



Red Rock Corridor Commission Agenda 4:30 p.m. Wednesday, December 2, 2015

**Newport City Hall
596 7th Avenue
Newport, MN 55055**

	<u>Action Requested</u>
1. Introductions	Information
2. Approval of Agenda	Approval
3. Consent Items*	Approval
a. Checks and Claims	
b. Minutes from the October 22, 2015 Commission Meeting	
4. Implementation Plan Update*	Approval
5. Draft 2016 Work Plan and Budget*	Approval
a. Implementation Plan Contract Extension*	
b. 2016 Communications Contract*	
6. Website and Social Media Update	Information
7. 2016 Red Rock Corridor Commission Meeting Schedule*	Information
8. Other	Information
a. Commissioner Reports	
b. Implementation Plan Open House	
January 13, 2016 5:00 pm to 7:00 pm at St. Paul Park City Hall	
c. Next Meeting	
January 28, 2016 4:30 pm at Newport City Hall	
9. Adjourn	Approval

**Enclosures*



DATE: November 24, 2015
TO: Red Rock Corridor Commission
FROM: Staff
RE: Checks and Claims

Included is the:

<u>Johnson Group</u>	
October Invoice	\$1,157.50
<u>Kimley Horn</u>	
September Invoice	\$20,168.50
October Invoice	\$33,501.28
TOTAL	\$54,827.28

Details on the overall status of the budget for these contracts are attached.

Action:
Approval

Red Rock Corridor Implementtaion Plan

Consultant Kimley-Horn and Associates, Inc.
Contract No. 9342
Expiration Date 10/31/2016
Business Unit
Object Code
Updated 11/16/2015

Task No.	Task Description	Task Total
1.0	Project Management and Coordination	\$70,116.87
2.0	Review and Assess Previously Completed Work	\$3,053.60
3.0	Public Engagement and Agency Coordination	\$58,886.28
4.0	Ridership Forecast	\$79,613.60
5.0	Service Plan Development	\$19,004.48
6.0	Capital and Operating Costs	\$35,055.60
7.0	Update Station Planning to Reflect BRT	\$21,446.16
8.0	Implementation and Financial Plan	\$28,518.10
9.0	LPA Process	\$19,599.52
10.0	Draft and Final Report	\$17,102.48
11.0	Miscellaneous Services-Contingency	\$40,000.00
	Total Contract Cost	\$392,396.69
	Direct Expenses	\$7,460.00
	Total Project Cost	\$399,856.69

Invoice Number / Date	Tasks											Total Contract Cost	Direct Expenses	Total Project Cost
	Project Management and Coordination	Review and Assess Previously Completed Work	Public Engagement and Agency Coordination	Ridership Forecast	Service Plan Development	Capital and Operating Costs	Update Station Planning to Reflect BRT	Implementation and Financial Plan	LPA Process	Draft and Final Report	Miscellaneous Services-Contingency			
6550933 2/28/2015	\$1,843.31	\$1,183.22	\$8,100.61									\$11,127.14	\$0.00	\$11,127.14
6633503 3/31/2015	\$14,182.08		\$2,202.72	\$6,955.56								\$23,340.36	\$80.51	\$23,420.87
6710352 4/30/2015	\$7,792.39	\$1,309.94	\$10,571.09	\$23,537.55							\$55.37	\$43,266.34	\$400.25	\$43,666.59
6787282 5/31/2015	\$5,982.93	\$560.44	\$3,032.82	\$211.71							\$389.64	\$10,177.54	\$67.86	\$10,245.40
6880852 6/30/2015	\$3,899.06		\$4,329.96	\$5,455.49	\$5,050.64	\$499.82			\$44.32			\$19,279.29	\$173.29	\$19,452.58
6964217 7/31/2015	\$3,734.28		\$13,590.87	\$1,839.24	\$2,686.78				\$531.66			\$22,382.83	\$4,630.20	\$27,013.03
7048838 8/31/2015	\$3,039.89		\$4,122.00	\$19,184.37	\$2,606.21						\$45.24	\$28,997.71	\$694.56	\$29,692.27
7138466 9/30/2015	\$2,850.13		\$3,885.98	\$6,685.08	\$5,684.66	\$1,062.65						\$20,168.50		\$20,168.50
7205932 10/31/2015	\$3,584.87		\$3,635.61	\$6,569.14	\$2,913.50	\$16,798.16						\$33,501.28		\$33,501.28
												\$0.00		\$0.00
												\$0.00		\$0.00
												\$0.00		\$0.00
												\$0.00		\$0.00
												\$0.00		\$0.00
												\$0.00		\$0.00
Amount Billed to Date	\$46,908.94	\$3,053.60	\$53,471.66	\$70,438.14	\$18,941.79	\$18,360.63	\$0.00	\$0.00	\$575.98	\$0.00	\$490.25	\$212,240.99	\$6,046.67	\$218,287.66
Percent Complete	66.9%	100.0%	90.8%	88.5%	99.7%	52.4%	0.0%	0.0%	2.9%	0.0%	1.2%	54.1%		
Amount Remaining	\$23,207.93	\$0.00	\$5,414.62	\$9,175.46	\$62.69	\$16,694.97	\$21,446.16	\$28,518.10	\$19,023.54	\$17,102.48	\$39,509.75	\$180,155.70	\$1,413.33	\$181,569.03

Red Rock Corridor Communications

ConsultantJohnson Group

Contract No.8922

Expiration Date

Business UnitPublic Works

Object Code

Updated

Task No.	Task Description	Johnson Group	Task Total
1.0	Email Marketing	\$7,200.00	\$7,200.00
2.0	Social Media Posting and Mgmt	\$2,100.00	\$2,100.00
3.0	Collateral Materials	\$6,900.00	\$6,900.00
4.0	Awarness Campaign	\$12,200.00	\$12,200.00
5.0	Community Outreach	\$6,000.00	\$6,000.00
6.0	Video Production	\$2,500.00	\$2,500.00
7.0	Website Updates & Maintenance	\$5,000.00	\$5,000.00
8.0	Website Hosting	\$180.00	\$180.00
NA	Contingency	\$1,920.00	\$1,920.00
	Total Contract Cost	\$44,000.00	\$44,000.00
	Total Project Cost	\$44,000.00	\$44,000.00

Invoice Number / Date	Tasks									Total Contract Cost	Total Project Cost
	Email Marketing	Social Media	Collageral Materials	Awareness Campaign	Community Outreach	Video Production	Website Updates	Website Hosting	Contingency		
1019740 / 5/1/15	\$900.00	\$1,295.00		\$1,805.00		\$2,500.00	\$150.00			\$6,650.00	\$6,650.00
1019797 / 5/29/15		\$1,120.00					\$75.00	\$180.00		\$1,375.00	\$1,375.00
1019865 / 6/29/15	\$600.00	\$150.00		\$1,890.00			\$75.00		\$1,875.00	\$4,590.00	\$4,590.00
1019942 / 7/29/15		\$175.00		\$945.00						\$1,120.00	\$1,120.00
1020003 / 8/27/15		\$175.00		\$945.00			\$75.00			\$1,195.00	\$1,195.00
1020067 / 10/1/15	\$600.00	\$175.00		\$945.00						\$1,720.00	\$1,720.00
1020268 / 10/30/15		\$175.00		\$945.00			\$37.50			\$1,157.50	\$1,157.50
										\$0.00	\$0.00
										\$0.00	\$0.00
										\$0.00	\$0.00
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										\$0.00	\$0.00
										\$0.00	\$0.00
										\$0.00	\$0.00
										\$0.00	\$0.00
Amount Billed to Date	\$2,100.00	\$3,265.00	\$0.00	\$7,475.00	\$0.00	\$2,500.00	\$412.50	\$180.00	\$1,875.00	\$17,807.50	\$17,807.50
Percent Complete	29.2%	155.5%	0.0%	61.3%	0.0%	100.0%	8.3%	100.0%	97.7%	40.5%	40.5%
Amount Remaining	\$5,100.00	(\$1,165.00)	\$6,900.00	\$4,725.00	\$6,000.00	\$0.00	\$4,587.50	\$0.00	\$45.00	\$26,192.50	\$26,192.50



Meeting Minutes

October 22, 2015

Newport City Hall

4:30 p.m.

Commission Members	Agency	Present
Marion Greene	Hennepin County RRA	X
Janice Rettman	Ramsey County RRA	
Jim McDonough	Ramsey County RRA	
Karla Bigham, Chair	Washington County RRA	X
Mike Slavik	Dakota County RRA	X
Jen Peterson, Vice-Chair	City of Cottage Grove	X
Myron Bailey	City of Cottage Grove	
John Kummer	Denmark Township	
Mark Vaughan	City of Hastings	X
Cam Gordon	City of Minneapolis	
Tracy Rahm	City of Newport	
Bill Finney	City of St. Paul	
Keith Franke	City of St. Paul Park	X

Ex-Officio Members	Agency	
Ron Allen	Goodhue County	
Jess Greenwood	Goodhue County	
Judy Mitchell	Canadian Pacific Railway	
Marc Mogan	Prairie Island Indian Community	

Staff	Agency	Present
Jan Lucke	Washington County RRA	
Lyssa Leitner	Washington County RRA	
Kevin Roggenbuck	Ramsey County RRA	X
Joe Morneau	Dakota County RRA	
Matt Parent	Dakota County	X
Hally Turner	Washington County	X
Laura Kearns	Washington County	
Joe Scala	Hennepin County	
Ray Hoover	Hennepin County	

Others	Agency
Brian Smalkoski	Kimley-Horn
William Reynolds	Kimley-Horn

John Burbank	City of Cottage Grove
Betsy Leach	District 1 – Community Council to St. Paul
Lynne Bly	MnDOT

Agenda Item #1: Introductions

Chair Bigham called the meeting to order at 4:32PM. Introductions were made by commission members, staff and others present.

