



Regional Council of Mayors

September 10, 2012

PRESENTATIONS

Sustainable Water Management for Minnesota

Water impacts every aspect of our communities and our lives, from the simple but important need for clean drinking water to economic and land use. The Minnesota Water Sustainability Framework is a long-term vision for Minnesota's water. **Dr. Deborah Swackhamer**, professor of Science, Technology and Public Policy at the Hubert. H. Humphrey School of Public Affairs at the University of Minnesota and co-director of the University's Water Resources Center, said the Framework is an approach to manage the state's water resources that is sustainable, comprehensive and integrated.

And not without controversy. "This is not a consensus document," Swackhamer said. "We wanted this to be big and bold, to shake people up." Although there were many ways for stakeholders and ordinary citizens to have input, ultimately, "the Water Resources Council put together the document." She said the fact that the Framework includes economic and social aspects of water, not just environmental aspects, was viewed as going too far by some legislators.

The Framework deals with 90 specific needs, collected under 10 "big" issues in three categories of sustainability. It describes and analyzes the issues, but also, Swackhamer said, offers solutions. "We said how we're going to fix problems," she said. "We got very proscriptive." Solutions are accompanied by benchmarks, implementation schedules and an impact matrix that indicates how much "bang for the buck" different strategies yield.

The 10 big issues for water in Minnesota outlined in the Framework are:

Environmental

- **Sustainable water supply:** Swackhamer said that despite the lakes, rivers and aquifers in Minnesota, there is not necessarily enough clean water for the long-term future. Although the amount of water used is known "down to the nearest gallon," the amount of water returned isn't known.
- **Excess nutrients and conventional pollutants:** The controversial aspect of the recommendations for excess nutrients, like phosphates, is that plans to control them must be implemented, when currently, they are not. "You really do need to do this or you're never going to have clean water," Swackhamer said. And agriculture must be part of the solution.

- **Contaminants of emerging concern:** New contaminants are constantly being introduced to the water, many of them from consumer goods. The new contaminants already in the water need to be managed; green chemistry and engineering can help reduce the number of new contaminants in the future.
- **Land-water connection:** Water and land use sustainability should be integrated.
- **Ecological and hydrologic integrity:** Humans have changed how water flows, with the introduction of dams, tile drains, etc., as well as helping to introduce invasive species. Swackhamer said there are 164 aquatic invasive species in Minnesota. “We need to manage them collectively, and we need to prevent them,” she said. Once an invasive species is introduced to the water system, it cannot be eradicated, only controlled.
- **Water-energy “nexus”:** Although many of us don’t realize it, Swackhamer said, 67 percent of the use of Minnesota water is during the generation of electricity.

Economic

- **Water pricing:** The key strategy for this in the Framework is to incorporate the economic value of ecological benefits provided by water in decisions and assessments.
- **Infrastructure needs:** New technologies and adaptive management need to be incorporated into public water infrastructure.

Social

- **Citizen engagement:** Everyone, from children to decision-makers need to understand the importance of water and to be engaged in what’s needed for sustainability. This means stable funding for conservation and stewardship.
- **Governance and institutions:** Water, land use and energy policies need to be aligned to ensure water sustainability. The Framework recommends re-establishing the Legislative Water Commission.

Swackhamer said five of the recommendations in the Framework are essential:

- Revise permitting, model water balance.
- Require implementation of pollutant reductions and equity in solution.
- Address future contaminants.
- Integrate water and land use planning.
- Align water, energy, land, and transportation policies for sustainability.

She encouraged mayors to own water issues. “You are the people that will make this kind of thing happen.”

Mayor Terry Schneider of Minnetonka asked about funding to make the recommended solutions occur. Swackhamer said funds from the Legacy

Amendment would not be enough for all of the recommendations, but will help make a difference.

The Minnesota Water Sustainability Framework is available at http://wrc.umn.edu/prod/groups/cfans/@pub/@cfans/@wrc/documents/asset/cfans_asset_292471.pdf. Read [PowerPoint presentation](#) by Deborah Swackhamer.

