



Business Advisory Committee



Brooklyn Park | Crystal | Robbinsdale | Golden Valley | Minneapolis



Today's Topics

- Welcome and Introductions
- Committee Housekeeping
- Project Update
- Furthering Public Engagement
- Upcoming Meetings



Introductions



Discussion and Adoption of Business Advisory Committee Charter



Charter Text: Overview

- The METRO Blue Line Extension (BLRT) Business Advisory Committee (BAC) is established to provide guidance to the BLRT Corridor Management Committee (CMC) on community issues during the project development phases of BLRT. Appointments to the BAC will serve commencing early in 2021 until a community supported alignment is identified for environmental review and engineering advancement, taking approximately a year.



Charter Text: Purpose

The purpose of the BAC is to serve as a voice for the business community and advise the Metropolitan Council's BLRT Corridor Management and the Hennepin County Community Works Steering Committees:

- Provide input on project development as staff works to mitigate the use of freight railroad property.
- Advise on communications and outreach strategies related to BLRT.
- Provide input on possible routing solutions, including opportunities and impacts.
- Identify opportunities to improve community benefits from the BLRT project and to improve project planning and design to maximize positive community impacts.

Charter Text: Purpose (continued)

- Identify potential issues and review strategies to mitigate the negative impacts of project development on residences and businesses.
- Provide input on Community Works initiatives, as requested.
- Serve as an information resource and liaison to the greater corridor community and their appointing organization.
- Anything missing?

Charter Text: Responsibilities

- Attend a majority of BAC meetings and actively participate in discussions by sharing ideas and expertise.
- Actively participate in discussions; be a voice to advance the broader interests of the business community.
- Routinely report back to their organization on the activities and discussions of the BAC.
- Serve as a conduit of information to the broader community.

Charter Text: Responsibilities (continued)

- Identify opportunities to improve the project and maximize community benefits.
- Identify negative community impacts and assist in developing strategies for minimizing those impacts.
- Listen to and respect the viewpoints of others.
- Anything missing?

Charter Text: Membership

- Members should be small business owners or representatives for larger business, non-profits or other service entity of the city or county region of the appointing organization. For public organizations, members cannot be employees or elected officials from the appointing body. Business chambers may appoint staff.
- Membership is intended to represent the diverse interests and stakeholders in the Blue Line Extension project study area
- If an appointed member is no longer able to participate actively in the BAC, the organization that appointed that person will be allowed to name a replacement.
- Missing anything?

Charter Text: Reporting Requirements

- One BAC Co-Chair will serve as a member of the CMC and provide updates of BAC activities at CMC meetings. The other Co-Chair will act as alternate to the CMC.
- As an advisory body that deliberates on consensus, the Co-Chairs will bring the majority viewpoint as well as dissenting viewpoints and corresponding issues to the CMC. As an advisory body representing multiple interests and viewpoints the role of the committee Co-Chairs will be to facilitate collaboration and represent the variety of opinions, desires and concerns.

Charter Text: Meetings

- The BAC will schedule monthly meetings on the first Tuesday before Corridor Management Committee (second Thursday of month) from 8:00-9:30 AM.
- Due to the timeliness of topics, additional meetings, subcommittees meetings and focus groups may be scheduled as needed.
- To facilitate communication and a sharing of ideas and information, the BAC will meet jointly at least once each year with the Community Advisory Committee (CAC). This meeting will replace a regularly scheduled BAC meeting.

