



Corridor Management Committee

February 1, 2012





Today's Topics

- Public Involvement and communications
- SWLRT Project Office update
- Staffing update
- Engineering Services procurement update



Public Involvement and Communications

Outreach and Communications Plan

Purpose

- Develop and maintain broad public understanding and support
- Build mutual trust by creating transparency
- Encourage public input
- Maintain on-going communication with project partners
- Ensure key messages are consistent
- Keep elected officials and funding partners informed



Outreach and Communications Plan

Key Messages

- Provide a fast, safe, new transportation choice
 - Corridor residents
 - Existing 210,000 employees
 - 60,000 future employees
- Be a part of a growing system of fast and frequent light rail and bus rapid transit lines
- Provide improved access to key destinations
- Provide substantial opportunities for public to share ideas, ask questions, and identify issues



Outreach and Communications Plan

Demographics within ½ mile of stations

- 210,000 existing jobs
 - 147,000 in downtown Minneapolis
 - 62,000 jobs located near stations
- 60,000 people live in 31,000 households
- 16,000 residents of racial and ethnic minorities
- 3,600 households incomes below poverty level



Outreach and Communications Plan Stakeholders

- Corridor specific groups
- Target audiences
 - Trail users
 - Corridor of Opportunity CET grant recipients
- Broader regional community
- Agencies and project partners

Outreach and Communications Plan Advisory Committees

- Management Committee
- Community Advisory Committee
- Business Advisory Committee
- Communication Steering Committee
- Land Use Coordinating Committee
- Acknowledges complimentary efforts of other advisory committees related to Community Works

Advisory Committees

Purpose

- Serve as a voice for the community and stakeholders
- Advise Southwest LRT Corridor Management Committee on light rail topics
- Advise Southwest LRT Community Works Steering Committee on land use issues



Communications Steering Committee

Purpose

- Coordinate external communications and public involvement efforts
- Ensure consistency in key messages
- Identify opportunities to leverage existing communications tools
- Participate in periodic assessments of the communications effort



Communications Steering Committee Members

- Met Council and Metro Transit
- Hennepin County
- Cities of Eden Prairie, Minnetonka, Edina, Hopkins, St. Louis Park and Minneapolis
- MnDOT
- Three Rivers Park District and Minneapolis Park & Recreation Board
- Counties Transit Improvement Board (CTIB)



Communications Steering Committee Process

- Identified project partners communications staff
- Held first meeting January 6
- Reviewing Communications and Public Involvement Plan

Community Advisory Committee Overview

- Focus on community issues
 - Traffic
 - Access
 - Safety
 - Housing
 - Land use
 - Transit Oriented Development
 - Park and trail impacts



Community Advisory Committee Process

- Sent out invitation letters and nomination form
- Identified co-chairs
 - Jennifer Munt, Metropolitan Councilmember
 - Jeanette Colby, Kenwood Isles Area Association
- Set monthly meeting 2nd Thursday at 6 PM
- Aiming to hold first meeting in April 2012

Community Advisory Committee Members

- Expand the existing CAC membership
- Add stakeholder groups
 - Residents
 - Minorities
 - Immigrants
 - Low income
 - Trail users
 - Transit users
 - ADA



Business Advisory Committee Overview

- Meet monthly
- Focus on business issues
 - Access
 - Construction impacts
 - Right of way acquisition





Business Advisory Committee Process

- Drafting invitation letters and nomination form
- Identifying co-chairs
- Setting tentative meeting date
- Aiming to hold first meetings in Spring 2012

Business Advisory Committee Members

- Small businesses
- Minority and immigrant businesses
- Corporate headquarters
- Chambers of Commerce
- Property owners
- Developers



Land Use Coordinating Committee Overview

- Include project partners executive level community development staff of
- Support New Starts application regarding land use
- Establish Spring 2012

Outreach and Communications Plan

Communications

- Website
- Newsletter
- Community events
- Speaker requests
- Tours
- Informational posters or kiosks
- Social media



