

C Line Preliminary Planning Phase Executive Summary

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1. Introduction

The C Line bus rapid transit (BRT) will connect downtown Minneapolis, Olson Memorial Highway, Penn Avenue and Brooklyn Boulevard with the Brooklyn Center Transit Center. It will be the second arterial BRT line in the region.

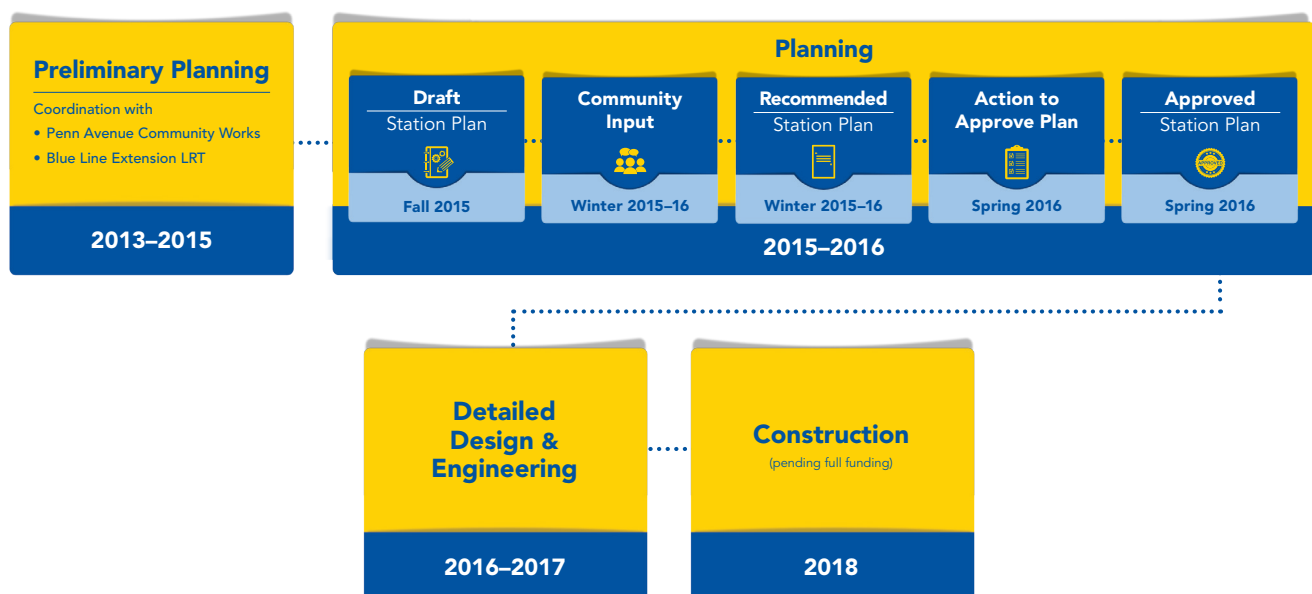
As part of the 2014-2015 C Line planning process, Metro Transit conducted outreach to share general information about BRT and receive feedback on proposed station locations.

Metro Transit staff informed the community about the C Line with the following talking points:

- Frequent service: Service so frequent you won't need a schedule, along with fewer stops so you'll be moving more of the time.
- Train-like features: You'll pay your fare before you get on for faster boarding and wait at enhanced stations.
- Enhanced stations with more amenities: Real-time departure signs so you'll always know when the bus is coming, enhanced maps and signage.
- Enhanced security: Stations with cameras and emergency phones, fare enforcement by Transit Police and improved lighting
- Specialized vehicles: Unique, recognizable buses with wider aisles and additional doors so more people can get on and off easily

The purpose of this community outreach effort was to bring a C Line concept plan to the Metropolitan Council in the summer of 2015 that incorporates community input.

Staff conducted the outreach in three distinct parts. First, staff engaged neighborhood groups by presenting C Line information at their meetings. Staff followed up with one on one discussions when necessary. Second, in conjunction with Penn Avenue Community Works (PACW) and METRO Blue Line Extension (Bottineau LRT/BLRT), staff displayed interactive materials at four open houses. Third, staff conducted targeted outreach to business and residential stakeholders at all proposed station intersections.



2. C Line Neighborhood Outreach Summary

Conducted Fall 2014 - Winter/early Spring 2015

As part of the pre-design C Line outreach process, Metro Transit presented information at the following neighborhood meetings. Project information was communicated through Power Point presentations, project fact sheets, and animation from the A Line ABRT project. Many meetings were held in conjunction with Penn Avenue Community Works (PACW), these are marked with a '*' below. A total of 27 meetings were attended.