Select Committee Co-Chairs

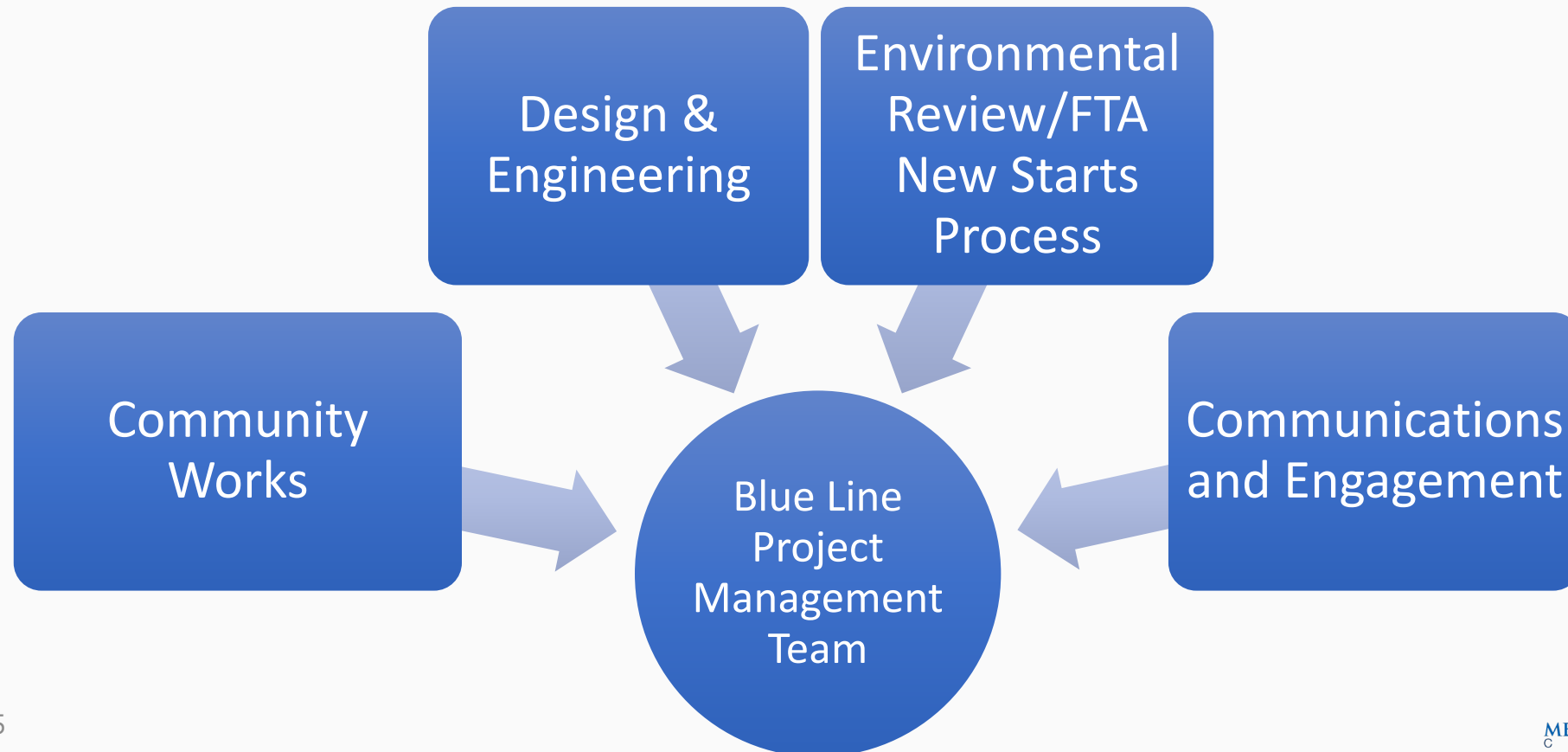


Project Update

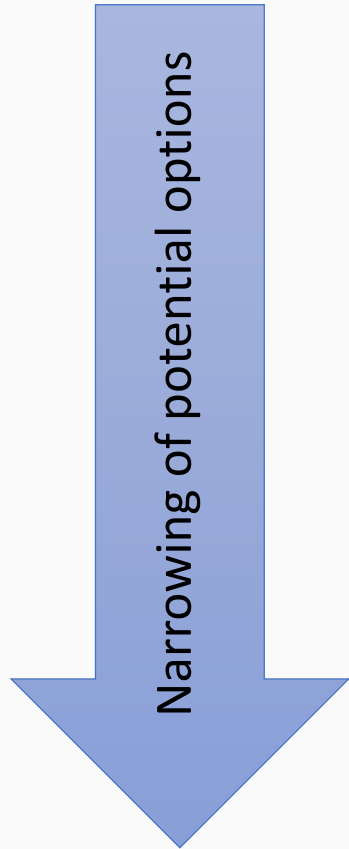


Blue Line Extension Project Staff

- Met Council & Hennepin County staff working together to bring multiple elements of the project forward



