

Central Mississippi River Regional Planning Partnership Meeting

28 May 2020

7:30 am, Sherburne County Government Center, County Board
Room <under COVID-19, meetings are virtual; see [Agenda](#) >



Routine Business

1: Agenda

Routine Business:

1. Welcome, introductions (in-person, online)
2. Previous meeting [draft notes](#)
3. Treasurer's Report

Action Items, Issues:

4. New Communications [protocols](#)

Discussion or Information Items:

5. Update on Framework 2030 process, content, and timeline [Update](#)
6. Technical Analysis Planning Next
7. FW 2030 engagement activities, status, and interim highlights [Memo](#)
8. Present Organizational Chart [April 2020](#)
9. Future agenda items

1-3: Agenda, Meeting Notes, Treasurer's Report

1. Agenda:

- Action: Review/revise; approve

2. Draft notes from previous meeting:

- Action: Review/revise; approve

3. Treasurer's Report

- Action: Discuss as needed, receive



Action Items, Issues

4: New Communication protocols

4. New Communications protocols

- a. [Protocols](#), [Decision Memo](#)
- b. Purpose: To streamline and improve Partnership's internal and external communications
- c. Action requested:
 - i. Authorize moving forward with protocols
 - ii. Direct the Executive Committee to review and approve future changes
 - iii. Direct the Liaison Team to continue working with the Partnership to correctly implement these protocols, and to keep the Partnership updated



Discussion, Information Items

5: Update on Framework 2030 process, content, and timeline

5. **Update on Framework 2030 process, content, and timeline**
 - a. Liaison Team worked with Planning Next and ExComm to develop this update
 - b. Provides information about completed work and timeline for upcoming work in light of issues related to the COVID-19 pandemic
 - c. Presentation: Key activity and timeline adjustments
 - d. Discussion/Q&A

6: Technical Analysis

6. **New Factbook Briefing, Volume #4, Market**
 - a. Presentation by Planning Next + Ninigret Partners
(please, no questions during presentation so we have a “clean” video for posting)
 - b. Discussion/Q&A Following Presentation



FRAMEWORK ²⁰³⁰
partnering for the future

Regional Factbook Briefings

VOLUME 4: **MARKET**

Thursday May 28, 2020

Framework 2030 is an initiative of the
Central Mississippi River Regional Planning Partnership

To find out more about Framework 2030, please visit:

www.RegionalPlanningPartnership.org/Framework2030

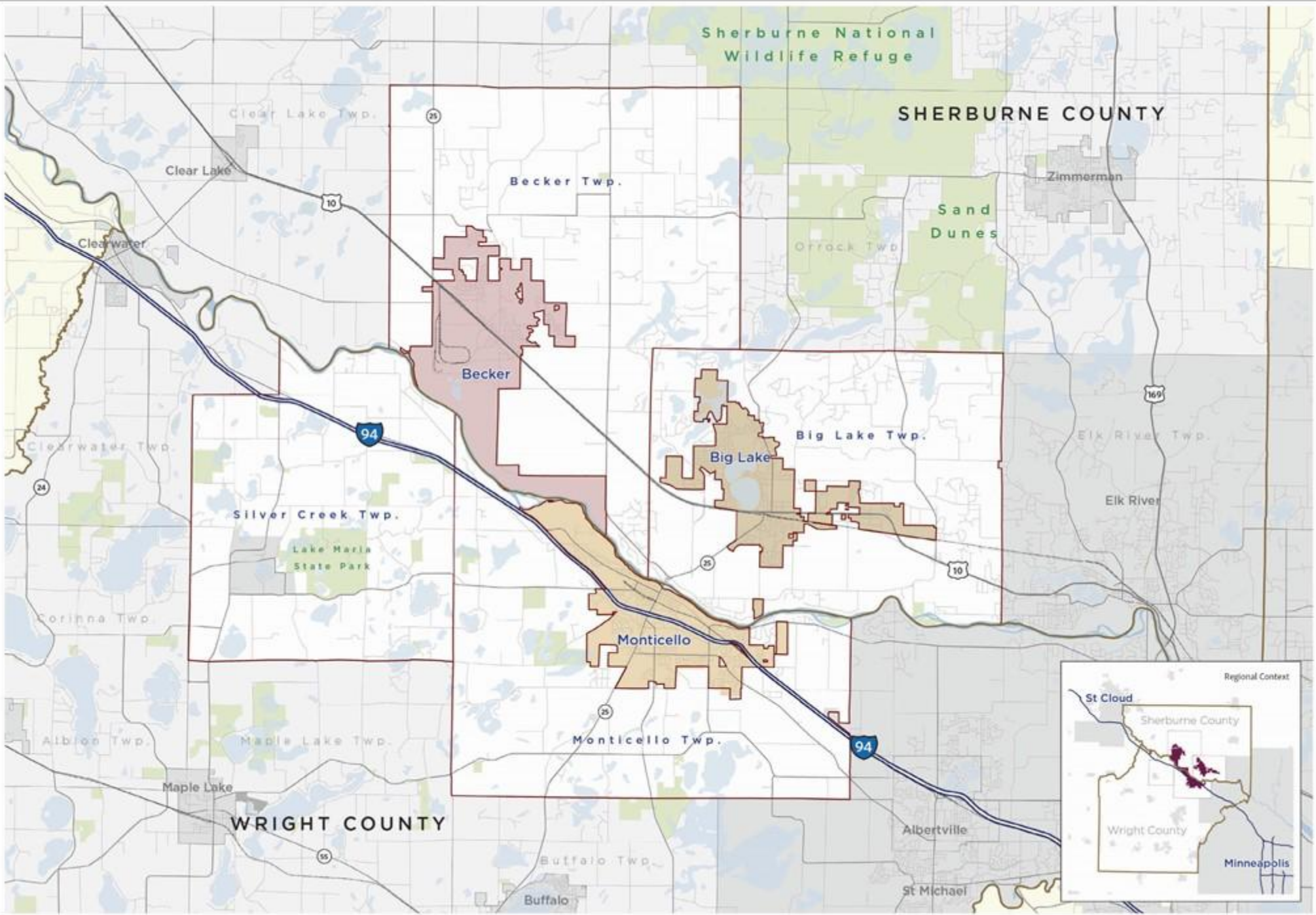
Defining the Market Area

- **The market area can be different than the geography, and typically varies for types of activities such as work, events, and certain types of shopping and dining**
- **Three ways of determining geographic market area:**
 - *Commuting*
 - *Distance / drive-times*
 - *Cell phone location data*

Impact of COVID-19

Understanding the geographic scope of the market area will be useful as you begin the process of economic recovery and contemplate key gateways, marketing efforts, and potential new development opportunities

