



Minnesota High Speed Rail Commission Meeting

Thursday, July 12, 2018
9:30 AM – 11:30 AM

Jury Assembly Room, Goodhue County Justice Center
454 W. 6th Street, Red Wing, MN 55066

AGENDA

Item		Action
1.	Call to Order and Introductions	
2.	Approval of Agenda	Approval
3.	Page 2 Minutes of May 3, 2018 Meeting *	Approval
4.	Page 6 Checks and Claims *	Approval
5.	Page 15 Public Advocacy and Outreach Activities *	
	a. May – June 2018 Activity Report	Information
6.	Page 21 Update on Solicitation for Communications Consultant *	Information
7.	MnDOT Passenger Rail Report	
	Dan Krom and Frank Loetterle, MnDOT	
	a. TCMC Intercity Passenger Rail Study	Information
	<u>(Following the presentation, there will be an opportunity for public comment)</u>	
	b. State Legislative Update	Information
8.	Commissioner Reports	Information
9.	Other	Information
	a. Next scheduled meeting: September 6, 2018	

*Information Enclosed
Questions? Contact Kevin Roggenbuck of the Ramsey County Regional Railroad Authority at 651-266-2790 or by email at kevin.roggenbuck@co.ramsey.mn.us

Union Depot, Suite 200
214 4th Street East
St. Paul, MN 55101
651-266-2760

www.mnhighspeedrail.com

RIVER ROUTE MEMBERS:

Dakota County
Regional Rail Authority

Goodhue County
Regional Rail Authority

Ramsey County
Regional Rail Authority

Wabasha County
Regional Rail Authority

Winona County
Regional Rail Authority

Cottage Grove

Goodview

Hastings

La Crosse Area
Planning Committee

Lake City

Prairie Island Indian Community

Red Wing

St. Charles

St. Paul

St. Paul Park

Utica

Wabasha

Winona

Agenda Item #3

**MINNESOTA HIGH-SPEED RAIL COMMISSION MEETING
GOODHUE COUNTY JUSTICE CENTER, RED WING, MN
THURSDAY, MAY 3, 2018
MEETING SUMMARY**

MEMBERS:

City of Winona, Paul Schollmeier	City of St. Paul Park, Sandi Dingle
City of Red Wing, Sean Dowse	Wabasha County, Cheryl Key
Ramsey County, Janice Rettman	Winona County, Jim Pomeroy
Goodhue County, Paul Drotos	Dakota County, Mike Slavik
City of St. Paul, Jane Prince	

OTHERS:

Ramsey County RRA; Kevin Roggenbuck	MnDOT, Dan Krom
Ramsey County, Becky Milbrandt	All Aboard Minnesota, John Goodman
All Aboard Minnesota, Jack Barbier	All Aboard Minnesota, Edward Johnson
AECOM, Mike Couse	MnDOT, Frank Loetterle
Dakota County, Matt Parent	

1. CALL TO ORDER AND INTRODUCTIONS

Chair Rettman called to order at 9:31 a.m.

2. APPROVAL OF AGENDA

A motion to approve was requested. Key moved for approval of the agenda, seconded by Dingle. The motion passed unanimously by voice vote.

3. MINUTES OF THE JANUARY 4 AND MARCH 1, 2018 MEETING

A motion to approve the minutes was requested. Dowse moved for approval of the minutes, seconded by Prince. The motion passed unanimously by voice vote.

4. CHECKS AND CLAIMS

A motion to approve was requested. Dingle moved for approval of the checks and claims, seconded by Key. The motion passed unanimously by voice vote.

5. RFQ FOR PUBLIC COMMUNICATIONS CONSULTANT

Rettman recognized the subcommittee for their work on developing the Request for Quotes (RFQ) for a public communications consultant to the Commission. A draft of the RFQ document was reviewed. It will be administered through the Ramsey County Procurement office. Roggenbuck reviewed changes in this RFQ since the last RFQ was released in 2016. Changes recommended by the subcommittee included:

1.2. Background Information –

- Eliminated the budget amount and included the amount of the previous two-year contract as a guide

1.3. Scope –

- Added language in the three main communication areas: advocacy for the Twin Cities-Milwaukee-Chicago Second Train (TCMC) project, communications with the Commission and the media, and design or procurement of hard-copy printed materials
- Updated Attachments A-D
- Changed references to the “Commission” to “MNHSRC”. Roggenbuck noted that some references were missed but they will be fixed before the RFQ is released.