Communication Activities

- Updated www.swlrt.org
- Prepared brochures

Southwest light rail transit project - facts, maps, timeline, meetings, contacts - Metropolitan - Windows Internet Explorer

http://www.metrocouncil.org/transportation/SW/SouthwestLRT.htm

File Edit View Favorites Tools Help

Southwest light rail transit project - facts, maps, timeline, meetings, contacts - Metropolitan

Green Line LRT Extension

SOUTHWEST

About Us News+Events Transportation Wastewater+Water Parks Planning+Development Housing Data+Maps

> Transportation

Southwest LRT Project

Alternatives for improved transit in the Southwest Corridor have been under study since the mid-1980s. In November 2009, the Hennepin County Regional Rail Authority (HCRA) recommended construction of a 14-mile light-rail transit (LRT) line between Eden Prairie and downtown Minneapolis. It would connect near Target Field with the Hiawatha and Central LRT lines, as well as the Northstar commuter rail line. As currently proposed, the \$1.25 billion line would have 17 new stations.

On May 26, 2010, the Council selected the "locally preferred alternative" of light rail along the recommended Kenilworth-Opus-Golden Triangle alignment. At the same time, the Council amended the 2030 Transportation Policy Plan (TPP) to include rail along the corridor, making the project eligible for federal funding. [See a June 2010 newsletter article: Southwest Corridor will be light rail, Council decides.](#)

On Sept. 2, 2011, the Federal Transit Administration (FTA) gave the go-ahead to enter Preliminary Engineering (PE). The Council and project partners will finalize plans for station placement and design, refine the estimates of project costs, benefits and impacts, finalize management plans, and identify and fully commit local funding sources. The PE process will take about two years and complete about 30 percent of the design work. [See a Sept. 2 news release about the FTA's approval.](#)

About the Southwest LRT Project

- Project facts
- Timeline
- Process and contacts
- Partners
- Meetings, minutes and agendas
- Draft Environmental Impact Statement (Hennepin County website)

Southwest LRT

Target Field Station
Royalton Station
Van White Station
Penn Station
21st Street Station
West Lake Station

Set text size: a a a

Southwest LRT News

Larger Southwest LRT route map (pdf)

What's next for transit?

Projected ridership on the Southwest LRT corridor is nearly 30,000 riders each weekday by 2030, comparable to current ridership on Hiawatha LRT.

The Southwest LRT line will connect employers to workforce and create construction jobs.

start

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Southwest light rail tr...

Local intranet

100%

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SOUTHWEST
Green Line LRT Extension

MetroTransit

MOVING AHEAD WITH LIGHT RAIL

Metropolitan Council

MetroTransit

FTA

Transit Improvement

H

Outreach and Communications Plan

Public Involvement

- Public meetings
- Forums and hearings
- Advisory Committees
- One to one meetings
- Surveys





Southwest LRT Project Office

Project Office Needs

- 22,000 Phase I, expandable to 28,000 usable s.f. for anticipated peak staff count of 140
- Accessible to the public (visible, parking and near bus stop)
- Fiber optic connection
- Stable building ownership; responsible onsite management
- Competitive lease terms
- Available Q2 2012