Focused Planning Area



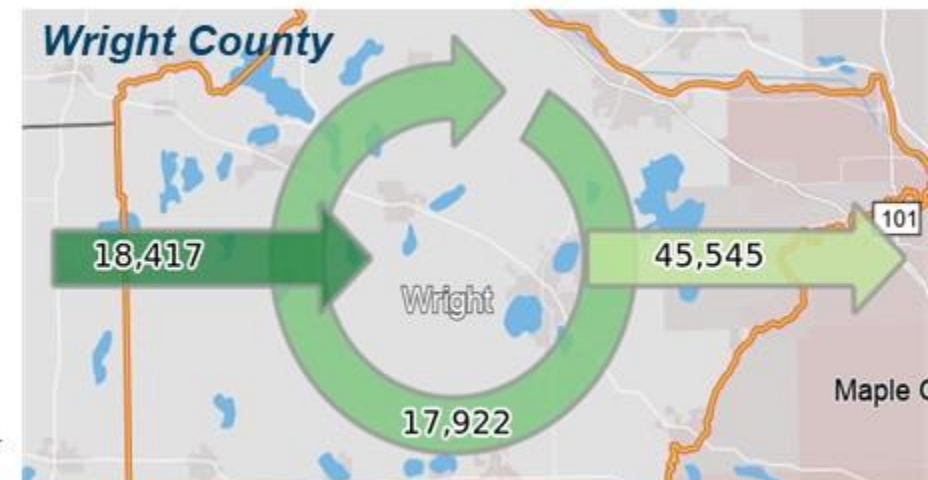
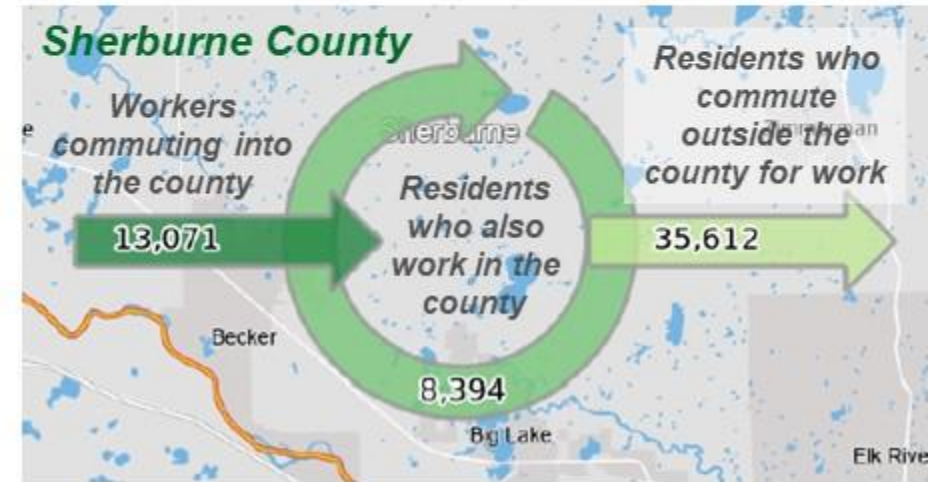
- Participating Townships
- Surrounding Counties
- Other Cities
- Park Land
- Mississippi River
- Open Water
- City of Becker
- City of Monticello
- City of Big Lake
- Interstate
- US Highway
- State Highway

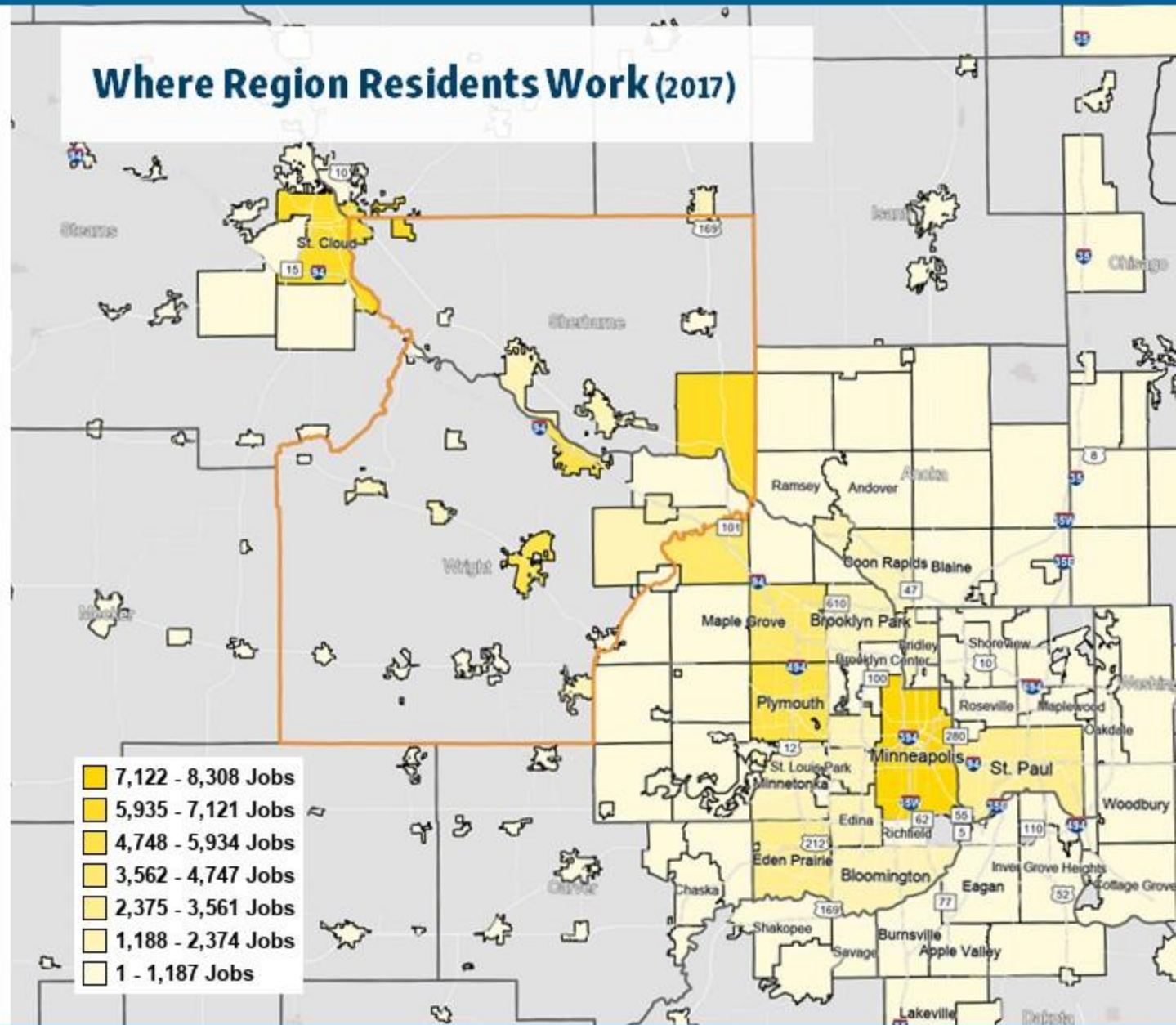
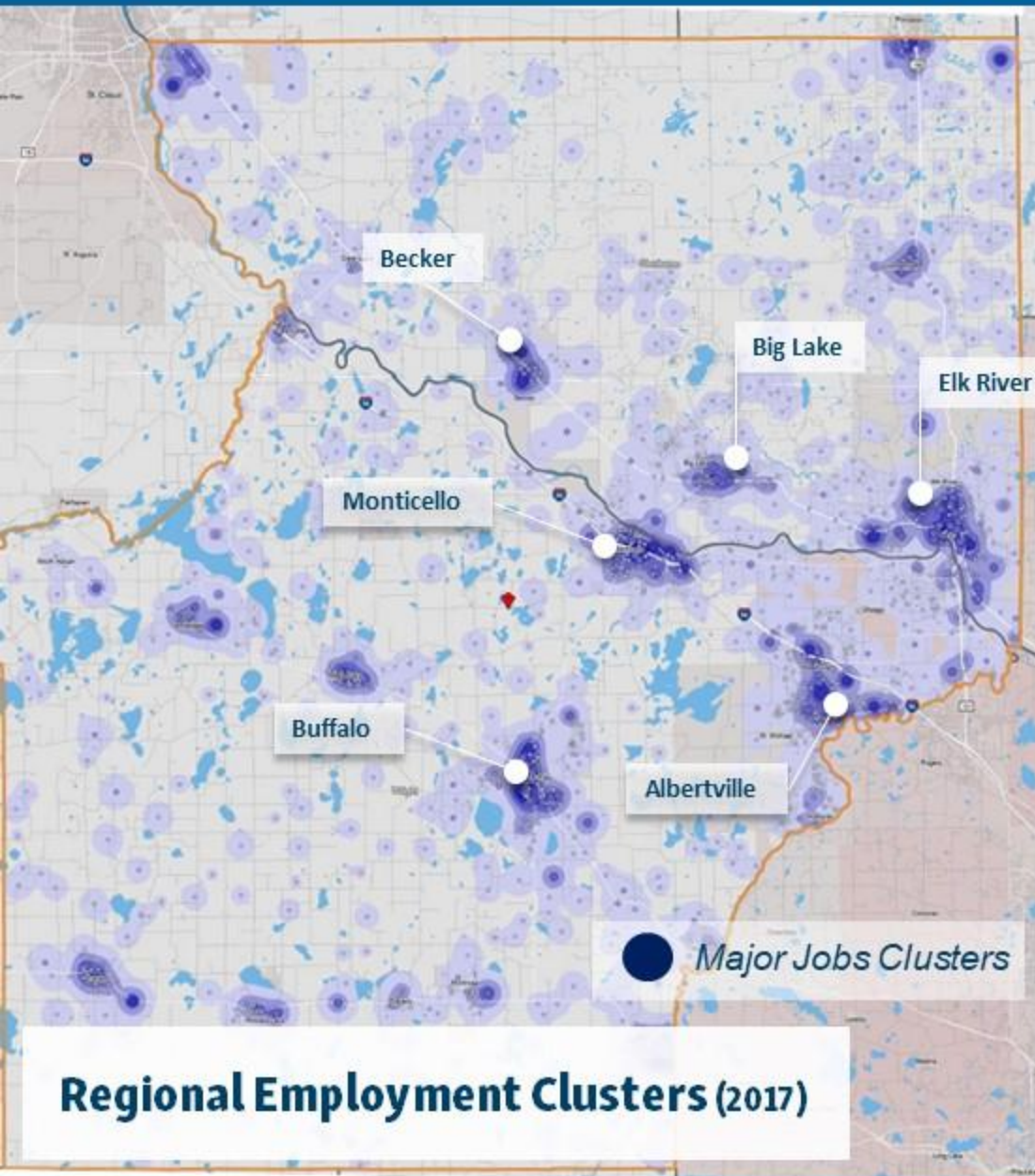


