



# Corridor Management Committee: February 11, 2021



Brooklyn Park | Crystal | Robbinsdale | Golden Valley | Minneapolis





# Today's Topics

- Approval of December 10, 2020 Meeting Summary
- Discussion and Adoption of CMC Charter
- Engagement and Communications
  - Phase 1 Engagement Summary
  - Phase 2 Request for Proposals
- 2021 Project Roadmap
- Advisory Committee Reappointments
- Next Meeting: March 11, 2021



# Approval of December 10, 2020 Meeting Summary



# Discussion and Adoption of Corridor Management Committee Charter



# Charter Text: Purpose

- The Blue Line Extension Corridor Management Committee (CMC) will advise the Chair of the Metropolitan Council on the design and construction of the proposed light rail line
- Issues the Committee will address include, but are not limited to:
  - Environmental review
  - Project development
  - Engineering final design
  - Construction of light rail transit in the corridor

# Charter Text: CMC Member Responsibilities

- Monthly meetings will provide an important vehicle for seeking project partner input, discussing project concerns and identifying opportunities to mitigate impacts
- Each CMC member is responsible for:
  1. Attending a majority of CMC meetings
  2. Identifying project related concerns or issues
  3. Assisting in the development of solutions to issues or impacts
  4. Actively participating in discussion by sharing ideas and expertise

# Charter Text: Membership

The CMC membership includes 19 voting and 4 non-voting members; membership shall be as follows:

## **Voting Members**

- Metropolitan Council (Chair and two Council Members)
- Hennepin County (2 representatives)
- Hennepin County Regional Rail Authority (1 representative)
- City of Minneapolis (1 representative)
- City of Golden Valley (1 representative)
- City of Robbinsdale (1 representative)
- City of Crystal (1 representative)
- City of Brooklyn Park (1 representative)
- City of Brooklyn Center (1 representative)
- Minnesota Department of Transportation (1 representative)
- Minneapolis Park and Recreation Board (1 representative)
- Blue Line Coalition (2 representatives)
- Community Advisory Committee (1 representative)
- Business Advisory Committee (1 representative)
- Metropolitan Airports Commission (1 representative)

## **Non-Voting Members**

- City of Maple Grove (1 representative)
- City of New Hope (1 representative)
- City of Osseo (1 representative)
- Metro Transit (1 representative)

# Charter Text: Membership

- If an appointed CMC member is unable to attend a CMC meeting, a previously designated alternate is allowed to participate in the meeting
- If an appointed member is no longer able to serve on the CMC, the Chair of the Metropolitan Council will invite the city/county/organization to nominate a replacement



# Charter Text: Meetings

- CMC will meet the second Thursday of every month
- Agendas will be distributed to all members five business days before the meeting
- Meeting summaries will be taken at each meeting; summaries are not final until approved at the next CMC meeting
- Minutes, agendas and presentations will be distributed as PDF files and posted online at the project website: [bluelineext.org](http://bluelineext.org)
- Special meetings will be scheduled as needed, at the call of the Chair

# Engagement and Communications

# Communications & Engagement: Commitment

- A community centric approach
  - Community involved and engaged at every step of the project
- Focus on transparency and trust
- Reach people where they are
- Adjust methods based on ongoing dialog