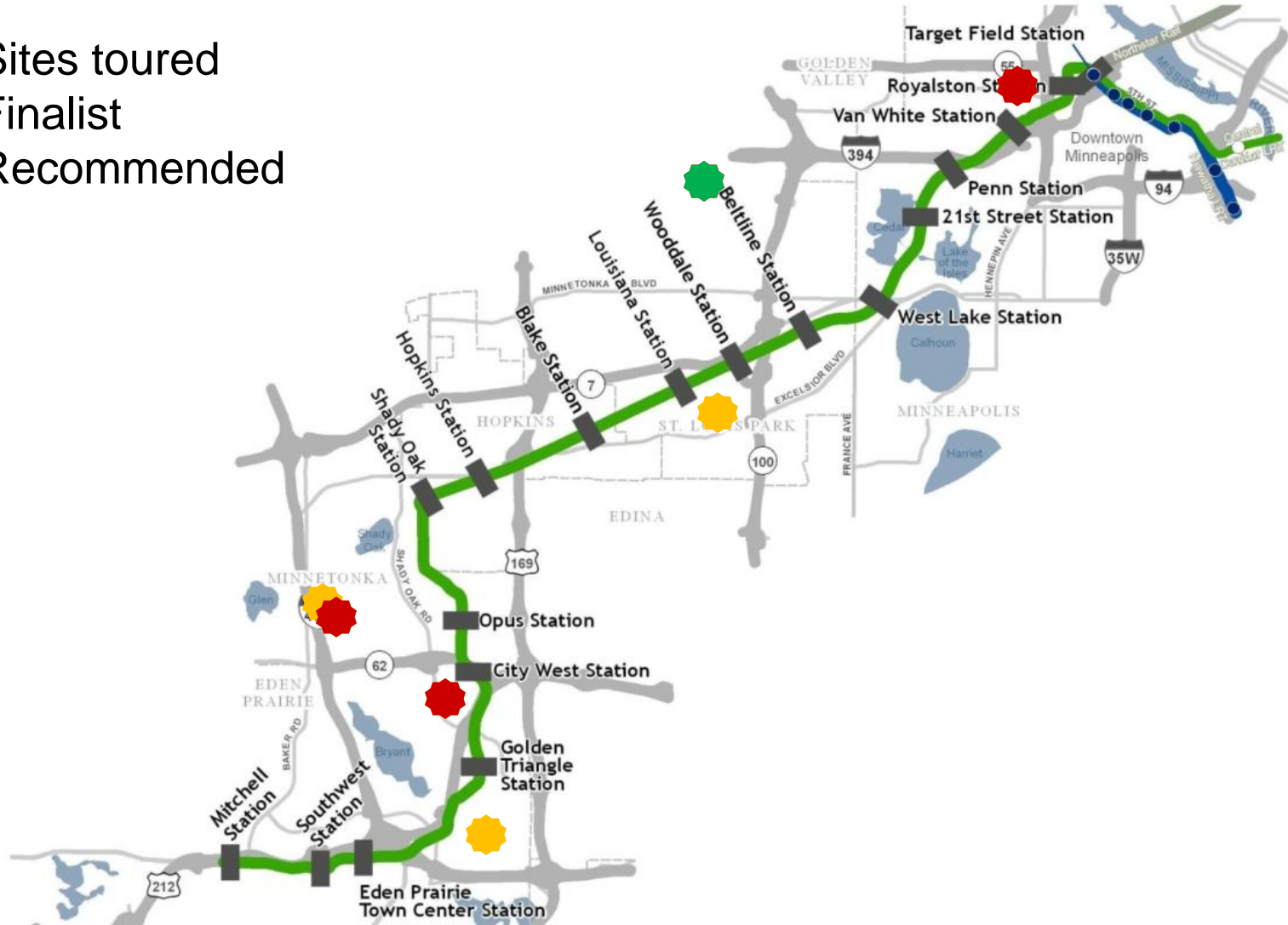
Project Office Mobilization Plan

- Two Phases
- Phase 1 during PE (2012-2013)
 - 110 to 120 staff
 - 20,000 s.f. (approximate)
- Phase 2 initiated by Final Design (2014)
 - Additional 20-30 staff
 - Additional 8,000 s.f. (approximate)



