



Community Engagement Cohort Phase 2.5

METRO Blue Line Extension (BLRT)

Final Report February – June 2022

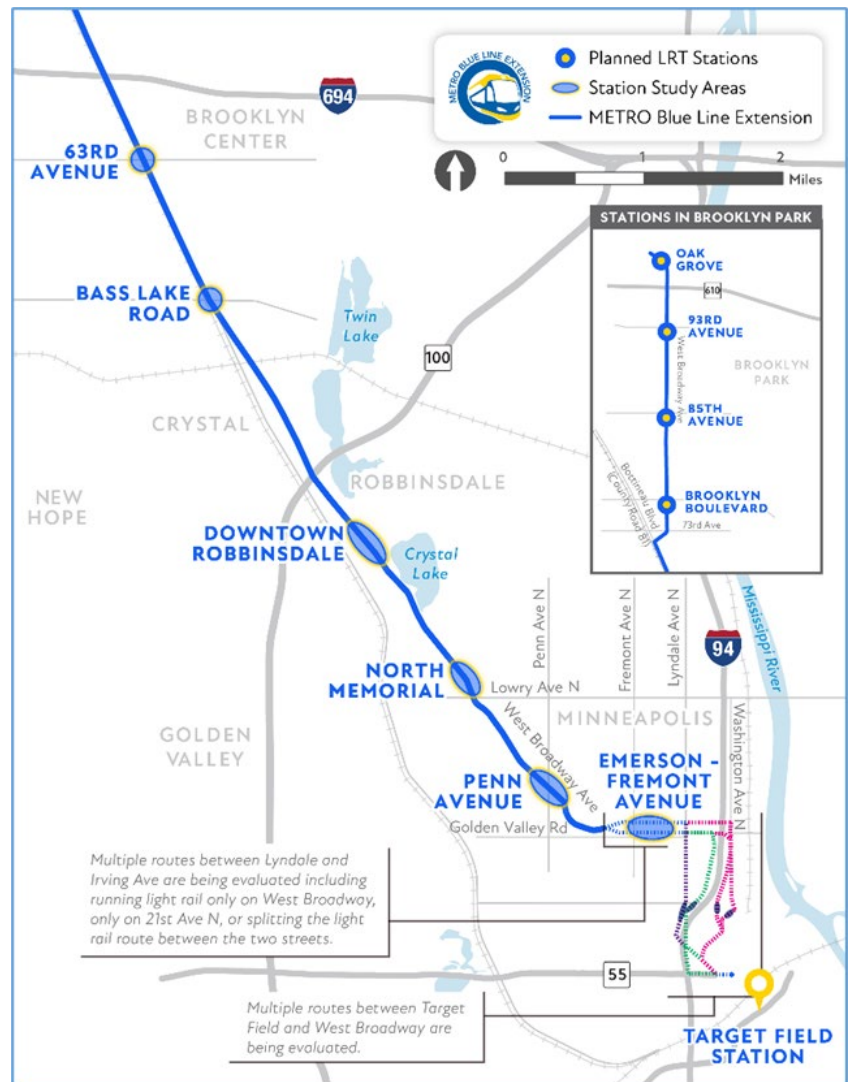
Overview

By February 2022, the METRO Blue Line LRT extension project had engaged two previous community engagement cohorts. The first cohort conducted stakeholder analysis for three months. The second cohort supported change in the route recommendations with community engagement over a ten-month period. At this point in the work, Project leaders had determined that the route recommendation phase should be extended, which resulted in an additional community engagement efforts regarding community preferences to the route selection. This became Cohort Phase 2.5.

The community engagement effort informed a recommended route that was released in June 2022.

The recommended route is:

- West Broadway Avenue from Oak Grove Parkway to 73rd Avenue in Brooklyn Park. Includes stations at Oak Grove, 93rd Avenue, 85th Avenue, and Brooklyn Boulevard.
- Bottineau Boulevard (County Road 81) between 73rd Avenue in Brooklyn Park to the intersection of County Road 81 and West Broadway Avenue. Includes stations at 63rd Avenue and Bass Lake Road in Crystal, and stations in the downtown and at North Memorial Hospital in Robbinsdale.
- West Broadway Avenue from County Road 81 to Lyndale Avenue through North Minneapolis. This includes a design option along 21st Avenue North from Irving Avenue to Lyndale Avenue, one block to the north of West Broadway Avenue.
- Several possible connections between West Broadway Avenue and Target Field Station in Downtown Minneapolis will be evaluated in the next phase of the project.





Community Engagement Cohort Phase 2.5

METRO Blue Line Extension (BLRT)

BLRT Community Engagement Cohort summary

This report summarizes the work conducted by the Blue Line LRT extension project community engagement cohort during Phase 2.5. Each cohort organization’s final report is included in the Appendix.

The Blue Line LRT extension partners assembled a team of six community and cultural consultants to support community engagement, with the priority focus on the route selection process. The engagement included community feedback regarding the beginning of the anti-displacement work along with recommendations on the approach to community engagement for future project activities. Cohort members met monthly with Project Management Team to report out activities and community feedback as well as to advise project staff on communications and project documents.

Organizations	Community of focus
Asian Media Access	Hmong, Lao, Vietnamese, Chinese communities in the corridor
Encouraging Leaders	Primarily African American youth and young adults including faith-based elders in North Minneapolis
Lao Assistance Center	Lao communities in the corridor
Liberian Business Association	Immigrant small businesses in Brooklyn Park, Crystal, and Robbinsdale
Northside Economic Opportunity Network	Primarily African American small businesses in North Minneapolis along with faith-based organizations on West Broadway Avenue
Pueblos De Lucha Y Esperanza	Latino communities in the corridor

Outcomes

During Phase 2.5, cohort members engaged their community(s) of focus resulting in:

- **2,132 points of direct engagement** by:
 - key stakeholder one-on-ones
 - door knocking businesses and residents
 - pop up information tables at community events such as vaccination clinics, food shelves, churches, religious festivals, schools
 - focus groups with small businesses
 - LRT tour hosted by Liberian Business Association
 - BLRT community forum
- **232,241 social media views/recipients** for amplifying project messaging
 - E-newsletters
 - Organization website
 - Social media, such as: Facebook, Instagram, WhatsApp, Twitter, text messages
 - Door to door flyering
 - Weekly church bulletins
 - Facebook video



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METRO Blue Line Extension (BLRT)

Summary of community input

Issues/Concerns

Route recommendations concerns

- Level of information: *More information needed with a higher level of design and engineering details regarding the route options and where the station will be located*
- General support for light rail on West Broadway Avenue in Minneapolis but confusion about the options
- Asian community preference for Lowry Avenue route
- 63rd Avenue station area: *Liberian community had some concerns on the 63rd station for pedestrian safety crossing County Road 81. Dan Soler explained the changes in the station location along with the safety measures that will be put in place resolving community concerns*
- Need for safe pedestrian crossings for kids and people with mobility issues
- Concerns of getting goods delivered to businesses by freight and mail
- Concern regarding design bike lanes safety
- Need to address parking issues
- Concerns impacts to auto traffic on West Broadway and County Road 81
- Need for transit connections to future developments in station areas
- Local radio station KMOJ impacts at Penn and West Broadway

April 2022 Asian Media Access community listening session



Concerns about displacement of residents and Black, Indigenous, People of Color (BIPOC) businesses

- Commercial rent increases
- Families are being displaced now: *Along the previous route, before the demolition of the old Olson Memorial Town Homes, there were Lao families living there who were promised they would be able to move in the newly built Minneapolis Public Housing Authority building. This was not the case. Some family members were no longer allowed to live together. Some family members were forced to live elsewhere.*
- Construction impacts to BIPOC businesses, such as loss of revenue and access
- The county must invest more resources in the BIPOC communities -- especially the ones along the corridor: *informing and educating small and micro businesses are paramount to the success of this project.*
- Small and micro businesses are concerned about the displacement/gentrification effect this project will have on their businesses: *Though LIBA sits on the Anti-Displacement Working Group, it is imperative that small and micro businesses views are prioritized in the decision-making process.*
- During the duration of the project, small and micro businesses must receive technical assistance to ensure they are equipped for the new development.
- Minority businesses must be part of owning commercial properties along the Blue Line corridor: *The fear that big businesses will come in and own all the commercial properties along the*



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METRO Blue Line Extension (BLRT)

corridor is frightening. If resources are not properly distributed and existing small and micro businesses are not prepared, the fear will become a reality.

- The county and cities invest in affordable commercial properties to ensure small and micro-businesses don't get displaced: *Landlords who are going to take advantage of small and micro businesses and raise the rents.*

Environmental concerns

- Environmental disruption e.g., trees being uprooted, noises, bells, whistles, vibrations, and pollution from the trucks during construction especially in residential areas
- Losing the historical aspect of West Broadway Avenue
- Latino community: *for many it is the first-time hearing about the project that will be running through North Minneapolis to Brooklyn Park. They were not aware the potential of running on Lowry Avenue versus West Broadway Avenue in North Minneapolis. Lack of knowledge of the timeline of the project and what stage of the project is at.*
- Language barriers
 - *It has been brought up how folks may not be able to ride the light rail even if they wanted to due to being unable to purchase tickets/passes for themselves due to the language barrier – will there be an image of how to purchase tickets?*
 - *Some people asked if it would be possible for stations names to be translated for folks who cannot read English.*
 - *Can routes be provided in other languages such as Lao where our communities reside?*

March 2022 Pueblos information table



Opportunities

Community economic development

- Important for Blue Line Extension to plan for job creation, training, and BIPOC business opportunities for the construction of the line
- There are hopes that the Blue Line Extension will allow for more growth and opportunity for the community within the corridor cities such as:
 - Jobs
 - BIPOC career training
 - BIPOC business growth

May 2022 LiBA members tour the Green Line





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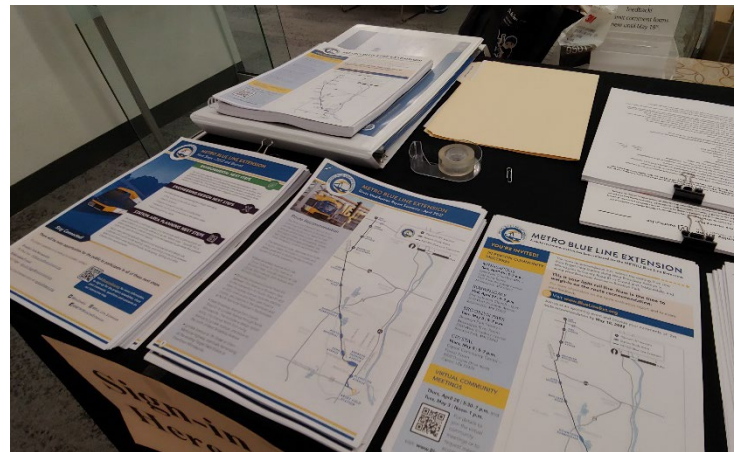
METRO Blue Line Extension (BLRT)

- Lao community will have opportunities to open new businesses or have the potential to meet in new community spaces that could be built along the rail.
- The opportunity for BIPOC businesses to own commercial properties
- Improvements to Northside West Broadway Avenue corridor to make it a destination
- Community residents interested in potentially adding more Latino businesses in North Minneapolis: *Not many Latino businesses in North Minneapolis. Latino business is in South Minneapolis or residents must travel outside of Twin Cities to find grocery, restaurant, or bakery.*
- Are there opportunities to recruit young professionals (e.g., engineers, construction workers) who live in the corridor to take part in the development of the Blue Line Extension?
- Will there be loans set up or loans with lower interest rates for folks to open new businesses along the corridor?

Increased access to:

- Better employment
- Recreational facilities
- Other communities
- Local hospitals and health care facilities
- Better educational opportunities, e.g., access to North Community College, other junior and high schools
- Suburban connections to downtown Minneapolis and downtown St. Paul
- For people without cars
- Lao and Asian American Pacific Islander (AAPI) businesses within the corridor
- Residents are on board with project as will make transportation easier for many who commute using public transportation. Will reduce the number of transfers and travel time.
- Great way to connect South Minneapolis to North Minneapolis

April 2022 Handouts at community listening session



Community engagement recommendations

Communications

- *Communicate the big picture beyond construction of the Blue Line Extension and plan for an overall ecosystem approach including the role public transportation plays in people's lives*
- *More visual support materials with pros versus cons situations, so the communities can better comprehend what is the route/station design truly means to them*
- *On communication materials choose diverse populations' photos; so far many are mainstream members riding on transit.*
- *Designing door knocking materials better such as hanging promo materials on doorknobs*
- *Post Blue Line Extension information on billboards and bus shelters about the planning process, we need to immerse people through many diverse channels.*
- *There is a gap how translated communication is distributed. As an organization, we are one of the only sources of information for many in the Lao community. It may be helpful to contact our*



Community Engagement Cohort Phase 2.5

METRO Blue Line Extension (BLRT)

recommended stakeholders so that we can distribute information to folks that we are not engaged with.

Engagement

- *A Blue Line Extension resource hub location would be a great idea for this community. Not an after-construction idea, but rather a before and during construction concept that would draw community members into the site for planning purposes but also for receiving supportive services in achieving educational resources, job readiness skills, entrepreneurial skills, learn the basics of starting a business, employment opportunities, relocation advocacy, and financial literacy guidance.*
- *More time must be allotted to engage directly with businesses in this process.*
- *It's beneficial to hold engagement groups to educate the community on what the global climate impacts are of light rail. Many may have heard about environmental impacts in passing, but they do not really know what the effects are or how they are being impacted by it because it is not something they recognize. Include photos of environmental impacts and what the benefits might be may to help folks understand.*
- *Continue relationship building with the Latino community. Based on the conversations with churches, faith leaders, community residents and businesses, it is important that these relationships be maintained.*
- *Often the Latino community is asked to fill out surveys and provide feedback by different organizations then receive nothing in return. Based on this experience residents often are reluctant to participate in engagement activities. Now that the relationship with the Blue Line Extension has begun it is important to continue working with the Latino community and be accountable for positive community outcomes. Otherwise, the community will not be supportive of the project no matter how it will benefit them.*
- *For the Latino community it is important to continue doing outreach to faith institutions where the community meets most of the time. Through this outreach and engagement efforts we learned of the community's interest to bring Latino business into North Minneapolis.*
- *It is also extremely important, to present and share the strategies that will be put in place and prioritize to address displacement. Residents are already experiencing the effects of the Blue Line Extension from the rising cost of rent and property taxes, forcing many to sell and or leave their homes. The Blue Line Extension is a great investment opportunity if the community can voice their concerns and thoughts about stations areas and route designs. They can then feel ownership of the project instead of it displacing them.*
- *Design each station area with local BIPOC communities and invite diverse ethnic groups to help design station areas with cultural designs along with concentrating cultural economic development opportunities*



Community Engagement Cohort Phase 2.5

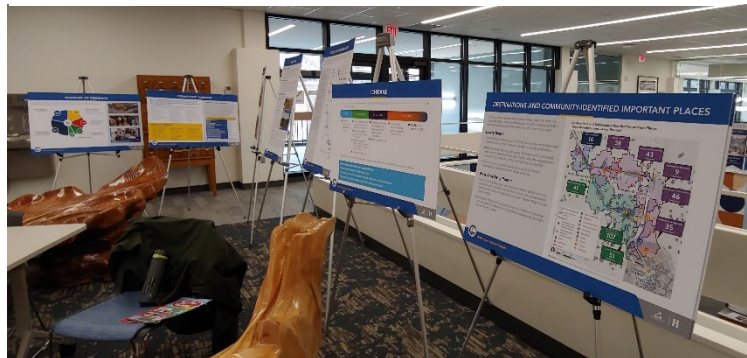
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Unresolved questions

Blue Line Extension decision-making

- Is there another route it could take that would still make everyone happy?
- Why do we need a light rail down West Broadway Avenue?
- When did they decide on a light rail?
- Do we really need the light rail?
- Who benefits from having the light rail?
- How much will the light rail cost?
- Where is the money from the light rail coming from?
- When will it be done?
- What will be the routes?
- What happens to all the information collected?
- Can we decide we don't want the light rail?
- Is the light rail a democratic or republicans' idea?
- Who pays for the maintenance of the light rail?
- What are the steps being taken to create the light rail?
- What data was collected to tell us we need the light rail? How will the results be tabulated?
- What health outcomes will the light rail improve?
- From start to finish, how involved has the community been in this process?
- What are the impacts on the environment?
- When does construction of the project begin?

April 2022 Asian Media Access community listening session



Crime & Safety

- How is Minneapolis Police Department and Metro Transit planning for safety with the Blue Line Extension? Will there be cameras on the light rail? Will there be security on the light rail?
- Crime and safety concerns are already present in North Minneapolis, how will this project address these concerns? Some expressed the project may even increase the crime and safety already present.
- How will lighting in the street be addressed? Residents are not feeling safe waiting at bus stops in the dark with no heat available during the winter.
- How would emergency vehicle services be affected during construction? E.g., is there a plan for ambulances to have faster access to North Memorial Hospital during and even after the construction.
- Will the light rail be safe for seniors?

Construction

- Are residents of the corridor going to be hired to work on the project?
- What's going to happen to the bike lanes?



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- Will we get jobs, training, contracts and BIPOC opportunities during construction?
- During construction, would businesses along the corridor be paid if their businesses were directly affected?
- How will people be able to access business and homes during the construction?

Displacement

- How will the light rail impact businesses? Will businesses be displaced?
- How will the light rail impact homeownership? Will homes be displaced?
- Will property taxes go up because of the light rail?
- Is the light rail buying homes from people?
- How will the light rail impact childcare?
- Is the County trying to get black businesses out of the cities?
- Where are the resources available to help BIPOC small and micro businesses along the corridor?
- Being that minority businesses, especially immigrant businesses are marginalized, where would they be able to find resources to meet up with the new development?
- Would there be a moratorium on landlords for not increasing leases for couple of years?
- Would businesses along the corridor be compensated if they are closed due to the development of this project?
- Has this project taken into consideration the cultural diversity and the affect it has on minority businesses?
- Will big businesses come in and taking all the commercial spaces along the corridor?
- Will BIPOC businesses own commercial properties along the corridor?
- How are BIPOC businesses being supported along the corridor?
- Will there be new housing developments so folks can live closer to the route?

