



Regional Council of Mayors

October 8, 2012

PRESENTATIONS

Thrive MSP 2040

Are the Twin Cities losing educated young people? A prompt to action

One of the keys to whether the Twin Cities will have the kind of economic growth it should in the next 30 years is whether it is able to attract the young, educated professionals that businesses need today and in the future.

Although population for the region is expected to grow by 31 percent between now and 2040, there is expected to be a net loss of “domestic movers”—people from other parts of the country coming to the Twin Cities. And recent data show that the Twin Cities today is 39th in attracting educated 24–35-year-olds (the Denver area is 1st). “It is a huge wake-up call,” said Caren Dewar, ULI Minnesota executive director. View [the study](#).

Mayors resounded to a presentation on the Metropolitan Council’s *Thrive MSP 2040*, the long-range plan that creates a vision for the seven-county region, which is beginning to take shape.

RCM members were asked for their ideas about what is most important to a vision for the region’s future and, while their answers covered a number of issues, there was considerable agreement on several things:

Transit is crucial.

Some mayors felt that their cities had been left out of the transit framework, others were concerned about linking existing and future transit options. “We are not on any transit plans; we are undervalued for where we sit,” said Mendota Heights Mayor Sandra Krebsbach. She said a light-rail line could go through Mendota Heights to Eagan. Savage Mayor Janet Williams said her city has only two transit lines, while other cities have multiple lines. Edina Mayor Jim Hovland said transit is important to job growth: “Companies want to know about transit before they will consider coming here.”

Libby Starling of the Metropolitan Council said the modeling for Thrive MSP 2040 assumes the same situation as today in terms of public transit; it is not predicated on the idea that there would be a different configuration of transit and roads (although there might be more of both). She said the economic model looks at “accessibility,” rather than just transit and highways.

Orono Mayor Lili McMillan said, “If you want to make transit successful, you have to look at it as corridors.” She said the region has not taken full advantage of transit corridors as opportunities for development of both housing and business.

The region needs to attract and keep young people.

“If today’s question is transit, tomorrow’s question is the talent pool,” said Curt Johnson of CitiStates. Other mayors agreed that it’s essential to make the region attractive to educated young people, who will be the attractive pool of employees that can help bring and keep businesses to the region. Transportation is a part of that, as is housing that appeals to young singles and families.

Several pointed out that the planning going on now doesn’t, for the most part, take into account the ideas of the very young people the region needs. “Future policy makers are going to be from generations that don’t now have a voice at the table,” said Minnetonka Mayor Terry Schneider.

Shakopee Mayor Brad Tabke said the Twin Cities region isn’t a particularly easy place for young people to come to. “Getting to know Minnesota is a hard nut to crack,” he said. “As we bring new people here, we need to make sure that we help them and welcome them to the area.”

Caren Dewar, ULI Minnesota executive director, said the new information about the Twin Cities’ low ranking in terms of attractiveness to young professionals might be a blessing in disguise. Denver focused on coordinated regional investment and development because it had to; it had a crisis when its economy tanked. “We haven’t had a ‘we better do this’ moment,” Dewar said. “But a group of 95 leaders (at a regional business trip to Denver) came home and said, ‘We have something to be afraid of.’ We may finally have the thing that’s going to be the wake-up call for the region, and I think RCM has a very important role to play.”

We don’t necessarily operate as a region.

A number of the mayors said they were concerned that now—and in the future—cities and counties in the region don’t come together the way they need to if the region is to grow and thrive. “We don’t see ourselves as a region,” said Eagan Mayor Mike Maguire. “Not at this table, not at the Legislature. We have to have political will to view ourselves as a region.”

Mayor Jerry Faust of St. Anthony said, “We know the political environment. In the core cities and first-ring suburbs, you have support for this (working together). Beyond that, where’s the support? We have to be more inclusive outside the Metro area.”

Mayor Gene Winstead of Bloomington said, “We are different and unique, with a different kind of challenge than other regions. We don’t have a primary driver, one big city, like Denver. We have two core cities, which can be a regional disadvantage.”