1.5. Contract Term

- The date of the Agreement will be updated

There was discussion about the language related to the frequency of Facebook posts. After some discussion, it was decided that the wording in the RFQ should be changed from “two or three times each week” to “at least two or three times each week”.

Rettman noted that the remainder of the document is boilerplate contract language. Roggenbuck explained that the release and due dates were selected to avoid summer holidays. Once all the responses are received, a review committee will be formed to evaluate and rank the applicants. The evaluation criteria and point values was reviewed.

Slavik indicated that he has received feedback from some legislators that the name “High Speed Rail Commission” is detrimental to the work that this group is focused on. There was support for having a future discussion about engaging in rebranding efforts that moves away from the high-speed rail name and more accurately reflecting the focus on the Second Train project.

A motion to approve was requested. Pomeroy moved for approval of the RFQ for Public Communications Consultant, seconded by Drotos. The motion passed unanimously by voice vote.

6. PUBLIC OUTREACH AND ADVOCACY ACTIVITIES

ACTIVITY REPORT:

Roggenbuck provided highlights of the activities that have taken place between December 2017 and April 2018:

- The consultant developed the TCMC Second Train Economic Benefits facts sheet
- Developed a legislative advocacy push, including opinion editorial letters that were distributed to the members for publication in newspapers along the River Route
- Distributed an action alert to supporters encouraging them to send letters to committee chairs and bill authors
- Created a new PowerPoint presentation on the Second Train for use but the speaker’s bureau Worked with All Aboard MN (AAMN) to promote rail events in Red Wing and Winona

- Posted about 150 posts to Facebook; approximately one per day (Facebook activity averages over 2000 likes per month)
- Promoted Train Day and other events along the River Route

AAMN OUTREACH EVENTS IN RED WING AND WINONA:

Jack Barbier explained that AAMN's mission is to educate and advocate for modern train travel. He reported on two successful outreach sessions that took place recently. The first was held at the Red Wing Chamber of Commerce. The economic benefits to Red Wing resulting from the Second Train, as well as information about the service and schedule was shared. There was also a lively question and answer session. The event in Winona was held in two phases; the first for civic and business leaders and the second for citizens. The events were well attended with over 50 people in attendance. There was a robust question and answer period and a push for people to contact their legislators in support of the Second Train. Schollmeier thanked AAMN for promoting and coordinating these events.

Roggenbuck reported that the City of La Crescent, which is not a member of the Commission, approved a motion supporting the Second Train and sent a letter of support to Governor Dayton.

7. MNDOT PASSENGER RAIL REPORT

a. TCMC Intercity Passenger Rail Study – Dan Krom and Frank Loetterle

Krom provided an update on the study work that is expected to be done in the next two months:

- A revised schedule for implementation and service has been created
 - 2018-2020, Phase 2 - complete the environmental review process, advance the preliminary design and publish the service development plan, requiring a minimum investment of \$1 million by MnDOT. Federal matching funds may be available
 - Late 2020, Phase 3 – Final design expected to take one year, MnDOT's share of the cost would be approximately \$3 million
 - Late 2021, Phase 4 – Construction expected to go through 2023
 - Service could begin in 2023
- The consultants are continuing the RTC modelling to finalize the options for service between Saint Paul and Milwaukee and integrating that with the Hiawatha service expansion between Milwaukee and Chicago
- A second consultant group has been added to help MnDOT decide on a schedule, review needed infrastructure improvements and continue with the conceptual engineering
- The complete technical report and conceptual engineering will be done by the end of June and shared with the Commission at the July meeting
- The project team plans to have biweekly calls to review progress

Krom stated that many legislative issues need to happen before the project is completed. Wisconsin has indicated that the legislature won't look at any additional funding until after the next election (January 2019). The FoxConn deal is forcing Wisconsin to look at expanding passenger rail between Milwaukee and Chicago.

Loetterle provided an update on the service to Duluth Service

- Tier 1 environmental assessment was completed in 2013

- Tier 2 environmental assessment looked at stations, sidings and other facilities. The modeling was done in a couple of stages and the benefit-cost analysis revealed that the most cost-effective option is to have four round trips per day at a maximum speed of 90 miles/hour

Loetterle reported that all building will be done within the right-of-way so no land purchases are needed. The project has reached a point where it is ready to receive funding; however, an agreement with BNSF has not been reached yet. Amtrak will be the operator. Final construction and design could be completed in 2.5 years. Loetterle expects most of the operating costs would be returned within three to four years. He encouraged people to advocate for this project with their elected officials. Krom stated that, due to lack of legislative interest for individual projects, all the corridor groups are coming together to support on legislative funding request. The Duluth service work is funded through June 30, 2019.

