

Appendix C- Public Outreach

PUBLIC MEETING PUBLICITY

A range of public outreach activities were undertaken in the summer and fall of 2008 to maximize public involvement in the Scoping Process.

1) Project Advisory Committees

a. Policy Advisory Committee (PAC)

The PAC was formed in 2002 to provide policy level oversight and guidance for the Southwest Transitway Project. The PAC is led by Hennepin County Commissioner Gail Dorfman, and membership includes elected and appointed representatives from cities along the corridor, the Metropolitan Council and Metro Transit, and chambers of commerce.

At PAC meetings held in July, August, and September 2008, Southwest project staff presented information about the DEIS and upcoming Scoping meetings. PAC members offered suggestions for ways to increase public awareness and several members were actively involved in distributing information to their constituencies.

b. Technical Advisory Committee (TAC)

In addition to guiding the technical aspects of Southwest Transitway planning work, TAC members provided suggestions and support for the public outreach effort. TAC members are part of the outreach effort, advising on how best to connect with community members and assisting in setting up displays, posting information to city and agency websites, and distributing materials.

c. Community Advisory Committee (CAC)

The CAC is composed of community members appointed by neighborhood organizations or cities, and meets approximately every other month. In addition to their charge of representing their communities in identifying environmental issues to be addressed during the DEIS, CAC members also help to connect with community members. During the summer and fall of 2008, CAC members identified ways to reach out to their neighborhood groups and in some cases also served as liaisons to their neighborhoods.

2) Outreach to Neighborhood and Community Groups

a. Presentation at Community Meetings

Since the beginning of the Southwest Light Rail Transit Feasibility Study in 2002, the public outreach strategy focused on reaching out to existing neighborhood, community, and business groups to engage these groups in learning about and providing input to the Southwest Transitway Project. This practice continued as the DEIS work began in late spring of 2008. Project staff attended and presented information at community meetings held from May to October. These meetings are listed in Table 1.

Table 1: Community Group Meetings	
Meeting Date	Community Group
5/1/2008	Stevens Square Neighborhood Development Group
5/5/2008	Kenwood Isles Neighborhood Assn Annual Meeting
5/6/2008	CIDNA Annual Meeting
5/14/2008	Midtown Community Works Implementation Committee
5/14/2008	Bryn Mawr Annual Meeting
5/19/2008	Minneapolis Civil Rights Commission
6/3/2008	Meeting with chamber staff to plan for SW Alliance
6/4/2008	Bike tour with Bryn Mawr residents
6/10/2008	Downtown Minneapolis Neighborhood Assoc Board Meeting
7/23/2008	North Loop Planning and Zoning Committee
8/6/2008	Meeting with Minneapolis City staff and Kenwood resident
8/11/2008	Whittier Alliance
8/20/2008	Kenwood Residents
8/25/2008	Minnetonka City Council Presentation
9/8/2008	Kenwood Isles Neighborhood Association Meeting
9/10/2008	Uptown Association
9/25/2008	Minneapolis TMO Executive Committee Meeting
10/17/2008	Minneapolis Park Board planning staff

b. Distribution of Materials at Major Neighborhood and City Events

In response to suggestions from PAC and TAC members, project staff attended and staffed tables at a variety of summer and fall community events; see Table 2. At these events, the Southwest presentation map was displayed, and materials including the Southwest Newsline, bookmarks with Scoping Meeting dates, and Scoping Booklets were offered to interested community members. Community members were also given the opportunity to sign up for electronic alerts that are periodically sent from the project office.

Table 2: Community Events Attended	
Event Date	Event
7/15/08	Kenwood Isles Neighborhood Ice Cream Social
7/17/08	North Loop - Loop de Loop Summer Affair
7/24/08	Bryn Mawr Ice Cream Taste Off
8/10/08	Eden Prairie International Festival
8/13 and 8/15/08	Eden Prairie Movies in the Park
8/20/08	Harrison Block Party at Redeemer Church
8/20 and 8/27/08	St. Louis Park Farmers' Market
9/13/08	Edina Fall Into the Arts
9/20/08 and 10/4/08	Hopkins Farmers Market
10/7/08	Minnetonka City Wide Open House
10/11/08	Eden Prairie City Wide Open House
10/11/08	Hopkins Fire Station Open House

c. Displays and Materials Distribution

In response to suggestions from TAC members, presentation boards showing the map of LRT alternatives under consideration were offered to cities, libraries, and shopping centers to use as displays. In addition, materials including the Southwest Newsline, bookmarks with Scoping Meeting dates, and Scoping Booklets were provided to a range of businesses and organization for public distribution.

3) Outreach to Business Groups

In addition to working with businesses represented on the SW PAC and with chamber representatives on the Southwest Alliance, project staff presented information about the project at the meetings listed in Table 3:

Table 3: Business Meetings Attended	
Meeting Date	Business Group
5/6/2008	Edina Rotary Club
6/5/2008	Eden Prairie Rotary Club
6/12/2008	Minneapolis Regional Chamber Exec Committee
8/19/2008	Eden Prairie Chamber Government Committee
8/28/2008	Downtown Council Meeting
9/23/2008	Presentation for staff at Perkins+Will - brown bag
10/14/2008	Minneapolis Regional Chamber Committee

The Minneapolis Regional Chamber distributes an e-newsletter to its members, and included an announcement of the upcoming Scoping Meetings in their Connections publication on August 21, 2008. More than 2,300 confirmed email deliveries to business and employees in Minneapolis were made by the Chamber via the Connections newsletter.

