



West Broadway Transit Study

Community Engagement Plan

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Prepared by the
SRF Consulting Group Team
for





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Project Background

The West Broadway Transit Study is a collaborative planning process with Metro Transit and community and agency partners to identify and evaluate potential transit improvements along Washington Avenue North and West Broadway Avenue in Minneapolis and Robbinsdale, and potential connections to planned METRO Blue Line Extension (Bottineau) LRT stations (see Figure 1). The purpose of the study is to understand how a range of potential transit improvements can increase transit ridership while also encouraging residential and economic development within an established urban environment. The intended outcome of the study is a recommended locally preferred alternative (LPA) for transit service improvements in the corridor.

The West Broadway Transit study area extends approximately six miles northwesterly from downtown Minneapolis to Robbinsdale Transit Center as shown in Figure 1. The study's main focus is the alignment along West Broadway Avenue from Penn Avenue to downtown Minneapolis via West Broadway and Washington Avenue North, or North 2nd Street. Modern streetcar and arterial bus rapid transit (BRT) are the two modes that will be evaluated in this study. The recommended LPA must fit with the community's vision and be responsive to the needs and desires of the local communities in terms of technical feasibility, costs and benefits, and transit's effect on encouraging development.

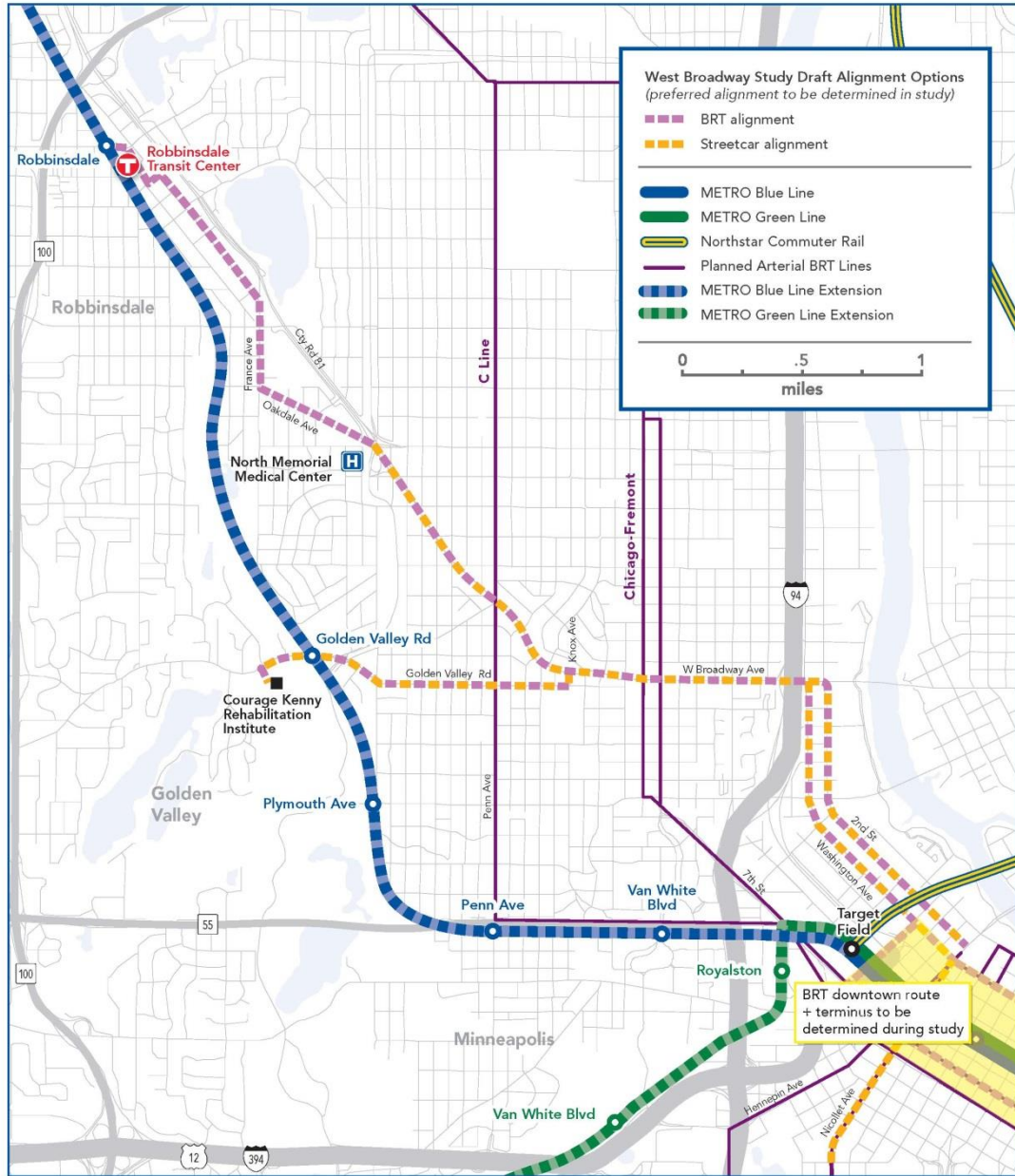
Community engagement is a critical element for understanding local needs and desires, and for reaching consensus on a recommended LPA that will deliver desired outcomes for the affected communities, neighborhoods, residents and businesses. *It is especially important in this project that community engagement extend beyond public meetings and open houses to reach people of all ages on the street and in venues where they are comfortable and already engaged in other activities.*