May 2022 LiBA members meet with Little Africa on the Green Line





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Appendix METRO Blue Line Extension Cohort Phase 2.5 final reports

Appendix

METRO Blue Line LRT Community Engagement Cohort

Phase 2.5 Final Reports

February – June 2022

Organizations	Community of focus
Asian Media Access	Hmong, Lao, Vietnamese, Chinese communities in the corridor
Encouraging Leaders	Primarily African American youth and young adults including faith-based elders in North Minneapolis
Lao Assistance Center	Lao communities in the corridor
Liberian Business Association	Immigrant small businesses in Brooklyn Park, Crystal, and Robbinsdale
Northside Economic Opportunity Network	Primarily African American small businesses in North Minneapolis along with faith based organizations on West Broadway
Pueblos De Lucha Y Esperanza	Latino communities in the corridor

BLRT community engagement Phase 2.5 final report

Organization: Asian Media Access
Contact: name, email, phone: Ange Hwang, angehwang@amamedia.org, 612-376-7715
Date: June 30th, 2022

1. Describe your community where you focused your outreach – geographically and culturally

Asian Media Access has collaborated with BLRT Project Management Team and other BIPOC community/cultural organizations, to support proposed - Stand Up Participate (SUP) Project, which has successfully informed and consulted with African/Asian American residents and African/Asian American small businesses in the BLRT corridors in 3 Areas with diverse level of involvement from Feb 14 – June 30th, 2022:

- Area 1: Brooklyn Park (Information Sharing)
- Area 2: Brooklyn Center, Crystal, Robbinsdale (Information Sharing, Limited Community Engagement effort)
- Area 3: North Minneapolis (Information Sharing, Extensive Community Engagement effort)

2. Outcomes: Refer to your **contract deliverables**, list them, and describe outcomes.

Asian Media Access has built on our previous robust community engagement activities, to:

A. Successfully Amplified Blueline project messaging through: a) direct face-to-face outreach opportunities; b) AMA's partner – CPC 2.0 door knocking activities; c) AMA's social media networks/postings and eNewsletters; and d) Facebook live events, etc.;

Please refer to the Attachment #1 for Door Knocking schedule listed

B. Successfully Developed key messages along with African American and Asian American cultural and linguistic appropriate materials;

C. Successfully Established diverse distribution channels with developed materials through social media, agency networks and cultural influencers and we have utilized our 3 separated social media platforms, focusing on Northside Communities; Bicultural Healthy Living Lifestyles; and Business Network;

D. Successfully Elevated key community questions for pro-active interactions with Project staff, in order to co-create project solutions that reduce disparities.

3. Direct Community Engagement listed out by each individual activity by date:

- **Date, name of activity, location w/address, total number of people directly engaged per event**
- **Xx**

- Include what kind of social media postings (emails, facebook, WhatsApp, Twitter, Instagram, etc) including total numbers of points of contact
- Total number of people directly engaged = xxxx

A. AMA's direct engagement activities – Total directly engaged = 709

1) 02/13/22 from 11 a.m. – 2 p.m. - Pan African Community Outreach at Twin Lake Stem 6201 Noble Ave N., Brooklyn Center MN 55429

Outreached: 50 people

2) 03/18/22 at Kashia Adult Day Services LLC (5650 Lilac Dr. N, Brooklyn Center, MN 55430)

Outreached: 44 people

3) 03/24/22 from 5-9pm - Vaccination Education and Pan Asian Community Engagement at Augsburg University, 2211 Riverside Ave, Minneapolis, MN 55454

Outreached: 117 people

4) 03/26/22 from 11am to 2pm – Northside Community Outreach event at UROC - Urban Research and Outreach-Engagement Center(UROC) at 2001 Plymouth Ave N, Minneapolis, MN 55411

Outreached: 120 people

5) 04/02/22 (Sat) from 9am - Noon - Northside Community Outreach event at UROC - Urban Research and Outreach-Engagement Center(UROC) at 2001 Plymouth Ave N, Minneapolis, MN 55411

Outreached: 58 people

6) 04/30/22 from 1-4pm – Wellness Day at North Regional Library, 1315 Lowry Ave N, Minneapolis, MN 55411

Outreached: 120 people

7) 05/21/22 from 10am-4:00pm - 2022 Community Connections Conference, at the Minneapolis Convention Center, Hall B, Level One, 1301 2nd Avenue South, Minneapolis, MN 55403

Outreached: 200 people

B. Asian Media Access has posted 2 articles at our eNewsletter, with 5,233 circulation numbers = 10,466

C. Social Media Posts – total 23 facebook posts, estimated engaged 200 people per post = **4,600 people engaged**. Please refer to the Attachment #2 for Social Media Posts

4. **Community input: Provide a list of the key community issues and opportunities – what you heard/what you learned?**

Please refer to the Attachment #3 for community feedback list.

5. **What are any key outstanding and unresolved questions that your community needs answered?**

N/A. Please refer to the Attachment #3 for community feedback list.

6. **Your recommendations for future community engagement of the METRO Blue Line LRT Extension in these areas such as:**
- a. **Design & Engineering – higher level of design and engineering details regarding the route and where the station will be located**
 - b. **Station area planning – land use and economic development**
 - c. **Environmental study documenting benefits and impacts includes social and community analysis especially regarding environmental justice communities.**
 - d. **Anti-Displacement Work Group – policies, programs and strategies to prevent displacement in the corridor**

Besides collecting community feedbacks (refer to the Attachment #3), Asian Media Access has suggested below strategies:

- Consideration an overall ecosystem approach and how public transportation playing in people's lives, than just focusing on Blueline transit;
- Consideration to design each station area with local BIPOC communities, and inviting diverse ethnic groups to adapt area station with cultural designs along with a concentrated economic development opportunities around the station area by the group;
- Considering to do more visual support along with Pros vs. Cons situations, so the communities can better comprehend what is the route/station design truly mean to them;
- Setting up contracting process and area BLRT information sessions earlier on, so CBOs can better push info out;
- Choosing mix populations' photos, so far many are mainstream members riding on transits;
- Designing door knocking materials better, if the promo materials can be hanged on the door knob; and
- Posting on billboards and bus stations about the Blueline planning, we need to immerse people through diverse channels.

7. **Are there any other organizations BLRT project staff should add to our key stakeholder list such as community groups and businesses?**


N/A.

Attachment #1 – Door Knocking Schedule

Community Partnership Collaborative 2.0 Door Knocking For Blue Line				
Dates	Staff 1	Staff 2	Hours Worked	
MARCH				
21-Mar	2	2		
22-Mar	2	2		
23-Mar	2	2		
24-Mar	2	2		
25-Mar				
26-Mar				
27-Mar				
28-Mar	2	2		
29-Mar	2	2		
30-Mar	2	2		
31-Mar	2	2		
Total	16	16	32	Total For the Month Total Pay for the Month \$85*32=2720
APRIL				
1-Apr				
2-Apr				
3-Apr				
4-Apr				
5-Apr				
6-Apr				
7-Apr				
8-Apr				
9-Apr				
10-Apr				
11-Apr				
12-Apr				
13-Apr				
14-Apr				
15-Apr				
16-Apr				
17-Apr				
18-Apr				
19-Apr	2	2		
20-Apr	2	2		
21-Apr	2	2		
22-Apr				
23-Apr				
24-Apr				
25-Apr				
26-Apr	2	2		
27-Apr	2	2		
28-Apr	2	2		
29-Apr				
30-Apr				
Total	12	12	24	Total For the Month 85*24=2040

Attachment #2 – Social Media Posting

Feb - March 2022 – Blue Line Extension Project Social Media Screenshots

 **Asian Media Access**
Published by Statusbrew · February 23 at 12:26 PM ·


Blue Line Extension Light Rail Project

🔊 The Blue Line Extension is a light rail project that will extend the existing Blue Line northwest from Target Field in downtown Minneapolis, connecting North Minneapolis and the cities of Robbinsdale, Crystal, and Brooklyn Park.

📌 Do not hesitate to speak out your thoughts or suggestions on the project

🌐 To leave your comments, please visit their website at: <https://mybluelineext.org>

#BlueLineExtensionLightRailProject #Minnesotans #Min... [See more](#)



57 People reached 1 Engagement ↓ -1.6x lower Distribution score [Boost post](#)

<https://www.facebook.com/asianmediaaccess/photos/a.499476304559/10160305135744560/>



Asian Media Access

Published by publer.io · March 3 at 2:01 PM · 🌐



Blue Line Extension Light Rail Project

🔊 On the website mybluelineext.org/community-stories, it is highlighting your stories, your ideas, your hopes, as well as your concerns on the Project. To share your thoughts, please visit the website to maximize opportunities and benefits for our communities for decades to come

📄 For more details: <https://mybluelineext.org>

#BlueLineExtensionLightRailProject #Minnesotans #MinneapolisLightRail #AMA #BLRT



92

People reached

3

Engagements

↑ +1.0x average
Distribution score

Boost post

<https://www.facebook.com/asianmediaaccess/photos/a.499476304559/10160320661759560/>



Asian Media Access

Published by publer.io · 6d ·



METRO Blue Line Extension Project Information Session

👂 Join the virtual information session on March 15 from 5:30-7:00 p.m. to hear a project update and have your questions answered about the [METRO Blue Line Extension](#).

📧 Send them your questions ahead of time, and they'll answer them at the meeting:

<https://www.surveymonkey.com/r/7CDMW8K>

🔗 Check out MBLE Facebook event page for meeting link and presentation materials:

<https://fb.me/e/1mGxlc9h8>

#BlueLineExtensionLightRailProject #Minnesotans #MinneapolisLightRail #AMA



61

People reached

1

Engagement

↓ -1.5x lower

Distribution score

Boost post

<https://www.facebook.com/asianmediaaccess/photos/a.499476304559/10160332994399560/>



Asian Media Access

Published by publer.io · 23h ·

METRO Blue Line Extension Project - Current questions, project progress

The Blue Line Extension will connect some of the most [#diverse](#) communities in the region where many households use transit for everyday activities. This investment will connect these communities to opportunities across the region. It will also connect the region to the many vibrant communities, businesses, jobs, destinations, and amenities already here.

The project needs your voice, input, and ideas t... [See more](#)



66

People reached

3

Engagements

↓ -1.2x average

Distribution score

Boost post



1

<https://www.facebook.com/asianmediaaccess/photos/a.499476304559/10160343407994560/>



Asian Media Access

Published by publer.io · March 24 at 4:00 PM · 🌐



METRO Blue Line Extension Project - Grow

👤 The Blue Line Extension Project are working to extend the Blue Line Light Rail northwest to North Minneapolis, Robbinsdale, Crystal and Brooklyn Park. The project is looking on:

- ✅ Supporting Business
- ✅ Creating and Preserving Affordable Housing
- ✅ Hennepin Community Works
- ✅ Station Area Planning

🔗 You can learn more about the project at: <https://mybluelineext.org/>

#BlueLineExtensioLightRailProject #Minnesotans #MinneapolisLightRail #AMA



93

People reached

1

Engagement

↓ -1.5x lower

Distribution score

Boost post

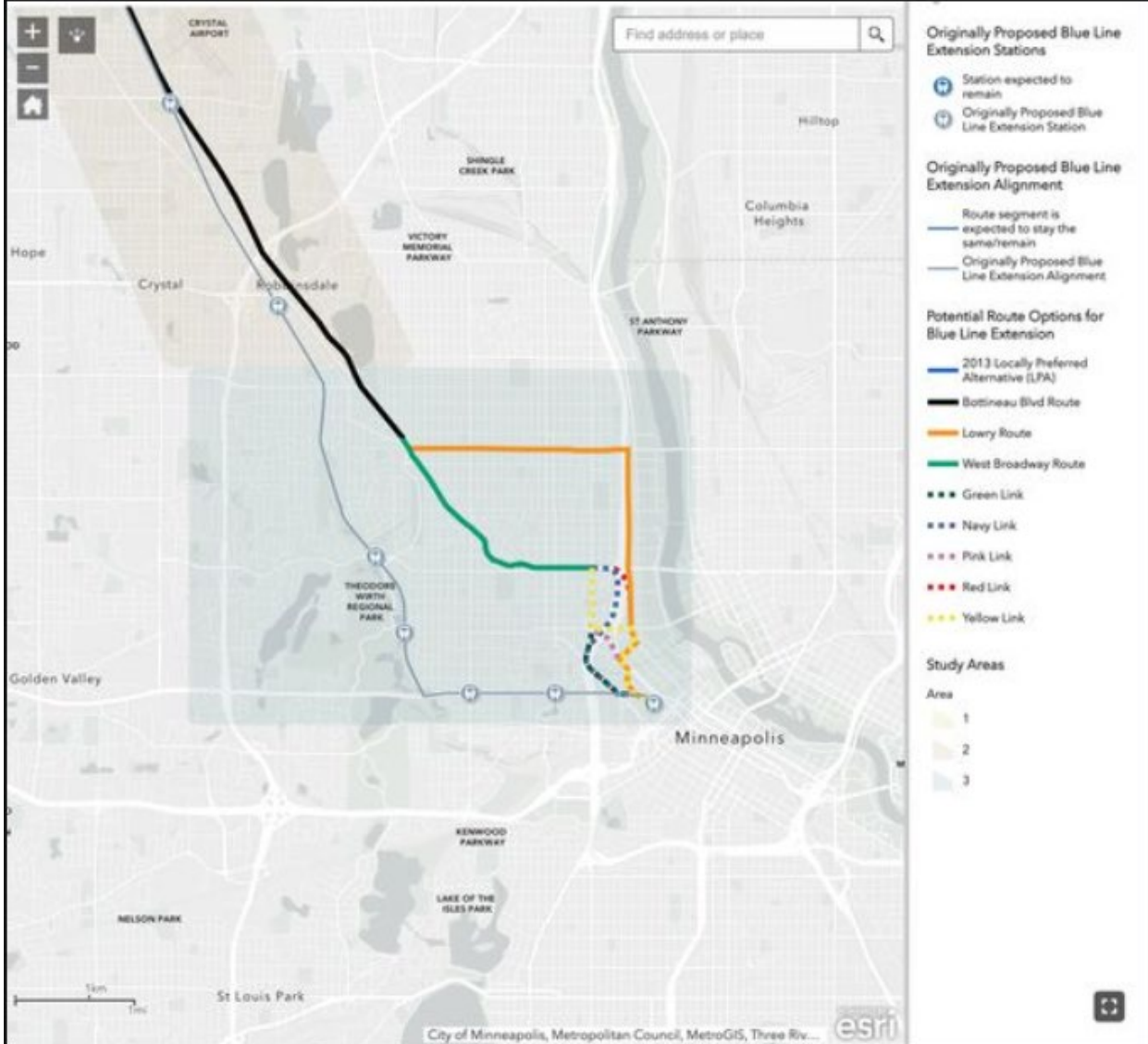
<https://www.facebook.com/asianmediaaccess/photos/a.499476304559/10160358086279560/>



METRO Blue Line Extension Project - Discover

Discover the capabilities of the Blue Line Extension Project at mybluelineext.org.

- ✓ BLRT's approach to Engagement
 - ✓ Advancing equity along with the Blue Line Extension
 - ✓ Explore the corridor
- Check out for more at: <https://metro...> See more



April 2022 – Blue Line Extension Project Social Media Screenshots



<https://www.facebook.com/asianmediaaccess/posts/10160374814109560>



Asian Media Access

Published by publer.io · April 14 at 2:00 PM · 🌐



METRO Blue Line Extension Project - Upcoming Community Meetings

📍 A route recommendation will be released later in April 2022 that will identify a new community-supported route to extend the existing Blue Line from Target Field station in Minneapolis to Crystal, Robbinsdale, and Brooklyn Park.

📌 The project is hosting in-person and virtual community meetings to share the route recommendation, answer questions, and gather your feedback.

🔗 To check out the meeting schedules and more information, please visit:

<http://metro council.org/.../METRO-Blue-Line-Extension.aspx>

Metropolitan Council METRO Blue Line Extension

#BlueLineExtensionLightRailProject #Minnesotans #MinneapolisLightRail #AMA



98

People reached

2

Engagements

↓ -1.2x average

Distribution score

Boost post

<https://www.facebook.com/asianmediaaccess/photos/a.499476304559/10160395661249560/>



Asian Media Access

Published by Wind Ferry · April 18 at 10:14 PM ·



Met Council reveals its preferred route for Blue Line TODAY - The route recommendation is to extend the existing Blue Line from Target Field Station along West Broadway Avenue in Minneapolis to County Road 81 in Crystal and Robbinsdale, and along West Broadway Avenue in Brooklyn Park.

Check out the Route Map and leave comments - <https://app.publiccoordinate.com/...>

APP.PUBLICCOORDINATE.COM

app.publiccoordinate.com

<https://www.facebook.com/asianmediaaccess/posts/10160403599634560>



METRO Blue Line Extension Project - Route Modification Report

The Metropolitan Council and Hennepin County are pleased to announce the release of a route recommendation for the METRO Blue Line Extension. After carefully reviewing community input and findings from technical analyses completed to date, the project recommends extending the existing Blue Line light rail transit from Target Field station along West Broadway Avenue in Minneapolis to County Road 81 in Crystal and... See more



<https://www.facebook.com/asianmediaaccess/photos/a.499476304559/10160404712764560/>

PLEASE NOTE- 4/16 Wellness Day has moved to 4/30 with a new location and schedule, hope to see everyone joining us for a fun-filled WELLNESS DAY 😊



Wellness Day

- Food Give-away
- Give-away COVID-19 Testing Kits and PPEs
- Mental Health and Healing Demos

Other special activities include:

- **1pm - 3pm** * Northside Community **Town Hall Meeting** with Blueline recommended route presentation and discussion
- **3pm - 3:30pm** * Blueline Kahoot Game - play for **CASH prizes**
- **3pm - 4pm** * **Buffet Dinner** and Q/A Opportunities with Hennepin County and Metro Council
- **On-going** * Blueline Work Display

FMI: Info@AMAMedia.org

Fun and Free for Everyone!



<https://www.facebook.com/asianmediaaccess/photos/a.499476304559/10160397336374560/>



Asian Media Access

Published by Wind Ferry [?] · April 18 ·

Join Asian Media Access and the Hennepin County at April 30th at North Region Lib to discuss more about the Blueline Recommended Route!!!!



Sat, April 30, 2022,
from 1pm - 4pm

North Regional Lib, 1315 Lowry
Ave N, Minneapolis, MN 55411,
at 2nd Floor Room 20511

Wellness Day

- Food Give-away
- Give-away COVID-19 Testing Kits and PPEs
- Mental Health and Healing Demos

Other special activities include:

- 1pm - 3pm * Northside Community Town Hall Meeting with Blueline recommended route presentation and discussion
- 3pm - 3:30pm * Blueline Kahoot Game - play for CASH prizes
- 3pm - 4pm * Buffet Dinner and Q/A Opportunities with Hennepin County and Metro Council
- On-going * Blueline Work Display

FMI: Info@AMAMedia.org

**Fun and Free
for Everyone!**



<https://www.facebook.com/asianmediaaccess/photos/a.499476304559/10160403601339560/>



Asian Media Access

Published by publer.io [?] · 3d ·

METRO Blue Line Extension Project - Seeking for feedbacks and upcoming meetings

The METRO Blue Line Extension Project has released a route recommendation for the project. This recommendation is the culmination of nearly two years of community outreach, technical analysis and stakeholder interaction, and is a major milestone in completing this once in generation investment into our community.

The project is now looking for your input on the new route. Check out www.BlueLineExt.org, to see ways to leave feedback and info on upcoming meetings.

Metropolitan Council METRO Blue Line Extension
#BlueLineExtensionLightRailProject #Minnesotans #MinneapolisLightRail #AMA



METRO BLUE LINE EXTENSION

A route recommendation has been released for the METRO Blue Line Extension

YOU'RE INVITED!

IN-PERSON COMMUNITY MEETINGS

MINNEAPOLIS

Tues, April 26 | 5-7 p.m.
Episcopal Church in MN –
Gathering Space
1101 West Broadway Avenue
Minneapolis, MN 55411

ROBBINSDALE

Wed, April 27 | 5-7 p.m.
Elm Lutheran Church – Gym
3978 West Broadway Avenue
Robbinsdale, MN 55422

BROOKLYN PARK

Tues, May 3 | 5-7 p.m.
Brooklyn Park Library –
Mississippi River Room
8500 West Broadway Avenue
Brooklyn Park, MN 55443

CRYSTAL

Thurs, May 5 | 5-7 p.m.
Crystal Community Center –
Forest Room
4800 Douglas Drive North
Crystal, MN 55429

VIRTUAL COMMUNITY MEETINGS

Thurs, April 28 | 5:30-7 p.m. and
Tues, May 3 | Noon-1 p.m.



