



Great River Rail Commission Meeting

Thursday, March 7, 2019
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 January 3, 2019 Meeting *	Approval
4.	Page 6 Checks and Claims *	Approval
5.	Page 15 Renaming and Rebranding: Kevin Roggenbuck Resolution Affirming Selection of Name and Logo *	Approval
6.	Page 18 Renaming and Rebranding: Jeff Dehler Selection of a Tag Line, Mission Statement and Vision *	Approval
7.	Page 20 Resolution of Support: Kevin Roggenbuck Funding Twin Cities-Milwaukee-Chicago Second Train – Phase 2 *	Approval
8.	Page 23 Public Advocacy and Outreach Activities: Jeff Dehler December 2018 – February 2019 Activity Report *	Information
9.	MnDOT Passenger Rail Report: Dan Krom, Frank Loetterle, MnDOT a. TCMC Intercity Passenger Rail Study <u>(Following the presentation, there will be an opportunity for public comment)</u> b. State Legislative Update	Information
10.	Commission Legislative Update: Kevin Roggenbuck	Information
11.	Commissioner Reports	Information
12.	Other a. Next scheduled meeting: May 2, 2019 b. Updating Advocacy Materials for Train Day 2019	Information

*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





**MINNESOTA HIGH-SPEED RAIL COMMISSION MEETING
GOODHUE COUNTY JUSTICE CENTER, RED WING, MN
THURSDAY, JANUARY 3, 2019
MEETING SUMMARY**

MEMBERS:

City of Red Wing, Sean Dowse	City of St. Paul Park, Sandi Dingle
City of St. Charles, Wayne Getz	Wabasha County, Cheryl Key
Ramsey County, Janice Rettman	Dakota County, Mike Slavik
Goodhue County, Paul Drotos	City of Hastings, Mark Vaughan
City of St. Paul, Jane Prince	City of Winona, Paul Schollmeier

OTHERS:

Ramsey County RRA; Kevin Roggenbuck	All Aboard MN, John Goodman
Ramsey County RRA, Sandie Jacobson	MW HSRA, Jack Barbier
Dehler PR, Jeff Dehler	All Aboard MN, Brian Nelson
MnDOT, Dan Krom	All Aboard MN, Edward M. Johnson
MnDOT, Frank Loetterle	

1. CALL TO ORDER AND INTRODUCTIONS

Chair Rettman called to order at 9:32 a.m. Introductions were made.

2. APPROVAL OF AGENDA

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

3. ELECTION OF OFFICERS

Chair Rettman asked for nominations for Chair. A motion was made by Commissioner Slavik to nominate Councilmember Mark Vaughan as the Chair of the Minnesota High Speed Rail Commission and seconded by Commissioner Drotos. Councilmember Getz moved to close nominations, seconded by Commissioner Slavik. The motions passed unanimously by voice vote.

Outgoing Chair Janice Rettman turned over the meeting to Chair Vaughan.

Chair Vaughan asked for nominations for Vice-Chair. A motion was made by Commissioner Slavik to nominate Commissioner Paul Drotos as Vice-Chair of the Minnesota High Speed Rail Commission and seconded by Commissioner Key. Chair Vaughn asked three times for further nominations, hearing none, Chair Vaughn closed nominations. The motion passed unanimously by voice vote.

4. RECOGNITION AND APPRECIATION OF TOM FAELLA, JAMES POMEROY AND JANICE RETTMAN

Chair Vaughn described the contributions Tom Faella, Jim Pomeroy and Janice Rettman have made to the Commission and read a proclamation recognizing each of them. Chair Vaughn asked for a motion to recognize and appreciate them through approval of the





proclamation. A motion was made by Mayor Dowse and seconded by Commissioner Drotos. The motion passed unanimously by voice vote. Commission members thanked Commissioner Rettman for her dedicated service and work on the Commission. A plaque was presented to Commissioner Rettman and photos were taken.

5. MINUTES OF THE NOVEMBER 1, 2018 MEETING

A motion to approve the minutes from November 1, 2018 was requested. Chair Vaughan asked that he be removed from the list of attendees. Commissioner Key moved for approval of the revised minutes, seconded by Councilmember Getz. The motion passed unanimously by voice vote.

6. CHECKS AND CLAIMS

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

7. SET 2019 MN HSR COMMISSION MEETING CALENDAR

Mr. Roggenbuck reviewed the Commission's previous discussion about reducing the number of meetings. There was discussion of two options to eliminate one meeting scheduled in the summer. The Commission agreed to keep all the 2019 meetings on the calendar with the understanding that the July 2019 meeting will be cancelled if not needed. A motion to approve was requested. Mayor Dingle moved for approval of the 2019 meeting calendar, seconded by Commissioner Slavik.

8. RENAMING AND REBRANDING: SELECTION OF A NEW NAME AND LOGO

Chair Vaughan recapped the process that was used by the committee to get to this point. Mr. Jeff Dehler then provided more information and handed out the recommended names and ideas for logos. He suggested the Commission first discuss the name and then the logo. After discussion regarding the new name, Commissioner Key moved for approval of the new name "Great River Rail", seconded by Mayor Dingle. The motion passed unanimously by voice vote.