Figure 1: West Broadway Transit Study Area

West Broadway Study Area

Updated March 2015

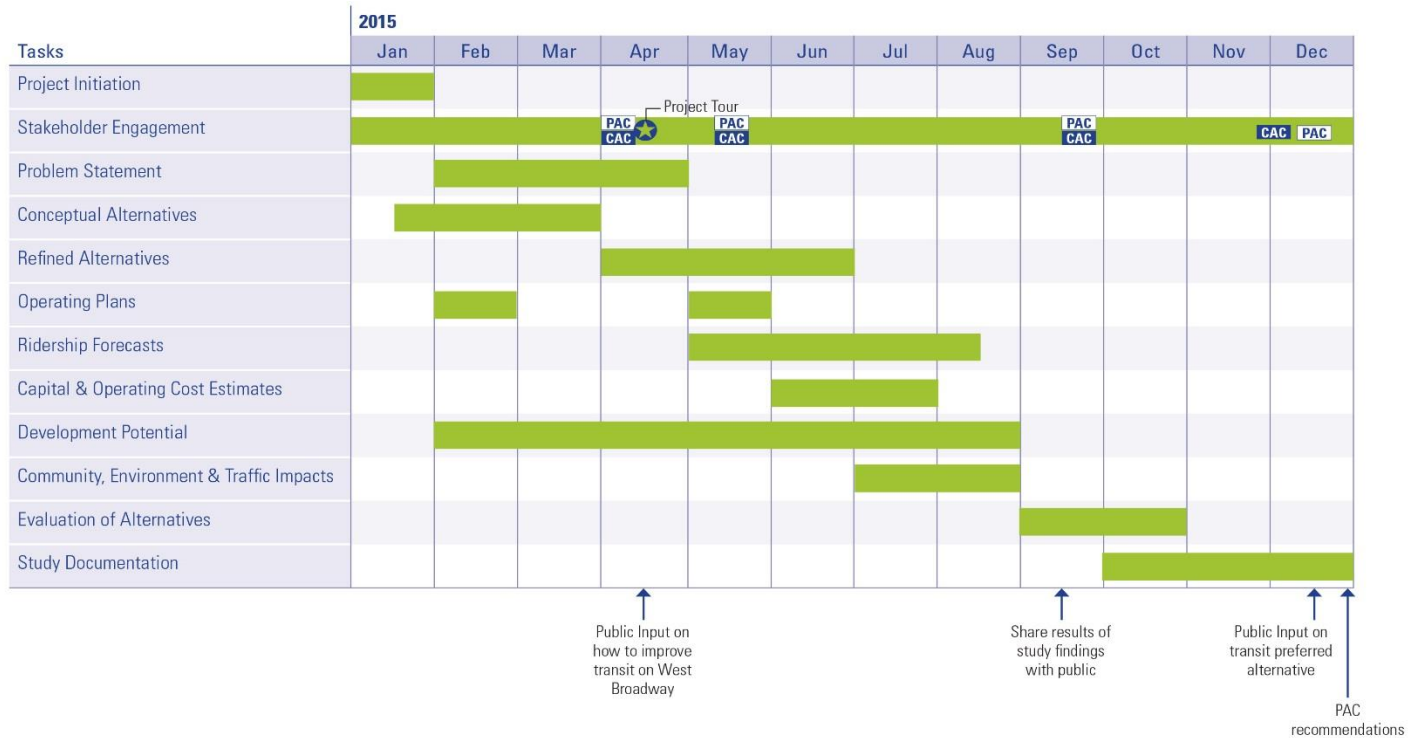




Project Schedule

The West Broadway Transit Study is a 12 month project. Stakeholder engagement will occur throughout the duration of the project as shown in Figure 2.

Figure 2: Project Schedule





Community Engagement Plan Overview

This Community Engagement Plan (CEP) will serve as a guide for the engagement of corridor stakeholders, residents and businesses during the West Broadway Transit Study. The purpose of the CEP is to document the tasks related to community and public engagement that will be undertaken during the development and evaluation of alternative modes and alignments. Proposed activities will include advisory committees, public meetings and open houses, online (remote) engagement, and a variety of in-person, on-the-street engagement activities. *A variety of community engagement strategies, targeted to those not traditionally involved in public policy discussion, is needed to insure broad public participation in the planning process.*

The West Broadway Transit Study will result in a recommendation from a Policy Advisory Committee (PAC) to the Metropolitan Council on a locally preferred alternative (LPA). The LPA will identify a mode, alignment and station locations. The LPA will be used to further develop and implement a transit alternative in the corridor. Community and stakeholder input will be shared with the PAC so that the PAC can reflect the values and themes discovered through the outreach efforts as they recommend a LPA. Community engagement will both provide information to people about the project and seek input from people regarding key issues and concerns that the project should address. The outreach related to this study will focus on several key questions as shown in Table 1: Key Questions for Outreach Activities (found on p.6). The input received on these questions will be used to inform the study also shown in Table 1. Every effort will be made to insure that the community engagement process:

- Engages a full range of corridor stakeholders, with special attention on youth, elders, transit riders, and other individuals who are existing and potential users of transit services
- Engages all stakeholders in meaningful, interactive and accessible ways
- Solicits early and ongoing robust involvement from a full range of stakeholders
- Seeks collaborative input relevant to decisions that are being made such as evaluation criteria and the LPA
- Provides transparency and opportunities for input during the decision-making process

Committee Structure and Decision-Making Process

The West Broadway Transit Study is led by Metro Transit; with input and direction from the following committees:

- Project Management Team (PMT)
- Technical Advisory Committee (TAC)
- Policy Advisory Committee (PAC)
- Community Advisory Committee (CAC)

The roles, responsibilities and make-up of each of these committees are summarized below and the members of each committee are provided in Appendix A. The overall committee structure and decision-making process is shown in Figure 3. The PMT and CAC will advise the PAC on all aspects of the project, including public involvement activities, throughout the study. The PMT and TAC will review technical



work from the consultant team and will advise the PAC on technical issues. The PAC will make a recommendation on a Locally Preferred Alternative (LPA) to Metropolitan Council and Metro Transit. Final decision-making authority rests with Metropolitan Council. Proposed meeting agendas and desired outcomes are shown in Table.

Project Management Team (PMT)

The PMT consists of project staff from the cities of Minneapolis, Golden Valley and Robbinsdale, Hennepin County, Metropolitan Council, Metro Transit, and the consultant team. This group is responsible for the day-to-day management of the West Broadway Transit Study. The PMT is responsible for facilitating coordination among the partner agencies, the consultant team, and the project committees. The PMT is responsible for oversight of all technical work as well as the project schedule and staff recommendations to the TAC and PAC. The PMT meets twice per month for the duration of the study.

Technical Advisory Committee (TAC)

The TAC is comprised of staff representatives from the partner agencies in the West Broadway corridor, including the Metropolitan Council, Metro Transit, Hennepin County, and the cities of Minneapolis, Robbinsdale and Golden Valley. The TAC provides technical input to the transit study process, identifies issues and concerns, discusses and evaluates project alternatives, reviews potential benefits and costs of the alternatives, and makes recommendations on preferred alignments and modes to the PAC. The TAC is expected to meet approximately monthly for the duration of the transit study and if needed more frequently to address specific issues or concerns. A list of TAC members is included in Appendix A.