Agenda Item #2: Approval of Agenda

A motion was made by Mayor Franke to amend the order of Items 4 and 5. The motion was seconded by Commissioner Slavik. **All in were in favor.** The motion carried.

Agenda Item #3: Draft 2016 Work Plan and Budget

Ms. Leitner briefly went through the work plan and budget information that was provided in the packet.

Commissioner Slavik asked if the 2015 budget was on target or if there was any additional reserve being carried over to 2016.

Ms. Leitner said there will likely be some reserve carried into 2016 and we will have more detail during the final reading of the budget.

Agenda Item # 4: Implementation Plan Update

Ms. Turner spoke briefly about two alternative routes being considered for the Implementation Plan. Ms. Turner said earlier in the week the Technical Advisory Committee (TAC) reviewed information provided to them about cost both operational and maintenance as well as capital. The Kimley-Horn team is currently completing technical data including cost and ridership and comparing the two items. The results will be reviewed by the TAC, B-CAC and the Commission at next month's meetings. The information will then be released for public comment.

Brian Smalkoski and William Reynolds with Kimley-Horn gave a power point presentation on the approximate costs and routes for the Implementation Plan.

Commissioner Greene arrived at 5:01PM.

Agenda Item #5: Communications Update

Ms. Turner said there have been 2572 website views in the last 30 days. The Facebook page is now up to 296 likes.

Commissioner Bigham would like staff to look into a community college or an intern to help with communication activities such as having the videos updated for Red Rock.

Agenda Item #6: Consent Items

Item 6a. Checks and Claims

A motion was made by Commissioner Slavik to approve the checks and claims from August and September. The motion was seconded by Commissioner Greene. **All in were in favor.** The motion carried.

Item 6b. Minutes from the September 21, 2015 Commission Meetings

A motion was made by Commissioner Slavik to approve the minutes from the September 21, 2015 commission meeting. The motion was seconded by Commissioner Greene. **All in were in favor.** The motion carried.

Agenda Item #7: Other

Item 7a. Commissioner Bigham will be attending a conference called Rail~Volution in Dallas, TX this coming week. The conference will include presentations on transit orient development and other topics relevant to the Red Rock Corridor.

Commissioner Bigham said the Counties Transit Improvement Board met and discussed the solicitation requests for the grants on Red Rock and other corridors.

Commissioner Bigham has been working with the Metropolitan Council to have the Newport Park and Ride as a state fair stop in 2016.

Item 7b. Ms. Turner said an email will be sent out in regards to the next meeting date. With the upcoming holidays staff will see if only one meeting will be needed before the end of the year.

Agenda Item #8: Adjourn

A motion was made by Councilmember Peterson to adjourn. Councilmember Vaughn seconded the motion. **All in were in favor.** The motion carried.

The meeting was adjourned at 5:40PM.



DATE: November 24, 2015

TO: Red Rock Corridor Commission

FROM: Staff

RE: Implementation Plan Update

Background

An Implementation Plan for phased transit improvements in the corridor, including eventual bus rapid transit (BRT) service, has been underway since the beginning of 2015.

The Implementation Plan goals are to:

- identify more specific construction and capital costs;
- revise station area plans guided by market analysis for bus rapid transit;
- determine a funding plan; and
- establish a staged approach for implementation of the plan.

The Implementation Plan will determine short- and long-term strategies for implementing BRT and to tie those strategies to funding needs. It is expected that the plan will be completed by spring 2016.

September and October Meetings and Events

Meeting/Event	Date
Meeting with Washington County Housing and Redevelopment Agency	November 13, 2015
Red Rock Corridor TAC	November 16, 2015

Evaluation of Route Alternatives

At the May meeting, the Commission approved the consultant team to start developing information on an additional BRT alternative that would provide neighborhood focused access instead of access only along Highway 61. Possible alternatives were vetted by cities along the corridor and amended per their comments. At that Commission meeting two alternatives were approved for additional analysis which can be seen here: http://www.redrockcorridor.com/wp-content/uploads/2014/12/Red-Rock_FactSheet_website_150818_DRAFT-2.pdf

The Kimley-Horn team has previously review capital and operations and maintenance costs and evaluation criteria with the Commission at the October 2015 meeting. Kimley-Horn staff will be presenting additional information on service plans, ridership modeling, and evaluation for each of the alternatives at the December Commission meeting. This information was reviewed by the TAC on November 16, 2015 and is attached to this memo.

The TAC has made a recommendation to the Red Roc Corridor Commission for Alternative 2 to be released for public comment.

Next Steps

The Red Rock Corridor Commission will be asked to approve an alternative for public comment as part of the December Commission meeting. An open house will be held on January 13, 2015 from 5:00 to 7:00 pm at St. Paul Park City Hall as part of the public comment period. The public comment period will be open until 5:00 pm on January 20, 2015.

Selection of the final route and station locations will likely happen at the January Commission meeting presuming the data, results from the evaluation criteria, and public input provides clear direction. The technical data, input from the public, and policy discussion will set the stage for the final implementation plan document.

Action

Draft recommendation on an alignment for public comment

Red Rock Corridor Commission



RED ROCK
SOUTHEAST CORRIDOR

PREPARED FOR
Red Rock Corridor Commission


PREPARED BY
Kimley»Horn **PARSONS BRINCKERHOFF**

December 2, 2015

Agenda

- Service Plan
- Ridership Modeling Results
- Alternatives Evaluation
- Upcoming Meetings
 - BCAC: December TBD
 - Open House: Wednesday, January 13

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RED ROCK
SOUTHEAST CORRIDOR

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The Goal

- Implementation Plan that Outlines:
 - Detailed technical elements
 - Service plan, stations, vehicles, etc.
 - Station area plans
 - Schedule and costs of staged investments
 - Partner responsibilities through 2040
 - *Stakeholder buy-in, detailed resolutions, and momentum*

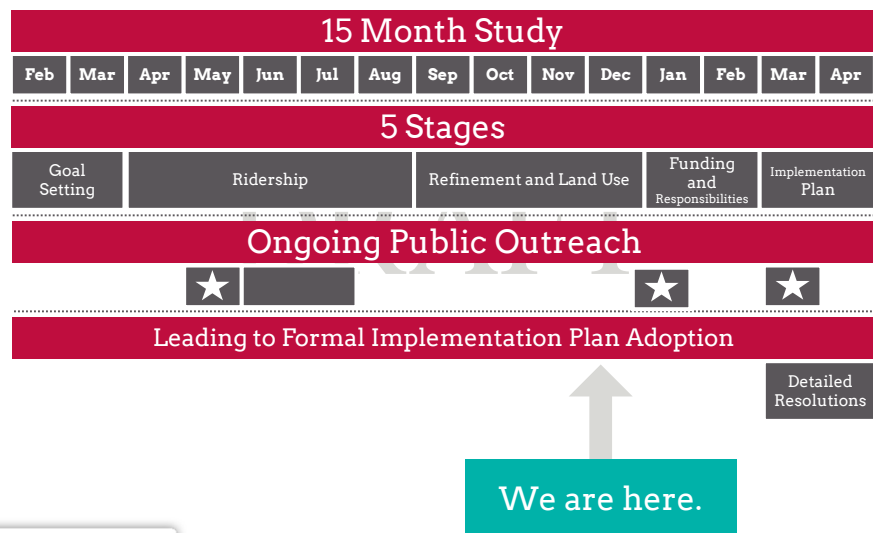


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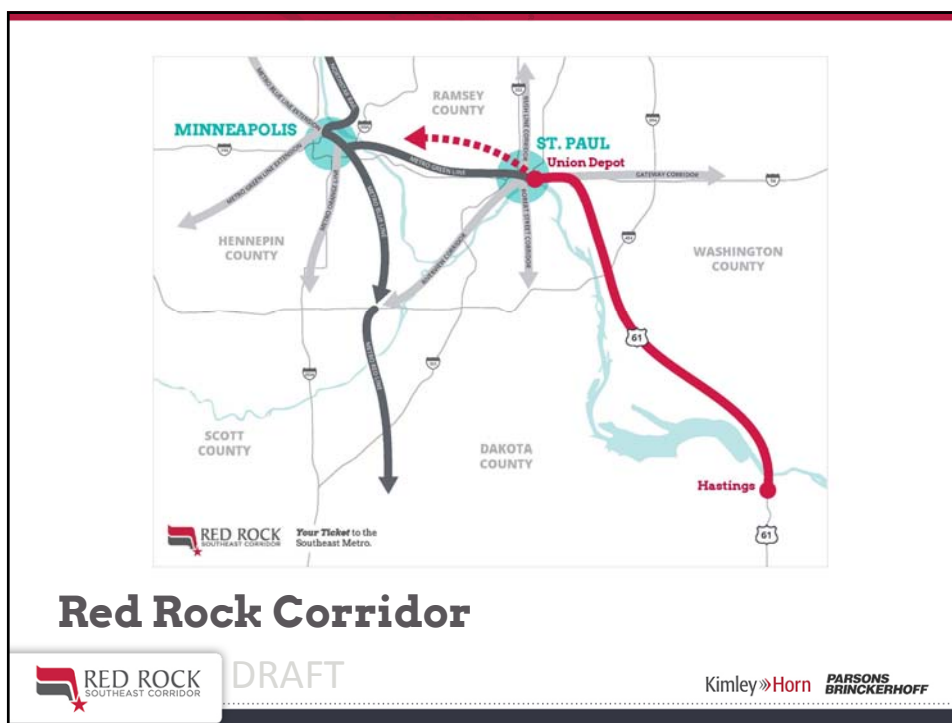
Implementation Plan - Work Plan



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Service Plan

- Developed service plan for 2 build alternatives
 - Highway-Focused BRT Along Highway 61
 - Highway BRT Along Highway 61, with Community-Focused Deviations
 - Two sub-alternatives (2A and 2B)