Greater MSP

Looking at successes over the past year

Greater MSP, nearing the end of its second year of operation, is “getting some traction,” said Kathy Schmidlkofer, executive vice president.

The mission of the public-private partnership is to bring jobs and capital investment to the Minneapolis-St. Paul region, an area Schmidlkofer said is set up for above-average growth. “It’s all about ‘prosper,’” she said. Schmidlkofer’s presentation highlighted Greater MSP’s progress successes over the past year. Read the [PowerPoint presentation](#).

On most measures, Greater MSP is ahead of its initial goals:

- The organization is nearing its three-year campaign investment goal of \$15 million, with 80 percent of that funding coming from the private sector. More than 125 entities have contributed.
- The goal for market outreach was to get to 10 different areas this year; Greater MSP has almost doubled that goal. Areas with which Greater MSP has had contact include everything from the city of Chicago to China and Japan.
- Greater MSP has 18 “wins,” helping bring businesses to the region; 59 projects now in the pipeline and 90 qualified leads.
- The organization has impacted 2,265 jobs in the region so far.
- Greater MSP has impacted \$395 million in capital investment.

Greater MSP’s goal is to provide a “margin of excellence” of 25 percent in job growth between now and 2016. Projected job growth for the region would be expected to be about 75,000 jobs, Schmidlkofer said; the efforts of Greater MSP should bring an additional 25,000 jobs.

Greater MSP is concentrating its work on five key industry sectors: financial services and insurance, health and life sciences, innovation and technology, food and agribusiness, and corporate headquarters.

The organization’s work is guided by a 35-member board of directors (including three mayors on the Regional Council of Mayors), a 54-member partnership advisory council (including the ULI Minnesota executive director and two mayors of the Regional Council of Mayors) and a group of regional investors, representing about 125 entities.

One of the organization's marketing tools is a short video http://www.youtube.com/watch?feature=player_embedded&v=lhb0tTHqti0, now on YouTube.

Greater MSP's annual meeting will be held at the Guthrie Theater, 6–9pm, Monday, November 5 at the Guthrie Theater.

INITIATIVE UPDATES

Written summaries of initiative updates were distributed before the meeting:

Housing

Navigating the New Normal Workshops

- Completed: Coon Rapids, Burnsville, Eagan, Eden Prairie, Golden Valley, Lino Lakes, Mounds View, New Hope, Rosemount, Roseville, Shoreview, SLUC, St. Paul
- Upcoming: St. Louis Park, Hopkins, Minnetonka
- Interested: Arden Hills, Brooklyn Park, Chanhassen, Edina, Inver Grove Heights, Minneapolis, Ramsey, St. Anthony, White Bear Lake

Unsubsidized Affordable Rental Housing

ULI MN is part of a team that is exploring possible financial and regulatory interventions to preserve unsubsidized affordable rental housing. The work is being funded with a grant by the MacArthur Foundation issued to the Family Housing Fund in partnership with MN Housing and the Greater MN Housing Fund. Unsubsidized affordable rental housing consists of existing rental housing stock that is affordable without the benefit of public or non-profit financing or operating subsidies. The project team has conducted interviews and focus group meetings with the RCM Housing Initiative Advisory Group, legal and accounting advisors, rental property owners/managers, community bankers, city housing, community development and HRA professionals and Sec. 8 administrators. In addition, national best practices are being reviewed. The project team is in the process of preparing a summary of potential interventions which will be presented to strategic partners including the RCM and the Housing Initiative Advisory Group. Read the [two-page summary](#).