Figure 3: West Broadway Decision Making Process

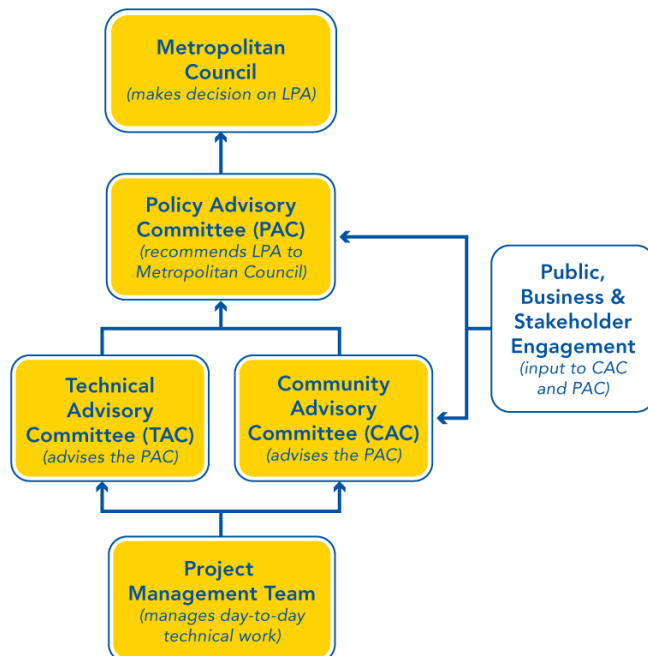




Table 1: Key Questions for Outreach Activities

Phase	Key Questions (related to project corridor)	Who responds to the key questions?	In what forum will people respond?	Who receives responses?	What decisions will be made? (decision maker)
Phase 1: Project Initiation	<ul style="list-style-type: none"> • What transit services do you use and why are they important to you? • What facilities or services do you need that you don't have? • What barriers do you face related to transportation and what consequences do you experience related to those barriers? • What development or redevelopment is needed in the corridor? 	<ul style="list-style-type: none"> • CAC members • Community members • PAC members 	<ul style="list-style-type: none"> • CAC Meeting #1 • PAC Meeting #1 • On-the-street events • Mini-charrettes • Open house #1 	<ul style="list-style-type: none"> • PMT members • TAC members • PAC members 	<ul style="list-style-type: none"> • Selection of project goals and corresponding evaluation criteria (PAC)
Phase 2: Definition of Alternatives	<ul style="list-style-type: none"> • Are the proposed transit stops in the right locations? • What are your reactions to proposed transit connections? • What are your reactions to proposed changes to transit routes and services (if any)? • What pedestrian and bicycle connections are needed? • What other transit facilities are needed? 	<ul style="list-style-type: none"> • CAC members • Community members • PAC members 	<ul style="list-style-type: none"> • CAC Meeting #2 • On-the-street events • Mini-charrettes • PAC Meeting #2 	<ul style="list-style-type: none"> • PMT members • TAC members • PAC members 	<ul style="list-style-type: none"> • Definition of transit alternatives to be studied (CAC, TAC and PAC)
Phase 3: Refinement of Alternatives	<ul style="list-style-type: none"> • Are the proposed transit stops in the right locations? • What are your reactions to proposed transit connections? • What are your reactions to proposed changes to transit routes and services? • What pedestrian and bicycle connections are needed? • What other transit facilities are needed? 	<ul style="list-style-type: none"> • CAC members • Community members 	<ul style="list-style-type: none"> • CAC Meeting #3 • On-the-street events • PAC Meeting #3 • 	<ul style="list-style-type: none"> • PMT members • TAC members • PAC members 	Information generating phase; no major decisions.
Phase 4: Evaluation of Alternatives and LPA Selection	<ul style="list-style-type: none"> • What are your priorities among the evaluation criteria? • How well does each alternative respond to the evaluation criteria? What is your preferred alternative and why? 	<ul style="list-style-type: none"> • CAC members • Community members • PAC members 	<ul style="list-style-type: none"> • On-the-street events • Open house #2 • CAC Meeting #4 • PAC Meeting #4 	<ul style="list-style-type: none"> • PMT members • TAC members • PAC members 	<ul style="list-style-type: none"> • Prioritization of goals • Evaluation of alternatives • LPA Selection



Table 2: Meeting Agendas and Desired Outcomes

MEETING AGENDAS	COMMUNITY ADVISORY COMMITTEE	POLICY ADVISORY COMMITTEE
<p>Meeting #1 Agenda</p> <ul style="list-style-type: none"> • Welcome & Introductions • Roles and Responsibilities • Study Background • Conceptual Alternatives • Community Engagement Approach • Needs/Priorities Exercise 	<p>CAC Meeting #1 Desired Outcomes</p> <ul style="list-style-type: none"> • Input on project goals • Input on community engagement approach • Input on transportation needs in the corridor 	<p>PAC Meeting #1 Desired Outcomes</p> <ul style="list-style-type: none"> • Direction on project goals • Concurrence on community engagement approach • Input on transportation needs in the corridor
<p>Meeting #2 Agenda</p> <ul style="list-style-type: none"> • Welcome & Introductions • Outreach Update • Goals/ Evaluation Criteria • Definition of Alternatives: Concept Layouts and Service Plans 	<p>CAC Meeting #2 Desired Outcomes</p> <ul style="list-style-type: none"> • Concurrence on concept alternatives (alignments/stations) 	<p>PAC Meeting #2 Desired Outcomes</p> <ul style="list-style-type: none"> • Concurrence on concept alternatives (alignments/stations)
<p>Meeting #3 Agenda</p> <ul style="list-style-type: none"> • Welcome & Introductions • Alternatives Review • Results of Technical Analysis: Cost, Ridership, Impacts • Evaluation 	<p>CAC Meeting #3 Desired Outcomes</p> <ul style="list-style-type: none"> • Review results of technical analysis and evaluation 	<p>PAC Meeting #3 Desired Outcomes</p> <ul style="list-style-type: none"> • Review results of technical analysis and evaluation
<p>Meeting #4 Agenda</p> <ul style="list-style-type: none"> • Welcome & Introductions • Outreach Update • Alternatives Review/Evaluation Refresher • LPA Recommendation 	<p>CAC Meeting #4 Desired Outcomes</p> <ul style="list-style-type: none"> • LPA recommendation to PAC 	<p>PAC Meeting #4 Desired Outcomes</p> <ul style="list-style-type: none"> • Selection of LPA



Policy Advisory Committee (PAC)

The PAC includes elected and appointed officials from partner agencies in the West Broadway Transit Study corridor as well as the chair(s) of the CAC. The PAC provides policy input and direction, approves study work efforts, and makes the final LPA recommendation to the Metropolitan Council. The will meet five times during the West Broadway Transit Study. The dates are: April 8, April 10 (Study Area Tour), May 8, September 25 and December 11. These dates are subject to change. A list of PAC members is included in Appendix A.

Community Advisory Committee (CAC)

The CAC includes representatives from key population groups in the study area. It is anticipated that the committee will be limited to approximately 20 members, to allow the group to have thorough discussions of issues as they arise. Each member should come to the table representing more than one perspective and preferably several (see Figure 4).

The membership of the CAC will be drawn from people with clear and demonstrated connections to the many other people in the corridor rather than as representatives of organizations in the corridor. However, it is anticipated that members will be able to connect with the various area community-based organizations and carry forward the perspectives of the full community, their neighborhoods and their colleagues as well as their own views in committee discussions. Members of the CAC will also be asked to provide input on broader community outreach initiatives and strategies to reach residents and businesses within a walkable distance from the corridor, also considered the study area.