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Service Characteristics

Weekday Service

- Frequency
 - 15 minutes (5:00 a.m. – 7:00 p.m.)
 - 30 minutes (7:00 p.m. – 12:00 a.m.)
- Service Hours
 - 19 Hours

Weekend Service

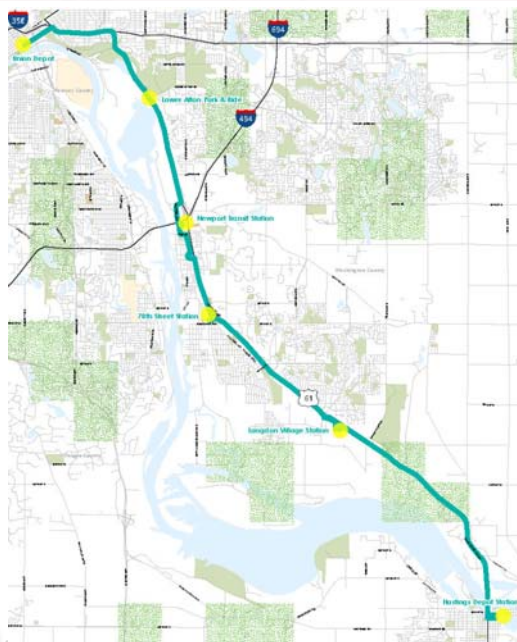
- Frequency
 - 30 minutes (7:00 a.m. – 12:00 a.m.)
- Service Hours
 - 17 Hours



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Alternative 1



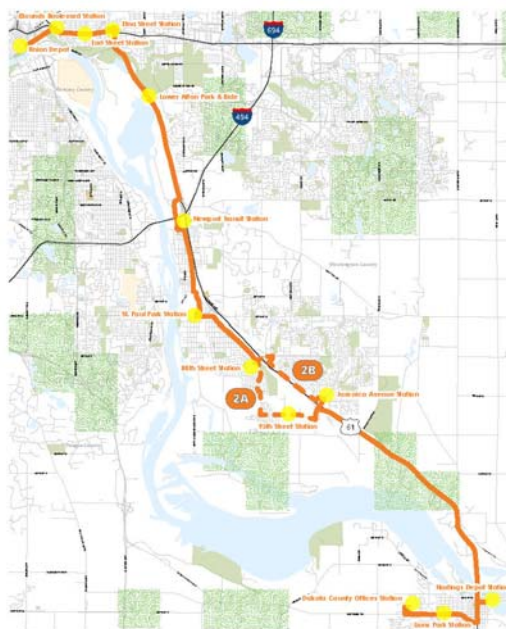
RED ROCK
SOUTHEAST CORRIDOR

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Alternative 2

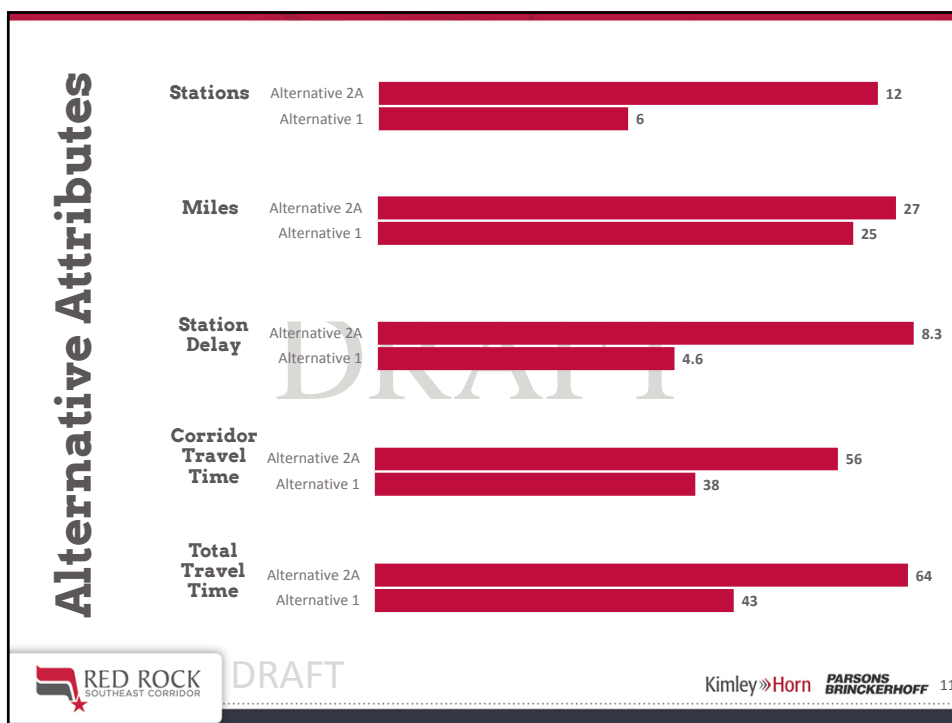


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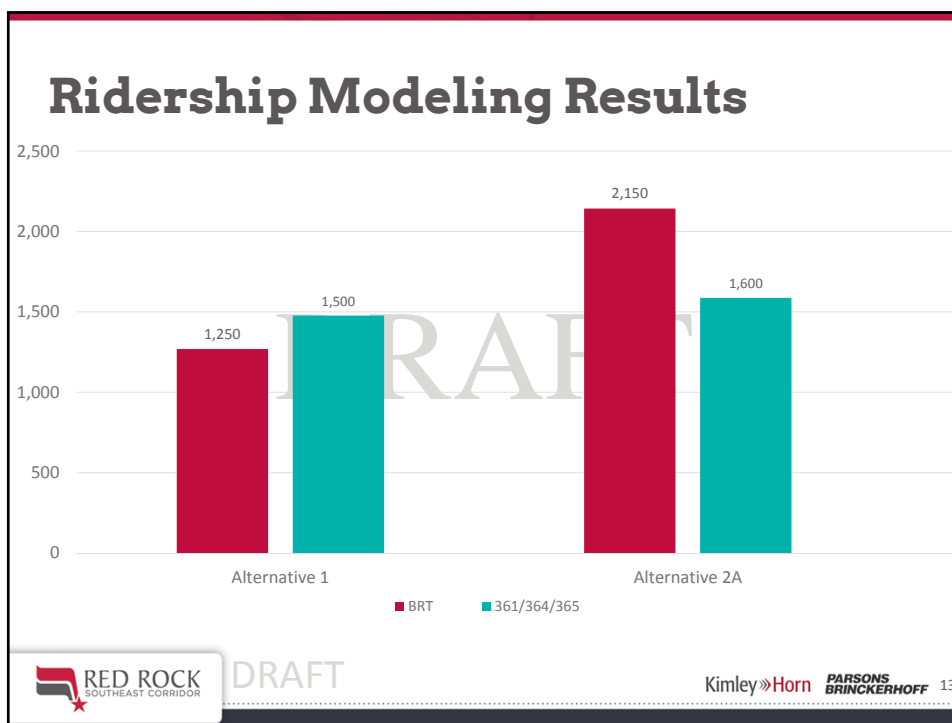


Ridership Forecasts

RED ROCK
SOUTHEAST CORRIDOR

PREPARED FOR
Red Rock Corridor Commission

PREPARED BY
Kimley»Horn **PARSONS BRINCKERHOFF**



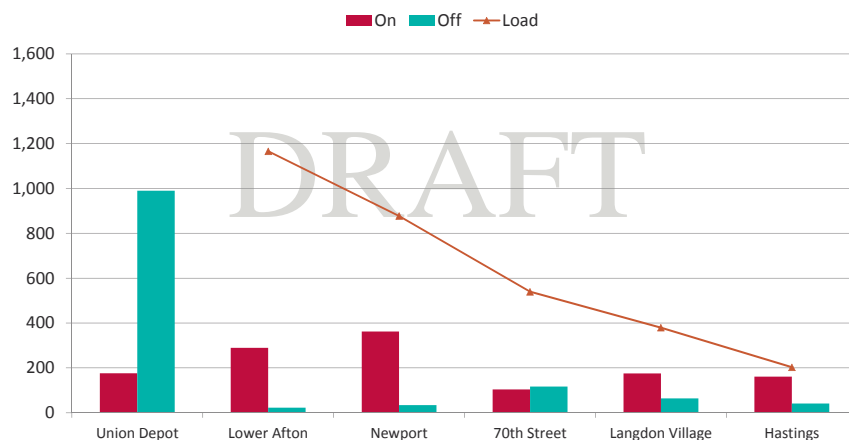
Ridership Modeling Results

Measure	Alternative 1	Alternative 2A
Boardings	1,250	2,150
Reverse Commute	250 (18%)	500 (24%)
Zero-Vehicle Households	300 (25%)	750 (34%)
Peak Vehicle Load	32/Bus	32/Bus
Walk Access	350 (26%)	700 (33%)
Bus Access	200 (15%)	620 (29%)
Park-and-Ride	700 (56%)	750 (35%)
Kiss-and-Ride	30 (2%)	65 (3%)
361/364/365	1,500	1,600

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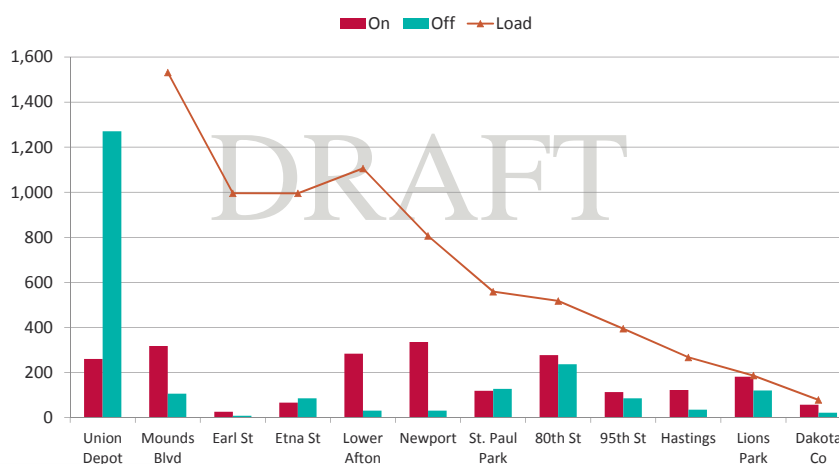
Alternative 1 Productions and Attractions



