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
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

- Design & Engineering: 8
- Project Controls, Budget/Grants & R/W: 11
- Administration, Community Outreach & Communication: 13
- Community Works: 2
- Environmental Agreements: 4
Staffing Update

DEPUTY GM - CAPITAL
PROJECTS
PROGRAM DIRECTOR
RAIL NEW STARTS
Mark Fuhrmann

AGM TSD
PROJECT DIRECTOR
SWLRT
Chris Weyer

EXEC ASST
Lynne Hahne

DEPUTY PROJECT
DIRECTOR, TSD SWLRT
Craig Lamothe

DIRECTOR, TRANSIT
SYSTEMS DESIGN &
ENGINEERING
Jim Alexander

ASSISTANT DIRECTOR
PROJECT CONTROLS/
BUDGET-GRANTS/ ROW-
PERMITS
Melanie Steinborn

ASSISTANT DIRECTOR
ENVIRONMENTAL/
AGREEMENTS
(Vacant)

ASSISTANT PROJECT
DIRECTOR (HennCo)
COMMUNITY WORKS
Katie Walker

ASSISTANT DIRECTOR
ADMINISTRATION/PUBLIC
IN VolvEMENT/
COMMUNICATION
Robin Caulfman

Budget/Grants
Project Controls
ROW/Permits
Environmental
Agreements
Land Use
Community Works
Design
Engineering
Administration
Public Involv
Communication
Engineering Services Procurement
## Engineering Services Schedule

<table>
<thead>
<tr>
<th>Major Milestones</th>
<th>Tentative Dates</th>
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<tbody>
<tr>
<td>Entry into PE</td>
<td>September 2, 2011</td>
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<tr>
<td>Advertise RFP</td>
<td>October 21, 2011</td>
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<tr>
<td>Pre-Proposal Conference</td>
<td>November 8, 2011</td>
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<tr>
<td>Response to Questions</td>
<td>November 23, 2011</td>
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<tr>
<td>Proposals Due</td>
<td>December 16, 2011</td>
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<tr>
<td>Interview Proposers</td>
<td>January 23 &amp; 25, 2012</td>
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<tr>
<td>Select Consultant</td>
<td>January 2012</td>
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<tr>
<td>Negotiate Contract</td>
<td>February 2012</td>
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<tr>
<td>Award Contract</td>
<td>March 2012</td>
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<tr>
<td>Sign Contract / Issue LNTP</td>
<td>March 2012</td>
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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 Site Survey
More Information

Online:

www.SWLRT.org

Email:

southwestLRT@metc.state.mn.us