Analysis of Potential Routes



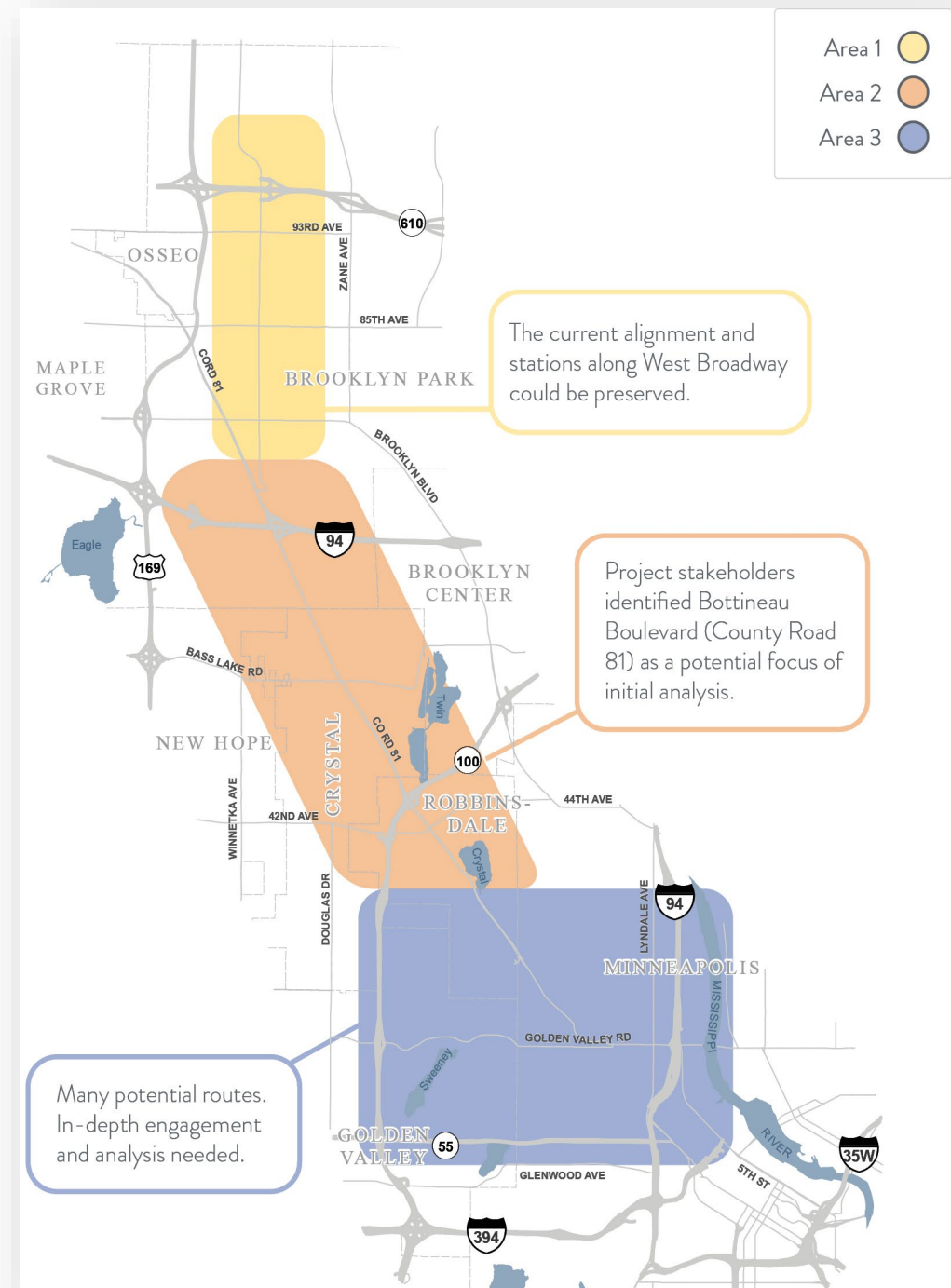
- Upcoming: release preliminary routes for analysis and discussion
- Early summer: draft report with routes evaluated against project criteria and additional engineering work to inform impacts and options
 - Official comment period
 - Preliminary station location
- Late summer/fall: final report with recommended alignment released with corresponding public comment period