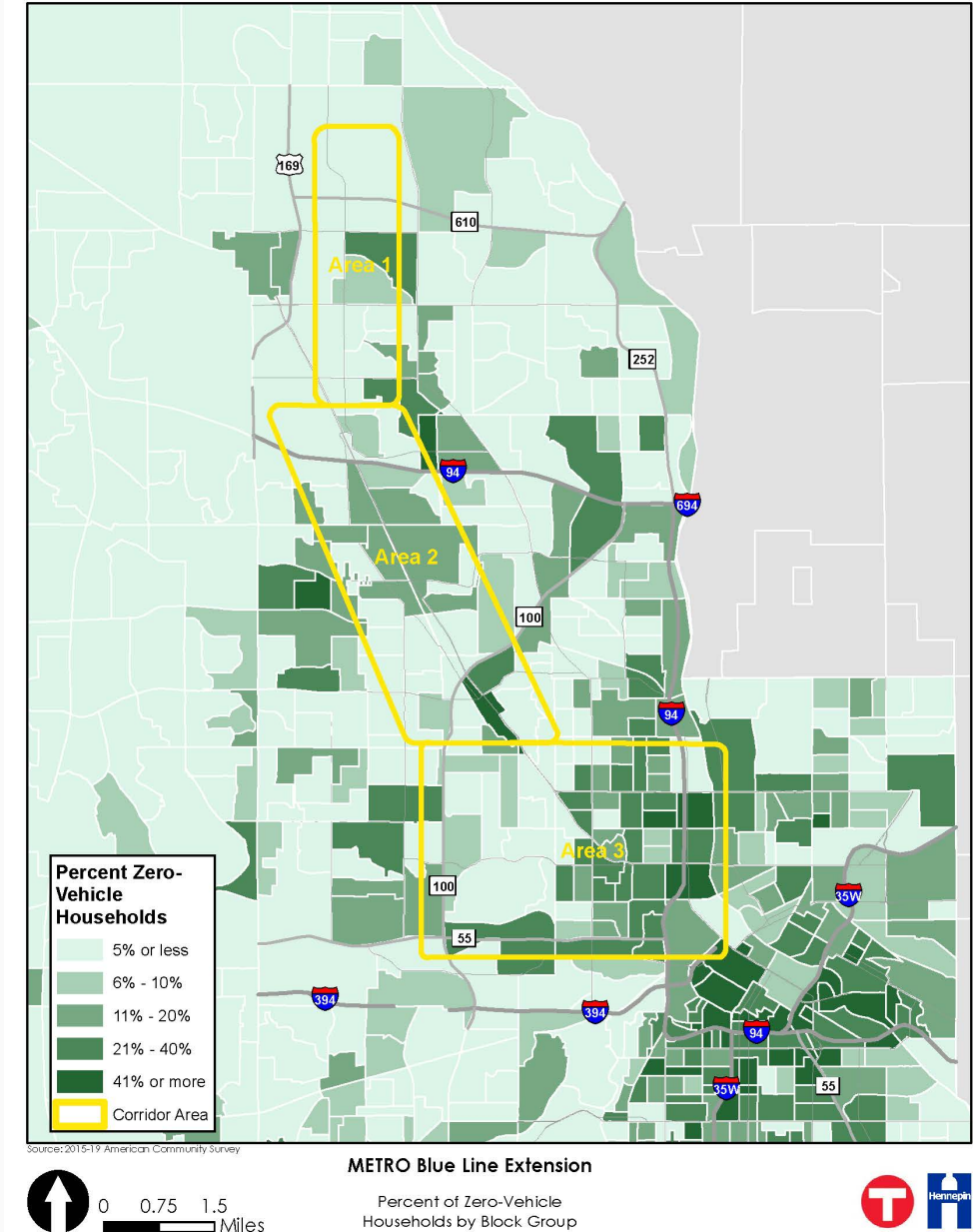
# Communications & Engagement Approach

- Dedicated project staff to work directly with corridor residents and businesses
- Community/cultural consultants for further reach and input
- Community & Business Advisory Committees
- Planned release of technical information and decision points
- Tracking of related and previous engagement efforts and input to avoid engagement fatigue



# Communications & Engagement: Plan

- Public Involvement Plan inputs:
  - Project technical needs and major questions
  - Committee structure
  - Methods informed by community consultants
  - Corridor population demographics
  - Title VI and Environmental Justice
  - American Disabilities Act



# Communications & Engagement: Example Methods

- Door-to-door canvassing
- One-to-one meetings with residents and businesses
- Community meetings and forums
- Advisory committees
- Online polling and comment forms
- Radio and cable television broadcasts
- Community event participation
- Briefings and tours
- Mobile Project Office
- Newsletters
- Social media
- Public comment line and project staff email addresses

# Engagement: Phases 1 & 2

- Continuing a tradition of robust community engagement for the Blue Line Extension
- Phase 1: Developing a community-informed engagement framework
  - Fall 2020 – Jan 31, 2021
- Phase 2: Identifying a community-supported route
  - March 2021 – January 2022

