Today’s Topics

• Call to Order & Public Invitation
• Approval of November 9 Meeting Summary
• Community and Business Advisory Committees Reports
• Metro Transit General Manager CMC Update
• Design Update
• Communications Update
• Anti-Displacement Update

The public can submit written comments to Nkongo Cigolo (Nkongo.Cigolo@metrotransit.org)
Public Invitation

• 15 minutes allotted to receive public comments
  ▪ Up to 3 minutes per speaker

• Speakers who have pre-registered will be called in order

• If there are more speakers than the time allotted, comments may be submitted in writing to Nkongo.Cigolo@metrotransit.org
Approval of November 9 Meeting Summary
Community and Business Advisory Committees Report
Metro Transit General Manager CMC Update
Design Update
New Project Staff Introductions

• Shahin Khazrajafari – Deputy Project Director (Hennepin County)
• Kyle Mianulli – Communications Administrator (Hennepin County)
• Ryan Kronzer – Assistant Director of Design and Engineering (Metro Transit)
• Nat Gorham – Transit Director (MnDOT Metro District)
Lowry Ave Station

- Provides access to the Grand Rounds trail, Victory Memorial Park, and North Memorial Hospital
Lowry Station: Original Concept

- Elevated Station Platform
- W. Broadway
- LRT on Structure
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

Lowry Ave Station
At Grade – Looking South
Lowry Station Concept Visualization

Looking South

Intersection of Theodore Wirth Pkwy and Lowry Ave

Looking South
Lowry Station Concept Visualization

Looking West

Intersection of Theodore Wirth Pkwy and Lowry Ave
Looking 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

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

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

- **Web**
  - 108,731 visits to project websites

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

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<th>Radio</th>
<th>Community media</th>
<th>Out of home</th>
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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 25th**

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

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<th>Planning: Years 2024-2026</th>
<th>Implementation: Years 2027-2030</th>
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<td>Community ownership</td>
<td>Accountability metrics</td>
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<td>Cultural placemaking</td>
<td>Development/preservation benefits</td>
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<td>Development/preservation plans</td>
<td>Small business support</td>
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## Inside of the Project

- **Engineering: Years 2024-2026**
  - Access/staging plans
  - Architectural design
  - Environmental justice
  - Relocation

- **Construction: Years 2027-2030**
  - Access to places
  - Architectural elements [cultural]
  - Environmental justice mitigation
  - Infrastructure improvements

## How

**Outside of the Project**

- Engagement plan
- Environmental justice mitigation
- Relocation
- Right of way acquisition
- Safety design elements
- Workforce planning & recruitment
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