

# Business Advisory Committee

November 7, 2023



BROOKLYN PARK | CRYSTAL | ROBBINSDALE | MINNEAPOLIS



# Today's Topics

- Call to Order and Welcome
- Approval of September 12 BAC Meeting Minutes
- Project Update
- Federal Transit Administration Project Rating Overview
- Anti-Displacement Update
- Elevate Hennepin Overview
- Engagement Update
- Environmental Update & Next Steps



A service of the Metropolitan Council  
TRANSIT  
Improvement

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# Project Update



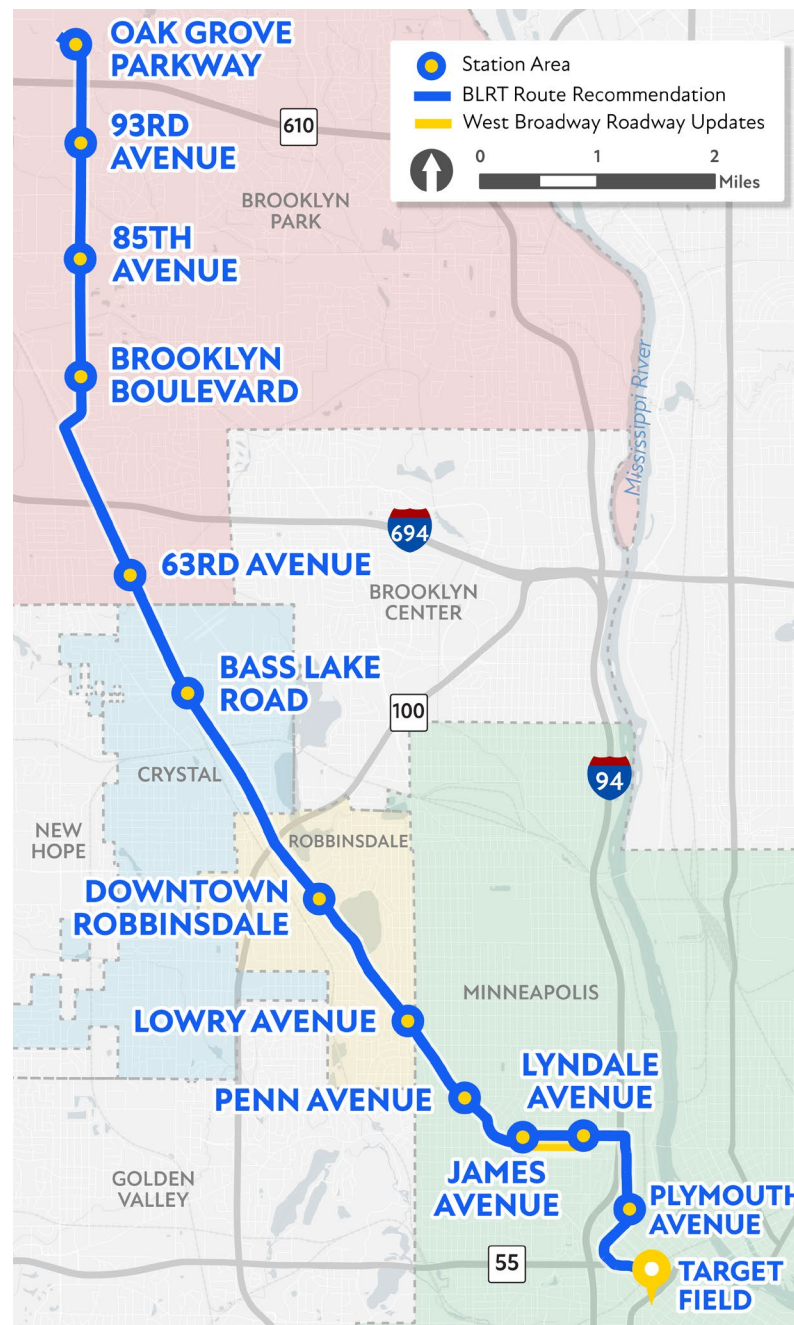




# Blue Line

## EXTENSION

- 13.4 miles & 12 new stations
- Connecting Minneapolis, Robbinsdale, Crystal, Brooklyn Park and surrounding communities to fast, frequent, all-day service across the METRO system
- Single seat ride to existing Blue Line stops downtown, MSP Airport and Mall of America
- Focus on building community prosperity through anti-displacement strategies before, during, and after construction



## Next steps

- Updated post-COVID ridership: early 2024
- Supplemental Draft Environmental Impact Statement: Spring 2024
- Municipal Consent process to confirm final route: Summer 2024
- Updated cost estimate: 2024
- Final Design: 2024-2025
- Construction starts: 2026-2027
- Anticipated opening: 2030



# Timeline to Initiate Municipal Consent

**WE ARE HERE**

	2023				2024								
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
<b>CMC Meetings</b>	Resolution 2023-02												
<b>Anti-Displacement Policy Recommendations</b>	<b>Develop Implementation Framework</b> (Coordination with Community and Agency Partners to develop Engagement Plan, Funding and Staffing Strategies, and Committee Structure)				<b>Review and Coordinate Draft Framework</b>			<b>Finalize Framework</b> (some funding opportunities will follow Municipal Consent)					
<b>Supplemental Environmental Impact Statement</b>		<b>FTA Review #1</b> (in progress)	<b>FTA Review #2</b>		<b>FTA Review #3</b>		<b>Publish SDEIS</b>		<b>Prepare SFEIS...</b>				
<b>Supplemental Section 4(f) Evaluation</b>		<b>Prepare Supplemental Draft Section 4(f)* Evaluation</b> (*park & recreation lands, wildlife & waterfowl refuges, historic sites)						<b>Publish Suppl. Draft 4(f) Evaluation</b>		<b>Prepare Supplemental Final 4(f) Evaluation...</b>			
<b>Municipal Consent</b>													<b>Municipal Consent...</b>



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# Federal Transit Administration Project Rating Overview