October 2014

- **October 16:** Jordan Area Community Council (JACC)
- **October 22:** Cleveland Neighborhood Association - PACW*
- **October 22:** Victory Neighborhood Association - PACW*
 - » Proposed station location at 43rd + Penn discussed; further station location analysis will be completed by Metro Transit for this station compared to a station at 44th +Penn
- **October 30:** West Broadway Coalition Transit Committee Breakfast

November 2014

- **November 3:** Folwell Neighborhood Association Meeting - PACW*
 - » Proposed station locations at Lowry, 36th, Dowling discussed. Group voiced concern about crime at 36th & Penn today. Further station location analysis will be completed by Metro Transit for this station compared to a station at 35th +Penn
- **November 6:** Webber Camden Neighborhood Association - PACW*
 - » C Line project information shared; group provided positive feedback for C Line project
- **November 8:** PACW Open House*
 - » See - 2. C Line November 2014 Open House Outreach Summary
- **November 12:** METRO Blue Line Extension/Bottineau Station Area Planning
 - » See - 2. C Line November 2014 Open House Outreach Summary
- **November 13:** PACW Open House*
 - » See - 2. C Line November 2014 Open House Outreach Summary
- **November 18:** Bassett Creek Valley Redevelopment Committee
 - » C Line project information shared + questions asked; group provided positive feedback for C Line project
- **November 19:** PACW Open House
 - » See - 2. C Line November 2014 Open House Outreach Summary
- **November 19:** Northside Resident Redevelopment Council (NRRC)/Harrison Neighborhood Meeting
 - » Metro Transit met with organization leaders - Ishmael/NRRC, Shawn and Michael/Harrison; discussed C Line along Hwy 55, Glenwood/Penn to 394 alignment. Metro Transit will complete further analysis.

December 2014

- **December 3:** PACW Business Focus Group* - Cookie Cart
 - » C Line project information shared + questions asked; group provided positive feedback for C Line project
- **December 4:** Business Focus Group - Cookie Cart
 - » C Line project information shared + questions asked; group provided positive feedback for C Line project
- **December 8:** Cleveland Neighborhood Association - Community Development Committee - PACW*
 - » C Line project information shared + questions asked; group provided positive feedback for C Line project; Group voiced concern about crime at 36th & Penn today. Further station location analysis will be completed by Metro Transit for this station compared to a station at 35th +Penn
- **December 10:** PACW Project Implementation Committee*
 - » C Line information was presented in conjunction with PACW work; Metro Transit was available for questions

January 2015

- **January 6:** Jordan Area Community Council (JACC)
 - » Proposed additional station between Broadway and Lowry, Penn + 29th Ave N discussed; Metro Transit provided station location analysis and the JACC passed a resolution supporting a proposed additional station at Penn + 29th Ave N
- **January 12:** Heritage Park Neighborhood Assoc Board
 - » C Line project information shared; group provided positive feedback for C Line project; Metro Transit shared information and technical reasoning about the phasing of 2016 C Line "temporary stations" on Olson Memorial Highway due to METRO Blue Line Extension LRT construction expected
- **January 12:** Northside Resident Redevelopment Council (NRRC) / Residential Commercial Task Force (RCTF)
 - » C Line project information shared + Questions answered about proposed Penn + Plymouth station; group provided positive feedback for C Line project
- **January 13:** Shingle Creek Neighborhood Association
 - » C Line project information shared; group provided positive feedback for C Line project
- **January 19:** NorthPoint Health and Wellness Center
 - » C Line project information shared with NorthPoint management staff; group provided positive feedback for C Line project
- **January 21:** North Loop Neighborhood Association Planning + Zoning Committee
 - » C Line project information shared; group provided positive feedback for C Line project
- **January 27:** Metro Transit C Line Corridor Business/Neighbor Outreach
 - » See - 3. C Line Business and Residential Outreach Summary
- **January 28:** Metro Transit C Line Corridor Business/Neighbor Outreach
 - » See - 3. C Line Business and Residential Outreach Summary

- **January 29:** Metro Transit C Line Corridor Business/Neighbor Outreach
 - » See - 3. C Line Business and Residential Outreach Summary

March 2015

- **March 24:** PACW Project Implementation Committee*
 - » C Line information was presented in conjunction with PACW work; Metro Transit was available for questions

April 2015

- **April 9:** NorthPoint Health and Wellness Center - All Staff Meeting
 - » C Line project information shared with NorthPoint staff; group provided positive feedback for C Line project



C Line Amenities – board used at open houses

3. C Line November 2014 Open House Outreach Summary

Compiled December 2014

C Line planning began in 2014. Station locations were proposed based on current ridership data for the existing Route 19. Other factors such as roadway design, available right-of-way and preliminary traffic analysis were also used to determine the proposed station locations.