For details to join the virtual community meetings or to request meeting accommodations, visit www.BlueLineExt.org

The route recommendation is to extend the existing Blue Line from Target Field Station along West Broadway Avenue in Minneapolis to County Road 81 in Crystal and Robbinsdale, and along West Broadway Avenue in Brooklyn Park.

This is your light rail line. Now is the time to weigh-in on the route recommendation.

For more information on the route evaluation report and to share your feedback:

Visit www.BlueLineExt.org

Join us at an upcoming event and provide your comments on the route recommendation by **May 18, 2022**.



<https://www.facebook.com/asianmediaaccess/photos/a.499476304559/10160421018309560>



Asian Media Access

Published by Wind Ferry [?] · 3d · 🌐

Blueline Open house at April 26 to showcase the recommended route - through West Broadway, connecting to Robbinsdale, then to Brooklyn Park. If you have any concerns, please join our BIPOC community to discuss further the recommended route, street lane narrowing, and station locations at April 30th 1-4pm at the North Regional Lib.



Sat, April 30, 2022, from 1pm - 4pm

North Regional Lib, 1315 Lowry Ave N, Minneapolis, MN 55411, at 2nd Floor Room 20511

Wellness Day

- Food Give-away
- Give-away COVID-19 Testing Kits and PPEs
- Mental Health and Healing Demos

Other special activities include:

- 1pm - 3pm • Northside Community Town Hall Meeting with Blueline recommended route presentation and discussion
- 3pm - 3:30pm • Blueline Kahoot Game - play for CASH prizes
- 3pm - 4pm • Buffet Dinner and Q/A Opportunities with Hennepin County and Metro Council
- On-going • Blueline Work Display

Fun and Free for Everyone!

FMI: Info@AMAMedia.org



Sat, April 30th, 30 de abril de 2022, de las 1:00pm hasta la 4:00pm

2022 Edition
Ave N, Minneapolis, MN 55411
at an adjacent place, Northside 20511

Day del Chequeo de Bienstar Médico

- Regalo de comida
- Entrega de kits de prueba de COVID-19 y EPP
- Demostraciones de salud mental y curación

¡Más actividades especiales incluyen:

- 1:00pm - 3:00pm - Reunión con el aparcamiento de la comunidad de Northside con presentación y discusión de la ruta recomendada por Blueline
- 3:00pm - 3:30pm - Juego Blueline Kahoot, juego por premios de \$200 en efectivo
- 3:00pm - 4:00pm - Cena buffet y oportunidades de preguntas y respuestas con el conde de Hennepin y el consejo metropolitano
- 3:00pm - 4:00pm - Pared de trabajo de Blueline



<https://www.facebook.com/asianmediaaccess/posts/10160421799109560>



Minnesota Community Vaccination Program
Free COVID-19 Vaccine Clinic



Location: 7420 Brooklyn Blvd, Suite 200
Brooklyn Park, MN 55429
Name of Location:

Minnesota Africa Women's Association

Vaccine Type: Pfizer & Moderna

**Saturday, April 30, 2022,
1:00pm-4:00pm** at North
Regional Park Library, 1315
Lowry Ave. N. Minneapolis, MN
55411, Room 208

FMI:infoamamedia.org

**COVID-19
vaccines for 5
year-olds and
up, with \$25
incentive and
25 lb Rice for
the first 45
registered**



**Free Food
Give-away and
Vaccination
Pop up Event**



Sign Up for vaccination:
<https://forms.gle/d9n277c089aE8E566> - confirmation email sent
after submission
For Pfizer 1st & 2nd Dose: Must be 12+
For Pfizer Booster Dose: Must be 12+
50+ can receive 2nd booster
For Moderna: Must be 18+
*Parents must give consent for all
minors and are required to be
present for children ages 3-15*
Free Give-away (Food, paper
products, testing kits, masks, hand
sanitizer) no registration required
for just Give-away
Practice all COVID-19 precautions



Sat, April Sábado, 30 de
abril de 2022, desde la
1:00am hasta la 4:00pm

1315 Lowry
Ave N, Minneapolis, MN 55411
en el segundo piso, habitación 20811

**Day del Chequeo de
Bienstar Médico**

- Regalo de comida
- Entrega de kits de prueba de COVID-19 y EPP
- Demostraciones de salud mental y cuidado

Otras actividades especiales incluyen:

• 1:00pm - 3:00pm - • Recibirá email con el enlace de la comunidad de



Sat, April 30, 2022,
from 1pm - 4pm

North Regional Lib, 1315 Lowry
Ave N, Minneapolis, MN 55411
at 2nd floor Room 20811

Wellness Day

- Food Give away
- Give-away COVID-19 Testing Kits and PPEs
- Mental Health and Healing Demos

Other special activities include:

• Live Music Performance • Live DJ • Live Art Performance • Live Poetry Reading

**FREE COVID-19
VACCINE EVENT**

APPOINTMENT REQUIRED
022 194 22
Minneapolis, MN 55402

Play Test
2 - 5pm

**RECEIVE \$50 FOR
1ST & 2ND DOSE**

+4

Appointments are preferred,
walk-ins are welcome.

Please call us at:
651.304.6145

For more information go to:
www.projecthealings.org

Project HEALINGS

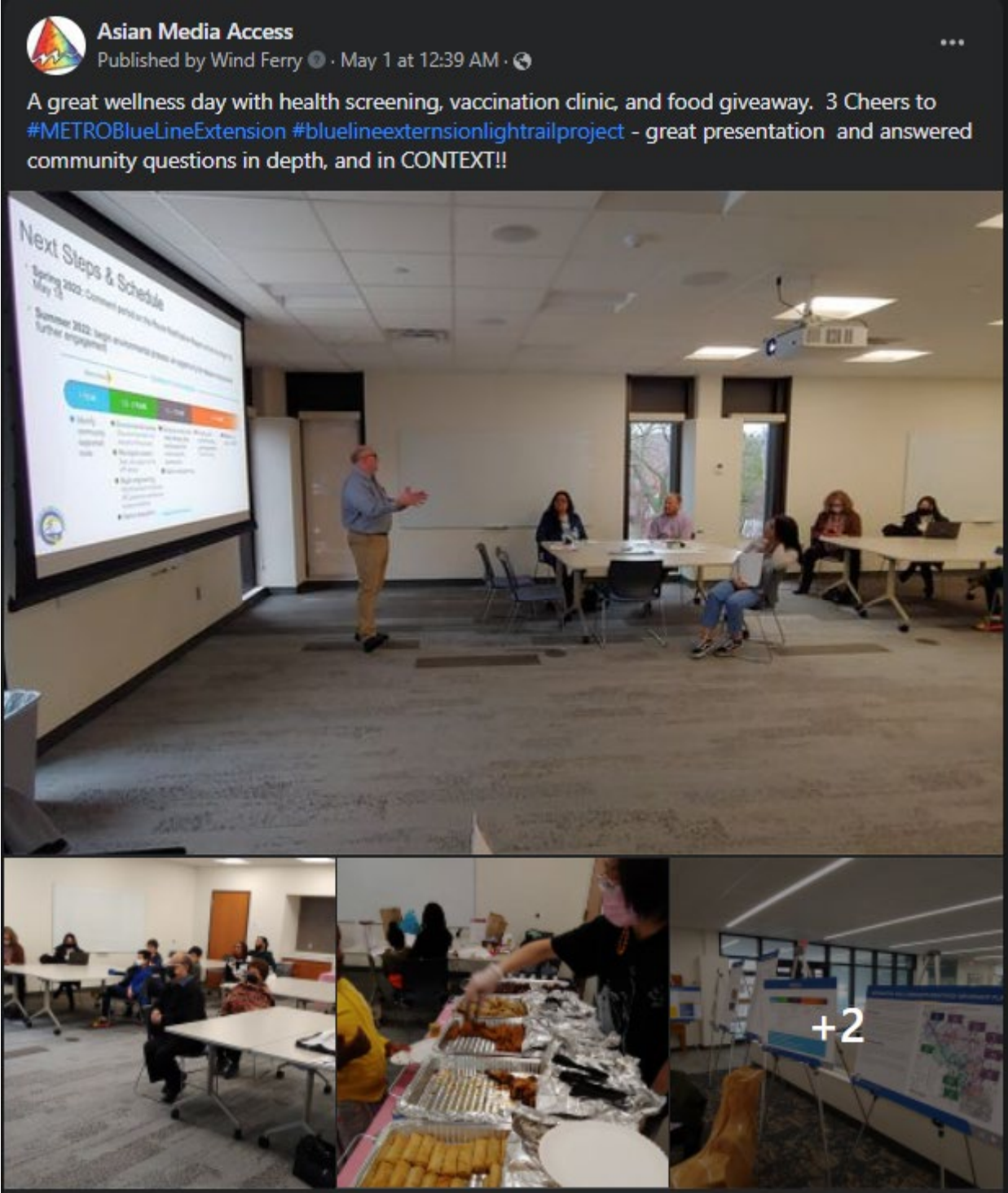
April 29 at 10:00 AM ·

Upcoming Vaccination Event

- 📍 04/30 MAWA - Free COVID-19 Vaccine Clinic
- 📍 04/30 Minneapolis - Wellness Day
- 📍 04/30 Minneapolis - Free Food Giveaway and Vaccination Pop-up Event
- 📍 05/01 Supermercado Loma Bonita - COVID-19 Vaccination Event
- 📍 05/03 La Mexicana Market - COVID19 Vaccination Clinic

🔗 Check out the flyer for more details or visit website: projecthealings.info/vaccination_event/
[#vaccinationsites](https://twitter.com/vaccinationsites) [#upcomingvaccination](https://twitter.com/upcomingvaccination) [#COVID19Vaccine](https://twitter.com/COVID19Vaccine) [#StaySafeMN](https://twitter.com/StaySafeMN) [#VaccinesafeLife](https://twitter.com/VaccinesafeLife) [#SleeveUpMN](https://twitter.com/SleeveUpMN)

May 2022 – Blue Line Extension Project Social Media Screenshots



<https://www.facebook.com/asianmediaaccess/posts/10160425475774560>



Asian Media Access

Published by publer.io · Yesterday at 1:01 PM ·



METRO Blue Line Extension Project

The METRO Blue Line Extension Project has released a route recommendation for the project. This recommendation is the culmination of nearly two years of community outreach, technical analysis, and stakeholder interaction, and is a major milestone in completing this once in generation investment into our community.

Find meeting details and other ways to provide feedback through www.BlueLineExt.org

Metropolitan Council METRO Blue Line Extension

#BlueLineExtensionLightRailProject #Minnesotans #MinneapolisLightRail



has been released for the
METRO Blue Line Extension

Visit www.BlueLineExt.org for more details.

54

People reached

1

Engagement

↓ -1.4x lower

Distribution score

Boost post

<https://www.facebook.com/asianmediaaccess/photos/a.499476304559/1016043404078456>
o/



Asian Media Access

Published by publer.io · 7m ·



METRO Blue Line Extension Project

The METRO Blue Line Extension Project has released a route recommendation for the project. The project is now looking for your input on the new route. Check out www.BlueLineExt.org, to see ways to leave feedback and info on upcoming meetings.

Metropolitan Council METRO Blue Line Extension

#BlueLineExtensionLightRailProject #Minnesotans #MinneapolisLightRail



**WEST
BROADWAY AVENUE**

in Minneapolis has been recommended
for the **METRO Blue Line Extension**



Visit www.BlueLineExt.org for more details.

<https://www.facebook.com/asianmediaaccess/photos/a.499476304559/10160450161174560/>



Asian Media Access

Published by publer.io · May 26 at 5:01 PM ·

METRO Blue Line Extension Project

👉 Tomorrow (Friday, May 27) will be the last day of METRO Blue Line Extension route recommendation. Please provide your comments in the following ways:

- ✅ Submit a comment form
 - ✅ Fill out and mail the comment form included in the report document
 - ✅ Email your input to Kjerstin.Yager@metrotransit.org
 - ✅ View and leave comments on the interactive map
- 👉 After the comment period ends, you can still drop in comments at MyBlueLineEx.org. Check out www.BlueLineExt.org for more information.

Metropolitan Council METRO Blue Line Extension

#BlueLineExtensionLightRailProject #Minnesotans #MinneapolisLightRail

A ROUTE 
RECOMMENDATION
has been released for the METRO Blue Line Extension

Visit www.BlueLineExt.org for more details.

<https://www.facebook.com/asianmediaaccess/photos/a.499476304559/10160473538529560/>

June 2022 – Blue Line Extension Project Social Media Screenshots



<https://www.facebook.com/asianmediaaccess/photos/a.499476304559/1016049572107456>

0/



Asian Media Access

Published by Zhu Jiang · 1h ·



METRO Blue Line Extension

22h ·

The METRO Blue Line Extension route recommendation passed an important milestone this morning when the Corridor Management Committee voted to advance the recommended route.

This action came after a 38-day public comment period that included community meetings, virtual open houses, surveys, and other engagements where project staff gathered more than 1,100 public comments. This feedback significantly influenced decision-making throughout this process and is meaningfully represented in the final report.

The Hennepin County Board and the Metropolitan Council are expected to vote on the route recommendation later in June. The cities of Brooklyn Park, Crystal, Robbinsdale, and Minneapolis will have the chance to weigh in when they enter the municipal consent process in 2023.

The project staff thanks everyone who has shown interest and provided feedback thus far. We are still years away from a completed project, but with your dedication, we can ensure this once-in-a-generation investment in our community is successful.

<https://www.facebook.com/asianmediaaccess/posts/pfbid07Q4FRRchV9gdQaF9BofSv9nrybDo5gRD5kgb957EVZVFrGKBsFM5992hLvK8N3mAI>



Asian Media Access

Published by publer.io [?] · 6d · 🌐

****METRO Blue Line Extension Latest Update****

📺 On June 9, 2022 - The METRO Blue Line Extension Route recommendation passed an important milestone when the Corridor Management Committee voted to advance the recommended route.

📌 This is the first official step in moving forward the route recommendation into environmental work and advancing design where further in-depth engagement and review will continue as the project develops.

🔗 Check out the full update: <https://metro council.org/>... See more



<https://www.facebook.com/asianmediaaccess/photos/a.499476304559/10160518903579560/>



METRO Blue Line Extension

19h ·

The METRO Blue Line Extension officially has a new route after the Hennepin County Board and Metropolitan Council voted to adopt the revised route modification this week. These

<https://www.facebook.com/asianmediaaccess/posts/pfbid032RxzUaLihTgmjmS8aPWar7PrC1JLA1gybzKBccTZ9DjC9V3X99H6NxUMuQJLu7UCI>

Attachment #3 - Mid-term Blueline Report

Organization: Asian Media Access

Date Submitted: 05/18/21

Background Info

Transportation is a major in the lives of black and brown communities. It is a critical component of how they survive. People in the 55411 get to and from work, school, doctor's appointments, grocery stores, family gatherings, places of worship, social activities, using public transportation as their main source of transportation. The Blueline has weighed heavily on the community as they have watched historically how projects like this have torn communities apart and disrupted the economic stability of an already economically struggling community. Residents talked about how I94 destroyed the Rondo Community and Prospect Park and how the light rail down University Avenue has not only taken away the aesthetic appeal of the community but has disrupted the functionality of the community by removing its unified community workability. Public transportation is a needed commodity for black and brown communities due to race and poverty. The challenges these communities face due to systematic racism make public transportation more of an issue due to the lack of economic stability in these communities, and due to their inability to build wealth because of racism and discrimination.

References: <https://reconnectrondo.com/vision/history/> <https://www.tpt.org/interstate-94-a-history-and-its-impact/> <chromeextension://efaidnbnmnnibpcajpcglclefindmkaj/https://conservancy.umn.edu/bitstream/handle/11299/2082/Freeways.pdf> <https://protectnepa.org/central-corridor-light-rail/>

Outreach Areas

A. 4/30 Education Session and Outreach Tabling Opportunities:

- Worry about the Displacement (7 comments)
- Lack of access to engage BIPOC businesses
- Not just displacement, but how to get involved
- Concerns of no discussion more of alternative options

B. Door Knocking Activities

Fairview Park Area, Lyndale and 26th, N. 4th Street, N. Washington Ave, N. 2nd Avenue, 31st and Lowry, West Broadway, N. 18th Ave, N. 4th Street to Washington Ave, Hall Park Area, 16th and Dupont, Harry Davis Lane, and Boardwalk Place Area.

Area 1 Demographic Information

13.6% of the community ages 25-34

Average size Home: 2.53 people

Income: \$28,000 or below

of doors 500

Area 2 Demographic Information

15.1% of the community ages 25-34

Average size Home: 2.58 people

Income: \$15,000 or below

of doors 400

Community Feedback

This information is not dictated verbatim but abbreviated for the purposes of being as clear to the reader as possible. There is no sequential ordering of the questions.

Questions

1. Why do we need a light rail down Broadway?
2. Is there another route it could take that would still make everyone happy?
3. Is Metro Transit going away?
4. Will the light rail disrupt community violence?
5. When did they decide on a light rail?
6. What's going to happen to the bike lanes?
7. Do we really need the light rail?
8. Who is the light rail for?
9. Why are they trying to make our city like Chicago?
10. Will the light rail be safe for seniors?
11. Will there be cameras on the light rail?
12. Will there be security on the light rail?

13. How much will the light rail cost?
14. Where is the money from the light rail coming from?
15. When will it be done?
16. Will black people get jobs during the construction of the light rail?
17. Will the light rail on Broadway be like the light rail on University Avenue?
18. Does the light rail mean more jobs?
19. How will the light rail impact businesses?
20. How will the light rail impact homeownership?
21. Will property taxes go up because of the light rail?
22. What will be the routes?
23. What happens to all the information collected?
24. Can we decide we don't want the light rail?
25. Will homes be displaced?
26. Will businesses be displaced?
27. Is the light rail buying homes from people?
28. Is the light rail a democratic or republicans' idea?
29. Who pays for the maintenance of the light rail?
30. How will the light rail impact childcare?
31. Who benefits from having the light rail?
32. How involved has the community been in this process?
33. What are the impacts environmentally on the environment?
34. From start to finish who was all involved in this process?

35. What are the steps being taken to create the light rail?
36. What data was collected to tell us we need the light rail?
37. How will the results be tabulated?
38. What health outcomes will the light rail improve?

Please be advised some of these questions were asked more than once

Comments

This information is not dictated verbatim but abbreviated for the purposes of being as clear to the reader as possible. There is no sequential ordering of the questions.

1. I do not think we need the light rail; all we need is better transportation options.
2. The light rail will harm the community.
3. The light rail will be a gateway to more crime to more neighborhoods.
4. What's so unique about the light rail is that it allows the community to leave their neighborhoods and see other parts of the city.
5. The light rail may build bridges between communities.
6. The light rail may allow communities to reach each other better.
7. I heard the decision has been made, why are they still collecting information if they already made up their minds.
8. Businesses are going to lose money.
9. Businesses are going to shut down because of the light rail.