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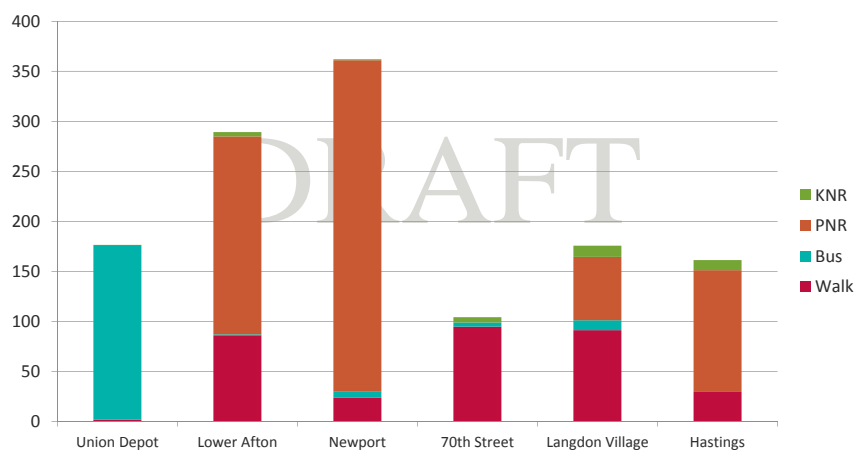
Alternative 2A Productions and Attractions



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Alternative 1 Productions by Access Mode

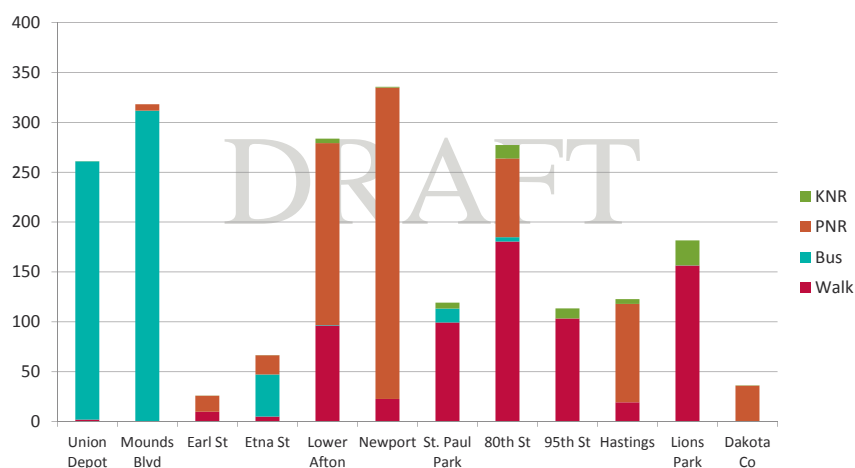


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Alternative 2A Productions by Access Mode



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Alternative Evaluation

■ Criteria from the AAU

- Goal 1: Provide Mode Choice and Service Plan that Meets the Demonstrated and Forecasted Needs of Corridor Communities
- Goal 2: Cost Effectively Address Transportation Problems in the Corridor
- Goal 3: Increase Opportunities for Community and Economic Development Throughout the Corridor
- Goal 4: Improve Quality of Natural and Built Environment

Mobility

Cost

Development

Environment

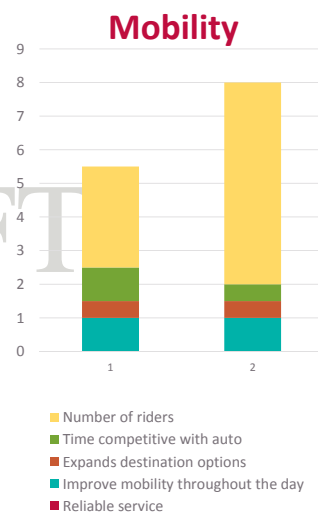


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Goal 1: Provide Mode Choice and Service Plan that Meets the Demonstrated and Forecasted Needs of Corridor Communities

- Ridership
- End-to-end travel time
- All-day service
- Station-to-station service
- Reliability

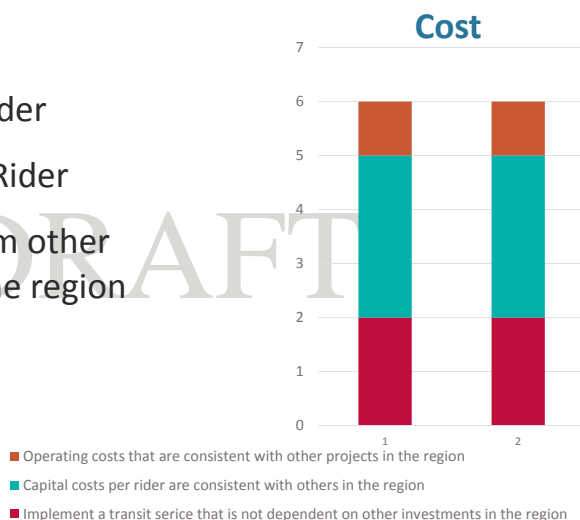


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Bold = Differentiator between Alternative 1 and 2

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Goal 2: Cost Effectively Address Transportation Problems in the Corridor

- O&M Cost per Rider
- Capital Cost per Rider
- Independent from other investments in the region

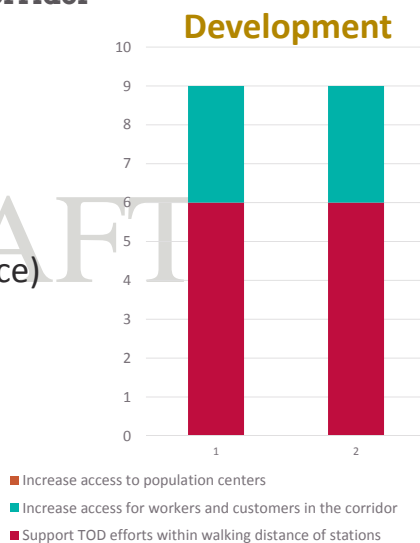


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Goal 3: Increase Opportunities for Community and Economic Development Throughout the Corridor

- Serves Minneapolis
- Access for workers and customers (All-day service)
- Supports TOD (All-day service)



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Goal 4: Improve Quality of Natural and Built Environment

- Safety (Lower Afton crossing)
- Equitable distribution of impacts
- Reduce emissions
- Natural and cultural resource impacts (wetlands, historic properties, undeveloped areas)



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Alternative Evaluation

- Revised Evaluation Measures
 - O&M Costs
 - O&M Costs per Rev. Hour
 - **BRT Boardings**
 - **O&M Costs per Boarding**
 - Boardings per Rev. Hour
 - Boardings from O-Veh HHs
 - New Transit Trips
 - Average Travel Time
 - Acreage Served
 - 2040 Population Served
 - 2040 Jobs Served



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Bold = AAU Evaluation Measure

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Evaluation Results

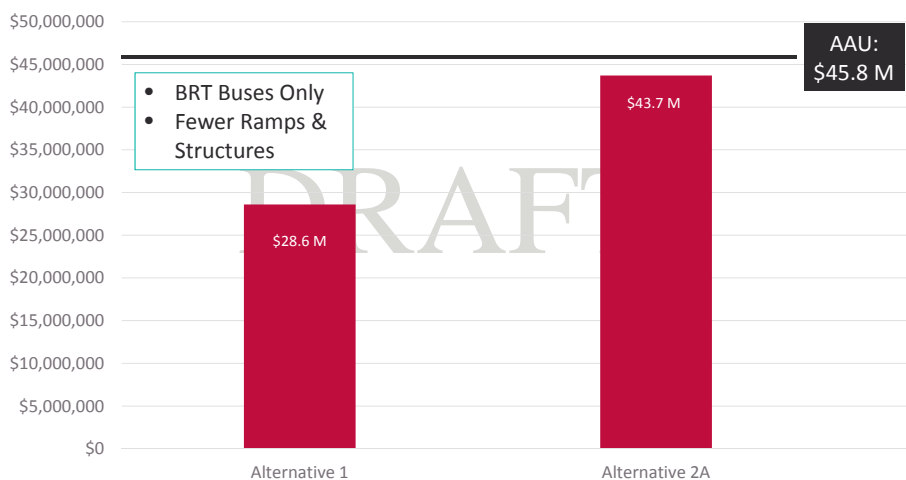
Measure	Alternative 1	Alternative 2A
Capital Costs	\$28,610,000	\$43,710,000
O&M Costs		
O&M Costs per Rev. Hour		
BRT Boardings		
O&M Costs per Boarding		
Boardings per Rev. Hour		
Boardings from O-Veh HHs		
New Transit Trips		
Average Travel Time		
Acreage Served		
2040 Population Served		
2040 Jobs Served		



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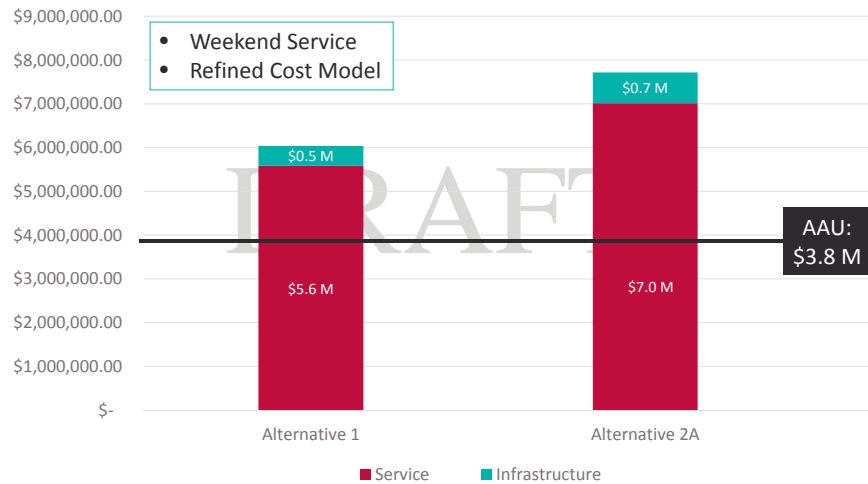
Capital Costs