MARKET AREA | Commuter Shed

- **Most regional employees commute in from outside the region, and most regional residents commute to work outside**
- **Job growth particularly in Sherburne has been fueled largely by workers from outside the county**
- **Average commute time ~30 minutes one way, 10 minutes higher than state average**

Note: The arrows do not indicate direction of movement

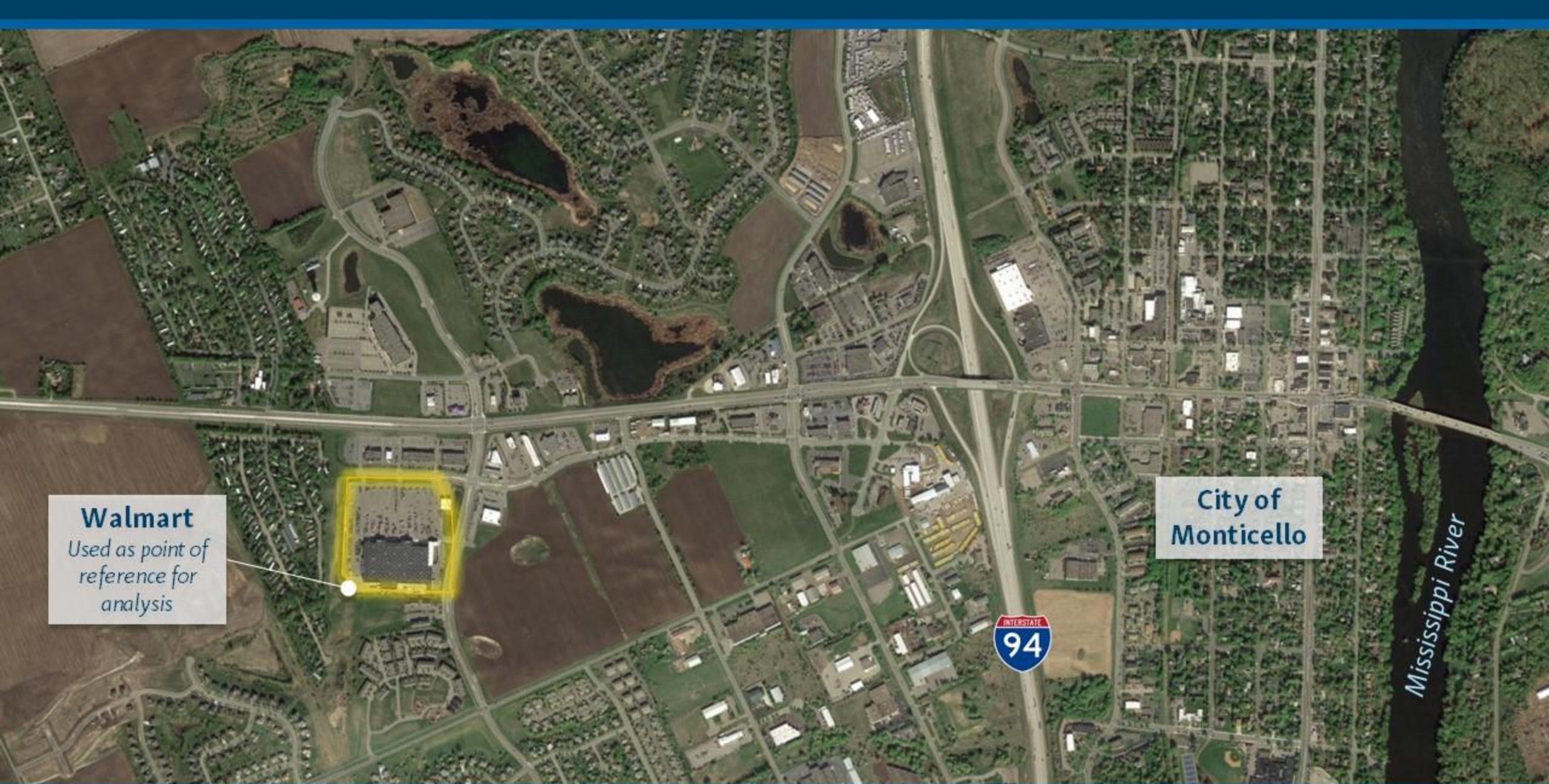




MARKET AREA | Distance vs. Drive-time

- **Distance**: Measured as the radius from a point
- **Drive-time**: Based on a algorithm embedded in mapping software from the point
- **No rules of thumb exist on right measures or scales**
 - *Both approaches have tradeoffs*
 - *Analysis depends on what you want to know and why*
- **This analysis uses the Walmart address in Monticello because of the typical geographic reach of those stores**