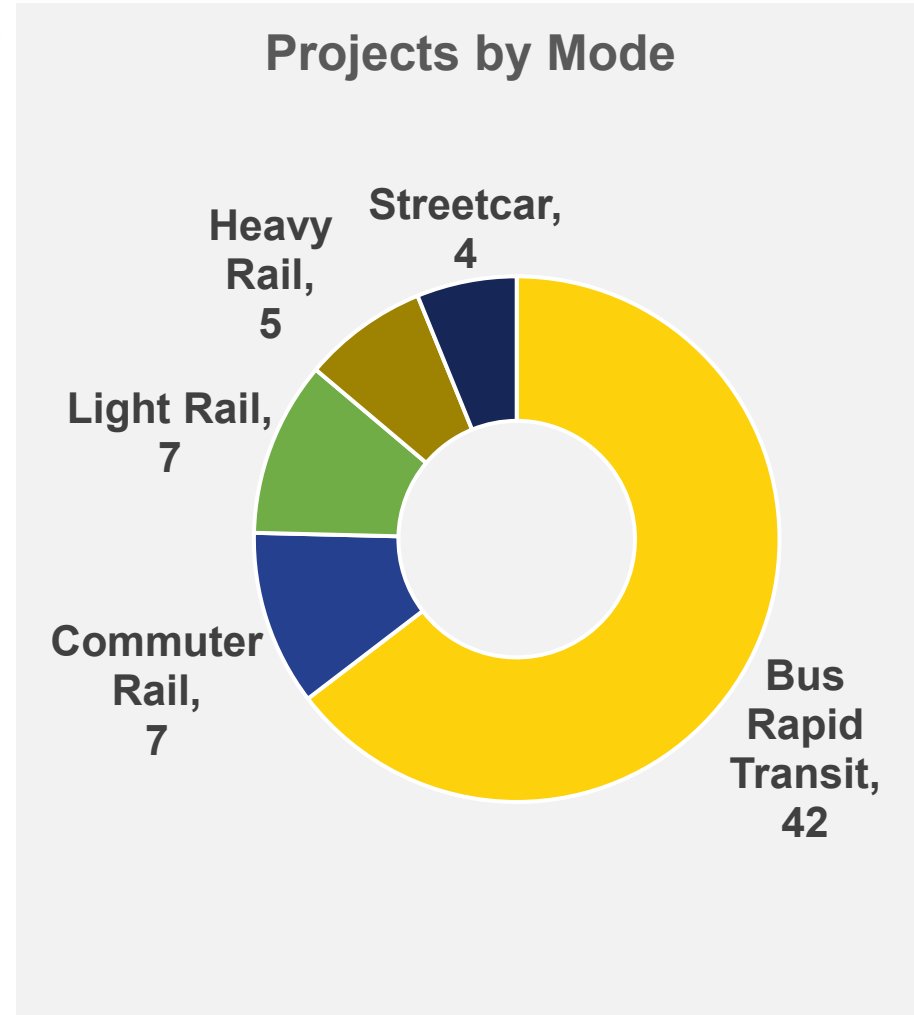
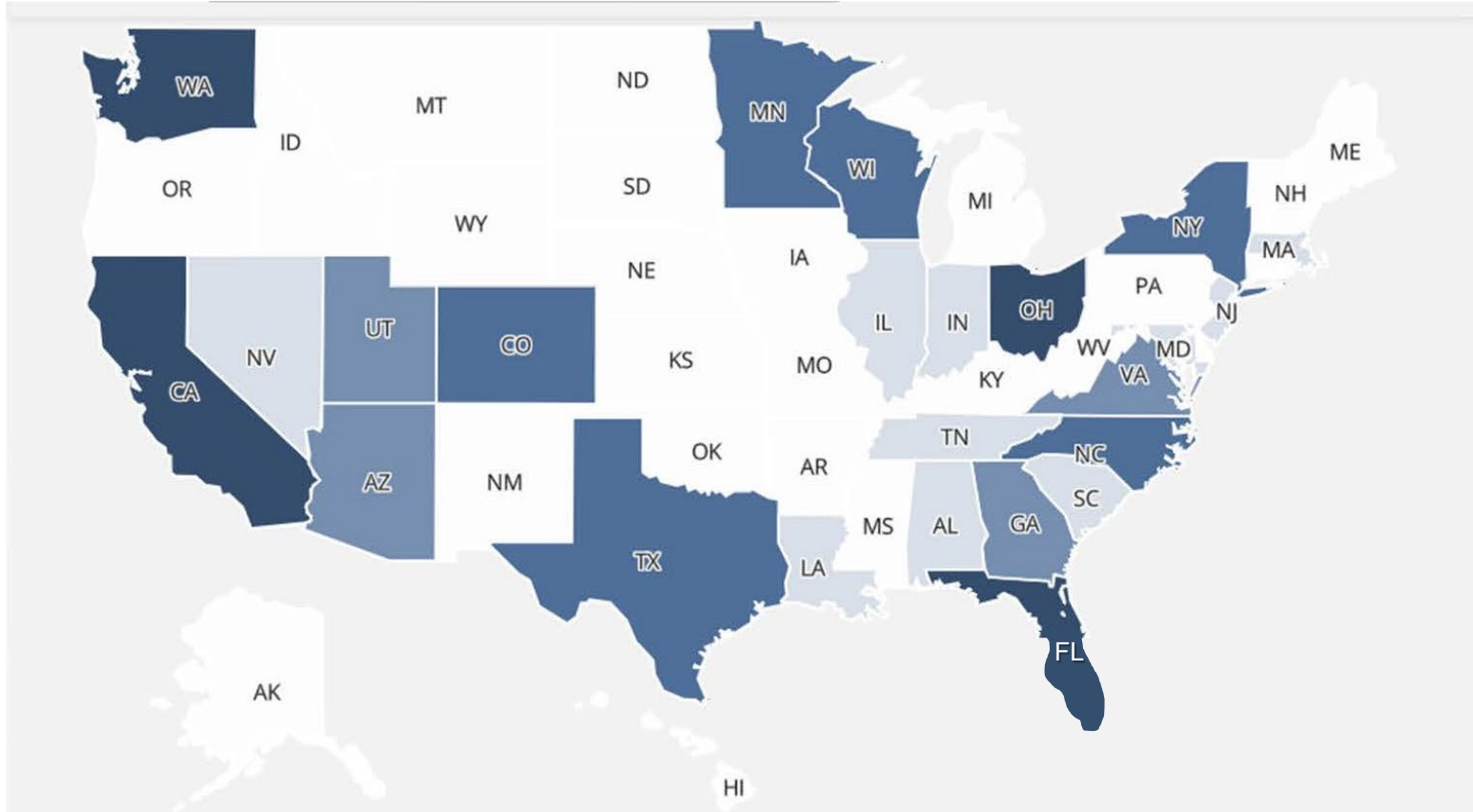
# FTA CIG Program

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- What is CIG and the New Starts program?
  - The **Capital Investment Grant (CIG)** program is the Federal governments largest discretionary grant program to fund transit capital investments for:
    - Light, Heavy, and Commuter Rail
    - Bus Rapid Transit
    - Streetcar
  - Managed by the Federal Transit Authority (FTA)
  - Includes **New Starts** (>\$400M), **Small Starts** (<\$400M), and **Core Capacity** projects