10. I don't care either way about the light rail.
11. It's going to make Broadway look ugly.
12. There is going to be so much crime being committed on that light rail.
13. It feels like Minneapolis is turning into Chicago with this light rail and high crime rates.
14. How come the light rail never goes in white communities, only black ones.
15. The light rail should be better designed, it should be on top of the city or under the city like New York. It should not be put down west Broadway disrupting an already struggling community.
16. The light rail did not go down Lake Street they put the light rail on top of the city.
17. What happens when the light rail becomes obsolete after we have spent millions of dollars?
Once again, the American people get stuck holding the bag.
18. What else could we have done besides the light

Please be advised some of these comments were asked more than once

We informed community they were not obligated to respond. We also informed community that they had the write to respond privately using the information in their outreach materials.

BLRT community engagement Phase 2.5 final report

Organization: Asian Media Access
Contact: name, email, phone: Ange Hwang, angehwang@amamedia.org, 612-376-7715
Date: June 30th, 2022

1. Describe your community where you focused your outreach – geographically and culturally

Asian Media Access has collaborated with BLRT Project Management Team and other BIPOC community/cultural organizations, to support proposed - Stand Up Participate (SUP) Project, which has successfully informed and consulted with African/Asian American residents and African/Asian American small businesses in the BLRT corridors in 3 Areas with diverse level of involvement from Feb 14 – June 30th, 2022:

- Area 1: Brooklyn Park (Information Sharing)
- Area 2: Brooklyn Center, Crystal, Robbinsdale (Information Sharing, Limited Community Engagement effort)
- Area 3: North Minneapolis (Information Sharing, Extensive Community Engagement effort)

2. Outcomes: Refer to your **contract deliverables**, list them, and describe outcomes.

Asian Media Access has built on our previous robust community engagement activities, to:

A. Successfully Amplified Blueline project messaging through: a) direct face-to-face outreach opportunities; b) AMA's partner – CPC 2.0 door knocking activities; c) AMA's social media networks/postings and eNewsletters; and d) Facebook live events, etc.;

Please refer to the Attachment #1 for Door Knocking schedule listed

B. Successfully Developed key messages along with African American and Asian American cultural and linguistic appropriate materials;

C. Successfully Established diverse distribution channels with developed materials through social media, agency networks and cultural influencers and we have utilized our 3 separated social media platforms, focusing on Northside Communities; Bicultural Healthy Living Lifestyles; and Business Network;

D. Successfully Elevated key community questions for pro-active interactions with Project staff, in order to co-create project solutions that reduce disparities.

3. Direct Community Engagement listed out by each individual activity by date:

- **Date, name of activity, location w/address, total number of people directly engaged per event**
- **Xx**

- Include what kind of social media postings (emails, facebook, WhatsApp, Twitter, Instagram, etc) including total numbers of points of contact
- Total number of people directly engaged = xxxx

A. AMA's direct engagement activities – Total directly engaged = 709

1) 02/13/22 from 11 a.m. – 2 p.m. - Pan African Community Outreach at Twin Lake Stem 6201 Noble Ave N., Brooklyn Center MN 55429

Outreached: 50 people

2) 03/18/22 at Kashia Adult Day Services LLC (5650 Lilac Dr. N, Brooklyn Center, MN 55430)

Outreached: 44 people

3) 03/24/22 from 5-9pm - Vaccination Education and Pan Asian Community Engagement at Augsburg University, 2211 Riverside Ave, Minneapolis, MN 55454

Outreached: 117 people

4) 03/26/22 from 11am to 2pm – Northside Community Outreach event at UROC - Urban Research and Outreach-Engagement Center(UROC) at 2001 Plymouth Ave N, Minneapolis, MN 55411

Outreached: 120 people

5) 04/02/22 (Sat) from 9am - Noon - Northside Community Outreach event at UROC - Urban Research and Outreach-Engagement Center(UROC) at 2001 Plymouth Ave N, Minneapolis, MN 55411

Outreached: 58 people

6) 04/30/22 from 1-4pm – Wellness Day at North Regional Library, 1315 Lowry Ave N, Minneapolis, MN 55411

Outreached: 120 people

7) 05/21/22 from 10am-4:00pm - 2022 Community Connections Conference, at the Minneapolis Convention Center, Hall B, Level One, 1301 2nd Avenue South, Minneapolis, MN 55403

Outreached: 200 people

B. Asian Media Access has posted 2 articles at our eNewsletter, with 5,233 circulation numbers = 10,466

C. Social Media Posts – total 23 facebook posts, estimated engaged 200 people per post = **4,600 people engaged**. Please refer to the Attachment #2 for Social Media Posts

4. **Community input: Provide a list of the key community issues and opportunities – what you heard/what you learned?**

Please refer to the Attachment #3 for community feedback list.

5. **What are any key outstanding and unresolved questions that your community needs answered?**

N/A. Please refer to the Attachment #3 for community feedback list.

6. **Your recommendations for future community engagement of the METRO Blue Line LRT Extension in these areas such as:**
- a. **Design & Engineering – higher level of design and engineering details regarding the route and where the station will be located**
 - b. **Station area planning – land use and economic development**
 - c. **Environmental study documenting benefits and impacts includes social and community analysis especially regarding environmental justice communities.**
 - d. **Anti-Displacement Work Group – policies, programs and strategies to prevent displacement in the corridor**

Besides collecting community feedbacks (refer to the Attachment #3), Asian Media Access has suggested below strategies:

- Consideration an overall ecosystem approach and how public transportation playing in people's lives, than just focusing on Blueline transit;
- Consideration to design each station area with local BIPOC communities, and inviting diverse ethnic groups to adapt area station with cultural designs along with a concentrated economic development opportunities around the station area by the group;
- Considering to do more visual support along with Pros vs. Cons situations, so the communities can better comprehend what is the route/station design truly mean to them;
- Setting up contracting process and area BLRT information sessions earlier on, so CBOs can better push info out;
- Choosing mix populations' photos, so far many are mainstream members riding on transits;
- Designing door knocking materials better, if the promo materials can be hanged on the door knob; and
- Posting on billboards and bus stations about the Blueline planning, we need to immerse people through diverse channels.

7. **Are there any other organizations BLRT project staff should add to our key stakeholder list such as community groups and businesses?**


N/A.

Attachment #1 – Door Knocking Schedule

Community Partnership Collaborative 2.0 Door Knocking For Blue Line				
Dates	Staff 1	Staff 2	Hours Worked	
MARCH				
21-Mar	2	2		
22-Mar	2	2		
23-Mar	2	2		
24-Mar	2	2		
25-Mar				
26-Mar				
27-Mar				
28-Mar	2	2		
29-Mar	2	2		
30-Mar	2	2		
31-Mar	2	2		
Total	16	16	32	Total For the Month Total Pay for the Month \$85*32=2720
APRIL				
1-Apr				
2-Apr				
3-Apr				
4-Apr				
5-Apr				
6-Apr				
7-Apr				
8-Apr				
9-Apr				
10-Apr				
11-Apr				
12-Apr				
13-Apr				
14-Apr				
15-Apr				
16-Apr				
17-Apr				
18-Apr				
19-Apr	2	2		
20-Apr	2	2		
21-Apr	2	2		
22-Apr				
23-Apr				
24-Apr				
25-Apr				
26-Apr	2	2		
27-Apr	2	2		
28-Apr	2	2		
29-Apr				
30-Apr				
Total	12	12	24	Total For the Month 85*24=2040

Attachment #2 – Social Media Posting

Feb - March 2022 – Blue Line Extension Project Social Media Screenshots

 **Asian Media Access**
Published by Statusbrew · February 23 at 12:26 PM ·


Blue Line Extension Light Rail Project

🔊 The Blue Line Extension is a light rail project that will extend the existing Blue Line northwest from Target Field in downtown Minneapolis, connecting North Minneapolis and the cities of Robbinsdale, Crystal, and Brooklyn Park.

📌 Do not hesitate to speak out your thoughts or suggestions on the project

🌐 To leave your comments, please visit their website at: <https://mybluelineext.org>

#BlueLineExtensionLightRailProject #Minnesotans #Min... [See more](#)



57 People reached 1 Engagement ↓ -1.6x lower Distribution score [Boost post](#)

<https://www.facebook.com/asianmediaaccess/photos/a.499476304559/10160305135744560/>



Asian Media Access

Published by publer.io · March 3 at 2:01 PM · 🌐



Blue Line Extension Light Rail Project

🔊 On the website mybluelineext.org/community-stories, it is highlighting your stories, your ideas, your hopes, as well as your concerns on the Project. To share your thoughts, please visit the website to maximize opportunities and benefits for our communities for decades to come

📄 For more details: <https://mybluelineext.org>

#BlueLineExtensionLightRailProject #Minnesotans #MinneapolisLightRail #AMA #BLRT



92

People reached

3

Engagements

↑ +1.0x average
Distribution score

Boost post

<https://www.facebook.com/asianmediaaccess/photos/a.499476304559/10160320661759560/>



Asian Media Access

Published by publer.io · 6d ·



METRO Blue Line Extension Project Information Session

Join the virtual information session on March 15 from 5:30-7:00 p.m. to hear a project update and have your questions answered about the [METRO Blue Line Extension](#).

Send them your questions ahead of time, and they'll answer them at the meeting:

<https://www.surveymonkey.com/r/7CDMW8K>

Check out MBLE Facebook event page for meeting link and presentation materials:

<https://fb.me/e/1mGxlc9h8>

#BlueLineExtensionLightRailProject #Minnesotans #MinneapolisLightRail #AMA



61

People reached

1

Engagement

↓ -1.5x lower

Distribution score

Boost post

<https://www.facebook.com/asianmediaaccess/photos/a.499476304559/10160332994399560/>



Asian Media Access

Published by publer.io · 23h ·

METRO Blue Line Extension Project - Current questions, project progress

The Blue Line Extension will connect some of the most [#diverse](#) communities in the region where many households use transit for everyday activities. This investment will connect these communities to opportunities across the region. It will also connect the region to the many vibrant communities, businesses, jobs, destinations, and amenities already here.

The project needs your voice, input, and ideas t... [See more](#)



66
People reached

3
Engagements

↓ -1.2x average
Distribution score

[Boost post](#)



1

<https://www.facebook.com/asianmediaaccess/photos/a.499476304559/10160343407994560/>



Asian Media Access

Published by publer.io · March 24 at 4:00 PM



METRO Blue Line Extension Project - Grow

The Blue Line Extension Project are working to extend the Blue Line Light Rail northwest to North Minneapolis, Robbinsdale, Crystal and Brooklyn Park. The project is looking on:

- ✓ Supporting Business
- ✓ Creating and Preserving Affordable Housing
- ✓ Hennepin Community Works
- ✓ Station Area Planning

You can learn more about the project at: <https://mybluelineext.org/>

#BlueLineExtensioLightRailProject #Minnesotans #MinneapolisLightRail #AMA



93

People reached

1

Engagement

↓ -1.5x lower

Distribution score

Boost post

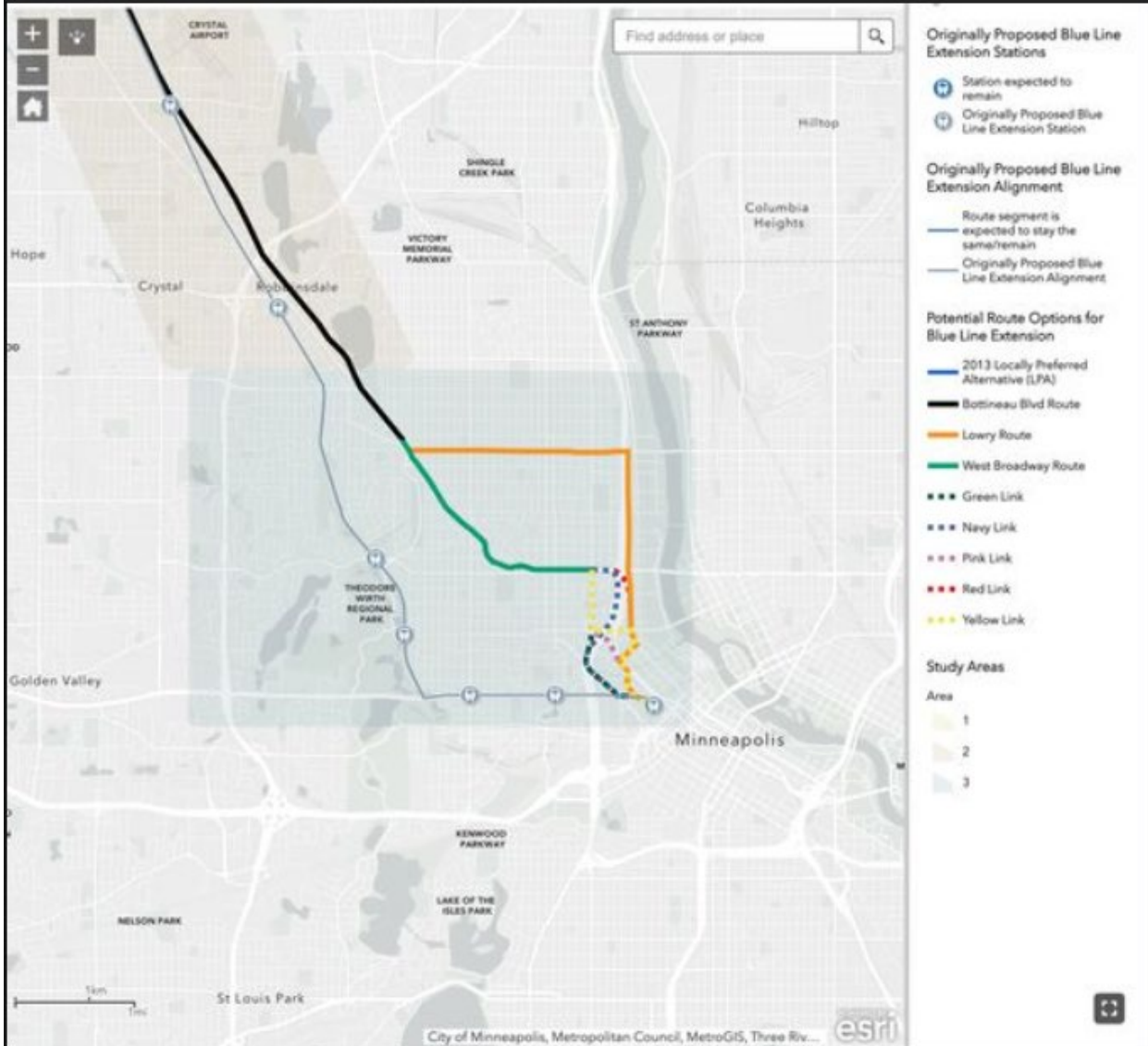
<https://www.facebook.com/asianmediaaccess/photos/a.499476304559/10160358086279560/>



METRO Blue Line Extension Project - Discover

Discover the capabilities of the Blue Line Extension Project at mybluelineext.org.

- ✓ BLRT's approach to Engagement
 - ✓ Advancing equity along with the Blue Line Extension
 - ✓ Explore the corridor
- Check out for more at: <https://metro...> See more



April 2022 – Blue Line Extension Project Social Media Screenshots



<https://www.facebook.com/asianmediaaccess/posts/10160374814109560>



Asian Media Access

Published by publer.io · April 14 at 2:00 PM · 🌐



METRO Blue Line Extension Project - Upcoming Community Meetings

👉 A route recommendation will be released later in April 2022 that will identify a new community-supported route to extend the existing Blue Line from Target Field station in Minneapolis to Crystal, Robbinsdale, and Brooklyn Park.

📌 The project is hosting in-person and virtual community meetings to share the route recommendation, answer questions, and gather your feedback.

🔗 To check out the meeting schedules and more information, please visit:

<http://metro council.org/.../METRO-Blue-Line-Extension.aspx>

Metropolitan Council METRO Blue Line Extension

#BlueLineExtensionLightRailProject #Minnesotans #MinneapolisLightRail #AMA



98

People reached

2

Engagements

↓ -1.2x average

Distribution score

Boost post

<https://www.facebook.com/asianmediaaccess/photos/a.499476304559/10160395661249560/>



Asian Media Access

Published by Wind Ferry · April 18 at 10:14 PM ·



Met Council reveals its preferred route for Blue Line TODAY - The route recommendation is to extend the existing Blue Line from Target Field Station along West Broadway Avenue in Minneapolis to County Road 81 in Crystal and Robbinsdale, and along West Broadway Avenue in Brooklyn Park.

Check out the Route Map and leave comments - [https://app.publiccoordinate.com/...](https://app.publiccoordinate.com/)

APP.PUBLICCOORDINATE.COM

app.publiccoordinate.com

<https://www.facebook.com/asianmediaaccess/posts/10160403599634560>



METRO Blue Line Extension Project - Route Modification Report

The Metropolitan Council and Hennepin County are pleased to announce the release of a route recommendation for the METRO Blue Line Extension. After carefully reviewing community input and findings from technical analyses completed to date, the project recommends extending the existing Blue Line light rail transit from Target Field station along West Broadway Avenue in Minneapolis to County Road 81 in Crystal and... See more



<https://www.facebook.com/asianmediaaccess/photos/a.499476304559/10160404712764560/>

PLEASE NOTE- 4/16 Wellness Day has moved to 4/30 with a new location and schedule, hope to see everyone joining us for a fun-filled WELLNESS DAY 😊



Sat, April 30, 2022,
from 1pm - 4pm

North Regional Lib, 1315 Lowry
Ave N, Minneapolis, MN 55411,
at 2nd Floor Room 20511

Wellness Day

- Food Give-away
- Give-away COVID-19 Testing Kits and PPEs
- Mental Health and Healing Demos

Other special activities include:

- 1pm - 3pm * Northside Community Town Hall Meeting with Blueline recommended route presentation and discussion
- 3pm - 3:30pm * Blueline Kahoot Game - play for CASH prizes
- 3pm - 4pm * Buffet Dinner and Q/A Opportunities with Hennepin County and Metro Council
- On-going * Blueline Work Display

Fun and Free
for Everyone!

FMI: Info@AMAMedia.org



<https://www.facebook.com/asianmediaaccess/photos/a.499476304559/10160397336374560/>



Asian Media Access

Published by Wind Ferry [?] · April 18 ·

Join Asian Media Access and the Hennepin County at April 30th at North Region Lib to discuss more about the Blueline Recommended Route!!!!



Sat, April 30, 2022,
from 1pm - 4pm

North Regional Lib, 1315 Lowry
Ave N, Minneapolis, MN 55411,
at 2nd Floor Room 20511

Wellness Day

- Food Give-away
- Give-away COVID-19 Testing Kits and PPEs
- Mental Health and Healing Demos

Other special activities include:

- 1pm - 3pm * Northside Community Town Hall Meeting with Blueline recommended route presentation and discussion
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- On-going * Blueline Work Display

FMI: Info@AMAMedia.org

**Fun and Free
for Everyone!**



<https://www.facebook.com/asianmediaaccess/photos/a.499476304559/10160403601339560/>



Asian Media Access

Published by publer.io [?] · 3d ·

METRO Blue Line Extension Project - Seeking for feedbacks and upcoming meetings

The METRO Blue Line Extension Project has released a route recommendation for the project. This recommendation is the culmination of nearly two years of community outreach, technical analysis and stakeholder interaction, and is a major milestone in completing this once in generation investment into our community.

The project is now looking for your input on the new route. Check out www.BlueLineExt.org, to see ways to leave feedback and info on upcoming meetings.

