

**T** Transportation Committee  
**Meeting date: November 28, 2011**  
**Metropolitan Council Meeting: December 14, 2011**

**ADVISORY INFORMATION**

**Date:** November 17, 2011  
**Subject:** Central Corridor Light Rail Transit (Green Line): St. Paul Area Chamber of Commerce Amendment to Agreement for Services  
**District(s), Member(s):** All  
**Policy/Legal Reference:** Minnesota Statutes Chapter 117 and M.S § 473.405 Met Council 3-3 Expenditures Policy  
**Staff Prepared/Presented:** Brian Lamb, General Manager, 612-349-7510  
Mark Fuhrmann, Deputy General Mgr, 651-602-1942  
Rich Rovang, CCLRT Project Director, 651-602-1941  
Robin Cauffman, CCLRT Manager of Public Involvement, 651-602-1457  
**Division/Department:** Metro Transit / Central Corridor Project Office

**Proposed Action**

That the Metropolitan Council authorize the Regional Administrator to execute an amendment to extend the services contract for two years with the St. Paul Area Chamber of Commerce (SPACC) to Dec. 31, 2013; and to increase the contract with SPACC by \$72,100 to a total not to exceed amount of \$212,100 to support business outreach efforts and support the Central Corridor business marketing program.

**Background**

The initial sole source contract with the SPACC was executed in 2007 for \$35,000 for 2007 business support services. The agreement has been amended annually to extend the contract and increase the contract by \$35,000 per year. Therefore, with this amendment extending the contract for two more years, the total amended contract amount is \$212,100.

Central Corridor LRT started heavy construction in March 2011 and will continue through 2013. During this time period, construction will impact over 1,400 businesses along the corridor. Additional staff resources, especially with a business background, are needed to keep businesses informed, mitigate impacts and promote businesses during construction.

On September 28, 2011, the Metropolitan Council authorized the use of \$1.2 million for a business marketing program. The Metropolitan Council is in the process of selecting a consulting team to conduct the business marketing. The marketing program will include a committee made up of business representatives to advise the selected consultant on marketing strategies.

SPACC will provide the following services:

- Recruit, organize and coordinate the Marketing Advisory Committee (Advisory Committee) for the Metropolitan Council’s Marketing Services Contract for Central Corridor Businesses beginning in March 2012 – December 2013.

- Staff the Advisory Committee including coordinating schedule, creating minutes, developing and tracking of evaluation metrics, and relaying Advisory Committee results to the Marketing Services Contractor.
- Oversee incorporation of the business mitigation marketing plan, currently known as the Discover Central Corridor ([www.discovercentralcorridor.com](http://www.discovercentralcorridor.com)) campaign into the Marketing Services contract. Provide input on behalf of the Metropolitan Council regarding decisions made about this transition.
- Continue with business outreach activities described in the current contract.

## **Rationale**

Since 2007, the St. Paul Area Chamber of Commerce has been supporting the Metropolitan Council's outreach program. SPACC represents over 800 businesses in St. Paul, Midway and Minneapolis and uses its resources such as directories, contact lists & newsletters to support the Metropolitan Council's business outreach efforts.

The Central Corridor Business Resources Collaborative (BRC) requested that the Metropolitan Council provide funding for marketing the businesses during construction. With the addition of the Metropolitan Council's business marketing program, the scope of work is being amended to include staffing the business marketing advisory committee and supporting the Metropolitan Council's staff in managing the contract.

## **Funding**

Funding for this contract is included in the community outreach budget as part of the overall \$956.9 million project budget. No project contingency is required.

## **Known Support / Opposition**

This amendment is consistent with the request by providing additional staff resources to manage the marketing contract and seek public input via an advisory committee. This contract ensures that businesses have a recognized business advocacy organization within the business community to organize their oversight of the marketing services contract.

Opposition, if any, is likely to include other business advocacy groups of a smaller nature, including those opposed to the mitigation plan and level of support provided by the Metropolitan Council to their business members.