# 65 Projects in CIG Program (as of Sept 2023)

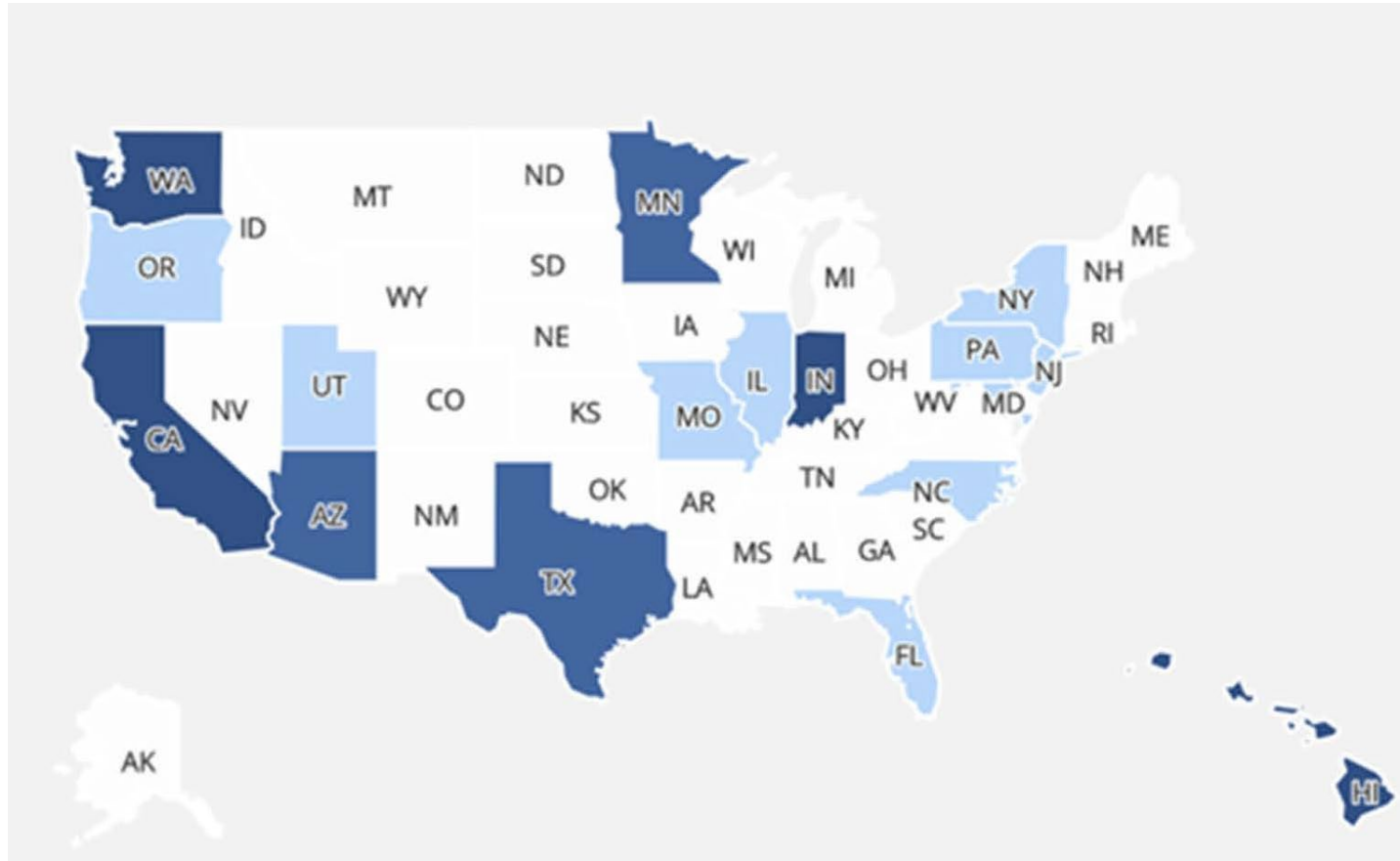


Source: FTA

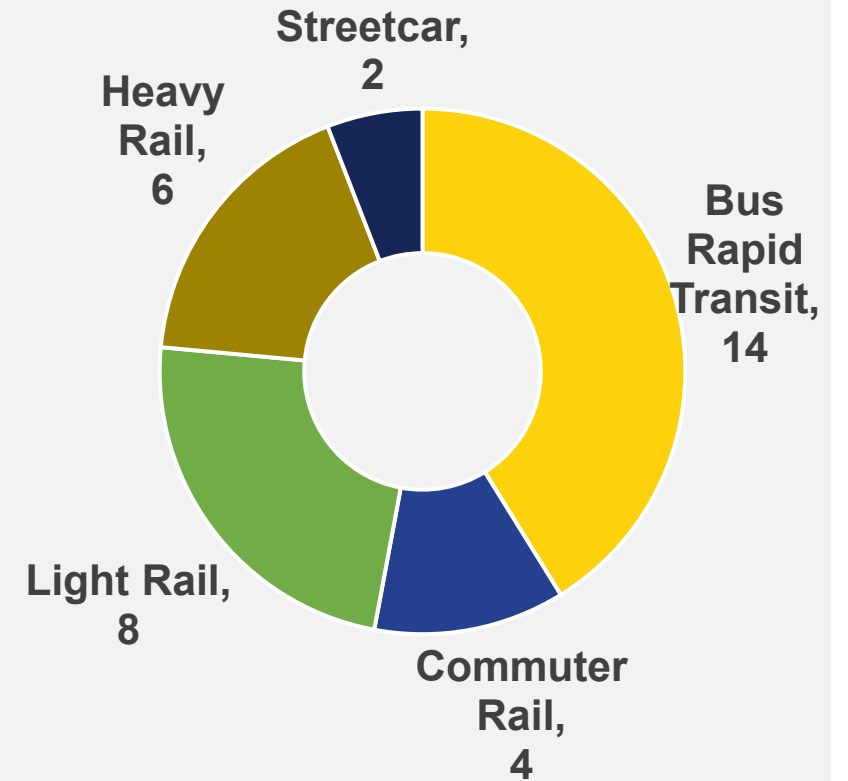




# 34 CIG Projects Under Construction Grants (as of Sept 2023)



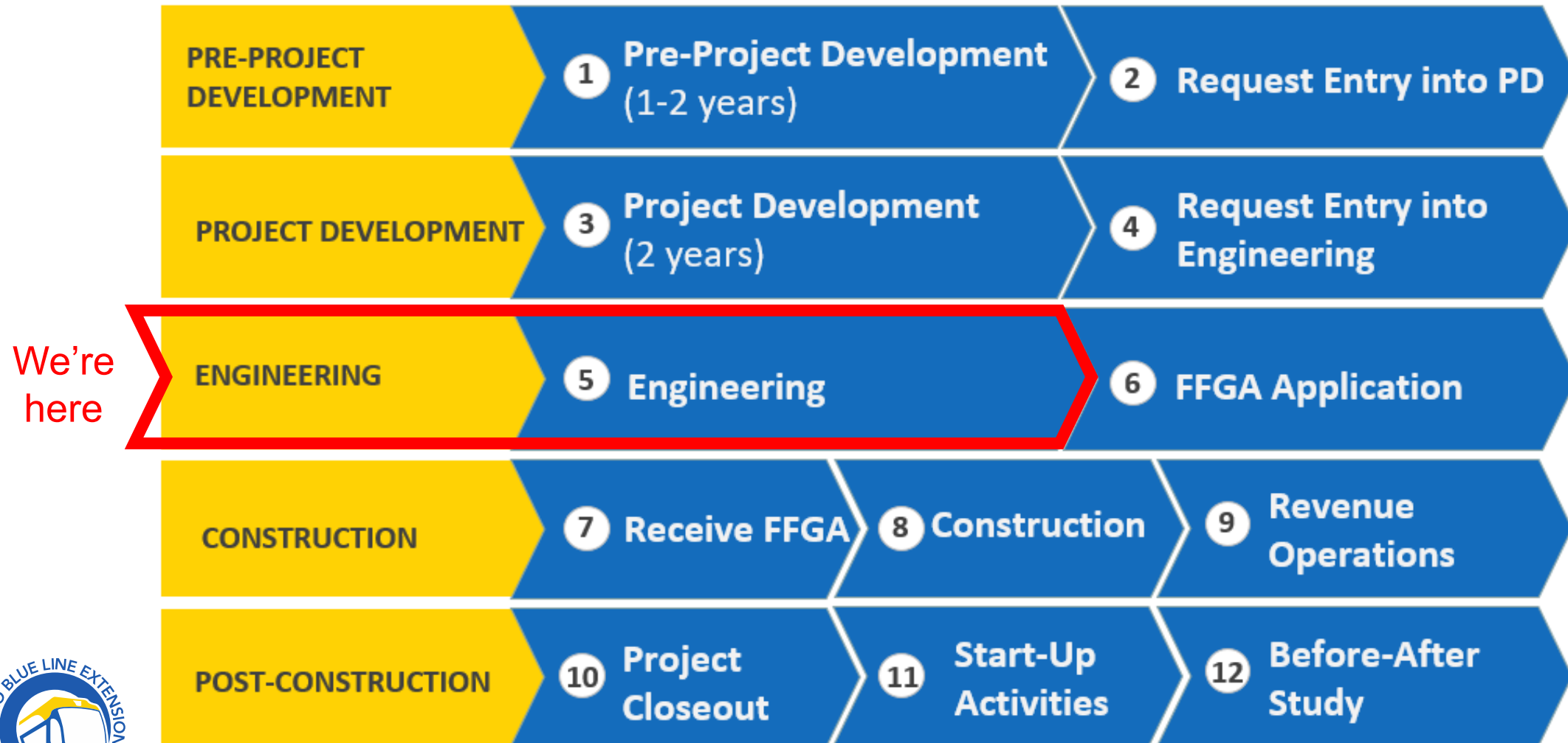
Projects by Mode



Source: FTA

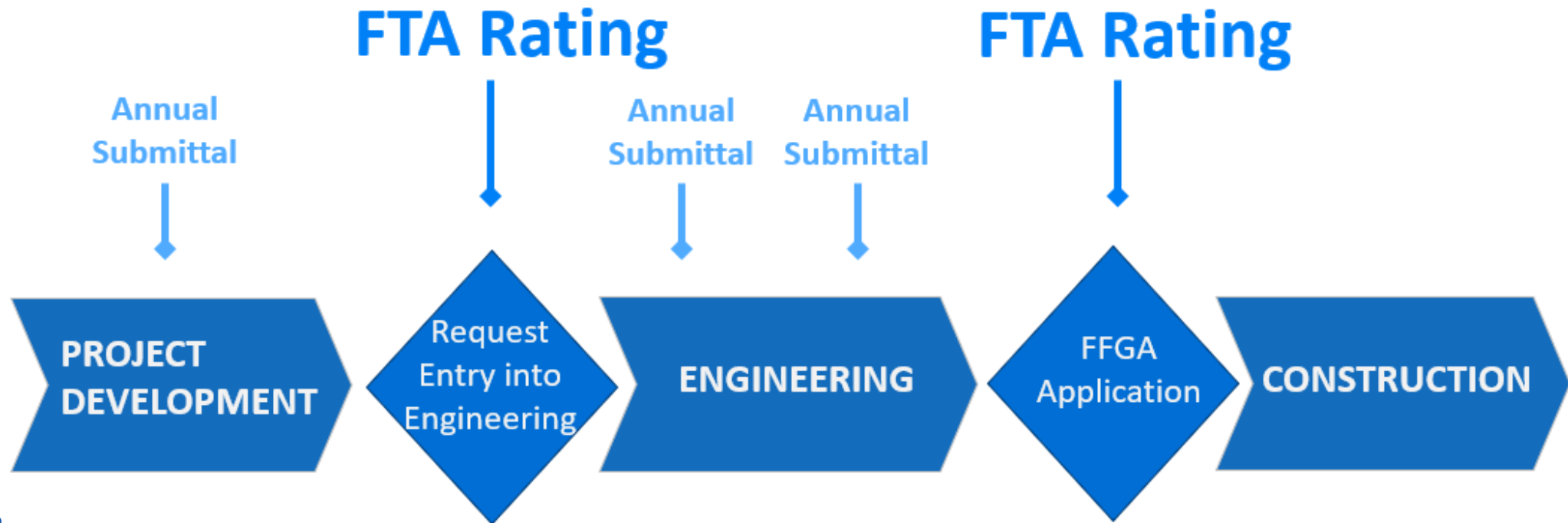


# FTA's New Starts Process



# When Does FTA Rate a Project?

- Project ratings at key program milestones; or annually in FTA New Starts funding submittals



# FTA New Starts Rating

- FTA's New Starts ratings inform their program funding decisions
- Rating criteria are divided between two categories

