

Proposal Information

Tip: To take a break and/or save your work, select "Save & Finish Later." To navigate throughout this application, select the section name above or the "Next" button.

These fields have been filled in advance with information you submitted with your initial inquiry. Only edit this section if the information has changed since then.

Type of Funding Support Requesting

Multiple Support Type is any combination of two or more.

Program/Project

Purpose of Request (one line)

Begin with the word "to" or "for," and do not include a period at the end of phrase (Example: "for general operating support" or "to build capacity").

to support and expand the implementation of the City of Saint Paul's 8-80 Vitality Economic Development Initiative

Total Request Amount

Format as xx,xxx.

100,000

Number of Months Requesting Funding

Format as 12, 18, 24.

12

For Multiyear or Multiple Support Type Requests, Break Out Amount(s)

Format as year 1 = xx,xxx; year 2 = xx,xxx. Multiple Support Type requests, break out type and amounts per year.

Summary of Request (What do you hope to accomplish and how?)

Saint Paul's 8-80 Vitality initiative promotes economic development through investments that enliven the public realm by promoting walking and bicycling and creating great public spaces. The result is a city where people from age 8 to age 80 are safe, invigorated, and welcomed by their environment. The 8-80 Vitality Initiative will include the implementation of the City's \$40 million 8-80 Vitality Fund, an investment focused on significant improvements in infrastructure and public spaces. The Initiative will also embed this economic development vision within the departments of Planning and Economic Development, Parks and Recreation, and Public Works. The City's Public Artists in Residence, as well as additional partners, will be involved to ensure this effort is broadly shared and integrated. Additionally, the Initiative will integrate 8-80 ideas into ongoing activities of each department, 'baking' vitality into City programs and processes to help attract talent, promote economic opportunities, and engage residents in their city.

The 8-80 Vitality Initiative will provide a unique opportunity to facilitate coordinated work between departments at the City of Saint Paul. This collaboration and co-learning is rarely seen in silo-ed City governments. This is a once-in-a-generation opportunity to reimagine how 21st century infrastructure projects are prioritized, designed, and made beneficial to the public good. By learning how to account for the needs of all ages in the design of public spaces, the City will be investing in a public realm that will attract and retain the next generations of talent. In an era characterized by underfunded public infrastructure, this program provides a bold example for other cities.

Support from the McKnight Foundation will provide funding to maximize, broaden, and accelerate work undertaken through the \$40 million 8-80 Vitality (capital) Fund and the proposed 8-80 Fellow (staffing funding). Funding from the McKnight Foundation would be used for communications, learning opportunities for a wide selection of city staff, and consultant support as needed.

Total Program/Project Budget

Format as xx,xxx. Leave blank if requesting general operating support.

40275000

GEOGRAPHIC AREA SERVED BY THIS REQUEST

Select between 1 to 5 relevant area(s) to be served by this request, if funded.

- St. Paul - District 5
- St. Paul - District 11
- St. Paul - District 7
- St. Paul - District 13

Enter % estimates for each geographic area served. If zero, type numeric zero. Must equal 100%. Do not enter % symbol. Enter whole numbers.

All Minnesota

All U.S.

Greater Minnesota

Metro Minnesota (7-county Twin Cities)

100%

Goals, Strategies, Outcomes

Enumerate the goals, strategies, and outcomes to be achieved and the activities that will lead to results.

The 8-80 Vitality Initiative, inspired by the work of 8-80 Cities, is designed to promote economic development by increasing activity and vitality on our streets and public spaces throughout the City of Saint Paul. To be competitive in today's international marketplace, cities need to be interesting, vital places that attract people. This attraction will bring residents who will make the city their home and businesses who will locate where they can best attract employees.

