



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



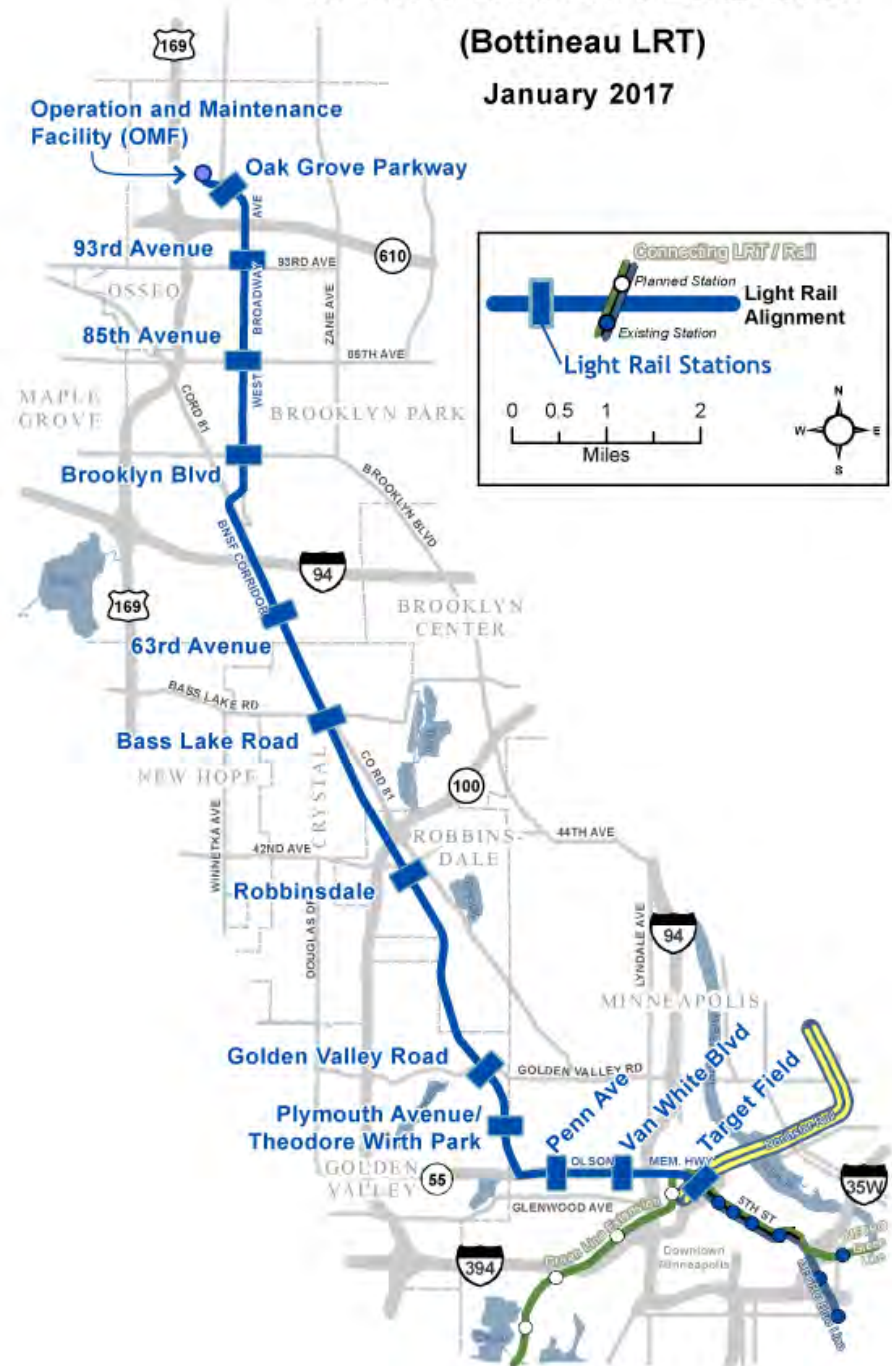
Project Overview

- 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

METRO Blue Line Extension

(Bottineau LRT)

January 2017



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





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ONE corridor *for* MANY connections

