing Members	Discussion
4. Consent Items a. Summary of July 13, September 14, and November 9, 2017 Meetings* b. Checks and Claims*	Approval
5. 2018 Commission Work Plan and Budget*	Approval
6. 2018 Communications Contract*	Approval
7. 2018 Strategic Planning Scope of Work*	Approval
8. 2018 Insurance Renewal*	Approval
9. Project Updates* a. Pre-Project Development Activities b. BRTOD Project Update c. Communications Update	Information Information Information
10. 2018 Meeting Schedule*	Discussion
11. Other a. Social Media and Website Update* b. Media Articles*	Information
12. Adjourn	Approval

*Attachments



Agenda Item #2

DATE: January 2, 2018
TO: Gateway Corridor Commission
FROM: Staff
RE: Election of Chair and Vice-Chair for 2018

The Gateway Corridor Commission Joint Powers Agreement (JPA) calls for the election of a Chair and Vice-Chair at the first Gateway Corridor Commission meeting of the calendar year. Also, based on the JPA, the Chair and Vice-Chair position shall consist of at least one financial member.

For 2017, the Chair was Washington County Commissioner Lisa Weik and the Vice-Chair was Ramsey County Commissioner Rafael Ortega.

Action Requested:

- A. Election of 2018 Chair of the Gateway Corridor Commission
- B. Election of 2018 Vice-Chair of the Gateway Corridor Commission



**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 is 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 requested \$2 M dollar ask during the last session. A paid advertising campaign was implemented 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 is no longer recommended, but the Commission can still use the support of business and educational institutions in advocacy efforts – current ex-officio members would 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 membership on the Commission, 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 there is 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, and 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 possibility of an Executive Committee is included in the current joint powers agreement; but has not been 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



**Gateway Corridor Commission
Draft November 9, 2017 Meeting Summary
Woodbury City Hall, Birch Room**

Members	Agency	Present
Rafael Ortega	Ramsey County	
Lisa Weik	Washington County	X
Mary Giuliani Stephens	Woodbury	
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	X
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
Sara Allen	Washington County
Andy Gitzlaff	Ramsey County



Hally Turner	Washington County
Charles Carlson	Metro Transit
Tom Cook	Metropolitan State University
Brian McClung	MZA+Co
Kevin Hagen	Woodbury resident
Doug Host	Clifton Larson Allen
Carl Jacobson	Washington County Accounting and Finance
Josh Straka	U.S. Representative McCollum
J.P. Baronel	Visitor
John Bradford	Woodbury
Linda Stanton	Woodbury Resident

The Gateway Corridor Commission convened at 3:36 p.m. by Chair Weik.

Agenda Item #1. Introductions

Introductions were made by those present. Until quorum was met, meeting moved to Item #5.

Agenda Item #5. Gateway Corridor Commission Audit

Mr. Host with Clifton Larson Allen provided a presentation on the Commission audit. No issues were reported, no material weaknesses or significant deficiencies identified.

Mayor Reinke asked about CTIB revenue frequency. Ms. Lucke responded that it was tied to a specific grant award, with its own disbursement schedule, which had been quarterly. Mr. Host added that the timing of the transactions can impact reserves. Ms. Lucke noted: with the dissolution of CTIB, funding in the next year to come through the Gold Line project office, with Metro Transit financial and accounting staff and county oversight.

Until quorum was met, meeting moved to Agenda Item #7.

Agenda Item #7. Project Updates

Item 7a. Pre-Project Development Activities:

Mr. Carlson described the process to award a Project Management Services contract. A recommendation to the Metropolitan Council transportation committee to be made the following week. The Engineering Services contract soon to be selected, and cost negotiations take place within the next month. Approval to enter Project Development (PD) from the Federal Transit Administration (FTA) anticipated before the end of the year.

A project office location in the Metro Square building in downtown St. Paul will co-locate Met Council staff, MnDOT staff, county staff, and consultant staff who are working on PD, and the location is being finalized. Staffing plan progressing – hiring to take place in PD. Met Council Chair Arlene Tchourumoff currently in Washington D.C., communicating with the FTA about the PD application submission.



Ms. Lucke shared that from a staff perspective, the project office transition has been a great experience.

Item 7b. BRTOD Project Update:

Ms. Allen summarized work performed on the BRTOD project, included in the packet. Phase I engagement performed for St. Paul, Maplewood, Oakdale, and Landfall stations, and existing conditions review wrapped up. Upcoming: coordination of Phase II community engagement with city partners, preparation of timeline and schedule for gap assessment review, and coordination of market analysis for Phase II station area alternatives. Reminder the Helmo Station, in response to a moratorium by the City of Oakdale, is progressing through alternatives on an accelerated schedule.

Mayor Reinke noted a joint Landfall/Oakdale community engagement meeting had been held in Landfall, which is a Commission ex officio member. Several good comments were raised at the meeting about Greenway Station. Commissioner Karwoski concurred, and added appreciation for work done with the Oakdale City Council on refinement of the Helmo Station.

Item 7c. Communications Update

Mr. McClung provided an update on strategic communications and social media highlights. Top tweet/post about a Dayton's Bluff station area planning meeting. An e-newsletter was published on September 28 with information about the Washington D.C. delegation visit, the Eugene, OR summary video, and information on project transition into PD. Email recipients encouraged to additionally sign up for the Metro Transit e-news, specifically for PD related updates; however, the Commission will also continue to share updates. Mr. McClung noted strong bi-partisan support for Gold Line on the Washington D.C. delegation visit from representatives at the federal level.

Mr. McClung described information from the packet: the continuing advocacy role of the Commission moving forward while the physical project moves into PD and into management by the Metropolitan Council. Commissioner Karwoski expressed agreement with this direction. Chair Weik noted the recent election in Minneapolis and St. Paul of city council members and mayors, should be updated on the project.

Quorum not met, proceeded to Agenda Item #3.

Agenda Item #3. Strategic Funding and Joint Powers Agreement

Ms. Lucke covered highlights from the memo included in the packet. Ms. Wollschlager from Richardson Richter & Associates, the strategic planning consultant was available to answer questions. Revision of Commission membership to reflect cities along the Gold Line route. Withdrawing members provided a sample resolution, with the submission of a notification letter and a completed resolution, cities provide a 90-day notice, or waiting period, to initiate withdrawal. Landfall, as an ex officio member, would require action by each of the members. After individual actions to withdraw occurs, Landfall will begin process to become a member, likely in mid-2018.

Ms. Lucke noted a matrix included in the packet, showing the roles of the project office in comparison to those of the Commission.



Since the dissolution of CTIB, a need to implement new system of financial oversight, and the Commission must decide how to address this, and determine what oversight will look like. Proposing revisions to the 2018 JPA and bylaws, welcoming feedback to help figure this piece out. It is expected that staff will present to the Commission the revised JPA and bylaws for individual members to take back for adoption by mid 2018.

