



Great River Rail Commission Meeting

Thursday, September 5, 2019
9:30 AM – 11:30 AM

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

DRAFT AGENDA

Item		Action
1.	Call to Order and Introductions	
2.	Approval of Agenda	Approval
3.	Page 2 Minutes of May 2, 2019 Meeting *	Approval
4.	Page 7 Checks and Claims *	Approval
5.	Page 31 Renaming and Rebranding: Selection of a Tag Line *	Approval
6.	Page 33 Liability Insurance Waiver *	Approval
7.	Page 34 Great River Rail Commission Joint Powers Agreement *	Information
8.	Page 35 Great River Rail Commission Bylaws: First Reading *	Information
9.	Page 36 Draft 2020 Work Plan and Budget *	Information
10.	Page 43 Public Advocacy and Outreach: July – August 2019 Report *	Information
11.	Passenger Rail Report: Dan Krom and Frank Loetterle, MnDOT	Information
	a. TCMC Intercity Passenger Rail Study	
	<u>(Following the presentation, there will be an opportunity for public comment)</u>	
	b. State Legislative Update	
12.	Commissioner Reports	Information
13.	Other	Information
	a. Next scheduled meeting: November 7, 2019	

*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



GREAT RIVER RAIL COMMISSION MEETING
Goodhue County Justice Center, Red Wing, MN
Thursday, May 2, 2019
Meeting Summary

MEMBERS:

Dakota County, Mike Slavik	Goodhue County, Paul Drotos
Ramsey County, Trista MatasCastillo	Wabasha County, Cheryl Key
Winona County, Marie Kovecs	City of Cottage Grove, Wayne Butt
City of Hastings, Mark Vaughan	City of Red Wing, Mayor Sean Dowse
City of St. Charles, Wayne Getz	City of St. Paul Park, Mayor Sandi Dingle
City of Winona, Paul Schollmeier	City of St. Paul, Jane Prince

OTHERS:

Ramsey County, Kevin Roggenbuck	Ramsey County, Sandie Jacobson
Wayne Johnson, Washington County Commissioner	Ethan Osten, Ramsey County Commissioner's Assistant (Commissioner MatasCastillo)
Joe Morneau, Dakota County	All Aboard MN, Jack Barbier
All Aboard MN, John Goodman	

1. CALL TO ORDER AND INTRODUCTIONS

Chair Vaughan called the meeting to order at 9:31 am. Introductions were made.

2. APPROVAL OF AGENDA

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

3. MINUTES OF MARCH 7, 2019 MEETING

A motion to approve the minutes from Chair Vaughan was requested. Councilmember Getz moved for approval of the minutes, seconded by Commissioner Slavik. The motion passed unanimously by voice vote. Commissioner Drotos asked to amend the minutes to show that Brad Anderson attended the March 7, 2019 meeting, representing Goodhue County.

4. CHECKS AND CLAIMS

Mr. Roggenbuck reviewed checks and claims with the Commission. Staff reviewed invoices from both Jeff Dehler and Dennis Egan and recommended that the Commission approve payment. Mr. Roggenbuck explained that Jeff Dehler's contract was amended to include \$6,000 for an out-of-scope item; Identity and Rebranding. Mr. Dehler said we overspent \$407 on rebranding. Chair Vaughan asked whether Dennis Egan's contract is "not to exceed" \$10,000 and is it was written as a two-year contract. Mr. Roggenbuck said it is a two-year contract not to exceed \$10,000 but could be amended. Councilmember Schollmeier asked what Dennis Egan's work entailed. Mr. Roggenbuck said Dennis Egan



set up a meeting with legislators and prepared talking points, helped develop advocacy materials and distributed them to committee staff, and has found bill authors and co-authors to fund the next phase of work on the TCMC Second Train. Commissioner Key asked if Dennis Egan could write a summary of what he has been doing. Mr. Roggenbuck responded that he will ask Mr. Egan for a summary or give us a report at our next meeting.

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

5. **RENAMING AND REBRANDING: SELECTION OF A TAGLINE**

Mr. Roggenbuck said the Commission started discussing coming up with a tagline during the development of our new logo as something that would further explain who the Commission is and what we do. Mr. Roggenbuck explained that we would use the tagline with our logo on certain advocacy materials or new materials that we develop and laid out options for the Commission to pursue.

Chair Vaughan opened this topic for discussion. Commissioner Slavik talked about looking at the taglines through a political lens and thinks we will know more after this legislative session. Mayor Dingle stated it may not be freight, but we are also connecting people to products and improving economic development along the corridor. After much discussion it was agreed that an ad hoc committee will be formed to work on a tagline. Commissioners Drotos, Kovecsi and MatasCastillo volunteered to be part of an ad hoc committee and report back to the Commission in September; Commission staff will help facilitate a conference call.

6. **UPDATING ADVOCACY MATERIALS**

Mr. Roggenbuck reported that Train Days at Union Depot are on June 1st and 2nd and we expect a huge turnout. Former Commission member Andru Peters volunteered to staff a table with Mr. Roggenbuck to distribute material about the Second Train and the GRR Commission. Mr. Roggenbuck described some of the new advocacy material being ordered with the new GRRC logo; a pocket card with information about the Second Train and the Commission, a supporter postcard people can sign and can be used to demonstrate local support, new buttons with the TCMC logo and updated stand-up banners with the TCMC Second Train route and testimonials. Commissioner Kovecsi asked if Commission members can use these materials at other events. Mr. Roggenbuck said yes, Commission members can borrow the banners and would provide cards, buttons and other materials if Commission members would like to distribute them.

Commissioner MatasCastillo said the buttons are confusing because most people don't know what TCMC means and they compete with our logo. She recommended using our new GRRC logo on the buttons and trading out one of the photos on the testimonial banner to include a person of color. She will give this information to Mr. Roggenbuck. Chair Vaughan commented that a note pad with our logo on it may be another option. This would be on people's desks or in their homes.

Mr. Roggenbuck said he will work with Jeff Dehler to order new advocacy materials and update the testimonial banner, per the direction of the Commission, and use the GRRC logo instead of the TCMC logo. Councilmember Butt asked about having a QR code on all these items. Mr. Roggenbuck will discuss this with Mr. Dehler and report back to the Commission.



7. **PUBLIC ADVOCACY AND OUTREACH: March – April 2019 Report**

Mr. Roggenbuck reported that Jeff Dehler focused on communication information for the legislative sessions: talking points, 5 op-eds (Dennis Egan recommended doing this). Some already ran in area newspapers (the cities are listed in the agenda packet). The people looking at our website are sharing information, and this is increasing in likes, views and sharing. Chair Vaughan said for the future we may have to challenge people and ask them if they ever thought of taking the train to Chicago instead of driving or flying. We're not there yet but we need to push it and share these great experiences. Commissioner Kovecs stated that the train arrives in downtown Chicago, so people don't need to worry about traffic, paying for parking, etc. Commissioner Drotos said it is very important for the train to be on time.

8. **MnDOT PASSENGER RAIL REPORT: DAN KROM AND FRANK LOETTERLE**

Mr. Roggenbuck stated that Dan Krom and Frank Loetterle were unable to join us today so Mr. Roggenbuck provided the update. The Phase 1 study of service alternatives is nearly complete; the final report is being wrapped up. Mr. Roggenbuck said he was contacted by Arun Rau, Wisconsin DOT, that Wisconsin will take the lead on completing environmental analysis, final design work and service development plan in Phase 2. Mr. Rau said he wasn't sure what role the project management team would have but Ramsey County and the GRR Commission will still be involved in Phase 2. A Phase 2 kickoff meeting is being planned and staff will know more after that meeting. Chair Vaughan stated this takes a bit of pressure off Minnesota.

Chair Vaughan opened the meeting for public comment.

Mr. Jay Severance stated if Wisconsin will be taking over the project, will there be some provision for working with the Wisconsin folks? What role will this Commission play overall? We're actively working to get funding, does this change the requirement for MN? Chair Vaughan replied we will need to wait and find out how this comes out. Mr. Roggenbuck stated MnDOT will still be involved, they just won't be the lead agency. If there is a project management team and if Ramsey County is involved, Mr. Roggenbuck offered to give reports to this Commission, and stated we will have a role as the main Minnesota advocate for this route.

9. **COMMISSION LEGISLATIVE UPDATE: KEVIN ROGGENBUCK**

Mr. Roggenbuck reported on the meeting with Senators Senjem and Goggin that was set up by Dennis Egan. Mr. Roggenbuck thanked Commissioner MatasCastillo, Mayor Dingle and Mayor Dowse, and Leone Mauszycki for attending. Overall it was a good meeting, each Commission member made a few key points. Commissioner Kovecs stated she received a great report from Ms. Mauszycki about the meeting.

Commissioner Slavik commented that Senator Senjem has been advised NOT to meet with anybody that is not going to get funding so it's great that you got in to see him. He thanked everybody who went to this meeting.

Chair Vaughan opened the meeting for public comment.

Mr. Jay Severance thanked the group who met with the senators. He said he talked with Dennis Egan and asked what All Aboard MN could do to the Commission.



10. **COMMISSIONER REPORTS**

Councilmember Jane Prince is looking forward to Train Days. Mayor Dowse received an email that somebody has a 1944 locomotive they want to get rid of. They asked Mayor Dowse if this Commission wants it. John Goodman said they have somebody who would be interested in it.

Councilmember Schollmeier thanked everybody who went to the meeting with the Senators yesterday. He had a meeting with hoteliers and accommodations people in Winona. He said all his materials were shared with these people and were well received.

Councilmember Wayne Getz said St. Charles is excited for a new car dealer coming to town and a hotel being signed and a truck stop being signed. We have just over \$20 million in construction for a community of 4,000 people.