Next, Mr. Dehler showed color palettes and logos and there was discussion. Chair Vaughan summarized that the Commission likes the modern looking train with the water waves shown on the train (versus below or through the circle) and the Commission preferred using orange above the train and blue below the train in the logo. The Commission agreed not to include the outline of Minnesota in the logo so our counterparts in Wisconsin can utilize our literature.

Prior to voting on the new name and logo, Chair Vaughan asked for public comment on the new name and logo. Audience members agreed that the new name will benefit the Commission's mission.

Mayor Dingle made a motion that we vote on the 3rd logo described by Chair Vaughan but bump the train back within the circle and use the orange and blue colors. Councilmember Schollmeier seconded the motion. The Commission voted on the new name "Great River Rail" and the logo by voice vote. The motion passed unanimously.





Mr. Dehler will provide the final version of the revised logo and email to everybody on the Commission.

A commission member asked about the requirement of changing the Joint Powers Agreement due to the name change. Mr. Roggenbuck stated he is going to investigate this as we may not need to change the JPA. He will investigate the Bylaws to see if the Commission can make a change to them instead of spending months working on changing the Joint Powers Agreement. Mr. Roggenbuck will report back to the Commission with his findings.

9. SOLICITATION FOR LOBBYIST: SELECTION OF A QUALIFIED FIRM

Mr. Roggenbuck reported that two proposals were received: Egan Public Affairs of Red Wing, MN and Larkin Hoffman Attorneys from Minneapolis, MN. Mr. Roggenbuck worked Nick Riley of the Ramsey County's Government Affairs department to review the proposals. While each firm is fully qualified to represent the Commission, Egan Public Affairs had more experience in rail issues and is located in the River Route. There was discussion. Councilmember Schollmeier made a motion to approve the proposal from Egan Public Affairs, seconded by Mayor Dingle. The motion passed unanimously by voice vote.

10. PUBLIC ADVOCACY AND OUTREACH ACTIVITIES

November – December 2018 Activity Report

Mr. Dehler provided this report. He stated that coming next will be working with All Aboard MN to plan some advocacy work for the second train, at the capitol. Legislature starts up in a few days. All Aboard MN is planning is to have a day on the Hill event that we as a Commission can participate in, post on our Facebook page and website to invite our followers to attend. It's important to look at this as a great opportunity with new legislators, new Governor and our new Commission name. Mr. Dehler will be working on the next two-year plan to include work with some of the colleges along the route with plans to hopefully reach out to these colleges at the beginning of the 2019-2020 school year. Mr. Dehler will also be working on transitioning from our current name to GreatRiverRail.com for the website and all literature. He will work with MOD and Company to update everything and roll out of the new brand.

11. MNDOT PASSENGER RAIL REPORT: DAN KROM AND FRANK LOETTERLE

Dan Krom reported that the new MnDOT Commissioner (Margaret Anderson Kelliher) starts on Monday along with the new legislative session. Dan hasn't met the new Commissioner yet. He stated they have a lot of work to do to bring the new government officials up to speed. He should have more to report on at the next meeting.

Frank Loetterle reported on Twin Cities-Milwaukee-Chicago Intercity Passenger Rail Study. The study team completed modelling between Chicago and Milwaukee for one additional round-trip passenger train and reported that there is no additional impact to freight trains or Hiawatha passenger trains. The Federal Railroad Administration approved of the modelling assumptions, analysis and results.

Chair Vaughan asked if there are any similar groups to this Commission, in Illinois or Wisconsin. Mr. Krom responded this is the only group of elected officials that he is aware of.





Chair Vaughan stated we appreciate the connections that Mr. Krom and Mr. Loetterle have with their counterparts in Wisconsin and Illinois.

Chair Vaughan opened the meeting for public comment. One attendee asked who will represent Ramsey County on the Commission. Mr. Roggenbuck responded that we won't know until next Tuesday, January 8th when the Ramsey County board votes on the Commissioners appointed to all the Commissions and Committees.

Chair Vaughan stated he will find a way to reach out to the other communities that are part of this organization but not currently participating and ask them to start participating.

Jack Barbier stated he has stepped back from All Aboard MN but will still be advocating for passenger rail.

12. COMMISSIONER REPORTS

Chair Vaughan asked Commission members to review the agendas and offer suggestions for future items.

Commissioner Cheryl Key stated she has been formally re-appointed to this Commission.

Staff member Sandie Jacobson asked the Commissioners to email her and Mr. Roggenbuck with the 2019 appointments/re-appointments and alternates assigned to this Commission.

13. OTHER

- a. Next scheduled meeting: March 7, 2019

Upon completion of the agenda, the meeting was adjourned at 11:25 am.





MEMORANDUM

TO: Great River Rail Commission Members
FROM: Staff
DATE: March 1, 2019
RE: Checks and Claims
ACTION: Approval

Attached is invoice #190254 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 December 21, 2018 through February 20, 2019. The invoice includes some out of pocket expenses.

Staff reviewed the invoice and found them to be accurate.

Invoice # 190254	\$ 6,685.52
TOTAL	\$ 6,685.52

The Commission entered a two-year contract (RRA000083) with Jeff Dehler Public Relations beginning on September 12, 2018. The total amount of the contract is \$75,000. Including the amount in invoice #190254 above, the remaining contract balance is \$59,952.70.





