

Central Corridor Light Rail Transit

Business Advisory Council

April 16, 2007



*Improving
mobility*

*Easing
congestion*

*Strengthening
our communities*

Central Corridor Light Rail Transit



Communication and Public Involvement Strategic Plan

Robin Caufman

Manager of Public Involvement

Mark Fuhrmann

Project Director

Central Corridor Light Rail Transit

Goals



- To develop and maintain broad public support
- To create transparency and build mutual trust
- To encourage meaningful public participation
- To ensure that messages are clear, consistent and responsive

Avenues for Public Involvement

Central Corridor Light Rail Transit



- Community Advisory Committee
- Business Advisory Council
- Public meetings and forums
- Website and telephone comment lines

Key Audiences



- General public
- Elected officials
- Corridor residents
- Corridor businesses
- Transit users
- Community groups
- Business groups
- Educational institutions
- Media

4/16/07 BAC

Central Corridor Light Rail Transit

Stakeholders identified at 2/15/07 CAC

- Airport Users
- Auto Commuters
- Bicycle Riders
- Business Owners
- Children
- Churches & Institutions
- Church-goers
- Community/Neighborhood Residents
- Cultural & Historic Groups
- Customers
- Displaced Homeowners & Business Owners
- Diverse Demographics
- Diverse Groups with Unique Needs
- Drivers
- Elderly
- Employees
- Employers
- ESL & ELL Groups
- Environmental Justice Communities
- Escorted School Groups
- Faculty
- Families
- Gentrification
- Home Owners & Renters with rising costs
- Homeowners
- Immigrants
- Job Seekers/Commuters
- Large Business Owners
- Low Income Residents
- Low Income Riders
- Non-English Speakers
- Parking Facility Owners
- Pedestrian Commuters
- Pedestrians
- People living in Poverty
- People with Disabilities
- Police
- Professionals
- Residents
- Seniors
- Shoppers
- Small Business Owner
- State Employees
- Students
- Teenagers
- Tourists/Visitors
- Transit Dependent People
- Transit Users
- Travelers with Luggage
- Users of University Avenue and Cross Traffic
- Workers
- Youth

4/16/07 BAC

Action Plan Includes



- Web pages with project description, map, timeline, links, agenda, & meeting notices
- Brochures, fact sheets, PowerPoint presentation,
- Newspaper articles and cable TV
- *Making Tracks* newsletter providing project updates
- E-mail and telephone hotlines for public input

4/16/07 SAC

Central Corridor Light Rail Transit

Communication Techniques Identified at 2/15/07 CAC

- Audio tapes
- Being open – provide detailed information
- Billboards
- Black Groups
- Block Club Communication
- Braille
- Business groups and organizations
- Cable Access
- Chambers of Commerce
- Churches
- Communication with different means
- Community Centers
- Community Leaders
- Community Meetings
- Cultural and Historic Groups
- Direct Mail
- District Councils
- Door-knocking
- Ethnic Newspapers
- Face-to-face at Shelters
- Healing Process (Rondo)
- Hub Centers
- Immigrants groups
- Leaflets and Door Hangers to residents
- Libraries
- LIR-District Councils
- Neighborhood groups and newsletters
- Neighborhood Newspapers
- News Channels
- Newsletters
- Non-profit Institutions
- Non-profit Sector
- NRP
- One-on-one contact
- Oral (important in certain cultures)
- Organizations such as Headstart and YWCA
- Personal Visits, especially to seniors
- Posters in Bus Shelters
- Problem – too many meetings – overload
- Radio Shows – KFAI for elders and E. African Community
- Small Business Associations (SBO)
- Social Service Organizations
- Sporting Events
- State Fair
- Students – internet, e-mail
- TV
- Visual Presentations
- Working through trust issues
- Written (all languages when possible)
- Written material through case workers

4/16/07 BAC

Public Involvement Timeline

Central Corridor Light Rail Transit



May

- Hire Project Management Consultant

June-Aug

- Start technical analysis

Aug-Nov

- Complete technical work
- Present to CAC, BAC, CCMC
- Hold public meetings

Nov-Dec

- Report to the CCMC
- Present recommendation
 - Transportation Cmte

Level of Public Involvement



- Will vary depending on the issue
- Each decision will be assigned a level
 - Inform
 - Input
 - Influence

Level of Public Involvement

Central Corridor Light Rail Transit



- Inform
 - Definition: Present technical information and analysis to the public
 - Objective: Assist the public in understanding the issues, alternatives and solutions
 - Example: Utilities

Level of Public Involvement

Central Corridor Light Rail Transit



- Input
 - Definition: Ask the public for information about different aspects of the project
 - Objective: Understand public concerns as project is engineered and designed
 - Example: Parking

Level of Public Involvement

Central Corridor Light Rail Transit



- Influence
 - Level: Public included in the development of alternatives and selection of the preferred solution
 - Objective: Community reflected in Central Corridor LRT project
 - Example: Station design

By 12/31/07 General



- Capacity
 - 2 or 3 car trains/platforms **Inform**
 - Maintenance facility & storage **Inform**
- Traffic Signals & intersections **Inform**
- Utilities **Inform**

By 12/31/07 St. Paul

Central Corridor Light Rail Transit



- University Ave. **Input**
- Add/reduce # of stations **Input**
- Downtown St. Paul alignment **Input**
- Railroad & other bridges **Inform**

By 12/31/07 Minneapolis



- U of M East Bank Alignment & Station **Input**
- Connection w/ Hiawatha **Inform**
- West Bank Station **Input**
- Washington Ave. bridge **Inform**

Central Corridor Light Rail Transit

In 2008



- Parking **Input**
- Station
 - Design **Influence**
 - ADA Access **Influence**
- ROW for substations & infrastructure **Inform**
- Construction mitigation plans **Input** 4/16/07 BAC

Central Corridor Light Rail Transit

More Information

Check out our website:

- www.metrocouncil.org

Contact the Data Center:

- Metropolitan Council
390 N. Robert St.
St. Paul, MN 55101
- Phone: 651-602-1140
- Email: data.center@metc.state.mn.us