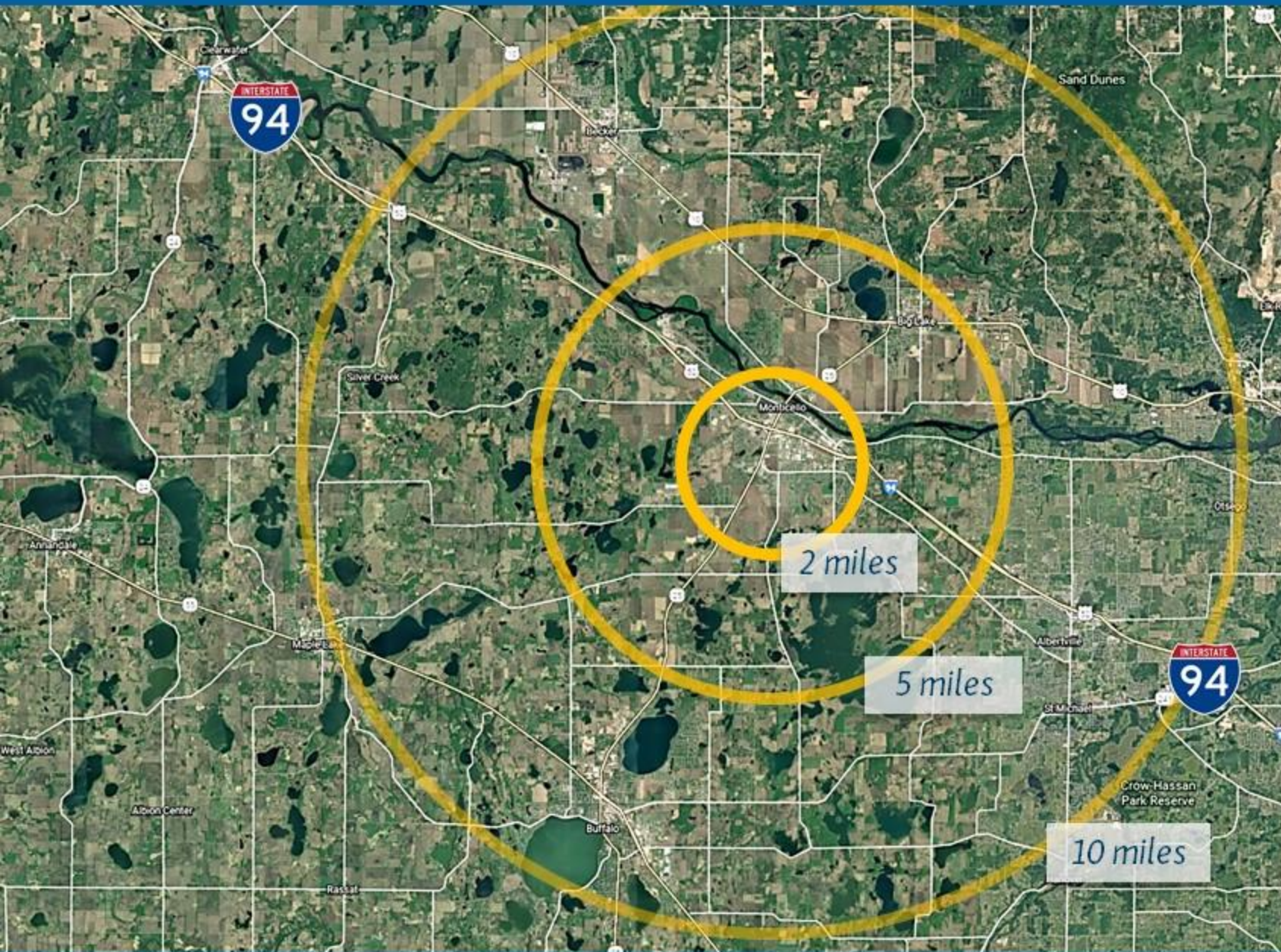


Walmart
Used as point of
reference for
analysis

**City of
Monticello**



Mississippi River



MARKET AREA Distance

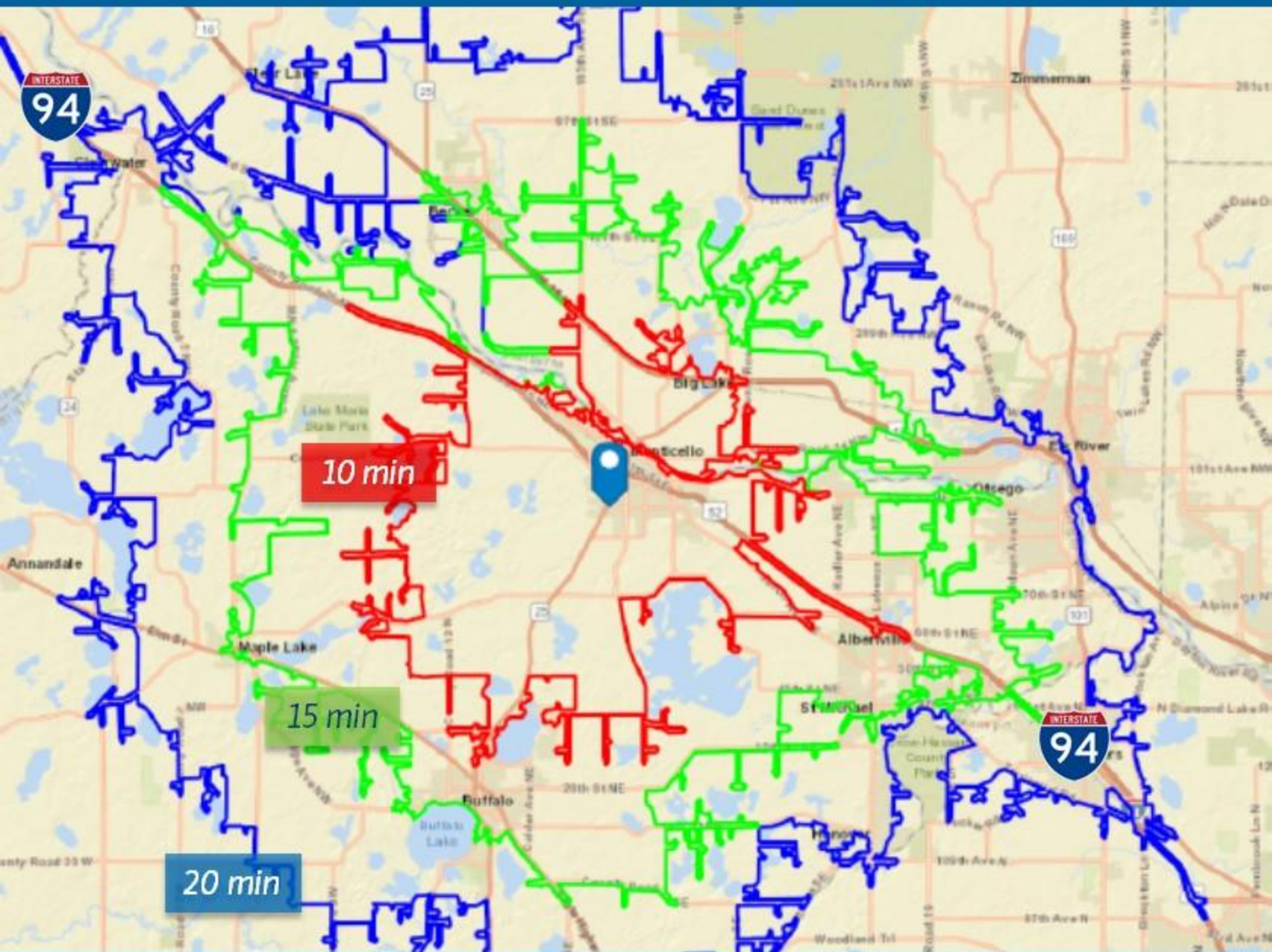
**2-mile Sales Capacity
+\$124M**

Surplus in retail & restaurant sales beyond what the population two miles away can support based on its income capacity

**5-mile Sales Capacity
+\$38M**

