

## TOPICS AND PRESENTERS

### DIRECTOR'S REPORT

### POST PANDEMIC CITY; TOM FISHER, MINNESOTA DESIGN CENTER

### FOCUS ON THE FUTURE; PETER FROSCH, GREATER MSP PARTNERSHIP

Mayor Jim Hovland and ULI Minnesota Chair Jeremy Jacobs welcomed everyone to the January 11, 2021 RCM and ULI Minnesota Advisory Board joint meeting.

**Welcome New Mayors:** Laurie Elliott, Newport; Mike Franklin, Jordan; Stephanie Levine, Mendota Heights; Amáda Márquez Simula, Columbia Heights; Johanna McCarthy, Wayzata

### **RCM Sponsor Spotlights:**

#### **Target – Alfonso Cornish**

- Thrilled to continue the support. Leadership and resilience
- Caren sent out some materials. Unprecedented challenges – Target is committed.

#### **Comcast – Ron Orlando**

### Comcast Internet Essentials Promo

Comcast RISE [website](#) and [flyer](#)

Comcast Twin Cities Lift Zones [here](#)

- Lift Zones partner with non-profits partners to provide free internet connectivity in those locations.
  - If you have non-profit partners – please reach out to Ron or Andrea to recommend a Lift Zone.
  - Do faith communities count? Andrea Kajer: Faith communities count for the LIFT ZONES however, they like other Zones must have a work force training or distance learning program in place in order to qualify.

Twin Cities Community Response to Civil Unrest [here](#)

Twin Cities Community Relief and Rebuilding efforts [here](#)

### **Jeremy Jacobs, ULI Minnesota Chair**

- Welcome our newest Mayors!
- The Regional Council of Mayors is another “Minnesota Miracle” – Mayors show up in a nonpartisan format for our shared prosperity.
- From ULI Minnesota:
  - ULI Minnesota has a new Executive Director, Stephanie Brown
  - ULI Minnesota Advisory Services offered to the RCM: Technical Assistance Panels and Navigating your Competitive Future (NCF) Workshops.
  - ULI Minnesota is launching a DEI task force next week (January 20, 2021).
    - 6 month commitment; composed of both members and nonmembers
  - The Real Estate Diversity Initiative (REDi) 2021 launches on January 19, 2021 with 25 participants selected during the application process.
    - 6 month commitment; virtual 12-session curriculum designed for professionals of color and women working in real estate industries. The program aims to advance participants’ careers and expand their professional networks.
  - DEI has also been an ongoing conversation within our local product councils.

## DIRECTOR'S REPORT

- Last month we the RCM had a discussion of the RCM 2021 priorities.
  - A follow up survey was provided as an additional way to share feedback on these priorities.
- Access, inclusion, equity was raised as a key focus and working group of RCM Mayors has been created.
  - Mayor Elliott – Race, Equity, Inclusion working group
    - Large gaps in our community and we see it in our institutions. Reflected in our data.
    - Health care, law enforcement, education, criminal justice – largest gap in these life outcome factors.
    - As leaders of all of these communities – there is not a group that is better positioned to take on this work.
    - Article: [“Racism has cost the U.S. \\$16 trillion, Citigroup finds”](#)
    - Link to Citigroup Report: [“CLOSING THE RACIAL INEQUALITY GAPS: The Economic Cost of Black Inequality in the U.S.”](#)
    - Lose 5 trillion GDP over next 5 years if we do not address racism.
    - 1. Look at ways to address this issue.
    - 2. Do this work overtime to change systems.
  - Mike shared deep appreciation for the mayors that have already committed to joining this work group.
  - Contact Jim, Caren or Mike Elliott if you wish to join this working group.