The initiative includes several key projects described below. Funding from the McKnight Foundation will help to bring the fifteen separate projects into a cohesive and integrated initiative with a larger purpose. The City will better implement the projects through the ability to better coordinate across departments, communicate our efforts, and engage in deeper and more meaningful ways to get the best possible outcomes from the initiative and its projects. It will also help embed the way of thinking to better coordinate and collaborate on future projects using 8-80 Cities thinking.

One of these projects is the Palace Theater renovations, which will turn a long-vacant theater in the heart of downtown Saint Paul into a thriving regional destination for live music and arts, bringing young people to the streets of downtown at night.

There are two distinctive trail infrastructure development and improvements. One is the first phase of the Downtown Bike Loop along Jackson Street. The bike loop is a unique off-street trail network throughout the downtown area, encouraging new or casual cyclists to visit downtown, and connecting popular attractions, such as the Xcel Center, Union Depot and the Lowertown Ballpark. Future build-out will complete the loop and make connections from popular regional paths, such as the Sam Morgan and Bruce Vento Trails.

Another major trail investment is to improve the Grand Round parkway system, which loops around the City of Saint Paul and connects the natural assets of the Mississippi River, Lake Phalen and Como Lake. Improvements will make the parkway system more accessible and enjoyable to those who live, work and visit Saint Paul.

Parks and open space investments are also a part of the initiative, including several along the Green Line. Dickerman Park is a long forgotten public space that was dedicated for park use in 1909. Funding will make this park a landmark along the Green Line and University Avenue. Three Ring Gardens Park near Gordon Parks High School and Skyline Tower will turn vacant lots into space for families and students to play and learn.

These are just a few examples of the improvements included in this initiative that will provide pedestrian and bike friendly environments to create vibrant and safe streets and open spaces for all to enjoy.

Finally, this funding will support an innovative multi-modal traffic modeling study at the Ford site redevelopment, to help demonstrate the vision of a multimodal, mixed use community at the Ford site that emphasizes walking, biking and transit over cars. The study will further demonstrate that the 8-80 vision for infrastructure projects is possible.

Regional Orientation

What is the relationship of the proposed work to our region's economic growth and competitiveness? Does this proposed work engage, connect, or advance opportunities to people and places traditionally marginalized from mainstream economic opportunities? If so, how?

As one of the two core cities of the Twin Cities region, the City of Saint Paul's vitality and strength leads to a stronger region overall. A strong core will keep the region competitive nationally and globally as a place to do business and to offer a high quality of life to residents of all ages. Furthermore, a vibrant Saint Paul will attract residents and jobs to the region with such benefits and attractions as sporting and cultural events, and an image of a high quality of life that reaches people across the nation. Saint Paul's offerings of Wild Games and Ordway Theater productions, and outdoor recreation opportunities that all can enjoy, are just a few examples of the vibrant aspects of Saint Paul that can be a benefit to both the city itself and the region.

To be a competitive city, Saint Paul needs to provide the vibrant, walkable places that people desire and have come to expect. The initiative's investments are designed to be an economic development catalyst for businesses and residents. Companies that choose to locate in Saint Paul must be confident that the city is a place where employees will want to work, live, and spend time. Businesses must be confident that the built environment will help them attract top talent from across the nation, in addition to encouraging graduates

from the many colleges and universities in Saint Paul to stay and work locally. Development of all types will flourish as Saint Paul becomes a place where people increasingly want to work and spend time, which will also improve the quality of life for current residents.

8-80 Vitality investments are spread across the City, serving the diverse residents and businesses of Saint Paul, of all ages, incomes and backgrounds. The city's residents are more diverse in background and income than the region as a whole. These projects aim to provide equitable access and improved outcomes for all.

Funding from the McKnight Foundation will support us in communicating this vibrancy to help retain and attract new residents and businesses. We will develop an overall communications plan that leverages the full package of the 15 projects in addition to the communications around each project to fully achieve this economic development potential.

Policy and Systems Change

Does the proposed work influence policy or lead to sustainable systems change? If so, how?