Surplus in retail & restaurant sales than the population five miles away

Source: NP calculations based on ESRI datasets



MARKET AREA Drive Time

**10-minute Sales
Capacity**

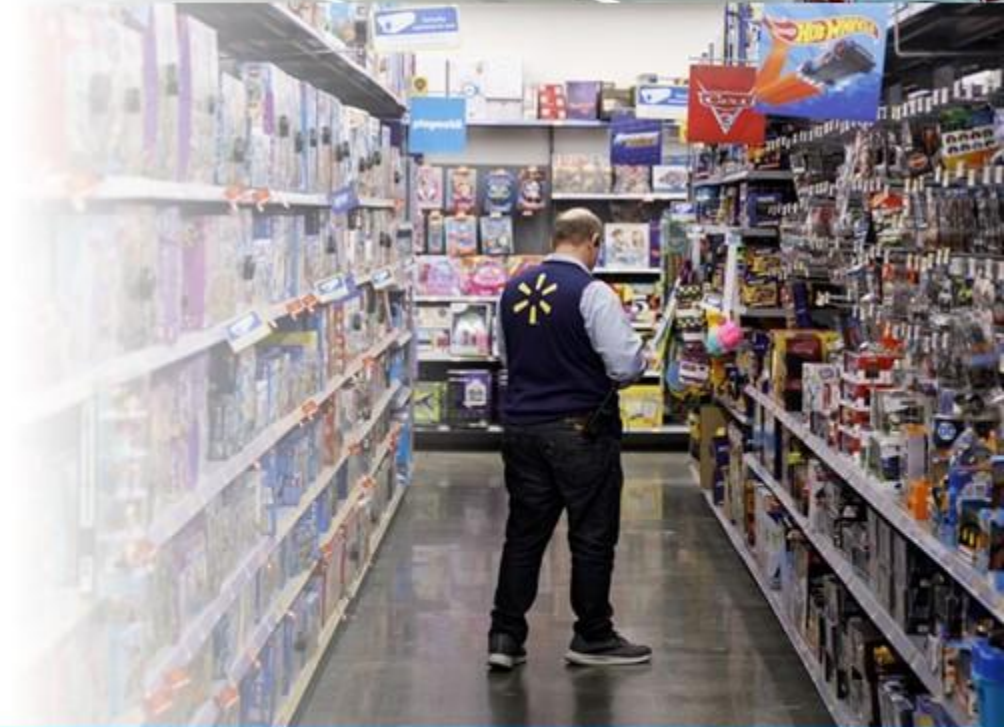
+\$56M

*Surplus of retail & restaurant sales
beyond what the 10-minute drive
time population can support*

Source: NP calculations based on ESRI datasets

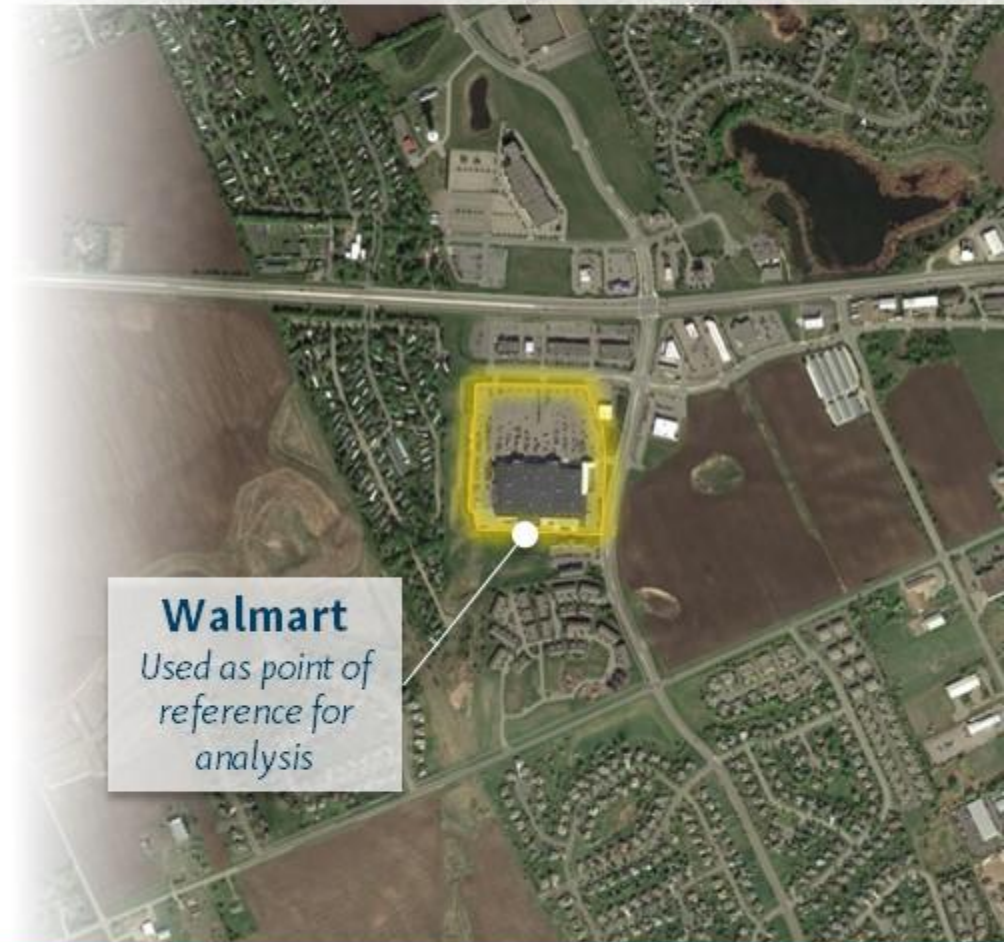
So What?