Metropolitan Council METRO Blue Line Extension
#BlueLineExtensionLightRailProject #Minnesotans #MinneapolisLightRail #AMA



METRO BLUE LINE EXTENSION

A route recommendation has been released for the METRO Blue Line Extension

YOU'RE INVITED!

IN-PERSON COMMUNITY MEETINGS

MINNEAPOLIS

Tues, April 26 | 5-7 p.m.
Episcopal Church in MN –
Gathering Space
1101 West Broadway Avenue
Minneapolis, MN 55411

ROBBINSDALE

Wed, April 27 | 5-7 p.m.
Elm Lutheran Church – Gym
3978 West Broadway Avenue
Robbinsdale, MN 55422

BROOKLYN PARK

Tues, May 3 | 5-7 p.m.
Brooklyn Park Library –
Mississippi River Room
8500 West Broadway Avenue
Brooklyn Park, MN 55443

CRYSTAL

Thurs, May 5 | 5-7 p.m.
Crystal Community Center –
Forest Room
4800 Douglas Drive North
Crystal, MN 55429

VIRTUAL COMMUNITY MEETINGS

Thurs, April 28 | 5:30-7 p.m. and
Tues, May 3 | Noon-1 p.m.



For details to join the virtual community meetings or to request meeting accommodations,

The route recommendation is to extend the existing Blue Line from Target Field Station along West Broadway Avenue in Minneapolis to County Road 81 in Crystal and Robbinsdale, and along West Broadway Avenue in Brooklyn Park.

This is your light rail line. Now is the time to weigh-in on the route recommendation.

For more information on the route evaluation report and to share your feedback:

Visit www.BlueLineExt.org

Join us at an upcoming event and provide your comments on the route recommendation by **May 18, 2022**.



<https://www.facebook.com/asianmediaaccess/photos/a.499476304559/10160421018309560>



Asian Media Access

Published by Wind Ferry [?] · 3d · 🌐

Blueline Open house at April 26 to showcase the recommended route - through West Broadway, connecting to Robbinsdale, then to Brooklyn Park. If you have any concerns, please join our BIPOC community to discuss further the recommended route, street lane narrowing, and station locations at April 30th 1-4pm at the North Regional Lib.



Sat, April 30, 2022, from 1pm - 4pm

North Regional Lib, 1315 Lowry Ave N, Minneapolis, MN 55411, at 2nd Floor Room 20511

Wellness Day

- Food Give-away
- Give-away COVID-19 Testing Kits and PPEs
- Mental Health and Healing Demos

Other special activities include:

- 1pm - 3pm • Northside Community Town Hall Meeting with Blueline recommended route presentation and discussion
- 3pm - 3:30pm • Blueline Kahoot Game - play for CASH prizes
- 3pm - 4pm • Buffet Dinner and Q/A Opportunities with Hennepin County and Metro Council
- On-going • Blueline Work Display

Fun and Free for Everyone!

FMI: Info@AMAMedia.org



Sat, April 30th, 30 de abril de 2022 desde las 1:00pm hasta las 4:00pm

2022 Edition
Ave N, Minneapolis, MN 55411
en un espacio para reuniones por 200 personas

Day del Chequeo de Bienestar Médico

- Regalo de comida
- Entrega de kits de prueba de COVID-19 y EPP
- Demostraciones de salud mental y curación

¡Más actividades especiales incluyen!

- 1:00pm - 3:00pm - Reunión con el aparcamiento de la comunidad de Northside con presentación y discusión de la ruta recomendada por Blueline
- 3:00pm - 3:30pm - Juego Blueline Kahoot juego por premios de \$200 en efectivo
- 3:00pm - 4:00pm - Cena buffet y oportunidades de preguntas y respuestas con el conde de Hennepin y el consejo metropolitano
- 3:00pm - Panel de trabajo de Blueline



<https://www.facebook.com/asianmediaaccess/posts/10160421799109560>



STAY SAFE MN Minnesota Community Vaccination Program

Free COVID-19 Vaccine Clinic



Location: 7420 Brooklyn Blvd, Suite 200
Brooklyn Park, MN 55429
Name of Location:

Minnesota Africa Women's Association

Vaccine Type: Pfizer & Moderna

Saturday, April 30, 2022,
1:00pm-4:00pm at North
Regional Park Library, 1315
Lowry Ave. N. Minneapolis, MN
55411, Room 208

FMI:info@amamedia.org

COVID-19
vaccines for 5
year-olds and
up, with \$25
incentive and
25 lb Rice for
the first 45
registered



Free Food Give-away and Vaccination Pop up Event



Sign Up for vaccination:
<https://forms.gle/d9n277c089aE8E566> - confirmation email sent
after submission

For Pfizer 1st & 2nd Dose: Must be 16+
For Pfizer Booster Dose: Must be 12+
50+ can receive 2nd booster
For Moderna: Must be 18+
*Parents must give consent for all
minors and are required to be
present for children ages 3-15*

Free Give-away (Food, paper
products, testing kits, masks, hand
sanitizer) no registration required
for just Give-away

Practice all COVID-19 precautions



Sat, April Sábado, 30 de
abril de 2022, desde la
1:00am hasta la 4:00pm

1315 Lowry
Ave N, Minneapolis, MN 55411
en el segundo piso, habitación 20811

Day del Chequeo de Bienstar Médico

- Regalo de comida
- Entrega de kits de prueba de COVID-19 y EPP
- Demostraciones de salud mental y cuidado

Otras actividades especiales incluyen:

• 1:00pm - 3:00pm - • Disponible en español en la comodidad de su hogar



Sat, April 30, 2022,
from 1pm - 4pm

North Regional Lib, 1315 Lowry
Ave N, Minneapolis, MN 55411
en el 2do piso, Room 20811

Wellness Day

- Food Give away
- Give-away COVID-19 Testing Kits and PPEs
- Mental Health and Healing Demos

Other special activities include:

• Live Music Performance • Live Storytelling • Live Poetry Reading • Live Art Performance

FREE COVID-19 VACCINE EVENT

APPOINTMENT REQUIRED
02 194 22
Minneapolis, MN 55402

Play Test
2 - 5pm

RECEIVE \$50 FOR 1ST & 2ND DOSE

+4

Appointments are preferred,
walk-ins are welcome.

Please call us at:
651.304.6145

For more information go to:
www.projecthealings.org

Project HEALINGS

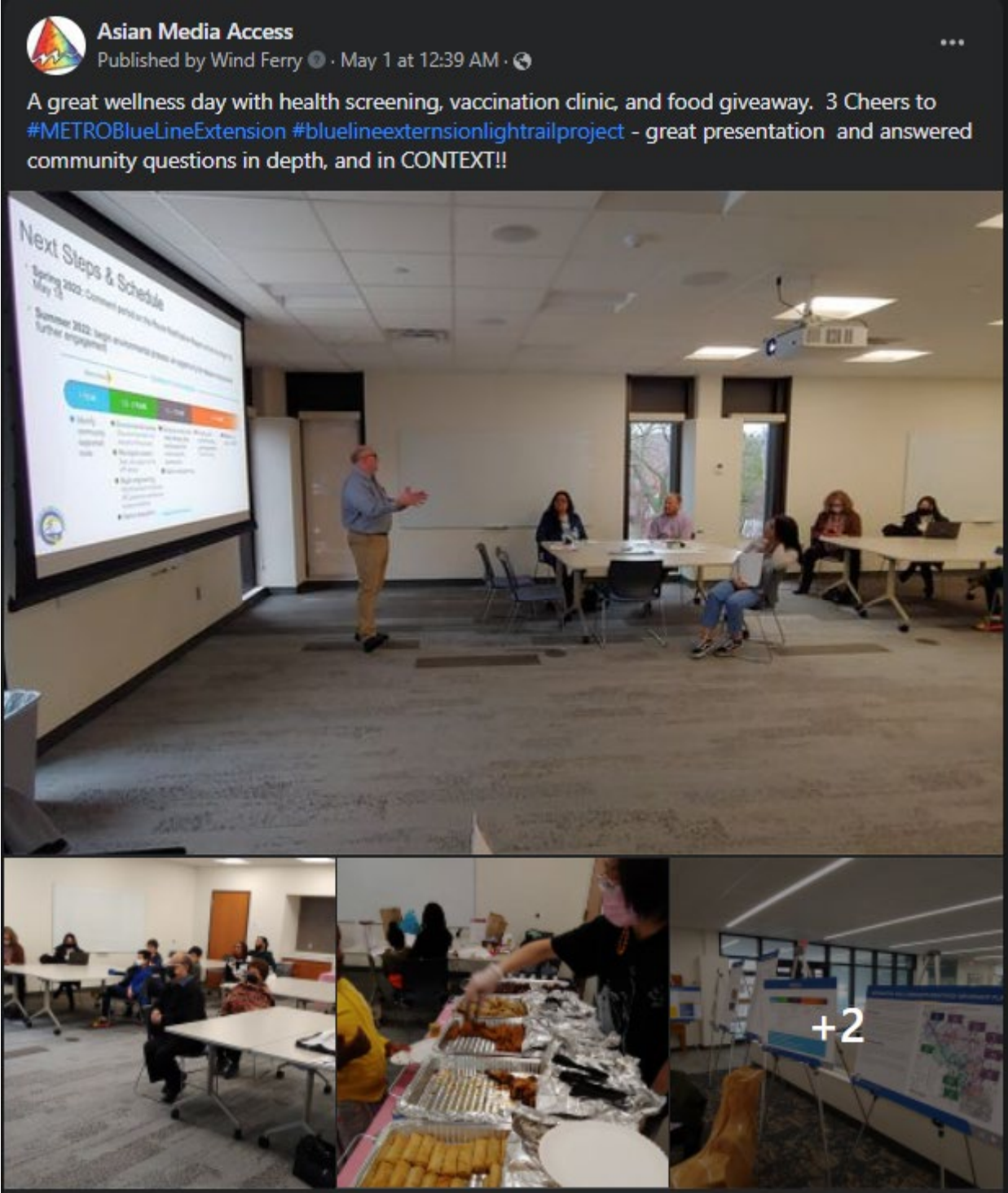
April 29 at 10:00 AM ·

Upcoming Vaccination Event

- 📍 04/30 MAWA - Free COVID-19 Vaccine Clinic
- 📍 04/30 Minneapolis - Wellness Day
- 📍 04/30 Minneapolis - Free Food Giveaway and Vaccination Pop-up Event
- 📍 05/01 Supermercado Loma Bonita - COVID-19 Vaccination Event
- 📍 05/03 La Mexicana Market - COVID19 Vaccination Clinic

🔗 Check out the flyer for more details or visit website: projecthealings.info/vaccination_event/
#vaccinationsites #upcomingvaccination #COVID19Vaccine #StaySafeMN #Vaccinesafelife #SleeveUpMN

May 2022 – Blue Line Extension Project Social Media Screenshots



<https://www.facebook.com/asianmediaaccess/posts/10160425475774560>



Asian Media Access

Published by publer.io · Yesterday at 1:01 PM ·



METRO Blue Line Extension Project

The METRO Blue Line Extension Project has released a route recommendation for the project. This recommendation is the culmination of nearly two years of community outreach, technical analysis, and stakeholder interaction, and is a major milestone in completing this once in generation investment into our community.

Find meeting details and other ways to provide feedback through www.BlueLineExt.org

Metropolitan Council METRO Blue Line Extension

#BlueLineExtensionLightRailProject #Minnesotans #MinneapolisLightRail



has been released for the
METRO Blue Line Extension

Visit www.BlueLineExt.org for more details.

54

People reached

1

Engagement

↓ -1.4x lower

Distribution score

Boost post

<https://www.facebook.com/asianmediaaccess/photos/a.499476304559/1016043404078456>
o/



Asian Media Access

Published by publer.io · 7m ·



METRO Blue Line Extension Project

The METRO Blue Line Extension Project has released a route recommendation for the project. The project is now looking for your input on the new route. Check out www.BlueLineExt.org, to see ways to leave feedback and info on upcoming meetings.

Metropolitan Council METRO Blue Line Extension

#BlueLineExtensionLightRailProject #Minnesotans #MinneapolisLightRail



**WEST
BROADWAY AVENUE**

in Minneapolis has been recommended
for the **METRO Blue Line Extension**



Visit www.BlueLineExt.org for more details.

<https://www.facebook.com/asianmediaaccess/photos/a.499476304559/10160450161174560/>



Asian Media Access

Published by publer.io · May 26 at 5:01 PM ·

METRO Blue Line Extension Project

👉 Tomorrow (Friday, May 27) will be the last day of METRO Blue Line Extension route recommendation. Please provide your comments in the following ways:

- ✅ Submit a comment form
 - ✅ Fill out and mail the comment form included in the report document
 - ✅ Email your input to Kjerstin.Yager@metrotransit.org
 - ✅ View and leave comments on the interactive map
- 👉 After the comment period ends, you can still drop in comments at MyBlueLineEx.org. Check out www.BlueLineExt.org for more information.

Metropolitan Council METRO Blue Line Extension

#BlueLineExtensionLightRailProject #Minnesotans #MinneapolisLightRail

A ROUTE 
RECOMMENDATION
has been released for the METRO Blue Line Extension

Visit www.BlueLineExt.org for more details.

<https://www.facebook.com/asianmediaaccess/photos/a.499476304559/10160473538529560/>

June 2022 – Blue Line Extension Project Social Media Screenshots



<https://www.facebook.com/asianmediaaccess/photos/a.499476304559/1016049572107456>

0/



Asian Media Access

Published by Zhu Jiang · 1h ·



METRO Blue Line Extension

22h ·

The METRO Blue Line Extension route recommendation passed an important milestone this morning when the Corridor Management Committee voted to advance the recommended route.

This action came after a 38-day public comment period that included community meetings, virtual open houses, surveys, and other engagements where project staff gathered more than 1,100 public comments. This feedback significantly influenced decision-making throughout this process and is meaningfully represented in the final report.

The Hennepin County Board and the Metropolitan Council are expected to vote on the route recommendation later in June. The cities of Brooklyn Park, Crystal, Robbinsdale, and Minneapolis will have the chance to weigh in when they enter the municipal consent process in 2023.

The project staff thanks everyone who has shown interest and provided feedback thus far. We are still years away from a completed project, but with your dedication, we can ensure this once-in-a-generation investment in our community is successful.

<https://www.facebook.com/asianmediaaccess/posts/pfbid07Q4FRRchV9gdQaF9BofSv9nrybDo5gRD5kgb957EVZVFrGKBsFM5992hLvK8N3mAI>



Asian Media Access

Published by publer.io [?] · 6d · 🌐

****METRO Blue Line Extension Latest Update****

📺 On June 9, 2022 - The METRO Blue Line Extension Route recommendation passed an important milestone when the Corridor Management Committee voted to advance the recommended route.

📌 This is the first official step in moving forward the route recommendation into environmental work and advancing design where further in-depth engagement and review will continue as the project develops.

🔗 Check out the full update: <https://metro council.org/>... See more



<https://www.facebook.com/asianmediaaccess/photos/a.499476304559/10160518903579560/>



METRO Blue Line Extension

19h · 🌐

The METRO Blue Line Extension officially has a new route after the Hennepin County Board and Metropolitan Council voted to adopt the revised route modification this week. These

<https://www.facebook.com/asianmediaaccess/posts/pfbid032RxzUaLihTgmjmS8aPWar7PrC1JLA1gybzKBccTZ9DjC9V3X99H6NxUMuQJLu7UCI>

Attachment #3 - Mid-term Blueline Report

Organization: Asian Media Access

Date Submitted: 05/18/21

Background Info

Transportation is a major in the lives of black and brown communities. It is a critical component of how they survive. People in the 55411 get to and from work, school, doctor's appointments, grocery stores, family gatherings, places of worship, social activities, using public transportation as their main source of transportation. The Blueline has weighed heavily on the community as they have watched historically how projects like this have torn communities apart and disrupted the economic stability of an already economically struggling community. Residents talked about how I94 destroyed the Rondo Community and Prospect Park and how the light rail down University Avenue has not only taken away the aesthetic appeal of the community but has disrupted the functionality of the community by removing its unified community workability. Public transportation is a needed commodity for black and brown communities due to race and poverty. The challenges these communities face due to systematic racism make public transportation more of an issue due to the lack of economic stability in these communities, and due to their inability to build wealth because of racism and discrimination.

References: <https://reconnectrondo.com/vision/history/> <https://www.tpt.org/interstate-94-a-history-and-its-impact/> <chromeextension://efaidnbnmnnibpcajpcglclefindmkaj/https://conservancy.umn.edu/bitstream/handle/11299/2082/Freeways.pdf> <https://protectnepa.org/central-corridor-light-rail/>

Outreach Areas

A. 4/30 Education Session and Outreach Tabling Opportunities:

- Worry about the Displacement (7 comments)
- Lack of access to engage BIPOC businesses
- Not just displacement, but how to get involved
- Concerns of no discussion more of alternative options

B. Door Knocking Activities

Fairview Park Area, Lyndale and 26th, N. 4th Street, N. Washington Ave, N. 2nd Avenue, 31st and Lowry, West Broadway, N. 18th Ave, N. 4th Street to Washington Ave, Hall Park Area, 16th and Dupont, Harry Davis Lane, and Boardwalk Place Area.

Area 1 Demographic Information

13.6% of the community ages 25-34

Average size Home: 2.53 people

Income: \$28,000 or below

of doors 500

Area 2 Demographic Information

15.1% of the community ages 25-34

Average size Home: 2.58 people

Income: \$15,000 or below

of doors 400

Community Feedback

This information is not dictated verbatim but abbreviated for the purposes of being as clear to the reader as possible. There is no sequential ordering of the questions.

Questions

1. Why do we need a light rail down Broadway?
2. Is there another route it could take that would still make everyone happy?
3. Is Metro Transit going away?
4. Will the light rail disrupt community violence?
5. When did they decide on a light rail?
6. What's going to happen to the bike lanes?
7. Do we really need the light rail?
8. Who is the light rail for?
9. Why are they trying to make our city like Chicago?
10. Will the light rail be safe for seniors?
11. Will there be cameras on the light rail?
12. Will there be security on the light rail?

13. How much will the light rail cost?
14. Where is the money from the light rail coming from?
15. When will it be done?
16. Will black people get jobs during the construction of the light rail?
17. Will the light rail on Broadway be like the light rail on University Avenue?
18. Does the light rail mean more jobs?
19. How will the light rail impact businesses?
20. How will the light rail impact homeownership?
21. Will property taxes go up because of the light rail?
22. What will be the routes?
23. What happens to all the information collected?
24. Can we decide we don't want the light rail?
25. Will homes be displaced?
26. Will businesses be displaced?
27. Is the light rail buying homes from people?
28. Is the light rail a democratic or republicans' idea?
29. Who pays for the maintenance of the light rail?
30. How will the light rail impact childcare?
31. Who benefits from having the light rail?
32. How involved has the community been in this process?
33. What are the impacts environmentally on the environment?
34. From start to finish who was all involved in this process?

35. What are the steps being taken to create the light rail?
36. What data was collected to tell us we need the light rail?
37. How will the results be tabulated?
38. What health outcomes will the light rail improve?

Please be advised some of these questions were asked more than once

Comments

This information is not dictated verbatim but abbreviated for the purposes of being as clear to the reader as possible. There is no sequential ordering of the questions.