There was discussion about the Superior station and options riders have when they disembark. Krom explained that there will be a large parking area at the station. Other transit options include regional bus service and Lift/Uber. Loetterle reported that conversations about purchasing or leasing the train sets are still ongoing.

b. State Legislative Update

Roggenbuck reported that funding for Second Train was not included in the House bonding bill. He encouraged Commission members to contact House leadership to show support for the project. The Senate has not released their bill yet. Roggenbuck will send out another member alert as a reminder.

Public Comment:

Concern was expressed about the name of the Commission and the negative implications it may have on the project.

There was also concern that Amtrak *Empire Builder* could be downgraded or eliminated by the new Amtrak administration.

All Aboard MN is having a Rail Summit on June 1. A flyer on this event was handed out.

8. COMMISSIONER REPORTS

Prince, Dowse, Drotos, and Schollmeier all indicated that they will be attending Train Day on May 5. Pomeroy announced that this is his last year on the board as he is retiring. Dingle reported on the Mayors Conference. The primary topics discussed were jobs, housing and transportation. Slavik requested that page numbers be added to the meeting agenda. He also asked about the possibility of reducing the number of Commission meetings per year to five and/or allowing members to attend via video conference.

9. OTHER

- a. The next meeting of the MN High Speed Rail Commission is scheduled for Thursday, July 5; however, it was suggested that the meeting be moved back a week due to the Independence Day holiday.
- b. Train Day May 5 – AAMN was thanked for their work on this event.

Upon completion of the agenda, the meeting was adjourned at 10:56 am.

Agenda Item #4**MEMORANDUM**

TO: Minnesota High Speed Rail Commission Members
FROM: Staff
DATE: July 5, 2018
RE: Checks and Claims
ACTION: Approval

Attached is invoice #180639 from Jeff Dehler Public Relations for services related to advocacy and outreach for the MN High Speed Rail Commission. The invoice covers the time from April 21 through June 20, 2018.

The invoice is summarized below. Staff has reviewed the billing and found it to be accurate.

Jeff Dehler Public Relations: strategic counsel, media relations, corridor advocacy, public information and website updates. The invoice also includes several out of pocket expenses.

Invoice # 180639	\$ 3,081.57
TOTAL	\$ 3,081.57

The Commission entered a two-year contract with Jeff Dehler Public Relations beginning on September 12, 2016. The total amount of the contract is \$74,000. Including the amounts in invoice #180233 and #180436 above, the remaining contract balance is \$6,420.00.



Educate. Communicate. Motivate.

June 21, 2018

Kevin Roggenbuck
 Ramsey County Regional Railroad Authority
 Union Depot, Suite 200
 214 4th Street East St.
 Paul, MN 55101

Dear Kevin:

Enclosed is DehlerPR invoice #180639 totaling \$3,081.57 for work performed on behalf of the Minnesota High-Speed Rail Commission from April 21 through June 20, 2018. This includes out of pocket expenses of \$225 to the US Postmaster for the Reply Mail Account renewal, \$420 to IdealSpeech Creative for web updates and design work, \$10 to Facebook for a boosted post, and \$21.57 to 1&1 Internet for support on email.

Media relations –Noyed –1.5

- Monitor guest column
- Media Check and legislative

Corridor Advocacy – Dehler– 2.25 ; Noyed – 5.5

- Legislative and Train Day event planning
- Legislative and Train Day follow-up with postcards and letters
- Legislative Action Plan
- Supporter spotlights and highlights
- Updates to Community Liaisons

Public Information - Dehler – 5; Noyed – 10

Dehler

- Review and edit Enewsletter content, Eblasts, spotlights and FB posts
- Message development
- Edit and oversee materials creation
- Coordination of presentations
- Website reorganization
- Website update review
- Legislative update email

Noyed

- Check HSR email inboxes, comment checks and responses
- Draft and edit enews and eblasts
- Create Facebook events for meetings, Draft and schedule FB posts
- Update contact lists
- Draft and coordinate website updates
- Create website content
- Email campaign creation and content
- Create summer event listing
- Boost and monitor posts

Strategic Counsel – Dehler – 3; Noyed – 6.5

- Planning: emails, phone calls/meetings between consultants, webmaster, MnDOT representatives and K. Roggenbuck
- Project management: Report, File and database management
- Reporting and commission communications
- Database updates
- Legislative communications

Please note, Jeff Dehler Public Relations legal address is in Minnesota. Please remit payment to:

Jeff Dehler Public Relations
10369 Camille Ct
Indianapolis, IN 46236

Please don't hesitate to call if you have any questions about this invoice. Thank you!