Agenda Item #4. 2018 Commission Work Plan and Budget – First Reading

Ms. Lucke shared the first reading of the 2018 draft work plan and budget, broken out into tasks. Tasks include: partnerships (Center for Transportation Studies, East Metro Strong), advocacy and communications, and budgeted potential peer region visit to learn from station area planning along a dedicated guideway BRT line in Hartford, CT. Critical timing with PD phase, in order to know what elements need to be included in environmental clearance.

Breakdown of Commission revenue and expenditures included in the packet. Commission dues from both counties remain unchanged from previous years.

Mayor Reinke asked about budgeted cost for legal services. Ms. Lucke explained the amount a placeholder, since the level of effort not yet known.

Commissioner Reinhardt noted transition to PD changes the role of the Commission – important to ensure strong partnership between the counties.

Commissioner Karwoski commented on the importance of a peer region visit, and interest in engaging Lyle Wray, the executive director of the CT Capitol Region Council of Governments. Chair Weik noted importance of having Community Development staff attend a peer region visit. Noted the Amazon headquarters search heavily weighed transit access as a factor for selection. Commissioner Reinhardt stated importance for region to be ready to attract future jobs and businesses.

Agenda Item #6. Washington County Transit Needs Study

Ms. Turner presented an overview of the results of a Washington County Transit Needs Study. A three year process, the study sought to help coordinate transportation resources in the county, understand barriers and gaps experienced by transit dependent populations, and identify strategies and goals moving forward. A 60-day comment period being held, and in January 2018 the results go to the Washington County board.

Commissioner Weik noted this was an extensive study, and the county board has held several workshops on the topic. Suggestion to reach out to the Washington County Community Development Agency (CDA) with study information.

Agenda Item #8. Other

Item 8a. Meeting Dates Summary:

Ms. Allen noted the next Commission meeting scheduled for December 14, January 11.

Item 8b. Social Media and Website Update:

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



Item 8c. Media Articles:

No articles were posted.

Agenda Item #2. Consent Items

Item 2a. Summary of July 13 and September 14, 2017, Meeting:

Quorum not met, so action not made on this item.

Item 2b. Checks and Claims:

Quorum not met, so action not made on this item.

Agenda Item #9. Adjourn

The meeting adjourned at 4:53 PM



Agenda Item #4b

DATE: January 2, 2018
TO: Gateway Corridor Commission
FROM: Staff
RE: Checks and Claims

Communications Contract (MZA + Co)

July 2017	\$7,737.50
August 2017	\$4,937.50
September 2017	\$4,282.20
October 2017	\$8,887.50
November 2017	\$7,187.50
December 2017	\$8,060.54

Contract Utilization = 56.5%

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
November 2017	\$74,703.88
December 2017	\$48,807.29

Contract Utilization = 26.2%

Total	\$309,862.64
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Detailed invoices can be made available upon request.

Action Requested:

Approval



Agenda Item #5

DATE: January 2, 2018
TO: Gateway Corridor Commission
FROM: Staff
RE: 2018 Work Plan and Budget

At the November 2017 meeting the Commission discussed general items to include in the 2018 work plan and budget. A final 2018 work plan and budget is attached for discussion. This is the second reading of the draft work plan and budget. Action on the work plan and budget will take place at this meeting.

Action Requested: Approval



Gateway Corridor Commission

2018 DRAFT Work Plan and Budget

Commission Priorities for 2018

- Continue to collaborate with Metropolitan Council, Metro Transit, and Minnesota Department of Transportation (MnDOT) to complete the environmental document and Project Development
- Complete station planning and the scope of work for the Federal Transit Administration (FTA) Pilot Program Transit-Oriented Development (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, MnDOT, 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 use 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 FTA 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 January 2018. 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

5. Administrative Activities

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

- K. Prepare and adopt a yearly work plan and budget
- L. Prepare annual financial statements
- M. Contract with an independent auditor to perform the annual audit
- N. Review insurance needs and procure appropriate insurance
- O. Provide Commission and staff administration
- P. Manage Commission expenses
- Q. Manage the consultants selected for any of the various work tasks undertaken by the Commission
- R. Conduct strategic planning around the role of local agencies in Gateway Gold Line BRT Project Office and the future role of the Gateway Corridor Commission and Corridor Management Committee

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
Public Involvement 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	



Agenda Item #6

DATE: January 3, 2018

TO: Gateway Corridor Commission

FROM: Staff

RE: 2018 Communications and Government Relations Contract Amendment

The Gateway Corridor Commission entered into contract with MZA + Co in February 2016 and an amendment was approved January 2017 to extend the contract through January 31, 2018.

An additional amendment is proposed, to extend the contract through January 31, 2019. Agenda item 6 part 2 contains the scope of services for the budgeted amount of \$130,000.

Action Requested: Approval for the use of up to \$130,000 to amend the contract with MZA + Co to allow for a time and scope extension to provide additional communication and government relations services, consistent with the 2018 budget and scope of services.

January 2, 2018

Jan Lucke
Transportation Planning Manager
Washington County Public Works Department
14949 62nd Street North
Stillwater, MN 55082

RE: Contract Amendment Request: Term Extension

Dear Jan:

MZA+Co is currently under contract with the Washington County Regional Railroad Authority (WCRRA) to provide communications and government affairs services for the Gateway Corridor project (Contract Number 8890), now known as METRO Gold Line.

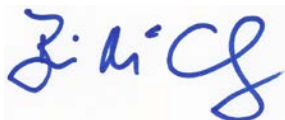
The contract commenced in February 2016 and an amendment was approved in January 2017 that extended the contract through January 31, 2018. We are proposing an additional amendment to extend the contract through January 31, 2019.

The scope of services includes:

1. Project Management & Strategy
2. Strategic Message Development
3. Media Relations
4. Community & Business Engagement
5. Social Media and Website Content Development
6. Government Relations

MZA+Co is a full-service public relations and public affairs company based in St. Paul. Our team is known for our strategic approach to helping clients meet their goals. With decades of experience in business, public affairs and government, we have established strong reputations for innovative thinking and skilled execution. On this project, MZA+Co is working with Cook Girard Associates to execute successful government relations strategies and tactics that are closely coordinated with communications and outreach to the business community and constituents.

Sincerely,



Brian McClung
Co-Founder/Partner
MZA+Co

PROFILE OF MZA+CO TEAM

Brian McClung serves as lead principal and project manager with a focus on developing an overall communications strategy including strategic message development; maximizing social media tools; directing grassroots tactics and engagement of the business community; and working on government relations strategies.