# Phase 1 Engagement: Shaping 2021 Framework

- Contracted with Alliance for Metropolitan Stability, Juxtaposition Arts, Harrison Neighborhood Association through January 31, 2021
  - Update community stakeholder list
  - 10 community stakeholder interviews
  - 5 listening sessions
  - 1850+ Community survey responses
  - Recommendations for phase 2 engagement



# Takeaways: Interviews & Listening Sessions

- Community would like to engage on tangible elements (vs. abstract)
  - Big picture to specific
  - Be clear about why we are engaging community: inform and consult
- Move at the speed of trust
  - Translations and plain language
  - Refresh and build sustainable responsive relationships
  - Don't be afraid of the hard questions

# Takeaways: Interviews & Listening Sessions

- Community is frustrated about new direction, but ready for solutions
- Focus on community benefits
  - Connection to jobs and services
  - Climate action
  - Disparity reduction
- Preventing displacement is a top priority
  - Need for strategies, policies, and funding for building wealth in place

# Survey Engagement Efforts

- Advertised through social media, GovDelivery, and amplified through community consultants
- Information was shared on how to take the survey in other languages and was supported by Hennepin County services

# Survey Results: Geography of Respondents

- 90% of respondents live in the 5 corridor cities
  - Brooklyn Park: 15%
  - Crystal: 10%
  - Robbinsdale: 24%
  - Golden Valley: 11%
  - Minneapolis: 29%
- 60% of respondents work in the 5 corridor cities
  - Brooklyn Park: 9%
  - Crystal: 2%
  - Robbinsdale: 7%
  - Golden Valley: 5%
  - Minneapolis: 29%