Project Office Selection Process

-  Sites toured
-  Finalist
-  Recommended





Project Office

Park Place West

6465 Wayzata Blvd., St. Louis Park





Staffing Update

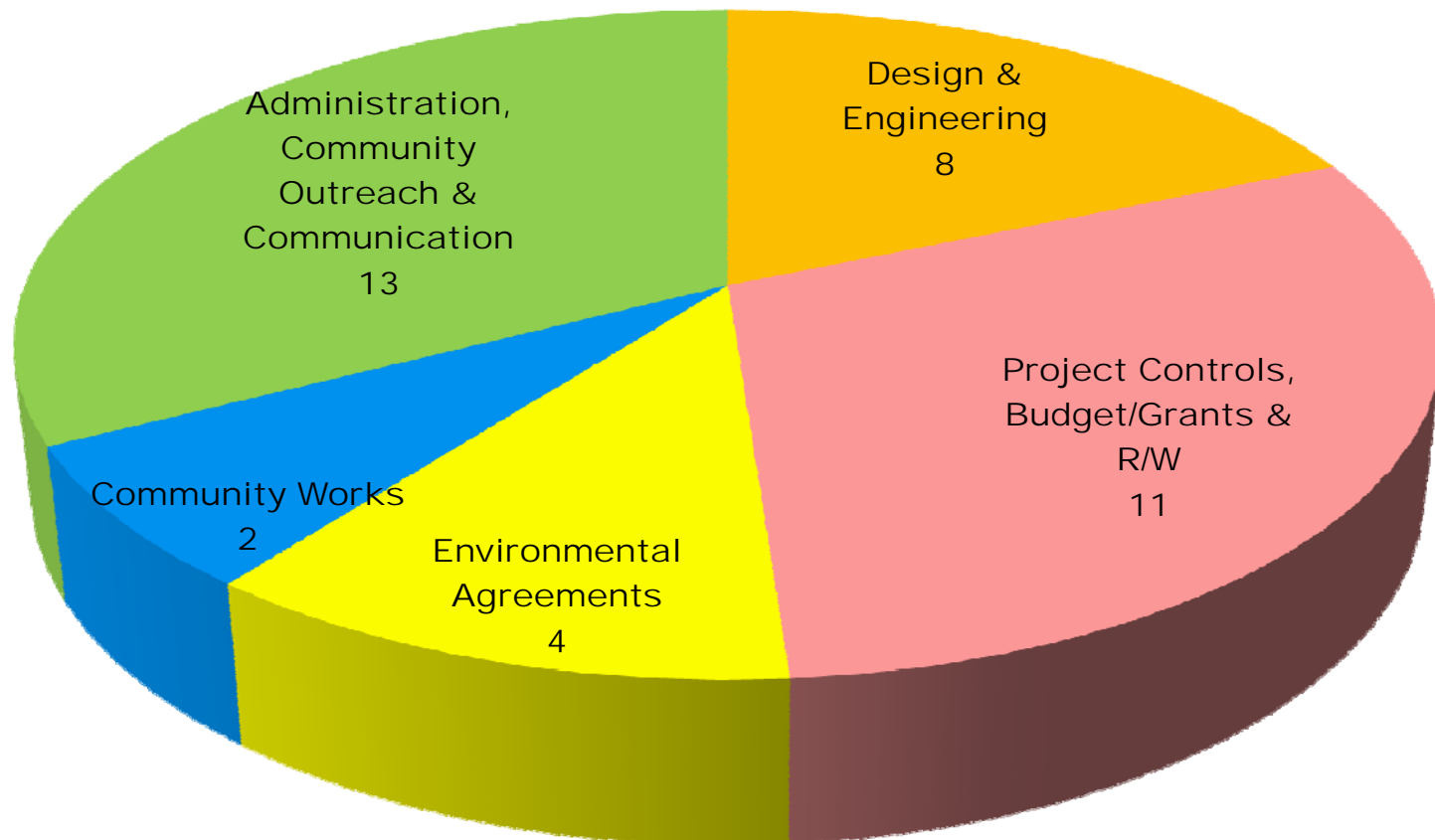
Staffing Update

- 7 positions previously authorized in 2010
 - 6 positions filled
 - 1 position being recruited
- Additional managers and professional/technical staff to be added over next 12 months