Sincerely,

Jeff Dehler, APR

DehlerPR | Minneapolis | Indianapolis | Charleston | JeffDehlerPR@gmail.com | 763-443-1093
jeffdehlerpr.weebly.com

Jeff Dehler Public Relations LLC
 10569 Camille Ct
 Indianapolis, IN 46236-8293
 US
 763-443-1093
 jeffdehlerpr@gmail.com

Invoice

BILL TO
Minnesota High-Speed Rail Kevin Roggenbuck Ramsey Co. Regional Rail Union Depot, Suite 200 214 4th Street East St. Paul, MN 55101

SHIP TO
Minnesota High-Speed Rail Kevin Roggenbuck Ramsey Co. Regional Rail Union Depot, Suite 200 214 4th Street East St. Paul, MN 55101

INVOICE #	DATE	TOTAL DUE	DUE DATE	TERMS	ENCLOSED
180639	06/21/2018	\$3,081.57	07/21/2018	Net 30	

DATE	SERVICE	DESCRIPTION	QTY	RATE	AMOUNT
04/21/2018	-Kyle Noyed \$50	Public Info - edit, proof and send ebcasts	0:30	50.00	25.00
04/21/2018	-Kyle Noyed \$50	Strategic Counsel - research bills in the legislature	0:30	50.00	25.00
04/23/2018	-Jeff Dehler \$120	Strategic Counsel - review and edit reports	1:00	120.00	120.00
04/23/2018	-Kyle Noyed \$50	Strategic Counsel - draft and edit activity report	2:15	50.00	112.50
04/23/2018	-Kyle Noyed \$50	Strategic Counsel - Full review/upgrade of stakeholders list	2:00	50.00	100.00
04/23/2018	-Kyle Noyed \$50	Public Info - draft legislative action FB posts	0:30	50.00	25.00
04/24/2018	-Kyle Noyed \$50	Public Info - Schedule Legislative posts	0:15	50.00	12.50
04/24/2018	-Kyle Noyed \$50	Corridor Advocacy - AAMN event flyer promotion	0:30	50.00	25.00
04/24/2018	-Jeff Dehler \$120	Corridor Advocacy - Review stakeholder list, AAMN event promotion, submit guest column	1:45	120.00	210.00
04/25/2018	-Jeff Dehler \$120	Strategic Counsel - USPS business reply mail renewal	0:15	120.00	30.00
04/25/2018	NMU Subcontracted	US Postmaster - MNHSR Commission Business Reply Mail Account renewal	1	225.00	225.00
04/26/2018	-Kyle Noyed \$50	Public Info - create boosted post, adjust post schedule, draft web article on AAMN event	0:45	50.00	37.50
04/26/2018	-Kyle Noyed \$50	Strategic Counsel - Update budget tracker, contract management, reconciliation	1:00	50.00	50.00

