

Long-Term Glenwood Realignment Study

Public Engagement Plan

Project Overview

The C Line and METRO Blue Line Extension light rail project (BLRT) are both planned to run along Olson Memorial Highway. To accommodate future light rail construction, C Line operations will begin with temporary stations on Olson Highway at the start of service in 2019. However, Glenwood is also being considered as a long-term east-west realignment for the C Line.

With METRO Blue Line Extension light rail service anticipated to start in 2021, there is an interest in exploring a long-term C Line realignment to serve multiple corridors with enhanced transit. Metro Transit will be studying a long-term east-west C Line realignment throughout the summer and fall of 2016. Opportunities for public comment will be available throughout the process.

This east-west alignment evaluation will occur independently of the C Line detailed design and engineering phase, which is also advancing in 2016.

Public Outreach and Engagement Goals

Three goals define the Public Engagement Plan (PEP) for the Long-Term Glenwood Realignment Study:

1. Communicate essential information with project stakeholders to help inform their input
2. Provide stakeholders opportunities to communicate input that will influence project decision-making
3. Inform community of overall C Line work and timelines

The outcome of the PEP goals should be to support Metro Transit's C Line rapid bus project team to make a long-term alignment decision for the C Line rapid bus.

Essential Questions

Metro Transit's Community Outreach and Engagement Team aims to draw out essential questions that project staff have for community stakeholders to help answer. A useful way to derive these questions is to utilize the Engagement Lens questions to think more broadly about the project area and the history of Metro Transit decision-making to help shape project outcomes:

- Who are the communities impacted by the policy, program or decision? How were they identified?
- How have historical decisions that have impacted these communities been considered in this policy, program or decision?
- In what ways are you building relationships with the identified communities? Who are you partnering with?
- In what ways did the aforementioned relationships influence the policy, program or decision?
- How does your work create inclusive spaces that allow communities to collaborate on the development of the policy, program or decision?
- Do communities have access to all the information and tools they would need to more fully participate as a partner on the policy, program or decision?

The essential questions for this project are as follows:

- 1) What are the important transit needs on Glenwood Avenue?
- 2) What are the benefits the C Line rapid bus can bring to Glenwood Avenue?
- 3) What are the concerns for having the C Line rapid bus on Glenwood Avenue?
- 4) What important connections should Metro Transit serve when considering Route 19 and C Line service on Olson Highway and potentially Glenwood Avenue?
- 5) What trade-offs are stakeholders willing to make in street use and function to accommodate the C Line on Glenwood Avenue?
- 6) What is the community's preference for the long-term east-west alignment of the C Line rapid bus between Glenwood Avenue and Olson Highway?

Stakeholders

Identifying stakeholders helps shape the activities planned for outreach and engagement. Stakeholders are key to answering essential questions, but they also necessitate good communication at key points throughout the project. The following have been identified as project stakeholders:

- Current Routes 9 and 19 riders
- Businesses and residents along Glenwood Avenue, including West Market District members
- Businesses and residents along Olson Highway
- Residents in Harrison, Bryn Mawr, NRRC, Heritage Park, and North Loop neighborhoods
- West Market District
- C Line stakeholders identified in the [overall project PEP](#)
- Minneapolis Bicycle Advisory Committee
- Hennepin County Bicycle Advisory Committee
- Other advocacy groups
- City of Minneapolis staff
- Hennepin County staff
- Hennepin County Commissioner (District 2) Linda Higgins
- Minneapolis City Council Member (Ward 5) Blong Yang
- Metropolitan Council Member (District 7) Gary Cunningham
- Metropolitan Council Transportation Committee

Communication Strategy Outline

Communicating the project will inform stakeholders of the project and impending decision regarding the long-term alignment of the C Line rapid bus. Metro Transit has a number of different mediums that can be used throughout the project to communicate with project stakeholders.

Communication activities include:

- 1) Project information on C Line webpage: A C Line webpage has been created to communicate the project: www.metrotransit.org/c-line-project. Adding the Long-Term Glenwood Realignment Study PEP and project documents will allow stakeholders to view information online.
- 2) Contact stakeholders: Communicate with stakeholders throughout the project to communicate project activities (e.g. release of the study).

