

Business Advisory Committee

December 5, 2023



BROOKLYN PARK | CRYSTAL | ROBBINSDALE | MINNEAPOLIS



Today's Topics

- Call to Order and Welcome
- Approval of November 7 BAC Meeting Minutes
- Design Update
- Communications Update
- Anti-Displacement Update



A service of the Metropolitan Council
TRANSIT
Improvement

Metro Transit General Manager CMC Update

The CMC meeting can be streamed at:

<https://metro council.org/Transportation/Projects/Light-Rail-Projects/METRO-Blue-Line-Extension/Committees/Corridor-Management-Committee.aspx>



Design Update

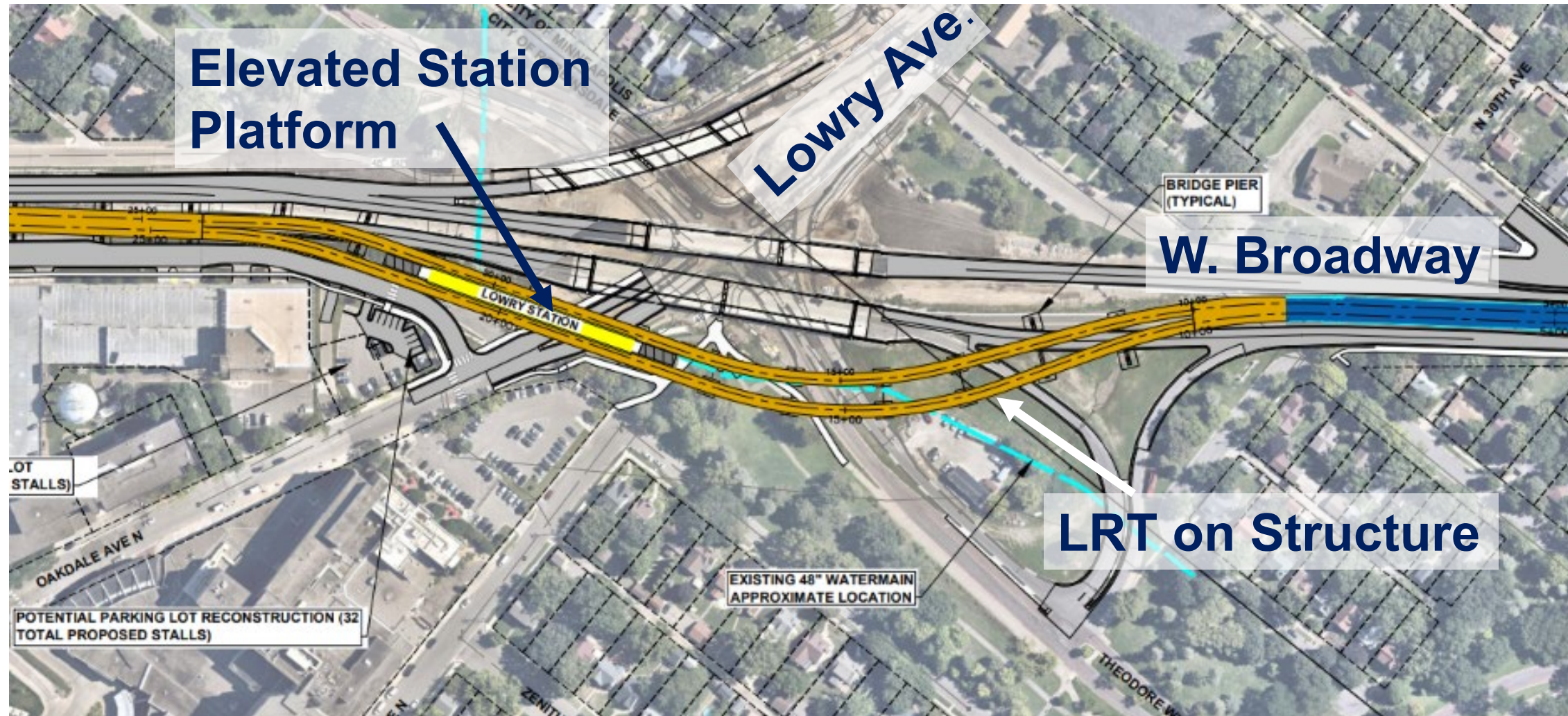


Lowry Ave Station

- Provides access to the Grand Rounds trail, Victory Memorial Park, and North Memorial Hospital