Route Identification and Beyond

- End of 2021: Adopt a community supported alignment
 - Conceptual engineering for new route options (specifically Areas 2 & 3), including station locations
 - Evaluation of project benefits and impacts
- Beyond 2021
 - Confirm environmental approach and conduct analysis
 - Seek Municipal Consent
 - Develop construction ready engineering plans & design details

What to Expect: Route Options

- Project route options
 - Confirmation of route options for Areas 1 & 2
 - Preliminary options for Area 3
- Options based on:
 - Adopted Project Principles
 - Conceptual review of LRT right of way and operational needs
 - Applicable previous work
 - Community feedback on key destinations and connections



What to Expect: Route Options

- Not included:
 - Route configuration within existing conditions
 - Potential Right of Way impacts
 - Full analysis of project benefits
 - Station locations
 - A complete inventory of project risks
 - Costs

What to Expect: Route Options

- Feedback sought on:
 - Validate if is this right, if anything is missing, identify what is resonating with residents and businesses
 - Project goals, objectives and evaluation criteria to help analyze the benefits and impacts between options
 - Information needed to support a route option, including opportunities and challenges

What to Expect: Route Options

- Continued conversations and discovery of solutions:
 - Anti-displacement strategies and tools
 - Equity, inclusion, and diversity
 - Investments related to the previous alignment
 - Additional issue identification based on ongoing community feedback

Discussion of Evaluation Criteria: Goals

- Improve transit access and connections to jobs and regional destinations.
- Improve frequency and reliability of transit service to communities in the corridor.
- Provide transit improvements that maximize transit benefits, while being cost competitive and economically viable.
- Support communities' development goals.
- Promote healthy communities and sound environmental practices including efforts to address climate change.
- Advance local and regional equity and work towards reducing regional racial disparities.

Furthering Engagement



Communications & Engagement: Commitment

- A community centric approach
 - Community involved and engaged at every step of the project
- Focus on transparency and trust
- Reach people where they are
- Adjust methods based on ongoing dialog

Communications & Engagement Approach

- Dedicated project staff to work directly with corridor residents and businesses
- Community/cultural consultants for further reach and input
- Planned release of technical information and decision points
- Tracking of related and previous engagement efforts and input to avoid engagement fatigue
- Community & Business Advisory Committees

Takeaways: Interviews & Listening Sessions

- Community would like to engage on tangible elements (vs. abstract)
 - Big picture to specific
 - Be clear about why we are engaging community: inform and consult
- Move at the speed of trust
 - Translations and plain language
 - Refresh and build sustainable responsive relationships
 - Don't be afraid of the hard questions
- Community is frustrated about new direction, but ready for solutions

