

## OVERVIEW

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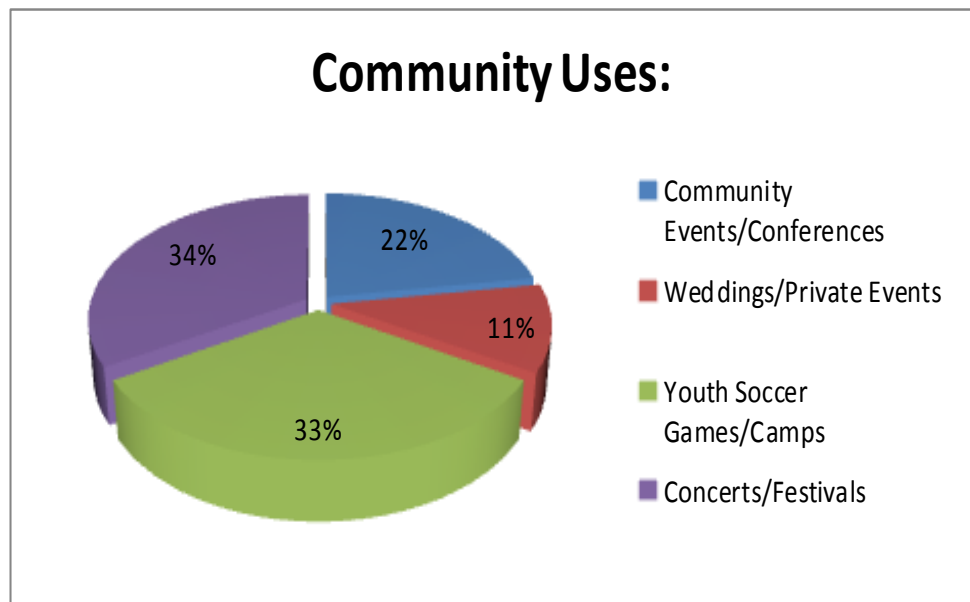
At the November 30<sup>th</sup> Snelling-Midway community meeting city staff gathered public input on nine topics. The 9 topics that we solicited community input on are the following:

- ◇ Community Uses
- ◇ Ticket Programs and Affordability
- ◇ Getting There
- ◇ Jobs, Jobs, Jobs!
- ◇ Sustainability
- ◇ Youth Soccer
- ◇ Overall Vision and Topics
- ◇ Public and Green Space
- ◇ Youth Table

There were a total of 119 people that signed-in for this meeting. The following document is a summary of the responses that we received from the community members during the table break out session.

# COMMUNITY USES

At the Community Uses break-out table we gathered public input on potential community uses for the stadium that could occur when soccer games are not being played. The overarching question that we were attempting to answer was, “what types of uses would the community like to see beyond MLS soccer games?” Prior to the meeting, City staff identified 4 potential community uses which we then prompted the public to vote on. We also provided a section for additional ideas and comments that were not covered on the board. There were a total of 116 responses to the four topics that City staff had identified as potential uses and 27 write in ideas. The vote totals for the four prompted responses were 39 votes for Concerts/Festivals, 38 votes for youth soccer games/camps, 26 votes for community events/conferences, and 13 votes for weddings/private events. The most popular write in responses were farmers market (4 votes), access for Saint Paul Public School events (4 Votes), free movies (4 votes), flea market (4 votes), and ethnic community sporting events such as hosting the Oromo and Hmong soccer tournaments (3 votes).



Category:	Number of responses:
Community Events/Conferences	26
Weddings/Private Events	13
Youth Soccer Games/Camps	38
Concerts/Festivals	39

# TICKET PROGRAM AND AFFORDABILITY

The purpose of the ticket affordability break-out table was to determine ways that we could make soccer available to everyone, regardless of their economic status. City staff asked the public to answer three questions:

- What would you be willing to pay for a single game ticket?
- What does a ticket affordability program look like?
- Who should benefit from a ticket affordability program?