Winstead said he hears from people who look at how the Mall of America was sited and developed in Bloomington, and they ask how the city did it. “But I wish we could do it over,” he said. “We did it based on the assumptions at the time; we didn’t do it looking at the future.”

Hovland asked who should be the “keeper of the vision” for the region—and said he questioned whether it should be the Metropolitan Council, which is “driven by the governor” and changes direction with each election of a new governor.

“Each one of us at this table is the narrator-in-chief for our city,” said Maguire. “How can we be part of the region, yet not give up our city identity? If the Legislature can’t buy into a long-term vision, then we have to ask ourselves if having the vision does any good.”

Thrive MSP 2040 timetable

“This is a long process, with a lot of steps,” said Starling. *Thrive MSP 2040* will update the *2030 Regional Development Framework* and provide the policy basis for the next round of regional systems plans and local comprehensive plans—transportation, water resources, regional parks—and the housing and water supply plans. View [Thrive MSP 2040](#).

The process of shaping the vision will be:

- Summer and fall 2012. Gathering ideas through meetings, social media and more. The full schedule of listening sessions by Metropolitan Council members is at thrivemsp.org.
- Winter 2012 and spring 2013. The Met Council will develop possible scenarios, then will present these to the same groups that initially provided ideas.
- Summer 2013. The Metropolitan Council will develop several “preferred policy” scenarios.
- October 2013. There will be a series of public meetings to get reactions and ideas about the preferred scenarios.
- 2014. The Thrive MSP 2040 plan is expected to be completed.
- 2014-15. The Metropolitan Council’s systems and policy plans will be updated to reflect Thrive MSP 2040.
- 2015. Systems statements will be completed.
- 2018. Local comprehensive plan updates will be done, in accordance with the goals of Thrive MSP 2040.

Thrive MSP 2040 has a website, Thrivemsp.org and a Twitter hashtag #thrivemsp to get the maximum number of people involved in developing the plan. Send your suggestions to: thriveMSP@metc.state.mn.us.

Export Initiative

Edina to be test city

[The Metro Export Initiative](#), put together with the help of the Brookings Institution, is developing a “very practical” plan for increasing exports from the region, said Cathy Polasky, director of economic policy and development for the City of Minneapolis. The initiative has primarily focused on companies that have never exported and those that have, but would like to expand their export business.

The initiative has been working in Minneapolis for the past year, but wants to see how the strategies work in a smaller city. “How do we know if these strategies even work?” said Edina Mayor Jim Hovland. “We going to use them with some small businesses in Edina. I want to be able to see what works and then bring it to every city.”

Polasky said the biggest challenge is to get firms aware that the initiative can help them. She said that businesses that are ready to begin exports should contact the [Minnesota Trade Office](#), which has many resources available now.

EXECUTIVE DIRECTOR’S REPORT

Regional Economic Forum December 17

The Regional Allies, which includes the Regional Council of Mayors, has scheduled an invitation-only forum with key business and civic leaders, to give an update on economic initiatives in the region.

The Regional Allies is “a loosely structured group of leaders,” said Caren Dewar, executive director of Urban Land Institute Minnesota. “The group meets once each month to share information so we can all walk away knowing a bit more about what everyone is doing so that we can do our jobs better.”

There are a number of economic initiatives going on in the Twin Cities; the Regional Allies helps make sure that each is not done in isolation. The Regional Economic Forum, December 17, 7:30–9:30am, will offer broader updates on the kind of work going on. Speakers include:

- John Griffith, Target
- Minneapolis Mayor R.T. Rybak and Saint Paul Mayor Chris Coleman: Metropolitan Business Plan Report
- Mike Langley, CEO, Greater MSP: Economic Development
- Charlie Zelle, president, Jefferson Bus Lines: Transit
- Chancellor Steven Rosenstone, CEO, Minnesota State Colleges and Universities: Work Force
- Kathy Tunheim, president and CEO of Tunheim Partners and senior advisor to Gov. Mark Dayton on Job Creation

Target is hosting the event, which will be held at Target's offices at City Center, 33 S. 6th Street, Minneapolis, which is an INVITATION ONLY event.