BOTTINEAU CORRIDOR



Today's Agenda

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





T Metro Transit
A Division of Metro Council

104A

Lake Street Station

MANY Connections

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



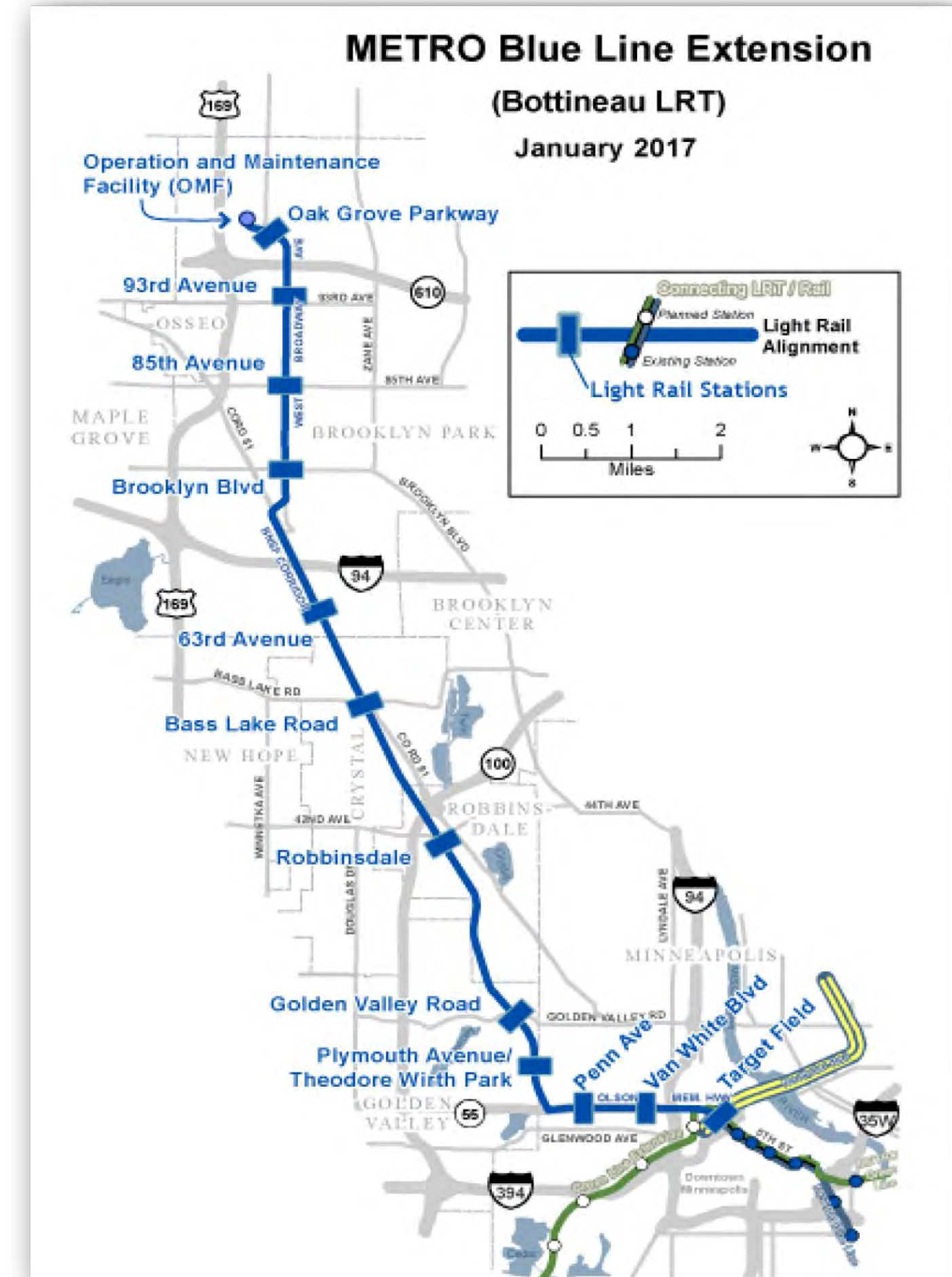
ONE Overarching Brand

- 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



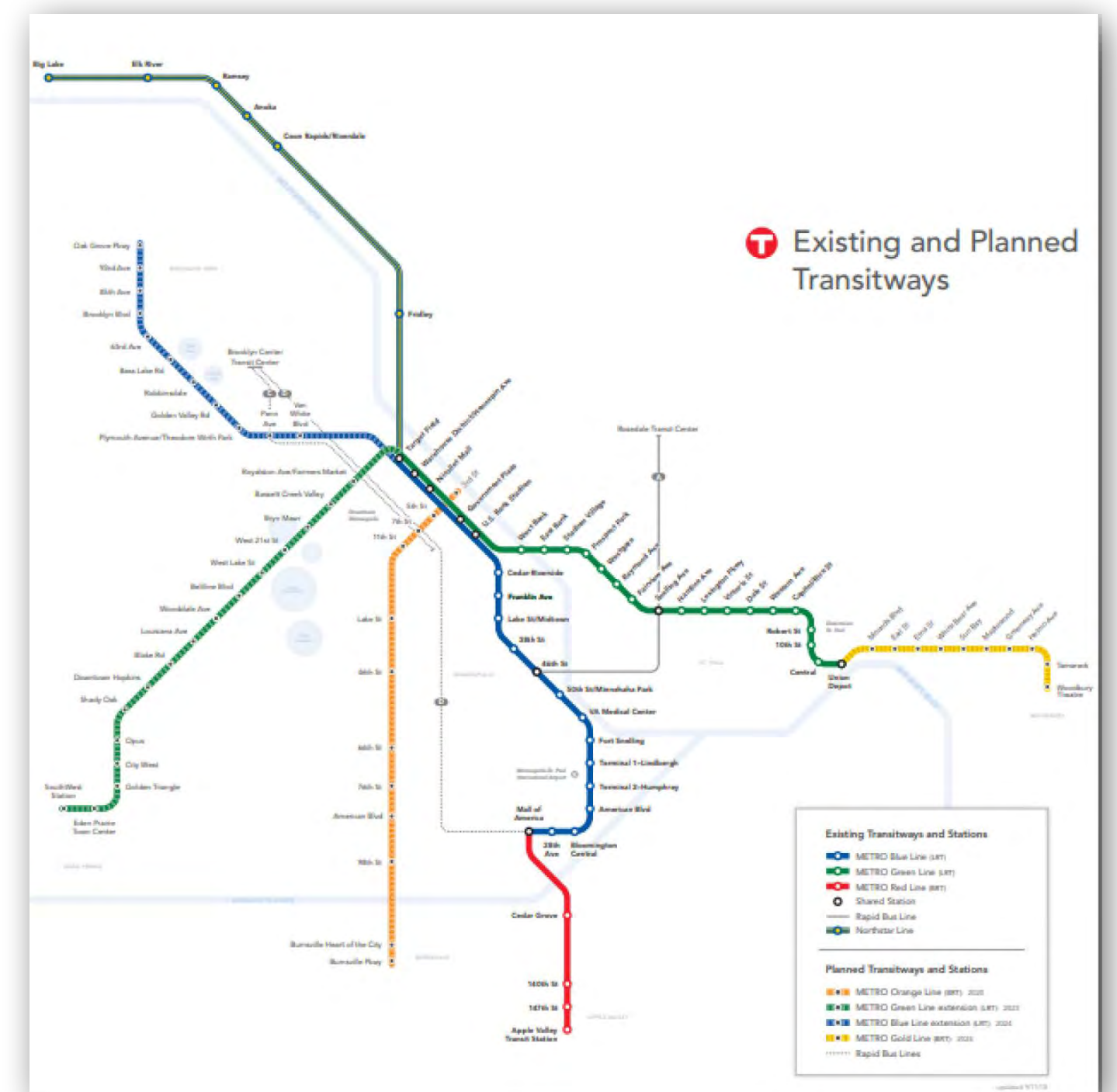
Project Overview

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.”

“We need to make it real.”

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



So, what do you think?



What are you most **EXCITED** about?



A close-up photograph of two hands clasped together in a prayerful or supportive gesture. The hands are positioned with fingers interlaced, and the palms facing each other. The lighting is dramatic, highlighting the texture of the skin and the creases on the fingers. The background is dark and out of focus.