Brian has spent more than 20 years at the intersection of media, politics and business as a television news reporter, campaign manager, political spokesperson, communications strategist, and public relations executive. From 2004 to 2010, he served Minnesota Governor Tim Pawlenty as Press Secretary, Director of Communications, and Deputy Chief of Staff. Brian's media and public relations work has been recognized with a Politics in Minnesota/Capitol Report "Leaders in Public Policy" award. Brian continues to have strong relationships with reporters at the State Capitol and around Minnesota and is a regular guest on the state's most-watched public affairs programs – Twin Cities Public Television's "Almanac" and KSTP-TV's "At Issue with Tom Hauser."

Judy Cook is co-founder and Senior Partner of Cook Girard Associates, with more than 30 years of experience in public policy and politics in Minnesota. Cook is repeatedly recognized as one of the leading government affairs professionals in Minnesota. She has an unequaled reputation for her skills as an effective communicator and advocate on behalf of clients. Throughout her career, Cook has successfully managed some of the most complex legislative and regulatory issues addressed by Minnesota policymakers.

Cook has expertise on a variety of public policy issue areas including health care, business regulation, civil law, environment and government transformation. She is known for tackling tough government affairs challenges and achieving results through a broad, bi-partisan base of relationships while developing and implementing effective strategies. She has proven the ability to work across the political spectrum to arrive at consensus on public policy issues from the simple to the most controversial, yielding positive results.

Cook has long received recognition for her achievements, including being named by Twin Cities Business Magazine to their list of "100 People to Help You Thrive in 2013." In October 2010, the national political magazine, "Campaigns and Elections" included Cook among their list of "100 Influencers in Minnesota." In 1997, while President of the Minnesota Retail Merchants Association, Minnesota Monthly Magazine named Cook one of the "21 Most Influential Women in Minnesota." Cook has also served on numerous boards and organizations during her years as a leading government affairs professional in Minnesota.

Jim Girard is co-founder and Senior Partner of Cook Girard Associates. Girard has unique perspective and expertise in public policy, having served in multiple roles in Minnesota State Government. Girard's eight years in the Minnesota House of Representatives (1989 – 1996) and

two years as Commissioner of Revenue (1996 – 1998) give him a unique perspective on the landscape of Minnesota politics. This experience gives Girard a depth of relationships with legislators and key staff in various state agencies, providing valuable insight and access to clients. As a legislator, as an executive in the Administration and as a government affairs professional, Girard has a keen understanding of issues and how to achieve positive outcomes.

During his time in the legislature, Girard was a leader in numerous successful public policy initiatives and was elected by his peers to serve on the House Republican Caucus Executive Committee. As Commissioner of Revenue in the Carlson Administration, Girard led all aspects of the state agency responsible for tax policy and revenue collection in the state—resulting in unique knowledge and insight into Minnesota budget and tax policy. As a government affairs professional, Girard is a recognized leader on tax policy and economic development, working across the political aisles. He has a proven ability to create and lead bipartisan coalitions to accomplish legislative goals. Girard’s comprehensive background also includes expertise in developing linkages between government and business.

Girard’s tax knowledge and policy experience is also being drawn upon in his capacity as Secretary of the Board of Directors for the Minnesota Center for Fiscal Excellence.

Katharine Tinucci is Senior Vice President at MZA+Co. Katharine served as Governor Mark Dayton's Campaign Manager during his successful re-election in 2014, overseeing all aspects of his campaign. Prior to the re-election campaign, Katharine was Press Secretary to Governor Dayton during his first term, where she planned and executed communications strategy for advancing the Administration’s agenda and acted as spokesperson for the governor. Katharine also played a key role during Dayton's 2010 campaign for governor, serving as Deputy Campaign Manager for Communications. She is a frequent contributor to TPT's "Almanac" and WCCO Radio. Katharine earned a B.A. in Theatre and Theology from Loyola University Chicago and a J.D. from the University of St. Thomas School of Law

The following individuals are available to provide assistance and strategic counsel to the project and Commission on an as-needed basis.

Kurt Zellers is a Partner and Co-Founder of MZA+Co. Kurt served six terms in the Minnesota House of Representatives from 2003 to 2015, including as the state’s 57th Speaker of the House. Kurt’s extensive national network includes Speakers and Majority Leaders in legislatures across the United States. In Minnesota, Kurt authored legislation on many key initiatives including public safety issues, mental health treatment for adolescents, and building a new hospital for his local community in Maple Grove. Kurt has also worked as an executive for public relations firms, private sector businesses and three statewide campaigns during the past 20 years. His PR

experience includes working with the world's leading chemical company, BASF, on advocacy issues, crisis communications, media training and coaching.

Chas Anderson is a Partner and Co-Founder of MZA+Co. Chas has more than two decades of experience in the public and private sectors as an advisor on state policy, politics and corporate strategy and communications. She has extensive experience in public policy, strategic message development and providing leadership around issues and association management. Her expertise flows from her work in politics and in state government as well as in the private sector on behalf of corporate and non-profit clients.

She served as Executive Director and Chief of Staff of the Minnesota House of Representatives (2011-14) and for two governors including serving as Deputy Commissioner of Education for Governor Tim Pawlenty (2003-10). As Executive Director and Chief of Staff in the Minnesota House, Chas managed over 200 employees and directed the legislative appropriations process and decision-making for the \$60 billion all funds and two-year state budget.

In 2012, Chas was named “Top Legislative Staffer” by Politics in Minnesota and in 2001 received an award from the Minnesota Supreme Court for her work on improving access to the Judiciary. Chas earned a B.A., *Magna Cum Laude*, from St. Cloud State University and an MBA from the Carlson School of Management at the University of Minnesota.

Sarah Strong-Belisle is a Director of Government Relations for Cook Girard Associates. Sarah joined Cook Girard Associates in late 2000, fresh from earning her Bachelor’s degree in Political Science from Duke University. Strong-Belisle has exhibited a natural talent for effective legislative advocacy and has worked her way up the government affairs ladder to her current position.

Sarah has significant experience crafting legislative strategies and legislation, especially in the areas of commerce, workforce development, and information privacy. Over the last decade she has gained a working knowledge on a variety of business and governmental issues, frequently leading ad hoc coalitions on complex issues. She is also known for her ability as a tough negotiator on behalf of clients, working tirelessly to achieve consensus among diverse groups on controversial issues. Sarah is also a gifted writer – her updates combine her with a unique political insight and are a favorite among clients.