As mentioned by Mayor Hovland:

[LINK TO FINAL REPORT SUMMARY - BLUE RIBBON COMMISSION ON METROPOLITAN GOVERNANCE](#)

Key Recommendations:

- Recommendation for staggered terms for Met Council members. The committee does not recommend that members be elected and does not recommend local officials serve on the Council.
- Finding that the Metropolitan Council is the properly designated Metropolitan Planning Organization (MPO) for the Twin Cities metropolitan area under federal law.
- Recommendation to shift the Metro Mobility budget from a base appropriation to a forecasted budget based on demand

Additional Recommendations related to transit:

- The Committee urges the governor and legislature to provide continued financial support to the regional transit system. High efficiency, low subsidy and high ridership services should be a priority for funding. Consideration of the regional and racial equity impacts of any significant reductions in transit service should be determined before making final funding decisions.
- The Council and its regional partners, Transportation Advisory Board, local governments, and transit providers should continue to cooperatively:
  - Seek long-term funding solutions that allow for system growth and do not further complicate the region's transit system structure.
  - Evaluate transit governance options that support transit service efficiencies and allow for strong local input into decisions about investment and operations.
  - Develop, adopt, and articulate agreed-upon regional transit service outcomes and measures that at a minimum consider ridership demand, efficiency and subsidy. These measures should be used regionwide to help prioritize transit service investment.
- The Council should contract for an efficiency and geographic equity study every five years to evaluate the regional transit system.

## POST PANDEMIC CITY; TOM FISHER, MINNESOTA DESIGN CENTER

Mayor Jim Hovland welcomed Tom Fisher

### [LINK TO PRESENTATION](#)

- Every 70-100 years we go through a global pandemic.
- Tremendous opportunities – pandemics rapidly thrust us into the future.
- Book: [Ten Lessons for a Post-Pandemic World, Fareed Zakaria](#)
- 19<sup>th</sup> Century – After Cholera epidemics, we re-imagined cities not as large villages, but as healthy places with sanitary sewers and mandatory indoor plumbing, which fueled their growth.
- After the 1918 Flu pandemic, we re-imagined cities not as dense industrial centers, but as single-use, low-density districts that allowed for social distancing via single-family houses and private cars.
- Post-COVID-19, cities will need to be more:
  - flexible, equitable, and sustainable to balance the digital and physical worlds, and to give us all more choices in where we live and work, and how we shop, learn, and travel.
- COVID Changed How we Work:
  - 42% of the workforce now working from home full-time
  - 2/3rds of U.S. economic activity now out of homes
  - 75% of home workers want to continue to do so at least one or more days a week
  - 91% of the employers see staff as more productive working from home.
  - 30% of jobs cannot be done at home and require face-to-face interaction.
    - Reveal inequities that exist in our system
    - We don't want to end up as two class society.
- We will need to be more flexible in the use of space and more inclusive in our land-use policies to reuse the vast amount of empty space from the old economy.
- We must also rethink old zoning assumptions about single-use districts, parking requirements and fixed building types.
  - Retail – 60% of what is closed are not planning to reopen.
  - To compete, cities must offer more immersive, memorable experiences, with more locally owned businesses and local entrepreneurs to avoid “chain-ification.”
- Equity gap – Allowing more flexibility and fewer prescriptions in how people make a living.
  - Encourage opportunities for startups.
  - Enable the experimentation that occurs from a pandemic.
- **COVID Changing our Infrastructure**
  - With a just a 10-15% change in telework, rush hour will permanently disappear.
  - The coming of mobility services will dramatically reduce parking demand
  - Meanwhile delivery jobs have become the fastest growing job in America, increasing 22% in 2020.
  - Bike sales are up 121% and 85% for electric bikes, increasingly used as transportation.
- With the automation of driving in shared automated vehicles, we will see greener infrastructure, more diverse public realms, and smarter, more sustainable streets.
  - Greener infrastructure. More sustainable streets.
  - We will also need to ensure equal access to the new economy by every person, in every home, with digital equity as a top priority. Every city needs to be a “smart city”
  - Reimagine the things we already have.

- **Challenges:** Inequities in income and working conditions between remote and essential workers; Vast amounts of empty commercial space with more affordable housing needed; High-bandwidth access to the Internet needed by all
  - From Jeremy Jacobs: This is a REALLY fascinating listen. Small America vs. Big Internet: <https://www.npr.org/2020/05/29/865908114/small-america-vs-big-internet>
  -
- **Opportunities:** Pandemics reveal abundances, such as underutilized space, physical assets, and human, cultural and natural capital, and they foster paradigm shifts in how we address unmet needs.