Membership will reflect:

- The full range of age groups including youth, adults and elders
- The cultural and ethnic groups represented in corridor neighborhoods
- Both existing and potential transit users
- Representative views of a wide range of non-profit organizations, faith groups and other service organizations, recreation and arts organizations active in the corridor
- Representative views of the neighborhoods in the corridor
- Representative views of the businesses and employers in the corridor

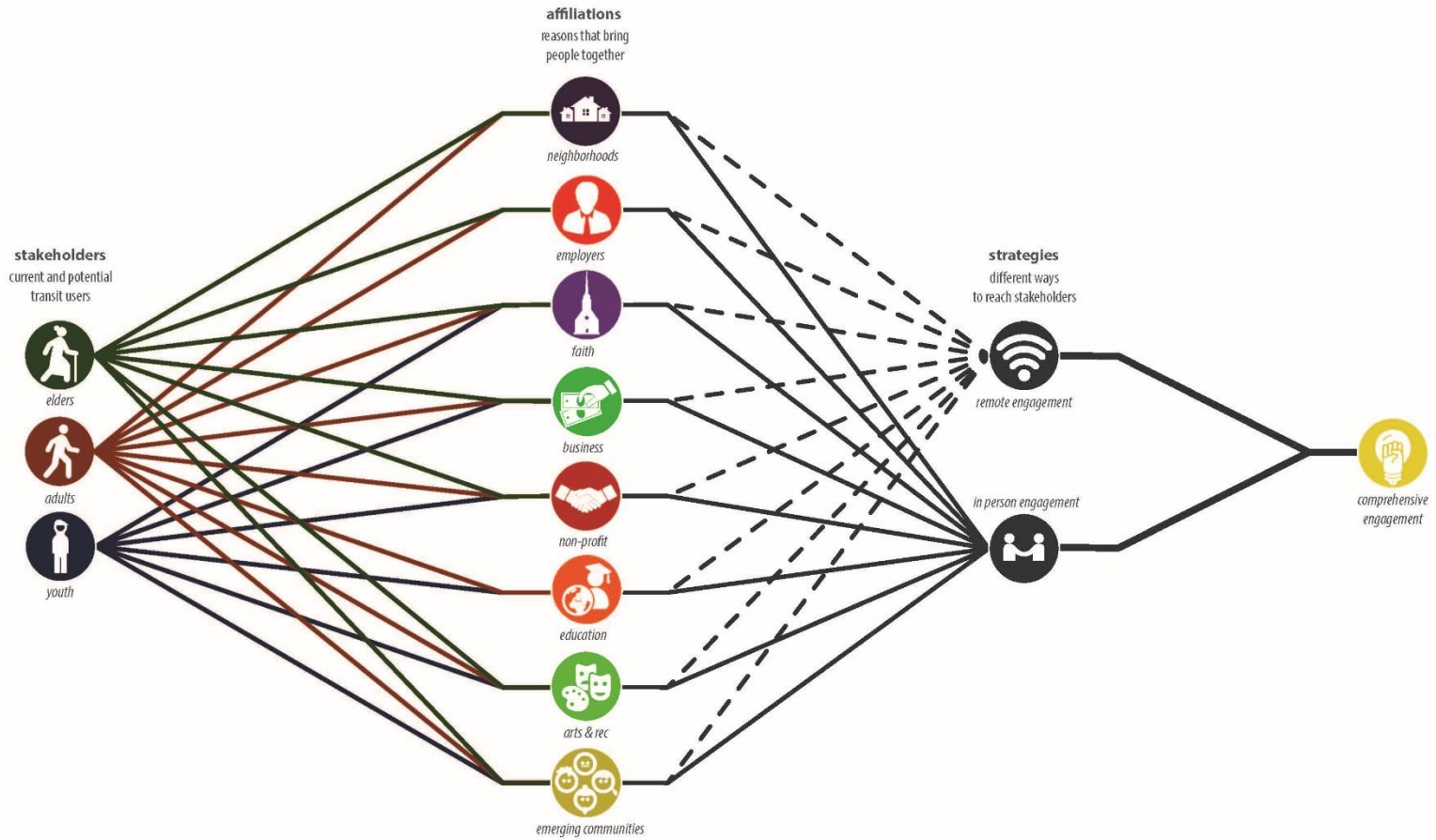
Although the CAC does not have direct decision-making authority, it will nominate two of its members to serve as voting members of the Policy Advisory Committee (PAC). The PAC will, in turn, will make a final recommendation to the Metropolitan Council.

An application process was used to staff the CAC. There were no requirements for formal experience, training or education for membership.



Figure 4: West Broadway Stakeholder Mapping

stakeholder mapping





The CAC will function according to the following basic principles:

- CAC members will serve from April through December 2015.
- The CAC will meet four (4) times in 2015.
- CAC meetings will not last longer than two hours each.
- Meetings will be held at a location within the study area that is accessible via transit service and ADA accessible.
- Transit use will be provided for all committee members with transit payment coupons.
- The final decision regarding time and location of committee meetings will be determined by the body of the whole committee.
- Additional meetings or committee events will be added, as needed, as determined by the body of the whole committee.

The recommended list of committee members will be presented to the PAC, by the PMT, at their first meeting on April 8, 2015.

Coordination with Partner Agencies

Coordination with partner agencies will occur primarily through the PAC, TAC and PMT. All partner agencies will be represented on these committees. Additional meetings will be held with individual agencies as needed to discuss and resolve issues as they arise.

Community Engagement Activities

The following public outreach activities will be used to engage a broad range of residents and businesses in the transit study process. Community engagement activities will be focused around four project phases. The proposed activities and their relationship to project phases and target outreach groups are summarized in Table 3. ***It is important to use a variety of strategies while maintaining some flexibility related to venues and engagement activities so that activities and message content can be customized for specific audiences.***

Phase 1 will focus on seeking input about project goals and transit needs in the West Broadway study area. The results of this phase will translate into the project problem statement. Activities during this phase of the project will focus on gaining input from people about the following questions:

- What transit services in the West Broadway study area are important to you?
- What transit facilities or services do you need in the West Broadway study area that you don't have?
- What barriers do you face related to transit in the West Broadway study area and what consequences do you experience related to those barriers (access to work and school, connection with family and friends, access to health care and a healthy lifestyle, etc.)?