A proven leader both inside the capitol and out, in April 2011 Sarah was named “#1 Rising Lobbyist” in a Politics in Minnesota survey of a bipartisan group of legislators, lobbyists and staff. She is wrapping up eight years of service on the Minnesota Government Relations Council Board of Directors, where she was selected by her peers to serve in a variety of leadership roles, including Board President in 2014. While in MGRC leadership, Sarah was the point person for the lobbying community on the significant Capitol renovation project and worked to ensure continued public access to the legislative process during construction. Sarah also had the honor

of serving as Vice President of the Board of Directors for the Sexual Violence Center, a Twin Cities' crisis assistance and advocacy organization for victims of sexual violence. A proud Youth in Government (YIG) alum, she has also served on the YIG Alumni and Communications Committee.

Joe Sellwood joined Cook Girard Associates in 2013, directly coming off of statewide election campaign efforts and previously working in business-to-business sales. Joe is an important part of the Cook Girard team; working on a variety of issues, analyzing policy and gathering information, educating legislators and coordinating with various stakeholders. Going into his fourth session, he has been a key player in drafting and influencing the passage of critical legislation for his clients. His passion for politics and public policy is helping those inside and outside of the legislative world to better understand the issues that impact Minnesotans.

Joe understands the importance of teamwork and commitment, having served six years as an infantryman in the Minnesota Army National Guard. He achieved the rank of sergeant and spent nine months in Kosovo as part of Operation Enduring Freedom, with an honorable discharge in May, 2012. Aside from politics, Sellwood is an assistant varsity football coach at New Life Academy in Woodbury.

SCOPE OF SERVICES

1. Project Management and Strategy

A significant part of MZA+Co's work in support of the METRO Gold Line project is effectively managing external communications and government affairs efforts and developing strategies for media relations, community/business outreach and government affairs. Now that day-to-day management of the project has transitioned from the Gateway Corridor Commission to the Metropolitan Council, it will be important for the Gateway Corridor Commission or its successor organization to continue to play an important role advocating for the project, sharing information about the benefits that METRO Gold Line will bring to the East Metro, helping engage with citizens, business organizations and others to ensure that all voices are part of the process of developing METRO Gold Line. This group will continue to lead the advocacy role of engagement and MZA+Co will help with the strategy and execution of those important efforts.

The mission of the group will be to continue engaging citizens, business leaders, employers, employees, non-profits and higher education institutions to make METRO Gold Line a success and a foundation of growth for the entire East Metro region, and to help maximize economic development opportunities that will be presented by the development of METRO Gold Line.

<i>Deliverable 1: Overall project management</i>

Staff: Brian McClung

Brian McClung serves as the overall project manager, working closely with the Gateway Corridor Commission and METRO Gold Line staff to develop an overall plan aligned to the project's strategies, goals, activities and tactics. The timeline for the proposed contract extension has three phases: (1) The 2018 Legislative Session; (2) Post-session; (3) Lead up to the 2019 Legislative Session (which will begin in January 2019)

<i>Deliverable 2: Manage day-to-day activities involved with executing overall project plan</i>
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Staff: Brian McClung and Katharine Tinucci

It is important to ensure that day-to-day management of our outreach efforts are effective. Those activities include:

- Communicating with the Commission and its partners, staff, and supporters on a regular basis
- Providing regular information for Commission Board Meetings
- Preparing materials for Gateway Corridor Commission, Commission staff and METRO Gold Line staff to use in media relations and community outreach

2. Strategic Message Development

<i>Deliverable 1: Overall Strategy Development</i>

Staff: Brian McClung, Judy Cook, Katharine Tinucci

Our core messages and target audiences have been defined. We will continue to work to refine and share our messages during 2018 and 2019.

- A. *Key Project Goals – phases of activity*
 - 1. 2018 Legislative Session
 - 2. Post-session
 - 3. Ramp up to the start of the 2019 Legislative Session
- B. *Audience Development & Definition*
 - 1. Key Groups
 - a. Local
 - b. Regional
 - c. Statewide
 - 2. Define audience categories
 - a. Supporters
 - b. Opponents
 - c. Persuadable
 - d. Advocates
- C. *Communication Themes/Message Development*
 - 1. Themes to provide focus for messages and information for Gateway Corridor partners, supporters, and other audiences.
 - 2. Key facts to share with supporters
- D. *Strategy Development*
 - 1. Beginning of 2018 Legislative Session focus
 - a. Outreach to legislators/key staff to keep them informed about METRO Gold Line
 - b. Identifying key potential supportive partners
 - c. Review and revise existing messages
 - d. Opponent monitoring and response
- E. *Legislative session focus*
 - 1. Continued education & outreach focused on:
 - a. Governor's office
 - b. House of Representatives

c. Senate

F. *Update and Review*

1. Review goals and tactics
2. Develop changes
3. Update plan

3. Media Relations

A key part of MZA+Co's work is executing an effective public affairs plan in support of METRO Gold Line, including media relations. In this next phase of the project, it will be important to have strong media relations efforts to keep community members updated on ways they can be engaged and to keep growing positive support.

Deliverable 1: Develop and execute media relations plan

Staff: Brian McClung and Katharine Tinucci

Our communications efforts include the use of traditional earned media/public relations, along with digital media and social networking tools, to increase awareness, encourage citizens to participate in the development of the project, and educate key audiences about METRO Gold Line.

A. Earned Media

1. *Press releases* — Releases will be sent to reporters, editors and producers to share information
2. *Press conferences* — Leaders can hold press conferences when there is newsworthy information to announce and when Q&A with reporters would be helpful
3. *Commentaries/Letters to the Editor* — Opinion pieces will be submitted to local publications and news websites
4. *Media coordination* — We will engage key reporters and editors to share background information and make sure the right contact is able to respond to questions or other earned media opportunities
5. *Media training* — Help key Gateway Corridor leaders be effective in working with the media, performing well in interviews, etc.

B. Effective Messaging

We work with Gateway Corridor and METRO Gold Line staff to develop and fine tune effective messages. This helps enhance understanding of Gold Line BRT and influences perceptions held by the public and policymakers.

- Strategic language audit & message development

-
- Producing key message one-pagers and talking points

4. Community and Business Engagement

The Gateway Corridor team has done an excellent job engaging stakeholders over the past seven+ years. We will continue to build on that foundation to grow support for the project with residents, businesses and elected officials.

The new iteration of the Gateway Corridor Commission will continue the community outreach and positive momentum built over the past seven years. It will 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. An important part of that effort is working with community and business organizations.

Deliverable 1: *Work to grow the list of grasstops and grassroots supporters that can be used to communicate with and activate supporters*

Staff: Brian McClung and Katharine Tinucci

One of our goals for 2018 is to collect more email addresses from supporters and potential supporters, and using that data to provide information and activate key groups at the right time. We will work with Commission to use the right platforms (most likely e-mail, online advertising, and the website) to continue engaging with organizations and constituents.