The Post-Pandemic Cities Workshops will be made into a publication in Feb/March 2021. Tom will share this publication with the RCM and ULI Leaders.

#### Q&A with Thomas Fisher:

Q: What to do with this inventory of space.?

Tom: Engage with people to imagine what it could be. Mercado – rent small space. Help restart business.  
Brick and Mortar – think about the experience that is irreplaceable.

Q: Statistic 10-15% change in telework eliminates our rush hour. Expand that to think about public transit, autonomous vehicles?

Tom: Greater range of vehicles that are on call. Transit vehicles, mobility service. Much greater efficiency.  
Transit use down during the pandemic. UV blast quick clean. Clean and safe in between uses.  
Fixed rail trains – buses as we know them will likely change. Adjust to demand profile of a given area.

Q: How long do we think these shifts will last? Back to status quote?

Tom: We never go back – there is always a new normal. We are not going back to 20<sup>th</sup> century.  
Accelerated into a digital future. We are way over built. Opportunity to reimagine this. Higher and better use.  
How do we use those excess lanes? Tactical urbanism. You can try things and encourage people to experiment.  
Never the way it was after a pandemic.

Q: Shift to less dense environments. What about those of us in dense environments?

Tom: People may choose to work quite remotely. Experiences are key! Urban experiences cannot be replicated online. Disappearance of downtown core. Shift to mixed use. Make sure our zoning does not get in the way.  
Allow for the flexibility to figure out what we need. Cities will be different, but people will come back.

# FOCUS ON THE FUTURE: GROWTH, COMPETITION AND EQUITY IN THE MINNEAPOLIS-SAINT PAUL REGION IN 2021

## PETER FROSCH, GREATER MSP PARTNERSHIP

Mayor Jim Hovland welcomes Peter Frosch

### [LINK TO PRESENTATION](#)

### [MSP REGIONAL RECOVERY HUB beta](#)

Peter Frosch, CEO  
GREATER MSP  
612.387.3947  
[peter.frosch@greatermsp.org](mailto:peter.frosch@greatermsp.org)

- A lot of change – it is going to be different. AND it is GOOD!
- 2020 – my gosh! APART was the word. Really hard to understand other people's realities.
- 2021 must be about TOGETHER.
- ULI is one of the ways, RCM is one of the ways, GREATER MSP is one of those ways.
- Greater MSP is bigger than when it was created.
  - 100s of companies, 1000s of people, 46 board members, 23 staff.
  - About analysis, strategy and action at regional scale.
- Some things are only best addressed at regional scale. Ecosystem of effort.
- [New Regional Recovery Hub \(beta\)](#)
  - Improving:
    - Covid cases decline/stable
    - Jobless claims
    - Food security
    - Housing affordability
  - Declining:
    - Employment
    - Job Posting
    - Hotel Occupancy
    - Small business employment
    - Startup funding
  - Stalled
    - Restaurant bookings
    - Return to office
    - Air travel
    - Transit ridership
- Moving Forward Together as a Region:
  - Public health & vaccines
  - Reopening economy
  - Progress on racial justice and equity
  - Connecting our regional priorities in place

- Setting bold, shared, measurable goals
- Embracing the entrepreneurial spirit
- Positioning for new opportunity (on-shoring, bioeconomy)
  
- 2021 Priorities: JOBS, JOBS, JOBS!
- Job & Deals
- Talent Inclusion
- Innovation
- Race Equity
- Small Business
- Future of Work
  
- 2021 Collaboration Opportunities:
  - Small business, sites/deals, housing, regional storytelling, digital connectivity, state unity, race equity
  - Talk about the transformations taking place.
  - Storytelling as catalyst

#### Q&A with Peter Frosch:

Q: Has Greater MSP talked about how to finance this work, how much will be needed, who will be giving, etc.?

- Peter: Some resources already exist to fuel this work in 2021. Additional pools of funding are being created to address specific issues, Venture Capital funding for BIPOC start up founders for instance. It takes resources so this would be a worthwhile conversation as a next step.