Transportation and Land Use

Reality Check 2.0

Project Management Team has been formed: Allison Barmann, Itasca Project, McKinsey & Co; Beth Kessler, Itasca Project, McKinsey & Co.; Mary Kay Bailey, Project Director, Corridors of Opportunity/Living Cities Integration Initiative, Minnesota Philanthropy Partners; Pat Born, Regional Administrator, Metropolitan Council; Libby Starling, Research Manager,

Metropolitan Council; John Breiting, ULI MN Mission Advancement Chair, Cushman & Wakefield/Northmarq; Caren Dewar, Executive Director, ULI Minnesota; Jim Hovland, RCM Co-Chair, Mayor of Edina; Michael Langley, CEO, Greater MSP; Kathy Schmidlkofer, Executive Vice President, Greater MSP; Curt Johnson, President, Citistates Group; Jim McDonough, County Commissioner, Ramsey County; Mary Richardson, Facilitator, Counties Transit Improvement Board; Will Schroeer, Director, Infrastructure for Economic Development, Minneapolis Chamber of Commerce; Robin Sternberg, Director, Jobs Initiative, Office of Governor Mark Dayton; Kathy Tunheim, Senior Advisor to Governor Dayton on Job Creation, Office of Governor Mark Dayton.

The draft project scope is attached.

A December convening is being planned; its purpose is to report on regional activities and to serve as a launch for Reality Check 2.0.

Environment

Regional Indicators Initiative

Measures annual performance metrics for approximately 20 Minnesota cities: Coon Rapids, Duluth, Eagan, Eden Prairie, Edina, Falcon Heights, Hopkins, Lake Elmo, Maplewood, Minneapolis, Minnetonka, Oakdale, Richfield, Rochester, Shoreview, St. Anthony, St. Louis Park, St. Paul, White Bear Lake, Woodbury, who are committed to increasing their overall efficiency and level of sustainability.

Received two grants: Department of Commerce: \$65,000 and MPCA: \$45,000.

Jobs and Work Force Solutions

Identifying best practices regarding High School to Career/Higher Ed pipeline. The following organizations have provided information: Itasca Project, MN Chamber, Citizen's League, United Way, Achieve Minneapolis, and Eden Prairie High School.

COMING UP

The next meeting will be Monday, October 8, 11:30 am–1:30 pm, at Dorsey & Whitney.

RCM meetings are held on the second Monday of every month at Dorsey & Whitney. Mayors are encouraged to email Caren Dewar with their suggestions for topics to add to the agenda.

ATTENDEES

The following individuals were in attendance on September 10, 2012:

Mayors

Ardell Brede, City of Rochester; Jerry Faust, City of St. Anthony, Mary Giuliani Stephens, City of Woodbury; Debbie Goettel, City of Richfield; Mary Hamann-Roland, City of Apple Valley; Shep Harris, City of Golden Valley; Kathi Hemken, City of New Hope; James Hovland, City of Edina; Tim Hultmann, City of Long Lake; Peter Lindstrom, City of Falcon Heights; Alan Lindquist, City of Osseo; Mike Maguire, City of Eagan; Lili McMillan, City of Orono; Nick Ruehl, City of Excelsior; R.T. Rybak, City of Minneapolis; Terry Schneider, City of Minnetonka; John Sweeney, City of Maple Plain; Brad Tabke, City of Shakopee; Nancy Tyra-Lukens, City of Eden Prairie; Ken Willcox, City of Wayzata; Janet Williams, City of Savage; Gene Winstead, City of Bloomington

Guests

Jason Aarsvold, City of Brooklyn Park; Cecile Bedor, City of Saint Paul; Rick Carter, LHB; Mark Casey, City of St. Anthony Village; Jim Erkel, MCEA; Janet Jeremiah, City of Eden Prairie; Curt Johnson, Citistates Group; Molly Koivumaki, City of Eden Prairie; Mike Logan, Comcast; Thulani Mkhaphi, Humphrey fellow; Lee Munnich, Humphrey School; Max Musicant, The Musicant Group; Patricia Nauman, Metro Cities; Erika Nelson, Senator Amy Klobuchar's office; Joan Nephew, Freshwater Society; Bruce Nordquist, City of Apple Valley; Jenn O'Rourke, City of Minneapolis; Cathy Polasky, City of Minneapolis; Kathy Schmidlkofer, Greater MSP; David Thorpe, Humphrey School;

ULI Minnesota Staff

Caren Dewar, Cathy Bennett, Katie Anderson, Linda Picone