This initiative seeks to break down silos between city departments in ways that lead to better results of all projects for years to come. Staff from different departments will work across silos and with business and community partners in a more coordinated and collaborative way. Streets and open spaces investment projects will have the lens of staff from the departments of Planning and Economic Development, Parks and Recreation, and Public Works, bringing different perspectives and strengths to achieving infrastructure and public spaces that maximize long-term benefit. For instance, street improvements will not just improve the road conditions for drivers, but examine ways for pedestrians and bicyclists to utilize the street, leverage open space to be used by the public in many ways, and invite people to spend time in the public spaces of the city. Increased vitality on the street will lead to many benefits, such as more foot traffic to drive up retail business opportunities. Furthermore, these projects will seek to leverage and coordinate with investments made by businesses. For instance, a redesign of Bedford Road at Payne Avenue coincides with and is maximized by private investments into Morelli's Market by its owners.

Investing in the public realm gives the City the greatest return on investment because these are assets that, in many cases, the City already owns but have not been built to the full potential. These investment, in turn become the new face of the City improving the quality of life for those within the City and attracting new residents and business who will now see Saint Paul in a different light.

Staff, leaders, residents, members of the business community, and other stakeholders will have the opportunity to learn side by side the benefits of vital places, and how to best implement them by working together. By changing the way we build the very urban fabric of Saint Paul, the 8-80 Vitality Initiative will benefit 288,000 residents, 173,000 employees, countless tourists, and every subsequent generation of Saint Paulites.

Funding from the McKnight Foundation will help embed the 8-80 Vitality Initiative as a new way of achieving maximum potential from projects. Staff and partners will learn from these initial 15 projects so that these and future projects are more coordinated and able to

achieve a much larger range of positive impacts, including economic development and population growth. Funding will support training for staff from all three lead departments and the mayor's office. We are currently working to bring 8-80 Cities staff back to Saint Paul to teach staff about maximizing benefits of the projects, engaging with community in meaningful ways, and embedding 8-80 thinking for future projects. We will also seek out other experts for training and consultation.

Partnership and Collaboration

Does the proposed work achieve participation from governmental, private sector/market, civic, and/or nonprofit sectors in building and sustaining livable communities? If so, how?

This initiative cannot be successful without partnerships. As mentioned previously, city departments will change their thinking by working across silos and in greater partnership between Planning and Economic Development, Parks and Recreation, and Public Works, as the lead departments, with other departments and the Mayor's office involved, as well.

In addition, community, private and nonprofit sectors are a key to the success of these initiatives. Business associations, neighborhood organizations, advocacy groups, and other stakeholder groups are key partners in providing input into the uses, design and activities desired on streets and in open spaces. These groups represent the users – residents and business owners – who will bring life to these spaces. They will also often be the organizers of events and activities that utilize these public spaces.

Furthermore, this initiative offers strong potential for deepened engagement with community and business groups in order to leverage these investments for increased vitality on the streets and open spaces of our communities. We know that we cannot just build it and expect people to come – engagement will ensure these spaces are what our diverse residents and business owners want, and that they can serve future generations.

Many partners have already expressed their support and enthusiasm for many of the projects of the 8-80 Vitality Initiative. For instance, Greater Saint Paul Building Owners and Managers Association and the Saint Paul Area Chamber of Commerce are supportive of the downtown Saint Paul bike loop project for its economic development potential. Saint Paul Smart Trips will conduct demonstration projects along the loop as a means of engaging potential users. The Saint Paul Design Center will help to create usable and vibrant places by design. The Trust for Public Land is a partner in developing the Three Ring Gardens park.

This funding will allow the City to engage with partners such as community groups, advocacy and business organizations and other potential partners by creating opportunities such as training, lectures, and engagement activities.

Market Orientation and Scale

Describe how the proposed work aligns and leverages resources from all sectors and achieves high-quality, high-impact sustainable regional outcomes.