INITIATIVE UPDATES

Written summaries of initiative work were distributed at the meeting.

Housing

- **Navigating the New Normal:** Fourteen cities have completed the workshops; two, Hopkins and Minnetonka, have workshops scheduled; and 10 cities are interested in scheduling workshops.
- **Culturally Sensitive Housing:** ULI Minnesota has been awarded a \$6,000 grant from the University of Minnesota College of Design to explore how housing and health intersect for people of multiple cultures. ULI's Housing Advisory Group will review proposed policy recommendations from the research and help identify ways to incorporate the recommendations for cultural sensitivity into the Minnesota Housing Policy Tool Box.
- **ULI Panel:** Eagan Mayor Mike Maguire has been invited to be part of a national ULI panel to talk about Navigating the New Normal workshops.

Environment

Mayor Debbie Goettel said the pilots for the Regional Indicators Initiative are continuing. The next major project for the committee will be to consider a water quality initiative.

Jobs and Work Force Solutions

Caren Dewar and Burnsville Mayor Elizabeth Kautz have been meeting with a number of groups and individuals, including the Citizens League, to see how the Regional Council of Mayors can add value to the High School to post-secondary pipeline.

COMING UP

There will be **no RCM meeting in November.**

The next meeting will be Monday, December 10, 11:30 am–1:30 pm, at Dorsey & Whitney.

RCM meetings are held on the second Monday of every month at Dorsey & Whitney. Mayors are encouraged to email Caren Dewar with their suggestions for topics to add to the agenda.

ATTENDEES

The following individuals were in attendance on October 8, 2012:

Mayors

Doug Anderson, City of Dayton; Bill Droste, City of Rosemount; Jerry Faust, City of St. Anthony; Debbie Goettel, City of Richfield; Shep Harris, City of Golden Valley; Kathi Hemken, City of New Hope; Mary Hershberger-Thun, City of Victoria; Jim Hovland, City of Edina; Tim Hultmann, City of Long Lake; Marvin Johnson, City of Independence; Sandra Krebsbach, City of Mendota Heights; Alan Lindquist, City of Osseo; Mike Maguire, City of Eagan; Sandy Martin, City of Shoreview; Gene Maxwell, City of Hopkins; Lili McMillan, City of Orono; Dan Roe, City of Roseville; Nick Ruehl, City of Excelsior; Terry Schneider, City of Minnetonka; John Sweeney, City of Maple Plain; Brad Tabke, City of Shakopee; Ken Willcox, City of Wayzata; Janet Williams, City of Savage; Gene Winstead, City of Bloomington

Guests

Cecile Bedor, City of Saint Paul; Pat Born, Metropolitan Council; John Breitingner, ULI Minnesota; Keith Buttleman, Metropolitan Council; Rick Carter, LHB; Jim Erkel, MCEA; Jenna Fletcher, Trust for Public Land; Katie Hatt, Metropolitan Council; Curt Johnson, Citistates Group; Nick Koch, HGA; Larry Lee, City of Bloomington; Mike Mornson, City of Hopkins; Max Musicant, The Musicant Group; Mark Nevinski, City of Coon Rapids; Diane Norman, RSP/ULI Advisory Board; Jenn O'Rourke, City of Minneapolis; Guy Peterson, Metropolitan Council; Cathy Polasky, City of Minneapolis; Beth Reetz, Metropolitan Council; Libby Stalling, Metropolitan Council; Patrick Trudgeon, City of Roseville; Charlie Vander Aarde, Metro Cities; Mark Vander Schaaf, Metropolitan Council; Gary VanEyll, Metropolitan Council;

ULI Minnesota Staff

Caren Dewar, Cathy Bennett, Katie Anderson, Linda Picone