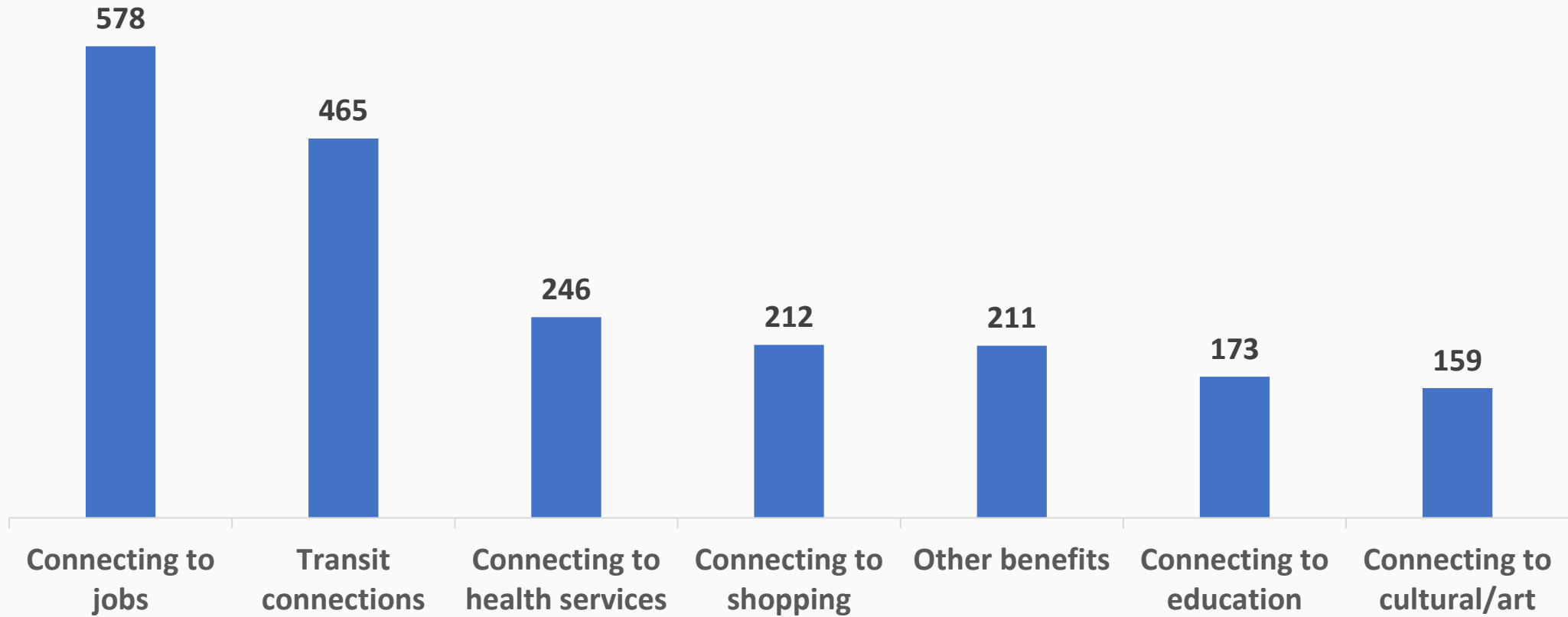


# Survey Results: Key Area Destinations

Area 1	Area 2	Area 3
Target Campus	Downtown Robbinsdale	West Broadway Business District
North Hennepin Community College	North Memorial Hospital	North Memorial Hospital
Grocery stores	Crystal Shopping Center	Theodore Wirth Park

# Survey Preliminary Results: Priority Opportunities

## Number of Responses



# Survey Preliminary Results: Other Key Takeaways

- Displacement was the top concern, including housing affordability and small business leasing affordability
- Preferred engagement: Virtual meetings and pop-up activities in community locations
- Preferred transit connections: Transit hubs

# Phase 2 Engagement: Timeline

- Multiple community consultants will provide outreach, education, and engagement support for route selection

Date	Activity
January 25	RFP released
January 28	Pre-proposal virtual conference
February 8	Closing date for questions
February 16	Proposals due
February 19	Evaluation of proposals
March	Contracts and work begins



