

Tennessee, Tonya (CI-StPaul)

From: Coleman, Chris (CI-StPaul)
Sent: Monday, October 12, 2015 10:51 AM
To: Tennessee, Tonya (CI-StPaul)
Cc: Beckmann, Kristin (CI-StPaul); Bailey, Dana (CI-StPaul); Homans, Nancy (CI-StPaul); Lantry, Kathy (CI-StPaul)
Subject: Re: Talking Points

If we can couch all of this as "these are reasons we moved forward. Mayor is willing to listen but fear of the unknown won't be a basis for him changing his mind. Need evidence to counter a lot of research that says this is the right thing to do. We have to be careful of final final decision until folks have had a chance to meet with me.

Sent from my iPhone

On Oct 12, 2015, at 8:43 AM, Tennessee, Tonya (CI-StPaul) <tonya.tennessee@> wrote:

Talking Points *Grand Avenue Parking Meter*

- I. Saint Paul is a growing, more vibrant city. Our population has grown to our highest numbers in 40 years. Businesses are booming. Economic indicators demonstrate the incredible momentum and vitality here in Saint Paul. As such, we simply must manage our parking and bring it into the modern era.
- II. The issue of parking on Grand has been the subject of studies or task forces 8 times over the past several decades. It's not that we don't know enough – it's that there is a fear of taking action. We know what needs to get done and the Mayor is demonstrating the courage needed to do it.
 - a. We are going to get this done.
 - b. The mayor is returning from Asia this week and will be reaching out to people. He will also hold a community conversation within the next week. He wants to hear from people, and also wants to share his perspective.
 - c. DO NOT SPECULATE ABOUT COMPROMISE ON ANYTHING. Let the Mayor do this during his meeting.
- III. We understand this is an emotional issue for people. But, it is the fiscally responsible thing to do. Other cities are far ahead of us on this – and there are NO signs that businesses are hurting as a result.
 - a. Minneapolis has about 7,500 metered spaces throughout the city, with more than half in or near downtown.
 - b. The remaining meters are located in areas including Uptown, Dinkytown, the North Loop, Stadium Village and near the lakes.
 - c. The city of Minneapolis receives about \$12 million per year in revenue from the meters, and there are no signs that businesses are hurting as a result.

- i. The Mayor's proposed 2016 budget estimates \$1.6 million in additional parking revenues that can be directed into the city's top investment priorities.
 - ii. Grand Avenue is also a great regional asset. It IS unique – and people come from all over the metro area to visit its shops and restaurants. This step will allow those who don't live in the city, but come here to work, shop or play to help share in the cost of creating a vibrant city.
 - d. REMEMBER: The mayor grew up four blocks from Grand and remembers when it was a string of car dealerships. This is emotional for him to – and it's about ensuring the future vitality of our city and its commercial corridors.
- IV. Research also shows that doing so will better marry our meter and ramp strategies – optimizing the type of churn that can be helpful to commercial zones by preserving on-street parking for shorter-term use by people who may be frequenting a small business, while encouraging longer-term parkers, including employees, to move to ramps and lots.



Tonya Tennesen

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