## PROJECT JUSTIFICATION (50%)

Mobility Improvements

Cost Effectiveness

Environmental Benefits

Congestion Relief

Economic Benefit

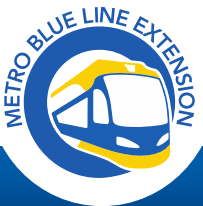
Land Use

## LOCAL FINANCIAL COMMITMENT (50%)

Current Condition

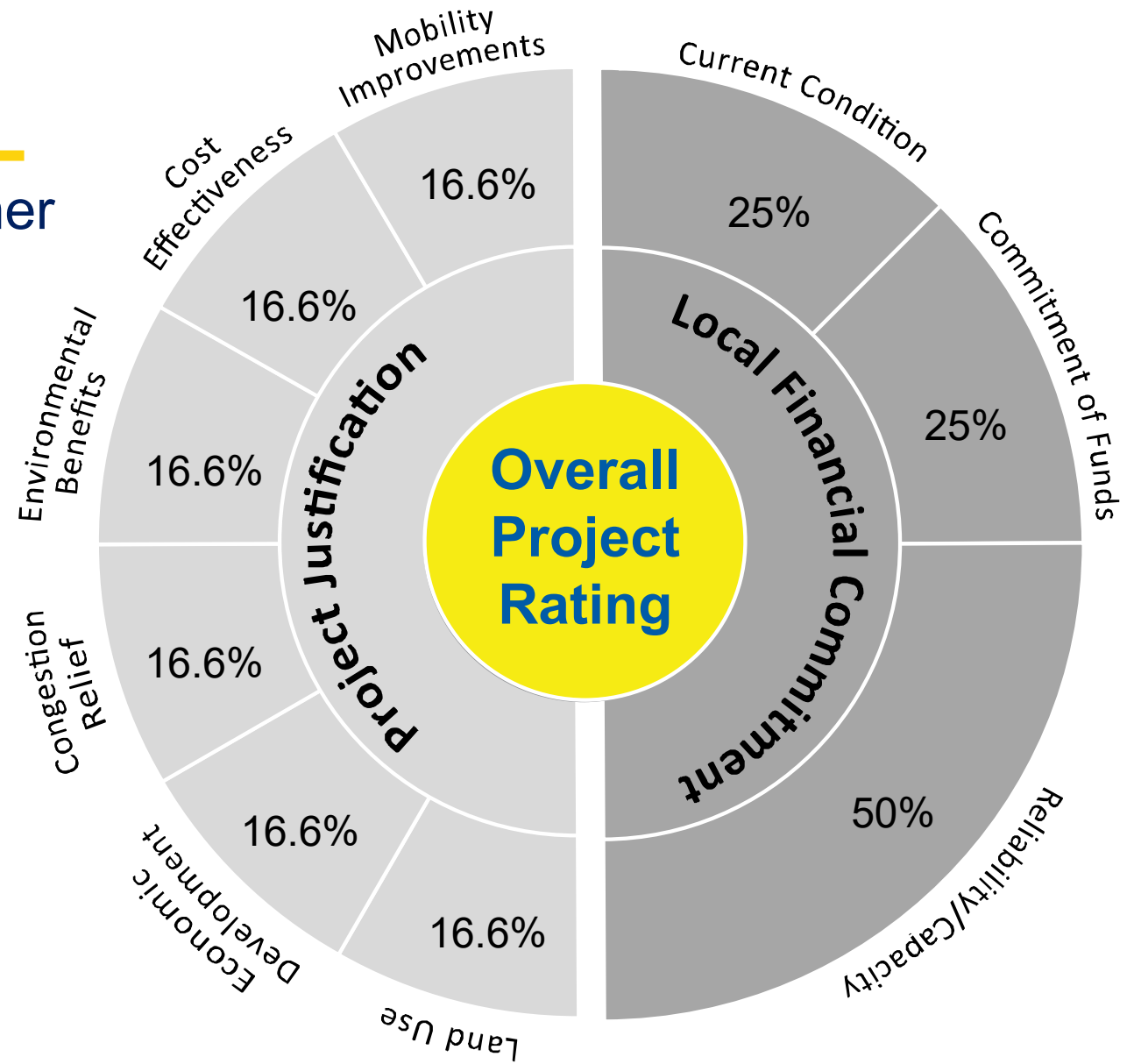
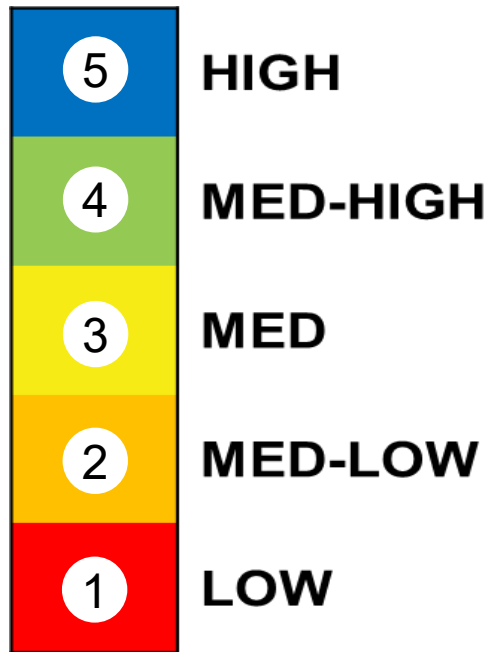
Commitment of Funds

Reliability/Capacity



# FTA Rating Criteria

- Project must achieve a Medium or higher rating (criteria rated on a 5-point scale)