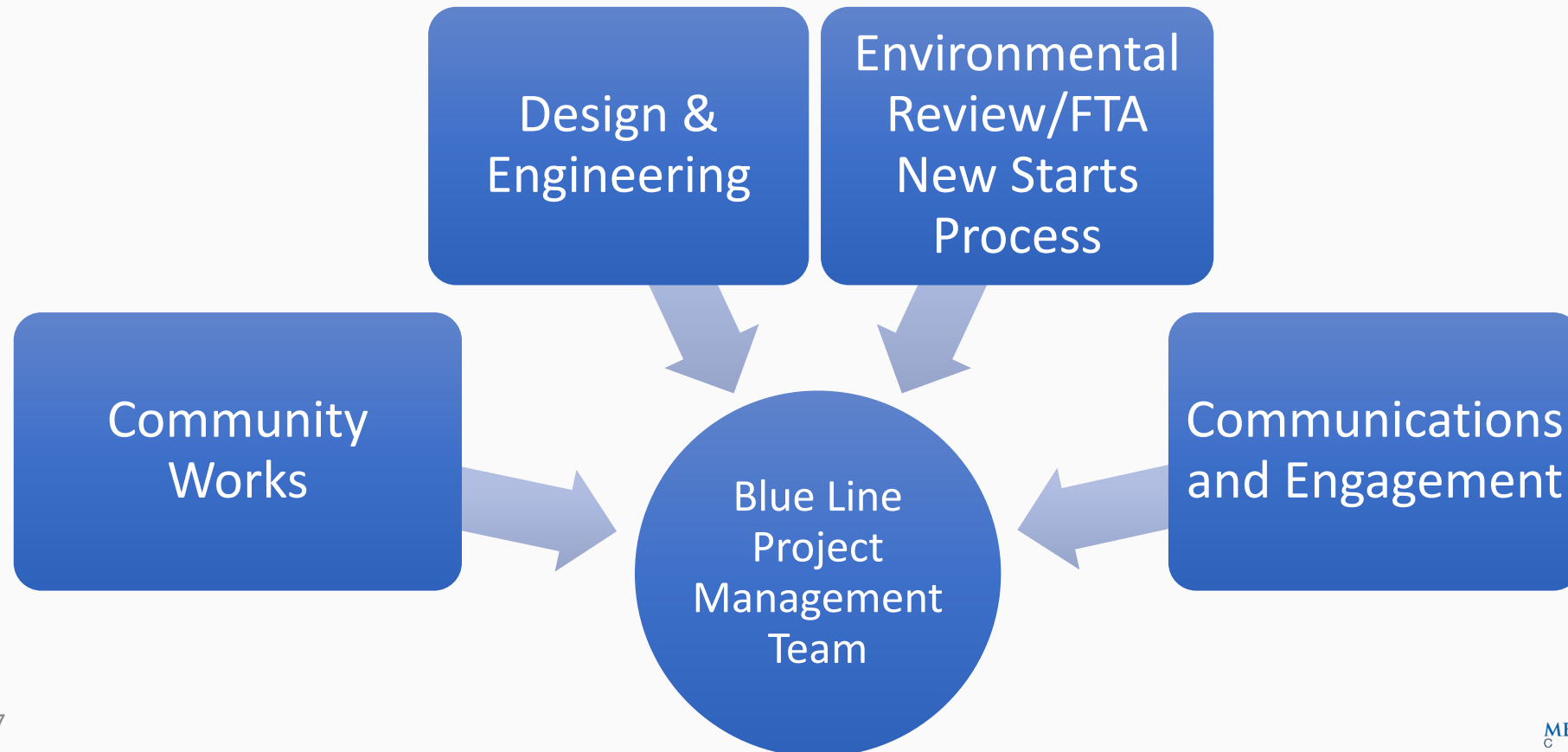
# Phase 2 Engagement: Tiered Approach

- Multiple community consultants will provide outreach, education, and engagement support for route identification
  - Phase 1 engagement framework will guide strategic approach in 2021
  - Proposals will be evaluated and awarded according to level of services provide and areas served
  - Consultants will work as a team with complimentary services and service areas

# 2021 Project Roadmap

# Blue Line Extension Project Staff

- Met Council & Hennepin County staff working together to bring multiple elements of the project forward



# Analysis of Potential Routes

Narrowing of potential options

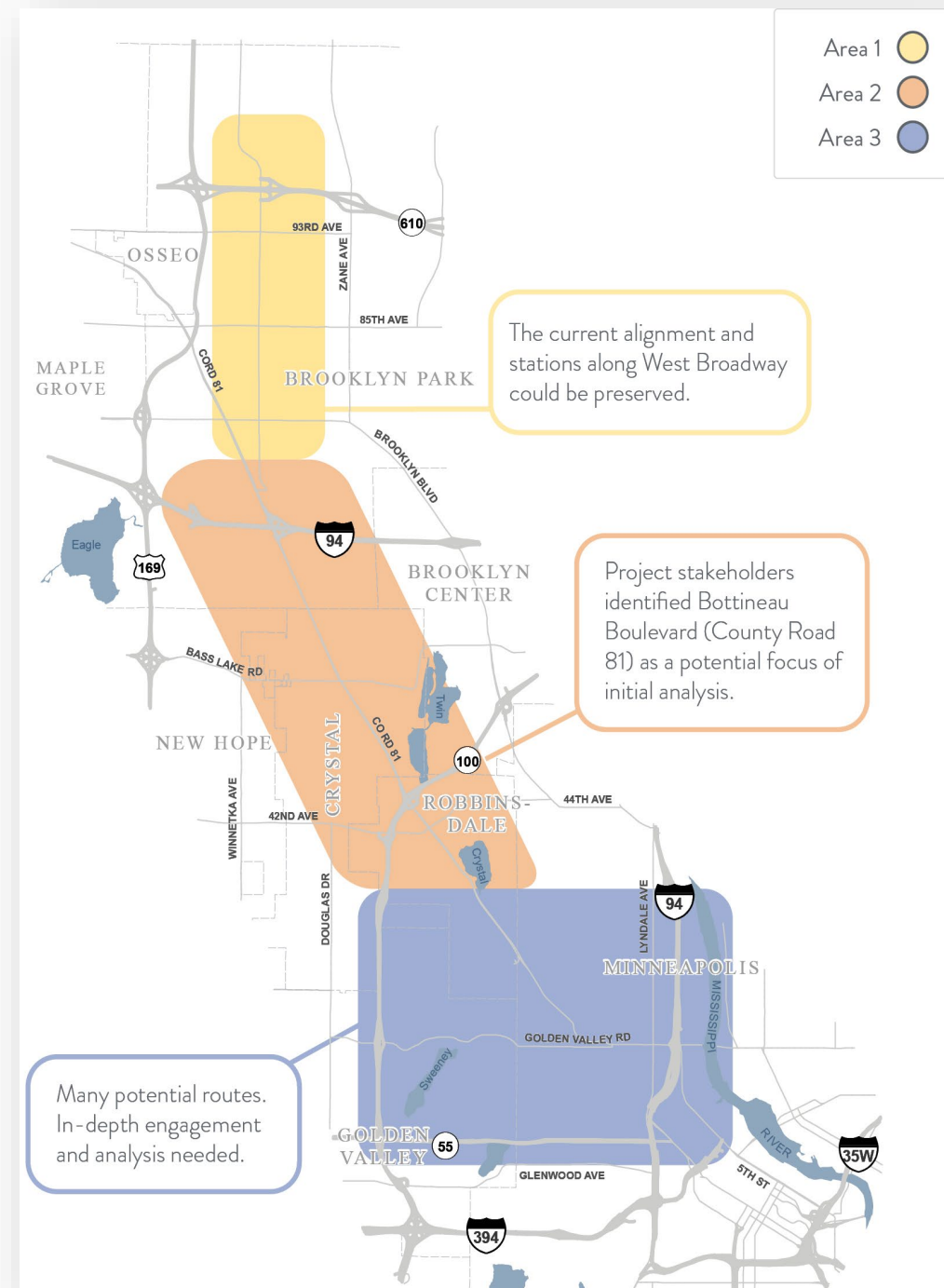
- Upcoming: release preliminary routes for analysis and discussion
- Early summer: draft report with routes evaluated against project criteria and additional engineering work to inform impacts and options
  - Official comment period
  - Preliminary station location
- Late summer/fall: final report with recommended alignment released with corresponding public comment period