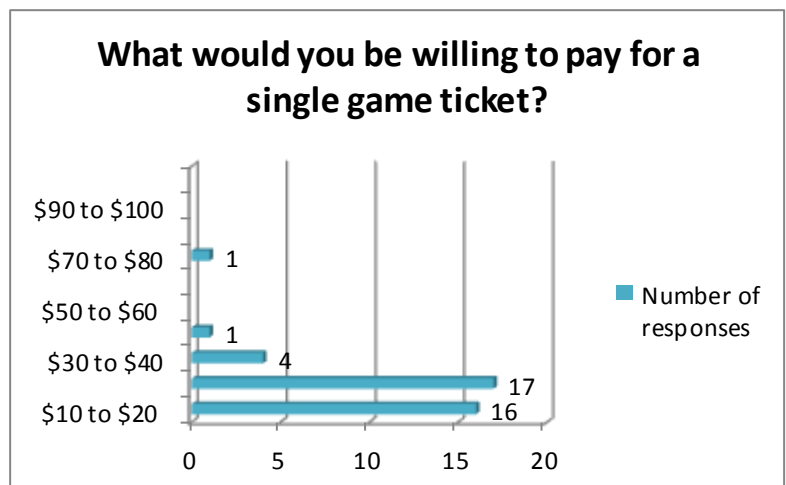
To determine what the public thought was an affordable price for a single game ticket we created a scale with \$10 increments and asked the public to place a dot next to a price range that they thought was affordable. There were a total of 39 responses to this exercise. The vast majority of the respondents, 33, placed dots between the \$10 and \$30 dollar range.

For the other two questions City staff asked the respondents to write ideas on a sticky note and place them on the board. City staff also made dots available, which could be placed on ideas that were already placed on the board with a sticky note. The most popular response that we received when we asked what a ticket affordability program should look like was: “a certain number or percentage of tickets should be reserved for specific groups at a reduced rate.” (3 votes) There was also a commonality that arose in many of the responses that there should be a focus on youth. These responses were: student tickets/sections (2 votes), youth group sales (2 votes), and youth sports groups.

This youth trend continued when we asked “who should benefit from a ticket affordability program?” There were 5 votes for students in high school and college, 4 votes for youth/people under 18, and 2 votes for a library summer reading incentive.

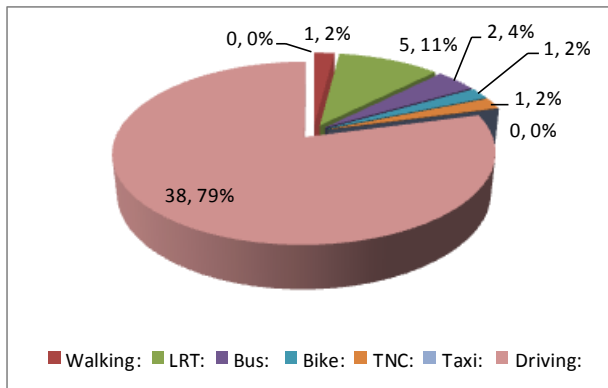
The most popular response this question with 6 votes, was that the program should benefit low income families.

Price Ranges	Number of responses
\$10 to \$20	16
\$20 to \$30	17
\$30 to \$40	4
\$40 to \$50	1
\$50 to \$60	0
\$60 to \$70	0
\$70 to \$80	1
\$80 to \$90	0



# GETTING THERE

## How did you get here today?

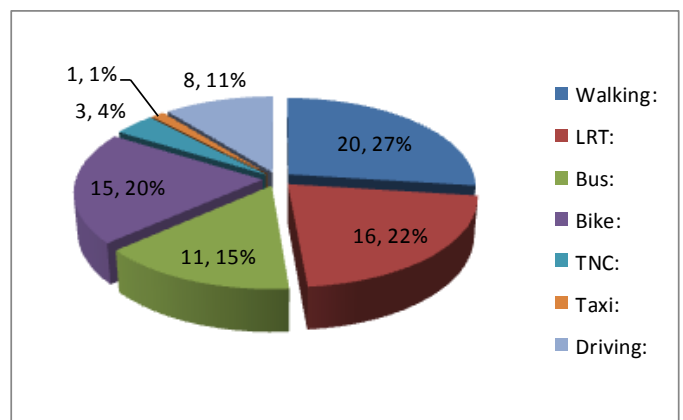


Transportation mode	Responses
Walking:	1
LRT:	5
Bus:	2
Bike:	1
TNC:	1
Taxi:	0
Driving:	38