Commissioner Kovecsi said she appreciates everybody that went to the meeting with the Senators yesterday. They had a town hall meeting with Senator Miller. One thing unique to the Winona community is we have college students who faithfully use the train to go back to Chicago. At some point we should consider capturing their energy on this.

Mayor Dingle thanked Mr. Roggenbuck for being made aware to attend the meeting yesterday. She attended a town hall meeting with US Representative Angie Craig. Also attended a CVA workshop and connecting automated vehicles and connecting to mass transit.

Commissioner MatasCastillo said Ramsey County has been talking with US Representatives Angie Craig and Betty McCollum. They think the only thing that will pass on the federal level is transit and the infrastructure packages. The train line between St. Paul and Duluth has gained a lot of interest. We may see a rail package where we may be included. Our legislators want hard numbers and hard facts. \$25 million in revenue in Minnesota. We need to have a quick elevator speech ready for these legislators. They need numbers at this point.

Chair Vaughan thanked everybody for participating. He thanked the staff for all their hard work. He wants to take the train to Milwaukee for the Twins game in August. He said to put it on your calendars! Chair Vaughan said the July meeting is a place holder but at this time we don't need it.

Commissioner Slavik confirmed that the Commission won't meet again until September and asked staff to send the Commission an update and summary from Dennis Egan, after the legislative session is over.

Commissioner Kovecsi asked if Wisconsin has the equivalent of the Great River Rail Commission. Chair Vaughan stated they don't have a group like this, but they do have an All Aboard group.

John Goodman, All Aboard MN, reported it was Amtrak's 40th anniversary yesterday. Hopefully the second train will be up and running by their 50th anniversary.

Jack Barbier said maps in Chicago Union Station show you directions, but we don't have that in Union Depot in Saint Paul.



Jay Severance said the light rail is great for coming into downtown Minneapolis from the airport. Right now, the Met Council has a proposal to do a streetcar from Union Depot to the airport. The problem is that it doesn't go any faster than the bus. The other item is the interest in hard numbers. Rail Passengers Association – impacts of a second train in MN. Mr. Roggenbuck said we do have this document and provided it to Dennis Egan and believed he shared it with the Senators.

Commissioner Wayne Johnson said the Woodbury Bulletin ran an article about a train that would go to Eau Claire from St. Paul; should we know what's going on about that? Mr. Roggenbuck said he and Mike Rogers (Ramsey County) met with Dave Christianson, West Central Wisconsin Rail Coalition, about this. Union Pacific is insisting that this route be double tracked at this time and that's very expensive. Mr. Christianson said his group is trying to come up with the money to do study improvements on this route. Chair Vaughan said we do need to keep an eye on this.

11. Other

- a. Next scheduled meeting: September 5, 2019

Chair Vaughan entertained a motion to adjourn the meeting. Commissioner MatasCastillo moved to adjourn the meeting, seconded by Commissioner Mike Slavik. The meeting was adjourned at 11:03 am.



Agenda Item #4



TO: Great River Rail Commission
FROM: Staff
DATE: August 29, 2019
RE: Checks and Claims
ACTION: Approval

Attached is invoice #190664 from Jeff Dehler Public Relations for services related to advocacy and outreach for the Great River Rail Commission. The invoice covers the time from April 21 through June 20, 2019 and includes some out of pocket expenses. Staff reviewed the invoice and found it to be accurate.

Also attached is a second invoice from Jeff Dehler Public Relations, #190869, for services related to advocacy and outreach for the Great River Rail Commission. The invoice covers the time from June 21 through August 20, 2019 and includes some out of pocket expenses. Staff reviewed the invoice and found it to be accurate.

The professional service agreement with Jeff Dehler states that payment shall be made within 35 calendar days after the date of receipt of a detailed invoice and verification of the charges. Invoice #190664 was received on July 1 and payment was approved by staff within 35 days. The action requested by staff is for the Commission to approve payment of both invoices from Jeff Dehler.

Jeff Dehler Invoice #190664	\$ 8,058.71
Jeff Dehler Invoice #190869	\$ 7,954.95
TOTAL	\$ 16,013.66

The Commission entered a two-year contract (RRA000083) with Jeff Dehler Public Relations beginning on September 12, 2018. The total amount of the original contract is \$75,000 and was later amended to \$81,000 to include an additional work scope item, Identity and Branding. Including the amount in invoices #190664 and #190869 above, the remaining contract balance is \$38,722.69.





Educate. Communicate. Motivate.

July 1, 2019

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

Dear Kevin:

Enclosed is an invoice from DehlerPR for work performed on behalf of the Great River Rail Commission from April 21 through June 20, 2019. Invoice 190664 is for a total of \$8,058.71 and includes a number of out of pocket expenses and subcontracted work including:

- \$467.50 and \$605 to Jill Brown for Communications Services
- \$8.71 to 1 and 1 Internet for web hosting
- \$10.00 to Facebook for a boosted post ad
- \$540 to IdealSpeech Creative for website updates and slideshow content
- \$735 to Teresa Lund for design and editing services of print materials

Media Relations – Dehler- 2.5; Noyed-1.75

- Media checks
- News release creation
- News release distribution and follow up
- Letter to the editor

Corridor Advocacy – Dehler– 18.75 Noyed – 11.25

- Train days: planning, materials, talking points, follow-up communication
- Summer event planning
- Letter to the editor
- Coordinate with AAMN

Public Information - Dehler 5.25 –Noyed – 13.75

Dehler

- Enews



- News release
- Train Day Follow article
- Proof summer events
- Draft benefits document

Noyed

- Email drafting and sending
- Draft, edit and schedule FB posts
- Launch and monitor Facebook ad campaigns
- Edits to website, communications with webmaster
- Eblasts and enews
- Ad research and planning
- Create list of train day respondents for emails

Strategic Counsel – Dehler – 5; Noyed – 11.5

- Planning; emails, phone calls/meetings between consultants, webmaster, MnDOT representatives and K. Roggenbuck
- Project management: Report, File and database management
- Reporting and commission communications
- Audience growth research
- Meeting Report
- Manage commission email account
- Review internal communications
- Google Analytic set up and coordination
- Budget recategorization

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

Jeff Dehler Public Relations
10569 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 | Nashville | Jeff@DehlerPR.com | 763-443-1093
Dehlerpr.com



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

Invoice



BILL TO
Great River Rail Kevin Roggenbuck Ramsey Co. Regional Rail Union Depot, Suite 200 214 4th Street East St. Paul, MN 55101

SHIP TO
Great River 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
190664	06/20/2019	\$7,453.71	07/20/2019	Net 30	

DATE	ACTIVITY	DESCRIPTION	QTY	RATE	AMOUNT
04/21/2019	-Jeff Dehler \$120	Corridor Advocacy - letter to editor, train day materials	2:45	120.00	330.00
04/21/2019	-Kyle Noyed \$50	Strategic Counsel - stats/activity report, cover letter, budget tracker	2:30	50.00	125.00
04/23/2019	-Jeff Dehler \$120	Strategic Counsel - report, memo to commission	3:00	120.00	360.00
04/23/2019	-Kyle Noyed \$50	Public Info - edit and finalize blast, get involved content rework, send to webmaster, review flyer and provide feedback, Winona op ed posts, update meeting event and eblast with packet, send eblast	2:15	50.00	112.50
05/02/2019	-Kyle Noyed \$50	Public Info - audience growth and ad research, planning	0:30	50.00	25.00
05/03/2019	-Jeff Dehler \$120	Strategic Counsel - Train day materials, GRR meeting report	2:00	120.00	240.00
05/07/2019	-Jeff Dehler \$120	Corridor Advocacy - Train Days Materials	4:30	120.00	540.00
05/08/2019	-Kyle Noyed \$50	Draft July and August FB posts, Legislative updates posts, website edits	2:00	50.00	100.00
05/08/2019	-Kyle Noyed \$50	Media - Media Check	0:15	50.00	12.50
05/08/2019	-Kyle Noyed \$50	Check, organize and respond to GRR/MNHSR email accounts, file management, emails	0:30	50.00	25.00
05/08/2019	-Jeff Dehler \$120	Media - Letter to the editor	0:30	120.00	60.00
05/08/2019	NMU Subcontracted	Invoice from Jill Brown for Communications Services	1	467.50	467.50
05/11/2019	-Kyle Noyed \$50	Corridor Advocacy - review materials, review next steps on train	0:30	50.00	25.00



DATE	ACTIVITY	DESCRIPTION	QTY	RATE	AMOUNT
		day materials.			
05/11/2019	-Kyle Noyed \$50	Public Info - schedule July and Aug FB posts, review homepage feature, draft FB posts, set up and launch boosted post campaign	2:30	50.00	125.00
05/13/2019	-Kyle Noyed \$50	Train Days materials research/memo, call with creative incentives/quotes	2:30	50.00	125.00
05/13/2019	-Kyle Noyed \$50	Strategic Counsel - Review materials, edits on brochure	0:30	50.00	25.00
05/15/2019	-Jeff Dehler \$120	Corridor Advocacy - review and coordinate train days materials	3:15	120.00	390.00
05/16/2019	NMU Subcontracted	Web hosting support invoice	1	8.71	8.71
05/18/2019	-Kyle Noyed \$50	Corridor Advocacy - Button order, support spotlight to webmaster/FB posts, file management, review pocket card brochures, provide edits, materials	2:45	50.00	137.50
05/20/2019	-Kyle Noyed \$50	Strategic Counsel - Review and proof printed materials, emails, coordination, planning, emails and file management, orders, emails, file management, print files, phone calls, planning, next steps	3:15	50.00	162.50
05/20/2019	-Jeff Dehler \$120	Corridor Advocacy - Train Day Materials	2:15	120.00	270.00
05/28/2019	-Jeff Dehler \$120	Public Info - News release, enews, train day followup, proof summer events	4:30	120.00	540.00
05/28/2019	-Kyle Noyed \$50	Google analytic coordination, budget tracker, recategorization, account, check	0:45	50.00	37.50
05/28/2019	-Kyle Noyed \$50	Public Info - enews creation, draft articles, format and finalize summer events, instructions to webmaster, article on website and FB posts, edits to web content based on new info, edits to enews, links, website, materials, draft and post legislative update FB posts, Finalize and send enews	3:45	50.00	187.50
05/28/2019	-Kyle Noyed \$50	Media - Media check	0:30	50.00	25.00
05/29/2019	-Kyle Noyed \$50	Corridor Advocacy - Materials Coordination	0:45	50.00	37.50
05/30/2019	-Jeff Dehler \$120	Corridor Advocacy - train days talking points, update train days volunteer, coordinate with AAMN on end of session, upcoming events	4:30	120.00	540.00
05/31/2019	-Kyle Noyed \$50	Media - send news release to media list and commission members	0:45	50.00	37.50