Table 3: Community Engagement Activities

Phase	Key Questions (for project corridor)	Outreach Activities	Scheduled Events	CAC/PAC Meetings
Phase 1: Project Initiation	<ul style="list-style-type: none"> • What transit services do you use and why are they important to you? • What facilities or services do you need that you don't have? • What barriers do you face related to transportation and what consequences do you experience related to those barriers? 	<ul style="list-style-type: none"> • Project bus (if approved by Metro Transit) • On-line (remote) engagement – website and social media • Mini-charrettes • In-person activities (will vary based on audiences) • Cash cab (if approved by Metro Transit) 	<ul style="list-style-type: none"> • Bus tour • Open House #1 • Project Bus • Farmer's Market • Ice Cream Socials • Garden Tours 	<ul style="list-style-type: none"> • CAC Meeting #1 • PAC Meeting #1
Phase 2: Definition of Alternatives	<ul style="list-style-type: none"> • Are the transit stops in the right locations? • What are your reactions to proposed transit connections? • What are your reactions to proposed changes to transit routes and services? • What pedestrian and bicycle connections are needed? <p>What other transit facilities are needed?</p>	<ul style="list-style-type: none"> • Mini-charrettes • On-line (remote) engagement – website and social media • YouTube video • In-person activities (will vary based on audiences) • Display tables and activities at events (will vary activities based on audiences) 	<ul style="list-style-type: none"> • Juneteenth • Carifest • FLOW – Northside Arts Crawl • Urban League Family Day • Redeemer Lutheran Church Annual BBQ • Farmer's Market • National Night Out • Battle of the Badges BBQ 	<ul style="list-style-type: none"> • CAC Meeting #2 • PAC Meeting #2
Phase 3: Refinement of Alternatives	<ul style="list-style-type: none"> • Are the transit stops in the right locations? • What are your reactions to proposed transit connections? • What are your reactions to proposed changes to transit routes and services? • What pedestrian and bicycle connections are needed? • What transit facilities are needed? 	<ul style="list-style-type: none"> • Mini-charrettes • On-line (remote) engagement – website and social media • In-person activities (will vary based on audiences) 	<ul style="list-style-type: none"> • Farmer's Market • Ice Cream Socials • Garden Tours 	<ul style="list-style-type: none"> • CAC Meeting #3 • PAC Meeting #3
Phase 4: Evaluation of Alternatives and LPA Selection	<ul style="list-style-type: none"> • What are your priorities among the evaluation criteria? • How well does each alternative respond to the evaluation criteria? • What is your preferred alternative and why? 	<ul style="list-style-type: none"> • Project bus (if approved by Metro Transit) • On-line (remote) engagement – website and social media • Cash cab (if approved by Metro Transit) 	<ul style="list-style-type: none"> • Open House #2 	<ul style="list-style-type: none"> • CAC Meeting #4 • PAC Meeting #4



Phase 2 will focus on seeking input about proposed improvements to transit services and facilities in the West Broadway corridor. Community discussions around transit corridor design concepts will be facilitated. The results of this phase will inform and modify the transit alternatives of this study: modern streetcar and BRT. Activities during this phase of the project will focus on gaining input from people about the following questions:

- What are your reactions to proposed transit connections?
- What are your reactions to proposed changes to transit routes and services?
- What pedestrian and bicycle connections are needed?
- Are the transit stops in the right locations?
- What other transit facilities are needed?

Phase 3 will focus on refinement of the transit alternatives for the West Broadway corridor. Technical analysis will be completed to better understand the impacts of each alternative. The technical analysis includes estimating:

- Capital and operating costs
- Ridership
- Economic development potential
- Community, environmental, and traffic impacts

Outreach during this phase will focus on sharing information about the transit alternatives developed in Phase 2. The Phase 2 and 3 outreach work will help to inform both the development of alternatives and the evaluation criteria to be used in Phase 4.

Phase 4 will focus on the evaluation of alternatives and selection of an LPA. The results of this phase will inform the selection of a LPA by the PAC. Activities during this phase of outreach will be focused around the following questions:

- What are your priorities among the evaluation criteria?
- How well does each alternative respond to the evaluation criteria?
- What is your preferred alternative and why?

Online Engagement

The following electronic communications tools will be used to provide notification of project milestones and to encourage a continuous dialogue on the West Broadway Transit Study among a variety of stakeholders.

Project Website

A project website has been which is housed on the Metro Transit website. The website address is:

<https://www.metrotransit.org/west-broadway-transit-study>



Content for the website will be updated frequently by Metro Transit staff, and this will be the source of all project information. Content will be updated at least monthly and more frequently when public events occur or major milestones are passed. The website will be advertised through social and traditional media outlets. Formatting and branding is consistent with Metro Transit's standards. The website will include at least the following:

- Study area map with highlighted station areas
- Project news
- Sign-up for project updates
- Information about the West Broadway Transit Study
- Committee overviews and members
- Notice of public meetings and other events
- Project reports
- Frequently Asked Questions
- Project contact information (name, email, phone)
- Ability to submit comments via email

Links to the Metro Transit project website will be established from partner agency sites and as many stakeholder organization sites as possible.

Social Media

Social media updates will be provided through the Metro Transit Facebook page. These tools will provide an excellent forum for engaging in conversation among stakeholders as well as a means of providing project information. People expect that electronic communication will be immediate and real-time. Social media will be managed with this goal in mind, notifying Metro Transit staff in advance of events and activities to allow time for staffing availability.

Email Distribution

An email distribution list will be used to provide information to the many organizations and individuals that may have an interest in the project or the corridor, but may not be actively involved or directly located in the West Broadway corridor. This tool will be made available to all individuals, businesses and organizations that wish to receive communication through this means. All can sign up at the project website. These "e-updates" will be sent through Metro Transit. The email distribution list will be used primarily for information dissemination rather than for community engagement.

YouTube Video

The community engagement team will develop a short video about the project that can be published on the project website, published on YouTube, used at public meetings, or used in other venues as determined appropriate by the project team. The video will have an arts focus and will be targeted to youth but will be appealing to a wide audience that will likely encompass both a range of ages and multiple languages. A product that is visual, rather than just verbal, will greatly enhance the messages and the potential size of the viewing audience.



On-Street Activities

Up to 48 small on-the-street activities will be employed to target specific audiences that may not be easily engaged through a broader public meeting or to gain input from a particular population group. These activities will range from informal one-on-one or small group conversations to more formal display tables with planned interactive activities. Activities may occur at existing bus stops, apartment buildings or senior complexes, youth events, scheduled local community events, grocery stores, libraries, community centers, restaurants, etc. A concerted effort will be made to identify targeted locations to engage historically underserved populations and emerging immigrant communities.

Many of the on-street, in-person activities that are proposed will have either an arts or a family activities based component. The community engagement team will place an emphasis on designing activities that have an arts or family focus to maximize the potential appeal and benefits of these engagement activities.

One of the main goals of community engagement for the West Broadway Transit Study is to engage a full range of corridor stakeholders, with special attention on youth, elders, transit riders, and other individuals who are existing and potential users of transit services. Youth account for a large percentage of the population in the corridor, most are current and potential transit riders, and engaging youth is a first step in engaging family members of all ages. The community engagement team is identifying ways to creatively engage youth throughout the duration of the study. The community engagement team will place an emphasis on including outreach to youth and will work to effectively engage youth in outreach activities.