Evaluation Results

Measure	Alternative 1	Alternative 2A
Capital Costs	\$28,610,000	\$43,710,000
O&M Costs	\$6,040,000	\$7,710,000
O&M Costs per Rev. Hour		
BRT Boardings		
O&M Costs per Boarding		
Boardings per Rev. Hour		
Boardings from O-Veh HHs		
New Transit Trips		
Average Travel Time		
Acreage Served		
2040 Population Served		
2040 Jobs Served		

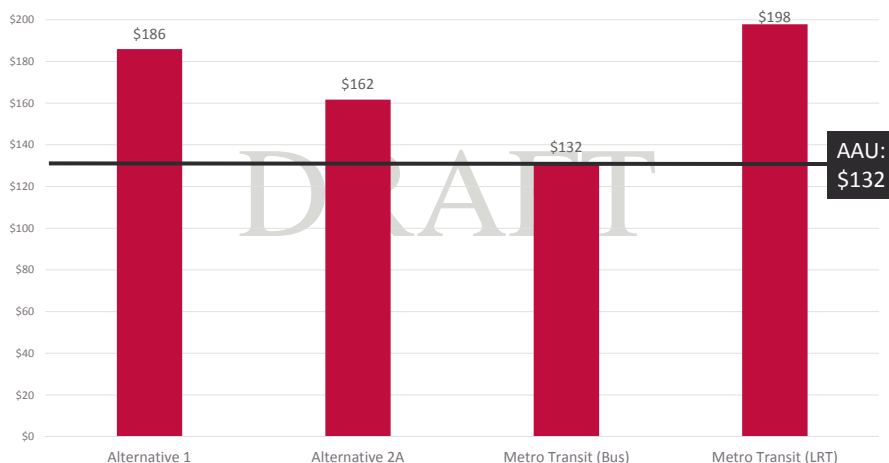
Operating and Maintenance Costs



Evaluation Results

Measure	Alternative 1	Alternative 2A
Capital Costs	\$28,610,000	\$43,710,000
O&M Costs	\$6,040,000	\$7,710,000
O&M Costs per Rev. Hour	\$186	\$162
BRT Boardings		
O&M Costs per Boarding		
Boardings per Rev. Hour		
Boardings from O-Veh HHs		
New Transit Trips		
Average Travel Time		
Acreage Served		
2040 Population Served		
2040 Jobs Served		

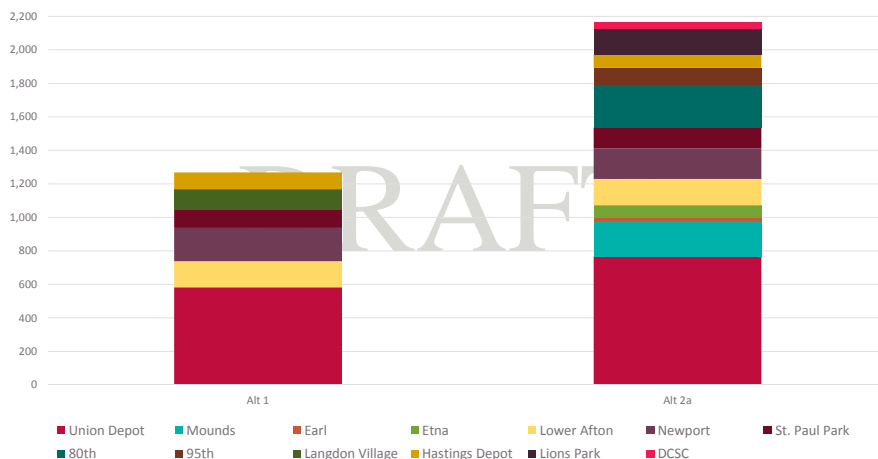
Operating and Maintenance Costs per Revenue Hour Comparison



Evaluation Results

Measure	Alternative 1	Alternative 2A
Capital Costs	\$28,610,000	\$43,710,000
O&M Costs	\$6,040,000	\$7,710,000
O&M Costs per Rev. Hour	\$186	\$162
BRT Boardings	1,250	2,150
O&M Costs per Boarding		
Boardings per Rev. Hour		
Boardings from O-Veh HHs		
New Transit Trips		
Average Travel Time		
Acreage Served		
2040 Population Served		
2040 Jobs Served		

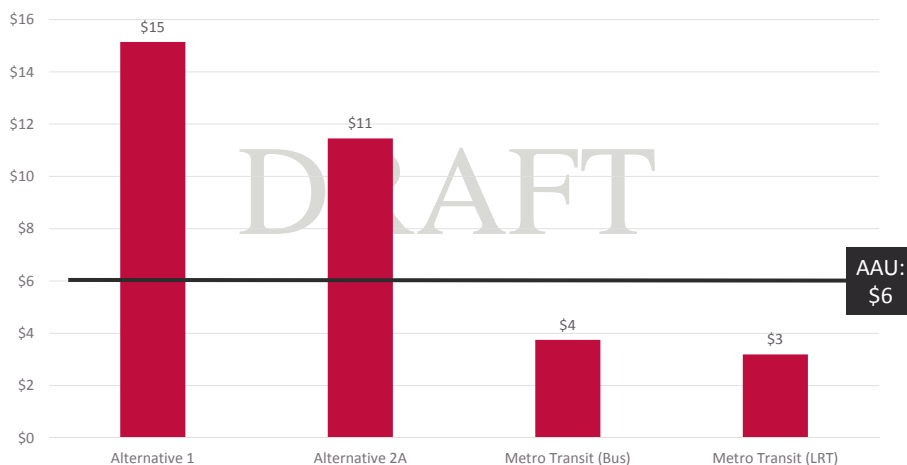
Boardings by Station



Evaluation Results

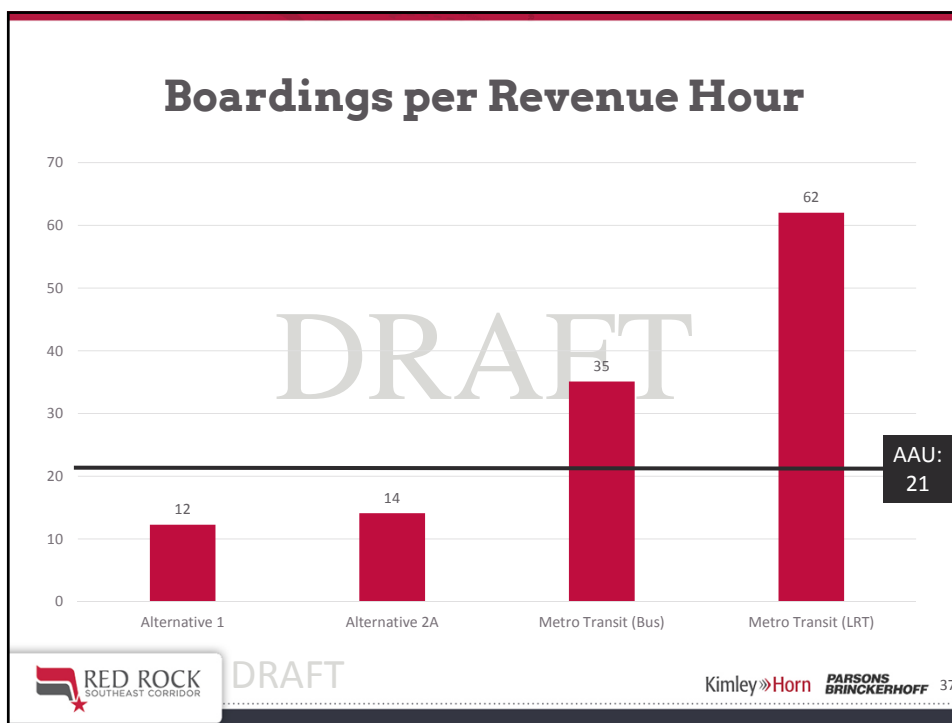
Measure	Alternative 1	Alternative 2A
Capital Costs	\$28,610,000	\$43,710,000
O&M Costs	\$6,040,000	\$7,710,000
O&M Costs per Rev. Hour	\$186	\$162
BRT Boardings	1,250	2,150
O&M Costs per Boarding	\$15	\$11
Boardings per Rev. Hour		
Boardings from O-Veh HHs		
New Transit Trips		
Average Travel Time		
Acreage Served		
2040 Population Served		
2040 Jobs Served		

Operating and Maintenance Costs per Boarding



Evaluation Results

Measure	Alternative 1	Alternative 2A
Capital Costs	\$28,610,000	\$43,710,000
O&M Costs	\$6,040,000	\$7,710,000
O&M Costs per Rev. Hour	\$186	\$162
BRT Boardings	1,250	2,150
O&M Costs per Boarding	\$15	\$11
Boardings per Rev. Hour	12	14
Boardings from O-Veh HHs		
New Transit Trips		
Average Travel Time		
Acreage Served		
2040 Population Served		
2040 Jobs Served		



Evaluation Results

Measure	Alternative 1	Alternative 2A
Capital Costs	\$28,610,000	\$43,710,000
O&M Costs	\$6,040,000	\$7,710,000
O&M Costs per Rev. Hour	\$186	\$162
BRT Boardings	1,250	2,150
O&M Costs per Boarding	\$15	\$11
Boardings per Rev. Hour	12	14
Boardings from O-Veh HHs	300	750
New Transit Trips		
Average Travel Time		
Acreage Served		
2040 Population Served		
2040 Jobs Served		