- 3) Open house: When the study is produced, an open house will be a chance for project stakeholders to review and comment on the realignment recommendation.
- 4) Publicizing study and input opportunities: Publicizing input opportunities through neighborhood organizations or Metro Transit's existing communication channels will help spread the word on the project. Communication strategies should include Rider's Almanac blog posts, Connect articles, information in shelters, rider alerts, and social media.
- 5) Meet stakeholders where they are: Project stakeholders can be reached in a variety of different ways and Metro Transit staff should provide multiple opportunities to share project information and gather input. Non-traditional outreach can help facilitate broader project engagement.

Planned Activities

Metro Transit will be receiving comments on the realignment recommendation from Monday, September 26, 2016 through Wednesday, October 31, 2016. The following activities are planned to engage stakeholders on project essential questions:

Open House

- October 18, 2016
6:00-7:30pm
Presentation at 6:30pm
Harrison Education Center
501 Irving Ave. N.
Minneapolis, MN

Open house materials are available for viewing on the [C Line webpage](#).

Glenwood Stakeholder Preliminary Presentations

- Harrison Neighborhood Association, June 29
- Heritage Park Neighborhood Association, July 11
- Bryn Mawr Neighborhood Association, July 13
- North Loop Neighborhood Association, July 20
- Redeemer Lutheran, July 20, August 17
- Heritage Commons, August 31

Realignment Recommendation Presentations

- North Loop Neighborhood Association, October 19
- Heritage Commons, October 19
- Harrison Neighborhood Association, October 17
- Bryn Mawr Neighborhood Association, October 12
- Northside Resident's Redevelopment Council, October 10
- West Broadway Businesses and Area Coalition, October 20
- Cleveland Neighborhood Association, November 13
- Folwell Neighborhood Association, October 3
- Victory Neighborhood Association, October 26
- Shingle Creek Neighborhood Association, October 11

C Line presentations are available for viewing on the [C Line webpage](#).

Bus Boarding Mobile Outreach

- October 6
- October 13
- October 20
- October 21
- October 28

Pop-Up Outreach

- 7th & Hennepin, October 3
- BCTC, October 10
- 7th & Olson, October 11
- Penn & Lowry, October 24
- Penn & Broadway, November 1

Business and Resident Corridor Outreach

- September, October

Event Outreach

- Jordan Week of Kindness Celebration, July 16
- Redeemer Lutheran Block Party, August 17
- Open Streets: Broadway, September 10

If you'd like Metro Transit to present information on the Long-Term Glenwood Realignment Study at your event, please contact C Terrence Anderson at 612-349-7390 or cterrence.anderson@metrotransit.org.

Publications

- The Bugle, Bryn Mawr
- HNA Newsletter, Harrison
- Metro Transit Connect
- Metro Transit Rider's Almanac
- Metro Transit C Line Newsletter

Social Media

- Facebook: [facebook.com/MetroTransitMN](https://www.facebook.com/MetroTransitMN)
- Twitter: [@metrotransitm](https://twitter.com/metrotransitm)

Projects in Study Area

Other Metro Transit, Metropolitan Council, City of Minneapolis, and Hennepin County projects are being conducted in the Long-Term Glenwood Realignment Study project area. C Line project staff can use

information from these projects to help inform planning, future engineering, and public outreach and engagement. Those projects include:

- [West End and Route 9 Transit Study](#), Metro Transit
- [METRO Green Line Extension, Southwest LRT](#), Metropolitan Council
- [METRO Blue Line Extension, Bottineau LRT](#), Metropolitan Council
- [Penn Avenue Community Works](#), Hennepin County
- Glenwood Avenue repaving, Thomas Ave. to Aldrich Ave., Hennepin County
- [Glenwood Avenue reconstruction, Aldrich Ave. to 10th St.](#), Hennepin County

Summary of Long-Term Glenwood Alignment Study Outreach



Initial community outreach and engagement regarding the potential C Line realignment began in June and continued through August. The potential long-term realignment was discussed at the community meetings and events identified below. This process focused on conversations addressing general transit needs on Glenwood Avenue and the benefits and concerns that potential C Line service on Glenwood Avenue could bring. It did not focus on a specific realignment recommendation.

In general, community conversations maintained a common theme of connections. Developing a stronger transit connection between the Glenwood Avenue corridor and greater north Minneapolis via the Penn Avenue corridor was repeatedly emphasized. Today, transit customers on Glenwood Avenue must travel about a quarter-mile north to the intersection of Olson Highway and Penn Avenue in order to board northbound Route 19 buses.