With preliminary station locations set based on available data, the C Line planning phase centered upon gaining public input on the proposed station locations. One of the methods used to conduct planning outreach was public open houses. Four open houses were conducted in November 2014; three in coordination with the Penn Avenue Community Works (PACW) project and one with Bottineau LRT (METRO Blue Line Extension) station planning.

3.1. Penn Avenue Community Works (PACW)

Metro Transit continued to advance planning for the C Line through a partnership with Hennepin County and the City of Minneapolis on the Penn Avenue Community Works (PACW) project. The main focus for the Penn Avenue Community Works project is the two blocks on either side of Penn Avenue from Interstate 394 to 49th Avenue North along with connections to key destinations along the corridor. The goal of the project is to work with the community to make positive changes for those who live, work, play or worship along Penn Avenue North in Minneapolis

The PACW project hosted three open houses in November 2014.

- PACW Meeting #1
Saturday, November 8, 2014
10 a.m. to 12 noon
Folwell Park,
1615 Dowling Avenue N, Minneapolis
- PACW Meeting #2
Thursday, November 13, 2014
6 to 8 p.m.
Harrison Recreation Center (Multipurpose Room)
503 Irving Ave N, Minneapolis
- PACW Meeting #3
Wednesday, November 19, 2014
1 to 3 p.m.
North Regional Library (Meeting Room)
1315 Lowry Avenue North, Minneapolis

Metro Transit participated at these open houses by sharing general information about C Line bus rapid transit improvements and provided the opportunity for the public to weigh in on station locations. These events also featured information on PACW project elements such as redevelopment, bike routes and roadway possibilities.

Metro Transit project staff were available at the meetings to share information on the project, answer questions, and gather feedback on C Line conceptual design and station locations. Metro Transit C Line exhibits on display at the meetings included boards describing aspects of the BRT concept, amenities board for feedback (see below), laminated aerials of conceptual station locations for aid in discussion and a large-scale tabletop map of the corridor with station locations for comment.

3.2. METRO Blue Line Extension/Bottineau LRT Station Area Planning Open House

Hennepin County hosted a station area planning open house. Metro Transit BRT /Small Starts Project Office participated at this open house by sharing general information about C Line bus rapid transit improvements and provided the opportunity for the public to weigh in on station locations. The main focus of the open house was to provide an opportunity for the public to be involved with planning the areas around the stations for the proposed METRO Blue Line Extension.

- METRO Blue Line Extension Open House
Wednesday, November 12, 2014
5:30 to 8 p.m.
University of Minnesota's Urban Research and Outreach-Engagement Center
2001 Plymouth Ave N, Minneapolis

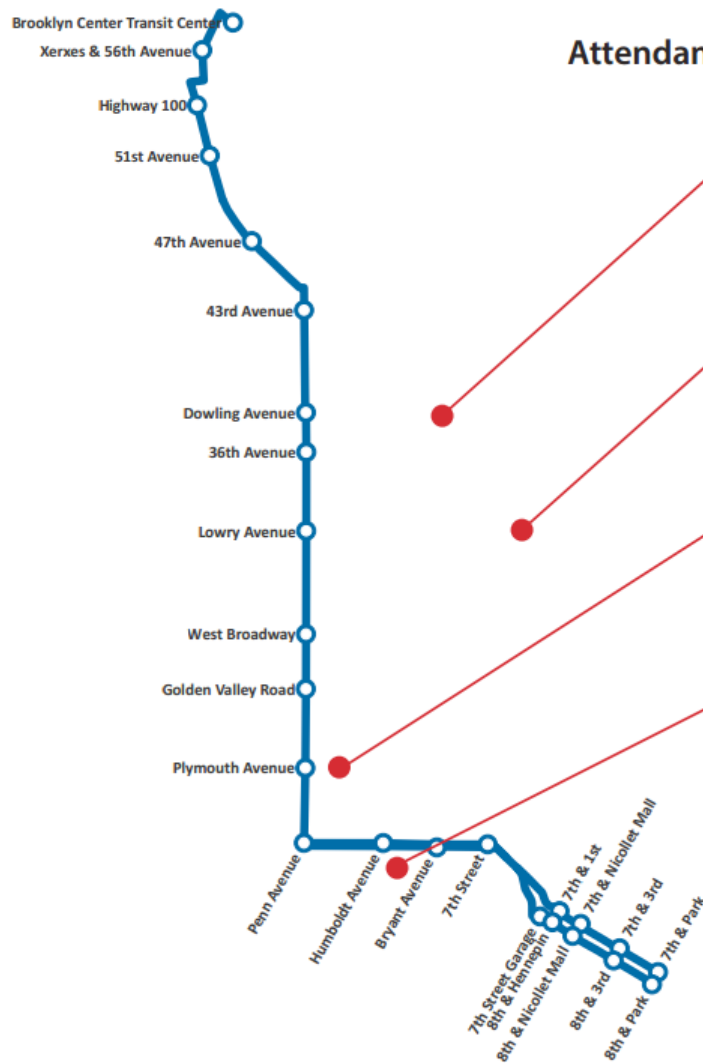
The highly attended meeting allowed attendees to learn more about bus rapid transit and the C Line. The main question heard at the C Line table during this event was "What is BRT? Tell me more about it." Staff was able to provide answers and gain important feedback by using the same display materials used at PACW open houses.