# FTA “STOPS” Ridership Forecasting Model

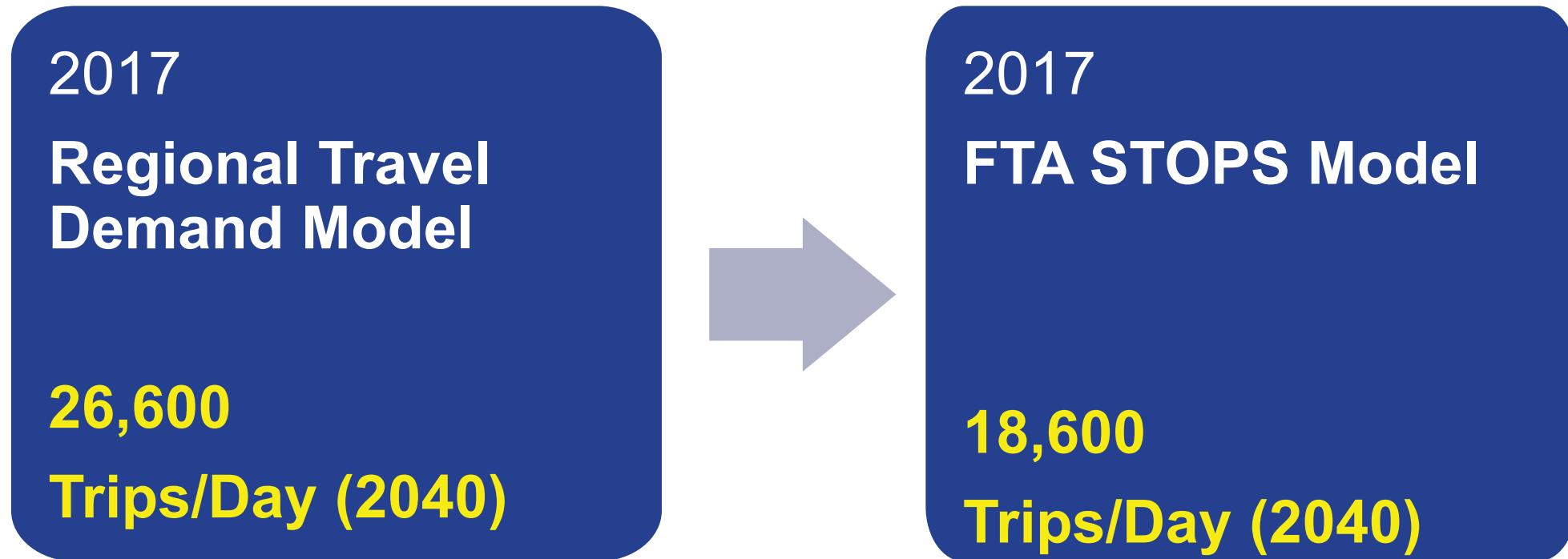
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- STOPS is FTA’s current model for ridership forecasting (more conservative)
  - Twin Cities’ projects previously used our own Regional Travel Demand Model (TDM)
  - STOPS is intended to level the playing field and help FTA make decisions on funding
- STOPS is calibrated nationally to a variety of transit corridor investment projects
- STOPS relies on local data including transit onboard surveys, official population and employment forecasts, transit schedules, and walk infrastructure

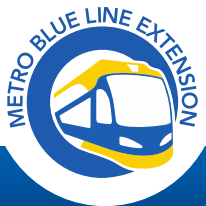


# STOPS Example: Blue Line Extension 2017 Ridership

- Previous alignment ridership converted to FTA's STOPS Model results in a 30% lower ridership projection

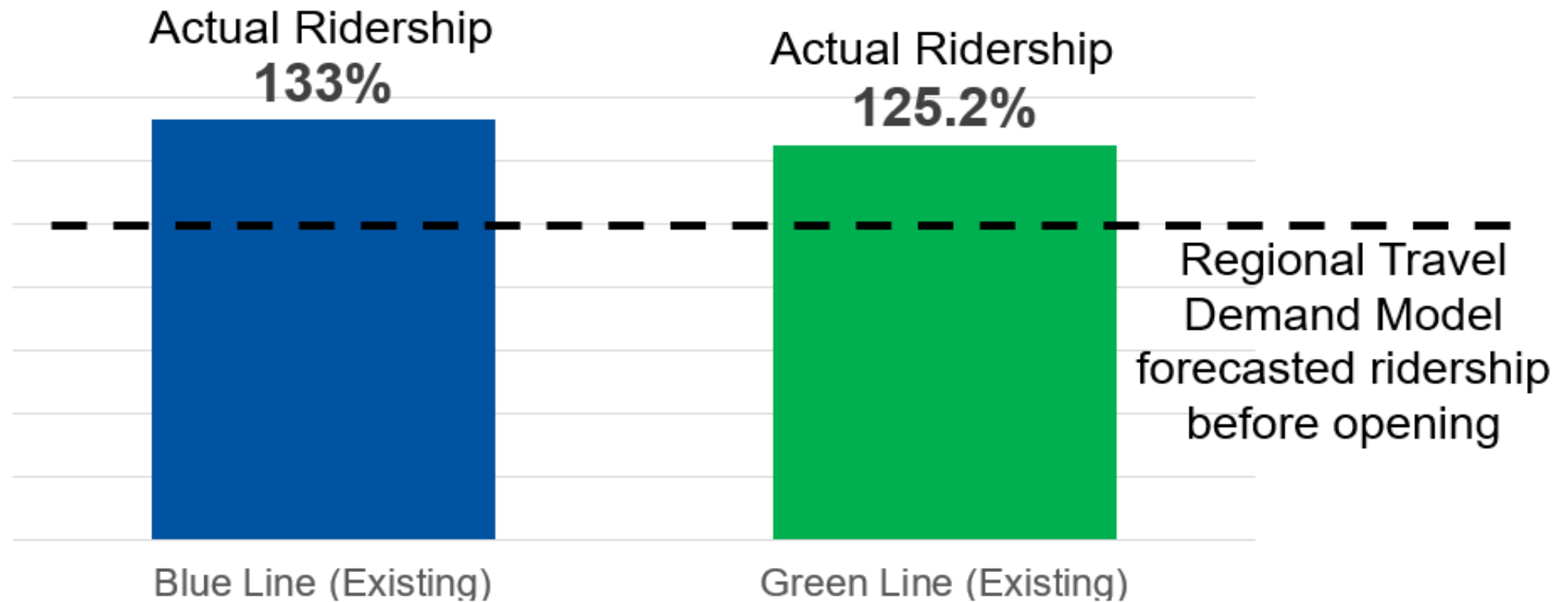


*Note: no other changes except for ridership model*



# Historical Model Accuracy for Twin Cities LRT

- Transitway Actual and Forecasted Ridership for 2017 (in percent)



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# Anti-displacement Update



# Corridor Partner Collaboration

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- Working to finalize collective legislative strategy to advance ADWG recommended outcomes toward implementation:
  - Funding, resources
    - Public, private, and philanthropic funding for anti-displacement implementation
  - Land use
    - Protections, land trusts, land disposition, zoning
  - Commercial and business development
    - Business protections and support; technical and financial assistance, Transit Oriented Development





# Corridor Partner Collaboration Continued

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- Culture and community vibrance
  - Placekeeping/placemaking; income support; technical assistance to CBOs/non-profits
- Housing
  - NOAH; affordable housing; homeownership; financial assistance; inclusionary zoning
- Workforce development
  - Increase participation of people of color, DBEs, in project work
- Other independent legislative items per agency



# Framework Development

Developing framework to support action planning and implementation

- Clearly identify goals, objectives, action steps to achieve recommended outcomes
- Initial topic areas to build framework around:
  - Relocation and Right of Way
  - Community ownership
  - Workforce
- Existing agency programs, policies, resources to serve as baseline





# DBE/Workforce Mixer Feedback

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- DBE certification training incentives
- Discussion around how to get prime contractors to include and engage with BIPOC owned businesses and small businesses
- Excitement surrounding wage compensation for contractors and childcare reimbursements
  - Suggestion to add workers to the compensation
  - Suggestion to add housing and transportation reimbursements
- Topics for future mixers:
  - Retention in the workforce
  - Collaboration with MnDOT workforce recruitment efforts
  - Creating a support network for existing BIPOC owned DBEs
  - Conversation regarding trade skills and generating community interest



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# Elevate Hennepin Overview







Elevate Hennepin<sup>SM</sup>

# Elevate Hennepin Objectives

- Hennepin County will be among the best places in the nation to start and scale ventures that build shared wealth and prosperity.

