Joint Community and Business Advisory Committees

September 23, 2019
Today’s Topics

• Welcome/Introductions
• Approval of Nov 18, 2018 Meeting Summary
• BLRT Project Update
• Hennepin County Community Works Projects
  • Branding and Marketing
  • Wayfinding Study
Project Update
Project Overview

- 11 new LRT stations
- 13.5 miles of double track
- 27,000 est. rides by 2040
- Serving Brooklyn Park, Crystal, Robbinsdale, Golden Valley & Minneapolis
- One seat ride from Brooklyn Park to Bloomington
BLRT Project Milestones

- Complete Critical 3rd Party Agreements
- FTA Financial Capacity Assessment
- FTA Risk Assessment
- Complete 100% Civil Design
- Complete 100% Systems Design
- Complete 100% Brooklyn Park OMF Design
- Submit Advanced Construction LONP request to FTA
- Prepare application for Full Funding Grant Agreement
Current Activities

• Support Cultural Resources (Section 106) efforts on the 90% design
• Support SPO on Franklin O&M Facility design
• Continue FTA coordination
• Continue Hennepin County Community Works coordination
• Allocate staff time to other projects & Council departments
Deferred Activities

- Railroad design coordination
- Right of way acquisition activities
- Preparation of 100% plans and specifications
- Preparation and submittal of FFGA application
- Floodplain mitigation advanced construction
Hennepin County Community Works Projects
ONE corridor for MANY connections

BOTTINEAU CORRIDOR
Today’s Agenda

- Introductions
- Project overview
- Perceptions
- Your point of view
- Our next milestone
MANY Connections

- Community to community
- Career path to career outcome
- Equitable vision to equitable action
- Rich resources to rich rewards
ONE Overarching Brand

• Encourage legislators and investors to commit unmitigated support
• Inspire more businesses to dream, create and expand
• Showcase efforts for workforce excellence
• Reinforce and drive residential desirability
• Attract more talent, business and community opportunities
Project Overview

The planned METRO Blue Line Extension (Bottineau Light Rail Transit) will run throughout the Bottineau Corridor from Minneapolis through northeast Hennepin County cities of Golden Valley, Robbinsdale, Crystal and Brooklyn Park. The line will tie together numerous vital and thriving communities in ways that create lasting value and connect current and future residents to resources and opportunities.
Objectives

• Uncover an authentic corridor identity and begin to develop an effective brand to represent the corridor as a whole
• Create strategies and tools to help partners market the corridor
• Highlight potential and opportunity in the corridor
• Tell the story of the corridor
• Build unity in the corridor.
• Help articulate a long-term vision for the corridor
Perceptions
Key Insights

- Growing buy in—but also skepticism
- City pride is big—some have it, some are trying to garner more
- Not every city has clearly defined who they are
- All cities have “hidden gems”
- Excitement exists for access to other “hidden gems” along the corridor

“There’s so much economic development potential.”

“We have an opportunity to be the go-to place.”

“Will it even happen?”
Key Insights

• Perceptions and desires not aligned with Met Council and MnDOT
• Some communities are more engaged than others
• Marketing and communication infrastructures vary along the corridor
• Great spirit and desire for continued collaboration
• There is excitement for a unified corridor brand elevating all cities

“We’ve bought into it…so should they.”

“I want a brand that associates with the corridor.”

“We need to make it real.”
So, what do you think?
What are you most EXCITED about?
What are you most **CONCERNED** about?
What’s in the way of PROGRESS?
What is the greatest opportunity?
What does SUCCESS look like?
Upcoming milestone

- Brand workshop
- Ongoing engagement
- Name development
Neka creative

Wild Brand Promise
Project Overview and Objectives

• Enhance public’s wayfinding experience between LRT Platforms and community destinations

• Raise awareness of station area destinations

• Communicate community character

• Collaborate with and incorporate corridor branding (to extent feasible)

• Improve health for corridor residents
End Products

Area Wayfinding ‘Decision Points’
Dot Location
Message Schedule
End Products

- Sign Typologies:
  - Information Kiosk
  - Decision Directional with Destinations
  - Turn Sign – Single Information
  - Logo Component – intertwined in path
  - Pavement Markings
End Products

Infrastructure Enhancement Recommendations

- Text
- Maps
- Representative Images
WAYFINDING – WE WANT TO KNOW....

At proposed LRT stations:

1. **What** are common pedestrian and bicyclist **routes**?
2. **What** are important nearby **community destinations**?
3. **Where** do you **go frequently**?
WAYFINDING – WE WANT TO KNOW….  

At proposed LRT stations:

1.) What are common pedestrian and bicyclist routes?

Use a highlighter to mark trails, streets, or paths.

Feel free to add notes about each route!
WAYFINDING – WE WANT TO KNOW….

At proposed LRT stations:

2.) What are important nearby community destinations?

3.) Where do you go frequently?

Use green stickers to identify nearby destinations.

Please add notes to identify stickers or destinations not shown.
SHARE YOUR THOUGHTS....

Using **sticky notes**, write down the community destinations you identified.

Add stickers and sticky notes to the **posters**.

Please continue to **add notes to your packet**, we will collect these packets after the discussion.
THANK YOU FOR SHARING

Thank you, we appreciate your support and insights!
More Information

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