



# ***GAINING MOMENTUM***

***ALONG THE GREEN LINE***

 **CENTRAL CORRIDOR  
FUNDERS COLLABORATIVE**  
INVESTING BEYOND THE RAIL

# THE GREEN LINE (fka CENTRAL CORRIDOR)





# UNIVERSITY AVENUE



# CENTRAL CORRIDOR FUNDERS COLLABORATIVE MEMBERS

F. R. Bigelow Foundation

Ford Foundation

John S. and James L. Knight Foundation

Living Cities, Inc.

McKnight Foundation

Otto Bremer Foundation

Jay and Rose Phillips Family Foundation of Minnesota

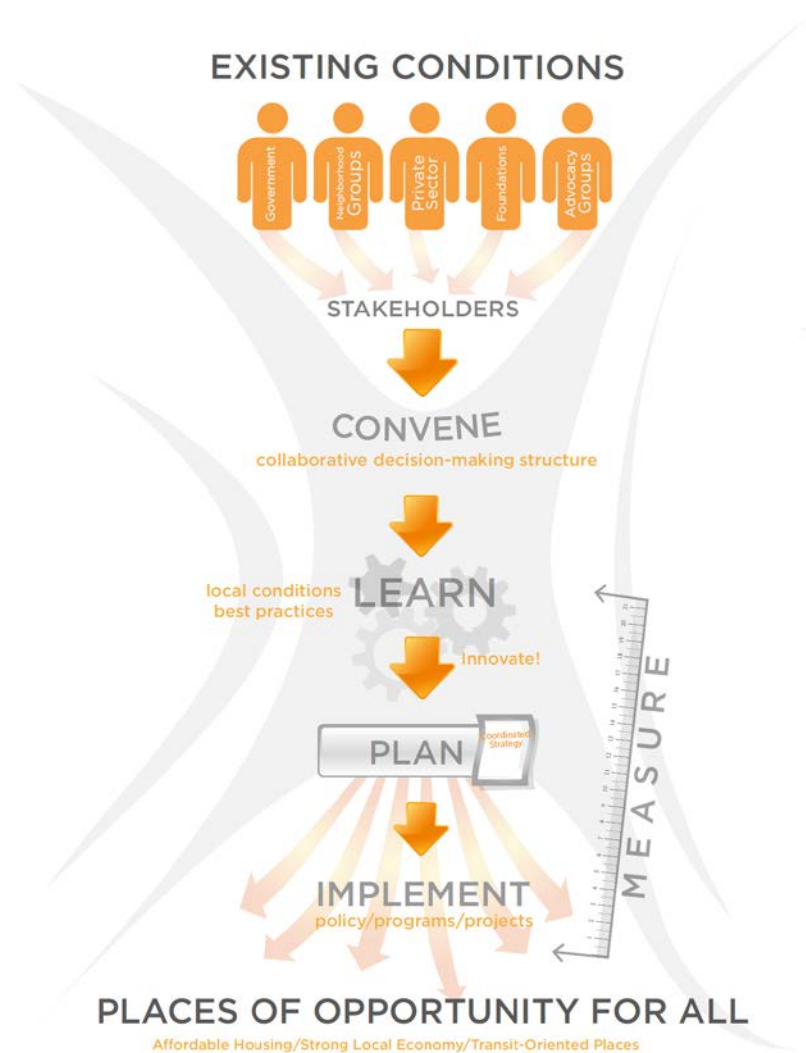
The Saint Paul Foundation

Surdna Foundation

# FUNDERS COLLABORATIVE VISION

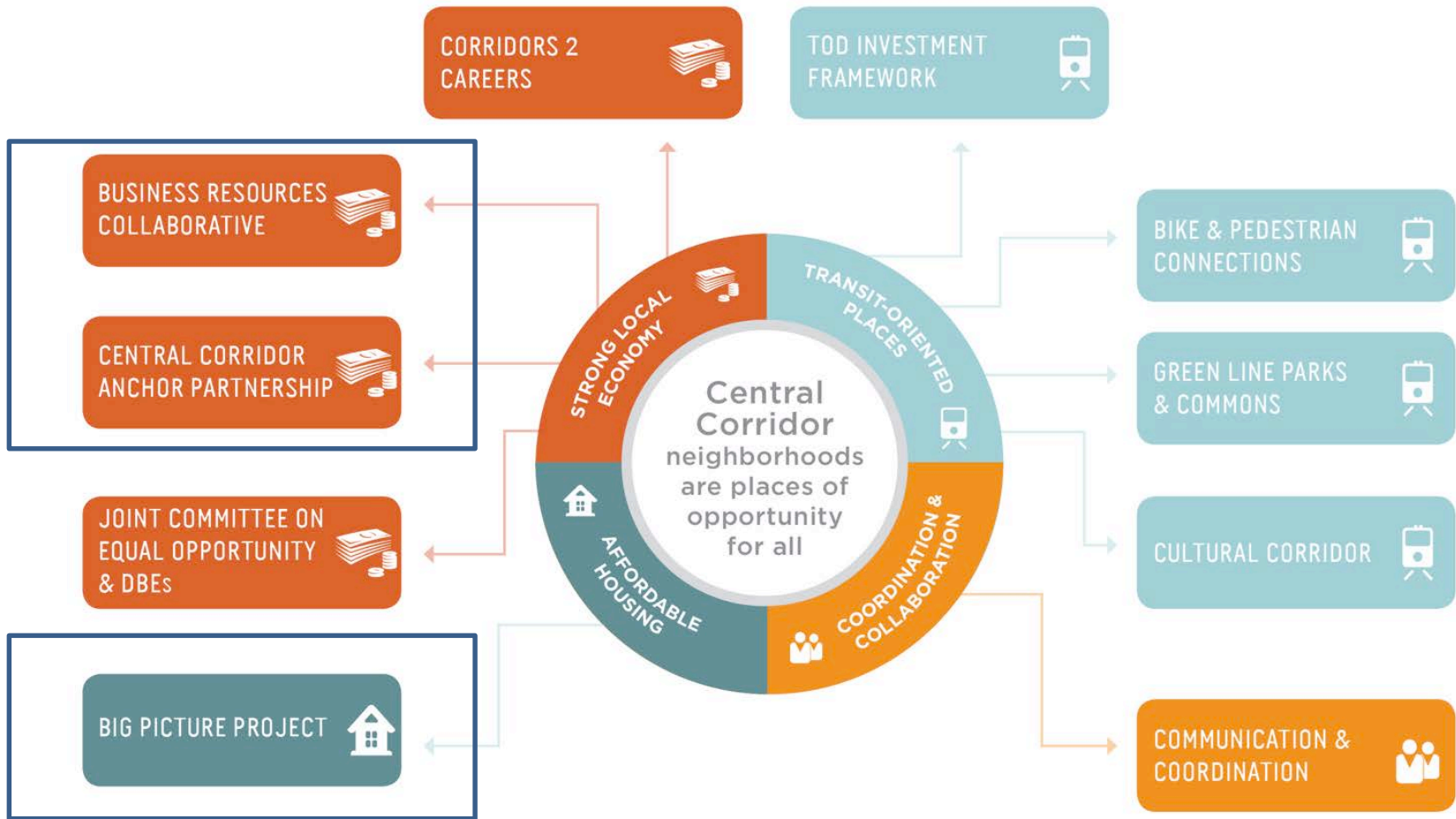


# WORKING GROUP PROCESS





# THE HEART OF THE WORK



# ACKNOWLEDGING FEARS & HISTORY



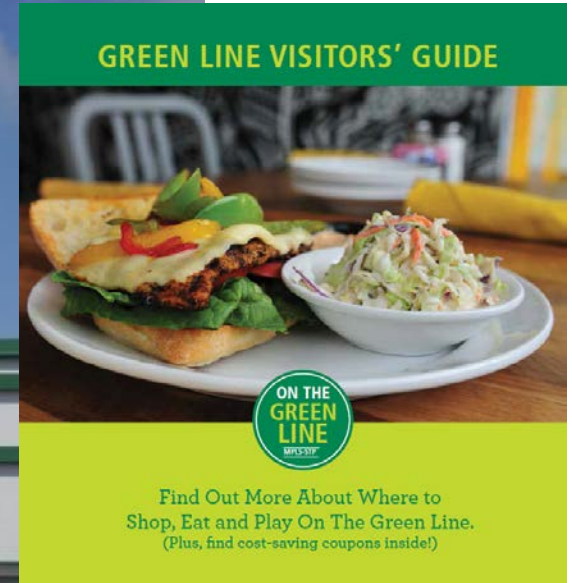


# THE REALITIES OF CONSTRUCTION



# JOB #1: SUPPORT EXISTING BUSINESSES

PREPARE  
SURVIVE  
THRIVE