Takeaways: Survey, Interviews & Listening Sessions

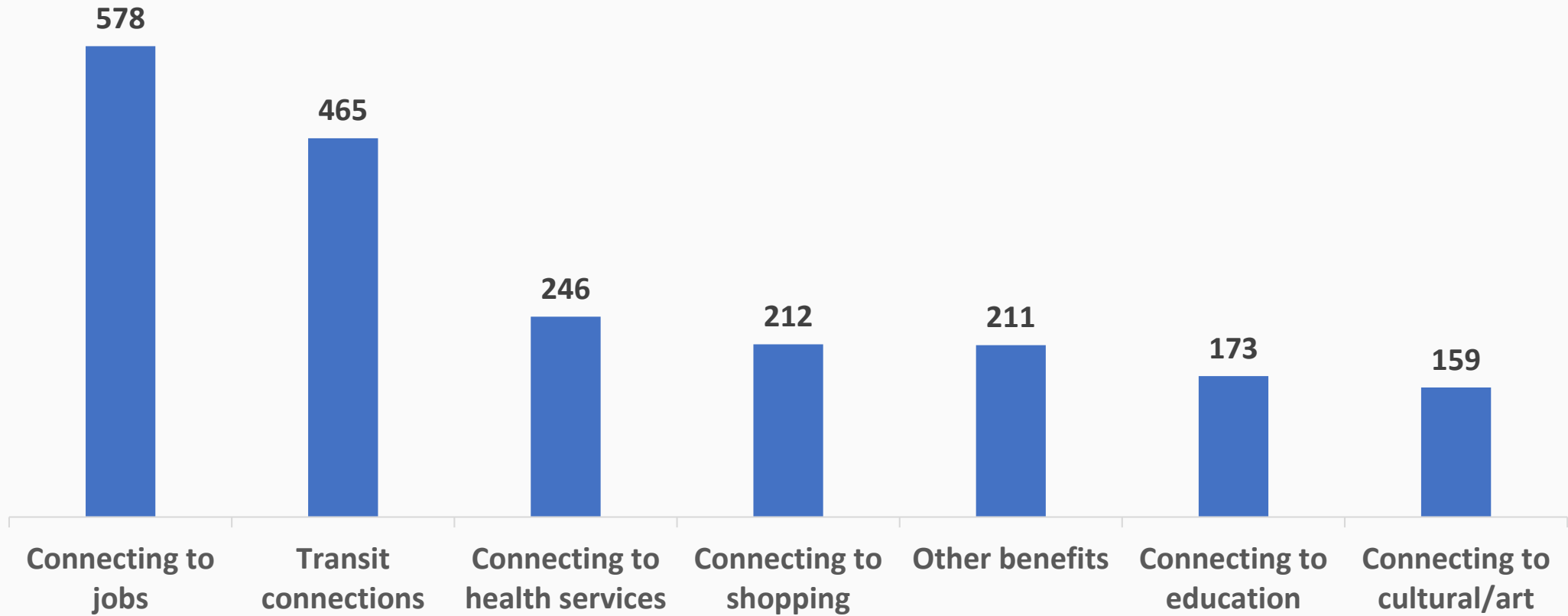
- Focus on community benefits
 - Connection to jobs and services
 - Climate action
 - Disparity reduction
- Preventing displacement is a top priority
 - Need for strategies, policies, and funding for building wealth in place
 - From the survey displacement was the top concern, including housing affordability and small business leasing affordability

Survey Results: Key Area Destinations

Area 1	Area 2	Area 3
Target Campus	Downtown Robbinsdale	West Broadway Business District
North Hennepin Community College	North Memorial Hospital	North Memorial Hospital
Grocery stores	Crystal Shopping Center	Theodore Wirth Park

Survey Preliminary Results: Priority Opportunities

Number of Responses



2021 Engagement Consultants: Timeline

- Multiple community consultants will provide outreach, education, and engagement support for route selection

Date	Activity
January 25	RFP released
January 28	Pre-proposal virtual conference
February 8	Closing date for questions
February 16	Proposals due
February 19	Evaluation of proposals
March	Contracts and work begins

Discussion



Joint CAC/BAC Meeting Monday, March 22 at 6:00 PM



Stay Connected!

- Project website: bluelineext.org
 - Project news, maps, surveys, what we're hearing
 - Committee meeting materials: agenda, handouts, presentations, meeting minutes
 - Sign-up for GovDelivery project updates
- Follow us on Twitter: [@BlueLineExt](https://twitter.com/BlueLineExt)