DATE	SERVICE	DESCRIPTION	QTY	RATE	AMOUNT
04/26/2018	-Jeff Dehler \$120	Corridor Advocacy - postcard for train day	0:30	120.00	60.00
04/27/2018	NMU Subcontracted	Invoice from IdealSpeech Creative for web updates and design	1	420.00	420.00
05/01/2018	-Kylie Noyed \$50	Public Info - updates to email and event, send	0:30	50.00	25.00
05/01/2018	Reimbursable	Boosted post on Facebook	1	10.00	10.00
05/04/2018	-Jeff Dehler \$120	Strategic Counsel - call with Kevin Roggenbuck	1:00	120.00	120.00
05/08/2018	-Kylie Noyed \$50	Public Info - train day post card database, train day plan, create Enews and draft articles	2:15	50.00	112.50
05/08/2018	-Kylie Noyed \$50	Strategic Counsel - compile train day report	0:15	50.00	12.50
05/08/2018	-Kylie Noyed \$50	Corridor Advocacy - assemble legislator post card collections, draft legislator and governor letters	2:15	50.00	112.50
05/09/2018	-Kylie Noyed \$50	Public Info - train day followup, check and organize email, updates and edits to enews, update train day contact list, send eblasts	1:30	50.00	75.00
05/11/2018	-Kylie Noyed \$50	Corridor Advocacy - Edit legislative letter, compile TCMC materials, send letters to legislaors	1:45	50.00	87.50
05/16/2018	NMU Subcontracted	Invoice from 1&1 internet for 3 months extended support	1	21.57	21.57
05/21/2018	-Kylie Noyed \$50	Public Info - research and draft event posts for July and Aug	0:45	50.00	37.50
05/22/2018	-Kylie Noyed \$50	Media - Media check, legislative check	0:30	50.00	25.00
05/29/2018	-Jeff Dehler \$120	Strategic Counsel - legislative update email	0:45	120.00	90.00
05/29/2018	-Jeff Dehler \$120	Public Info - website, social media updates, edit summer calendar	1:00	120.00	120.00
05/29/2018	-Kylie Noyed \$50	Public Info - website planning, draft and edit July and August FB posts	2:00	50.00	100.00
05/30/2018	-Kylie Noyed \$50	Public Info - update summer events, Schedule FB posts, instructions to webmaster	2:15	50.00	112.50
05/30/2018	-Kylie Noyed \$50	Strategic Counsel - check, organize and resopnd to HSR email, budget tracker, contract management	0:30	50.00	25.00
06/02/2018	-Jeff Dehler \$120	Public Info - website reorganization	1:45	120.00	210.00
06/13/2018	-Jeff Dehler \$120	Public Info - website update review	1:00	120.00	120.00
06/14/2018	-Jeff Dehler \$120	Public Info - legislative update email and web page	1:15	120.00	150.00
06/16/2018	-Kylie Noyed \$50	Legislative response emails, planning, draft and schedule FB posts	0:45	50.00	37.50

6/27/2018

Gmail - Fwd: Your Facebook Ads Receipt (Account ID: 40815868)



Jeff Dehler <Jeffdehlerpr@gmail.com>

Fwd: Your Facebook Ads Receipt (Account ID: 40815868)

1 message

Kyle Noyed <kylenoyed@gmail.com>
To: Jeff Dehler <JeffDehlerPR@gmail.com>

Wed, Jun 27, 2018 at 9:44 AM

Here is the facebook receipt!

----- Forwarded message -----

From: Facebook Ads Team <advertise-noreply@support.facebook.com>
Date: Thu, May 31, 2018 at 4:43 AM
Subject: Your Facebook Ads Receipt (Account ID: 40815868)
To: Kyle Noyed <kylenoyed@gmail.com>



Receipt for Kyle Noyed (Account ID: 40815868)

Summary

AMOUNT BILLED

\$10.00 USD

DATE RANGE

May 17, 2018 11:30am - May 20, 2018 9:00am

PRODUCT TYPE

Facebook Ads

BILLING REASON

Remaining ad costs at the end of the month.

PAYMENT METHOD

Visa*1721

REFERENCE NUMBER ⓘ

F3XUJF66U2

CAMPAIGN	RESULTS	AMOUNT
Post: "Thanks to all of those who voiced their support..."	1,824 Impressions	\$10.00

Transaction ID: 1612988318817842-3475751

Thanks,
The Facebook Ads Team

[Manage Your Ads](#)
[See Full Receipt](#)

This is an automated message. Please do not reply. If you have questions about ads, you can get help. You can also manage your email notification settings for this ad account.

Facebook, Inc., Attention: Community Support, 1 Facebook Way, Menlo Park, CA 94025

https://mail.google.com/mail/u/0/?ui=2&ik=738f87bce65jver=QyRmki-alyw.en.&cbl=gmail_fe_180820.14_p0&view=pt&search=inbox&th=164417cc8... 1/2



1&1 Internet Inc.
701 Lee Road
Suite 300
Chesham, NJ 19027
USA

Kris Longhenry
MNHigh Speed Rail
3427 Utah Ave N

Minneapolis, MN 55427
UNITED STATES

Invoice Date: 05/16/2018
Customer ID: 25273708
Product ID: 27845148
Invoice No.: 202020691591

Need help? help.1and1.com
Your 1&1 Control Panel: my.1and1.com/invoices

Phone support: 1-877-300-8318
E-mail support: billing@1and1.com
Service hours: 24/7

Please have your personal phone PIN available for quick and secure authentication when speaking with our agents. You can set and manage this in the 1&1 Control Panel.