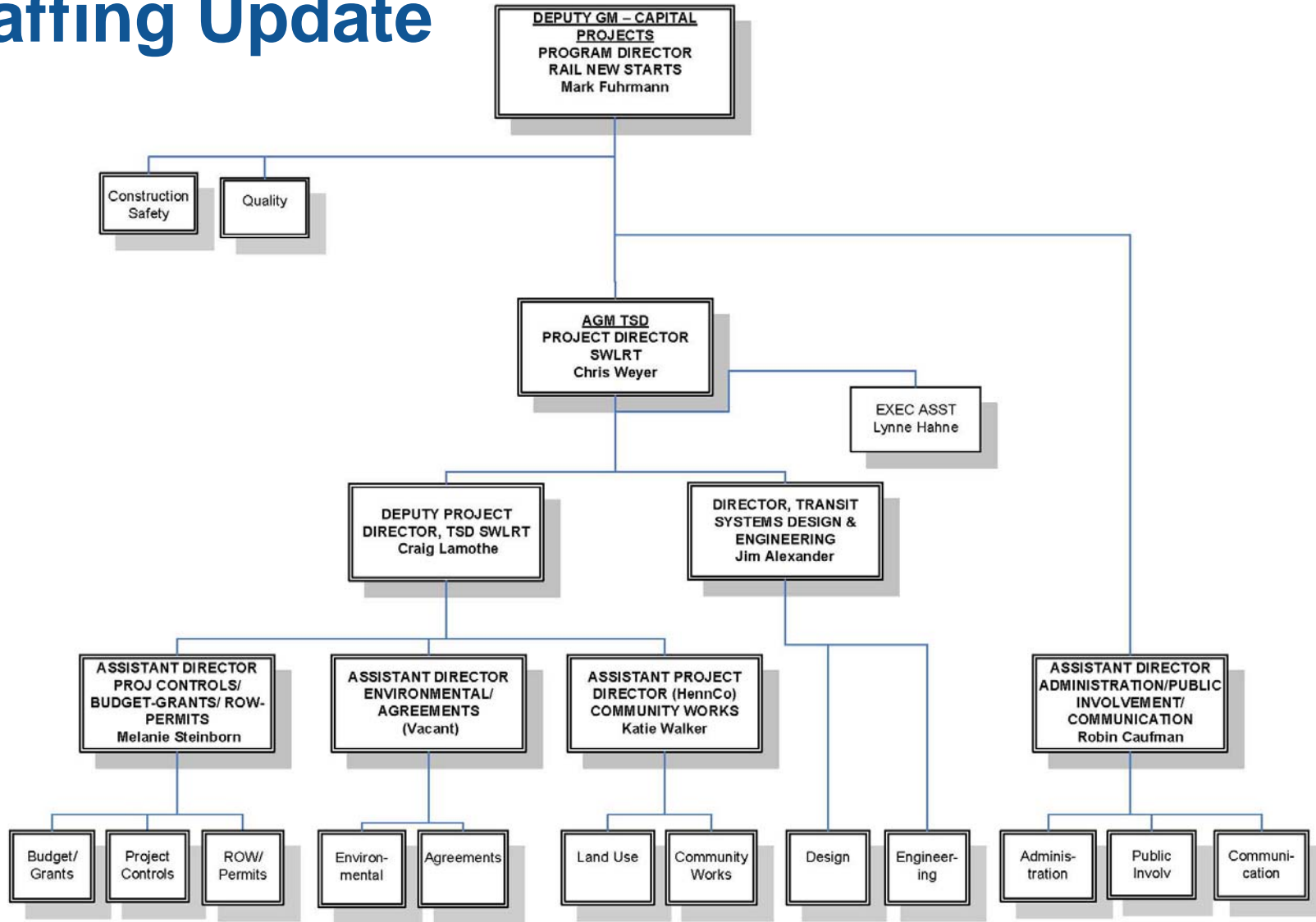
Staffing Update

38 New Positions





Staffing Update





Engineering Services Procurement

Engineering Services Schedule

Major Milestones	Tentative Dates
Entry into PE	September 2, 2011
Advertise RFP	October 21, 2011
Pre-Proposal Conference	November 8, 2011
Response to Questions	November 23, 2011
Proposals Due	December 16, 2011
Interview Proposers	January 23 & 25, 2012
Select Consultant	January 2012
Negotiate Contract	February 2012
Award Contract	March 2012
Sign Contract / Issue LNTP	March 2012

Contracts to be Executed During PE

- Project Office Lease Agreement
- Engineering Services Consultant
- Environmental Services Consultant
- Phase I Environmental Site Assessment
- Phase I and Phase II Archaeological Survey



More Information

Online:

www.SWLRT.org

Email:

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