- Keep the public and organizations up-to-date on progress of METRO Gold Line
- Pro-actively encourage supporters to be engaged with the project
- Monitor grassroots activities
- Build organizational value
- Contribute to the strategic planning process

Grasstops engagement involves the strategic involvement of high profile leaders to advocate in support of the METRO Gold Line project. Our work helps identify and engage visible leaders from the private and public sectors that are willing to offer public support for our positions.

A. Industry and other Business Leader Engagement

One of the major resources available to this campaign is existing relationships with businesses and affinity groups. Through sustained engagement, it is possible to grow our stable of credible advocates and create connections with the employees of businesses and business organizations, extending our effort's reach.

Grasstops outreach typically occurs in three phases: Targeting, Education, and Mobilization.

Phase 1: Local Advocacy Organization and Business Leader Targeting

Prioritizing which groups and businesses to reach out to will help focus resources on those business leaders who offer the most potential for developing credible, active spokespeople and champions.

By targeting key leaders, the campaign will demonstrate strong, broad based business support while at the same time signaling to other business groups that supporting METRO Gold Line is important.

Phase II: Outreach and Education

After key leaders are identified, we continue to conduct outreach based on the level of interest.

- Member Communications – Using regular communication channels to inform employees, trade groups and business organizations about our efforts and encourage them to get engaged.
- One-on-Ones – Directly meeting with pro-transit business organization contacts and explaining our goals will be a recruitment tactic.
- Business Community Events – Attending business community events and providing information regarding the effort.
- Materials and online resource center — Digital tools companies and partners can use to learn about and talk about the importance of supporting METRO Gold Line, such as FAQs, talking points, and more.

Phase III: Mobilization

Grasstops leaders will make the case for the importance of our issues with other business leaders, legislators, and the public. They will be mobilized to:

- Conduct meetings with other business leaders to recruit them to actively advocate for METRO Gold Line
- Act as spokespeople at events, including service club presentations, press conferences, business community meetings, and other events
- Write letters to policymakers
- Write letters to the editor

- Provide testimony at public hearings
- Host events or visits for policymakers
- Provide recommendations for other leaders who could get involved

B. *Other Community Leaders*

Prominent community leaders may also be effective grassroots advocates. As the effort progresses, we will assess the list of leaders that the campaign has built, identifying opportunities for continued outreach to various leaders, community groups and trade associations.

5. Social Media and Website Content

Our team will continue to provide social media content and execution. This includes creating regular social media content calendars and posting on our Twitter and Facebook accounts.

Deliverable 1: Develop and execute social media outreach

Staff: Katharine Tinucci

1. *Monitoring* — Using our social media platform, we will track and monitor Twitter, Facebook, and other online channels to make sure the Gateway Corridor team is connected to conversations online
2. *Content plan* — To make sure this effort is effectively using social media, our team will help create and manage a content plan for social media that will include the creation of a calendar to plan content development and posting, a strategy to respond to posts, and how to engage and share content with and from others
3. *Build Out Digital Infrastructure*
 - *Contact Database* – Continuing to build a contact database so that it has seamless integration with social media and recruitment tools
 - *E-Advocacy* – Incorporating the ability to share information or send messages to policymakers to make advocacy quick and easy online
 - *Facebook* – Creating two-way communication with supporters, providing a great outreach platform
 - *Twitter* – Continuing to utilize the Twitter feed our team created to share information with citizens and thought leaders who might repost content and share information online
 - *Other Digital Spaces* – Identifying and participating in sites such as blogs and other forums are tools that can be leveraged to amplify our messages

-
4. *Execution:* With input from staff, we will post, provide key links and share news articles, on a regular schedule.

Deliverable 2: *Review and update content for website and Facebook page*

Staff assignment: Katharine Tinucci

6. Government Relations

For this part of the proposal, MZA+Co continues to work with Cook Girard Associates. The two firms and their employees work closely together to ensure strategies and tactics are implemented to success.

The focus for government relations in 2018 will be to continue to educate lawmakers and the Administration about the importance of METRO Gold Line and the positive, bipartisan support it has at all levels of government – city, county, state and federal. Although there is no direct ask of the 2018 legislature, it will be important to stay in front of legislators and ensure that they are aware of the broad support for METRO Gold Line in the East Metro.

All members of the Cook Girard staff will be actively involved in the project and our skills and relationships will be utilized when and where they can be most effective. Judy Cook serves as the lead contact at Cook Girard Associates for the government affairs efforts and will ensure that each staff member is taking on the appropriate role and responsibilities for this initiative to succeed.

Deliverable 1: *Overall Strategy Development*

Staff involved: Brian McClung, Judy Cook, Jim Girard, Mark Giga, Katharine Tinucci

The MZA+Co and Cook Girard team will work with staff to develop a strategy for the 2018 session. Even without a direct funding request during the upcoming session, we want to stay in close contact with legislators, staff and members of the Administration. Eventually the state would commit to funding 50 percent of operating expenses for METRO Gold Line, so it is critical to keep legislators aware of every step in the process and to fend off any attempts to halt progress on the project.

Our team creates a seamless, coordinated legislative effort that incorporates our messaging and grassroots strategy. We communicate regularly and coordinate closely with local legislators, as well as other stakeholders, to create a successful plan of action.

We believe strategy development is an ongoing and dynamic process that may need to be adjusted based on the changing environment at the Capitol, including overall goals, timing of

activities, adjustments in messaging, and all plan execution. We are adept at recognizing when to revisit a strategy and when to stay the course, and will work closely with the Gateway Corridor Commission on all elements of the public policy plan for the Gateway Gold Line.

Deliverable 2: Lobbying / Monitoring / Information Gathering and Reporting

Staff involved: Judy Cook and Jim Girard

We have strong relationships and are in regular communication with key individuals in state government which provides us the opportunity to gather and share critical information with the Gateway Corridor Commission. We know the mood and activities at the Capitol, so we will help your team navigate the ever-changing climate.

A cornerstone of our efforts will be direct lobbying by Cook Girard staff, coordinated with lobbyists representing Washington and Ramsey counties, as well as local officials and other stakeholders. Continuing to educate legislators and build a strong base of supporters who recognize the value of METRO Gold Line is critical to the long-term success of the project. We will work to identify the best messengers from among the coalition lobbyists for each audience, whether it is individual legislators, staff or the Administration.

Our team is recognized for our attention to detail and constant presence at the Capitol. From scheduling and attending meetings with legislators, to monitoring legislative hearings, tracking legislation and providing constant updates, we will ensure that you are provided with comprehensive reports on all activities, consistently well represented and well informed. Day-to-day lobbying activities will include:

- Conduct meetings with key legislators, staff and the Administration to educate and gain support
- Conduct ongoing communication with bill authors and area legislators
- Schedule meetings for Commission members and other supporters with legislators, staff and Administration
- Attend, monitor and report on all hearings and meetings of interest to the Gateway Corridor Commission
- Provide regular updates and attend client meetings
- Work with MZA+Co on issue management, including coordination of lobbying efforts among local government lobbyists and other stakeholders

Deliverable 3: Coordinate with Local Government Partners and Other Stakeholders

Staff: Brian McClung, Judy Cook, Jim Girard

Projects such as METRO Gold Line require maximization of key relationships. We recognize that success depends on a level of trust among partners and we know how to build and maintain the

necessary level of trust. We will play the important role of keeping all players on task through a clear communications plan and an efficient method for reporting lobbying information.