Invoice Summary (1&1 Beginner Package Linux)

Billing period starting: 05/15/2018

Item	Service	Charges	Usage	Total
1	1&1 PHP5.4 Extended Support 05/05/2018-08/05/2018	\$7.19 a month	3 mo.	\$ 21.57
Total amount due				\$ 21.57

The total amount due will be charged to your credit card. Thank you.

Do you have questions regarding this invoice?
Please refer to your 1&1 [Help Center](#) or your personal 1&1 [Control Panel](#) for further information.





creative@idealspeech.org
 michael@idealspeech.org
 (952)201-1550

Invoice 0065
 April 27, 2018

FROM	TO
Idealspeech Creative 1449 Wellesley Avenue St. Paul, MN 55105	Jeff Dehler Public Relations, LLC 3427 Utah Ave. N Crystal, MN 55427

ITEMS			
	Date	Hours	Cost
MNHSR - Site Updates	1/31	0.5	\$30.00
MNHSR - Slideshow Graphic Design	2/8	1.5	\$90.00
MNHSR - Document Uploads	2/23	0.5	\$30.00
MNHSR - New Page & Updates	3/19	1.0	\$60.00
MNHSR - Page Updates	4/17	1.0	\$60.00
MNHSR - News Update	4/26	0.5	\$30.00
MNHSR - Supporter Spotlight Graphics	4/27	2.0	\$120.00

Special Notes

Credit Cards Accepted via Square Register
 Checks Accepted via our Mailing Address
 Make Checks Payable to Idealspeech Web Design, LLC

AMOUNT DUE	
Total Hours	7.0
Hourly Rate	\$60.00
TOTAL	\$420.00

Agenda Item #5**MEMORANDUM**

TO: Minnesota High Speed Rail Commission Members
FROM: Jeff Dehler, Public Relations
DATE: July 5, 2018
RE: Public Outreach and Advocacy Activities: April to June 2018 Update
ACTION: Information

Major Activities

Since our last report of April 23, our major activities have included execution of a legislative advocacy plan, Train Day events and outreach, planning for a website refresh, and encouraging engagement with the TCMC Second Train project.

Work Summary

- Created and implemented legislative plan: Email, website, social media activities to ensure legislators hear from constituents about the second train
- Drafted, submitted and monitored guest column to River Route newspapers (3 papers printed it)
- Manage Train Day activities and follow up (Report below)
 - Table staffed by Andru Peters at Union Depot
 - Sean Dowse and Paul Drotos shared TCMC Second Train information with passengers of the eastbound Empire Builder in Red Wing
 - Paul Schollmeier and Leone Mauszycki shared TCMC Second Train information with passengers of the eastbound Empire Builder in Winona
- Send postcards to legislators from Train Day supporters (22 House reps, 18 Senators, Governor)
- Drafted a website overhaul plan to focus on the TCMC Second Train – website updates will be finalized in July
- Drafted and sent six e-mails to subscribers
- Updated news section of website with relevant stories
- Posted approximately 75 Facebook updates. Responded to comments. Monitored shares
- Reviewed high-speed rail and passenger rail news generated locally, nationally and internationally
- Rotated content on website homepage feature, and other website updates

Guest Column Placement

Paul Schollmeier, Winona Post

[TCMC second train is moving forward](#)

Cheryl Key, Lake City Graphic

[TCMC Second Train Is Moving Forward](#)

Sean Dowse and Paul Drotos, Red Wing Republican Eagle

[Viewpoint: TCMC Second Train is moving forward](#)

Analytics ReportHighlights

- Overall website visits have gone back up. The two most viewed pages were the home page and the Recent News page.
- Emails had healthy open and click-through to website rates.
- Facebook likes remained steady at 2,058

E-newsletter:

Six emails were sent to subscribers and commission members via Constant Contact. Emails continue to outperform industry averages for both Government and Transportation-related businesses and organizations. The industry average open rate for Government Agencies or Services is 22.93% with a 9.55% click rate. The industry average open rate for Transportation is 17.51% with a 15.19% click rate.

