

## TOPICS AND PRESENTERS

### PRESENTATIONS

**JUMP TO:** “Greater MSP 2.0,” Peter Frosch, *GREATER MSP*

**JUMP TO:** “Planning for the Land Windfall,” Tom Fisher, *Minnesota Design Center*

### EXECUTIVE DIRECTOR’S REPORT

**JUMP TO:** Recap of Duluth *Minnesota Mayors Together* Meeting, Molly Cummings

## PRESENTATIONS

### GREATER MSP 2.0: [LINK](#)

PETER FROSCH, VP STRATEGIC PARTNERSHIPS, GREATER MSP

#### Why is GREATER MSP focused on the whole region?

- GREATER MSP uses the federal government’s 16-county metropolitan statistical area definition.
- This region of 3.4M people is a \$228B economy, making it the 48<sup>th</sup> largest economy in the world.
- Our economy really is regional – workers commute across city and county boundaries across the 16-county MSA
- We have a wide range of industries, which are spread throughout the geography of the region.

#### How is GREATER MSP an economic development partnership?

- “Economic development” evolves with the economy and the needs of the region, from business attraction and retention to transportation, entrepreneurship, public policy change, and other issues.
- It is a partnership because more than 150 partners across the public, private and nonprofit sectors have contributed to and informed GREATER MSP’s work.
- GREATER MSP has had a significant impact, attracting more than 60K direct and indirect jobs and around \$7B in direct and indirect capital investment.

#### How is the MSP metro doing right now, overall?

- The GREATER MSP dashboard continues to measure the strength of the region. It has produced two big lessons:
  - **Competitiveness:** We’re strong today but very weak in some areas. Success isn’t on stable footing unless we make major progress.
  - **The Dashboard:** The dashboard is strongly supported and widely used. GREATER MSP has developed ideas to accelerate the work. These ideas are embraced by stakeholders.

#### GREATER MSP Strategy Task Force

- Mid-course review of regional economic development *strategy implementation*
- Examine GREATER MSP *value proposition* to investors & align expectations
- Review internal and external *communications* to support the above

#### What did the GREATER MSP Strategy Task Force adopt?

- *Bolder vision:* Review internal and external communications to support the above.
- *More alignment:* Increase regional alignment around advancing the vision to accelerate strategy implementation and reinforce value proposition
- *Organizational strategy:* Build a clear strategic plan for the organization, including more integration across functions
- *Stronger Communications:* Drive regional alignment to achieve the vision with a tailored communication plan speaking to partners within region.

#### What’s next for GREATER MSP?

- Possible monthly updates to the RCM and closer engagement on the 2018 Regional Indicators Dashboard
- RCM input on rewriting the regional vision.
- Rewriting the GREATER MSP vision to make it bolder and more ambitious is a priority. See slides 28-35 for more.

## AUTONOMOUS VEHICLES – PLANNING FOR THE LAND WINDFALL: [LINK](#)

TOM FISHER, DIRECTOR, MINNESOTA DESIGN CENTER

### Automobile manufacturers will move from goods producers to service providers.

- Producers will own the vehicles, and electrification will make them much cheaper to own, operate and maintain.
- Car companies will offer “mobility service contracts.” For example, a small car may pick you up and take you to work each day, but if you need a truck to haul something then it will be provided as part of your contract.
- As a service provider, companies get constant touch points with consumers as opposed to making a big sale once and hoping they come back when they need to replace a vehicle.

### Autonomous vehicles and shared mobility reduce the need for vehicle storage

- 30% of downtown commercial cores are devoted to parking.
- 4x as many parking spaces as cars.
- Most cars are idle 95% of the time.
- Private sector is driving this change, just as it did with change from horses to cars.

### Codes, ordinances, and policies drive much of parking land use

- 65–75% of a site is used for transportation access and storage ((curb cuts, parking spots, loading areas) versus 25–35% of land for a building.
- With less need for onsite parking, this land is increasingly underutilized, which presents an opportunity to repurpose it.
- Most of this land is privately-owned. Cities should think about how to incentivize private owners to adopt better uses.