Deliverable 4: Client Communications

Staff: Judy Cook and Jim Girard

We will provide ongoing and seamless communication with the Gateway Corridor Commission on all legislative efforts. When the legislature is in session, we maintain an ongoing presence at the State Capitol, giving you the necessary knowledge and understanding about what is happening both publicly and behind the scenes. We will provide up-to-the-minute information about the legislative process, emerging issues, negotiations on critical issues and important anecdotes.

Our goal is to ensure that you are up-to-date and well informed on all issues and activities that impact the Gateway Gold Line Project.

Deliverable 5: Post-Session Communications and Lobbying

Staff: Judy Cook and Jim Girard

Government affairs efforts do not end when the legislative session concludes. Especially with a project that will have future operational funding needs, it will be important to maintain communications with key legislators, staff and the Administration during the interim and leading into the 2019 session, especially as the results of the 2018 elections will bring us a new Governor and new members of the Minnesota House of Representatives.

On behalf of the MZA+Co team, we look forward to working with you to continue to advance the METRO Gold Line project.

Sincerely,

Brian McClung
Partner/Co-Founder
MZA+Co



Agenda Item #7

DATE: January 2, 2018
TO: Gateway Corridor Commission
FROM: Staff
RE: Strategic Planning Scope of Work

Background

The transition of the Gateway Corridor to a new project phase requires strategic planning to help guide the Commission role, membership, and activities moving forward. In 2017, the Commission approved a contract with Richardson, Richter and Associates for the following scope of work to assist the commission in strategic planning.

The consultant—Richardson, Richter & Associates—completed the following activities in 2017.

1. Review and report on how other counties and/or joint powers boards transitioned projects to the Metropolitan Council. (completed)
2. Review the current Gateway Corridor Commission JPA. (completed)
3. Facilitate strategic planning sessions with Commission members and staff to result in revision recommendations to the JPA, including Commission role, membership, and activities, based on the transition of Gateway Gold Line Bus Rapid Transit to the Metropolitan Council. (completed)
4. Revise the joint powers agreement as directed by the Gateway Corridor Commission based on the outcome of task 3. This task should also include efforts to ensure that a revised joint powers agreement is acceptable to all Commission member legal departments. (in progress)
5. Present the revised agreement to the Gateway Corridor Commission for action. (in progress)

Outcomes of Initial Strategic Planning Work

At the September meeting, it was decided that cities wishing to leave the Commission should submit their 90-day notice to withdrawal, prior to revision of the JPA. Richardson, Richter and Associates drafted template resolutions for withdrawal and provided legal guidance for withdrawing members. Once **Commission membership** is updated to reflect the project's five cities and two counties, the remaining members will finalize the updated JPA.

At the September meeting, it was also decided that the Commission will continue its **advocacy, outreach, and communication activities**. For reference, a table on the third page of this memo summarizes the role of the Commission in comparison to the role of the Gold Line Project Office. This table is for reference/discussion purposes only and may be altered based on project needs and Commission member input during the life of the project.

Since the September meeting, the Counties determined more time is needed to work through the details of the **financial oversight** role in the absence of the Counties Transit Improvement Board (CTIB). The suggested approach is for the Commission to work through this task in the first six months of 2018.



2018 Scope of Work

Carry forward from 2017:

1. Revise the joint powers agreement as directed by the Gateway Corridor Commission. This task should also include efforts to ensure that a revised joint powers agreement is acceptable to all Commission member county/city attorneys.
2. Present the revised agreement to the Gateway Corridor Commission for action.

Additional Tasks for 2018:

3. Advise Commission members on the role of counties and cities in the Gold Line Project Office project advisory structure facilitated by the Metropolitan Council as the Federal Grantee and lead agency, including the Corridor Management Committee, the Technical Advisory Committee and the Community and Business Advisory Committee.
4. Advise the counties on a financial oversight role in the absence of the Counties Transit Improvement Board.

Recommendation

In 2017, Richardson, Richter and Associates spent approximately \$4,000 of a \$12,000 contract for the work outlined on page one of this memo. After 30 years, Richardson, Richter and Associates dissolved at the end of 2017. Staff recommend executing a new contract with Mary Richardson as an independent consultant in an amount not to exceed \$10,000 to complete the 2017 scope work and complete the additional tasks outlined for 2018.

Action Requested	Approve the 2018 scope of work for strategic planning services and a contract with Mary Richardson to perform these services in an amount not to exceed \$10,000.
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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



Agenda Item #8

DATE: January 2, 2018
TO: Gateway Corridor Commission
FROM: Staff
RE: 2018 Insurance Renewal

The Gateway Corridor Commission's insurance policy with the League of Minnesota Cities is up for renewal in 2018. Coverage for the work of the Commission is currently held through the League of Minnesota Cities Insurance Trust. Coverage includes open meeting, municipal liability, auto, and crime. The premium last year was \$3,835 and was paid by the Commission.

At the time coverage was obtained, the Commission was asked to determine whether it would waive the statutory tort liability limits. The Commission chose **NOT** to waive such limits. This means that an individual claimant would be able to recover no more than \$300,000 on any claim. If the Commission chose to waive the limits, a claimant could recover up to \$1 million.

The League of Minnesota Cities Insurance Trust would like confirmation that the Commission would again chose not to waive the statutory tort liability limits. Insurance renewal cost is included in the Commission's 2018 draft budget.

The Washington County Risk Manager has reviewed the request and recommends that the commission **DOES NOT WAIVE** the monetary limits on tort liability established by Minnesota statutes. This is also consistent with other corridor commission insurance coverage plans.

The premium is included in the commission's approved budget.

Action Requested: Continue insurance coverage with League of Minnesota Cities Insurance Trust for 2018 and that the statutory tort liability limits not be waived as recommended by the Washington County Risk Manager.



Agenda Item #9a

DATE: January 4, 2018
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 Committee Structure
- Managing Project Scope

The letter to request entry in to Project Development was submitted to FTA in November. Project staff will provide an update on entry to Project Development at the Commission meeting.