Lowry Station: Original Concept

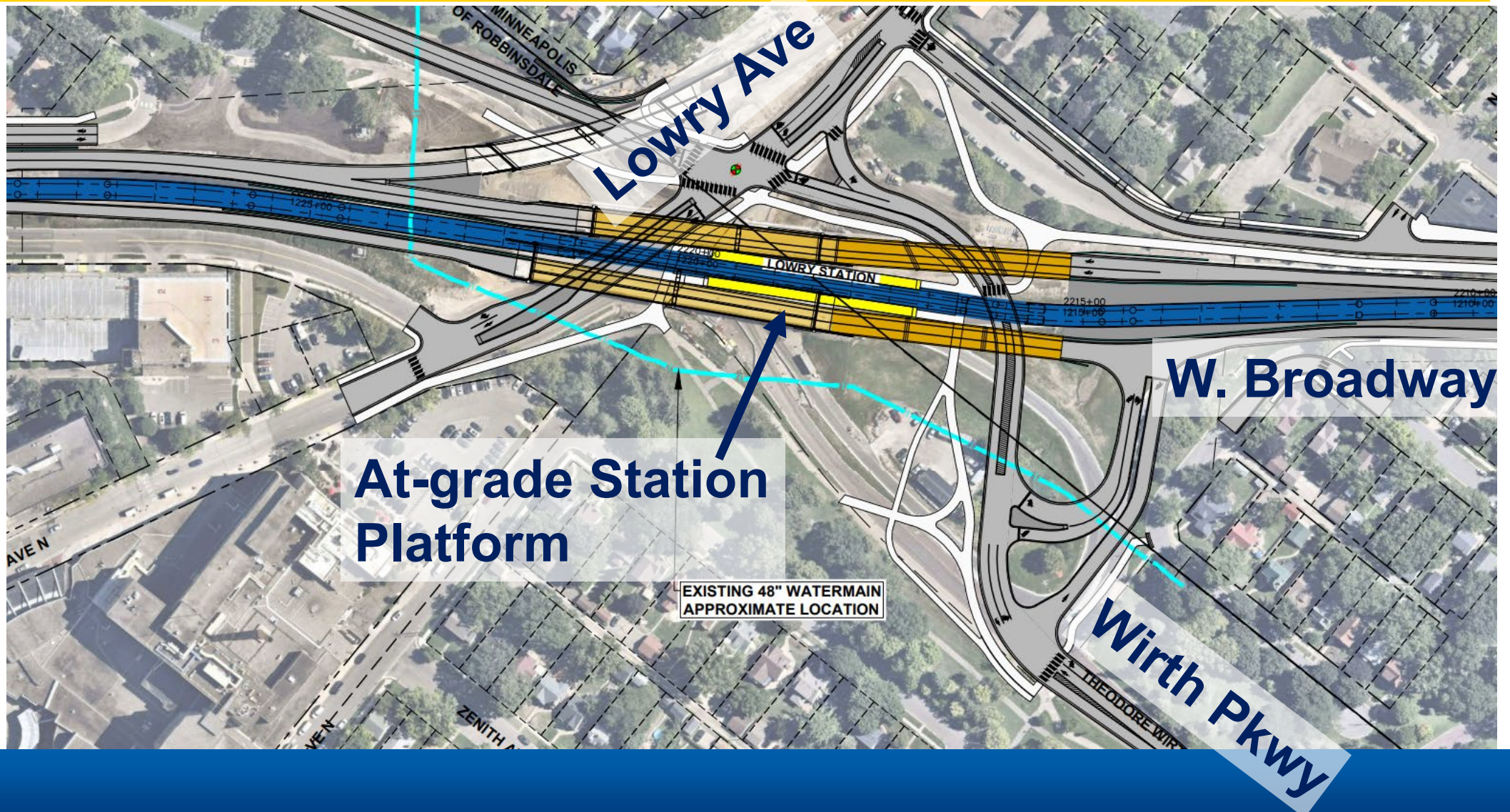


Lowry Station: Challenges of Elevated LRT

- Station access
- Station and access visibility
- LRT bridge required
- Park impacts
- Lack of broad stakeholder support



Lowry Station: At-Grade Concept



Lowry Station: Benefits of At-Grade

- At-grade station access
 - More direct routes to the station from surrounding neighborhoods
 - Better access to station for all abilities
 - Connection to North Memorial Hospital without crossing roadway
- Opportunity for better station visibility
- Opportunity to activate area around the station