DATE	ACTIVITY	DESCRIPTION	QTY	RATE	AMOUNT
05/31/2019	-Kyle Noyed \$50	Strategic Counsel - Next steps, planning, Update commission member mailing list	0:45	50.00	37.50
05/31/2019	NMU Subcontracted	Ad costs from Facebook	1	10.00	10.00
06/01/2019	-Kyle Noyed \$50	Public Info - train day/all aboard MN posts, check and update links on commission members page, updates to webmaster, create and draft welcome email for train day respondents, create train day email list, edit, finalize, and send welcome blast	2:15	50.00	112.50
06/03/2019	-Kyle Noyed \$50	Corridor Advocacy - train day followup, next steps, budget, compile train day participant list, find legislators, governor and legislator letters.	2:15	50.00	112.50
06/09/2019	-Kyle Noyed \$50	Strategic Counsel - update budget tracker with new categorization/method	1:45	50.00	87.50
06/10/2019	-Kyle Noyed \$50	Media - Media Check	0:15	50.00	12.50
06/17/2019	-Jeff Dehler \$120	Corridor Advocacy - plan summer activity, plan county fair presence	3:30	120.00	420.00
06/17/2019	-Kyle Noyed \$50	Corridor Advocacy - Next Steps, letter followup, emails to respondents requesting supporter spotlight.	1:15	50.00	62.50
06/17/2019	-Kyle Noyed \$50	Corridor Advocacy - next steps, letter followup, emails to respondents requesting supporter spotlights	1:15	50.00	62.50
06/17/2019	-Kyle Noyed \$50	Strategic Counsel - check, organize and respond to email accounts, activity report and stats	1:30	50.00	75.00
06/17/2019	-Kyle Noyed \$50	Public Info - summer events posts, fb posts on train events	0:30	50.00	25.00
06/19/2019	-Jeff Dehler \$120	Public Info - draft benefits document	0:45	120.00	90.00
06/19/2019	NMU Subcontracted	Invoice from IdealSpeech Creative for website updates and slideshow content	1	540.00	540.00
06/20/2019	NMU Subcontracted	Invoice from Teresa Lund for Design and edit of train day print files	1	735.00	735.00

~~BALANCE DUE~~ **\$7,453.71**

06/29/2019 NMU Subcontracted Invoice from Jill Brown 1 605.00 605.00

BALANCE DUE \$8,058.71





Invoice

Date	Invoice #
5/8/2019	GRR 13

Bill To
GRR, attn: Jeff Dehler

Serviced	Description	Qty	U/M	Rate	Amount
3/2/2019	Account admin for Feb.	0.25	hr	110.00	27.50
3/21/2019	Draft two op eds.	1	hr	110.00	110.00
3/23/2019	Emails re Bob Shaw article.	0.25	hr	110.00	27.50
3/26/2019	Edit letters to the editor. Draft two more.	1.25	hr	110.00	137.50
4/16/2019	Emails. Review media clip.	0.25	hr	110.00	27.50
4/19/2019	Draft op ed for St. Paul/Ramsey County. Emails. Check social media activity.	1	hr	110.00	110.00
4/22/2019	Emails.	0.25	hr	110.00	27.50
				Total	\$467.50

Phone #	E-mail
612-889-2611	jillcbrown@msa.com



Teresa Lund
9634 Black Bear Circle
Brainerd, Minnesota 56401
(218) 232-3774

Great River Rail Projects

Client: Jeff Dehler

Projects: Multiple Projects

Hourly Design Rate: \$55 per hour

Projects: buttons, pocket card (3x5), Take Action Postcard, Fact Sheet, 2 Mosquito Banners

Time included design on all pieces, correspondence, multiple rounds of edits and final file prep for client and vendors.

Design Hours: 13 hours x \$715.00 + Stock Photo: \$20 (*Milwaukee Museum*)

Total Cost for Projects: \$735.00





creative.idealspeech.org
 michael@idealspeech.org
 (952)201-1560

Invoice 0073
 June 19, 2019

FROM

Idealspeech Creative
 Michael Westerland
 1449 Wellesley Avenue
 St. Paul, MN 55105

TO

Dehler PR
 Attn: Jeff Dehler
 10569 Camille Court
 Indianapolis, IN 46236

ITEMS

	Date	Hours	Cost
GRR - Sitewide content/style updates	2/27/2019	1.0	\$60.00
GRR - Document Uploads	3/5/2019	0.5	\$30.00
GRR - News Updates	3/11/2019	0.5	\$30.00
GRR - Page Updates	3/20/2019	0.5	\$30.00
GRR - News Updates	4/17/2019	0.5	\$30.00
GRR - Document Uploads	4/23/2019	0.5	\$30.00
GRR - Homepage Slideshow 2019 Content	5/15/2019	4.0	\$180.00
GRR - Supporter Spotlight	5/20/2019	0.5	\$30.00
GRR - News Updates	5/28/2019	0.5	\$30.00
GRR - Sitewide content/style updates	6/4/2019	0.5	\$30.00
GRR - Slideshow Update	6/19/2019	0.5	\$30.00

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	9
Hourly Rate	\$60.00
TOTAL	\$540.00





1&1 IONOS Inc.
701 Lee Road
Suite 300
Chessterbrook, PA 19087
USA

Jeff Dehler
DehlerPR
10569 Camille Ct

Indianapolis, IN 46236-8293
UNITED STATES

Invoice Date: 05/16/2019
Invoice: 202024106030
Contract: 27845148
Customer ID: 25273708

Help Center: ionos.com/help
PHP Extended Support: ionos.com/help/hosting/php

My 1&1 IONOS: my.ionos.com/invoices
Phone support: 1-877-300-8316
E-mail support: billing@ionos.com
Service hours: 24.07.19

Please have your personal phone PIN available for quick and secure authentication when speaking with our agents. You can set and manage this by logging in to my.ionos.com.

Invoice Summary (Beginner Package Linux)

Billing period starting: 05/15/2019

Item	Service	Charges	Usage	Total
1	PHP5.4 Extended Support 05/03/2019-06/03/2019	\$8.71 a month	1 mo.	\$8.71
Total amount due				\$8.71

Please DO NOT send cash, check or money order

The total amount due will be charged to your credit card within the next seven days. Thank you.

Do you have questions regarding this invoice?
Please refer to your [Help Center](https://ionos.com/help) or log in to my.ionos.com for further information.



Receipt for Kyle Noyed
 Account ID: 40815886



Payment Date
 May 31, 2019, 11:20 AM

Payment Method
 Visa*1721
 Reference Number: 6UJJDMLJ5U2

Transaction ID
 226550075689920-4462239

Product Type
 Facebook

Paid

\$10.00 USD

Remaining ad costs at the end of the month.

Campaigns

Post: "The TCMC Second Train would provide an additional..."		\$10.00
From May 17, 2019, 8:34 AM to May 21, 2019, 8:00 AM		
Post: "The TCMC Second Train would provide an additional..."	1,140 Impressions	\$10.00





11599 Arnold Palmer Dr
Blaine, MN 55449

Invoice

Date	Invoice #
6/29/2019	GRR.14

Bill To
GRR, attn: Jeff Dehler

Serviced	Description	Qty	U/M	Rate	Amount
5/8/2019	Account admin for April. Emails on projects.	0.5	hr	110.00	55.00
5/10/2019	Edit collateral materials and provide feedback.	0.25	hr	110.00	27.50
5/13/2019	Edits/review of collateral. Emails.	0.25	hr	110.00	27.50
5/20/2019	Review drafts. Provide feedback.	0.25	hr	110.00	27.50
5/20/2019	Review collateral. Provide feedback.	0.25	hr	110.00	27.50
5/28/2019	Edit news release.	0.25	hr	110.00	27.50
6/13/2019	Research county fairs. Follow ups. Emails.	0.5	hr	110.00	55.00
6/17/2019	Work on fairs with Jeff.	0.25	hr	110.00	27.50
6/18/2019	Work on budget for county fairs. Emails with fairs. Call with Jeff.	1.5	hr	110.00	165.00
6/20/2019	Recruiting fair staff.	0.25	hr	110.00	27.50
6/25/2019	Emails re fairs.	0.25	hr	110.00	27.50
6/27/2019	Emails re fair.	0.25	hr	110.00	27.50
6/28/2019	Emails re fair staffing.	0.25	hr	110.00	27.50
6/29/2019	Account administration.	0.5	hr	110.00	55.00

Phone #	E-mail	Total	\$605.00
612-889-2611	jillcbrown@mn.com		





Educate. Communicate. Motivate.