At the “getting there” break-out table we gathered public input on four topics pertaining to the transportation component of the Snelling Midway Development. We asked the public to respond to the following two questions with dots: “how did you get here today?” and “how would you get to soccer games?” The vast majority of respondents (38) indicated that they arrived by car to the meeting, however, only 8 respondents indicated that they would drive to soccer games. The weather may have been a contributing factor in determining how people got to the meeting that day due to the heavy snow. The other two questions that we asked people to respond to were “what’s needed to make it easier for people to use transit, walk, or bike?” and “Where should people park?” We asked the public to respond with a sticky note or directly on the boards. There were a total of 44 written responses in both categories. The prevailing theme of many of the responses to the question “what’s needed to make it easier to use transit, walk, or bike?” was that there needs to be improvements to the infrastructure that supports and enhances walking, biking, and transit. Some of the specific infrastructure improvements identified by the respondents were: dedicated bike lanes, bike parking, better sidewalks and pedestrian infrastructure, traffic calming features, and a pedestrian bridge over I-94. There were also three responses that called for the connecting Ayd Mill Road to I-94 and one response in opposition to this proposal.

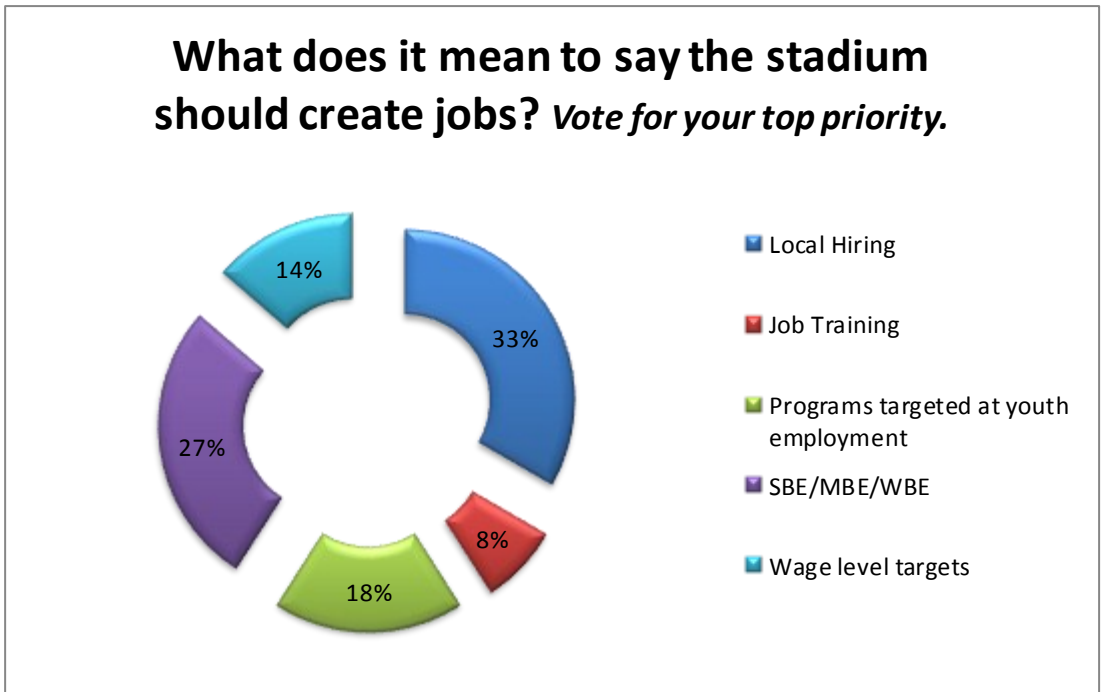
## How would you get to soccer games?