The timeline to enter the Project Development letter is being closely coordinated with other major pre-Project Development activities in order to take advantage of the two year timeline for Project Development. Some of those activities that have occurred in the past two months are:

- Approval of the Project Management and Environmental Services contract. Activities have already began on project base mapping, a risk assessment process, project delivery method vetting, and completing the Environmental Assessment.
- Negotiations have taken place with the selected Engineering Services Consultant. The contract will be signed as soon as the project enters Project Development.
- Lease negotiations between Ramsey County and Metropolitan Council have finished for the Gold Line Project Office, which will be in Metro Square, a Ramsey County owned facility. The lease will be signed as soon as the project enters Project Development.

Project staff and the Project Management Consultant have been working to determine the process for technical, community and business, and management committees. As with past phases of the project, decision making starts with these committees and it is important that they be formed for environmental and engineering work to begin. Staff will provide more information on the committee structure at the Commission meeting.

Action Requested Information

DATE: January 3, 2018

TO: Gateway Corridor Commission

FROM: Jason Graf, Crandall Arambula

RE: METRO Gold Line BRTOD Plans

Key Work Activities/Progress for the month of November 2017

■ Meetings

- Project Management Team (PMT) – PMT meeting on November 1 to review suggested Helmo Station refinements; and coordination of planned circulation and infrastructure technical analysis and additional market study.
- City of Oakdale- Helmo Station – Meeting on November 2 to review refinements to the neighborhood concept; additional analysis needs and work plan/schedule to address analysis needs.
- Project Management Team (PMT) – PMT meeting on November 3 to Review Phase 2 work plan for station/guideway, corridor and station visions, station development plans, circulation/infrastructure; determine scope of work plan items and potential budget implications; identify dates for alternatives review with partner Cities.
- Helmo Station EAW Scope – PMT and City of Oakdale meeting on November 16 to discuss BRTOD Plans contingency funds for a Helmo Station EAW.
- Project Management Team (PMT) – PMT meeting on November 21 to finalize budget and scope of work for Helmo Station EAW.
- 3M Meeting – PMT met on November 29 with 3M and Maplewood to confirm process for Phase 2 engagement at the 3M/Maplewood Station and establish draft timeline for station alternatives review and engagement with 3M employees to gather feedback on station area concepts.
- Project Management Team (PMT) – PMT meeting on November 29 to discuss City of Oakdale additional request for further analysis at the Helmo Station and outstanding issues.
- City of Oakdale- Helmo Station – Meeting on November 30 to discuss City of Oakdale additional request for further analysis at the Helmo Station and outstanding issues.

Other Project Activities

- Consultant team meeting to discuss Helmo Station neighborhood concept technical analysis, work plan and schedule.
- Consultant team meeting to finalize draft web page and Phase 1 meetings summaries and station specific objectives
- Consultant team meeting to draft scope of work, schedule and cost for Helmo Station EAW.
- Phase 1 meetings presentation, and summaries posted to draft Gateway Corridor webpage.
- Consultant team preparing Phase 2 preliminary land use and circulation concepts for station areas in St Paul, Maplewood, Landfall and Woodbury.

Key Work Activities/Progress for the month of December 2017

■ Meetings

- City of Oakdale- Helmo Station – Meeting on December 1 to coordinate work scope and schedule for additional market analysis.
- Project Management Team Meeting – Video conference on December 6 to review new format and content for on-line station area planning engagement.
- Project Management Team Meeting – Conference call December 7 with CA and WCRRA to review status of upcoming deliverables for Helmo Station Phase 3 analysis (infrastructure, transportation, and EAW)
- Technical Team Meeting – Video conference and meeting at WSB-St Paul on December 13 with CA, WCRRA, RCRRA and partner cities to discuss use of project contingency funds; review Phase 1 engagement summary and station area objectives; Gateway Corridor Website refinement and on-line engagement tool; project schedule; and Gold Line project scope modification process.
- Project Management Team Meeting – Conference call December 21 with CA and WCRRA to review status of work products for Phase 2 deliverables for Woodbury, St Paul, Maplewood, Landfall and Oakdale.

Upcoming Activities

- Coordinate Phase 2 station area alternatives review and community engagement with partner cities
- Prepare timeline and schedule for gap assessment review
- Coordinate traffic, infrastructure and EAW for Helmo Station – Phase 3



Agenda Item #9c

DATE: January 4, 2018

TO: Gateway Corridor Commission

FROM: Brian McClung, MZA+Co

RE: Gateway Corridor Communications and Government Relations Update

Now that we are in 2018 and the METRO Gold Line is about to enter Project Development, we are looking forward to working with the team at Washington County, the Gateway Corridor Commission and the Metropolitan Council on the next phase of our efforts.

It will be important for the new iteration of the Gateway Corridor Commission to continue engaging citizens, business leaders, employers, employees, non-profits and higher education institutions to make METRO Gold Line a success and a foundation of growth for the entire East Metro region, and to help maximize economic development opportunities that will be presented by the development of METRO Gold Line.

This type of outreach 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. While the Metropolitan Council/Metro Transit will be responsible for management of the project and delivering/implementing Gold Line BRT, their role is focused on that direct activity. The education and advocacy aspect provided by the new iteration of the Gateway Corridor will be critical to making METRO Gold Line a success. That will 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.

Strategic Communications & Social Media – We ended the year strongly with excellent engagement on Twitter and Facebook. The increased level of social media that we began several months ago continues to pay off with good reactions and feedback. We have continued to create a monthly social media content calendar in advance to help ensure that we are posting on a regular schedule. We also look for chances to add stories to our social media channels in addition to our 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 219 views.

One of our recent Facebook posts that saw a high level of engagement was a “Year in Review” post featuring the Pioneer Press editorial in support of Gold Line BRT.

Our top tweet in December, earning 2,499 impressions, was a quote from new Saint Paul Area Chamber President B Kyle about her organization’s support for Gold Line BRT. Our top #YearInReview tweet with a photo showed the Gold Line delegation meeting with U.S. Senator Amy Klobuchar in Washington, DC.

We have drafted an e-newsletter to be sent out once we are informed by the FTA that Gold Line has been accepted into Project Development, and worked with Metropolitan Council staff on the press release that they will issue. We will continue sending our own e-newsletters in version 2.0 of the Gateway Corridor Commission to share information and advocate for the project.

Government Relations – We sent a letter to Lt. Governor Tina Smith after Governor Dayton announced he was appointing her to the US Senate to thank her for her support of Gold Line BRT and to share an update on the project.

We continue to talk with key legislators and staff to let them know the latest news about the project, including sharing information about station area planning meetings, etc.

The 2018 session starts on February 20 and we believe it will be very important to continue our conversations with legislators and staff during the upcoming 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 starts operating in 2024. We will keep working closely with legislators and staff, so they understand how important this project is to residents, businesses, and community and elected leaders in the East Metro.