August 21, 2019

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

Dear Kevin:

Enclosed is an invoice from DehlerPR for work performed on behalf of the Great River Rail Commission from June 21 to August 20, 2019. Invoice 190869 is for a total of \$7,954.95 and includes a number of out of pocket expenses and subcontracted work including:

- \$414.14 to Joseph Robinson for hours and mileage for working the Winona County Fair booth
- \$2834.08 to Jill Brown for communications services and Winona County Fair presence and bills
- \$807.92 to Ben Robinson for hours and mileage for working the Winona County Fair booth
- \$6.86 to Facebook for a boosted post
- \$160 to Goodhue County for booth cost
- \$527.46 to Ben Robinson for hours and mileage for working the Goodhue County Fair booth
- \$46.99 to 1&1 Internet for website hosting fees

Media Relations – Dehler- 2.; Noyed-.5

- Media checks
- Media report
- Media posts

Corridor Advocacy – Dehler– 6.75 Noyed – 5.75

- County Fair planning and materials; talking points, follow-up, report
- Coordinate with AAMN
- Legislative coordination
- Voter Voice, advocacy research
- Supporter spotlight quotes from collected postcards
- Compile new supporter information



Public Information - Dehler 0 –Noyed – 8

Noyed

- Email drafting and sending
- Draft, edit and schedule FB posts
- Launch and monitor Facebook ad campaigns
- Edits to website, communications with webmaster
- Eblasts and enews
- Ad research and planning
- Create new contact lists
- Meeting event promotion

Strategic Counsel – Dehler – 11; Noyed – 1.5

- Planning; emails, phone calls/meetings between consultants, webmaster, MnDOT representatives and K. Roggenbuck
- Project management: Report, File and database management
- Reporting and commission communications
- Audience growth research
- Meeting Report
- Manage commission email account
- Review internal communications
- Google Analytic set up and coordination
- Budget recategorization
- Tagline coordination
- Memos

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

Jeff Dehler Public Relations
10569 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 | Nashville | Jeff@DehlerPR.com | 763-443-1093
Dehlerpr.com



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

Invoice



BILL TO
Great River Rail Kevin Roggenbuck Ramsey Co. Regional Rail Union Depot, Suite 200 214 4th Street East St. Paul, MN 55101

SHIP TO
Great River 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
190869	08/23/2019	\$7,954.95	09/22/2019	Net 30	

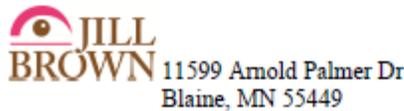
DATE	ACTIVITY	DESCRIPTION	QTY	RATE	AMOUNT
06/21/2019	-Kyle Noyed \$50	Strategic Counsel - Cover letter and invoice	1:00	50.00	50.00
06/24/2019	-Kyle Noyed \$50	Strategic Counsel - Retrieve receipts, review expenses, budget tracker	0:30	50.00	25.00
07/01/2019	-Jeff Dehler \$120	Media - report, news articles, media report	2:00	120.00	240.00
07/08/2019	-Kyle Noyed \$50	Media - review article, FB posts	0:30	50.00	25.00
07/08/2019	-Kyle Noyed \$50	Public Info - article to website/webmaster, fair posts, media posts	1:00	50.00	50.00
07/09/2019	-Jeff Dehler \$120	Corridor Advocacy - Winona County Fair	1:00	120.00	120.00
07/10/2019	-Jeff Dehler \$120	Corridor Advocacy - talking points for fair	1:00	120.00	120.00
07/16/2019	-Kyle Noyed \$50	Research advocacy services, draft memo/report	1:45	50.00	87.50
07/18/2019	NMU Subcontracted	Jospeh Robinson hours and mileage for Winona County Fair booth	1	414.14	414.14
07/21/2019	NMU Subcontracted	Invoice for communications services/Winona County Fair Presence and bills from Jill Brown	1	2,834.08	2,834.08
07/21/2019	NMU Subcontracted	Winona County Fair Booth presence by Ben Robinson and mileage	1	807.92	807.92
07/22/2019	-Kyle Noyed \$50	Planning, next steps, work outline, FB posts on Big boy, draft blast content, file management, images, research and draft event posts for Sep and Oct	2:30	50.00	125.00



DATE	ACTIVITY	DESCRIPTION	QTY	RATE	AMOUNT
07/25/2019	-Jeff Dehler \$120	Strategic Counsel - tagline	3:15	120.00	390.00
07/27/2019	-Kyle Noyed \$50	Public Info - Draft and edit Sept and Oct posts, create FB ad campaign, create and publicize meeting event	2:00	50.00	100.00
07/29/2019	-Kyle Noyed \$50	Corridor Advocacy - Update supporter doc with new quotes, supporter spotlight posts, add big boy event and Winona fair supporter cards into database	2:45	50.00	137.50
07/31/2019	-Jeff Dehler \$120	Strategic Counsel - Voter Voice advocacy Memo	1:30	120.00	180.00
07/31/2019	-Jeff Dehler \$120	Tagline	2:00	120.00	240.00
07/31/2019	NMU Subcontracted	Facebook ad boost	1	6.86	6.86
08/01/2019	-Jeff Dehler \$120	Corridor Advocacy - Voter Voice, advocacy research, tagline, insurance and planning for Goodhue County Fair event	3:00	120.00	360.00
08/02/2019	-Jeff Dehler \$120	Strategic Counsel - logo adaptation for Ramsey Co website, advocacy memo	1:45	120.00	210.00
08/02/2019	NMU Subcontracted	Booth cost for Goodhue County Fair	1	160.00	160.00
08/05/2019	-Kyle Noyed \$50	Public Info - Upload new contacts to mailing lists, draft welcome emails for big boy and Winona county fair groups, draft and send Goodhue County fair blast	1:45	50.00	87.50
08/05/2019	-Kyle Noyed \$50	Corridor Advocacy - Compile supporter spotlight quotes from postcard database, draft county fair report	1:00	50.00	50.00
08/05/2019	-Jeff Dehler \$120	Fair coordination, coordination with AAMN	1:45	120.00	210.00
08/07/2019	-Jeff Dehler \$120	Strategic Counsel - tagline	1:15	120.00	150.00
08/13/2019	-Kyle Noyed \$50	Corridor Advocacy - update county fair report	0:15	50.00	12.50
08/15/2019	-Kyle Noyed \$50	Public Info - check, organize, respond to email accounts, posts on AAMN Fargo event	0:45	50.00	37.50
08/18/2019	-Jeff Dehler \$120	Strategic Counsel - Tagline Memo	1:15	120.00	150.00
08/19/2019	NMU Subcontracted	Mileage and hours at Goodhue County Fair GRR booth	1	527.46	527.46
08/20/2019	NMU Subcontracted	Website hosting fees	1	46.99	46.99

BALANCE DUE

\$7,954.95

**Invoice**

Date	Invoice #
7/20/2019	GRRC 14

Bill To
GRR, attn: Jeff Dehler

Serviced	Description	Qty	U/M	Rate	Amount
7/1/2019	Emails.	0.25	hr	110.00	27.50
7/3/2019	Coordination on fair staff.	0.25	hr	110.00	27.50
7/8/2019	Try to reach booth workers. Forward STRIB article to Jeff, Kyle. Calls/emails/texts re fair.	0.5	hr	110.00	55.00
7/9/2019	Work on details of Winona County Fair booth. Drive to St. Paul and meet with Kevin re materials for booth. Draft booth instructions and talking points. Gather booth support materials. Email, text with booth workers.	4.5	hr	110.00	495.00
7/10/2019	Load up. Buy items for booth. Drive to St. Charles. Set up. Pay for booth. Train staff. Work with volunteer. Stop at Three Rivers CAP to drop of samples of what could be used at Goodhue County Fair. Emails, texts, calls.	8	hr	110.00	880.00
7/11/2019	Training second staff person for booth. Emails, texts.	0.25	hr	110.00	27.50
7/12/2019	Check in on booth staff. Email volunteer re Goodhue.	0.25	hr	110.00	27.50
7/14/2019	Drive to St. Charles. Work the fair booth. Tear down.	6	hr	110.00	660.00
7/16/2019	Repacking fair items for return to Ramsey County. Email short report on fair.	0.75	hr	110.00	82.50
7/18/2019	Set up payment for staff at Winona County Fair.	0.25	hr	110.00	27.50
7/10/2019	Mileage to Winona County Fair in St. Charles.	240		0.58	139.20
7/14/2019	Mileage to St. Charles to work the Winona County Fair.	240		0.58	139.20
7/10/2019	Winona County Fair booth fee.			190.00	190.00
7/9/2019	Mileage to Union Depot to pick up material for Winona County Fair. (detours with construction)	52		0.58	30.16
7/15/2019	Mileage to return booth materials to Union Depot.	44		0.58	25.52
				Total	\$2,834.08

Phone #
612-889-2611

E-mail
jillcbrown@msn.com



INFORMATION SHEET

Please print and fill out completely. Thank you!

BOOTH NAME: Great River Rail Commission

CONTACT PERSON(S): Jill Brown or Kevin Resgenbeck

STREET ADDRESS/MAILING ADDRESS: 214 E. 4th St, Suite 200

CITY: St. Paul STATE: mn ZIP: 55101

PHONE: 612-889-2611 EMAIL: JillC.Brown@msa.com

Please list all food you will be serving, products or services you will sell or give away.