1. I do not think we need the light rail; all we need is better transportation options.
2. The light rail will harm the community.
3. The light rail will be a gateway to more crime to more neighborhoods.
4. What's so unique about the light rail is that it allows the community to leave their neighborhoods and see other parts of the city.
5. The light rail may build bridges between communities.
6. The light rail may allow communities to reach each other better.
7. I heard the decision has been made, why are they still collecting information if they already made up their minds.
8. Businesses are going to lose money.
9. Businesses are going to shut down because of the light rail.

10. I don't care either way about the light rail.
11. It's going to make Broadway look ugly.
12. There is going to be so much crime being committed on that light rail.
13. It feels like Minneapolis is turning into Chicago with this light rail and high crime rates.
14. How come the light rail never goes in white communities, only black ones.
15. The light rail should be better designed, it should be on top of the city or under the city like New York. It should not be put down west Broadway disrupting an already struggling community.
16. The light rail did not go down Lake Street they put the light rail on top of the city.
17. What happens when the light rail becomes obsolete after we have spent millions of dollars?
Once again, the American people get stuck holding the bag.
18. What else could we have done besides the light

Please be advised some of these comments were asked more than once

We informed community they were not obligated to respond. We also informed community that they had the write to respond privately using the information in their outreach materials.

BLRT COMMUNITY ENGAGEMENT 2022 FINAL REPORT

Encouraging Leaders

Tony Robinson, Director of Operations

robinson@encouragingleadersmn.org

612-MN-2-LEAD

Date: June 30th, 2022

1. Describe your community where you focused your outreach – geography and culturally.

Encouraging Leaders targeted and reached several BIPOC youths between the ages of 16 and 30 years, a number of small business owners, religious leaders and several low-income community members of color who reside and will be directly affected by the BLRT project's recommended extended routes, all of which who live, or work in the poorest neighborhoods in North Minneapolis.

2. Refer to your contract deliverables, list them, and describe outcomes *such as*:

- a. Amplify BLRT communications = Total number of social media posts such as: Facebook posts, emails, WhatsApp, e-newsletters.

- **11 Facebook: Approximately 95,000 people reached.**
- **4 Instagram: Approximately 95,000 people reached.**
- **8 Twitter: Approximately 10,000 people reached.**

- b. **Direct community engagement** = Total number of engagement activities performed.

- i. List by category such as

- Pop-up info table (such as at a vaccination event) = 10
- BLRT focused community meetings = 5 separate meetings with Community Leaders, and Pastors from The Wave and New Salem Missionary Baptist Church of North Minneapolis who have congregation's members who are directly impacted by the Blue Line Extension.

c. Total approximate number of people directly engaged = 524

OR this option

d. **Direct Community Engagement** list out by each individual activity:

➤ Date, activity, location, total number of people engaged per event

- **Please see attached document outlining all engagement events.**

3. As a community topic expert provide a summary list of the key community issues and opportunities – what you heard/what you learned?

a. What are any key outstanding and unresolved questions that your community needs answered?

These are key community issues, opportunities, and unresolved questions.

Community Issues:

- That People will have to be relocated.
- Lack of access to businesses.
- Businesses will close due to lack of revenue.
- Environmental disruption e.g., Tree's being uprooted, noises, bells, whistles, vibrations, and pollution from the trucks during construction.
- Losing the historical aspect of West Broadway.

Opportunities:

- Access to better employment
- Quicker access to other recreational facilities.
- Access to other communities
- Quicker access to local hospitals
- Access to better educational opportunities, e.g., access to North Community College, other junior and high schools.

Unresolved Questions:

- Are members of the corridor going to be hired to work on the project?
- How is Minneapolis Police Department and Metro transit planning for this extension.
- How would EMT services be affected during construction? E.g., is there a plan for ambulances to have faster access to North Memorial Hospital during and even after the construction.

4. From your perspective as a community topic expert what are the community preference/recommendations on the route options? West Broadway or Lowry?

Although there was a mixed consensus, majority, over 90% of what we heard was that community members would like to see this extension to come down the West Broadway route.

5. Your recommendations for 2022 community engagement and into the future of the METRO Blue Line LRT Extension.

My recommendations would be as I suggested earlier. I believe a resource Hub would be a great idea for this community. Not an after-construction idea, but rather a during construction concept that would draw community members into the site, for one, stay community connected, but at the same time, receive supportive services in achieving educational resources, job readiness skills, entrepreneurial skills, learn the basics of starting a business, employment opportunities, relocation advocacy, and financial literacy guidance.

6. Are there any other organizations BLRT project staff should be conducting outreach to? Please list name of organizations and contact information.

I would recommend Brothers Empowered. Brothers Empowered is a local nonprofit organization that mobilizes youth in the same fashion as Encouraging Leaders. I feel that this organization would be a great fit and can easily meet the mark.

Executive Director:

Charles Caine

Phone: 612-235-1957

Email: Allempowered4life@gmail.com

THE REST OF THIS PAGE WASS INTENTIONALLY LEFT BLANK

2022 BLRT community engagement Phase 2.5 final report

Organization: Lao Assistance Center of Minnesota

Contact: Anida Phomsengdy, anida@laocenter.org, (612)450-9887

Date: July 30th, 2022

Describe your community where you focused your outreach – geography and culturally

We engaged with the Lao and Hmong communities living in Hennepin County, with a focus on community members in North Minneapolis, Brooklyn Park, Brooklyn Center, and Maple Grove, and a more limited focus on reaching small business owners operated by folks in the communities. Our audience identified as individuals between the ages of 25 and 65. They were either immigrants or refugees with English being their second language—limited English fluency, blue-collar workers.

Outcomes: Refer to your contract deliverables, list them, and describe outcomes.

Conduct key stakeholder one-on-ones

We interviewed five different residents of Brooklyn Park between the ages of 23 and 61. Four of the participants are Lao, one Hmong. Participants included the manager of a Lao business in the corridor, a leader of a Lao women’s group, two first generation Asian-American young professionals, and a blue-collar worker. Interviews took place in person or over the phone in either Lao or English. The following answers reflect the knowledge of those who participated.

General feedback

- Only one of the five participants knew about the extension—one later recalled her husband mentioning it.
- There are many AAPI households that live along or around the surrounding area of the route, but there are not many spaces for Lao folks specifically.
- There are not many spaces or organizations currently.
 - a. Existing Lao spaces:
 - LACM, Happy Cow, and the Lao Advancement Organization of America
 - Buasavanh (Hmong owned)
 - People convene in their homes
 - b. Hmong spaces
 - Most are in St. Paul
 - Buasavanh
 - People convene in their homes

2022 BLRT community engagement Phase 2.5 final report

Organization: Lao Assistance Center of Minnesota

Contact: Anida Phomsengdy, anida@laocenter.org, (612)450-9887

Date: July 30th, 2022

- There are hopes that the extension will allow for more growth and opportunity for the community.
 - 1) Lao folks will have opportunities to open new businesses or have the potential to meet in new community spaces that could be built along the rail.
 - 2) People who do not have their own transportation will have direct access to the Lao and other AAPI business along the route.
 - 3) Provide folks living in the Northern suburbs the opportunity to ride the train into the city if they want to.

Concerns

- Traffic
 - a. Many Lao folks living in Brooklyn Park cross West Broadway to to Maple Grove for work.
 - Short term construction is understandable, but they will not like the detouring if it takes more than a year.
- Homeless community
 - a. There has been an increase in homeless people in Brooklyn Park in recent years.
 - Will there be more with the extension?
 - b. How is the county helping them?
 - c. Can more shelters be built along the corridor?
- From Happy Cow employee regarding barriers:
 - a. Folks do not even know what they don't know.
 - b. People do not like to ask for help and do not want to be involved in complicated matters
 - c. They want their business and the Lao community to thrive but are unaware of how to do so.

Conduct direct engagement with community

Our engagement sessions and any person-to-person engagement proved to be the best way to inform the community. Folks were not aware of the extension of the line into Brooklyn Park despite many of them being residents of Brooklyn Park. We were able to facilitate a conducive space between ourselves and the community members.

Advising and amplifying project messaging

LACM utilized different methods to amplify messaging for BLRT.

Outreach & Engagement at existing events: LACM connected with community residents at events like our internal agency events (i.e. food pop-ups or mobile mammogram) which provided space for conversation, questions and answers and direct interaction with our

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community. The most vital component of our work is our ability to communicate with our community. In-language access to information from a trusted messenger is the key here. We must be able to translate information for the community to understand and engage. The community has also been responding well to visuals. Having an updated map was helpful.

- Facebook posts: 266 people engaged
- Tabling events: 1,105 people engaged

2. **Direct Community Engagement** list out by each individual activity by date:

1. **January 13th, 2022** Facebook post. 172 people engaged.
2. **February 20th, 2022** Wat Lao Xayabhoummaram—4904 217th Ave NE, East Bethel, MN 55011. 60 people engaged. Handed out flyers and asked and answered questions as needed.
3. **February 27th, 2022.** Cora McCorvey Health and Wellness Center—1015 4th Ave N, Minneapolis, MN 55405. 150 People engaged. Handed out flyers and spoke to folks regarding the project while they attended our booster clinic.
4. **March 19th, 2022.** River Park—101 83rd Ave N, Brooklyn Park, MN 55444. 25 People engaged. Had participants engage in a BLRT question-and-answer session before beginning other activities.
5. **March 25th, 2022.** Cora McCorvey Health and Wellness Center—1015 4th Ave N, Minneapolis, MN 55405. 100 people engaged. Handed out flyers and asked and answered questions as needed.
6. **March 27th, 2022.** Brooklyn Park Activity Center— Brooklyn Park Community Center, 5600 85th Ave N, Minneapolis, MN 55443. 30 people engaged. Presented on the topic. Handed out flyers and asked and answered questions as needed.
7. **April 10th, 2022.** Buasavanh Banquet Hall. 7324 Lakeland Ave N, Brooklyn Park, MN 55428. 180 people engaged. Handed out flyers and asked and answered questions as needed.
8. **April 16th, 2022.** Wat Lao Xayabhoummaram—4904 217th Ave NE, East Bethel, MN 55011. 250 people engaged. Handed out flyers and asked and answered questions as needed.
9. **April 22nd, 2022.** Cora McCorvey Health and Wellness Center—1015 4th Ave N, Minneapolis, MN 55405. 35 people engaged. Presented on the topic. Handed out flyers and asked and answered questions as needed.
10. **April 28th, 2022.** Cora McCorvey Health and Wellness Center—1015 4th Ave N, Minneapolis, MN 55405. 20 people engaged. Presented on the topic. Handed out flyers and asked and answered questions as needed.
11. **April 30th, 2022.** Cora McCorvey Health and Wellness Center—1015 4th Ave N, Minneapolis, MN 55405. 100 people engaged. Presented on the topic. Handed out flyers and asked and answered questions as needed. Handed out flyers and asked and answered questions as needed.

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12. **May 10th, 2022.** Cora McCorvey Health and Wellness Center—1015 4th Ave N, Minneapolis, MN 55405. 18 people engaged. Presented on the topic. Handed out flyers and asked and answered questions as needed.
13. **May 20th, 2022.** River Park—101 83rd Ave N, Brooklyn Park, MN 55444. 40 people engaged. Handed out flyers and asked and answered questions as needed.
14. **May 27th, 2022.** Cora McCorvey Health and Wellness Center—1015 4th Ave N, Minneapolis, MN 55405. 85 people engaged. Presented on the topic. Handed out flyers and asked and answered questions as needed.
15. **June 1st, 2022.** Facebook Post. 94 people engaged.
16. **June 7th, 2022.** Champlin Park High School—6025 109th Ave N, Champlin, MN 55316. 25 people engaged. Presented on the topic. Handed out flyers and asked and answered questions as needed.
17. **June 16th, 2022.** Cora McCorvey Health and Wellness Center—1015 4th Ave N, Minneapolis, MN 55405. 22 people engaged. Sat with women while they waited for their appointments and talked to them about the BLRT.
18. **June 18th, 2022.** Wat Lao Xayabhoummaram—4904 217th Ave NE, East Bethel, MN 55011. 37 People engaged. Had folks fill out a quick survey regarding the BLRT to enter for a raffle prize.
19. **June 24th, 2022** Cora McCorvey Health and Wellness Center—1015 4th Ave N, Minneapolis, MN 55405. 75 People engaged. Handed out flyers and asked and answered questions as needed.

Total: 1,371 people engaged

Community input: Provide a list of the key community issues and opportunities – what you heard/what you learned?

- Safety
 - i. Coming out of COVID, many community members raised concerns about the violence that has been directed towards AAPI communities, especially violence towards elders.
 - ii. There is also a concern about the amount of time allowed for people to get in and out of the trains.
 - iii. Folks are also concerned about any individuals that may ride the light rail from the cities into the suburbs that may cause harm to anyone in general.
- Cost
 - i. Riding the train
 - How much do tickets cost? Will the price increase with the extension?
 - Are there waived fees or a different kind of pass for individuals that are low income?

2022 BLRT community engagement Phase 2.5 final report

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Date: July 30th, 2022

- ii. Property
 - When informed about how much the project would cost, community members questioned how much they would be taxed or any assessment they may be responsible for in their taxes. Some were afraid of losing their homes if they were unable to pay the increase in property taxes.
- Location of stations
 - i. Lao folks that live south of the 694-route answered that they would more likely ride the light rail comparatively to those living north of 694 who mostly answered that they would never ride the light rail even once extended.
 - ii. Those who would ride, however, would only do so if stations were a close enough distance from their home.
- Time
 - i. People are concerned about traffic times and having to reroute due to the construction of the rail.
 - ii. Folks wanted to know how often the trains would run through and how long it typically takes for one to pass through.

What are any key outstanding and unresolved questions that your community needs answered?

- Language barrier
 - i. It has been brought up how folks may not be able to ride the light rail even if they wanted to due to being unable to purchase tickets/passes for themselves due to the language barrier – will there be a pictorial depiction of how to purchase tickets?
 - ii. Some people asked if it would be possible for stations names to be translated for folks who cannot read English.
 - iii. Can routes be provided in other languages such as Lao where our communities reside?
- Displacement
 - i. Before the demolition of the old Olson Memorial Town Homes, there were Lao people living there who were promised that they would be able to move in the newly built building. This was not the case. Some partners were no longer allowed to live together. Folks were forced to live elsewhere.
- Development
 - i. Are there opportunities to recruit young professionals who live in the corridor to take part in the development of the extension? I.e., engineers, construction workers, etc.
 - ii. Will there be loans set up or loans with lower interest rates for folks to open new businesses along the corridor?

2022 BLRT community engagement Phase 2.5 final report

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Contact: Anida Phomsengdy, anida@laocenter.org, (612)450-9887

Date: July 30th, 2022

- iii. How are BIPOC businesses being supported along the corridor?
- iv. Will there be new housing developments so folks can live closer to the route?

Your recommendations for future community engagement of the METRO Blue Line LRT

- Fully incorporate the BIPOC (specifically the AAPI community) in the full development of this project including these areas:
 - Design & Engineering
 - Station area planning
 - Environmental study documenting benefits and impacts
 - Anti-Displacement Work Group

2) There is a gap in the path that communication is distributed. As an organization, we are one of the only sources of information for many in the Lao community. It may be helpful to contact possible stakeholders below so that we can distribute information to folks that we are not engaged with.

3) It may be beneficial to hold engagement groups to educate the community on what the global impacts are. Many may have heard about environmental impacts in passing, but they do not really know what the repercussions are or how they are being impacted by it because it is not something they recognize. Including photos of environmental impacts and what the benefits might be may help folks. To further increase participation, we are looking to incorporating more information about the project with our other programming.

Are there any other organizations BLRT project staff should add to our key stakeholder list?

- Happy Cow—7480 Lakeland Ave N, Brooklyn Park, MN 55429
- Buasavanh—7324 Lakeland Ave N, Brooklyn Park, MN 55428
- Buasavanh senior center—7324 Lakeland Ave N, Brooklyn Park, MN 55428
- Sisaket Market —7324 Lakeland Ave N, Brooklyn Park, MN 55428
- Lao Cultural Center—2648 West Broadway Avenue, Minneapolis, Minnesota 55411
Tel: (612) 302-9154



HENNEPIN COUNTY BLRT FINAL REPORT

Jackson K. George Jr.
Executive Director
Liberian Business Association in the Diaspora
6248 Lakeland Avenue North, Suite 206
Brooklyn Park, MN 55428
612-227-4064

Joan Vanhala
Engagement Specialist
Hennepin County Communication and Engagement Services
300 South Sixth Street
Minneapolis, MN 55487

June 30, 2022

Scope of Work Summary:

LIBA collaboration with the BLRT Communication team for the efficiency of this project was great. Businesses along the corridor gathered and share information about their concerns of the Blue Line coming through the cities. Many of the businesses voiced their concerns and talked about the opportunities and benefits the development will bring to the cities. Focus groups meetings were held, Stakeholders 1on1s direct engagements was conducted and a tour of the Green Line to experience what was coming to Brooklyn Park climaxed the project.

LIBA focused its outreach activities along the corridor in the cities of Brooklyn Park, New Hope, Crystal and Robbinsdale. The demography was mostly African immigrants.

1. Stakeholder 1on1s:

- LIBA reached its benchmark of direct engagement with 50 stakeholders in the community. Information was shared and discussions were held. The County did not good job in providing informational materials and LIBA printed more of the materials for distribution.

2. Direct Engagement:

- LIBA conducted “door knocking” activities to small and micro businesses along the corridor. During the activities businesses received informational materials and engaged outreach staff directly. Some of the businesses were repeat but most were businesses that



had not been engaged. LIBA generated additional names and addresses of businesses to be added to the GIS map.

3. Town Hall Style Meeting:

- LIBA conducted four town hall style business meetings to hear firsthand from businesses. The meetings took place on March 17, June 2nd, June 23rd and June 28th. Hempin County staff attended two of the four meetings and made presentation and engaged businesses directly. These focus groups focused on the updated routes, the concerns from residents and businesses and contribution of solutions.

Green Line Tour:

LIBA conduct a fact tour of the Green Line on May 26, to experience firsthand the train ride and to talk to businesses along the corridor. At the Little Africa Community, Gene Gelgelu, founder, and CEO of African Economic Development Solutions (EADS) took LIBA delegation on a tour of small and micro businesses.

4. Amplified the BLRT project messaging through its social media platforms to include its Website, Facebook, WhatsApp, Newsletter, and Personal Contacts. Like the prior report, LIBA continued to its social media dissemination of information on its platforms.

- ✓ Flyers were distributed to over 250 individuals and businesses
- ✓ LIBA newsletter both print and electronic reach over 1000 persons
- ✓ LIBA WhatsApp disseminated over 165 BLRT information weekly.
- ✓ LIBA Facebook page was also used as an information disseminator.

LIBA as a business association, during its contract interacted with businesses directly. These are some of the key community issues expressed: Like the last report, businesses continue to address the concerns below:

1. The lack of information about the Blue Line
2. What will happen to their businesses once the project begins?
3. The issue of landlords taking advantage of the development and increasing commercial leases.
4. During construction, would businesses along the corridor be paid if their businesses were directly affected?
5. Does the project have cultural approach to accommodate the diversity along the corridor?
6. The issue of big businesses coming in and taking all the commercial spaces along the corridor.
7. The issue of minority businesses owning commercial properties along the corridor
8. The issue of displacement or gentrification



LIBA as a business association, during its contract interacted with businesses directly.