Educate. Communicate. Motivate.

February 28, 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 Minnesota High-Speed Rail Commission from December 21, 2019 through February 20, 2019. Invoice 190254 totals \$6,685.52. This includes out of pocket expenses of \$750 to IdealSpeech for website updates and new website creation, and \$38.28 and \$124.74 to 1&1 internet for extended support and hosting for new URLs.

Rebranding – Dehler – 10.5 ; Noyed – 3.75

- Naming and branding strategy
- Survey of commission members
- Logo and template direction
- Rollout activities – website, social media, talking points, news release, notice to champions

Media relations – Dehler- 2; Noyed- 1.5

- News release editing
- Send news releases and monitor media

Corridor Advocacy – Dehler– 6.25 ; Noyed – 1

- Legislative strategy
- Legislative planning with All Aboard MN
- Spotlight updates and strategy
- Review AAMN content

Public Information - Dehler 10.75 –Noyed – 15

Dehler

- Fact sheet update
- Publicity for day on the hill
- Facebook updates and review
- Website edits





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
- Draft and coordinate website updates
- Fact Sheet review
- Draft social media campaigns

Strategic Counsel – Dehler – 6; Noyed – 9

- Planning; emails, phone calls/meetings between consultants, webmaster, MnDOT representatives, legislative team, and K. Roggenbuck
- Project management: Report, File and database management
- Reporting and commission communications
- Attend commission meeting
- Commission Communications
- Set up and adjust email/constant contact accounts
- Update stakeholder lists, especially media

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 | 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
MNHSR Kevin Roggenbuck Ramsey Co. Regional Rail Union Depot, Suite 200 214 4th Street East St. Paul, MN 55101

SHIP TO
MNHSR 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
190254	02/20/2019	\$6,685.52	03/22/2019	Net 30	

DATE	ACTIVITY	DESCRIPTION	QTY	RATE	AMOUNT
12/21/2018	-Kyle Noyed \$50	Rebrand - Add photos/descriptions to survey, troubleshoot survey	1:45	50.00	87.50
12/21/2018	-Kyle Noyed \$50	Instructions to webmaster on new supporter spotlight, spotlight strategy	0:30	50.00	25.00
12/21/2018	-Kyle Noyed \$50	Public Info - research and draft annual report articles, update blasts/edits/finalize, update meeting event, send blast, emails	1:30	50.00	75.00
12/21/2018	-Jeff Dehler \$120	Rebrand - survey management draft survey report	4:00	120.00	480.00
01/01/2019	-Kyle Noyed \$50	Public Info - Finalize and send invite reminder eblast	0:15	50.00	12.50
01/03/2019	-Kyle Noyed \$50	Rebrand - survey results, review branding feedback	0:30	50.00	25.00
01/03/2019	-Kyle Noyed \$50	Strategic Counsel - Update budget tracker/file management	0:30	50.00	25.00
01/03/2019	-Jeff Dehler \$120	Strategic Counsel - enews draft and edit, attend commission meeting	6:00	120.00	720.00
01/06/2019	-Kyle Noyed \$50	Strategic Counsel - Update stakeholders list, legislator contact info	3:30	50.00	175.00
01/09/2019	-Kyle Noyed \$50	Logo review and feedback	0:15	50.00	12.50
01/09/2019	-Jeff Dehler \$120	Legislative planning with All Aboard MN, Capitol visit plan	3:30	120.00	420.00
01/10/2019	-Kyle Noyed \$50	Public Info - research and draft rail article for annual report	1:00	50.00	50.00
01/17/2019	NMU Subcontracted	Invoice from 1&1 Internet for web hosting	1	38.28	38.28
01/18/2019	-Jeff Dehler \$120	Rebrand.- logo followup	0:15	120.00	30.00





