

C Line Public Engagement Plan Introduction

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1. Introduction

The *C Line Public Engagement Plan* provides a framework for Metro Transit to interact with the public throughout the life of the C Line project. There are two main drivers for public participation: 1) input on decision making; and 2) information sharing. The *C Line Public Engagement Plan* is a living document, which allows the framework to change throughout the process to reflect new circumstances and new opportunities for outreach and engagement. In the event that the framework changes, or new activities are added, the plan will be updated.

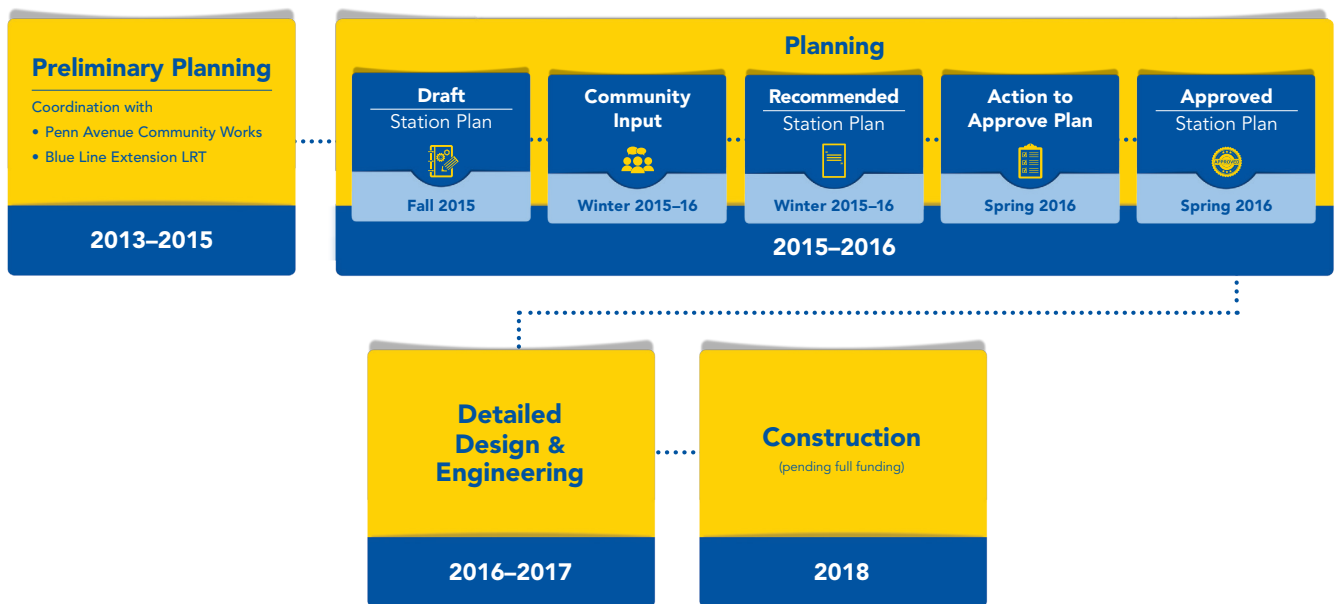
Good outreach and engagement begins with the understanding of the history of decision making throughout the C Line corridor and identification of stakeholders. Good outreach and engagement should also utilize both traditional and non-traditional techniques in order to reach stakeholders that choose to participate in different ways. The *C Line Public Engagement Plan* seeks to provide many opportunities for participation throughout the corridor to improve stakeholder participation in the project development process.

2. Document Objective

The purpose of this document is to plan for and document the work of outreach and engagement throughout the process of developing the C Line. Stakeholders can review this document to gain insight in to the work that has been done, the input that was received at specific stages of project development, how input received was used, and suggest work that could be done to improve stakeholder participation.

3. C Line Project Timeline

The graphic below represents the overall C Line project development process as well as a projected timeline for each stage's completion. The project timeline is subject to change and will be periodically updated to reflect current timeline projections.