See FEES page COST

Inside Booth Space 190.⁰⁰

Outside Booth Space _____

Front Footage with hitch _____

Electrical hook up _____
Volt _____ # cords _____

Tables and Chairs

of 6' Tables _____

of 8' Tables _____

of chairs _____

Early Bird (before 3-31) - \$25.00

Deposit Check \$75.00 TOTAL AMOUNT DUE \$ 190.⁰⁰



158th Goodhue County Fair Zumbrota, Minnesota August 6-10, 2019

507-732-5001 (active during summer only)

Commercial Exhibitor Application

Name Jeff Dehler (on behalf of the Great River Rail Commission)

Address 3427 Utah Ave. N, Crystal, MN 55427

Phone 763-443-1093

E-mail Jeff@DehlerPR.com

Phone Number _____ SALES TAX USER # _____

Product(s)/Service to be sold NONE

FEE: \$160	single 10' inside - multiples are \$160/space	\$ <u>\$160</u>
\$140	outside (approximately 20' x 20' for most)	\$ _____

JEFF DEHLER PUBLIC RELATIONS 3427 UTAH AVENUE NORTH CRYSTAL, MN 55427 (763) 443-1093		17-7469-2910	1321	8903 for fee based on
PAY TO THE ORDER OF <u>Goodhue County Fair</u> <u>One hundred sixty and no/100</u>		DATE <u>8/1/19</u>	\$ <u>160.00</u>	stand _____
Topline Federal Credit Union 9353 Jefferson Highway Maple Grove, MN 55369 763-391-9494 www.toplinecu.com		DOLLARS		end _____
MEMO <u>Great River Rail</u> <u>07-11-15-18-19</u>				extra hook-up or heavy use. required _____ amps
_____				and a Minnesota Operator (d Instructions/st19.pdf)

Spaces are held for the previous year's exhibitors until May 15 . Space reservations must be returned with payment in order to be guaranteed space.

Checks should be made payable to: "Goodhue County Fair"

Return reservations to:

Goodhue County Fair
 Box 214
 Zumbrota, MN 55992
 e-mail: gcfair214@gmail.com

Attn. Food Vendors: The midway has exclusive sales of cotton candy, corn dogs, funnel cakes and mini-donuts. Your returned contract must list items you wish to sell so we can control duplications for the benefit of all food vendors.

Vendor signature

MAKE A COPY OF THIS FOR YOUR FILES



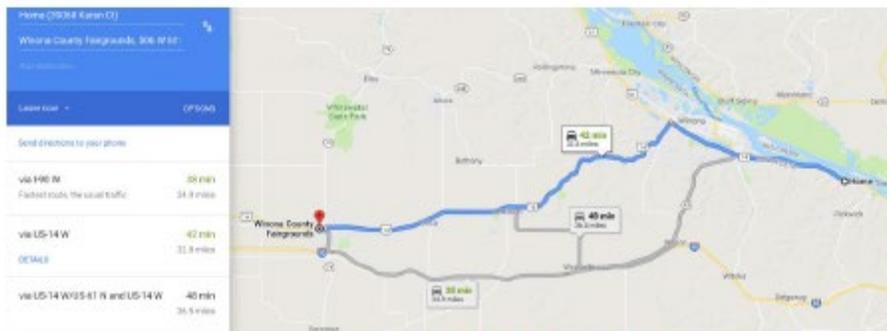
INVOICE: 1

July 18, 2019

TO:
 Jeff Dehler
 Re: Winona County Fair booth for Great River Rail Commission

Ben Robinson
 39068 Karen Ct
 Winona, MN 55987

Quantity	Description	Unit Price	Total
31 hours	Worked the Winona County fair booth in St. Charles, MN on the following days: Wed. 7/10 9 hrs Th. 7/11 5 hrs Fri. 7/12 10 hrs Sat. 7/13 5 hrs Sun. 7/14 2 hrs	\$20	\$620
324 Miles	Round trip from home to fair (Google Map image attached) for each date. 64.8 miles * 5 days= 324 miles 324 * .58 = 187.92 https://goo.gl/maps/FjZ25Uwd8cRA5meQ9	.58	\$187.92



\$807.92

Make all checks payable Ben Robinson
 THANK YOU FOR YOUR BUSINESS!



INVOICE: 2

August 18, 2019

TO:

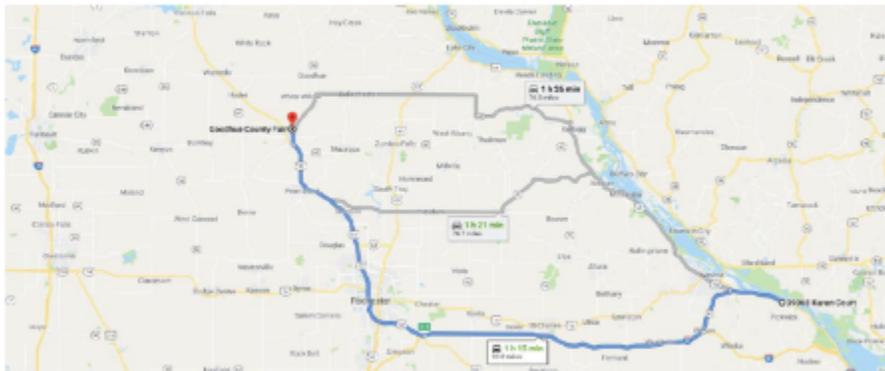
Jeff Dehler

Re: Winona County Fair booth for Great River Rail Commission

Ben Robinson
39068 Karen Ct
Winona, MN 55987

Quantity	Description	Unit Price	Total
17 hours	Worked the Goodhue County Fair in Zumbrota, MN on the following days: Wed. 8/7 8.5 Fri. 8/9 8.5	\$20	\$340
324 Miles	Round trip from home to fair (Google Map image attached) for each date. 161.6*2= 323.2 miles 323.2*.58= \$187.45 https://goo.gl/maps/jPYZEtxWtxKLyNYeA	.58	\$187.46

Google Maps 39068 Karen Court, Winona, MN to Goodhue County Fair Drive 80.8 miles, 1 h 11 m **\$527.46**



Make all checks payable Ben Robinson
THANK YOU FOR YOUR BUSINESS!





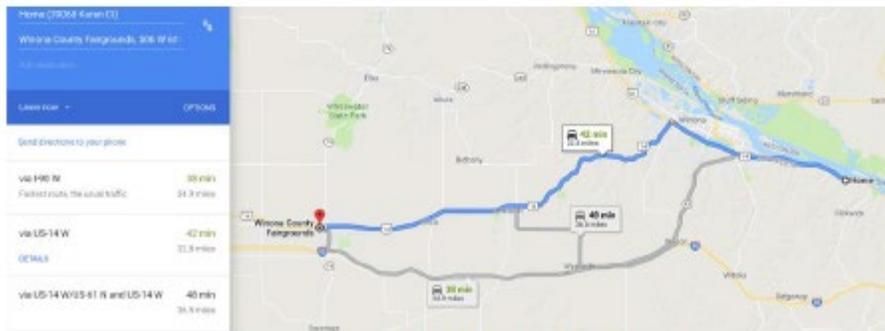
INVOICE: 1

July 18, 2019

TO:
 Jeff Dehler
 Re: Winona County Fair booth for Great River Rail Commission

Joseph Robinson
 39068 Karen Ct
 Winona, MN 55987

Quantity	Description	Unit Price	Total
15 hours	Worked the Winona County fair booth in St. Charles, MN on the following days: Thursday July 11 th 2019 5 hours Saturday July 13 th 2019 5 hours Sunday July 14 th 2019 5 hours	\$20	300
196.8 Miles	Round trip from home to fair (Google Map image attached) for each date. Thursday 65.6 miles Saturday 65.6 miles Sunday 65.6 miles	.58	114.14



\$414.14

Make all checks payable Joseph Robinson
THANK YOU FOR YOUR BUSINESS!



Receipt for Kyle Noyed
Account ID: 40815868



Invoice/Payment Date
Jul 31, 2019, 6:55 AM

Payment Method
Visa*3728
Reference Number: 95Y2WLA5U2

Transaction ID
2211335652316429-4659790

Product Type
Facebook

Paid

\$6.86 USD

Remaining ad costs at the end of the month.

Campaigns

Post: "Benefits of a second daily train between the Twin..."		\$6.86
From Jul 28, 2019, 6:30 AM to Jul 31, 2019, 12:00 AM		

Post: "Benefits of a second daily train between the Twin..."	1,207 Impressions	\$6.86





1&1 IONOS Inc.
701 Lee Road
Suite 300
Chesterbrook, PA 19087
USA

Jeff Dehler
DehlerPR
10569 Camille Ct

Indianapolis, IN 46236-8293
UNITED STATES

Invoice Date: 07/16/2019
Invoice: 202024721610
Contract: 27845148
Customer ID: 25273708

Help Center: ionos.com/help
PHP Extended Support: ionos.com/help/hosting/php

My 1&1 IONOS: my.ionos.com/invoices
Phone support: 1-877-300-8316
E-mail support: billing@ionos.com
Service hours: 24.07.19

Please have your personal phone PIN available for quick and secure authentication when speaking with our agents. You can set and manage this by logging in to my.ionos.com.

Invoice Summary (Beginner Package Linux)

Billing period starting: 07/15/2019

Item	Service	Charges	Usage	Total
1	Basic Fee 07/15/2019-01/15/2020 mnhighspeedrail.com	\$6.38 a month	6 mo.	\$38.28
2	PHP5.4 Extended Support 07/03/2019-08/03/2019	\$8.71 a month	1 mo.	\$8.71
Total amount due				\$46.99

Please DO NOT send cash, check or money order

The total amount due will be charged to your credit card within the next seven days. Thank you.

Do you have questions regarding this invoice?
Please refer to your [Help Center](https://ionos.com/help) or log in to my.ionos.com for further information.



Agenda Item #5



TO: Great River Rail Commission
FROM: Jeff Dehler
DATE: August 18, 2019
RE: Tagline Subcommittee Recommendation
ACTION: Approval

A tagline subcommittee of the Great River Rail Commission met by conference call on August 7. The subcommittee consisted of Paul Drotos, Marie Kovacs and Trista MatasCastillo. Kevin Roggenbuck, Ramsey County, and Jeff Dehler, Community Outreach Consultant, assisted.