DATE	ACTIVITY	DESCRIPTION	QTY	RATE	AMOUNT
01/22/2019	-Kyle Noyed \$50	Public Info - check and organize HSR email, Facebook comments and monitoring, create meeting event	0:45	50.00	37.50
01/22/2019	-Kyle Noyed \$50	Corridor Advocacy - Review AAMN posters, submit feedback	0:30	50.00	25.00
01/27/2019	-Kyle Noyed \$50	Strategic Counsel - emails	0:15	50.00	12.50
01/29/2019	-Kyle Noyed \$50	Public Info - update commission member info, update email lists, instructions to webmaster	0:45	50.00	37.50
01/30/2019	-Jeff Dehler \$120	Rebrand - rename logo direction, rollout plan and direction, rename, talking points, news release, website	5:15	120.00	630.00
02/03/2019	-Kyle Noyed \$50	Public Info - review website edits, draft rebrand social media campaign	0:45	50.00	37.50
02/04/2019	-Kyle Noyed \$50	Rebrand - review website for mentions of MNHSR, instructions to webmaster for rebrand	1:15	50.00	62.50
02/04/2019	-Kyle Noyed \$50	Strategic Counsel - updates to stakeholder list	0:30	50.00	25.00
02/07/2019	-Jeff Dehler \$120	Rebrand - direction on templates	0:30	120.00	60.00
02/07/2019	-Jeff Dehler \$120	Media - edit news releases	2:00	120.00	240.00
02/08/2019	-Kyle Noyed \$50	Public info - review AAMN content, emails	0:15	50.00	12.50
02/08/2019	-Jeff Dehler \$120	Corridor Advocacy - Legislative conference call, follow up, coordination with AAMN	2:45	120.00	330.00
02/08/2019	-Jeff Dehler \$120	Public Info - facebook, sample chamber resolution, TCMC fact sheet, rollout plan revision, direction, fact sheet update	6:15	120.00	750.00
02/12/2019	-Kyle Noyed \$50	Public Info - research and draft March and April event posts, compile TCMC fact sheet, pre name rollout facebook campaign and image search, review new website options/feedback, rebranding launch next steps, review fact sheet, feed back	4:15	50.00	212.50
02/12/2019	-Kyle Noyed \$50	Strategic Counsel - file management, reorganization	3:00	50.00	150.00
02/15/2019	-Jeff Dehler \$120	Public Info - fact sheet update, publicity for day on the hill event, review, rollout activities, website edits	4:30	120.00	540.00
02/17/2019	-Kyle Noyed \$50	Public Info - draft and schedule recent news post, contact sheets, news articles, website planning, schedule day on the hill posts,	3:00	50.00	150.00





DATE	ACTIVITY	DESCRIPTION	QTY	RATE	AMOUNT
		instructions to webmaster, change facebook to Great River Rail, edit page info, update posts with new links, enews next steps			
02/17/2019	NMU Subcontracted	1&1 Internet invoice for domain names	1	124.74	124.74
02/18/2019	-Kyle Noyed \$50	Strategic Counsel - set up great river rail email and constant contact, create new login doc, update stakeholders list	1:15	50.00	62.50
02/19/2019	-Jeff Dehler \$120	Rebrand - oversee rollout activities	0:30	120.00	60.00
02/19/2019	-Kyle Noyed \$50	Media - Compile materials and send news releases, update media contact list with bounce backs	1:30	50.00	75.00
02/20/2019	-Kyle Noyed \$50	Public Info - website audit and edits, finalize news annual report articles	2:30	50.00	125.00
02/20/2019	NMU Subcontracted	IdealSpeech Creative invoice for website updates/website changes	1	750.00	750.00

BALANCE DUE

\$6,685.52





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

Invoice 0071
February 20, 2019

FROM

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

TO

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

ITEMS

	Date	Hours	Cost
MNHSR - New Page, Document Uploads	1/3/2019	1.0	\$60.00
Great River Rail - Website update	2/15/2019	4.0	\$240.00
Great River Rail - Domain switch, sitewide updates	2/18/2019	4.5	\$270.00
Great River Rail - Sitewide content/style updates	2/19/2019	2.0	\$120.00
Great River Rail - Sitewide content/style updates	2/20/2019	1.0	\$60.00

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	12.5
Hourly Rate	\$60.00
TOTAL	\$750.00





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

Kris Longhenry
MNHigh Speed Rail
3427 Utah Ave N

Minneapolis, MN 55427-1974
UNITED STATES

Invoice Date: 01/17/2019
Invoice: 202022902858
Contract: 27845148
Customer ID: 25273708

Help Center: ionos.com/help
My 1&1 IONOS: my.ionos.com/invoices

Phone support: 1-877-300-8316
E-mail support: billing@ionos.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 by logging in to my.ionos.com.

Invoice Summary (1&1 Beginner Package Linux)

Billing period starting: 01/15/2019

Item	Service	Charges	Usage	Total
1	Basic Fee 01/15/2019-07/15/2019 mnhighspeedrail.com	\$6.38 a month	6 mo.	\$38.28
Total amount due <small>Please DO NOT send cash, check or money order</small>				\$38.28

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.

T&I IONOS Inc. - Citibank, N.A. - Account #: 54348256 - ABA #: 021000089 - Swift code: CITIUS33





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: 02/16/2019
Invoice: 202023200384
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: 24/7

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 (1&1 Beginner Package Linux)

Billing period starting: 02/15/2019

Item	Service	Charges	Usage	Total
1	.org Domain 01/26/2019-01/26/2020 mnhighspeedrail.org	\$20.17 per year (incl. \$0.18 ICANN Fee)	12 mo.	\$20.17
2	PHP5.4 Extended Support 02/03/2019-05/03/2019	\$7.19 a month	3 mo.	\$21.57
3	Domain .org 02/03/2019-02/03/2022 greatriversrail.org	\$20.00 per year (incl. \$0.18 ICANN Fee)	36 mo.	\$60.00
4	Special Offer Discount for line-item 3, 02/03/2019-02/03/2020	Special Offer		\$-16.00
5	Domain .com 02/03/2019-02/03/2022 greatriversrail.com	\$15.00 per year (incl. \$0.18 ICANN Fee)	36 mo.	\$45.00
6	Special Offer Discount for line-item 5, 02/03/2019-02/03/2020	Special Offer		\$-6.00

Total amount due **\$124.74**
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.