3.3. Getting the Word Out

For the PACW open house events, meetings were publicized through a number of means, including: PACW website; KMOJ; North News; Camden News; PACW distribution list email blast; Finance and Commerce; PACW Steering Committee members' networks and newsletters; social media; flyers; and Project Implementation Committee (PIC) members' networks. For the METRO Blue Line Extension/Bottineau LRT Station Area Planning Open House, a combination of social media, partner website and a MnDOT traffic sign on Olson Memorial Highway were used to publicize the meeting.

3.3. What We Heard

Approximately 15 to 25 people were in attendance at each PACW open house, for a total of 45-75 attendees. The Blue Line Extension/Bottineau LRT Station Area Planning Open House had approximately 150 attendees. This document summarizes the written feedback received from these attendees during the open houses.



Attendance at November 2014 Open Houses

PACW Meeting #1

Saturday, November 8, 2014

10 a.m. to 12 noon

Folwell Park

Approximately 20 attendees

PACW Meeting #2

Wednesday, November 19, 2014

1 to 3 p.m.

North Regional Library

Approximately 26 attendees

Blue Line Extension Station Area Planning

Wednesday, November 12, 2014

5:30 - 8 p.m.

UROC

Approximately 150 attendees

PACW Meeting #3

Thursday, November 13, 2014

6 to 8 p.m.

Harrison Recreation Center

Approximately 20 attendees

4. Event Materials and Feedback

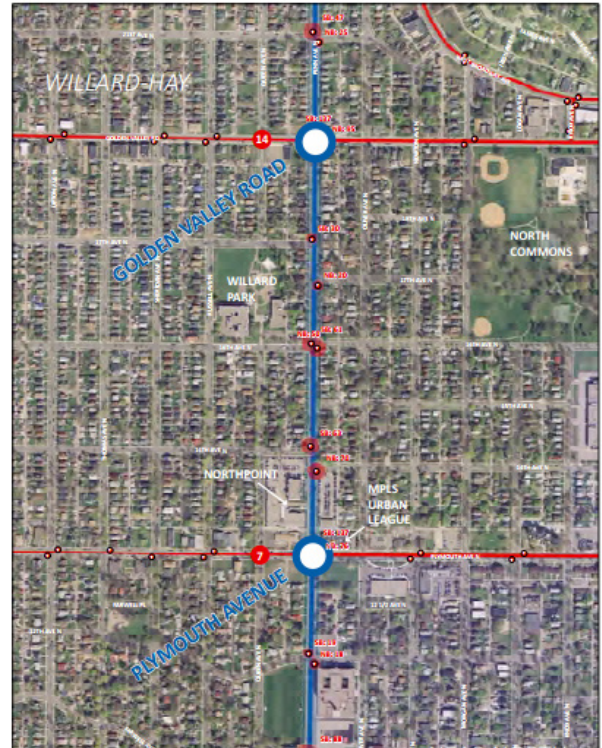
For each open house the following materials were displayed to aid in discussion and allow for attendee feedback.

Large Scale Table Map

A map was positioned on tables for attendees to attach post-it notes with comments specific to location/stations. The following is a summary of the comments we received.