Also, the 120 investors in GREATER MSP are how our partnership gets things done. Thanks to each of the public and private sector investors we have on this zoom!

Thinking about future tax revenue, there's an opportunity to increase commercial/industrial revenue by adding new sites for light manufacturing activities. GREATER MSP anticipates continued demand for manufacturing across the region.

## WHAT CAN I DO? WHAT CAN WE DO TOGETHER?

What are local examples from what we heard today?

Minneapolis 2040: For a local example of flexibility in residential zoning, look at how Minneapolis defined former single-family areas to allow for more retail/home business use. [minneapolis2040.com](http://minneapolis2040.com)

- Eliminating classification for gas stations

How your community is tackling zoning?

City of Edina – interest in land use in Southdale district. Following traditional suburban development. We have design guidelines, but try not to fiddle with the market too much.

City of Eagan –We rely on what the market brings us. We can anticipate that the market will bring us certain things, but the pandemic will create changes that will ask us to question some norms.

Tom Fisher: The development community also responding the banking community.

At a future RCM meeting: We hope to have a panel of ULI professionals share at the RCM. Panelists to talk from a on the ground market based perspective.

Jeremy Jacobs: Change will come. Change is opportunity, but that opportunity will also take time.

## ATTENDANCE

### MAYORS

James Hovland	City of Edina (co-chair)
Doug Anderson	City of Lakeville (co-chair)
Marylee Abrams	City of Maplewood
Kirt Briggs	City of Prior Lake
Anne Burt	City of Woodbury
Tim Busse	City of Bloomington
William Droste	City of Rosemount
Laurie Elliott	City of Newport
Mike Elliott	City of Brooklyn Center
Mike Franklin	City of Jordan
Courtney Johnson	City of Carver
John Keis	City of Little Canada
Carol Lagergren	City of Norwood Young America
Chris Lund	City of Hamburg
Mike Maguire	City of Eagan
Amáda Márquez Simula	City of Columbia Heights
Julie Mass-Kusske	City of Maple Plain
Johanna McCarthy	City of Wayzata
Kim Norton	City of Rochester
Maria Regan Gonzales	City of Richfield
Jake Spano	City of St. Louis Park
Mark Steffenson	City of Maple Grove
Randy Stille	City of St. Anthony Village
Brad Wiersum	City of Minnetonka
Janet Williams	City of Savage
Jeff Wosje	City of Plymouth

### GUESTS

Tom Fisher, University of Minnesota  
 Peter Frosch, Greater MSP Partnership

Alfonso Cornish, Target; Andrea Inouye, City of Minneapolis, Office of Mayor Jacob Frey; Curtis Johnson; Andrea Kajer, Comcast; Jay Lindgren, Dorsey & Whitney; Patricia Nauman, Metro Cities; Ron Orlando, Comcast; Dave Unmacht, LMC

### ULI MINNESOTA ADVISORY BOARD

Jeremy Jacobs, Colliers and ULI Minnesota Chair;

Stu Ackerberg, The Ackerberg Group; John Breitinger, Cushman and Wakefield; Joe Brown, BKV Group; Gretchen Camp, ESG Architecture; Colleen Carey, The Cornerstone Group; Lynette Dumalag, JLL; Grant Fernelius, City of Coon Rapids; Alex Frank, Magnolia Homes; Emily Goellner, City of Wayzata; Jessie Houlihan, Stahl Construction; Jean Kane, Colliers; Mark Kunkel; Justine Logelin, NTH, Inc.; Meg McMonigal, City of St. Louis Park; Ra'eesa Motala, Lee & Associates; Katya Pilling, JE Dunn Construction; DAngelos Svenkeson, NEOO Partners; Brandon Wiltgen, Old National Bank; Julie Wischnack, City of Minnetonka; Heather Worthington, City of Bloomington.

## UPCOMING MEETINGS

**Monday, February 8, 2021:** Global Wellness Consortium; Itasca: next steps on housing affordability  
 11:30 a.m. to 1:30 p.m. – Zoom meeting, by invitation.

**Monday, March 15, 2021:** Mental Health  
 11:30 a.m. to 1:30 p.m. – Zoom meeting, by invitation.