Zero-Vehicle Household Productions



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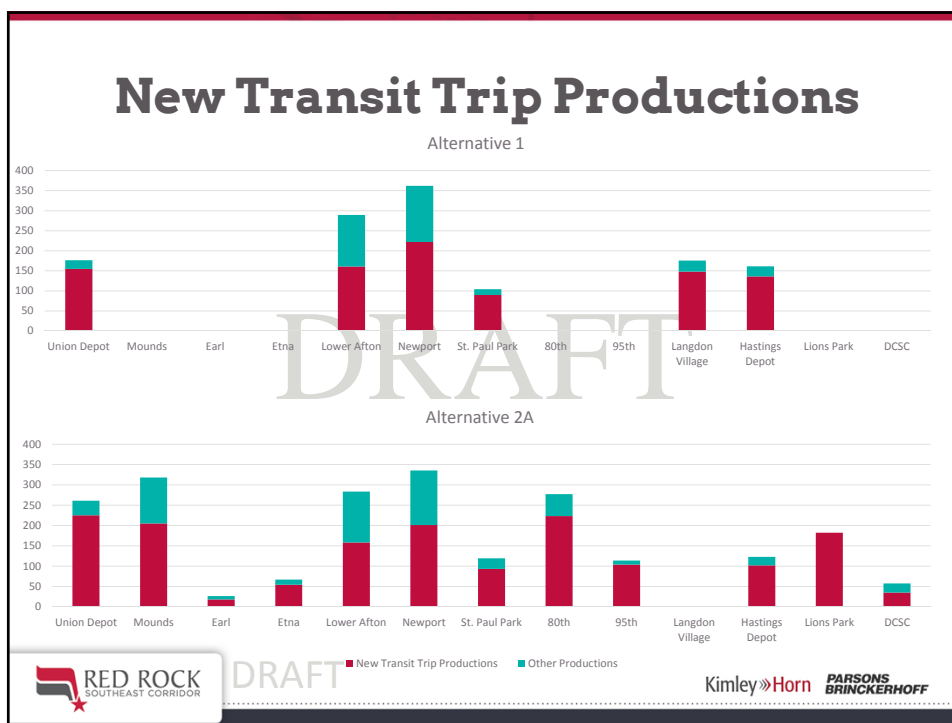
Evaluation Results

Measure	Alternative 1	Alternative 2A
Capital Costs	\$28,610,000	\$43,710,000
O&M Costs	\$6,040,000	\$7,710,000
O&M Costs per Rev. Hour	\$186	\$162
BRT Boardings	1,250	2,150
O&M Costs per Boarding	\$15	\$11
Boardings per Rev. Hour	12	14
Boardings from 0-Veh HHs	300	750
New Transit Trips	900	1,600
Average Travel Time		
Acreage Served		
2040 Population Served		
2040 Jobs Served		



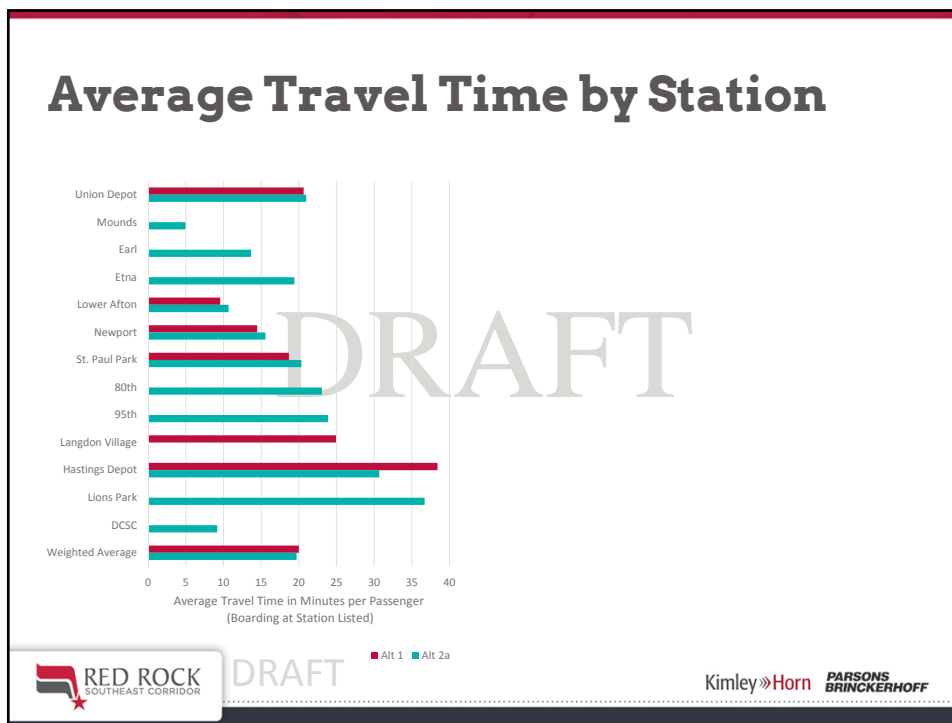
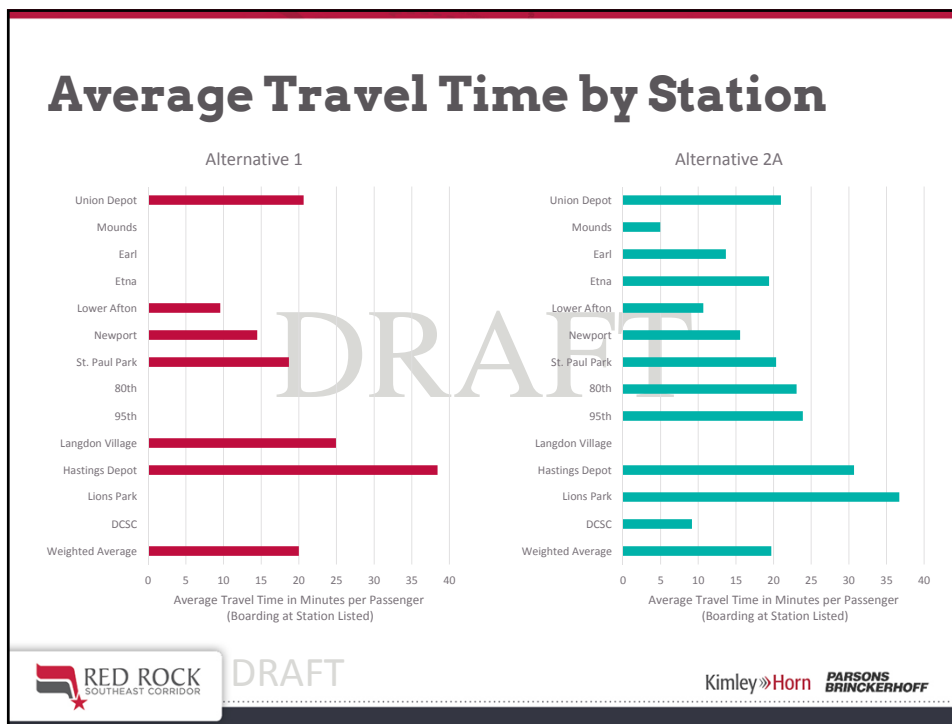
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Evaluation Results

Measure	Alternative 1	Alternative 2A
Capital Costs	\$28,610,000	\$43,710,000
O&M Costs	\$6,040,000	\$7,710,000
O&M Costs per Rev. Hour	\$186	\$162
BRT Boardings	1,250	2,150
O&M Costs per Boarding	\$15	\$11
Boardings per Rev. Hour	12	14
Boardings from O-Veh HHs	300	750
New Transit Trips	900	1,600
Average Travel Time	20	20
Acreage Served		
2040 Population Served		
2040 Jobs Served		



Evaluation Results

Measure	Alternative 1	Alternative 2A
Capital Costs	\$28,610,000	\$43,710,000
O&M Costs	\$6,040,000	\$7,710,000
O&M Costs per Rev. Hour	\$186	\$162
BRT Boardings	1,250	2,150
O&M Costs per Boarding	\$15	\$11
Boardings per Rev. Hour	12	14
Boardings from O-Veh HHs	300	750
New Transit Trips	900	1,600
Average Travel Time	20	20
Acreage Served*	750	2,100
2040 Population Served		
2040 Jobs Served		

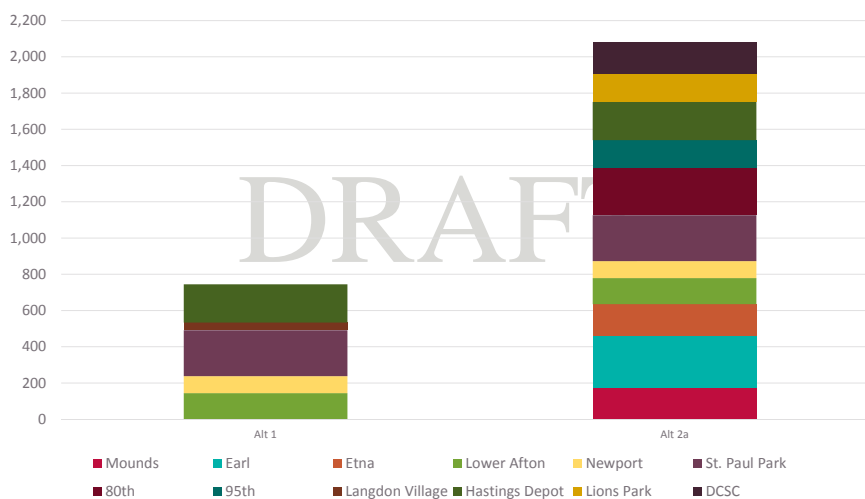


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*Excluding Union Depot

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Acreage within ½ Mile of Stations