Lowry Station Concept Visualization



Station
Lowry Ave-Viewing South



Lowry Station Concept Visualization

Viewing South



**Intersection of Wirth Pkwy and
Lowry Ave-Viewing South**



Lowry Station Concept Visualization

Viewing West



**Intersection of Wirth Pkwy and
Lowry Ave-Viewing West**



Lowry Station: Next Steps

- Continue to work with Project Partners
- Determine roadway and intersection configuration
- Advance design for better access and connectivity



Communications Update



Reaching our Audience – 2023 Communications

- 17 newsletters sent
- 12,567 subscribers (4,669 new in 2023)
- 27.5% unique open rate

Newsletter



- 1,494 total followers on Facebook, Instagram, X (Twitter)
- 103 total posts

Social



- 108,731 visits to project websites

Web



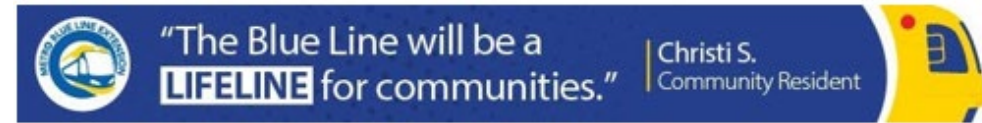
- 10,000+ printed materials distributed
- 7,323 postcards mailed

Print



2023 Campaigns

- 2 Hennepin County led campaigns, March – October
 - “Your community, your Blue Line”
 - Community voices
- Print, digital, radio, out of home
- Focus on local, cultural media outlets
- Ads in English and Spanish
- Target geographic areas, BIPOC audiences



Outlets and Results

- 12.9 million views
- 51,297 clicks
- Outperformed industry averages

Radio	
KMOJ	KFAI
La Raza	iHeartRadio
WREY	Native Roots Radio
TC Radio Network	

Community media	
Spokesman Recorder	El Minnesota De Hoy
Mshale	Hmong Times
Star Tribune	Minn Post
Pioneer Press	North News
New Prensa	KMTV
The Circle	

Out of home	
Transit	Gas Station TV

Digital	
Google display	Facebook
Instagram	YouTube



Campaign Recap Video



2024 Look Ahead

- Refine and focus communications strategy
- Create more ways for more people to connect with project
 - Video strategies, Podcast, community partnerships
- Continue to leverage traditional channels to build awareness, drive engagement in new ways
 - Storytelling, highlight community voices, focused content for target audiences
- Convene city communicators on regular basis to coordinate, collaborate
- Continue proactively working with media to share accurate project information, stories



Anti-displacement Update



Corridor Partnership Collaboration Update

Next Meeting: January 2024
[Scheduling in process]



Workplan [framework] information gathering:

- Identify goals and outcomes
- List of subject matter experts
- Existing agency programs, policies, resources
- Action steps to achieve recommended outcomes
- Technical analysis
- Partner identification
- Existing and additional funding identification
- Policy and program actions



Workplan [framework] Topics



Access to places



Accountability metrics



Architectural design



Architectural elements [cultural]



Business support



Community ownership – land subsidy



Cultural placemaking



Development and preservation



Infrastructure improvements



Relocation



Right of way acquisition



Safety



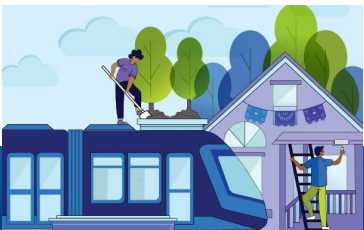
Workforce



Environmental justice



Engagement plan



Workplan Topic Matrix



Timing

Now

Outside of the Project

Planning: Years 2024-2026

- Community ownership
- Cultural placemaking
- Development/preservation plans
- Engagement plan
- Environmental justice

Inside of the Project

Engineering: Years 2024-2026

- Access/staging plans
- Architectural design
- Relocation
- Right of way acquisition
- Safety design elements
- Workforce planning & recruitment

Later

Implementation: Years 2027-2030

- Accountability metrics
- Development/preservation benefits
- Environmental justice mitigation
- Small business support

Construction: Years 2027-2030

- Infrastructure improvements
- Access to places
- Architectural elements [cultural]

How

Stay connected

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