More frequent and fast connections from Glenwood Avenue to downtown Minneapolis were also commonly discussed. The relative infrequency of transit service on Glenwood Avenue (about every 30 minutes midday) functions as a perceived barrier against more transit use along the corridor.

A more extensive community engagement process occurred throughout the month of October. This process focused on collecting input from the general public and having community conversations about the specific recommendation to move the C Line from Olson Memorial Highway to Glenwood Avenue in the long term. This recommendation was discussed at a Metropolitan Council Transportation Committee on September 26th, and a community engagement process followed throughout the month of October. Several different types of community engagement were used to ensure as many voices as possible were

included, like existing customers, residents, businesses, and community organizations along the corridor. These engagement activities are described below.

Community engagement throughout October confirmed general support for the realignment recommendation. With this support comes an interest in continuing local service on both Olson Highway and Glenwood Avenue to maintain existing transit access on these corridors at some level.

Open House:

Metro Transit hosted an Open House to present information on the Long-Term Glenwood Realignment Study and Recommendation. Relevant project partners were also present to present on projects that are relevant to the same travel corridor as the C Line. Those partners and projects are listed in this document under the section titled “Projects in Study Area.”

Nearly 40 stakeholders attended the open house. Metro Transit also utilized Facebook Live to broadcast the C Line presentation and over 1000 persons have viewed that video to date.

Open House attendees were largely supportive of the Long-Term Glenwood Realignment Recommendation. There was some concern regarding how the C Line could operate on Glenwood as well, but that sentiment was in the minority opinion.

Presentations:

Metro Transit staff presented the Long-Term Glenwood Alignment Study Recommendation to several community groups and neighborhood associations. The presentation focused on C Line preliminary design and the Glenwood realignment recommendation.

Conversations largely focused on the realignment recommendation to move the C Line to Glenwood Avenue in the long-term. Meeting attendees were largely supportive of the recommendation to realign the C Line to Glenwood in the long-term.

There were some members of the community that are interested in how the design of Glenwood Avenue could accommodate rapid bus service. Members of the community are further interested in the placement of station locations on Glenwood Avenue.

Pop-Up Outreach:

Metro Transit staff conducted “pop-up outreach” at Route 19 stops that experience a high-number of boardings throughout the corridor. Metro Transit staff presented information to riders getting on and off the bus regarding the Long-Term Glenwood Alignment recommendation. Most conversation began with the basics of the C Line with most participants asking general questions regarding how the C Line would work and where it operate.

In conversations regarding the Long-Term Glenwood Realignment Recommendation, most riders supported the recommendation to realign the C Line from Olson Highway to Glenwood Avenue. Some riders did make a comment that they have a preference for Olson Highway, but they were far from the majority. In a general sense, most riders felt it made sense to spread high-quality transit between the two corridors.

Staff conducted 10 hours of pop-up outreach.

Bus Boarding Mobile Outreach:

Metro Transit staff boarded Route 19 and Route 9 buses to present information regarding the Long-Term Glenwood Realignment Recommendation. Over 400 packets of information were passed out to riders throughout the course of mobile outreach.

Riders were largely supportive of the Long-Term Glenwood Realignment Recommendation. Riders accept this recommendation as long as the Route 19 continues to provide service on Olson Memorial Highway and the presence of METRO Blue Line service on Olson Memorial Highway as well. There are some riders that still need connections from Penn Avenue or Downtown Minneapolis to Olson Memorial Highway so there still needs to be some service making those connections

Staff conducted 10 hours of mobile outreach.

Other Activities:

A variety of other types of engagement were used throughout the process, including door knocking at properties along Glenwood Avenue, the use of social media for open house promotion, distribution of email newsletters with project updates, and a large postal mailing to all properties within a quarter-mile of both Penn Avenue and Glenwood Avenue. This mailing distributed letters with realignment recommendation details and preliminary engineering information to over 31,000 properties along the project corridor.

Comments regarding any aspect of the C Line can be submitted to brtprojects@metrotransit.org. Comments or questions can also be submitted to the Community Outreach Coordinator, C Terrence Anderson, at cterrence.anderson@metrotransit.org or 612-349-7390.