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Evaluation Results

Measure	Alternative 1	Alternative 2A
Capital Costs	\$28,610,000	\$43,710,000
O&M Costs	\$6,040,000	\$7,710,000
O&M Costs per Rev. Hour	\$186	\$162
BRT Boardings	1,250	2,150
O&M Costs per Boarding	\$15	\$11
Boardings per Rev. Hour	12	14
Boardings from O-Veh HHs	300	750
New Transit Trips	900	1,600
Average Travel Time	20	20
Acreage Served	750	2,100
2040 Population Served*	1,900	11,600
2040 Jobs Served		

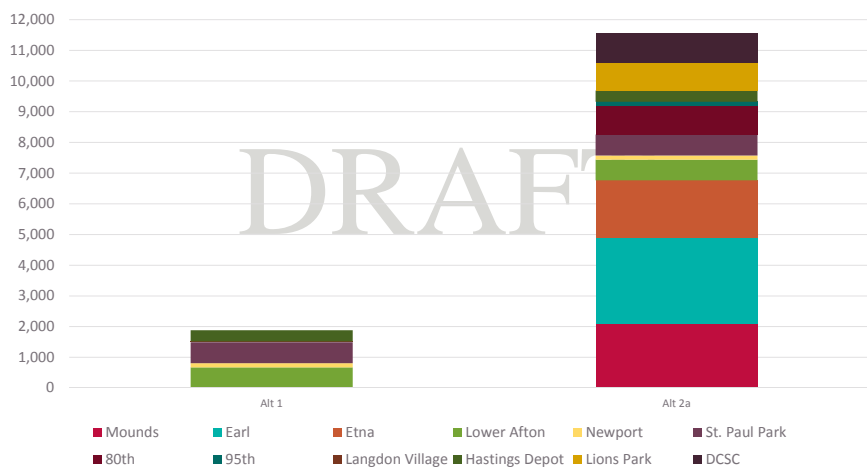


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*Excluding Union Depot

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Population within ½ Mile of Stations (2040)



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Evaluation Results

Measure	Alternative 1	Alternative 2A
Capital Costs	\$28,610,000	\$43,710,000
O&M Costs	\$6,040,000	\$7,710,000
O&M Costs per Rev. Hour	\$186	\$162
BRT Boardings	1,250	2,150
O&M Costs per Boarding	\$15	\$11
Boardings per Rev. Hour	12	14
Boardings from O-Veh HHs	300	750
New Transit Trips	900	1,600
Average Travel Time	20	20
Acreage Served	750	2,100
2040 Population Served	1,900	11,600
2040 Jobs Served*	700	3,200

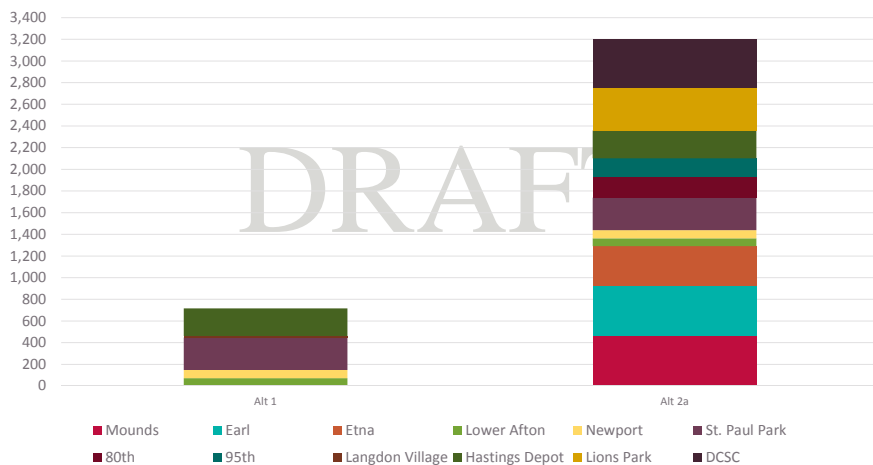


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*Excluding Union Depot

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Jobs within ½ Mile of Stations (2040)



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Evaluation Results

Measure		Alternative 1	Alternative 2A	AAU Goal
Capital Costs	✓	\$28,610,000	\$43,710,000	Cost
O&M Costs	✓	\$6,040,000	\$7,710,000	Cost
O&M Costs per Rev. Hour		\$186	✓ \$162	Cost
BRT Boardings		1,250	✓ 2,150	Mobility
O&M Costs per Boarding		\$15	✓ \$11	Cost
Boardings per Rev. Hour		12	✓ 14	Mobility
Boardings from O-Veh HHs		300	✓ 750	Environment
New Transit Trips		900	✓ 1,600	Environment
Average Travel Time	✓	20	✓ 20	Mobility
Acreage Served*		750	✓ 2,100	Development
2040 Population Served*		1,900	✓ 11,600	Development
2040 Jobs Served*		700	✓ 3,200	Development



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*Excluding Union Depot

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Recommendation

- On November 16th, 2015, the TAC recommended advancing Alternative 2 for public comment.
- Red Rock Corridor Commission Action Requested: Alternative recommendation for public comment.



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Next Steps

- BCAC: December (TBD)
- Open House: Wednesday, January 13
- TAC: January (TBD)

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Questions



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Red Rock Corridor Commission



PREPARED FOR

Red Rock Corridor Commission

PREPARED BY

Kimley»Horn PARSONS
BRINCKERHOFF

December 2, 2015



DATE: November 24, 2015
TO: Red Rock Corridor Commission
FROM: Staff
RE: Draft 2015 Work Plan and Budget

Background

Attached is the draft 2016 work plan and budget for the Commission. The key items in the work plan are also listed below:

- Finalize the Implementation Plan with updated construction and capital costs, revised station area plans, funding plan, and a stage approach for implementation.
- Offer guidance, monitor progress and prepare formal comments on studies that are being conducted or that could have an impact on the activities in the Red Rock Corridor.
- Continue communication efforts through the use of social media and updating the website to coincide with the next steps in the Corridor implementation.
- Informing state and federal legislators of the need for a transitway improvement in the Red Rock Corridor.
- Continue to actively engage the business community, community advocacy groups, and the various other stakeholders in the corridor.

The proposed 2016 budget is \$190,000. It includes funding for corridor administration, the implementation plan, and public involvement activities such as events and ongoing communication services. Contributions would be split between the four counties based on the established formula. The total contribution amount has been offset by using \$5,000 of the existing fund balance.

Part of the approval will be the scope of work for the communication contract with Jonson Group and the extension of the Implementation Plan with Kimley-Horn.

Staff will provide an overview of the draft work plan and budget at the meeting and will seek input from the Commission. This is the second reading of the budget and work plan.

Action

Approval



DATE: November 24, 2015
TO: Red Rock Corridor Commission
FROM: Staff
RE: Implementation Plan Contract Extension

Item 5a

Implementation Plan

On behalf of the Commission, Washington County Regional Railroad Authority (WCRRRA) has contracted with Kimley Horn to complete the Implementation Plan. As we have worked through the first phases of the Implementation Plan, there are a few tasks that we would like to complete that were not part of the original scope of work. Those items include station planning work for the new stations identified along the BRT routes, support for each city to accurately represent Red Rock in the upcoming comprehensive plan process, and ridership modeling and service planning for additional express bus routes in the corridor that would be implemented to build ridership in the corridor for eventual BRT service.

This scope of work was used to apply for a 2016 CTIB grant using Washington County's 3% guaranteed funds. The Commission approved applying for this grant and providing the match at the September meeting. The funds total \$150,000 of which \$135,000 would be from CTIB and \$15,000 would be match from the Commission.

Kimley Horn has prepared a scope of services and budget for the extended scope of work which is below.

Consultant shall perform the following Additional Services:

Additional Travel Demand Forecasting

Kimley-Horn will conduct additional travel demand forecasting to support phased implementation of the Red Rock Corridor. The current 2040 full implementation forecasts will be supplemented with up to one interim phase forecast.

Additional Station Area Planning

Kimley-Horn will conduct additional station area planning to account for changes to project scope through the initial months of the implementation plan project. Additional detail has been added to the BRT alternative under study which would benefit from a more intense assessment of the station areas in each of the Red Rock Corridor communities. Furthermore, station area planning related to BRT stations would address more compact development areas than the previous commuter rail assumptions and would be more closely tied to local land use guidance

and redevelopment vision.

Each station area would have a limited scope of study that will include:

- Up to three meetings with representatives from each corridor city with a station (up to 15)—one assumed at task onset, an interim meeting, and at task conclusion
- a general conditions analysis (including local development knowledge)
- a summary review of guiding plans, policies, and codes
- development alternatives and an illustrative development framework to communicate redevelopment and investment potential.

Deliverable:

A technical memorandum detailing the methodology used to complete the analysis, the results, and any changes needed to the envisioned development at stations from the 2012 Station Area Planning Study.

For the Additional Services set forth above, Washington County Regional Railroad Authority shall pay Consultant the following additional compensation:

\$150,000

Action:

Authorize WCRRA on behalf of the Commission to extend the current contract with Kimley Horn for the expanded scope of work in the amount of \$150,000.



DATE: November 24, 2015
TO: Red Rock Corridor Commission
FROM: Staff
RE: 2016 Communications Contract

Item 5a

2016 Communications Contract

On behalf of the Commission, Washington County Regional Railroad Authority (WCRRA) has contracted with Johnson Group to provide communication services for Red Rock Corridor through February 2016. Johnson Group has effectively provided communication services since June 2014 including rebranding Red Rock Corridor, hosting and launching the new redrockcorridor.com and has begun increasing the awareness of Red Rock Corridor as the project continues to progress. In order to better align with the Commission budgeting process staff is recommending that the Commission extend the contract with Johnson Group to February 28, 2017.

