

Corridor Management Committee

December 14, 2023



BROOKLYN PARK | CRYSTAL | ROBBINSDALE | MINNEAPOLIS



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)

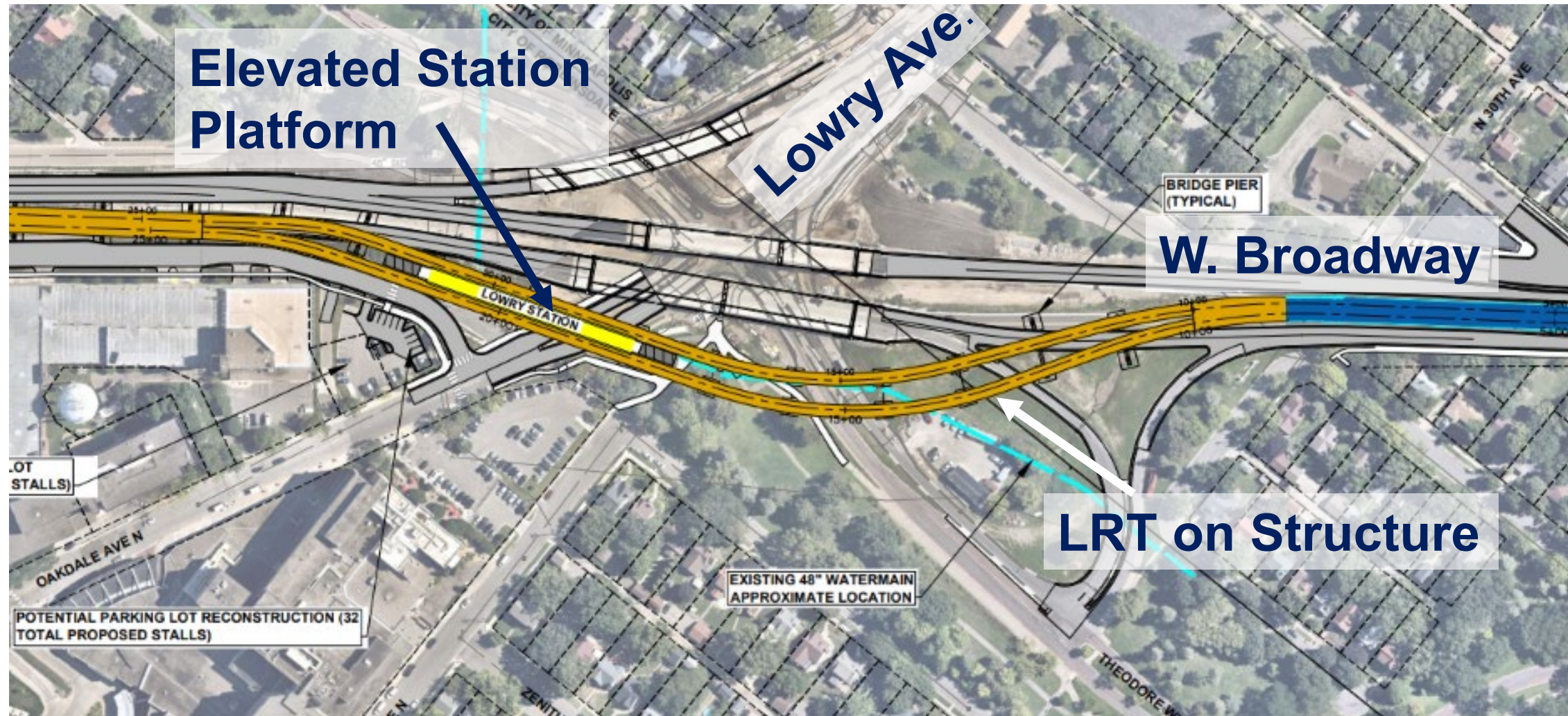


Lowry Ave Station

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



Lowry Station: Original Concept



Lowry Station: Challenges of Elevated LRT

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



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

- 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



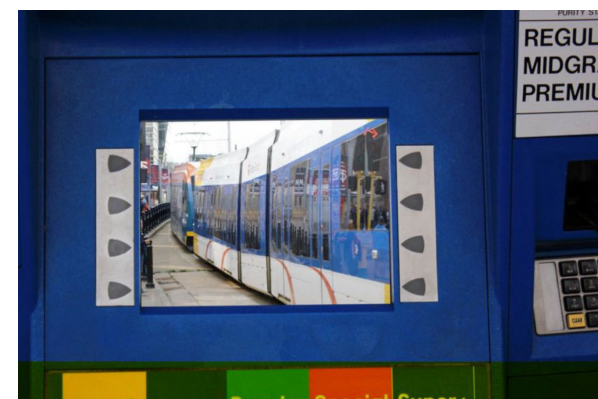
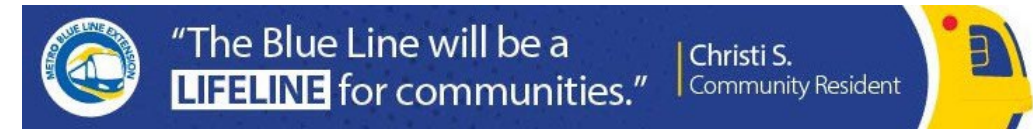
- 10,000+ printed materials distributed
- 7,323 postcards mailed

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 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



Illustrations by
Cori Nakamura Lin

Timing

Now

Outside of the Project

Planning: Years 2024-2026

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

Inside of the Project

Engineering: Years 2024-2026

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

Later

Implementation: Years 2027-2030

- Accountability metrics
- Development/preservation benefits
- Small business support

Construction: Years 2027-2030

- Access to places
- Architectural elements [cultural]
- Environmental justice mitigation
- Infrastructure improvements

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



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