1&1 IONOS Inc. - Citibank, N.A. - Account #: 54348256 - ABA #: 021000089 - Swift code: CITIUS33





MEMORANDUM

TO: Great River Rail Commission Members
FROM: Staff
DATE: March 1, 2019
RE: Renaming and Rebranding: Resolution Affirming Selection of Name and Logo
ACTION: Approval

On January 3, 2019, the Commission voted unanimously to change its name to Great River Rail Commission. Staff discussed ways to make the name change official in time for the 2019 legislative session without going through the process of re-adoption of the Joint Powers Agreement by every member organization. Staff consulted with associates in the Ramsey County Attorney's Office and at their recommendation, has prepared a resolution to provide more transparency and make our name change more official.

According to the Ramsey County Attorney's Office, the resolution would serve to allow the Commission to use the new name as its "public identity" for "marketing and communications only." Government entities can't really operate under an assumed name like a typical business can do (pursuant to Minnesota Statutes Chapter 333), so when it comes to future legal actions by the Commission (any kind of contract, land transactions, etc.), they will still have to use the "High Speed Rail Commission" name. To change the legal name of the Commission we would need to amend the Joint Powers Agreement.





Great River Rail Commission Resolution 2019- 01

Adoption of the Name Great River Rail Commission

WHEREAS, the Minnesota High Speed Rail Commission (Commission) was formed in 2009 as a joint powers board pursuant to Minnesota Statutes § 471.59 or 389A, and is comprised of local and regional governmental units, including Regional Railroad Authorities, cities, and Metropolitan Planning Organizations from Saint Paul, Minnesota, to La Crosse, Wisconsin, and

WHEREAS, the Commission's original purpose related to cooperatively advocating for the development of a high-speed passenger rail route along the "River Route" designated by the Federal Railroad Administration and Minnesota Department of Transportation as the preferred high-speed passenger rail route between the Twin Cities and Chicago, and

WHEREAS, the Minnesota Department of Transportation has suspended work on developing a high-speed rail connection between the Twin Cities and Chicago due to the lack of funding and political support, and

WHEREAS, Amtrak completed a feasibility study in 2015 showing that an additional round trip passenger train at conventional speed between the Twin Cities and Chicago could provide 155,500 trips per year and merited further study, and

WHEREAS, the Minnesota Department of Transportation is the lead agency in preparing the Twin Cities-Milwaukee-Chicago Intercity Passenger Rail Service Study (Study), and

WHEREAS, in 2017, the Commission members entered into an Amended and Restated Joint Powers Agreement (Amended Joint Powers Agreement), which established the purpose of the Commission as enabling the Commission members to "cooperatively advocate for, and analyze the feasibility of enhanced rail transportation options and an integrated rail transportation system in the Minnesota High Speed Rail Corridor," as that term is defined in the Amended Joint Powers Agreement, "that includes passenger, high speed, and freight rail along with associated land use and development impacts", and

WHEREAS, the Commission accordingly has shifted its advocacy and outreach efforts toward the completion of the Study and implementation of a second round-trip passenger train between the Twin Cities and Chicago travelling at up to 79 miles per hour, Now Therefore Be It

RESOLVED, to better align the Commission's public identity with its current mission and purpose, for marketing and communications purposes only, the Commission will be known as the "Great River Rail Commission", and be It Further





RESOLVED, all terms, conditions, rights, and obligations of all Commission members of the Amended Joint Powers Agreement, and the Commission Bylaws, as amended on May 7, 2015, remain in full force and effect.

Adopted on _____ day of _____, 2019

Chairperson_____

Attested by Commission Staff_____





MEMORANDUM

TO: Great River Rail Commission Members
FROM: Staff
DATE: March 1, 2019
RE: Renaming and Rebranding: Selection of a Tag Line, Mission Statement and Vision
ACTION: Approval

In addition to changing the name of our Commission, we need to complete several more steps in the rebranding process. Jeff Dehler will lead a discussion on choosing a tagline to go with our logo on certain public-facing materials, a mission statement that reflects our current advocacy focus and vision statement that better reflects our desired outcomes from our advocacy efforts.

Tagline

During the discussion of changing our name to Great River Rail, Commission members expressed an interest in having a tag line; a short descriptive text displayed along with our logo that further describes us. Below are several options for discussion, some were brought up at the November workshop during the development of our new name.

Tagline Options

Staff favorites or taglines discussed during renaming:

- Connecting people, products, places
- Economic growth through rail
- More trains. More trips. More opportunity

Additional options:

- Business, tourism, accessibility
- Growing rail in Minnesota
- Rail moves Minnesota
- Connecting people, products, communities
- Moving Minnesota through rail
- Expanding transportation opportunities for Minnesota
- Connecting Minnesota with opportunity
- Movement beyond the River Route
- Frequent Train Travel for a connected community





Mission and Vision

The mission and vision of the Commission has evolved over the years. When the MN High Speed Rail Commission was formed in 2009, the Commission, MnDOT and others expected to tap into federal money made available specifically for the development of high-speed passenger rail connection to Chicago. The Commission's original mission and vision reflected that optimism in its Approach statement below;

Approach:

The Minnesota High Speed Rail Commission advocates for the development of Minnesota's first high-speed rail line within the federally designated high-speed rail corridor that connects the Twin Cities to Madison, Milwaukee and Chicago.

and in the key messages described below related to its approach or vision.