Provide needed resources to businesses that

- Continue to navigate financial hardship, and
- Position businesses to pivot in response to changes in the marketplace



# Elevate Hennepin outreach, support for BLE businesses

## **Building Prosperity**

Hennepin County's business support program Elevate Hennepin<sup>SM</sup> is reaching out to business in the corridor to help them navigate change and prepare for opportunities of light rail.

Specific outreach activities to connect BLE corridor businesses with

Elevate Hennepin<sup>SM</sup> services include:

- Door knocking businesses in the BLE corridor
- Attendance at BLE and community events targeting the business community
- Coordination with BLE community engagement and outreach activities
- Elevate Hennepin<sup>SM</sup> workshop series

## **Elevate Hennepin workshop series**

This free workshop series from Elevate Hennepin<sup>SM</sup> offers expert advice for businesses on a variety of topics.

***Marketing for small business – October 5***

***Tech tools for retail success – October 26***

**Business finance basics – November 16**

**Legal services for small business – December 7**

For more information and to register:

<https://www.elevatehennepin.org/resources/a-g/ehblex>

# Welcome to Elevate Hennepin<sup>SM</sup>

[www.elevatehennepin.org](http://www.elevatehennepin.org)

- Curated hub representing multiple agencies (SBA, DEED, Local)
  - Small business events
  - Services and resources
  - Lending pathways
  - Content connector
- Professional business resources
  - Provided by Hennepin County for Hennepin County Businesses



*Dante Williams,  
Owner of Vent*



# Services for Businesses

- Provided by Hennepin County for Hennepin County Businesses
  - Curated 1:1 business advisory services
    - 30+ professional advisors
  - Peer learning
  - Content connection (SBA, DEED, Library, Advisors)
  - Personal navigation – 15 minute consult
    - Standardizing intake

*Vanessa Drews,  
Owner of Cheesecake Funk*



*Established*

Early growth  
(5-9 employees)

*Early Stage*

Microenterprise  
(1-4 employees)

Startup



**CEO**  **Now**

- Elevate Hennepin consulting, advising, and mentorship
- Lending Pathways

*Emerging*

- Elevate Hennepin consulting, advising, and mentorship
- Cohort based and on-demand learning
- [The Coven](#) digital membership

**CEO**  **Start**

# One-on-One Consulting

# Professional Advisors

- Mission driven for-profit or non-profits
- Community-based
- Culturally-specific, multi-lingual
- Specialized, practical and professional business advisory services

# Advisor Services

- Business planning
- Legal
- Marketing
- Financial management / projections
- Lending and preparation to access capital
- Human resources
- Technology supports

All consulting costs are paid for by Hennepin County, no cost to you!







# Advisor Network

Hennepin County contracts with 39 Business Advisors to provide cohort learning opportunities, professional consulting services, and 1:1 business advising – all at no-cost to local businesses.

92% Locally Led  
69% Women Led  
69% BIPOC Led

- A&M Associates
- ACER
- African Development Center
- Ahmed Mohidin DBA Sigma Consulting
- Asian Media Access
- Backpocket Strategy
- Better Business Bureau
- Clear Talk Accounting
- ConnectUp! Institute
- Co-Starters
- Davis Law Office
- Edward Lowe Foundation
- Enviro-Tech
- Hmong American Partnership
- Hortensia Law Office
- IFRI, LLC
- Impact Hub
- Interise
- JLLB Media
- Kharis Consultants
- Khoo Consulting
- Latino Economic Development Center
- Led by Truth
- LegalCORPS
- Makee Company
- MBMentors
- Minnesota Social Impact Center
- Neighborhood Development Center
- New American Development Center
- New Publica
- NextStage
- Propel Nonprofits
- Raven Construction
- Springboard for the Arts
- Technologist Computers SBC
- The Coven
- The Activate Network
- Victor Jones Consulting
- Women Venture




# Workshops & Peer Learning



# CEO Growth Series

Helping Businesses Grow

- ✓ Strengthen infrastructure
- ✓ Expand customers/brand/markets
- ✓ Path to the next level
- ✓ Two separate opportunities based on business stage
- ✓ Peer learning, education, research

CEO  Start CEO  Now CEO  Next

*Heidi Oas, Air Quality Engineering  
CEO Next Alum*

**ELEVATE**  
Hennepin<sup>SM</sup>



# Elevate Tech Essentials

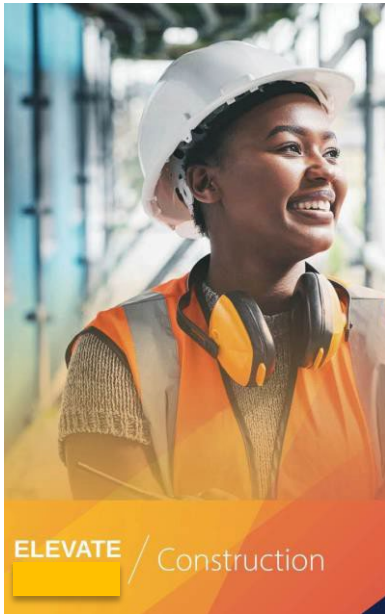
- Support to incorporate technology into business
  - Tech needs assessment
  - Online marketing and social media
  - CRM, Software, time-saving technology
  - Cohort delivery by two entities
  - 75% reimbursement for implementation



# Specialized Support

## Elevate Construction

- 1:1 consulting, specialized services from trusted construction industry experts
- Construction Intensive Workshop
- Working Capital Cohort



## Certified Access Academy

- Supporting Women of Color entrepreneurs contracting with government and corporate entities



**CERTIFIED  
ACCESS**

**ELEVATE**  
Hennepin<sup>SM</sup>

# Questions?

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[www.elevatehennepin.org](http://www.elevatehennepin.org)

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# Engagement Update



# Project Video

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# Recent Engagement Activities