- **No individual community within the planning area has enough population or income to sustain the present level of economic activity on its own**
- **The restaurant and retail base depends on the economic health and viability the broader region**



MARKET AREA | Cell Phone Location Data

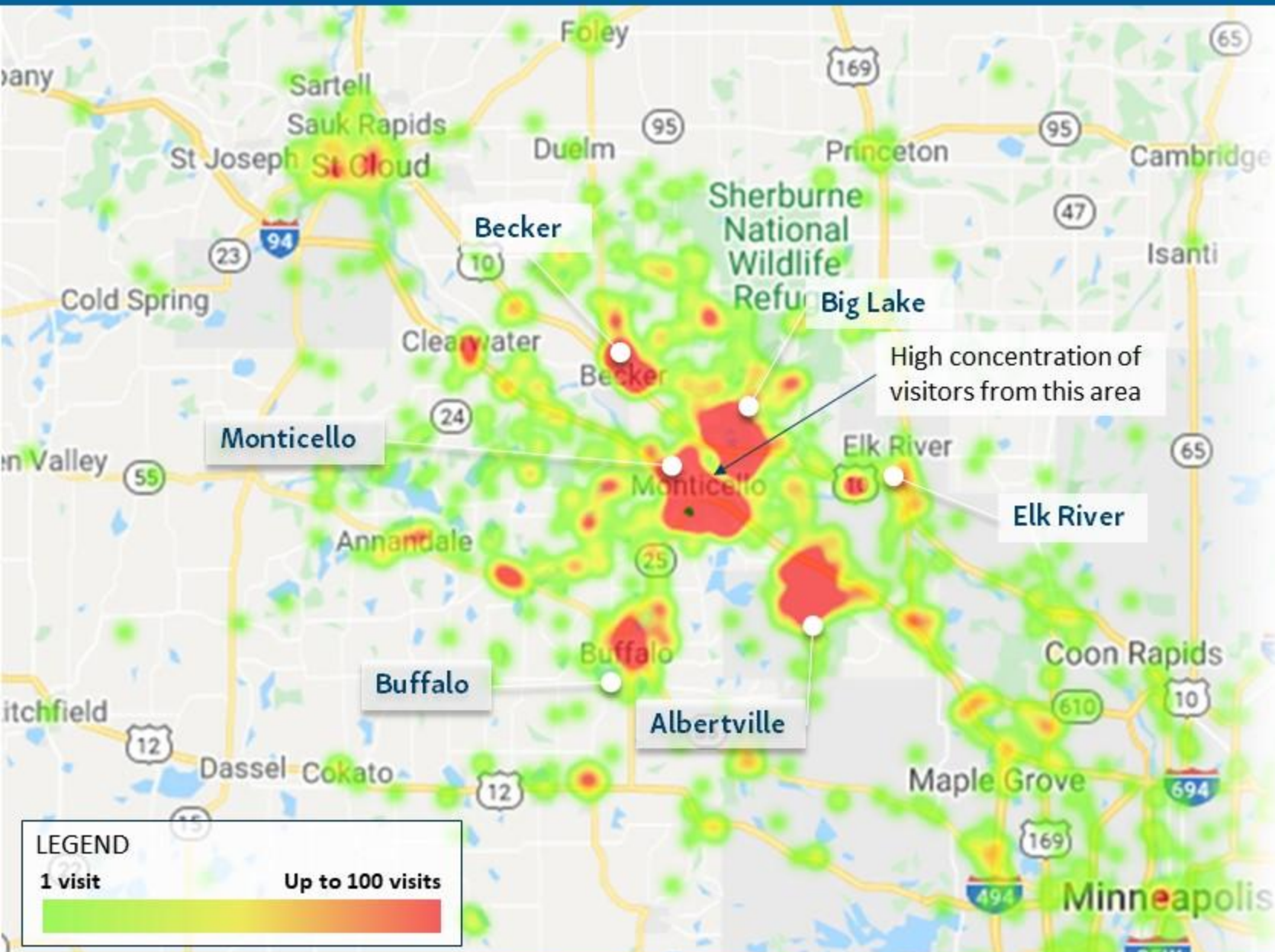
- **Geolocation data gathering process**
 - *Based on pings to cell towers*
 - *Data is anonymous and not downloadable*
 - *Source used (UberMedia) allows for tracking across days, time of day, number of visits, location two hours before arriving*
 - *Planning team simplified the requests for this exercise, explained for each exhibit*
- **This analysis uses the Walmart address in Monticello because of the typical geographic reach of those stores**



MARKET AREA Geolocation

Map shows any visitor at least once over the course of one year to the designated location (Monticello Walmart)

