



The Tinklenberg Group

The interchange of strategies and solutions

City of Ramsey BNSF Railroad Interchange Initiative 2015 Consulting Services Proposal January, 2015

Overview

The Tinklenberg Group respectfully submits the following consulting services proposal in response to the City of Ramsey's interest in pursuing funding for the construction of an additional, to be identified, grade separated interchange and railroad overpass along the BNSF rail corridor. Building on the success of the Armstrong Interchange, we believe The Tinklenberg Group is uniquely positioned to assist the City in achieving this goal, and that the current political and funding environment related to transportation in general and to rail crossing improvements in particular, make this an excellent time to initiate such an effort.

The Tinklenberg Group will assist the city by helping to organize and implement a broad and coordinated effort to identify and secure sufficient funding to complete the selected project. Sources of funding to be pursued are similar to those utilized in the Armstrong project and include federal transportation grant programs, federal program dollars allocated to Minnesota, state transportation grant and program dollars, regional transportation dollars, and state bonding funds.

In addition to the technical work associated with identifying and pursuing the funding sources listed above, The Tinklenberg Group will also assist the City in organizing and mobilizing broad-based support for the project among business leaders, educators, labor organizations, elected officials and other key stakeholders. In this effort, critical issues driving the project such as safety, congestion and economic opportunity will be developed and highlighted.

Specific Work Elements

The proposed work elements have been arranged in two interconnected categories. The first is activities associated with pursuing funding sources. And the second is activities intended to organize and mobilized the kind of community-based support necessary to effectively communicate the importance of the project to key decision makers. While these activities are listed separately, it is understood there will be a great deal of overlap in their implementation and conduct. It should be noted in consideration of this effort, that several different funding elements, each with their own schedule and application process, may be included in the total funding package. Building influential community support, developing compelling project information, and effectively presenting that support and information to potential funders early in the process is critically important to ultimate success of the project.

Funding Work Elements

- Prepare background information supporting funding request
- Support and coordinate meetings with key funding decision makers
- Support and coordinate inclusion of the project in appropriate 2015 legislative transportation proposals
- Insure immediate responses are provided to follow-up requests for information
- Schedule and prepare hearing testimony as needed
- Support and coordinate the preparation of funding applications as necessary
- Identify and prioritize funding options at the federal level
- Closely coordinate project efforts with appropriate congressional, legislative, and departmental staff

Community Support Elements

- Agree to project cost estimate and cost sharing arrangement
- Identify and establish project coordination team
- Develop common project promotional information, materials, and talking points
- Schedule and staff regular meetings of the project coordination team
- Prepare and present regular updates and briefing materials for city officials and staff
- Develop and manage positive media/editorial coverage

- Rally active support among business, labor, education and other influential community groups
- Schedule, coordinate and conduct site visits for Met Council, MnDOT, members of congress and staff, and BNSF officials
- Manage and coordinate response to pockets of opposition that may arise

Timing and Cost

The activities identified in this proposal will occur primarily during the 2015 session of the Minnesota legislature, therefore it is proposed that the term of this agreement would end June 30, 2015. Any additional services required by the city beyond that point to pursue non-state funding opportunities could be amended to this agreement at that time by mutual consent of the parties.

Total cost of the proposed work plan executed over the five month term would not exceed \$35,000. However, at this time, it is recommended that the city approve only a one month initial phase of the work plan at a cost of \$5,000.00 to be paid at the start of the term during which the consultant will identify options and opportunities for project funding and work with the city to target its efforts on those which offer the greatest likelihood of success. Any subsequent work that may be approved by the city in regard to the overall work plan will then be organized to build on the outcomes of this initial phase.

Agreed and Approved By:

Sarah Strommen, Mayor
City of Ramsey

Elwyn Tinklenberg, President
The Tinklenberg Group

Date

Date