The statistics for the MNHSR emails sent this period are:

- 4/23/18 – Meeting invite – Open Rate: 36%, Click Rate: 18%
- 4/23/18 – Thank you and welcome letter to members of the La Crescent City Council – Open Rate: 100%
- 4/30/18 – Meeting Invite Reminder – Open Rate: 33%, Click Rate: 11%
- 5/10/18 – May Enewsletter – Open Rate: 35%, Click Rate: 11%
- 5/10/18 – May Enewsletter welcoming new Train Day Subscribers – Open Rate: 56%, Click Rate: 11%
- 6/14/18 – Legislative Update – Open Rate: 33%, Click Rate: 1%

Website:

Below are basic web statistic comparisons.

Time Period	Sessions	Sessions/Day	Pages/Session	Ave Session Duration	% New Sessions
Apr 21–Jun 20, 2017	870	15	1.75	1:13	82.64%
Jun 21-Aug 20, 2017	718	12	1.98	1:36	82%
Aug 21-Oct 20, 2017	651	11	2.07	1:26	83%
Oct 21-Dec 20, 2017	580	10	1.48	1:13	85.7%
Dec 21-Feb 20, 2018	726	12	1.96	1:16	90.4%
Feb 21- Apr 20, 2018	676	11	1.93	1:17	97%
Apr 21-June 20, 2018	763	12	1.79	1.21	97%

Facebook:

The changes to Page audiences made by Facebook continue to impact the number of views of posts. Our views, and those of other business pages, are down significantly as Facebook is pushing us to pay for boosts. Two posts were boosted during the period, one reached 1,600 people with 101 link clicks – a good result. The other reached 700 people with 4 link clicks – not as strong of a performance. We will continue boosting posts and learning what subjects generate the most engagement, which will result in increased awareness of the TCMC train. During the next period, many posts focus on the communities of the River Rote and the events that take place there.

The Facebook Insights report for the current time period included these basic statistical comparisons:

Time Period	Likes	Posts Reaching >300
April 21 – June 20, 2017	2,030	17
June 21 – August 20, 2017	2,047	16
August 21 – Oct 20, 2017	2,063	20
October 21 – Dec 20, 2017	2,064	15
Dec 21, 2017 – Feb 20, 2018	2,070	12
Feb 21 – April 20, 2017	2,058	11
April 21 – June 20, 2018	2,058	7

The top 5 performing posts from the period were:

Posted	Post Message	Unique Users	Comments	Likes
5/14 10:00 AM	Thanks to all of those who voiced their support for the TCMC Second Train at Train Day. Learn more about the project and see what it is all about!	Organic: 323 Paid: 1596		22
5/5 4:57 PM	Train Day 2018 was a blast! Andru Peters shared info with dozens of people about the TCMC Second Train and MN High-Speed Rail.	580	2	17
4/27 8:10 AM	Thank your legislator for their involvement in the bills to fund the TCMC Second Train, contact the Capital Investment Committee Chairs to let them know how you feel, or write a letter to the editor of your local paper! Get involved!	Organic: 82 Paid: 734		2
5/7 12:45 PM	What is the TCMC project? The project seeks to implement a second daily round trip passenger train on the Empire Builder route to improve mobility and increase reliable travel options between Minnesota and Illinois, while minimizing capital investment.	383	1	5
6/18 8:30 AM	How would you use a second daily train between the Twin Cities and Chicago?	675	15	16

Train Day Postcards to Legislators

On Train Day, May 5, 2018, 46 postcards were completed by visitors to the TCMC Second Train table at Union Depot. Here is an example:

<p>Dear Governor Dayton and Minnesota Legislators</p> <p>As a resident of Minnesota, I recognize that expanding passenger rail service takes the combined effort of local elected officials, business and community leaders, and residents.</p> <p>Today, I'm asking you for your support of the TCMC Second Train.</p> <p>Your support is needed to sustain the momentum growing for the Twin Cities-Milwaukee-Chicago (TCMC) Second Train. The Minnesota Department of Transportation Passenger Rail Office needs continued funding to further the project. The TCMC Second Train will be a reliable option that supports the regional economy and improves freight movement.</p> <p>A coalition of community leaders, Ramsey County Regional Railroad Authority, and many residents and business people support increasing passenger rail in the corridor. Please join us.</p> <p>Sincerely,</p> <p>Name <u>Joan M Vellieux</u></p> <p>Address <u>2316 Hoyt Ave E.</u></p> <p>Email Address <u>JMVhair@yahoo.com</u></p> <p><small>By including my email address, I understand I will receive periodic updates on the TCMC Second Train from the Minnesota High-Speed Rail Commission. I am unsubscribe anytime.</small></p>	<p><i>We need this very soon!</i></p>
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Messages left by Train Day visitors:

- I would ride this train many times a year
- Reduce regulations so trains can travel faster
- Governor Dayton, I grew up in Milwaukee. My wife grew up in Chicago. We use the metro buses and trains every day and we love them! If the fare was cheaper to get to Chicago by train we would use it at least once over month.
- Great idea and a much needed one too!
- Please let's get this moving
- We would use a Chicago train weekly! Need more trains!
- We need this very soon
- We really need this!!!
- Make it Happen
- Would take to the Dells and Chicago
- Better service is must
- Need This

Postcard Distribution

We used a three-point strategy to make sure legislators and the Governor received messages from Train Day visitors.

1. Legislators: We emailed a cover letter and postcards from the constituents to each of their legislators. They were sent to 22 different House reps and 18 different Senators.
2. Governor: Commissioner Rettman sent a letter and copies of the cards to Governor Dayton.
3. Legislative Leadership: The letter to the Governor was copied and provided to legislative leadership.

We received one response:

Ms. Rettman,

Thank you for reaching out regarding increased passenger rail.

I support this project and overall increased passenger rail investments.

Thank you again for contacting me.

Matt Klein

Office of Senator Matt Klein, M.D.
Senate District 52
2409 Minnesota Senate Building
St. Paul, MN 55155
651-296-4370

May 6, 2018

RE: May 5 Train Day Event at Union Depot

Good Day All,

It was an honor and pleasure to represent the Commission at Train Day in Union Depot, St. Paul on Sat, May 5, 2018. Am submitting comments from table visitors that may assist the commission & legislators in developing strategies for 2018-2019.

1. The HSR table was in the center of the waiting room, next to the Ramsey County RRA table.
2. I manned the table from 9:30 AM - 3:15 PM

3. We had a total of 237 visitors, and by hour:
 - a. 10:00 AM = 61
 - b. 11:00 AM = 66
 - c. 12:00 PM = 47
 - d. 13:00 PM = 34
 - e. 14:00 PM = 29
4. Governor/Legislative comment cards completed = 46
5. Comments/questions fielded (number of comments):
 - a. Never ridden a train = (5)
 - b. Will HSR happen = (12)
 - c. Interesting visitors
 - [1] From China = (4)
 - [2] From India = (2)
 - d. Will there be a round trip train between Red Wing & St Paul = (3)
 - e. Questions on corridor improvement and transit time difference = (11)
 - f. Will Rochester-St Paul train (ZIP) happen = (1)
 - g. Appears to be lack of MN legislative understanding & support = (3)
 - h. Need to get rid of WI governor Scott Walker = (5)
 - i. Overall impression on support for the second train was very high, and most want it to happen sooner vs. later
 - j. A depot condo resident really expressed positive comment on the advent of the second train and the Union Depot being a transit hub and center. She indicated she doesn't need a car and can now reach the various Twin City points via the use of public transportation. With the adding of the second train she plans on taking more train excursions.
 - k. My comment for MnDOT = long range projects, Hasting RR bridge replacement should be a three-track span, not two-track; to accommodate future passenger rail trains/commuter trains (Red Rock train) expansion.
6. I understand the Red Wing & Winona train depot were manned by volunteers approx with the arrival time of the daily Amtrak train

Respectfully submitted
Andru Peters
former Vice Chair HSR

Agenda Item #6**MEMORANDUM**

TO: Minnesota High Speed Rail Commission Members
FROM: Staff
DATE: July 5, 2018
RE: Update on Solicitation for Communications Consultant
ACTION: Information

The Request for Proposal went out as scheduled, May 30; no questions were submitted by prospective firms. Ramsey County Procurement Office is administering the solicitation.

Proposals are due tomorrow, July 13. Staff is forming a proposal review team including Ramsey County communications staff and other staff from among the Commission's member agencies, preferably with experience in reviewing RFQs and/or public communications. The review team will bring forward a ranked list of candidates to the Commission for discussion and selection at their September meeting.

Below is the schedule:

RFQ Released: May 30, 2018
Contractor Questions Due: June 8, 2018
Addendum with Answers to Questions Issued: June 15, 2018
Solicitation Responses Due: July 13, 2018
Review proposals, develop ranked list: July-August 2018
Selection by the MNHSRC: September 6, 2018
Notice of Intent to Award: September 10, 2018
Anticipated Contract Start Date: September 12, 2018