4) Media Outreach

News releases and articles were sent to:

Print Media

Associated Press
Chanhassen Villager
Chaska Herald
Downtown Journal
Eden Prairie News
Minnesota Business Magazine
Minnesota Finance & Commerce
Minneapolis/St. Paul Business Journal
Lakeshore Weekly News
Prior Lake American
Savage Pacer
Shakopee News

Southwest Journal
Southwest Suburban Publishing
Star Tribune
St. Paul Pioneer Press
Sun Newspapers-Edina
Sun Newspapers-Eden Prairie
Sun Newspapers-Minnetonka
Sun Newspapers-St. Louis Park
Sun Newspapers-Hopkins
Twin Cities Business
University of Minnesota Daily
Upsize Minnesota

Community/Newsletter/Online Media

African News Journal
Asian American Press
Blake Road Corridor
Bryn Mawr Bugle
Eden Prairie Life on the Prairie
Hill and Lake Press
Hmong Times
Hmong Today
Hopkins Highlights
Insight News
Lowry Hill East Wedge
Linden Hills Line
Lyndale Neighborhood News
Met Council Website

Minnetonka Memo
Minnesota Women's Press
MinnPost.com
Mshale
One Nation News
Spokesman-Recorder
St. Louis Park Perspective
Steven's Square Community Organization
The Bridge
The Circle
Twin Cities Daily Planet
Uptown Newspaper
Whittier Alliance

Broadcast Media

Minnesota Public Radio Network
Minnesota News Network
KARE-TV
KLTK-AM
KMSP-TV
KSTP-TV
WCCO-TV
WCCO-AM
WUMN TV 13
Somali TV
TPT2
Univision

Table 4 lists the articles published through October 17, 2008:

Table 4: Articles Published		
Media	Title/Program	Date
Eden Prairie News	Time To Sound Off On Light Rail Options?	10/16/08
EdenPrairieNews.com	Time To Sound Off On Light Rail Options?	10/16/08
Star Tribune	It's Not About The Road (Or The Rails); It's About How You Pay For It	10/16/08
StarTribune.com	It's Not About The Road (Or The Rails); It's About How You Pay For It	10/16/08
KSTP TV	5 Eyewitness News Midday	10/15/08
KSTP TV	5 Eyewitness News Morning	10/15/08
KSTP TV	5 Eyewitness News at 5 a.m.	10/15/08
Star Tribune	How To Get Involved?	10/14/08
StarTribune.com	How To Get Involved?	10/14/08
Star Tribune	What Route Is Best for Southwest LRT?	10/14/08
StarTribune.com	What Route Is Best for Southwest LRT?	10/14/08
KSTP TV	5 Eyewitness News at 10 p.m.	10/14/08
KSTP TV	5 Eyewitness News at 6 p.m.	10/14/08
KSTP TV	5 Eyewitness News at 5 p.m.	10/14/08
KSTP TV	5 Eyewitness News Live at 4:30 p.m.	10/14/08
KSTP TV	Twin Cities Live	10/14/08
KSTP TV	5 Eyewitness News at 5:30 a.m.	10/14/08
KSTP TV	5 Eyewitness News at 5 a.m.	10/14/08
Star Tribune	Which Route Should A Third Light-Rail Line Take?	10/7/08
StarTribune.com	Which Route Should A Third Light-Rail Line Take?	10/7/08
Southwest Journal	Southwest Transitway Planners Seeking Feedback	10/7/08
KMSP website	Public Hearings Kickoff on Southwest Light Rail Project	10/7/08
SouthwestJournal.com	Southwest Transitway Planners Seeking Feedback	10/7/08
EdenPrairieNews.com	Light Rail Takes a Big Step Forward	9/22/08
Life on the Prairie	Southwest Transitway Public 'Scoping' Meetings	August/Sept
Hopkins Highlights	Southwest Transitway Public 'Scoping' Meetings	August/Sept
St. Louis Park Perspective	Southwest Transitway Public 'Scoping' Meetings	August/Sept
Minnetonka Memo	Southwest Transitway Public 'Scoping' Meetings	August/Sept

Table 5 lists the paid ads that were run to increase media coverage:

Table 5: Paid Ads Published		
Publication	Circulation	Date of Ad
Star Tribune	Twin Cities Metro	10/7/08
St. Louis Park Sun Sailor	St. Louis Park	10/9/08
Minnetonka Sun Sailor	Minnetonka	10/9/08
Hopkins Sun Sailor	Hopkins	10/9/08
Edina Sun Current	Edina	10/9/08
Eden Prairie Sun Current	Eden Prairie	10/9/08
One Nation News	Minneapolis	10/8/08
Lakeshore Weekly News	Minnetonka	10/7/08
Spokesman-Recorder	Minneapolis	10/9/08
Insight News	Minneapolis	10/13/08
La Prensa	Local Community	
Hmong Times		
African News Journal		
Asian Pages		

5) Website

Home page stories about Scoping Meetings were run on the Southwest Transitway website – southwesttransitway.org. Public hearings were shown live on streamed video and archived video of hearings was also available for viewing after the hearings.

a time for comment

Southwest Light Rail Transit Project Scoping Meetings

Oct. 14 at 6 p.m.
St. Louis Park City Hall
Oct. 23 at 6 p.m.
Eden Prairie City Hall

An open house will be held an hour before each
public hearing.

Comments can also be submitted in writing by
5 p.m. on Nov. 7, 2008:

Email: Katie.Walker@co.hennepin.mn.us
Mail: Ms. Katie Walker, ACIP
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