The red spots show the starting locations for visitors

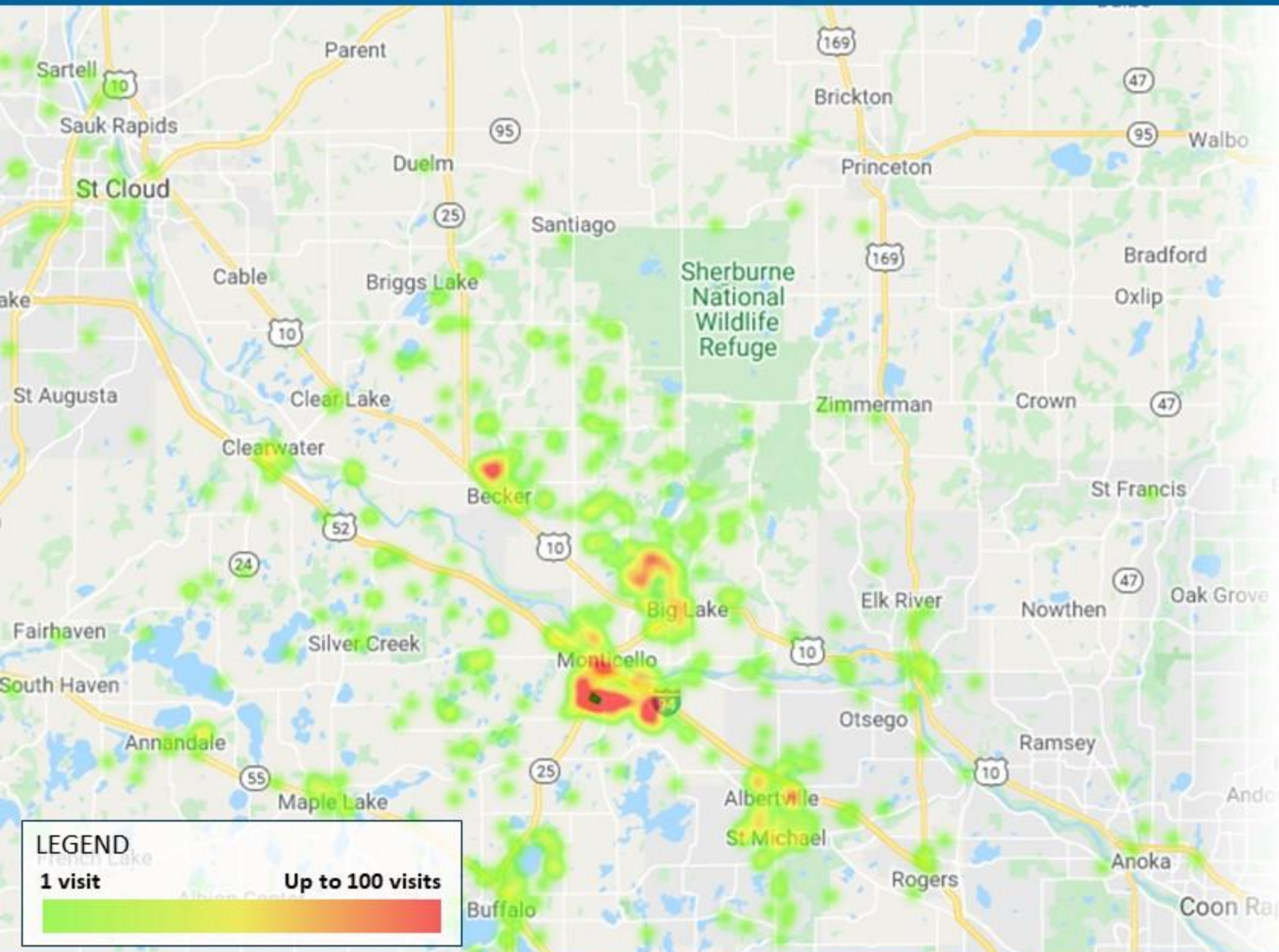


MARKET AREA Geolocation

This map shows any visitor at least once over the course of one month (randomly selected June 1 to July 1 2019) to the designated location (Walmart)

Residents and workers in Partnership communities are important sources of trip generation

Source: NP calculations based on ESRI datasets



MARKET AREA | Optimal Market Geospace

- This map shows the “optimal geospace” – or the regional market area – based on a proprietary algorithm that looks at distribution and location generation of most visitors
- It clearly indicates that the Partnership communities are critical sources of trip generation (and potential customers) to designated location

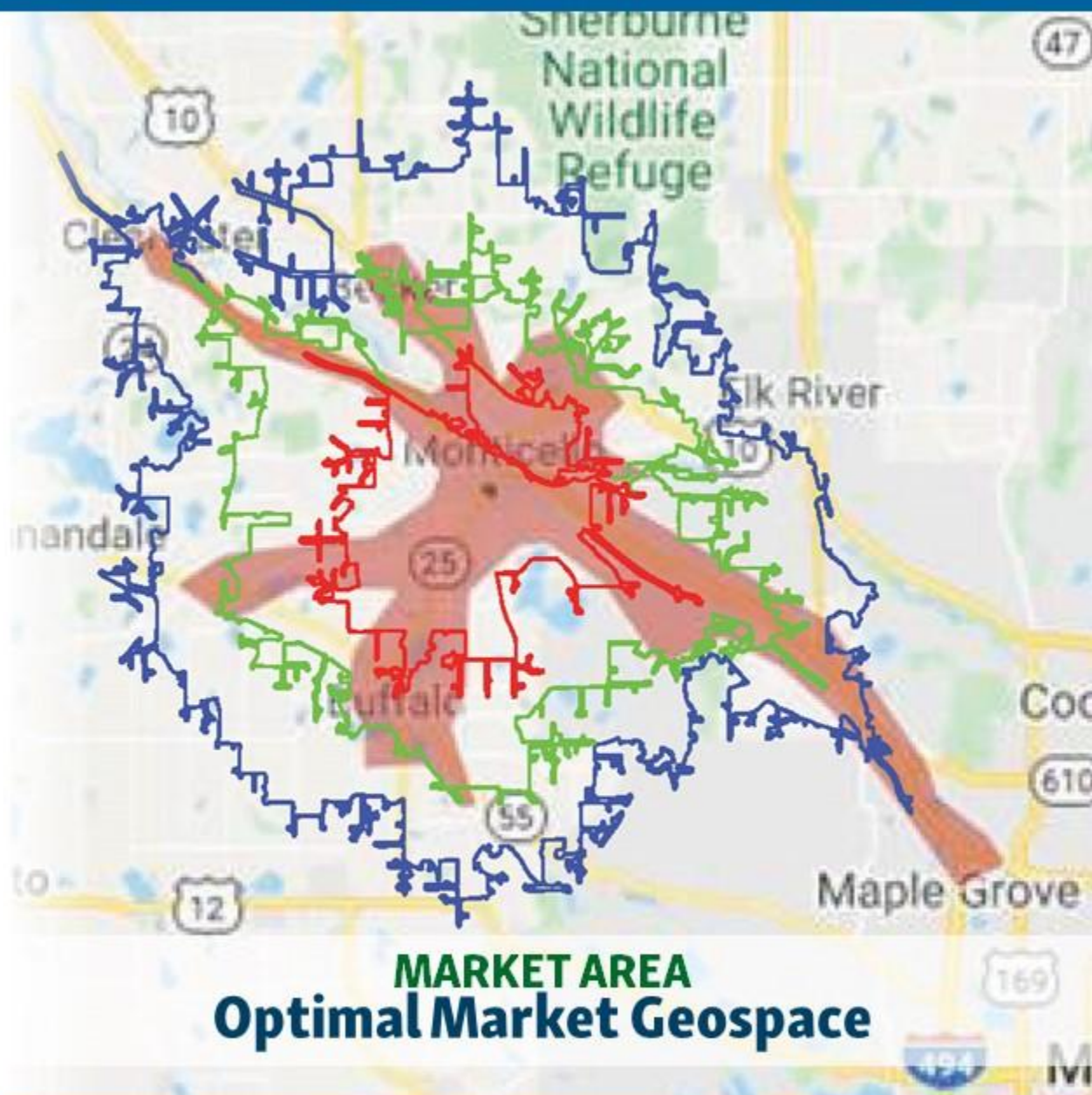


Source: NP data request Vista by UberMedia

Conclusions

While a substantial number of the region's residents work in neighboring counties, and a substantial number of local workers come into the region from outside of it, the retail and restaurant sectors depend on the region's residents for their viability.