Agenda Item #10

DATE: January 4, 2018
TO: Gateway Corridor Commission
FROM: Staff
RE: 2018 Meeting Schedule

Through the development of the Bylaws, the Commission identified a regular scheduled meeting date of the second Thursday of every month at 3:30 PM. This can be updated to reflect the updated Commission role and development of the strategic work plan.

Based on information received to date, staff anticipates it will not be necessary to meet monthly. Location, dates, time and frequency of meetings are open for discussion by the Commission. Staff recommends meeting on a quarterly schedule. On a quarterly schedule, the proposed meeting dates in 2018 would be:

January 11
April 12
July 12
October 11

Action Requested: Discussion



Agenda Item #11

DATE: January 2, 2018
TO: Gateway Corridor Commission
FROM: Staff
RE: Other Items

Item 11a. 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 209 followers.

Item 11b. Media Articles

Media articles are included in this packet.

Action Requested: Information

Lisa Weik Viewpoint: Key phase begins for Gold Line BRT project

By [Lisa Weik / Washington County Board chair](#) on Nov 12, 2017 at 12:46 p.m.



Those of us who live in the east metro enjoy an exceptional quality of life, with access to excellent parks and other amenities, great school districts, and numerous fantastic employers.

But one thing our part of the Twin Cities is lacking is high-quality, dedicated, frequent transit that is connected directly to the growing transit system that brings our entire Minneapolis-St. Paul region together.

For seven years, elected officials, business leaders and community members have been working together through the Gateway Corridor Commission to bring better transit to the east metro. That work has led to the development of Gateway Gold Line Bus Rapid Transit, which will be Minnesota's first BRT line in a dedicated busway.

This cost-effective transportation solution will run approximately 9 miles, largely near Interstate 94, from Union Depot in St. Paul through the east side of St. Paul, Maplewood, Landfall, Oakdale and Woodbury. Gold Line BRT is critical to the future development of our region. It will provide all-day transit service in both directions to connect people who are headed to work, school, medical appointments, to pick up their kids or to get to sporting or arts events.

This kind of transit is needed to help connect people with jobs. To compete for economic growth, we need better transit, especially in the east metro. We know that employers seek to be located near transitways. And many workers, especially millennials and Gen Z graduates now beginning to enter the workforce, prefer to take transit rather than use a personal vehicle.

Gold Line BRT is now at an important stage in its development. The project is moving forward and as part of Gold Line's next phase, management of the project has transitioned from the Gateway Corridor Commission to the Metropolitan Council, who will be the grantee for the Federal Transit Administration's Capital Investment Grant Program.

The Metropolitan Council is the regional expert in designing, constructing, and operating transit, and they will be leading the final phases of the project. Metro Transit, a division of the Metropolitan Council, will provide project management and technical staff for the newly formed Gold Line Project office along with staff from Washington and Ramsey Counties and MnDOT.

Washington County, Ramsey County and the five cities along the line will continue to be active partners in ensuring that Gold Line BRT effectively serves residents, employees, businesses, higher education institutions, and nonprofits in the east metro region. Working on station area design and determining the best ways for people to access the line will be among some of the important work coming up.

Additional key activities include hiring project staff, refining the schedule to deliver the project in an efficient manner, and working with the Federal Transit Administration to apply to the Capital Investment Grant Program which could pay for approximately 45 to 50 percent of the project through federal funds. Gold Line BRT is projected to begin service in 2024.

At the beginning of 2018, work will begin on what is called Project Development. Project Development is a two-year engineering phase and the main work products will be to further the design of the Gold Line and obtain environmental clearance.

There will be many opportunities for the public to weigh in on project design decisions and comment on the environmental process. We encourage you to follow Gold Line BRT's progress via Twitter at @GoldLineBRT and on Metro Transit's website at metrotransit.org/gold-line-project. Additional information on how to be involved with the project will also continue to be posted at thegatewaycorridor.com.

We hope you will be engaged with us as we work to develop this high-quality transit option for the east metro.

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Letters to the editor: Congrats, and thanks for support; Cost effective guideway infrastructure?

By [Woodbury Newsroom](#) on Nov 19, 2017 at 7:03 a.m.

◀6

As I drive around the Twin Cities, I see near empty Green Line and Blue Line trains; this is a huge investment to pay drivers to drive empty trains when demand is low.

- Linda Stanton, Woodbury

Congrats, and thanks for support

I want to congratulate Heather Hirsch on her win for a two-year seat on the District 833 School Board.

I want to thank all those who supported me in my campaign that came up just short.

I hope that the new members of the school board will consider some of the issues that I raised in the campaign, most importantly, the need to take more seriously the growing problem of chronically disruptive behavior and the very troubling effects this is having in our classrooms.

Further, I think the school board needs to seriously consider the impact of continual property tax increases has on those of lower income and/or retired folks living on fixed incomes, and who are struggling to get by.

Steve Lagoon

Cottage Grove

Cost effective guideway infrastructure?

It's a pet peeve of mine that Commissioner Lisa Weik forgot to mention some key facts about the Gold Line (Gateway Corridor Project) [in her Nov. 8 viewpoint](#).

<http://www.woodburybulletin.com/opinion/4358337-lisa-weik-viewpoint-key-phase-begins-gold-line-brt-project>) First, it was stated that the busway project is "cost-effective" but failed to tell residents that the estimated capital cost of the nine-mile project (that ends at the Woodbury 10 theatre) is \$420 million in taxpayer dollars. That's \$46.6 million per mile. How does that qualify as cost effective? Cost to build a mile of highway is about \$10 million per mile.

Consider, for instance, the St. Croix River Crossing bridge, which cost \$646 million to build but will carry tens of thousands of cars per day. The Gold Line might carry 2,400 passengers per day when at full capacity in 20 years. Next, she failed to mention the estimated operating cost of the Gold Line to be \$5.1 million per year! It's a costly project.

It would be much more cost-effective to add a regular route bus, at no capital cost, along the proposed route and see if anyone rides it. How staff come up with projected ridership estimates are a mystery. Ask yourself if there is so much demand on the proposed route, why isn't there regular route bus service now?

Why not expand the wildly popular Express Bus to midday and evening service which would provide all day service at no added capital cost. Try this first before wasting hard-earned taxpayer dollars on guideway infrastructure.

The proposed Gold Line project is basically "light rail on wheels" and will slow down traffic at key intersections like Tamarack and Bielenberg drives, Bielenberg and Tamarack Hills and Fourth and Hadley, etc. As I drive around the Twin Cities, I see near empty Green Line and Blue Line trains; this is a huge investment to pay drivers to drive empty trains when demand is low.

The Met Council and Washington County have been struggling to implement outdated transit solutions of days gone by. Ask Commissioner Weik: 1. How does the county justify the project as cost-effective? and 2. Why they are not embracing digital and technological advances for travel?

Linda Stanton

Woodbury

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