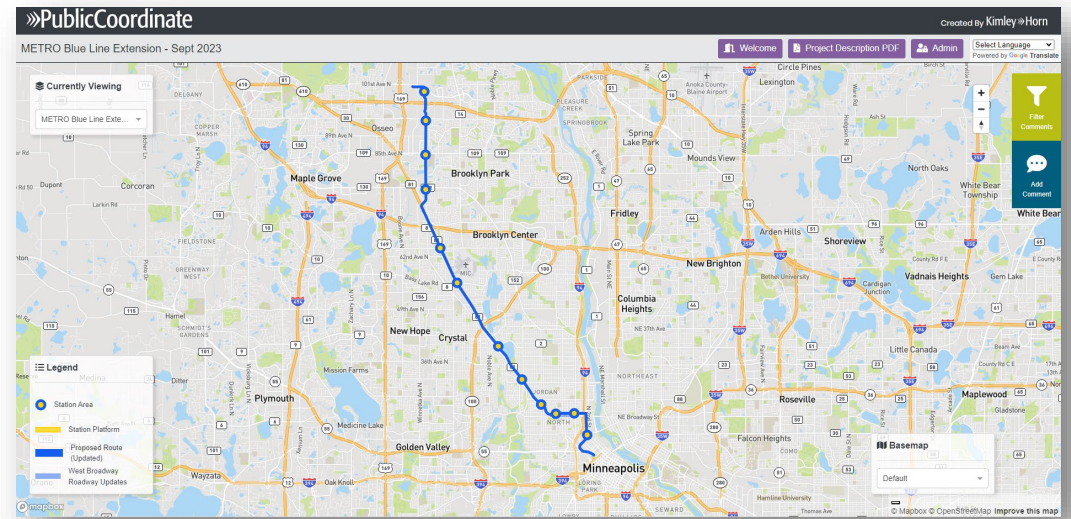
Date	Location	Group/Event Name
Late Sept. – Early Nov.	Minneapolis, Crystal, Robbinsdale, Brooklyn Park	Business Canvassing
10/5/2023	Minneapolis	Olympic Café Meeting
10/6/2023	Robbinsdale	Birdtown Boo Bash
10/18/2023	Minneapolis	North Loop Community Meeting
10/26/2023	Virtual	Elevate Hennepin Workshop
10/28/2023	Brooklyn Park	Spooktacular
10/30/2023	Minneapolis	Ward 5 Community Discussion
10/31/2023	Minneapolis	Workforce and DBE Meet and Greet
11/1/2023	Crystal	New Hope – Crystal Business Group





# Online Feedback Tools

- Interactive map: [bluelineext.org](https://bluelineext.org)
- Survey: [yourblueline.org](https://yourblueline.org)



Your Blue Line Extension



## This is your Blue Line

What's your vision for light rail in your community? How will you use it? What sort of investments do you want to see near stations? Explore the site and lend your voice.

Help Hennepin County, the Metropolitan Council and community partners as we all work to extend Blue Line Light Rail Transit to North Minneapolis, Robbinsdale, Crystal and Brooklyn Park.

Sign up + Speak up!



# Business Canvassing: Sep. 21 – Early Nov.

- Throughout the month of October, project staff have been speaking to businesses along the route to better understand business needs and operations.
- 110 completed surveys

5. Where do you currently have access to your business from? (select one for each row)

	Yes	No	N/A
Main street	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Side street (s)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Rear street	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

6. What are your typical staff hours?

7. What are your typical hours of operation, and when are you most busy?

8. How do your customers/clients get to and from your business (if known)?

9. Currently, are there barriers for your customers to access your business? Select all that apply.

- Poor lighting
- Safety
- Bad sidewalk conditions
- Public safety concerns
- Restricted parking rules
- Other (please specify)



# Business Feedback

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- **Opportunities of Blue Line Extension**

- Reliable means of transportation
- Redevelopment of the area
- Reduce traffic in the area
- Improve accessibility
- New client base

- **Concerns of Blue Line Extension**

- Access impacts
- Noise
- Safety
- Loss of on-street parking
- Property value and taxes



# Upcoming Engagement Activities

Date	Group/Event Name	Location
11/8/2023	Minneapolis	Community Meeting - Quarterly
11/14/2023	Minneapolis Community Meeting	Virtual
11/16/2023	Elevate Hennepin Workshop	Brooklyn Park Small Business Center 7970 Brooklyn Boulevard
12/7/2023	Elevate Hennepin Workshop	Virtual



# Cultivate Arts

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- 10 artists have been selected for Aug-Dec events in 2023
- 16 events to date and more being added in Nov/Dec

## 2023 goals:

- ☑ Inform and consult community on Metro Blue Line Extension current planning efforts.
- ☑ Connect cities, stakeholders, and artists to opportunities to accelerate a corridor-wide creative economy recognizing arts and cultural assets as critical economic drivers.
- ☑ Build local artist capacity for ongoing participation in arts engagement, public planning, and the creative economy.





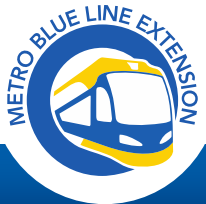
# Past Events

**VIDEO:** Rammy Mohamed –  
9/17 Evolve Fashion Show

Geno Okok – 9/16 Open Streets  
West Broadway



Jerrelle Barton – 9/16 Open  
Streets West Broadway



# Upcoming Cultivate Arts Events

Date	Location	City
November 11	Sofia: Archives for Me and You – Oral History Workshop	Minneapolis
November 13	Jarrelle: North Hennepin Community College	Brooklyn Park
December 2	Sofia: Archives for Me and You – Zine Making Workshop	Minneapolis
December 14	Harper: Drawing in Community	Crystal





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# Environmental Update & Next Steps



# Environmental Justice Analysis

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- Identifying Environmental Justice Communities
- Continuing outreach to understand EJ-specific concerns by location and community
- Analysis of project impacts and benefits to EJ communities
  - How impacts and benefits relate to past harms
- Continue exploring avoiding, minimizing, potential mitigation for impacts



# Next Steps

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- Anti-displacement engagement plan and transition to Advisory Committee – Fall 2023 and ongoing
- SDEIS publication – Spring 2024
- Prepare SFEIS – Summer/Fall 2024
- Municipal consent – Summer 2024
- Ongoing engagement
- Next BAC meeting is December 5



# Stay connected

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- **BlueLineExt.org**
  - For the latest project updates and sign up for our newsletter
  - Connect with staff for your questions schedule a presentation
- Follow us:
  - Twitter: @BlueLineExt
  - Facebook: MetroBlueLineExtension



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COUNTY'S *Transit*  
Improvement  
BOARD