These are some of the key community opportunities expressed:

1. The Blue Line brings development to the cities
2. It allows for individuals without cars to access businesses
3. The opportunity for minority business owners to own commercial properties
4. The importance of working with minority groups to educate and disseminate information about the project.

LIBA as a business association, during its contract interacted with businesses directly.

These are some of the important things that we learned:

1. Many small and micro businesses did not know of the project prior to conducting the outreach.
2. Many of the businesses along the corridor need more resources to survive
3. If preparation is not made to assist small and micro businesses along the corridor, many will close their doors before the project is complete.
4. Lack of resources that are culturally appropriate for minority businesses
5. There are limited Community cultural assets

From LIBA assessment, many of the businesses we interacted with had unresolved questions

1. Is the County trying to get black businesses out of the cities?
2. Where are the resources available for small and micro businesses along the corridor?
3. Being that minority businesses, especially immigrant businesses are marginalized, where would they be able to find resources to meet up with the new development?
4. Would there be a moratorium on landlords for not increasing leases for couple of years?
5. Would businesses along the corridor be compensated if they are closed due to the development of this project?
6. Has this project taken into consideration the cultural diversity and the affect it has on minority businesses?

From LIBA's assessment, 2022 community engagement and the future of the METRO Blue Line LRT Extension must be taken seriously with more investment into outreach, education, and community engagement. This process must continue to the end of the project. This process involves investing into frontline organizations that are foot soldiers in the implementation of bringing the community together to understand the process. This should not be a onetime event, it should be an ongoing process.

Recommendations:

LIBA understands that the BLRT project benefits outweigh the risk to the Community. The below recommendations are necessary:



- The County must invest more resources in the minority communities especially the ones along the corridor as informing and educating small and micro businesses are paramount to the success of this project.
- Small and micro businesses are concerned about the displacement/gentrification effect this project will have on their businesses. Though LIBA sits on the anti-displacement committee, it is imperative that small and micro businesses' views are adhered to in the decision-making process.
- More support needs to be put into this process to get existing small and micro businesses along the corridor prepared for the development that is coming. Businesses need Technical Assistance to develop their capacities.
- Minority businesses must be part of owning commercial properties along the Blue Line corridor. The fear that big businesses will come in and own all the commercial properties along the corridor is frightening. If resources are not properly distributed and existing small and micro businesses are not prepared, the fear will become a reality.
- While the project is ongoing, the GIS mapping program has identified additional businesses along the corridor; Technical Assistance must be provided to those businesses to prepare them for the incoming development.
- The County and Cities must invest in affordable commercial properties to compete with landlords who are going to take advantage of small and micro businesses thereby displacing those businesses along the lines or making it difficult for those businesses to survive.
- During the duration of the project, small and micro businesses must receive technical Assistance to ensure they are equipped for the new development.
- This project requires enough time to engage directly with businesses, more time must be allotted in this process. Some businesses wanted more time to discuss their concerns and others were not intrigued.
- LIBA is a business association with over 80% of its members and participants very close to or along the Blue Line corridor. LIBA can be a major partner to this project especially in the Africa immigrant business community. LIBA could be funded to continue to educate, share information and materials, conduct surveys, conduct focus groups and be part of the ongoing process.

Design & Engineering:

LIBA had some concerns on the 63rd station. Dan Soler during the presentation explained the changes and the safety measures put in place to resolve LIBA's concerns on the 63rd route.

Anti-Displacement Work Group

LIBA being a member of the Anti-Displacement work group attended the first meeting in June. The meeting was impressive and full of illustration of past experiences and challenges.





During the project, twelve (12) small and micro businesses received evictions from the 7710 Brooklyn Boulevard building in Brooklyn Park. LIBA copied the Anti-Displacement Committee and got no acknowledgement of its concerns. It will be a very useful tool for the committee to respond to or acknowledge community concerns.

#	ITEM DESCRIPTION	NUMBERS OF PARTICIPANTS
1	BLRT 1on1s Session	50
2	BLRT Community Meetings (4)	85
3	LIBA Door Knocking Outreach	55
4	Total Number of People Directly Engaged	190
5	WhatsApp Communication Weekly	165
6	Facebook Communication	4000
7	Emails - Monthly	150
8	LIBA Monthly Newsletter	1000

BLRT community engagement Phase 2.5 final report

Organization: NEON

Contact info: Terry Austin, Terry@neon-mn.org, 612-239-4823

Date: June 30, 2022

1. Describe your community where you focused your outreach – geographically and culturally North Minneapolis, West Broadway Corridor, Robbinsdale, Crystal, Specifically African American residents, Neighborhood association and faith communities
2. Outcomes: Refer to your **contract deliverables**, list them, and describe outcomes.
Outreach to Business owners, residents effected by Blue Line, convening meeting, Discussion on Anti-placement, business resources opportunities, continue to build robust trust and engagement, tailor engagement to meet the needs of the community.

3. **Direct Community Engagement** listed out by each individual activity by date:

- See attached excel spreadsheet

Supported BLRT Project public engagement events with:

- NEON updated website
- Social media weekly postings with 1500 views
- Emails directly to 250 businesses
- Supported BLRT Project staff with canvas/door knocking neighborhood over 100 residents within the West Broadway Ave and business corridor
- Printed flyer of information, text messages to business leaders. Weekly Bulletins in Church communication. LinkedIn posts, and Instagram was used to highlight engagement.

4. Community input: Provide a list of the **key community issues and opportunities** – what you heard/what your learned?

Community/small business Input:

- Need for pedestrian crossing for kids and handicap
- Concerns of getting goods delivered to businesses by freight and mail
- Concern regarding design bike lanes safety
- Parking availability
- Concerns of traffic onto west Broadway , also Hwy 81
- Transit connections, future developments around stations
- Are Park and rides walkable?
- Northside vibration increase near residential areas
- Lost of communication with Local Radio Station KMOJ
- JOB Creation, TRAINING, BIPOC opportunities

Opportunities:

- JOBS
- BIPOC TRAINING
- BUSINESS GROWTH
- Improvement of Northside West Broadway corridor
- More investment in North Minneapolis
- Making North Minneapolis a destination site

5. What are any key outstanding and unresolved questions that your community needs answered?
Jobs , Training, Contracts and BIPOC opportunity.
Anti- Displacement
6. Your recommendations for future community engagement of the METRO Blue Line LRT Extension in these areas such as:
Walkable Station design, Safety walkway for kids and handicap accessible
Comprehensive environmental study, shared with community and resident with approval
JOBS / contracts lead by Minneapolis leadership and companies. NEON involvement specifically
Anti-placement work continues with additional funding resources for families and minority owned businesses.
 - a. Design & Engineering – higher level of design and engineering details regarding the route and where the station will be located
 - b. Station area planning – land use and economic development
 - c. Environmental study documenting benefits and impacts includes social and community analysis especially regarding environmental justice communities.
 - d. Anti-Displacement Work Group – policies, programs and strategies to prevent displacement in the corridor
7. Are there any other organizations BLRT project staff should add to our key stakeholder list such as faith based, key community influencers, community groups and businesses? Engage the Elder Council faith community. All faith leadership updated communication monthly. Communication with Local Radio station and Neighborhood associations.

Metro Blue Line Extent

Dates	Businesses Location- Surrrounding Areas	Number of Attendee
13-Mar	Faith Church NE	3
14-Mar	Dunn Construction Staff	3
15-Mar	Watson Chiropractor	4
16-Mar	Northside 1st responsors Gathering	10
17-Mar	North Memorial staff	4
18-Mar	Peterson staff Construction Roofing	2
21-Mar	US Bank North Side	5
22-Mar	Barbershop Stio Cuts	3
23-Mar	Barbershop A1 cuts	5
24-Mar	Dimensions Hair Salon	4
25-Mar	Popeyes Restaurants	5
28-Mar	Kindom Kutz Barber Shop	4
29-Mar	Square Up Shop	2
30-Mar	AJ Janitor Services North /NE	5
1-Apr	GoodMen Enterprise Small Business	4
4-Apr	J & J furniture Business	3
5-Apr	Canvass Emerson Ave	20
6-Apr	Canvass Bryant Ave	25
7-Apr	YMCA Building N. Minneapolis	10
8-Apr	Shilop Temple	20
11-Apr	Breaking Bread	4
12-Apr	Minneapolis Public School Staffer	4
13-Apr	Subway Robbinsdale Staff	3
14-Apr	Broadway Awards	6
15-Apr	Mexican Restaurant Robbinsdale	3
18-Apr	Brooklyn Park Community Center	10
19-Apr	Robbinsdale Residents	10
20-Apr	North Memorial nurses staff	3
21-Apr	Marty Cutts	2
22-Apr	Sanctuary Church Members	6
25-Apr	Fellowship Church	7
26-Apr	Local Insurance Agent David Maggitt	2
27-Apr	Hennepin College	10
28-Apr	Car Wash Management Team BK	3
29-Apr	Dollar Tree Staffer	4
2-May	Brooklyn Park Community Center	30
3-May	Espicocal Church	30
4-May	Crystal Community	15
5-May	Robbinsdale Residents	40
6-May	Brookly Park Library	30
9-May	Northside Canvass West Broadway Ave	25
	Total engaged	388

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Materials

Survey material
Survey Material handouts
Survey material
Survey material
Survey Material handouts
Survey material
Survey material
Survey material
Survey Material handouts dropoff
Survey material drop off
Survey material drop off
Survey material drop off
Conversations concerns access
Conversations concerns / Job Opportunities
Conversation concerns/ Jobs Opportunities
Survey Material Handouts
Metro Blue Material
Residential Areas
Staff, Parents
Conversations Blue Line
Community Conversation Leaders
Staff Update,
Update
Survey Materials
Survey Material
Survey, Conversations
Canvass Areas . Survey
Update , Route recommendation, Traffic Concern
Update , Route recommendation, Traffic Concern
Update , Route recommendation, Traffic Concern
Update , Route recommendation, Traffic Concern
Residential Areas rates, Safety
Route recommendations survey students handouts
Route recommendations survey students handouts
Update , Route recommendation, Traffic Concern
Update
Update , Route recommendation, Traffic Concern
Door knocking Bass Lake Rd businesses
Business Canvass Route Recommendation
Update , Route recommendation, Traffic Concern
Local Small Businesses , Residential Areas Route Recommendation and Parking Concerns.

1. Describe your community where you focused your outreach – geographically and culturally

- The Latinx community in north Minneapolis, specifically the church of Ascension and Brooklyn Park at St. Alphonsus church.

2. Outcomes: Refer to your contract deliverables, list them, and describe outcomes.

Task:	Deliverables:	Outcomes:
Task 1- One to one	<ul style="list-style-type: none"> - Met with 6 individuals <ul style="list-style-type: none"> • 4 from North Minneapolis from Ascension Church <ul style="list-style-type: none"> ▪ Father Dale ▪ Anne (Director of Formation and Social Justice) ▪ Gerardo Escamilla (Director of Pastoral Care and Outreach) ▪ Minerva De La Cruz (Latino Ministry Liturgy Coordinator) • 2 from Businesses in Brooklyn Park <ul style="list-style-type: none"> ▪ Carlos Manager at El Loro ▪ cashier staff from El hornito store. 	<ul style="list-style-type: none"> 1. <u>Conversations with Faith Leaders:</u> <ul style="list-style-type: none"> - Initial contact and relationship build with the northside church called Ascension located two blocks away from project route serving a large population of Latino residents. - A handful of community members who live at an apartment complex called city view which is another building right off the proposed route. - Learned from church leaders about their comments, thoughts, questions, and opinions regarding the light rail project. - Based on conversations from faith leaders learned about how no organization has approached the church to talk more about the project or knew the stages of the project. - Leaders shared 2. <u>Conversations with BP businesses:</u> <ul style="list-style-type: none"> - Met with business manager at El Loro to speak briefly about the project. Trying to reach the owner proved to be difficult task. Based on conversations with city staff from Brooklyn Park recommended a phone call or in person visit. Very hard to contact through email. - Manager expressed has heard about the project briefly and expressed concerns around traffic and construction. - Business #2; El Hornito has two owned businesses a bakery/store and restaurant. - Was not able to connect with owner or manager. This business was very hard to connect with and speak about the project. Only able to talk to cashier who was at the store at the time when visiting in person. - When asked about the project was not aware of the route and how it was going to run right next to business. Think it is a good idea however very concerned about the impact to the business. Already hard with the pandemic, how will it affect them when construction starts and if their business will be able to stay.
Task 2- Amplifying project messaging	<ul style="list-style-type: none"> - One video with Anne from Ascension and Metro staff about the blue line project. - 5 social media post invitation for blue line project and updates. 	<ul style="list-style-type: none"> - Promote timeline of project - Invite community members to comment and engage with post - Invite to visit website bluelineext. - Over 700 engagements on video invitation to comment and community comments on post and via message. - Over 3,000 people reached through posts/video (53% increase for Pueblos social media)

	- Created half sheet survey interaction sheet for input on blue line route and thoughts with water bottle giveaway.	-
Task 3- Monthly cohort meetings	- Attend monthly cohort meetings with project staff	- Share findings during tabling events, community meetings and one to one meeting. - Learn more about project timeline and express community member concerns.

3. Direct Community Engagement listed out by each individual activity by date:

St Al's COVID Vaccine Clinic

Date: Sunday March 27th

Time: 1-4 PM

Location: St Alphonsus Catholic Church (7025 Halifax Ave N, Brooklyn Center, MN 55429)

Summary:

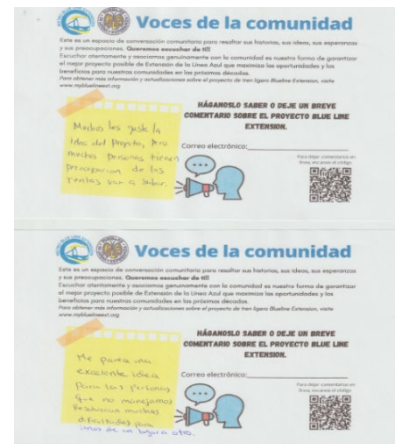
Vaccine clinic event at St. Alphonsus church. Pueblos was invited to table at the event. Karla from Pueblos along with Kjerstin from Metro Transit tabled the event to talk about the blue line event with residents from Brooklyn Park. We were able to have conversations with 30 community members about the project. Overall, half of the people knew the project was coming and in support of the blue line. The other half of community members had not heard about the project and had questions regarding the construction, specifically impact people living along the proposed routes, rents, and timeline of the construction.

During the event activity (see details below) was available for residents to fill out in person or online. Many residents filled out in person rather than scan code to comment online. Many were interested in opportunity to share and get a water bottle for time and comment. A total of 10 comments were collected from the community.

Activity:

- Have community members fill out comment half sheet paper regarding the blue line.
- Fill out online or in person- Any comments, questions, or thoughts about the blue line.
- Once comment filled- community members received water bottle
- 10 community residents gave comments regarding the blue line in person and written in half sheets. (See attached files of survey half sheet responses)

Images:



Cinco de Mayo Event at Fair Oaks school

Date: Thursday, May 5th 2022

Time: 5:30-7:30pm

Location: Fair Oaks elementary (5600 65th Ave N, Brooklyn Park, MN 55429)

Summary:

Cinco de Mayo event at Fair Oaks elementary to celebrate Puebla Independence Day. Resource fair with Latino, health, and city resources available for families. Families had the opportunity to play games, get food and attend the vaccination clinic. Karla from Pueblos was tabling the event promoting the blue line project with community members. I was able to have conversations with youth, small children, and adults around the project. The big book was the main attraction to get peoples attentions. Visuals helped residents in seeing the project and different potential stops.

During the tabling opportunity to win Pueblo's water bottle merchandise was available for community members by feeling out full page comment sheet. Only one youth and adult took the offer. Based on conversations with adults and children when visit my table, many hesitant to fill out because it was two sheets back and front. Many open to having conversations and commenting on project to me.

Based on conversations questions around parks on proposed routes were some of the concerns heard. Many community members excited that the blue line will be connected from downtown to Brooklyn Park and will not need to transfer to multiple buses. Some asked why the route was going to run through Brooklyn Park and not Brooklyn center. A few residents who live off the proposed route first time hearing the project and realizing home was off the route. Concerns about what will happen to her home during construction. Others recommended there should be free bus cards for residents impacted by this project.

Activity:

- Invite community residents to fill out comment survey page from Metro transit regarding the blue line project.
- Once comment filled- community members received water bottle
- 2 community residents gave comments regarding the blue line in person and written. One youth and one adult who were incentivized by free water bottle.
- Remaining comments from community made in person in casual conversation while looking at big blue book.
- Interacted with 32 adults and 62 children (under 18)

Images:



Ascension Blue Line Community Meeting:

Date: Saturday, May 14th, 2022

Time: 11am-12pm

Location: Ascension Church (1723 N Bryant Ave, Minneapolis, MN 55411)

Summary:

Ascension church along with Pueblos de Lucha and Esperanza hosted a community event to invite members of the church to learn more about the Blue Line project. An announcement was made during both masses on Sunday May 8th, 2022. The community event was also promoted through Ascension newsletter (See image).

For the community event, Pueblos worked with Metro transit representative Kjerstin to create agenda and set up for community meeting. The community meeting was held during church garage sale. Community event was set up as open house style where community members able to walk around to different boards of the blue line project to see the timeline, route, and recommendations.

A total of 6 community members participated in the community staff along with project staff (English and Spanish speakers). During the conversations with residents' issues around crime and safety were brought up in the conversation and how the project would address concerns. Questions around the route and construction on broadways and Plymouth were concerns. Members expressed in interested of adding Latino business during the construction of the route as there are not any in North Minneapolis.

A big concern from community members that was brought up where the rising cost of homes and how many are having to sell their home because they are not able to afford living there. Questions addressing displacement of businesses and homes asked. How residents in North Minneapolis supported through this project. Ideas of offering free or even discounted passes for residents or business affected by the project would be good incentive for people.

Activity:

- Open house style community meeting
- Interacted and spoke with 6 community members (Spanish and English speakers)
- Flyered parking lot and left flyers on car windshield
- Had 2-3minute conversations with community members (10) participating in garage sale at church- a mix of seniors, youth, and adult members.

Images:



Facebook post: Church of the Ascension community

Date: Monday May 14th, 2022

Post: Video Promotion to push community residents to comment on the Project.