The initiative uses leveraged funding beyond the initial \$40 million capital budget with each of the 15 projects' budgets. In addition, these projects will leverage millions of dollars of private and public investment in development, public infrastructure, and open spaces. For example, the Macy's redevelopment will have more potential and interest with the addition of the Palace Theater and the Downtown Bike Loop.

These projects will take Saint Paul into the future, by meeting demands of residents and businesses of the 21st century. The generation known as millennials is the first population bubble larger than the baby boomers. They are the key to economic prosperity for all cities and they are also statistically the most mobile generation in history. People in their 20's and 30's are choosing where to live before they pick where they want to work, and they are choosing cities that have rich cultural offerings and vibrant street life. In addition, transportation preferences include biking and transit in greater numbers, and less reliance on cars. Americans are driving less than ever, and millennials say they want to live in places where they have a variety of options to get to jobs, school or daily needs.

People of all ages prefer walkable neighborhoods in greater numbers than in the past. AARP found, in a 2014 survey of 4500 adults over age 50, that older adults want investments in pedestrian-friendly streets, ranked third most important community investment (after increasing police presence and improving schools). They also want amenities close to home, with between 42 and 50 percent responding that they want bus stops, grocery stores and parks within a mile of where they live.

Many of the currently funded 8-80 Vitality Funded projects are connected to regional systems including the Mississippi River Regional Trail and Green Line LRT. These projects build in the planning and implementation work that have led to these projects' success. Furthermore, it leverages these projects by investing in underutilized public assets that will have the potential to change how people perceive and interact with the city. Together these projects will allow people to experience and enjoy untapped assets of the City. These improvements to the public realm will open Saint Paul to a new segment of potential residents and businesses who may have never previously considered relocating here.

As previously mentioned, the communications plan to be supported by this funding, will help tell this story to the region and nationally to make Saint Paul a known destination and place with a high quality of life.

Measuring Outcomes

What metrics will you use to measure success in advancing McKnight's goals and your strategies, outcomes, and orientation?

While long term metrics will not show much change in the time period of this grant, we would expect increased population growth at rates greater than projected. Also, we can assess new businesses opened, both concentrated around these investments and in the city overall.

Additional metrics include property values around the investments. Another is increased use of the streets and open spaces by bicyclists and pedestrians. Success of the Palace Theater will be indicated by sales, bookings, attendance at events, and increased sales to

surrounding businesses, as well as redevelopment occurring and new businesses opening up nearby.

In the short term, we can track several indicators of success, including:

- number of people trained in this interdisciplinary thinking
- number of new contacts and partnerships
- number of engagement activities and events
- number of news articles highlighting the projects within this initiative

Capacity Building Efforts

Describe any plans for organizational capacity building efforts internally to increase your ability to complete this work.

PED has hired an Economic Development Program Coordinator to coordinate the 8-80 Vitality Initiative projects in PED, Parks and Recreation, and Public Works. This coordinator will keep the overall vision of the fund, bring together the interdisciplinary team, and track and report on projects.

We were invited to submit a proposal in the final round for the Knight Cities Challenge, for which we proposed an 8-80 Vitality Initiative Fellow. The fellow will work to ensure the best results for these major investments. Second, the Fellow will work within City departments to demonstrate how 8-80 Cities thinking can be integrated into every project undertaken. And third, the Fellow will help educate the public on the importance of inclusive urban design.

This funding would allow for enhanced staff trainings, conference attendance, etc. This would us to add depth and breadth to our efforts enriching the work we are doing and allowing more individuals and organizations to benefit from it.

In addition to supporting the 8-80 Vitality Initiative directly, we would use McKnight Foundation funding to ensure that we have cutting edge support to model traffic around the Ford Site redevelopment that includes biking and walking as an integral part of the capacity to carry traffic load. The City has stated a strong vision for a multimodal, mixed use community at the Ford site that emphasizes walking, biking and transit over cars, using thoughtful urban design to create a "car optional" community. If we are to truly bake 8-80 thinking into all city projects, we need to show how traditional traffic capacity can be carried by these alternative modes. Mixed mode traffic modeling, which has never been utilized on a Saint Paul project, can demonstrate to the City's traffic engineers, elected officials and the public in general, that these types mixed mode infrastructure improvements make sense.