Scheduled Local Community Events

Scheduled local community events where on-street activities may be conducted (if permitted by the event sponsor) include:

- Juneteenth events (Saturday, mid-June, June 19th is officially Juneteenth) – North Mississippi Regional Park
- Carifest (Saturday, mid to late July - usually in conjunction with FLOW) – West River Road between Plymouth and West Broadway
- FLOW – Northside Arts Crawl – Friday and Saturday, mid to late July (usually in conjunction with Carifest) – West Broadway from West River Road to Penn Avenue
- Urban League Family Day – Saturday in August – Plymouth Avenue between Knox and Penn Avenues
- Redeemer Lutheran Church Annual BBQ – Sunday in August – Glenwood Avenue at Logan
- West Broadway Farmer’s Market – Fridays, 3-7pm, June-October
- National Night Out – first Tuesday in August
- Battle of the Badges BBQ – Saturday, mid-August – North Commons Park
- North Memorial Vendor Fair (April and October) – North Memorial Hospital
- Ice Cream Socials
- Garden Tours



Engagement Activities

There are two aspects to the proposed community engagement activities: (1) providing information, and (2) collecting feedback. In-person engagement activities that may be used include:

- Mini-design charrettes – see description on page 16.
- Six Word Stories: Have participants write six words about their transit experiences, needs, and desires. These stories allow participants to be creative and reflect on their experiences riding transit and how transit affects their lives. *Example: “Transit Allows Me to See Grandchildren,” or “Take Bus to Save for College”.* Peer-on-peer interaction with people, particularly youth-on-youth, will help successfully engage a wide variety of people in exercises like this.
- Traveling Chalkboards: Have participants write their answers to specific questions asked by engagement team members on a portable chalkboard, take a photograph of participants with their responses, and post to social media.
- Community Chats: Lead monthly, organic, in-depth conversations about transit experiences, needs, and desires at local coffee shops or other gathering places.
- Happy Hour or Morning Coffee: Place table tents and coasters with QR codes to link to the project website in bars, restaurants, and coffee shops with printed questions. Participants can write their answers on the coasters and return to their server.
- Spin Wheel: Have participants spin a pre-made spin wheel with printed questions about transit to win prizes.
- Asset Mapping: Have participants identify their homes, work sites, favorite places in the corridor and/or draw their commutes and trips on a map.
- Coloring Book: Create a coloring book of streetcars, buses, and station/shelter designs for youth to color or decorate. The results of this exercise might be reproduced on bus sides, posters, or display boards for public events. Young artists are the ideal candidates for creating these products.
- Bus Stop Storytelling: Have community artists tell stories about their experiences on transit by travelling with a small audience from stop to stop using existing service and their vision for a the corridor in the future. This activity can only be done through the engagement of artists as part of the community engagement team.
- Family Activities: Create a pop-up play area with family games, stories, activities with a transit theme and tables/chairs for people to sit and have informal conversations. Young artists will help to generate fun and creative ideas for these pop-up family activities.
- Ice Cream Social: Have a sidewalk ice cream bar where people can gather for informal conversations about transit – things they like or dislike, transportation needs, barriers, desires.
- Project Bus: If permitted by Metro Transit, have a specially decorated Metro Transit bus travel from location to location along the corridor with project information so that people can get on the bus to learn about the project and tour the project area. The bus could also be on hand at some of the larger events, decorated with illustrations about current activities, including community engagement activities, related to the West Broadway Transit Study. Again, young artists would significantly enhance the appeal of this activity.
- Cash Cab: If permitted by Metro Transit, provide free bus rides or bus passes as a way to get the word out about the project and upcoming public engagement events. At strategic points along



Route 14 between Hennepin/Washington and the Robbinsdale station, bus riders would be provided free bus rides or bus passes in exchange for listening to information about the West Broadway Transit study. This would be done during high ridership times (heading downtown in the morning; heading NW in the late afternoon/early evening). Literature would be handed out with an update about the project.

- Ride an advertising bike and talk to people along the corridor to get word out about upcoming public open houses or public engagement activities.

Major Employers

Some of the activities described above will be targeted toward employees at major employers in the corridor. In particular, activities will be held to engage employees at the Minneapolis Public Schools, North Memorial Hospital, and Metro Transit. Metro Transit will work internally with their employees. Outreach to employees at Minneapolis Public Schools and North Memorial Hospital will involve tabling at events such as the North Memorial Vendor Fair and activities during employee lunch hours or shift changes. The purpose of these activities will be to engage corridor employees in the discussion of existing corridor assets and transportation barriers as well as in the discussion of transit alternatives.

Public Meetings

Open Houses

The West Broadway Transit Study will hold two public open houses at key milestones. Public open houses are a traditional form of public meeting used to provide project information to a broad audience. One public open house will be held during Phase 1 of the West Broadway Transit Study process to provide an overview of the study and to solicit input on ways to improve transit on West Broadway. The second public open house will be held during Phase 4 of the study after the technical analysis has been completed to solicit input on the comparative evaluation of alternatives. While called open houses, these meetings will provide interactive opportunities for participants and will engage multiple tools to encourage open discussion and gain community input into the planning process. All meeting logistics including reservation of venues, preparing meeting materials, preparing and distributing meeting announcements, and preparing summary notes for the meetings will be handled by the community engagement team.

Meeting notices and project information provided at these meetings will be translated into common non-English languages spoken in the corridor (most likely Spanish, Vietnamese, Somali and Hmong). Interpretation services and/or staff that are bi-lingual will be available at public meetings, as needed.

Mini-Design Charrettes

A mini –design charrette format will be used during public meetings and in some on-street events to map assets and challenges related to existing transit facilities in the corridor and to obtain input on alternatives. These mini-charrettes will consist of interactive activities focusing on the following topics:

- **Asset Mapping:** Maps of the study area will be provided to allow stakeholders to physically map the amenities and assets they use the most. This will give provide information on how and why people use transit in the West Broadway corridor.



- **Challenges & Obstacles:** Maps will also be used to allow stakeholders to identify specific challenges and obstacles to using transit in the West Broadway corridor.
- **Best Practices:** Stakeholders will be shown precedents and best practices of successful transit projects around the world. They will then be asked to highlight things from these selected projects that they like or would like to see implemented for the West Broadway corridor.

These exercises will also be used by the community engagement team as part of in-person engagement activities.

Print Communications

Newsletters

Up to three newsletters with project updates and announcements will be produced by Metro Transit. The newsletters will be posted on the project website and distributed to the e-mail list. The newsletters can be accessed by: (1) going to the project website, (2) receiving a PDF copy by email, or (3) requesting a hard copy from the project contact.

Display Boards

Display boards will be prepared for public meetings and other outreach activities as needed to clearly illustrate the concepts and alternatives that will be discussed at those meetings. The display boards will also be used at public engagement activities where appropriate.