How does high-speed rail on the River Route benefit Minnesota?

- The River Route high-speed rail line will provide up to \$2.3 billion in economic benefits for the state of Minnesota.
- The proposed high-speed rail line will create 1,600 permanent jobs in Minnesota, not including the thousands of construction workers needed to complete the project.
- Improving the River Route's rail infrastructure will increase freight rail capacity by 80 percent.
- High-speed rail in the River Route allows for future commuter passenger rail in the Red Rock Corridor.

The Approach statement and anticipated benefits of high-speed passenger rail were appropriate ten years ago, but no longer reflect the Great River Rail Commission's goals and expected outcomes for the implementation of the TCMC Second Train. Staff offers for your consideration a new mission statement and vision described below.

Mission

We advocate for the expansion of passenger rail service between the Twin Cities and Chicago.

Vision

Our vision is to increase economic vitality in the Mississippi River Route through rail infrastructure improvements leading to faster, more frequent passenger train service, increased freight rail capacity, and safer train/road intersections.





MEMORANDUM

TO: Great River Rail Commission Members
FROM: Staff
DATE: March 1, 2019
RE: Resolution in Support of Funding for the Twin Cities-Milwaukee-Chicago Second Train – Phase 2
ACTION: Approval

Under the leadership of the Minnesota Department of Transportation and with support and participation from the Wisconsin and Illinois Departments of Transportation, the La Crosse Area Planning Committee and Ramsey County, the Twin Cities - Milwaukee - Chicago (TCMC) Intercity Passenger Rail Service Phase 1 Study was completed in December 2018. The purpose of the Phase 1 study is to evaluate service alternatives, then identify track and other infrastructure improvements required for a second round-trip and develop conceptual engineering designs and associated cost estimates.

A service development plan, final design of the track and other infrastructure improvements and environmental documentation must be prepared. This work is described as Phase 2 and funding has not yet been identified. The MnDOT's request for passenger rail funding to Governor Walz includes \$1 million to complete environmental analysis and \$3 million for Minnesota's share of final design in his capital budget request to the legislature for Phase 2 work. The Great River Rail Commission has hired a lobbyist, Dennis Egan, to also pursue funding for Phase 2 through legislation.

The Commission's lobbyist, Dennis Egan, is working to enlist bill authors for our \$4 million request. This resolution of support and others provided by cities and counties in the River Route will be used to demonstrate broad support for the Second Train. This resolution acknowledges the economic impact, mobility benefits and safety improvements of the Second Train and communicates the Great River Rail Commission's support to the state legislature for continued work of the project.





Great River Rail Commission Resolution 2019- 02

Support of Funding the Twin Cities – Milwaukee – Chicago Second Train – Phase 2

WHEREAS, A feasibility study completed by Amtrak in 2015 showed that a second round-trip passenger train between Saint Paul and Chicago operating at conventional speeds of 79 miles per hour and serving the same stations as Amtrak's *Empire Builder*, but on a different schedule could attract approximately 155,000 riders per year; and

WHEREAS, With guidance from the Federal Railroad Administration, the Minnesota and Wisconsin Departments of Transportation and Ramsey County Regional Railroad Authority completed the Twin Cities - Milwaukee - Chicago (TCMC) Intercity Passenger Rail Service Phase Study in December 2018 to evaluate service alternatives; and

WHEREAS, The TCMC Second Train will benefit Minnesota's economy by creating construction jobs, supporting Minnesota businesses that provided goods and services to Amtrak, and increasing tourism to destinations in Minnesota, and providing a more economical travel choice to Minnesota residents and students; and

WHEREAS, Freight railroads will also benefit from the capital improvements in track and switches needed for the TCMC Second Train; and

WHEREAS, Auto and truck travel can be made safer through the implementation of Positive Train Control and by installing roadway crossing safety equipment or grade-separating crossings; and

WHEREAS, Following completion of Phase 1, environmental analysis, service development plan and final design of the chosen alternative must be prepared so project sponsors can seek funding for construction and purchase of train sets to operate the service; and

WHEREAS, The Minnesota Department of Transportation has requested that Governor Walz include \$1 million to complete the environmental analysis and service development plan, and \$3 million for Minnesota's share of the final design costs for Phase 2 be included in the governor's capital funding request to the legislature; and

WHEREAS, the Great River Rail Commission will also lobby Minnesota legislators to pass legislation that provides \$1 million to complete the environmental analysis and service development plan, and \$3 million for Minnesota's share of the final design costs for Phase 2 and





WHEREAS, Cities and counties along the route of the TCMC Second Train have passed resolutions or written letters of support for state funding for Phase 2 in an effort to demonstrate local support and get state funding in legislation; Now Therefore Be It

RESOLVED, The Great River Rail Commission supports funding the Twin Cities-Milwaukee-Chicago Second Train by requesting that the State of Minnesota provide \$1million to complete the environmental analysis and service development plan, and \$3 million as Minnesota's share of the final design costs for Phase 2, either through inclusion in the Governor's capital budget request or through legislation.