# GREEN LINE BUSINESSES TODAY



- 90%+ of businesses assisted have stayed on corridor. Some facing rent increases and parking challenges
- Continue investments in cultural district branding, events, façade improvement, and small biz TA





# ALIGNING AROUND EQUITABLE TRANSIT ORIENTED DEVELOPMENT (E-TOD)

## Convene/Plan



## Technical Assistance / Predevelopment



## Learn



## Financing/Projects



# ALIGNING AROUND E-TOD

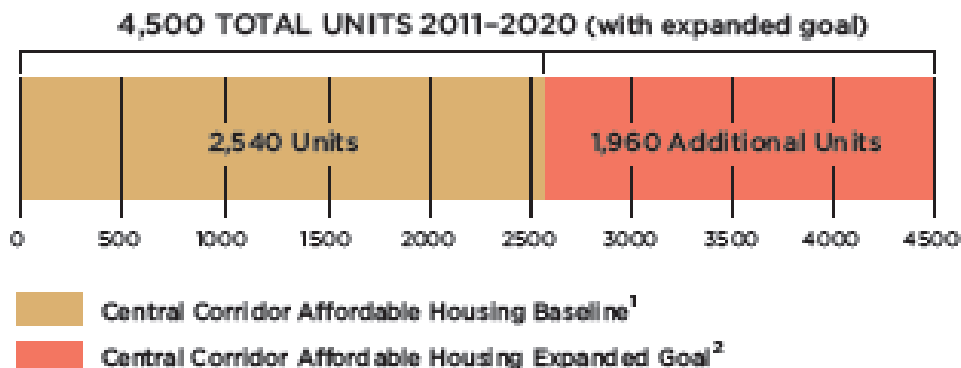
## RECOMMENDATIONS: Central Corridor affordable housing coordinated plan

The intent of the Central Corridor Affordable Housing Coordinated Plan is to align public and private investments, and mobilize behind key strategies and policy tools to provide and strengthen affordable housing along the corridor. Collaboration, new and existing financial resources, and policies are all critical to the success of any coordinated affordable housing plan. The Big Picture Project Team presents the following recommendations, recognizing that multiple strategies are needed to achieve our three targeted objectives.

**Objective I: Invest in the production and preservation of long-term affordable housing.**

**Objective II: Stabilize the neighborhood and invest in activities that help low-income people stay in their homes.**

**Objective III: Strengthen families through coordinated investments.**





# STATION TRANSFORMATION UNDERWAY





# HARNESS THE ECONOMIC POWER OF ANCHOR INSTITUTIONS

IN THE CENTRAL CORRIDOR,  
AUGSBURG IS ONE OF

**9** MEDICAL FACILITIES AND **7** COLLEGES  
THAT TOGETHER ACCOUNT FOR **67,000 JOBS,**  
**115,000 STUDENTS,**  
AND **100** CURRENT OR PLANNED  
CAPITAL IMPROVEMENT PROJECTS  
TOTALING **\$5 BILLION**