Johnson Group has prepared a scope of services and budget for the upcoming year which is attached to this memo. The proposed budget for 2016 services is \$25,000 which is included in the approved 2016 scope of services and budget for the Commission.

Highlights of the 2016 communication scope of services include (details are included in an attached memo):

- Email Marketing
- Social Media Posting & Management
- Awareness Campaign
- Media Relations
- Ongoing Website Updates and Maintenance
- Continued Website Hosting

Action:

Authorize WCRRA on behalf of the Commission to extend the current contract with Johnson Group to continue to provide communication services through February 28, 2017 in the amount of \$25,000 with the attached scope of work.



Agenda Item #5b

DATE: October 15, 2015

TO: Red Rock Corridor Commission

FROM: Johnson Group

RE: Proposed 2016 Strategic Communications Activities
Contract period March 1, 2016 – February 28, 2017

Summary

2015 saw the foundation of the new Red Rock objective and brand delivered the audience through a variety of mediums. 2016 will strive to continue to deliver messages to the target audience and education the communities on the progress of the Implementation Plan.

In 2016, Johnson Group (the Consultant) will continue to provide communications support to inform key audiences within the Red Rock Corridor. The Consultant is recommending the Commission use a strategic mix of media, online and face-to-face communication activities, and collateral information to raise awareness, engage communities and build support for the Red Rock Corridor.

The Consultant recommends several initiatives in 2016 to complement the base strategic communications activities that began in 2014 and continued in 2015. This summary of the initiatives is further explained below.

2016 Communications Initiatives

Project Management and On-going Strategy

Provide strategic counsel on the impact of marketing decisions on stakeholders and ways to keep public opinion positive, update the strategic communications plan as needed, meet with Commission staff in-person or by phone as needed, attend Commission meetings as needed, and stay abreast of key talking points and milestones.

Email Marketing

Bi-monthly content development, implementation and distribution of Red Rock Corridor e-newsletters. Content and message will focus on building the new brand of a multi-modal transit corridor and the Implementation Plan. Includes management and maintenance of the email database.

Social Media Posting & Management

Management, posting and sharing of content on social media platforms. Goal will be to post a minimum of 4 items per week related to Red Rock Corridor, transit news, events, local community and state issues, etc.

Awareness Campaign

Strategy, planning, design and implementation of a Red Rock Corridor awareness campaign targeted to Red Rock Corridor residents and businesses. The campaign will focus on online mediums such as Facebook and Google. The goal of the campaign will be to increase awareness of the corridor and generate views to the new Red Rock Corridor website. Success of the campaign will be measured based on website visits and newsletter sign ups.

Media Relations

Press release writing, distribution and story pitches to local media outlets specific to Red Rock Corridor activities and progress.

Website Updates and Maintenance

Support for updating content of the site.

Website Hosting

The Consultant will continue to host redrockcorridor.com and ensure the site remains available in desktop, tablet and mobile from. Current up time of the site has been 99.9%.

Contingency

A contingency budget has been included to allow for any items that may come up throughout the year. This assures we will be prepared and able to react to any communication needs that have not been pre-planned.

Budget

Category	Budget
Email Marketing (6 per year)	\$7,200.00
Social Media Posting & Management	\$3,600.00
Awareness Campaign	\$7,000.00
Media Relations	\$3,000.00
Website Updates & Maintenance	\$2,500.00
Website Hosting	\$180.00
Contingency	\$1,520.00
TOTAL	\$25,000.00

Red Rock Corridor Commission

2016 Draft Work Plan

1. General Activities

The Red Rock Corridor Commission (RRCC) will work with corridor municipalities, chambers of commerce's and other business groups, community members, the Counties Transit Improvement Board (CTIB), the Metropolitan Council (Met Council), Metro Transit, the Minnesota Department of Transportation (MnDOT), the Minnesota High Speed Rail Commission (MNHSRC) and the Railroads as needed to continue the advancement of the Red Rock Corridor. To accomplish this, the RRCC will do the following:

1. Offer guidance, monitor progress and prepare formal comments on studies that are being conducted or that could have an impact on the activities in the Red Rock Corridor.
2. Work with state and local agencies to identify regional priorities for all transportation modes in the corridor.

2. Advocacy and Legislative Coordination

The Commission will continue to develop policy positions and advocate for improved transit to serve the Corridor and the Twin Cities region.

Commission activities include:

1. Informing area legislators and legislative leadership of the need for a transitway improvement in the Red Rock Corridor.
2. Advocating for increased funding at the state and federal level to advance the development of the Red Rock Corridor.
3. Coordinating legislative initiatives with the CTIB and other transitway corridors.
4. Coordinating legislative initiatives with potentially impacted freight railroads.
5. Establishing positions on legislative initiatives that affect the Red Rock Corridor.
6. Strengthen partnerships with the business communities and partner communities.

3. Public Involvement

The Commission's public involvement activities will continue to finalize the Implementation Plan. The Commission's activities will include:

1. Continue role of the Business and Civic Advisory Committee (B-CAC) to act as liaisons engaging local stakeholders, business members and citizens in the planning process enabling two-way communication between the project and the community. Membership should be as inclusive as possible.
2. Presentations to civic and community groups throughout the Corridor.
3. Distribution of newsletters and project updates at various public events including fairs and community festivals.

4. Media recognition of Commission meetings and events through print, radio, and public access television.
5. Coordination of updates to the project website to coincide with the multiple studies being undertaken.
6. Host a website and manage content and utilize social media.
7. Host events or tours to build awareness for the Red Rock Corridor to better inform project stakeholders and the general public

4. Management, Policy and Administrative Activities

Commission activities will include:

1. Prepare and adopt the annual Work Plan and Budget
2. Prepare the annual financial report
3. Review insurance needs and procure appropriate insurance
4. Provide Commission and staff administration
5. Manage Commission expenses
6. Manage the consultant selected for each of the various work tasks undertaken by the commission
7. Attend regional/national conferences to educate members on transit alternatives and their impact on the built environment.

5. Implementation Plan

In 2015 the Commission approved completing an Implementation Plan with the following goals:

- Identify more specific construction and capital costs;
- Revise station area plans guided by market analysis for bus rapid Transit;
- Determine a funding plan; and
- Establish a staged approach for implementation of the plan.

Implementation Plan activities, including the CTIB scope amendment, will continue into 2016 as the Kimley-Horn team finalizes the study based on the scope of work listed above.

The Red Rock Corridor Implementation Plan contract will be administrated by the Washington County Regional Railroad Authority (WCRRA) on behalf of the Red Rock Corridor Commission.

2016 Draft Budget

2016 Expenditures

Capital Expenditure Source	Amount
CTIB Grant for Amended Implementation Plan Scope	\$ 135,000
RRCC Local Match	\$ 15,000
TOTAL	\$ 150,000

Operating Expenditure Category	Amount
Corridor Administration / General Activities ⁽¹⁾	
- Corridor Insurance	\$ 3,000
- Materials / Postage / Printing / Memberships	\$ 3,500
- Events / Tours / Advertising	\$ 3,500
- Travel to a National Transit Conference ⁽²⁾	\$ 0
- Travel to learn about another transit System ⁽²⁾	\$ 0
Subtotal	\$10,000
Advocacy and Legislative Coordination	
- Travel to Washington D.C. ⁽¹⁾	\$ 0
- Federal/State Advocacy	\$ 0
Subtotal	\$ 0
Public Involvement	
- Website Hosting / Content Management	\$ 5,000
- Communication Services	\$ 20,000
Subtotal	\$ 25,000
Contingency	\$ 5,000
TOTAL	\$ 40,000

Notes:

1. The county regional railroad authorities are conducting administrative functions, including mailings. Such items are eligible for reimbursement as approved by the Commission.
2. Out of state travel costs to transit conferences, to learn about another transit system, or advocacy trip to Washington D.C. will be the responsibility of each individual member the unless the Commission's Financial Members unanimously approve the use of contingency funds to pay for travel.

2016 Expenditure Summary

Expenditure Type	Amount
Capital (Implementation Plan Scope Increase)	\$ 150,000
Operating	\$ 40,000
TOTAL	\$ 190,000

2015 Revenue Summary

Revenue Source	% Due	Amount Due	Fund Balance ⁽¹⁾	Total Revenue
Regional Railroad Authority				
- Ramsey County	37.5%	\$ 18,750	\$1,875	\$ 20,625
- Washington County	35%	\$ 17,500	\$1,750	\$ 19,250
- Hennepin County	17.5%	\$ 8,750	\$875	\$ 9,625
- Dakota County	10%	\$5,000	\$500	\$5,500
DUES		\$50,000	\$5,000⁽²⁾	\$55,000
CTIB Grant for Implementation Plan	-----	\$135,000	-----	\$135,000
REVENUE TOTAL				\$ 190,000

Notes:

1. This is only an estimate of expected end of year fund balance based on projected revenues and expenses. The fund balance total is subject to change based on actual revenues and expenses incurred.
2. \$5,000 of the Commission's projected \$46,800 2015 end of year fund balance will be used to offset the 2016 budget contribution and the remaining will be held in reserve.



DATE: November 24, 2015
TO: Red Rock Corridor Commission
FROM: Staff
RE: Communications Update

Item 6
Website

There have been 2370 website views in the last 30 days.

Facebook

The Facebook page is now up to 302 likes. There have been no instances where comments needed to be removed from the Facebook page in accordance with the Commission's Facebook use policy.

Action:
Information



DATE: November 24, 2015
TO: Red Rock Corridor Commission
FROM: Staff
RE: 2016 Meeting Dates, Location, and Time

In 2015 the Commission moved meetings to the fourth Thursday of the month at 4:30 p.m. at Newport City Hall. Accordingly, the meeting schedule for 2016 is as follows:

- January 28th
- February 25th
- March 24th
- April 28th
- May 26th
- June 23rd
- July 28th
- August 25th
- September 22nd
- October 27th
- November 24th (would need to reschedule due to holiday)
- December 22nd

Action:
Information