If growing the amenity base (and tax base) is desired, it will require thinking about the size of the geographic market, connectivity across the market, and the economic wellbeing of the resident population.



6: Technical Analysis

6. **New Factbook Briefing, Volume #4, Market**
 - a. Discussion/Q&A

7: Framework 2030 Engagement Highlights

7. FW 2030 engagement activities, status, and interim highlights

a. Activities:

- i. Engagement via online surveys
- ii. Planners/admins invited stakeholders *and* asked community “partners” to extend invitations to their own contacts
- iii. Approach has *significantly* extended the reach

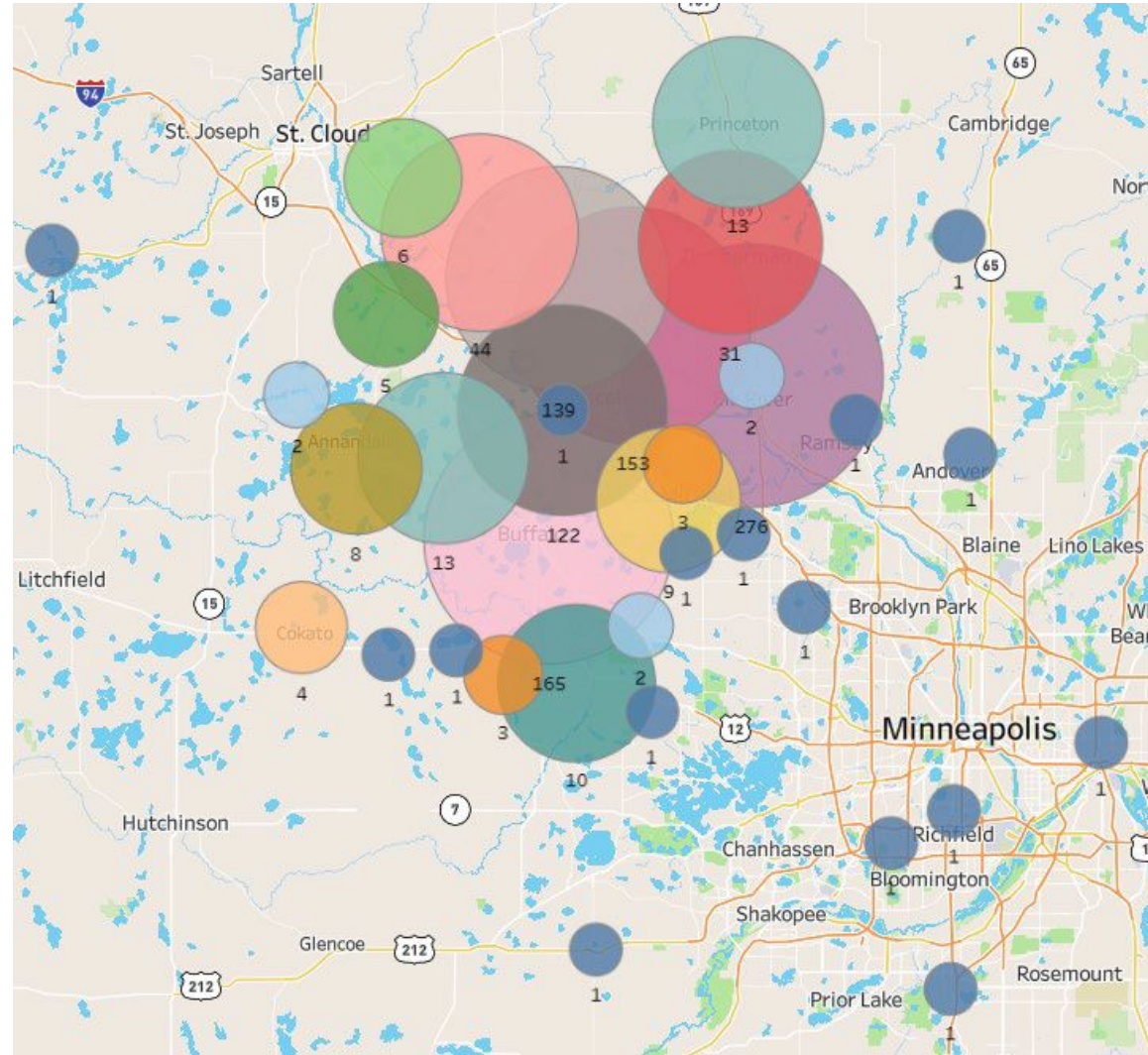
b. Status as of 5/28 at 7:54 am:

- i. Community: 502
- ii. Employees: 438 (in two parts: as employees, and extra questions if they also *live* in the region)
- iii. Elected-appointed officials: 29
- iv. Organizations (nonprofit, private): 19

c. Highlights: [Memo](#)

7: Framework 2030 Engagement Highlights

Participant locations ([interactive map](#))



7: Framework 2030 Engagement Highlights

Qs: The region continues to grow, change. Over the next 5-10 years:

- What will make this region attractive for people to stay/move here?
- What is needed to meet the region's future employment, educational, housing, or transportation needs of the region?

Highlights: Overall, *lots of positive and insightful ideas*

- Economy and business: More, better, higher-skilled and professional jobs; support for big and small businesses and strong tax base
- Education: Quality K-12 schools and more post-secondary options
- Entertainment, arts: More quality restaurants, theaters, and events and activities that draw locals and visitors and build community
- Government, leadership: More community involvement, better cooperation across region, thoughts on taxes (+ and -)
- Housing: Wider variety to meet full range of needs

<Continued>

7: Framework 2030 Engagement Highlights

Qs: The region continues to grow, change. Over the next 5-10 years:

- What will make this region attractive for people to stay/move here?
- What is needed to meet the region's future employment, educational, housing, or transportation needs of the region?

Highlights, continued

- Image, perception, feel: Small-town/hometown feel, friendly, close-knit, generally welcoming, with more local/regional opportunities to work, shop, socialize, and access entertainment
- Infrastructure: Improved ability to get around the region, more options for bus, light rail, commuter rail; broadband for all
- Planning, land use: Thoughtfully managed growth, coordinated and good planning
- Recreation, environment, sports: Lots of outdoor recreation and sports, parks, green space, facilities, trails; opportunities especially for youth and families throughout region

7: Framework 2030 Engagement Highlights

Q: In what ways might you help the region continue to be attractive and appealing to current and future residents?

Highlights: On both a personal and community level...

- Kindness, neighborliness, cleanliness
- Involvement, volunteerism
- Promoting the community, advocacy
- Investment, commitment, and leadership

8: CMRP Monthly Summary

8. **Partnership Monthly Summary [April 2020](#)**
 - a. Prepared by Becker Liaison Jacob Sanders, this shows Partnership roles, structure, and recent activities and actions
 - b. Will be updated and sent out monthly to Partnership jurisdictions, and posted on the website
 - c. May be especially useful as Partners update their home communities

9: Plans for future meetings

9. **Recommendation:** Direct Executive Committee to determine format for June meeting based on protocols and orders in place 1 week beforehand

10: Future Agenda Items

- 10. Future agenda items**
 - a. To be determined