Central Corridor Anchor  
Partnership



# HARNESS THE ECONOMIC POWER OF ANCHOR INSTITUTIONS

## Central Corridor Anchor Partnership

Grow a more representative local workforce

*Increase anchor corridor employment 5% in 5 years.*



*Achieve diversity goals across all job categories.*



*Reduce racial gap 4% in 5 years.*



Grow local purchasing

*Increase anchor purchasing 5% in 3 years.*



*Provide cost savings to anchors.*



Grow transit ridership

*Increase anchor transit ridership 5% in 5 years.*



## CENTRAL CORRIDOR COLLEGE FELLOWSHIP

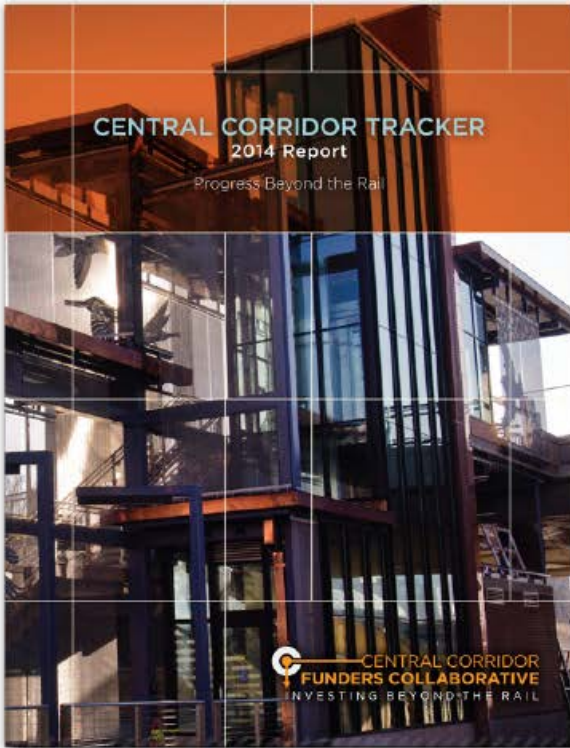
HEALTHCARE EMPLOYMENT

APPLY NOW →





# ANNUAL TRACKING, REPORTING + CELEBRATING



### CENTRAL CORRIDOR KEY OUTCOMES: 2014 INDICATORS

Indicator	Baseline	Year 4	Mid- \$1 Goal Benchmark	Comments
<b>Access to Affordable Housing</b>				
<b>1. Reach of all income families</b>				
Household income less than \$10,000	36%	38%	7%	Income rise in Corridor systems areas
Household income \$10,000-\$29,999	20%	27%	22%	Income rise in Corridor systems areas
<b>2. Housing with working affordability is available</b>				
Number of occupied King family affordable housing units	-	2,076	1/3	Good progress toward 3-year goal
<b>3. Workforce and other households have access to housing</b>				
Households covered by rent rules that help workers stay in their families	-	162	1/3	Household income growth being tracked since 2010
Median subsidized family market value (single family)	\$147,200 (2010)	\$108,500	\$139,400	City of St. Paul benchmarks
Percent change since 2010 baseline	-	-23%	-27%	City of St. Paul benchmarks
Median rental year 2010	\$1,325 (2010)	\$1,400	\$1,150	Since 2010 baseline, median rent has gone up 5%, while rents in Minneapolis and MSP, other areas have increased between 17-24%
Percent of households with 2+ bedrooms	-	20%	17%	Corridor near affordable than Minneapolis/St. Paul as a whole
Share of income spent on housing and transportation for low-income households	34%	41%	47%	Corridor households spend slightly less of their income on housing and transportation than Minneapolis/St. Paul on the whole (and in MSP). Data reflects unimproved data post 2012.
<b>Strong Local Economy</b>				
<b>5. Residents have access to education and services</b>				
Share of all households with health care & mental services	10%	8%	7%	Business rate shows 10% change in 2014 (change in 2013 of 100%, total units below target economic trends)
Home ownership & food services	9%	8%	8%	
Food services (bars, taverns, cafes, restaurants)	6%	6%	3%	
<b>6. Businesses of all sizes thrive here</b>				
Change in number of establishments, number and/or area (square ft) of employees	3,273	3%	7%	Recent 12-month increase in new start-ups (2013-2014) shows that it remains high when compared to other areas in the Corridor. Change in area shows that businesses have been net gain.
1-9 employees	1,045	2%	2%	Year 4 overall change of 2% (down 8.2% total establishments in Corridor). Overall change in employees is 1% (up 1%).
10-24 employees	1,146	7%	4%	
25-99 employees	248	6%	7%	
100+ employees	150	-6%	2%	