What are you most **CONCERNED** about?

What's in the way of **PROGRESS**?



What is the greatest

O P P O R T U N I T Y ?

What does



look like?

Upcoming milestone

- Brand workshop
- Ongoing engagement
- Name development





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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

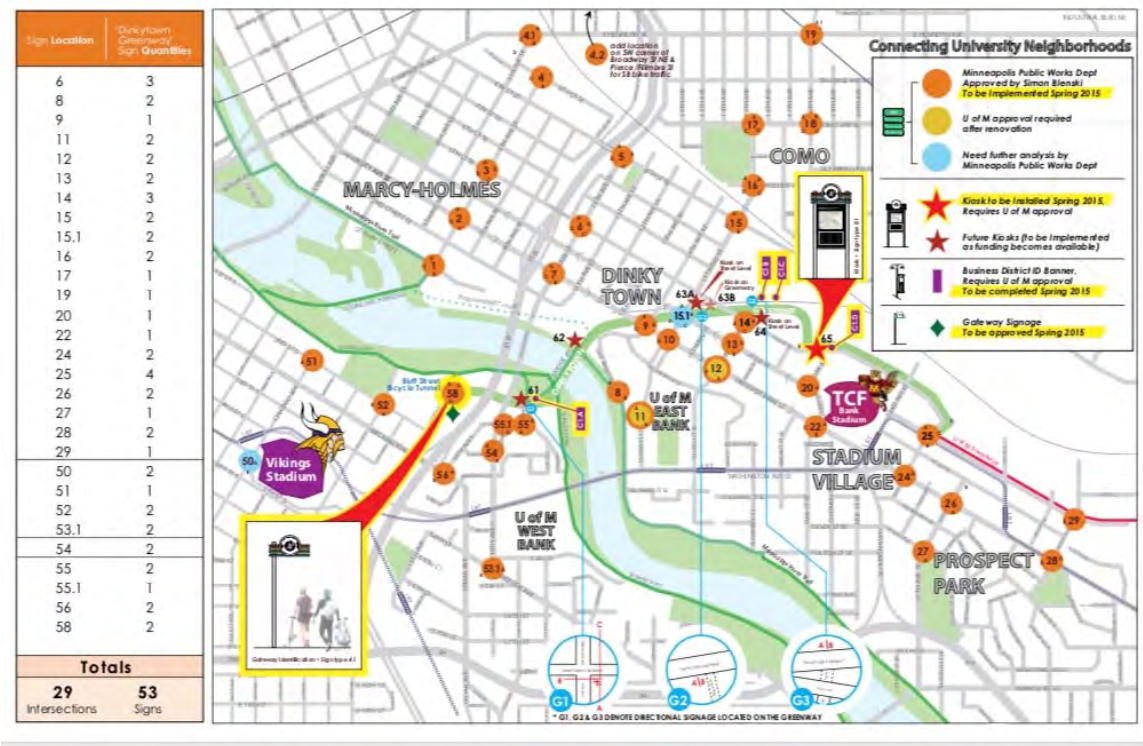


End Products

Area Wayfinding 'Decision Points'

Dot Location

Message Schedule



Example of Dot Map



End Products

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



Example of typologies



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!



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METRO BLUE LINE EXTENSION

Bottineau Transitway – Minneapolis & Northwestern Communities

The METRO Blue Line Extension (LRT) will operate northwest from downtown Minneapolis through north Minneapolis, Golden Valley, Robbinsdale, Crystal and Brooklyn Park, drawing riders northwest of Brooklyn Park. The proposed alignment is primarily at-grade and will have up to 11 new stations in addition to Target Field Station and about 13 miles of double track. The line will interline with the METRO Blue Line and connect Minneapolis and the region's northwest suburbs with existing LRT on the METRO Green Line, future LRT on the METRO Green Line Extension, bus rapid transit on the METRO Red Line, the Northstar commuter rail line and local and express bus routes.

Latest News
Feds: Met Council can begin designing METRO Blue Line Extension

Route
Click on the map below for more information

Website: BlueLineExt.org

Email: BlueLineExt@metrotransit.org

Twitter: [@BlueLineExt](https://twitter.com/BlueLineExt)