Media Notifications

News releases for the media will be prepared at project milestones and distributed to the media by Metro Transit. Public meeting notices and news releases will be provided to ethnic media outlets (print, radio, television) by Metro Transit through the agency's normal media distribution process.

Documentation of Issues and Concerns

Issues, concerns, opportunities, benefits, impacts and constraints that are submitted through the community engagement efforts will be tracked and documented. This documentation will provide a means of ensuring that there is public input in the study process and that issues raised by stakeholders are addressed as appropriate throughout the study process and beyond. A list of potential barriers, challenges, benefits and opportunities will be developed and maintained throughout the community engagement process. Examples of issues and opportunities that may be raised during this process are identified below.

Potential Barriers/Challenges

- Impacts to existing transit riders related to changes in service and/or stop locations
- Coordination with other transit services
- Local traffic conditions and impacts
- Impacts to pedestrian and bicycle facilities
- Impacts to historic and cultural resources



- Development and redevelopment impacts
- Impacts to businesses, both during and after construction
- Impacts on rents and property values
- Quality of life impacts including noise, visual impacts, acquisition, etc.
- Capital, operating, and maintenance costs
- Funding (capital, operating, and maintenance)
- Decision-making process/structure
- Environmental justice impacts

Potential Benefits/Opportunities

- Faster transit service to destinations along the corridor
- Improved transit shelters and passenger waiting areas
- Faster and easier boarding and fare payment
- Better access to jobs
- Improved access to credit and enhanced wealth for existing property owners due to property value improvements
- Better connections to other transit services including METRO Blue Line, METRO Green Line, Nicollet-Central streetcar, and many bus routes
- Increased development and redevelopment opportunities
- Additional housing and housing choices
- Improved public spaces
- Improved access to customers and employee pool
- Positive environmental impacts
- Improved quality of life and livability of neighborhoods
- Improved health and access to health services, healthy food and opportunities for play and active lifestyle
- Increased connections to bicycle and pedestrian corridors

Community Engagement Report

At the end of the West Broadway Transit Study, a Community Engagement report will summarize the community engagement efforts undertaken as a part of the study. This document will describe the processes used for engagement, both formal and informal, and the ways in which public input was integrated into, and influenced the outcomes of, the transit study. This document will be available on the project website, and information about how to access the document will be provided in the project newsletter, on project social media, and at other information outlets used during the project.



Project Contacts

Project Contact

For all project communication and materials, Metro Transit staff, Shelley Miller, will be listed as the project contact:

Shelley Miller, Senior Planner

Metro Transit

612-341-5668

shelley.miller@metrotransit.org

Media Contact

All media requests will be directed to Howie Padilla, Metro Transit staff:

Howie Padilla, Public Relations Manager

Metro Transit

612-349-7089

Howie.padilla@metrotransit.org



Appendix A Committee Membership



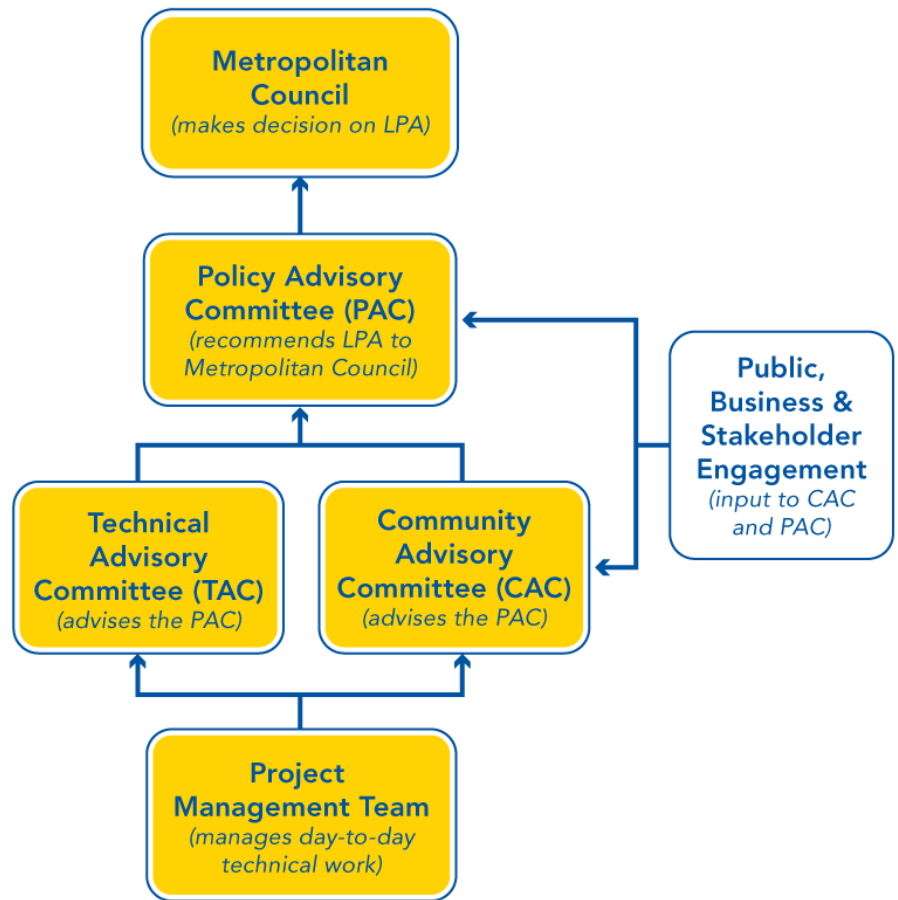
WEST BROADWAY TRANSIT STUDY COMMITTEE MEMBERSHIP

April 14, 2015

Four committees provide input and direction for the West Broadway Transit Study, which is lead by Metro Transit and the Project Management Team (PMT):

- Policy advisory committee (PAC)
- Technical advisory committee (TAC)
- Community advisory committee (CAC)
- Project Management Team (PMT)

The makeup, roles and responsibilities of each of these committees is described below. As shown on the diagram to the right, the TAC, CAC and PMT inform the PAC, which will recommend a Locally Preferred Alternative (LPA) to the Metropolitan Council, where final decision-making authority rests.



POLICY ADVISORY COMMITTEE (PAC)

This committee includes elected and appointed officials from the Metropolitan Council, corridor cities, the Minneapolis School Board and Hennepin County. This committee will provide overall policy guidance on the project and recommend a locally preferred alternative (LPA) to the Metropolitan Council. Chairs of the Community Advisory Committee will also serve on the PAC.