4. C Line Public Engagement Goals

Establishing project public engagement goals can help ensure a transparent process that clearly defines the scope of the work developing the C Line. Goals include:

- Engage more stakeholders than in previous outreach work
- Ensure that information to the public is made more broadly available through a variety of strategies and medium of communication
- Develop the capacity of neighborhood organizations and associations to engage around the topic of transit in North Minneapolis
- Manage expectations by providing consistent clarity on the decision-making process and the funding process
- Involve population groups that have traditionally been underrepresented in public policy projects and discussions
- Build relationships with community residents, businesses, and organizations
- Provide a clear structure for stakeholders to provide input and engage the C Line project
- Intentionally work within the framework that the community has established in addition to traditional Metro Transit processes

5. Identifying Stakeholders

Identifying stakeholders is an important component of engagement. The C Line touches a large number of neighborhoods, organizations, residents, employees, and other stakeholders in Minneapolis and Brooklyn Center. An ongoing task throughout the C Line project development process is providing opportunities for stakeholders to engage the project and provide valuable input for Metro Transit staff. It is necessary to identify key stakeholders to ensure that individuals, organizations, and businesses are fully represented in the study process and that a means of regular communication is identified for each entity. A preliminary list of potential stakeholders is provided below. If there are stakeholders that you feel should be added, please contact C Terrence Anderson, cterrence.anderson@metrotransit.org:

- **Station neighbors (residents or businesses located near proposed stations)**
- **Residents (owners and renters)**
- **Building owners**
- **Street users**
- **Neighborhood organizations**
 - » Minneapolis
 - Elliot Park
 - Downtown West
 - North Loop
 - Heritage Park
 - Harrison
 - Willard-Hay
 - Jordan

- Cleveland
 - Folwell
 - Shingle Creek
 - Webber-Camden
 - Victory
- **Community Organizations**
 - » Neighborhood Residents Redevelopment Council (NRRC)
 - » Juxtaposition Arts
 - » Minneapolis Urban League
 - » Emerge
 - » Summit Academy OIC
- **Business associations and chambers of commerce**
 - » West Broadway Business and Area Association
 - » Lowry Corridor Business Association
 - » Minneapolis Regional Chamber of Commerce
 - » Minneapolis Downtown Council
- **Transit advocacy organizations**
 - » Transit for Livable Communities
 - » Neighborhoods Organizing for Change
- **Major destinations, employers, institutions, and service providers**
 - » Sumner Library / Hennepin County Libraries
 - » Lucy Craft Laney Community School / Patrick Henry High School / Minneapolis Public Schools
 - » NorthPoint Health and Wellness
 - » Northside Achievement Zone
 - » Shingle Creek Crossing
- **Metropolitan Council**
- **Metro Transit**
- **County Staff and Policy Makers**
 - » Hennepin County
- **City Staff and Policy Makers**
 - » Minneapolis
 - » Brooklyn Center
- **State Legislature**
- **Federal Transit Administration (FTA)**
- **Minnesota Department of Transportation**
- **Watershed Districts and Watershed Management Organizations**
 - » Shingle Creek Watershed Management Commission
 - » Bassett Creek Watershed Management Commission

- » Mississippi Watershed Management Organization
- » Minneapolis Park and Recreation Board
- » Three Rivers Park District

6. Engagement with Community Members

Metro Transit can engage the public at existing community events and with organizations with established relationships with the community. Some examples of this involvement may include conducting workshops with neighborhood associations, community organizations, attending planned events along the corridor, and providing materials at destinations near planned C Line stations. It is important to adopt an “anytime, anyplace” standard that encourages Metro Transit staff to be open to new groups and individuals.

Types of engagement include:

- Open house
- Pop-up outreach
- Mobile open house
- Surveying
- Presentations to community groups
- Door knocking
- Social media

7. Project Collaboration

Other transportation projects are currently in various stages of planning, design, and implementation in the C Line project area. Many residents and stakeholders have “meeting fatigue” from repeated outreach for various projects. It is important to offer several opportunities for the public to provide input.

Therefore, it is necessary to provide a variety of ways to allow residents to gather information and provide input on the project. Using electronic and social media, printed materials, public workshops, and other media can give stakeholders a variety of opportunities to participate throughout C Line project development.

C Line project staff will collaborate with these projects:

- [Penn Avenue Community Works \(PACW\)](#)
- [METRO Blue Line Extension/Bottineau Light Rail Transit \(LRT\)](#)
- [Better Bus Stops](#)
- [West Broadway Transit Study](#)

Coordinated opportunities to present information during these projects’ scheduled meetings can increase awareness for the C Line and limit burdening the community with too many meetings.

8. Report Summary

At each stage of the project, staff will produce a chapter for the *C Line Public Engagement Plan*. Each chapter will contain a framework for public outreach and engagement during the four phases of C Line project development reference in section 1 of this document. A summary of each phase's activities and input received will be reported. This document will be updated periodically throughout the project to reflect changes or new information.