Transportation mode	Responses
Walking:	20
LRT:	16
Bus:	11
Bike:	15
TNC:	3
Taxi:	1
Driving:	8



# JOBS, JOBS, JOBS!

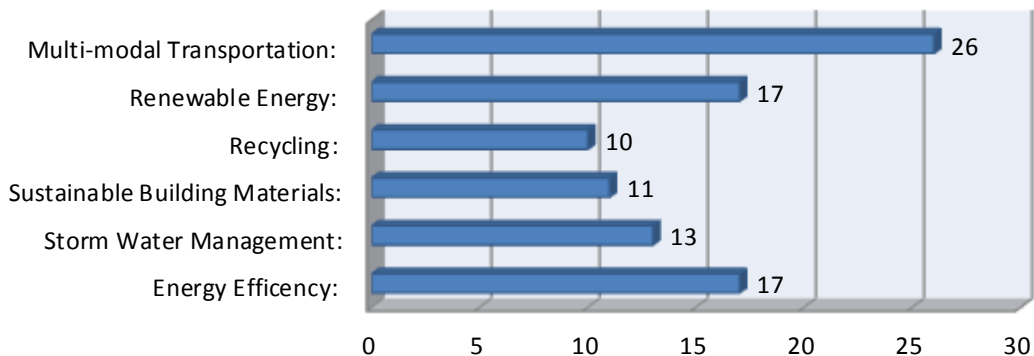
The “Jobs, Jobs, Jobs!” break-out was developed under the premise that the stadium and surrounding development should create new sources of employment in the community. The public was asked to vote with dots or respond with sticky notes to five categories that City staff identified as potential priorities for new job creation that would be spurred by the redevelopment of this area. These categories included: local hiring, job training, programs targeted at youth employment, small business /minority-owned business /women-owned business enterprise contracting, and wage level targets. There was also space available for other ideas and comments not present on the board. There were a total of 66 votes in the five categories identified by City staff and 19 write in comments. Many of the write in comments offered further specification to the 5 categories that people voted on including the comments “hiring should by target zip codes in the operations end” and “hiring should be done within the Snelling Midway and Frog Town neighborhoods.” In the other ideas column a respondent offered another idea not be specifically covered by any of the other topics which was that we should focus on “hiring disabled individuals with a variety of disabilities.”



Categories:	Responses:
Local Hiring	22
Job Training	5
Programs targeted at youth employment	12
SBE/MBE/WBE	18
Wage level targets	9

# SUSTAINABILITY

**What are the most important areas of emphasis for the stadium and surrounding development?**



	Energy Efficiency:	Storm Water Management :	Sustainable Building Materials:	Recycling:	Renewable Energy:	Multi-modal Transportation:
■ Responses	17	13	11	10	17	26

The sustainability board and breakout table was developed to explore potential opportunities to incorporate sustainable features into the stadium and surrounding development. The public was asked to respond to the question, “what are the most important areas to emphasis for the stadium and surrounding development?” They were then asked to vote for their top three priorities in six categories with one area reserved for other ideas/comments. There were 94 dot vote responses and 5 write in comments. The areas of emphasis that we asked the public to vote on were: energy efficiency, storm water management, sustainable building materials, recycling, renewable energy, and multimodal transportation. One of the comments in the water resources category was that “we should use this opportunity as a demonstration site that integrates storm water management and pedestrian movement and rich open green spaces.” This response highlights the potential of integrating some of these features on a larger, development wide, scale.

# YOUTH SOCCER AND AMATEUR SPORTS

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At the youth soccer/amateur sports table the public was asked to respond to 2 questions by writing their ideas on sticky notes. We received 12 write-in responses to the question, “how could MN United FC support youth soccer and amateur sports?” The most popular common theme that occurred in the responses was that the team should sponsor field construction for parks and recreation.

The second question that we asked was, “how youth soccer in Saint Paul would be improved by having an MLS sponsored team in the Mid-way?” We received 10 responses to this question with the most popular theme being that the team will inspire kids to dream about becoming a professional one day, and that having the team in the Midway will give kids more exposure to the sport.