Name

Council Member Gary Cunningham
 Representative Raymond Dehn
 Senator Bobby Joe Champion
 Commissioner Linda Higgins
 Mayor Betsy Hodges
 Council Member Jacob Frey
 Council Member Blong Yang
 Council Member Larry Fonnest
 Council Member Pat Backen
 Board Member Don Samuels
 TBD
 TBD

Organization

Metropolitan Council, PAC Chair
 State of Minnesota
 State of Minnesota
 Hennepin County
 City of Minneapolis
 City of Minneapolis
 City of Minneapolis
 City of Golden Valley
 City of Robbinsdale
 Minneapolis Public Schools Board of Education
 CAC Representative
 CAC Representative

Alternate

Peter Wagenius
 Heidi Ritchie
 Sean Broom
 Joanie Clausen



COMMUNITY ADVISORY COMMITTEE (CAC)

The role of this committee is to bring a community voice to the planning process. The CAC is an essential connection between residents, property owners, businesses and employees in the project area and the planning process that will affect their community. Although the CAC does not have direct decision-making authority, it will nominate two of its members to serve as voting members of the Policy Advisory Committee (PAC). The PAC will, in turn, will make a final recommendation to the Met Council.

Name

Adrienne Doyle
Alexis Pennie
Angela Williams
Bishop Howell
Cameron Downey
Catherine Fleming
Cathy Spann
Charmaine Wahlstrom
Cheri Brady
Dacia Durham
Hawwa Youngmark
Jahliah Holloman
Karen Rosar
Kristen Murray
LaShella Sims
Leon Wallace
Lisa Lynch
Nadar Abu-Amno
Rich Mencil
Rob Hanson
Scottie Tuska
Sean Fahey
Sue Friedman
Susan Warner

Organization

Resident, Youth Member
Resident, Folwell
Resident, Willard-Hay
Shiloh Temple International Ministries
Resident, Youth Member
Business Owner, Project Sweetie Pie
Jordan Area Community Council
Business Owner, 1500 W Broadway Bakery
Resident, Robbinsdale
Resident, Near North
Resident, Youth Member
Resident, Youth Member
North Loop Neighborhood Organization
Juxtaposition Arts
Resident, North Minneapolis
Resident, Jordan
Resident, Jordan
Business Owner, Brix Grocery Store W Broadway
North Memorial Hospital
West Broadway Coalition
Jordan Area Community Council Board Member
Resident, Mary Hills, Golden Valley
Business Owner, Freidman Shoes
Courage Kenny Rehabilitation Institute

TECHNICAL ADVISORY COMMITTEE (TAC)

This committee includes staff from Metro Transit, the Metropolitan Council, Minneapolis Public Works, Minneapolis Community Planning and Economic Development, City of Robbinsdale, City of Golden Valley, Hennepin County Transportation, and Hennepin County Transit & Community Works. The TAC will advise Metro Transit and project consultants on technical issues, review documents, and provide key communications links with the staff of the organizations represented.

Name

Rick Pearson
Marcia Glick
Richard McCoy
Jason Zimmerman

Organization

City of Robbinsdale, Economic Development
City of Robbinsdale, City Manager
City of Robbinsdale, Public Works
City of Golden Valley, Planning Manager



Emily Goellner	City of Golden Valley, Planning
David Frank	City of Minneapolis, Transit Oriented Development
Jim Voll	City of Minneapolis, CPED
Steve Hay	City of Minneapolis, Public Works
Casey Dzieweczynski	City of Minneapolis, Business Development
Brent Rusco	Hennepin County, Community Works
Kelly Hoffman	Hennepin County, Community Works
Nick Peterson	Hennepin County, Public Works
Michael Mechtenberg	Metro Transit, Service Development
Charles Carlson	Metro Transit, BRT/Small Starts Project Office
Mary Karlsson	Metro Transit, Route and System Planning
Allison Bell	Metro Transit, Transit Oriented Development
Karen Lyons	Metro Transit, Metropolitan Transportation Services
Shelley Miller	Metro Transit, BRT/Small Starts Project Office

PROJECT MANAGEMENT TEAM (PMT)

The smallest of the groups, the PMT will consist of select staff members from Metro Transit, the Metropolitan Council, the City of Minneapolis, the City of Robbinsdale, the City of Golden Valley and Hennepin County. The PMT will lead the project efforts and facilitate coordination between the consultant team and other project committees.

Name

Marcia Glick
Emily Goellner
Jim Voll
Steve Hay
Brent Rusco
Kelly Hoffman
Michael Mechtenberg
Charles Carlson
Karen Lyons
Shelley Miller

Organization

City of Robbinsdale, City Manager
City of Golden Valley, Planning
City of Minneapolis, CPED
City of Minneapolis, Public Works
Hennepin County, Community Works
Hennepin County, Community Works
Metro Transit, Service Development
Metro Transit, BRT/Small Starts Project Office
Metro Transit, Metropolitan Transportation Services
Metro Transit, BRT/Small Starts Project Office



Appendix B Preliminary Schedule of Activities





Activities and Events	Month									
	April	May	June	July	August	September	October	November	December	
CAC Meetings	CAC Meeting #1	CAC Meeting #2				CAC Meeting #3		CAC Meeting #4		
	<i>Assets, challenges and obstacles exercises (from Mini Charrette)</i>	<i>Best Practices exercise (from Mini Charrette)</i>				Refer alternatives and preliminary evaluation results				Input on preferred alternative
Open Houses		Open House #1								Open House #2
	"Cash Cab" – free ride on bus to announce Open House #1 and Mini Charrette (see page 15 for description)	Study overview							"Cash Cab" – free ride on bus to announce Open House #2 and Mini Charrette (see page 15 for description)	Input on preferred alternative
On-Street Activities	Informal On-Street Engagement (Bus stops, coffee shops, etc.) <i>Assets, challenges, and obstacles</i>	Informal On-Street Engagement (Bus stops, coffee shops, etc.) <i>Assets, challenges, and obstacles</i>	West Broadway Farmers Market*	West Broadway Farmers Market*	West Broadway Farmers Market*	West Broadway Farmers Market*	West Broadway Farmers Market*			
	North Memorial Vendor Fair – April 8 (flyers only)	Open Streets – North Greenway – May 31	Juneteenth Festival – June 20	Carifest (4 th weekend in July)	St. Anne/St. Joseph Hien Church Festival	Open Street – Lowry Avenue – September 20				
	<i>Assets, challenges and obstacles exercises (from Mini Charrette)</i>	Spin the Wheel Family Activities, Pop-Up Play Area, 6 word Stories <i>Assets, challenges, and obstacles</i>	6 word Stories <i>Assets, challenges and obstacles exercises (from Mini Charrette)</i>	Spin the Wheel Family Activities, Pop-Up Play Area, 6 word Stories, <i>Assets, challenges, and obstacles exercises</i>	6 word Stories, Best Practices	Spin the Wheel Family Activities, Pop-Up Play Area, 6 word Stories, Best Practices	North Memorial Vendor Fair – October			
				FLOW	Urban League Family Day					
				6 work Stories Information Bus (could this be the FLOW shuttle?), Best Practices	Spin the Wheel Family Activities, Pop-Up Play Area, 6 word Stories, Best Practices					