Prior to the meeting, the subcommittee reviewed a memo from staff that presented information on the difference between an organizational tagline and a campaign slogan, samples of governmental and corporate taglines, a summary of the commission's renaming and rebranding process, and previously discussed taglines.

The process for the meeting was to set goals, brainstorm tagline ideas and winnow them down to present as a recommendation(s) to the commission.

The subcommittee agreed that:

1. The goal is to have a tagline that lasts – an organizational tagline as opposed to a campaign slogan.
2. The process goal was to present one to three tagline suggestions to the commission and that the commission would make the final decision.
3. Given an option between having a tagline or not, the subcommittee recommends that the commission should have a "permanent" tagline to help further define the commission's purpose.
4. A tagline that lasts, or is "permanent", could still be changed at a point in the future if the commission's mission changes.
5. Having a tagline does not preclude having a campaign slogan for the second train, for example.
6. Taglines are subjective, and there should not be an expectation of unanimous support for any recommendation presented.



Process

During the brainstorming session, the subcommittee considered these questions and criteria:

- What service and value does the commission offer constituents (attributes)?
- What really matters to our constituents?
- Do tagline suggestions do one of three things: clarify what we do, express an important brand attribute or support our positioning?
- Are suggestions unique?

Criteria for good taglines:

- Keep it Short
- Convey a single, simple idea or benefit
- If possible, be specific
- Be sure your claim is believable
- Avoid generic or clichéd statements that could apply to other businesses
- Support or explain your positioning
- Make it memorable
- Stick with your tagline for the long haul
- Be unique

Brainstorming

During the brainstorming process, the subcommittee discussed items that became the rationale for their recommendation to the commission.

- The commission's mission statement is clear and concise, and the tagline should be based on the mission statement which is, "We advocate for the expansion of passenger rail service between the Twin Cities and Chicago."
- Subcommittee members felt the tagline needed to be accessible, with shorter, easily understood words, and that it should appeal to younger audiences.
- Words discussed that were based on the mission statement included: expanding, passenger rail, connections, station stops between the Twin Cities and Chicago, future, ride, vision, sustainable, environment.

Recommendation

After careful deliberation, the subcommittee chose to forward just one tagline option to the commission as its recommendation:

Great River Rail "Ride into our future"

The subcommittee's rationale is as follows:

"Ride" – This action verb defines what we want people to do – ride passenger rail, not drive, not fly.

"into" – This word, in conjunction with the last two, defines where we are going.

"our" – The subcommittee debated "the" or "our" and chose "our" as a more inclusive term, welcoming each of us to expanded passenger rail.

"future" – This word is aspirational, with a nod to the commission's vision, as well as affirmation that passenger rail does not have to be "your grandfather's" train, but can be a modern, fast, futuristic transportation alternative.

Next steps

If the commission approves the subcommittee's recommendation, staff will prepare options showing the tagline in conjunction with the logo and determine a process for selecting a favorite.





TO: Minnesota High Speed Rail Commission Members
FROM: Staff
DATE: August 30, 2018
RE: Liability Insurance Waiver
ACTION: Approval

Insurance coverage was first obtained in 2009 for the work of the Commission through the League of Minnesota Cities Insurance Trust. Coverage includes open meeting, municipal liability, auto liability and crime. Coverage runs from October 6 of the current year to October 6 of the following year. The League of Minnesota Cities Insurance Trust requests written confirmation as to the Commission's choice to waive or not waive the tort liability limits. Each year at this time, the Commission is asked to decide whether or not it chooses to waive the statutory tort liability limits. Each year the Commission chosen **NOT** to waive the limits.

By waiving the statutory tort limits, an individual claimant would be able to recover up to \$2 million for a single claim. The amount any group of claimants could recover would also be limited to \$2 million.

By not waiving the limits, the amount an individual claimant can recover is capped at \$500,000 and any group of claimants would be limited to \$1.5 million.

By not waiving the liability limits, the Commission can expect to pay a significantly lower insurance premium. The premium for liability insurance coverage from October 6, 2018 to October 6, 2019 was \$925.00 and was paid by the Commission. If the Commission decides to not waive the tort liability limits, the insurance premium for 2019-20 will be comparable to last year's premium. The cost of liability insurance will be included in the Commission's 2020 budget, as it was in all previous budgets.

Staff recommends that the insurance coverage continue to be maintained with the League of Minnesota Cities Insurance Trust and that the statutory tort liability limits NOT be waived, and authorize the Chair to provide written documentation to the League of Minnesota Cities Insurance Trust.



Agenda Item #7



TO: Great River Rail Commission
FROM: Staff
DATE: August 29, 2019
RE: Great River Rail Commission Joint Powers Agreement
ACTION: Information

The Commission began the renaming and rebranding process in November 2018 with a workshop to brainstorm new names and logos that would make our message of support for the Twin Cities-Milwaukee-Chicago Second Train more receptive to the state legislature. The Commission later chose the name Great River Rail Commission and rebranded its advocacy materials and social media with the new name and logo.

The final step in the transformation is for each Party to approve the Third Amended and Restated Joint Powers Agreement (Agreement) by resolution to change our legal name allowing us to do business as the Great River Rail Commission.

The revised Agreement was distributed to each Party in late June along with a draft resolution and request to adopt it by the end of August.

Staff is pleased to report that all Parties to the Agreement have provided signed resolutions approving the name change and to add Washington County as a Financial Party member.

No action is required by the Commission. The Third Amended and Restated Joint Powers Agreement is fully executed once all Parties provide signed resolutions adopting it.

A fully executed Agreement is included in your meeting packet.



Agenda Item #8



TO: Great River Rail Commission

FROM: Staff

DATE: August 29, 2019

RE: Great River Rail Commission Bylaws: First Reading

ACTION: Information

The Joint Powers Agreement defines our mission, membership and organizational structure. The Commission also has a set of Bylaws that documents how we conduct meetings, organize ourselves and function as an organization. Our Bylaws need to be consistent with the mission and language in the Joint Powers Agreement.

Adopting a new Joint Powers Agreement that changes our legal name means our Bylaws must also be revised to reflect that, but it also provides an opportunity to bring other portions of the Bylaws up to date with our current practices.

A draft marked-up copy and a clean copy of the Bylaws are included in your meeting mailing for review and discussion per the amendment process described in Article 12, Amendments, of the Bylaws. Approval of the revised Bylaws will be scheduled at a later meeting at the direction of the Commission. The changes recommended by staff following discussion with the Commission leadership are summarized as follows:

- Change all references of Minnesota High Speed Rail Commission to Great River Rail Commission
- Article 2, Definitions, to match those in the Joint Powers Agreement.
- Article 2, Definitions, and Article 5, Commission Composition, to include Metropolitan Planning Organizations as eligible Parties to the Agreement.
- Article 5, Parties, to define Commission membership as it is stated in the Agreement and remove appointment of ex-officio members.
- Article 7, Meetings and Notices, to reflect the Commission's current meeting schedule.
- Article 10, Order of Business, to include Commissioner Reports
- Article 11, Work Plan and Budget, to relax the deadline to review the draft work plan and budget for the subsequent year, given that the Commission is unlikely to meet in July.



Agenda Item #9



TO: Great River Rail Commission
FROM: Staff
DATE: August 29, 2019
RE: Draft 2020 Work Plan and Budget
ACTION: Information

The draft 2020 Work Plan and Budget is brought to the Commission at this time for discussion and refinement. Staff will make revisions per the Commission's direction and bring the final 2020 Work Plan and Budget to the Commission in November for approval.

Below are several bullet points highlighting the draft 2020 Work Plan and Budget.

- Focus on traditional efforts of advocacy and outreach through the Great River Rail Commission website, printed materials, e-newsletters and social media.
- Continue to provide logistical support for the Speakers' Bureau advocacy efforts and Train Day events held by member organizations.
- Continue to have a presence at Train Day celebrations and other opportunities for public engagement.
- Continue to engage state legislators before, during and after each legislative session.
- Actively lobby state legislators to support bills to fund MnDOT passenger rail planning activities and implementation of the Twin Cities-Milwaukee-Chicago Second Train.
- Continue to provide an outlet for public information and engagement for the Twin Cities-Milwaukee-Chicago Intercity Passenger Rail Service Study.
- Continue to budget funds for insurance.
- Continue to maintain a contingency amount for unforeseen advocacy opportunities.
- Continue to apply unspent appropriations from previous years to offset membership dues.



Great River Rail Commission

Draft 2020 Work Plan and Budget

1. **Passenger and Freight Rail Advocacy Activities**

The Great River Rail Commission (Commission) will work with counties, cities, the Prairie Island Indian Community, the Minnesota Department of Transportation (MnDOT), Wisconsin Department of Transportation (WisDOT), the Metropolitan Council, Amtrak, Canadian Pacific Railway, Burlington Northern Santa Fe Railway, Union Pacific Railway, corridor chambers of commerce and others to continue the advancement and development of more frequent and faster passenger train service between Chicago and Saint Paul along the Twin Cities-Milwaukee-Chicago Rail Corridor. To accomplish this the Commission will do the following:

- Monitor progress and offer guidance on the Twin Cities–Milwaukee–Chicago Intercity Passenger Rail Service Phase 1 Study and any future phases of work.
- Provide a means for public engagement and an outlet for public information about the Twin Cities–Milwaukee–Chicago Intercity Passenger Rail Service Phase 1 Study and any future phases of work where public engagement is part of the work scope.
- Monitor progress and offer guidance on the Chicago to Twin Cities Tier I EIS.
- Work for the seamless integration of passenger rail into the comprehensive plans of municipalities in the Twin Cities-Milwaukee-Chicago Rail Corridor.
- Offer guidance and assistance to municipalities, MnDOT, Metropolitan Council, freight railroads, and others for the advancement of the Twin Cities-Milwaukee-Chicago Second Train.
- Monitor progress and offer guidance on freight rail studies involving the Twin Cities-Milwaukee-Chicago Rail Corridor and rail activities in the United States that could have an impact on the Twin Cities-Milwaukee-Chicago Second Train.
- Coordinate with MnDOT on passenger and freight rail studies that impact the Twin Cities-Milwaukee-Chicago Rail Corridor.
- Offer formal comments on passenger and freight rail studies and state and federal policy affecting passenger rail as needed.