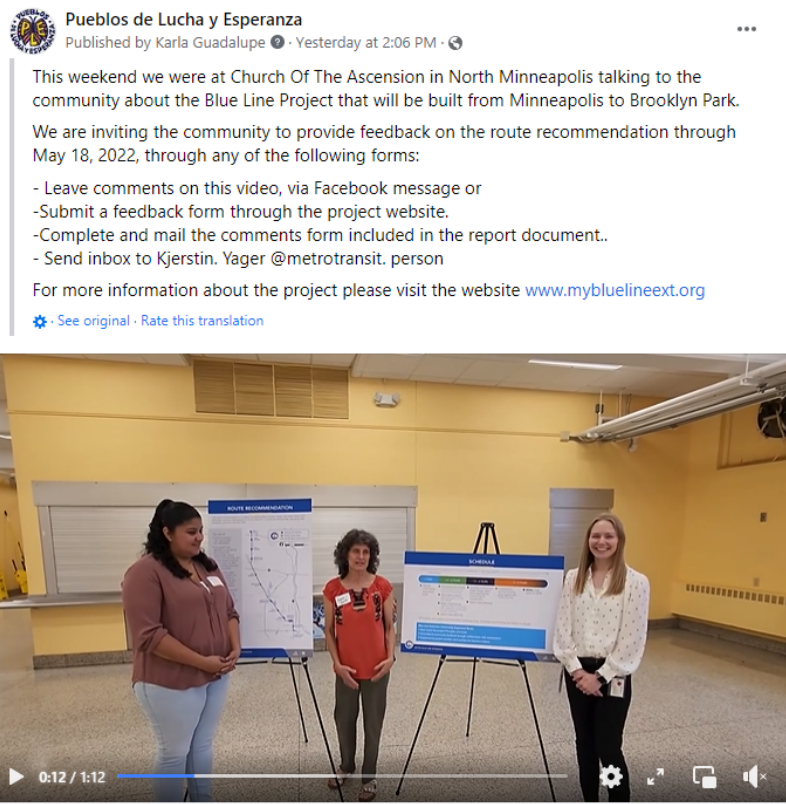
Video caption:

Este fin de semana estuvimos en La iglesia De La Ascensión en el Norte De Minneapolis hablando con la comunidad acerca del Proyecto de Blue Line que va a ser construido de Minneapolis hasta Brooklyn Park.

Estamos invitando a la comunidad a proporcionar comentarios sobre la recomendación de ruta hasta el 18 de mayo de 2022, a través de cualquiera de las siguientes formas:

- Dejar comentarios en la sección de comentarios de este video, por mensaje o
- Envíe un formulario de comentarios a través del sitio web del proyecto.
- Complete y envíe por correo el formulario de comentarios incluido en el documento del informe.
- Enviar entrada por correo electrónico a Kjerstin.Yager@metrotransit.org

Para más información acerca del proyecto por favor de visitar la página web www.mybluelineext.org



Video Summary:

- People reached: 700
- Engagements: 200
- Online comment: Tuve un acto de racismo en en metro transit el bus drivers no me abrió la puerta alas 1am de la noche ojalá no Sean racista y dejen entrar alas personas en el bus

Facebook post: Recommended route post

Date: Monday May 14th, 2022

Post: Video Promotion to push community residents to comment on the Project.

Video caption:

Un anuncio emocionante para nuestra comunidad:

La Extensión de la Línea Azul del METRO ha compartido una ruta recomendada para el proyecto. Después de analizar las contribuciones comunitarias junto a las conclusiones de un análisis técnico completado hasta hoy, el proyecto está recomendando que la Línea Azul existente sea extendida desde la estación Target Field a la Avenida West Broadway en Minneapolis, a la County Road 81 en Crystal y Robbinsdale, y junto a la Avenida West Broadway en Brooklyn Park.

Esta recomendación es la culminación de casi dos años de participación de la comunidad, análisis técnico e interacción con los interesados, y es un gran escalón en completar esta inversión en nuestra comunidad.

El proyecto ahora está buscando tus comentarios sobre la nueva ruta. Visita www.BlueLineExt.org para ver las maneras en que se puede compartir comentarios y para información sobre las próximas reuniones.

Summary:

- People reached- 1586
- Engagement- 85



Pueblos de Lucha y Esperanza
Published by Karla Guadalupe · April 22 ·

Un anuncio emocionante para nuestra comunidad:

La Extensión de la Línea Azul del METRO ha compartido una ruta recomendada para el proyecto. Después de analizar las contribuciones comunitarias junto a las conclusiones de un análisis técnico completado hasta hoy, el proyecto está recomendando que la Línea Azul existente sea extendida desde la estación Target Field a la Avenida West Broadway en Minneapolis, a la County Road 81 en Crystal y Robbinsdale, y junto a la Avenida West Broadway en Brooklyn Park.

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El proyecto ahora está buscando tus comentarios sobre la nueva ruta. Visita www.BlueLineExt.org para ver las maneras en que se puede compartir comentarios y para información sobre las próximas reuniones.

See Translation



UNA RECOMENDACIÓN DE RUTA

Una recomendación de ruta alternativa ha sido lanzada para la línea azul del METRO.

Visite www.BlueLineExt.org para obtener más información.

4. Community input: Provide a list of the key community issues and opportunities – what you heard/what you learned?

- Based on community conversation throughout events I learned the following.
- Many it is the first-time hearing about the project that will be running through North Minneapolis to Brooklyn Park
- Not aware the protentional of running on Lowry vs Broadway in North Minneapolis
- Residents are on board with project as will make transportation easier for many how commute using public transportation. Will reduce the number of transfers and travel time.
- Great way to connect south Minneapolis to North Minneapolis
- Community residents interested in potentially adding more Latino businesses in North Minneapolis. Not many if any in North Minneapolis. Latino business is in south Minneapolis or residents must travel outside of Twin Cities to find grocery, restaurant, or bakery.
- Key issues where regarding the timeline of the project and what stage of the project was it.
- What benefits will residents get who live in apartment buildings and homes from the project? Bus cards, reduced prices, etc.

5. What are any key outstanding and unresolved questions that your community needs answered?

- When construction of the project will begin.
- When the light rail will be completed. A handful of community residents continued to ask how long the project will take to start, complete and end.
- Concerns on displacement of residents from homes.
- How it will impact business who are on proposed routes. Will there be resources available to help.
- Construction concerns with businesses and residential homes. How will people be able to access business and homes during the construction.
- Crime and safety concerns already present in North Minneapolis, how will this project help concern and or address them. Some expressed the project may even increase the crime and safety already present.
- Lighting in the street is a concern and residents not feeling safe waiting at bus stops and or no heat available during the winter.
- Concerns on bus drivers being racist and not waiting on people waiting for the bus.

6. Your recommendations for future community engagement of the METRO Blue Line LRT Extension in these areas such as:

- a. Design & Engineering – higher level of design and engineering details regarding the route and where the station will be located
- b. Station area planning – land use and economic development
- c. Environmental study documenting benefits and impacts includes social and community analysis especially regarding environmental justice communities.
- d. Anti-Displacement Work Group – policies, programs, and strategies to prevent displacement in the corridor

Based on the conversations with churches, faith leaders, community residents and businesses it is important that now through this work, a relationship has started with the Latino community and is important it is maintained. Often the Latino community is asked to fill out surveys and comment by an organization then receive nothing in return and because of this experience residents often are reluctant to participate. Now that the relationship and exposure to the project has begun it is important to continue working with the Latino community in building the relationship and being

accountable to the community. Otherwise, the community will not be supportive of the project no matter how it will benefit them.

I think it is important to continue doing outreach to faith institutions where the community meets most of the time and use that to continue engaging them. Through the numerous interactions and conversations ideas and possible station stops where recommended by the community and ideas to help address issues in the area. Through our outreach and engagement efforts we learned of the community's interest to bring Latino business into North Minneapolis.

It is also extremely important, to present and share the strategies that will be put in placed and or prioritize with anti-displacement in the communities. Residents are already experiencing the effects of the project through high rising cost of rent and or mortgage, forcing many to sell and or leave their homes. The blue line project is a great investment opportunity when the community can voice their concerns, thoughts about stations and designs and fell ownership of the project instead of it displacing them.

7. Are there any other organizations BLRT project staff should add to our key stakeholder list such as community groups and businesses?

Latino businesses in Brooklyn Park:

- Dos Hermanos 1408 85th Ave N, 763-400-7678
 - El Hornito 7978 Brooklyn Blvd, 763-315-0021
 - Tacos El Paraiso 8582 Edinburgh Center Dr N, 763-276-9379 (Owner is Rogelio)
 - El Loro 7901 Brooklyn Blvd, 763-331-0172
 - Casa Rio 8400 Lakeland Ave N, 763-205-2427 (food truck)
 - Los Amigos, 612-558-6700 (food truck)
 - Authority Auto Dealing, 8557 Wyoming Ave N Suite 2, 612-298-6863
-
- Ascension church in North Minneapolis

BLRT Community Engagement Cohort summary February - June 2022

Date	Location	Cohort/event name	purpose	Who	People directly engaged
2/17/2022	121 Washington Ave N., MPLS MN 55401	Encouraging Leaders, "We've got the spot, come take the shot" vaccination event	Share Project Information	Community members	20
2/25/2022	Brooklyn Park Community Center, 5600 85th Ave N, Minneapolis, MN 55443	Asian Media Access/Black History Month Celebration	Share Project Information	Community members	90
2/13/2022	Twin Lake Stem, 6201 Noble Ave. N., Brooklyn Center MN 55429	Asian Media Access/Pan African Community Outreach	Pop-up info table	Community members	50
3/17/2022	6248 Lakeland Avenue North, Brooklyn Park, MN 55428	Liberian Business Association	Share Project Information/Seek Feedback	Business Representatives	17
3/13/2022	Faith Church,	NEON Survey route recommendation	Share Project Information/Seek Feedback	Community Representatives	3
3/14/2022	Dunn Construction	NEON Survey route recommendation	Share Project Information/Seek Feedback	Business representatives	3
3/15/2022	Watson Chiropractic	NEON Survey route recommendation	Share Project Information/Seek Feedback	business representatives	4
3/16/2022	Northside 1st Responder Gathering	NEON Survey route recommendation	share project information/seek feedback	community members	10
3/17/2022	North Memorial staff	NEON Survey route recommendation	Share Project Information/Seek Feedback	community members	4
3/17/2022	Liberian Business Association, 6248 Lakeland Avenue N, Brooklyn Park MN	LiBA membership meeting	Share Project Information/Seek Feedback	business representatives	20
3/18/2022	Kashia Adult Day Services LLC, 5650 Lilac Dr. N., Brooklyn Center, MN 55430	Asian Media Access outreach	Pop-up info table	community members	44
3/18/2022	Peterson Counstruction/Roofing	NEON Survey route recommendation	Share Project Information/Seek Feedback	business representatives	2
3/21/2022	US Bank North MPLS	NEON Survey route recommendation	Share Project Information/Seek Feedback	business representatives	5
3/22/2022	Stio Cuts Barbershop	NEON Survey route recommendation	Share Project Information/Seek Feedback	business representatives	3
3/23/2022	A1 Cuts Barbershop	NEON Survey route recommendation	Share Project Information/Seek Feedback	business representatives	5
3/24/2022	Dimensions Hair Salon	NEON Survey route recommendation	Share Project Information/Seek Feedback	business representatives	4
3/25/2022	Popeyes Restaurant	NEON Survey route recommendation	Share Project Information/Seek Feedback	business representatives	5

3/26/2022	Urban Research and Outreach-Engagement Center	Asian Media Access/Northside community outreach event	focus group, pop-up information table	community members	120
3/27/2022	Brooklyn Park Community Center, 5600 85th Ave N, Minneapolis, MN 55443	Lao Assistance Cente/Lao community conversation	focus group, pop-up information table	community members	16
3/28/2022	Kingdom Kutz Barber Shop	NEON Survey route recommendation	Share Project Information/Seek Feedback	business representatives	4
3/29/2022	Square Up Shop	NEON Survey route recommendation	Share Project Information/Seek Feedback	business representative	2
3/30/2022	AJ Janitor Services North/NE	NEON Survey route recommendation	Share Project Information/Seek Feedback	business representative	5
4/9/2022	121 Washington Ave. N, MPLS MN 55401	Encouraging Leaders/Resume Training	Share Project Information	Community members	6
4/1/2022	GoodMen Enterprise	NEON doorknocking route recommendations	Share Project Information/Seek Feedback	business representatives	4
4/3/2022	Brooklyn Park Community Center, 5600 85th Ave N, Minneapolis, MN 55443	Lao Center/Lao community discussion	focus group/pop-up information talbe	community members	13
4/4/2022	J&J Furniture	NEON doorknocking route recommendations	Share Project Information/Seek Feedback	business representatives	3
4/5/2022	Emerson Ave canvassing	NEON doorknocking route recommendations	Share Project Information/Seek Feedback	business representatives and residents	20
4/6/2022	Bryant Ave canvassing	NEON doorknocking route recommendations	Share Project Information/Seek Feedback	business representatives and residents	25
4/7/2022	YMCA Building N. Minneapolis	NEON doorknocking route recommendations	Share Project Information/Seek Feedback	business representatives and residents	10
4/8/2022	Shiloh Temple	NEON doorknocking route recommendations	Share Project Information/Seek Feedback	community members	20
4/9/2022	Bouasavah Hall, 7324 Lakeland N., Brooklyn Park, MN	Lao Center/ Lao New Year Celebration	pop-up information table	community members	400
4/11/2022	Liberian Business Association, 6248 Lakeland Avenue N, Brooklyn Park MN	LiBA door knocking small businesses in station areas	Share Project Information/Seek Feedback	business representatives	55
4/11/2022	Breaking Bread	NEON doorknocking route recommendations	Share Project Information/Seek Feedback	business representatives	4
4/12/2022	Minneapolis Public School Staffer	NEON doorknocking route recommendations	Share Project Information/Seek Feedback	business representatives	4
4/13/2022	Subway Robbinsdale Staff	NEON doorknocking route recommendations	Share Project Information/Seek Feedback	business representatives	3

4/14/2022	Broadway Awards	NEON doorknocking route recommendations	Share Project Information/Seek Feedback	business representatives	6
4/15/2022	Mexican Restaurant Robbinsdale	NEON doorknocking route recommendations	Share Project Information/Seek Feedback	business representatives	3
4/16/2022	Wat Lao Temple, 4904 217th Ave NE, East Bethel, MN 55011	Lao Center/ Lao New Year Celebration	pop-up information table	community members	200
4/17/2022	Wat Lao Temple, 24628 Oliver Ave, Worthington, MN 56187	Lao Center/Lao New Year Celebration	pop-up information table	community members	12
4/18/2022	Brooklyn Park Community Center	NEON outreach route recommendation	Share Project Information/Seek Feedback	community members	10
4/19/2022	Robbinsdale residents door knocking	NEON outreach route recommendation	Share Project Information/Seek Feedback	community members	10
4/20/2022	North Memorial nurses staff	NEON outreach route recommendation	Share Project Information/Seek Feedback	community members	3
4/21/2022	Marty Cutts	NEON outreach route recommendation	Share Project Information/Seek Feedback	business representatives	2
4/22/2022	Sanctuary Church Members	NEON outreach route recommendation	Share Project Information/Seek Feedback	community members	6
4/22/2022	Lao Center Community Room, 1015 N 4th Ave, Minneapolis, MN 55405	Lao Center/Hmong focus group	focus group/pop-up information table	community members	36
4/27/2022	Hennepin Technical College	NEON outreach route recommendation	Share Project Information/Seek Feedback	community members	10
4/28/2022	Lao Center Community Room, 1015 N 4th Ave, Minneapolis, MN 55405	Lao Center focus group	focus group/pop-up information table	community members	15
4/29/2022	Dollar Tree	NEON outreach route recommendation	Share Project Information/Seek Feedback	business representatives	4
5/2/2022	Brooklyn Park Community Center	NEON update on route recommendation	Share Project Information/Seek Feedback	Community members	30
5/3/2022	Espicocal Church	NEON update on route recommendation	Share Project Information/Seek Feedback	Community members	30
5/4/2022	Crystal doorknocking Bass Lake Road	NEON update on route recommendation	Share Project Information/Seek Feedback	business representatives	15
5/5/2022	Robbinsdale door knocking	NEON update on route recommendation	Share Project Information/Seek Feedback	business representatives	40
5/5/2022	Fair Oaks Elementary, 5600 65th Avenue N., Brooklyn Park, MN	Cinco de Mayo family event	Pop-up info table	Community members	94
5/5/2022	121 Washington Ave N., MPLS MN 55401	Encouraging Leaders/Health is Wealth	Pop-up info table	community members	13

5/6/2022	Lao Center Community Room, 1015 N 4th Ave, Minneapolis, MN 55405	Lao Community Engagement Night	focus group/pop-up info table	Community members	10
5/9/2022	West Broadway businesses/North MPLS canvassing	NEON update on route recommendation	Share Project Information/Seek Feedback	business representatives	25
5/13/2022	Liberian Business Association, 6248 Lakeland Avenue N, Brooklyn Park MN	LiBA small business 1on1s	Share Project Information/Seek Feedback	business representatives	50
5/14/2022	Ascension Church, 1723 Bryant Ave N, Minneapolis MN	Pueblos/After church BLRT session	Share Project Information/Seek Feedback	Community members	10
5/19/2022	123 Washington Ave N., MPLS< MN 55401`	Encouraging Leaders/Health is Wealth: National Armed Forces Day Clinic	Share Project Information/Seek Feedback	community members	22
5/21/2022	Minneapolis Convention Center, 1301 2nd Ave S Minneapolis, MN 55403	Asian Media Access/MPLS Community Connections Conference	Pop-up info table	community members	200
5/21/2022	Minneapolis Convention Center, 1301 2nd Ave S Minneapolis, MN 55403	Encouraging Leaders/MPLS Community Connections Conferece	Pop-up info table	community members	112
5/26/2022	Liberian Business Association, 6248 Lakeland Avenue N, Brooklyn Park MN	LiBA Green Line LRT trou	Share Project Information/Seek Feedback	business representatives	18
6/2/2022	121 Washinton Ave N., MPLS MN 55401	Encouraging Leaders/Health is Wealth COVID vaccination clinic	pop-up info table	Community Members	9
6/2/2022	Liberian Business Association, 6248 Lakeland Avenue N, Brooklyn Park, MN	LiBA small business focus group	Share Project Information/Seek Feedback	business represenatives	15
6/9/2022	121 Washinton Ave N., MPLS MN 55401	Encouraging Leaders/Health is Wealth COVID vaccination clinic	pop-up info table	community members	20
6/17/2022	121 Washinton Ave N., MPLS MN 55401	Encouraging Leaders/Health is Wealth COVID vaccination clinic	pop-up info table	Community Members	18
6/23/2022	Liberian Business Association, 6248 Lakeland Avenue N, Brooklyn Park, MN	LiBA small membership meeting	Share Project Information/Seek Feedback	business represenatives	30
6/28/2022	Liberian Business Association, 6248 Lakeland Avenue N, Brooklyn Park, MN	LiBA small business focus group	Share Project Information/Seek Feedback	business represenatives	12

6/30/2022	121 Washinton Ave N., MPLS MN 55401	Encouraging Leaders/Health is Wealth COVID vaccination clinic	pop-up info table	Community Members	33
6/30/2022	Pueblos de Lucha Y Esperanza, various locations	Pueblos 1on1s	Share Project Information/Seek Feedback	Business representatives/community members	6
Total				70 events	2132

Amplifying the BLRT communications		
Cohort member	Media	# of Views/recipients
Asian Media Access	E-newsletter	10,466
Asian Media Access	Social media posts	4600
Encouraging Leaders	11 Facebook posts	95,000
Encouraging Leaders	4 instagram posts	95,000
Encouraging Leaders	8 twitter posts	10,000
Lao Center	Event facebook post	266
Lao Center	Project facebook post	94
LiBA	WhatsApp weekly post	165
LiBA	Facebook post	4000
LiBA	Monthly emails	150
LiBA	Monthly newsletter	1000
NEON	updated website	
NEON	Social media weekly posts: facebook, linked in, instagram	1500
NEON	text messages to business leaders	
NEON	Printed flyers for door knocking	
NEON	Weekly church bulletins	
Pueblos	Social media posts	3000
Pueblos	Facebook video views	7000
Total reach		232,241