**“Sponsor field construction for parks and rec!”**

**“Allows kids to dream about going pro one day.”**

# OVERALL VISION AND OTHER TOPICS

The overall vision and topics board gave the public the opportunity to express other ideas and comments that were not specifically covered by the other boards. There were two questions that asked the public to respond to with sticky notes and dots if they supported an idea already covered on the boards. The first question we asked was, “what’s your big picture vision for the site?” The prevailing theme that developed in many of the responses was the idea of creating an “Urban Village” that would emphasize walkability in the overall urban form of the site. The most popular response that we received was that we should reconnect the site to the street grid in a way that connects the site to the neighborhood and light-rail (6 votes).

The second most popular response was “Mixed-use, transit oriented urban village. Create office space and many housing units at the midway site. Discourage auto use.” (5 votes). Many of the other comments had a similar disposition to this comment with the term “urban village” being mentioned in 4 other responses.

The second question we asked was, “what other topics are important to pay attention to?” The responses for this question were much more varied with no strong overarching theme. The following 5 responses each receive 2 votes: “Find ways to bring diverse groups of individuals together to share positive experiences,” “Improve overall urban form. Remove big box stores. Remove surface parking,” “cohesive transportation plan - perfect time to connect Ayd Mill Road to 94”, “plenty of parking”, “high quality development that lasts the test of time. Please think long term not cheap,” and “noise mitigation. Keep noise inside the stadium. I don’t want to hear it at my house. Please ban Vuvuzelas and especially no fireworks. Accept 4th of July. Respect our veterans with PTSD and our companion animals.”

**transit oriented**

**“Urban Village”**

**“Iconic regional identity.”**

**“Mixed-use”**



# GREEN SPACE/PUBLIC SPACE (FUN!)



## ? WHAT ACTIVITIES WOULD YOU LIKE IN THE PUBLIC SPACE?

- Green Dots for activities you want in the public space at Midway.
- A Red Dot for an activity you do not want in the public space at Midway.

### Comments from Open House

- #22 & 59 – Walk/bike only “Main St” with storefronts for communal and enjoyable milling about. Nicely bricked
- #71 – What is more fun than night skating under pretty lights?
- Have a variety of open spaces integrated with residential, businesses and **stormwater**. Encourage active use of space as much as possible.
- #52 – Because it promotes education & diversity It's allway's a beautiful thing when you bring people together to educate them about their differences & celebrate their similarities
- #62 – I want a restful green space where I can get away from the hustle bustle & hear the BIRDS!
- #8/9 – I envision this as a possible Northern Spark location!
- #64 a place for locally owned childcare or destination for parents & kids?
- We can not afford to offer public/unsupervised areas. Too many vagrants & homeless already wandering around sorry to say
- Concerns:
  - Cleanliness
  - Maintenance/upkeep
  - Safety
- Priorities:
  - Public Art/Performance
  - Teaching & Learning Spaces
  - Food – variety of ethnic options
  - Shopping
  - Trees
- Use Portland's park blocks as an example of scale and green space
- Top priorities:
  - Green space -> pocket parks, linear parks, green stormwater management
  - Public art
  - Place Making
  - Public Seating -> benches, chairs
  - Food vendors on game days
  - Dedicated off-street or protected bike lanes
  - Public plaza that can be used for additional programming (i.e. movies, concerts, ice skating)
- #69 – I love street music! It really makes the place somewhere you'd like to stay for awhile. Avenue for creativity & entrepreneurship.
- #30 – the reason I like biking
- Green Spaces:
  - Where?
    - on 35-acre area
    - DOT land adjacent to Bremer Bank
    - DOT land on both west corners of Snelling and I-94
- Concerns?
  - Being unattended
  - Homeless
  - Trash
  - Mowing, etc.
- Y 38 – Movable furniture
- Y 80 – Dynamic human space
- Y 71 – All seasonal activities!
- Y 57 – Programmed spaces!
- Y 21 – Transit mall – no cars!