General Activities will be led by Commission staff working with agency staff to advise the commission on when its involvement is needed.

2. **Advocacy and Legislative Coordination**

The Commission will continue to develop policy positions and work cooperatively with its partners for more frequent and faster passenger train service in the Twin Cities-Milwaukee-Chicago Rail Corridor and throughout the Midwest Regional Rail System.

To accomplish this, the Commission will do the following:

- Inform legislators about the benefits of the Twin Cities-Milwaukee-Chicago Second Train.
- Advocate and lobby for state funding of MnDOT’s passenger rail planning activities including future phases of work on the Twin Cities-Milwaukee-Chicago Intercity Passenger Rail Service Study.
- Advocate for capital improvement projects that benefit passenger rail service and freight rail movement.

- Inform legislators about the benefit of and need for increased freight rail capacity.
- Coordinate legislative initiatives with impacted freight railroads, the Prairie Island Indian Community, MnDOT, the Metropolitan Council, the La Crosse Area Planning Committee, Amtrak, other passenger rail corridors, and other impacted parties.
- Coordinate legislative initiatives with partner agencies for those initiatives that impact the Twin Cities-Milwaukee-Chicago Rail Corridor.
- Establish and communicate positions on state and federal legislative initiatives that affect passenger and freight rail movement in the Twin Cities-Milwaukee-Chicago Rail Corridor.
- Host joint meetings and forums with passenger rail advocates to encourage the implementation of the Twin Cities-Milwaukee-Chicago Second Train.
- Advocate for a multimodal transportation system that improves mobility through connecting corridor communities without stations to each other and to communities with stations.
- Advocate for rail safety improvements including at-grade crossings and track upgrades.
- Consider membership in similar advocacy organizations such as the Midwest Interstate Passenger Rail Commission and Rail Passengers Association.

Advocacy and legislative coordination activities will be led by Commission staff working with the Chair to identify which items merit Commission involvement. If Commission involvement is merited, and time allows, the items will be brought to the Commission for discussion. If time does not allow, the Chair will determine whether the Commission shall be involved. In all instances, the Chair shall be the first option as spokesperson for the Commission.

3. Public Engagement

The Commission's public engagement activities will be developed to increase public awareness of the Twin Cities-Milwaukee-Chicago Intercity Passenger Rail Service Phase 1 Study and any future phases of work, the Chicago to Twin Cities Tier I EIS, the Commission, the larger Midwest Regional Rail Initiative, and the importance of investing in more frequent and faster passenger rail service. These activities will be separate from but coordinated with MnDOT's public engagement activities related to the implementation of the Minnesota State Rail Plan, the Twin Cities-Milwaukee-Chicago Intercity Passenger Rail Service, and the Chicago to Twin Cities Tier I EIS. Specific Commission activities will include:

- Implement a Public Communications strategy that builds upon the Commission's Strategic Communications Plan. This strategy will guide the Commission's public engagement activities including:
 - Public Engagement and Information Sharing
 - Legislative Coordination
 - Community Relations
 - Media Relations
 - Corridor Positioning
 - Website Presence
 - Social Media (Facebook)
 - Supporter Distribution List
 - Materials Development and Production
- Revise the Strategic Communications Plan as needed.



- Coordination with partner agencies when advocating for the Twin Cities-Milwaukee-Chicago Second Train.
- Presentations to civic and community groups throughout the Twin Cities-Milwaukee-Chicago Rail Corridor.
- Support for similar organizations (e.g. All Aboard Minnesota).
- Media recognition of Commission meetings and events through print, radio, and public access television.
- Coordination and recruitment of supporters, including those in the business community, to advance the Twin Cities-Milwaukee-Chicago Second Train.

Public engagement activities will be led by Commission staff working with the Commission's public communications consultant. Public involvement strategies will continue to be discussed with the Chair before being brought to the Commission.

4. Management, Policy, and Administrative Activities

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

- Prepare and adopt the 2021 Work Plan and Budget.
- Review insurance needs and procure appropriate insurance.
- Provide Commission and staff administration.
- Manage Commission expenses.

Management, policy, and administrative activities will be led by Commission staff. The deliverables will continue to be brought before the Commission for their approval.



Draft 2020 Expenditures

Expenditure Category	Amount
Advocacy and Legislative Coordination	
- Publications	\$2,000
- Materials	\$3,000
- Special Events/Mileage ¹	\$1,000
- Lobbying	\$10,000
Subtotal	\$16,000
Public Communications Assistance	
- Implement HSRC Strategic Communications Plan	\$37,000
-	
Subtotal	\$43,000
Management/Administration	
- Materials	\$3,000
- Insurance	\$2,000
Subtotal	\$5,000
Contingency	\$7,000
Total	\$65,000

¹ Travel to out of state events/conferences would be the responsibility of each individual member.

Note: Multiple Financial Parties currently have contracts with federal and state lobbyists. These lobbyists may provide federal and state lobbying services as an in kind contribution of the Financial Party members to the Commission.

Draft Unadjusted 2020 Revenue

Revenue Source		Amount
Federal Appropriations		\$0
Subtotal		\$0
State Appropriations		\$0
Subtotal		\$0
Financial Party	Percentage ¹	2020 Contribution
Ramsey County	33.1%	\$21,515
Dakota County	16.4%	\$10,660
La Crosse Area Planning Committee	12.8%	\$8,320
Winona County	12.0%	\$7,800
Washington County	10.9%	\$7,085
Goodhue County	10.7%	\$6,955
Wabasha County	4.1%	\$2,665
TOTAL	100.0%	\$65,000

¹ Per the Amended and restated Joint Powers Agreement (adopted 2017), the Financial Parties' contribution is based on the following formula: 50% based on the proportionate share of population among all Financial Parties; 10% based on the proportionate share of corridor mileage among all Financial Parties; 31% based on the location of existing or planned high speed passenger rail stations within the Financial Parties' jurisdiction; and 9% allocated equally among the Financial Parties.

Draft Adjusted 2020 Revenue

Revenue Source		Amount		
Federal Appropriations		\$0		
Subtotal		\$0		
State Appropriations		\$0		
Subtotal		\$0		
Financial Party	Percentage	2020 Contribution	Proposed Offset ¹	Adjusted 2020 Contribution
Ramsey County	33.1%	\$21,515	\$8,606	\$12,909
Dakota County	16.4%	\$10,660	\$4,264	\$6,396
La Crosse Area Planning Committee	12.8%	\$8,320	\$3,328	\$4,992
Winona County	12.0%	\$7,800	\$3,120	\$4,680
Washington County	10.9%	\$7,085	\$2,834	\$4,251
Goodhue County	10.7%	\$6,955	\$2,782	\$4,173
Wabasha County	4.1%	\$2,665	\$1,066	\$1,599
TOTAL	100.00%	\$65,000	\$26,000	\$39,000

¹ Proposed offset to reduce Financial Party contributions.

Fiscal Note: As of September 6, 2018, the Commission has approximately \$120,000 in unexpended previous year's appropriations.

Agenda Item #10



TO: Kevin Roggenbuck
FROM: DehlerPR
DATA: August 21, 2019
SUBJECT: Public Outreach – June-August 2019 Activity Update

Major Activities

Since our last report of June 2019 our major activities have included preparation and execution of promotions at two county fairs and an event at Union Depot, preparing a new tagline for the commission, researching voter advocacy tools, preparing social media and email content, monitoring news, and continuing ongoing communications efforts.

Work Summary

- Focus was on creating a presence for the commission out in the community via county fair booths in Winona and Goodhue counties – see attached report for more detail
- Worked with tagline subcommittee to create a tagline for the Great River Rail Commission
- Sent an eblast to subscribers to promote fair presence and upcoming commission meeting
- Updated mailing lists with new contacts from events and drafted emails welcoming them to the commission mailing list
- Continued planning for the coming months including fall events, Facebook ad campaign, new website content, and email calendar

Analytics Report

Highlights

- Monitoring analytics continues to be uncertain do to transition from MNHSR to GRR websites, as many of the same physical pages used on the old website were updated with new content for the GRR website.
- After the homepage, the most visited pages are Second Train At a Glance; New Name, New Train (news article about the name change); and Get Involved.
- We sent to one eblast to promote county fair presence and upcoming meeting and drafted two more for new subscribers from events.
- Facebook likes remained steady at 2,080



Website:

The Google analytics report for www.greatriversrail.org for the current time period is attached. Below are basic web statistic comparisons. Website views are up slightly down from the past period which could have resulted from the analytics being reset in order to get access to the new pages.

Time Period	Sessions	Sessions/Day	Pages/Session	Ave Session Duration	% New Sessions
Jun 21-Aug 20, 2018	1028	16	1.75	1:22	94.1%
Aug 21-Oct 20, 2018	647	11	2.65	2:34	97%
Oct 21-Dec 20, 2018	746	12	1.59	1:08	97%
Dec 21, 2018-Feb 20, 2019	770	15	1.80	1:13	90.5%
Feb 21-Apr 20, 2019	925	15	1.97	1:45	93.7%
Apr 21-June 20, 2019	410	7	1.20	0:43	93%
Jun 21-Aug 20, 2019	529	9	1.35	0:43	93%

E-newsletter:

One email was sent to subscribers via Constant Contact to promote the Winona County Fair event and the commission meeting. Two more emails were sent to new subscribers who filled out cards at the Union Depot and Winona County Fair events. Click rate performance was low because all information needed was included in the email itself.