# Route Identification and Beyond

- End of 2021: Adopt a community supported alignment
  - Conceptual engineering for new route options (specifically Areas 2 & 3), including station locations
  - Evaluation of project benefits and impacts
- Beyond 2021
  - Confirm environmental approach and conduct analysis
  - Seek Municipal Consent
  - Develop construction ready engineering plans & design details

# What to Expect: Route Options

- Project route options
  - Confirmation of route options for Areas 1 & 2
  - Preliminary options for Area 3
- Options based on:
  - Adopted Project Principles
  - Conceptual review of LRT right of way and operational needs
  - Applicable previous work
  - Community feedback on key destinations and connections



# What to Expect: Route Options

- Feedback sought on:
  - Validate if is this right, if anything is missing, identify what is resonating with residents and businesses
  - Project goals, objectives and evaluation criteria to help analyze the benefits and impacts between options
  - Information needed to support a route option, including opportunities and challenges



# What to Expect: Route Options

- Not included:
  - Route configuration within existing conditions
  - Potential Right of Way impacts
  - Full analysis of project benefits
  - Station locations
  - A complete inventory of project risks
  - Costs

# What to Expect: Route Options

- Continued conversations and discovery of possible solutions:
  - Anti-displacement strategies and tools
  - Equity, inclusion, and diversity
  - Investments related to the previous alignment
  - Additional issue identification based on ongoing community feedback

# 2021 Roadmap: Community Works

# Bottineau Community Works

- **Integrating with LRT project:**

- Share information and data from previous planning and engagement to support alignment discussion
- Reach out to peer regions for best practices integrating equitable economic development priorities
- Incorporate issues as identified during Phase 2 community engagement

- **Organizing for 2021 and beyond:**

- Next steps in key BCW work areas:
  - Build on small business support toward economic recovery
  - Advance bike/ped connections and priority infrastructure investments as appropriate
  - Promote quality, equitable TOD and high quality placemaking
- Support coordination among community and economic development partners



# Advisory Committee Reappointments

# Community & Business Advisory Committee

- Meeting kick-off:
  - March 1: Community Advisory Committee
  - March 2: Business Advisory Committee
- Committee members will select co-chairs that will join CMC at the March 11 meeting

Next Meeting: Thursday, March 11 at 1:30  
PM





# Stay Connected!

- Project website: [bluelineext.org](http://bluelineext.org)
  - Project news, maps, surveys, what we're hearing
  - Committee meeting materials: agenda, handouts, presentations, meeting minutes
  - Sign-up for GovDelivery project updates
- Follow us on Twitter: [@BlueLineExt](https://twitter.com/BlueLineExt)