Adopted on _____ day of _____, 2019

Chairperson _____

Attested by Commission Staff _____





MEMORANDUM

TO: Great River Rail Commission Members
FROM: Jeff Dehler Public Relations
DATE: March 1, 2019
RE: Public Outreach: December 2018 – February 2019 Activity Update
ACTION: Information

Major Activities

Since our last report of December 2018 our major activities have included facilitation the renaming, rebranding process, launching the new brand, updating stakeholder lists (media, new elected officials), and growing awareness of the TCMC Second Train project via emails, social media, and local news coverage.

Work Summary

- Changed over website from Minnesota High-Speed Rail to Great River Rail with new color scheme, updated content, and new web addresses
- Drafted and sent two meeting invite/reminder
- Drafted annual report enews as well as eblasts announcing the launch of the new name, day on the hill, new officers.
- Updated news section of website with relevant stories and monitored media coverage
- Sent two news releases announcing new name and officers
- Posted approximately 70 Facebook updates with an emphasis on the TCMC and River Route events as well as new name promotion and AAMN Day on the Hill promotion. 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 including photos and slideshow content on homepage

Renaming/Rebranding Process

The Great River Rail brand is officially live. Facebook and website were launched in tandem on February 18 with great feedback on social media. News releases have been sent and we are monitoring the response. An Enewsletter announcement was sent. This process has gone very smoothly with nearly instantaneous transition from Minnesota High-Speed Rail to Great River Rail across all communications platforms.





Analytics Report

Highlights

- Website visits are up slightly with a large number of new visits. The homepage remains the most visited page, with a few new TCMC Second Train pages growing in audience size significantly since publication
- We sent 2 emails to subscribers and drafted/created templates for three to be sent in the coming weeks as well as drafted the 2018 annual report.

Facebook likes remained steady at 2,053

Website:

The Google analytics report for <http://www.mnhighspeedrail.com> for the current time period is attached. Below are basic web statistic comparisons. Website views are up slightly from the last period with new pages growing in audience size. The next report will begin analyzing the www.greatriverrail.org website.

Time Period	Sessions	Sessions/Day	Pages/Session	Ave Session Duration	% New Sessions
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%
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%

E-newsletter:

Emails were sent to subscribers via Constant Contact: a December eblast and a meeting invite reminder. The email template is also being updated for the new brand and we will launch a campaign featuring promotion of Day on the Hill, the new name and officers news, as well as the annual report in the coming weeks. 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:

- 12/26/18 – December Eblast – open rate 28%, click rate 18%
- 1/2/19 – Meeting invite reminder – open rate 33%, click rate %19

Facebook:

Facebook posts placed an emphasis the website content and then teased the name change and announced it with a number of posts.





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. One post was boosted announcing the new name and is still running at the time of this report.

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

Time Period	Likes	Posts Reaching >300
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
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

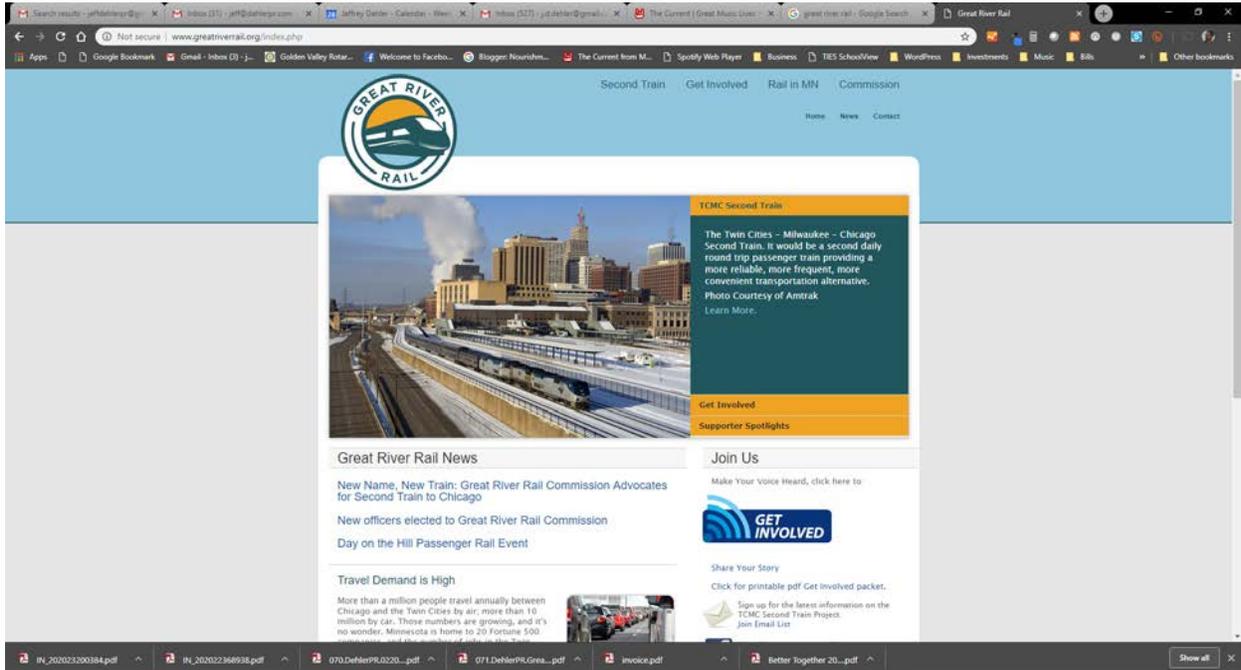
The top 5 performing posts from the period (not including the new name promotion) were:

Posted	Post Message	Unique Users	Comments	Likes
2/18/19 8:15 AM	Why a second train? Tourism. The TCMC Second Train will support tourism growth in Minnesota cities along the River Route, bringing visitors to major sporting events, small town festival, and our beautiful natural attractions. About 46% of Amtrak riders are tourists	1,485	12 on shares	51 on post 24 on shares 8 love on post 1 love on shares 1 haha on shares
1/20/19 2:48 PM	The TCMC Second Train would travel at conventional speeds of 79 mph max and be faster than Empire Builder service at about 7.5 hours between St. Paul and Chicago.	816	15 on post 7 on shares	25 on post 3 on shares 1 haha on post
1/14/19 12:45 PM	Kick off the new year with a tour of Union Depot in Saint Paul. The next tour is Tuesday, January 15 and takes place every other Tuesday.	775	26 on shares	2 on post 15 on shares
1/28/19 1:15 PM	The TCMC Second Train would serve 13 stations including those in Wisconsin served by the existing Hiawatha service.	697	4 on post 1 on shares	23 on post 2 on shares
2/16/19 4:00 PM	Take a look at the vision of All Aboard Minnesota and their hopes to connect the "population corridors" around the state.	636		15 on post 5 on shares 2 Love on post





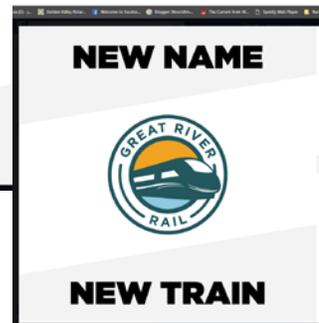
New Name, New Train Campaign Publicity Website



Enewsletter



Facebook





2/28/2019

New name, same goal: Great River Rail Commission to continue second train advocacy | Local | winonadailynews.com

https://www.winonadailynews.com/news/local/new-name-same-goal-great-river-rail-commission-to-continue/article_8990b8ba-4430-5986-aa13-e053546e43f1.html

New name, same goal: Great River Rail Commission to continue second train advocacy

Feb 21, 2019

TRY 3 MONTHS FOR \$3

One of the leading voices on passenger rail in Minnesota has a new name.

The Minnesota High-Speed Rail Commission, formed in 2009 to advocate for faster, more frequent passenger train service between the Twin Cities and Chicago following the current Amtrak Empire Builder route, is now called the Great River Rail Commission.

“The name was a good fit when the commission began,” said Mark Vaughan, a city council member from Hastings who chairs the commission. “But over the last couple of years, we found that the mission of the commission has evolved, and the old name no longer made sense.”





2/28/2019

New name, same goal: Great River Rail Commission to continue second train advocacy | Local | winonadailynews.com

The commission, comprised of elected officials from 17 cities and counties along the Mississippi River from St. Paul to La Crescent, formed in 2009 when federal stimulus funding was available for development of high-speed passenger rail. The Minnesota Department of Transportation began work on a federal environmental impact statement in 2010 to study the issue more closely. However, work stalled in late 2017 when a Minnesota state legislative committee rejected federal funds earmarked for the high-speed rail EIS.

In the meantime, the commission started advocating for a new project, the Twin Cities-Milwaukee-Chicago Intercity Passenger Rail Service, also called the TCMC Second Train. A study was launched in July 2016 to add a single round trip passenger train at conventional speeds along the same route. The commission felt taking an incremental approach to adding more service would gain broader acceptance.

The commission believes that adding the second train will demonstrate demand for additional service. According to a release from the group, a Amtrak feasibility study found the Second Train could generate 155,000 annual trips over the 123,000 trips already taken annually on the Empire Builder.

“We are constantly encouraged by Minnesotans to advocate for more train service,” Vaughan said. “They’re a little frustrated that it’s taking so long, but we’re committed to making it happen. The TCMC Second Train project has given us renewed focus and energy.”

https://www.winonadailynews.com/news/local/new-name-same-goal-great-river-rail-commission-to-continue/article_8990b8ba-4430-5988-aa13-e0535... 2/3





2/28/2019

New name, same goal: Great River Rail Commission to continue second train advocacy | Local | winonadailynews.com

Great River Rail Commission members will be at the state Capitol in St. Paul again this year requesting funds for the next step in the process; environmental analysis, service development plan and Minnesota's share of final design costs.

"We have a new governor and some new legislators that we hope are more open to funding intercity passenger rail," Vaughan said.

The Winona City Council on Feb. 4 unanimously approved a resolution of support for the TCMC Second Train, and city councilman Paul Schollmeier is a member of the commission.

https://www.winonadailynews.com/news/local/new-name-same-goal-great-river-rail-commission-to-continue/article_8990b8ba-4430-5988-aa13-e0535... 3/3