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 Great River Rail emails sent this period are:

- 8/7 – September meeting and fair eblast – open rate 26%, Click rate 3%

Facebook:

Facebook posts placed an emphasis on summer River Route events and information on the TCMC Second Train. Boosted posts are now targeting specific geographic areas down to a certain town to try to increase awareness along the River Route. Views are generally down, but our open-ended questions continue to drive discussion.

Facebook still shows the posts to fewer users but attempts at getting shares and activity have driven the number of higher viewed posts back up. Crafting shareable posts will continue to be a focus moving forward. A targeted campaign focusing on demographics who would use train travel and local business is being designed.



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

Time Period	Likes	Posts Reaching >300
June 21 – August 20, 2018	2,063	12
August 21 – Oct 20, 2018	2,065	11
October 21 – Dec 20, 2018	2,061	18
Dec 21, 2018 – Feb 20, 2019	2,053	22
Feb 21 – April 20, 2019	2,084	26
April 21 – June 20, 2019	2,085	18
June 21 – August 20, 2019	2,080	11

The top 5 performing posts from the period were:

Posted	Post Message	Unique Users	Comments	Likes
7/29 8:14 AM	Why is passenger rail important to you?	508	9 on post 2 on shares	3
7/20 10:21 AM	The Union Pacific Big Boy steam locomotive recently visited Union Depot in Saint Paul. A huge crowd of train fans came out to see it and it was a great day!	451	1	28 on post 3 on shares 4 love on post
7/12 12:32 PM	Dan Krom from the Minnesota Department of Transportation says of a second train: "You'd be providing an option for folks who don't want to fly or drive, or can't drive anymore or choose not to drive. A lot of people from Red Wing, Winona, La Crosse, Tomah, and the Dells are getting on and off and It's providing access for people for those markets in between where there aren't many options to fly."	391	1	23 2 love 1 wow 1 angry
7/19 4:34 PM	In case you missed it, the effort to add a second daily round-trip train between the Twin Cities and Chicago continues despite the lack of funding from the legislative session.	377		16
7/11 4:10 PM	The River Route is home to not one, but two of the Star Tribune's Hottest Small Town Destinations in Minnesota!	354	1 on shares	1 on post 1 on shares 1 wow





TO: Kevin Roggenbuck
FROM: DehlerPR
DATE: August 23, 2019
SUBJECT: Great River Rail Commission Event Presence Report

Kevin,

As you know we have increased the presence of the Great River Rail at a number of recent events including the Big Boy Steam Locomotive event at Union Depot, and the Winona and Goodhue County Fairs. These events have included commission members and volunteers interacting with the public and educating them on the TCMC Second Train and the work of the Great River Rail Commission.

The goal of our presence at these events was to increase awareness of the TCMC Second Train and the Great River Rail Commission, as well as to continue to build our database of supporters and gather messages on postcards to provide to legislators and the Governor. Quotes from the postcards have been collected to be used in future supporter spotlight features including social media, emails, and website content.

Winona County Fair

July 10-14 from noon-9:00 p.m. on 7/10, noon-10 p.m. 7/11-7/13 and noon-7 p.m. 7/14
Staffed by Jill Brown, Paul Schollmeier, Marie Kovcesi, Ben and Joe Robinson
67 postcards collected, 36 with email addresses

Fair attendees had lots of questions about the booth and the project in general including the speed, service, and price of ridership. Some attendees were confused about the TCMC Second Train and the Zip Rail and had several misconceptions. Most folks were supportive and enjoyed sharing their train stories. About 100 pocket cards went out with just a few magnets and notepads going out.

Postcards received were primarily from the Winona area with many constituents of Rep. Pelowski and Sen. Miller. A few folks were from as far as Rochester or the Twin Cities and everyone had positive things to say including saying it would be great, that it is needed, and that is long overdue.



Big Boy Steam Locomotive at Union Depot

July 18 and 19 from 9 AM to 3 PM

Staffed by Kevin Roggenbuck

62 postcards collected, 52 with email addresses

Great attendance with a line from when the doors opened until past lunchtime. Anecdotally, the visitor total was 6,000 at 11:30 with more visitors after. People flocked to the table 6 or 7 at a time and about 1,700 notepads, buttons, magnets, pocket cards, and postcards were distributed.

Postcards received included respondents from all over Minnesota with an emphasis on those local to the Twin Cities with two from Wisconsin. Comments were all very positive with several people saying it was a great idea that would be easier for them to use the train, and that it would make a difference in their lives.

Goodhue County Fair

August 6 through August 10 with booth staffed Tuesday from 6-9 p.m., Wednesday from 12:30 to 9 p.m., Thursday from 1:30 to 8 p.m., Friday from 12:30 to 9 p.m., and Saturday from 12:30 to 10 p.m.

Staffed by Genna Palumbo, Ben Robinson, Jack Barbier, and Nina Palumbo

28 postcards were collected.

Light attendance with a lot of younger “kids” and farmers and their families. Booth was in a great position right at the entrance to the Commercial Exhibits building. A good number of people showed interest in the exhibit and spoke with booth staff.

Jack Barbier, a volunteer with All Aboard Minnesota, said: “During the often-lengthy pauses in action, chatted up the local DFL folks, a Mayo exhibitor (who gladly signed a postcard for Gov. Walz), and the local Sheriff’s deputy just outside the door. There were 3 signed Walz postcards from Wednesday.... I obtained many more than that on my shift. And had some good conversations with the good folks who DID show some interest in our cause.”



ST. PAUL

Boosters of second Twin Cities-Chicago train undeterred despite budget snub

Legislature didn't fund a \$4M request for planning.

By Janet Moore (<http://www.startribune.com/janet-moore/10645476/>) Star Tribune |

JULY 5, 2019 — 6:17PM

Rail advocates remain optimistic that a second daily Amtrak train could be added between the Twin Cities and Chicago, even though the Legislature didn't fund a \$4 million request to help pay for the project.

While disappointed, "I think we finally got some momentum this legislative session," said Mark Vaughan, chairman of the Great River Rail Commission, a group of local government officials in Minnesota and Wisconsin that support efforts to add a second train. He's hopeful lawmakers will see fit to fund the project next year.

The second train would carry passengers in both directions once a day between Chicago's Union Station and Union Depot in St. Paul — serving the 13 stations on Amtrak's Empire Builder long-distance route, as well as Milwaukee's General Mitchell International Airport.

Because the [service](http://www.dot.state.mn.us/passengerrail/tc-mil-chi/index.html) (<http://www.dot.state.mn.us/passengerrail/tc-mil-chi/index.html>) would not be part of the Empire Builder cross-country route, supporters say travel times would be faster — about 7.5 hours for the trip.

The project is expected to cost \$130 million to \$140 million in state and federal money.

This year's funding request by the Minnesota Department of Transportation (MnDOT) would have paid for more environmental and design work and service planning.

"We're kind of on life support for right now from our perspective, but we're keeping the project moving forward," said Dan Krom, director of MnDOT's Passenger Rail Office.

Meanwhile, Wisconsin lawmakers this year allocated \$300,000 to fund environmental work related to the project.

The budget pause in Minnesota comes as Amtrak rolls out its strategy for national service in the next month and as Congress debates the railroad's reauthorization and capital funding for coming years.

Amtrak CEO Richard Anderson told a Senate committee in Washington, D.C., last week that there is "great potential — and great need — to increase travel by train in under 400-mile corridors between major cities throughout the United States." The second train route between the Windy City and the Twin Cities would cover just over 400 miles.

Anderson noted that passenger rail suits smartphone-toting, urban-dwelling millennials because stations are in city centers and trains have Wi-Fi and "contemporary food and beverage choices in the cafe car."

Amtrak's current route network is not designed to meet emerging travel needs and passenger demand in fast-growing population centers, Anderson said. For example, Amtrak doesn't serve surging hot spots Las Vegas, Phoenix, Nashville or Columbus, Ohio.

Anderson didn't mention the second train between Chicago and the Twin Cities in his testimony before the U.S. Senate Committee on Commerce, Science and Transportation. But Amtrak spokesman Marc Magliari said the project, along with a revival of passenger service between the Twin Cities and Duluth, would "bring Amtrak trains that are safe, reliable and relevant, both providing valuable alternatives to driving in current and new Amtrak markets."



ELIZABETH FLORES - STAR TRIBUNE FILE

A conductor announced the departure of an Amtrak at the Union Depot in St. Paul in 2014.



An Amtrak feasibility study (<http://www.dot.state.mn.us/passengerrail/tc-mil-chi/feasibility.html>) found that adding a second train daily could attract 155,000 new rides annually, in addition to the existing 123,000 passengers taking the Empire Builder, which begins in Chicago and ends in Seattle or Portland.

"You'd be providing an option for folks who don't want to fly or drive, or can't drive anymore or choose not to drive," Krom said. On current Empire Builder eastbound trains, only 25% of the passengers getting on the train in St. Paul consider Chicago their destination, he said.

"A lot of people from Red Wing, Winona, La Crosse, Tomah, the Dells are getting on and off," Krom added. "It's providing access for people for those markets in between where there aren't many options to fly."

Transportation reporter Janet Moore covers trains, planes, automobiles, buses, bikes and pedestrians. Moore has been with the Star Tribune for 21 years, previously covering business news, including the retail, medical device and commercial real estate industries.

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