Work Relationships and Constituency

Describe your working relationships to organizations or efforts that do similar work, whether they are partners, collaborators, or competitors. Who is your core constituency and how do you engage them? How do these relationships

and your particular constituencies work to advance to tangible outcomes rooted in your proposal?

The Saint Paul Design Center will partner on the design aspect of the 8-80 Vitality Initiative, helping achieve high-quality urban design in the projects. The Design Center is a joint program of the City of Saint Paul and the Saint Paul Riverfront Corporation which was created in 1997 to be a champion of high-quality urban design and help developers design successful projects so that they contribute to the City's vision.

Saint Paul Smart Trips has requested funding from Blue Cross Blue Shield Center for Prevention to hold demonstration projects that will engage the public around the downtown bike loop. This just provides examples of two of the many work relationships that will make these projects successful.

The City is in the process of hiring national experts to facilitate several of the 8-80 Vitality Fund projects in the pipeline, such as downtown bike loop planning and the Grand Rounds planning. Several of the larger projects will have advisory committees composed of community and business representatives. Each project will have an outreach and engagement plan. This funding will allow staff to further develop an overarching 8-80 communication and engagement strategy that goes above and beyond the purpose and goals of any individual project.

Committed Funds

List up to 10 committed sources and amounts of funding that have been received for this request to-date. Format as ABC Foundation = xx,xxx; XYZ Foundation = xx,xxx.

City of Saint Paul 8-80 Vitality Fund = 40,000,000

City of Saint Paul = in-kind support (office space, staff time, etc.)

Potential Funding

List up to 10 sources and amounts of funding that have been applied for, but not received, to-date. Format as ABC Foundation = xx,xxx; XYZ Foundation = xx,xxx.

Knight Cities Challenge Finalist = 175,000

Does your organization have the Charities Review Council Accountability Wizard or similar certification?

Select one.

<None>

If Other was selected above, enter name of similar certification.

Key Staff and Responsibilities

List the names of key staff and their responsibilities. If additional staffing is needed, briefly describe the proposed new position(s).

This project is being guided by and coordinated closely with the Mayor's office. Kristin Beckmann, Deputy Mayor, holds regular meetings with the department directors, noted

here, in order to lead the projects with the 8-80 Vitality vision for a more vibrant city. Anne Hunt from the Mayor's Policy staff will also be involved in an oversight role.

Jonathan Sage-Martinson, Director of the Department of Planning and Economic Development (PED), leads all economic development efforts for the City, including the 8-80 Vitality Economic Development Initiative. Jonathan is responsible for engaging his fellow department heads, especially Parks and Recreation and Public Works.

Mike Hahm has been the Director of Parks & Recreation since 2008. Mike had a career of over 20 years in the Parks & Recreation department prior to his appointment as director.

Kathy Lantry will become Director of Public Works as of March 1, 2015, after serving on the Saint Paul City Council for 17 years.

Nora Riemenschneider, Economic Development Program Coordinator in PED, is the lead project manager for the 8-80 Vitality Fund.

The City of Saint Paul is a finalist in the national Knight Cities Challenge for the creation of a 8-80 Fellow. If awarded, this Fellow would be based in PED but work across city departments to embed vital streets, bike and pedestrian facilities, and public spaces as an economic development tool.

Several staff from PED, Public Works, and Parks & Recreation will serve as project managers and contributing staff of the individual 8-80 Vitality Initiative projects.

Additional Proposal Information

Use this space for any additional information you feel is significant to your request and has not been addressed above.

Additional URL

If applicable, provide an additional web address for online information related to your request.