### Rethinking Use of Space

- Autonomous Vehicles need a lot of curb space for pick-ups and drop-offs but do not a lot of parking space.
- Malls have extensive surface lots. As one example, parking at Southdale is being repurposed for housing
- Industrial and parking structures are starting to get wrapped with other uses like housing.
- How do we allow more mixed-uses to achieve other goals where now we have single-use zoning?
  - E.g. you can keep the tax rate of a surface parking lot if you build affordable housing
- Small lots turned into food production/community gardens



### Other adaptations

- Alleys repurposed with increased accessory dwelling units, community gardens or improved pedestrian access.
- Large garages may be converted into offices or living space as fewer people own 2+ cars.
- More vehicle types become feasible. A single-occupant vehicle makes more sense when you don't own it outright and it is only used to take you to and from work.
- Autonomous vehicles help solve the “last mile” problem for transit. Instead of replacing transit, they get you to and from stations more efficiently.
- Roads can be narrower because autonomous vehicles are more predictable and efficient. In most cases, two lanes will suffice. Lanes can be narrower because AVs drive perfectly straight.



### How to transition street designs for the autonomous vehicle era

- Permit more experimentation by modifying codes and policies as necessary.
- Start with pop up projects and demonstrations, move to pilot projects, and then implement permanent solutions once they have been proven to work.
- This encourages public participation in the process and can produce better outcomes, and it's very different from how most infrastructure is done today.

# EXECUTIVE DIRECTOR'S REPORT

## MAYOR CUMMINGS RECAP OF DULUTH MINNESOTA MAYORS TOGETHER MEETING ON FEB. 8-9

- This session was co-hosted by Mayor Jake Spano of St. Louis Park and Mayor Emily Larson of Duluth. Attendance was a bit smaller than the previous meeting in Bemidji due to a conflict with a public meeting on the PolyMet mine. Those that attended felt it was of great value.
- In addition to the members of the Regional Council of Mayors from the MSP region who attended both sessions, three attendees from Bemidji (Fergus Falls, International Falls, Bemidji) also made the trek to Duluth. They were joined by the mayors of Hermantown, Ely, Grand Rapids and Duluth.
- Across state, mayors being asked to do more with less. Cities have similar challenges (housing, transportation, workforce) that manifest uniquely for their communities. Mayors are anxious to start considering how to turn these conversations into action. There is a desire to begin having policy-level discussions to perhaps have a voice at the capital, but there are two more meetings to hold first (Granite Falls, Rochester).
- There are many opportunities to keep spreading the word. Attendees become ambassadors and spokespeople. It's critical to meet face-to-face, get to know each other, and build trust.

### [SEE THE MAP OF ATTENDEES](#)

## FEBRUARY 12TH ATTENDEES

### MAYORS

James Hovland	City of Edina (co-chair)
Molly Cummings	City of Hopkins (co-chair)
Kirt Briggs	City of Prior Lake
Bob Crawford	City of Elko New Market
Shep Harris	City of Golden Valley
Kathi Hemken	City of New Hope
Denny Laufenburger	City of Chanhassen
Peter Lindstrom	City of Falcon Heights
Chris Lund	City of Hamburg
Dan Lund	City of Newport
Mike Maguire	City of Eagan
Sandy Martin	City of Shoreview
Tim McNeil	City of Dayton
Rhonda Pownell	City of Northfield
Nora Slawik	City of Maplewood
Brad Wiersum	City of Minnetonka
Ken Willcox	City of Wayzata
Janet Williams	City of Savage
Gene Winstead	City of Bloomington
Scott Zerby	City of Shorewood

### GUESTS

Peter Frosch, GREATER MSP; Heidi Ritchie, Mayor Frey's Office; Jean Kane, Colliers MSP; Emily Goellner, City of Golden Valley; Sandra Krebsbach, American Tech Ed Association; Ellen Sahli, Family Housing Fund; Burke Murphy, Ignite Minnesota; Mike Mornson, City of Hopkins; Jamie Verbrugge, City of Bloomington; Michelle Swanson, Xcel Energy; Jim Erkel, MCEA; Peter Dahl, HGA Architects and Engineer; Kevin Frazell, League of MN Cities; Anne Mavity, MN Housing Partnership; Rick Carter, LHB; Brad Larson, City of Savage; Emily Nachtigal, Faegre Baker Daniels; Tom Fisher, University of Minnesota

### ULI MINNESOTA

Aubrey Albrecht, Cathy Bennett, Caren Dewar, David Baur

## NEXT MEETING

### There is no March meeting

Monday, April 9<sup>th</sup>, 2018

11:30 a.m. to 1:30 p.m.

Seattle Room at Dorsey & Whitney, 50 South 6th Street, Minneapolis, MN.