- “Feeder routes needed to connect C Line with Robbinsdale.”
- “Need more options to go across the cities in addition to going downtown.”
- “I propose the C Line continue south through Bryn Mawr to I-394, temporarily go 394 to downtown. Once Green Line is built terminate at Penn Station.”
- “Transit bus shelters needed on Glenwood.”
- Bus shelters needed on both sides of the street at Penn and 26th Ave*
- Bus shelters needed at Golden Valley Rd and Penn Ave*

*Summary of public comment

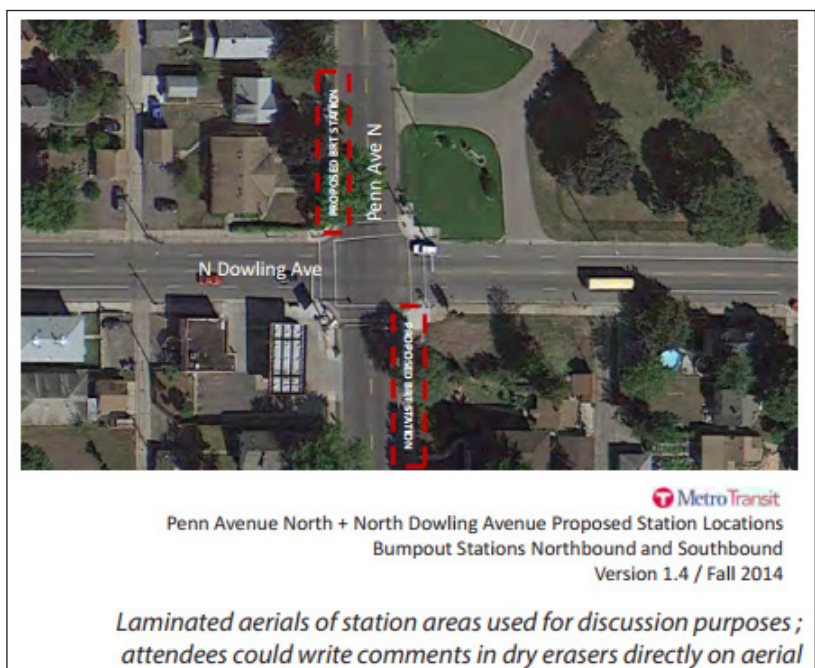


Large-scale table map from open houses

Laminated aerials of conceptual station locations/comments:

This tool was used to aid in discussion with residents and business owners. The image at the left shows the diagram used for Dowling Avenue and Penn Avenue.

A resident at Penn Avenue and Dowling Avenue, made the following comments on the laminated station area: *move station at Dowling and Penn to NE corner of intersection/ cemetery to avoid litter, loitering, etc. in front of (residents) home.*



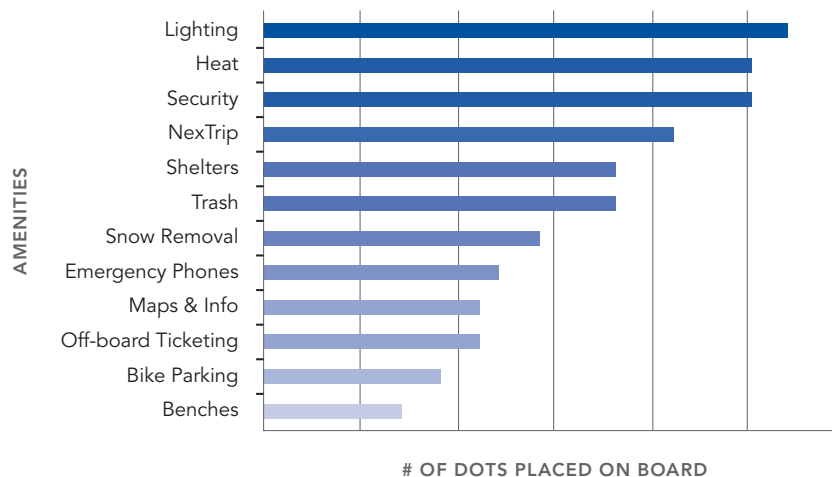
Amenities feedback board:

The board pictured at the right was used to familiarize stakeholders with Arterial BRT station amenities. Attendees were asked to place three dots on the amenities that meant the most to them. The following lists the final ranking.

- Lighting (27 dots)
- Heat (25 dots)
- Security (25 dots)
- Nex-Trip (21 dots)
- Shelters (18 dots)
- Trash (18 dots)
- Snow Removal (14 dots)
- Emergency Phones - (12 dots)
- Maps + Info (11 dots)
- Off Board Ticketing (11 dots)
- Bike Parking (9 dots)
- Benches (7 dots)



AMENITIES FEEDBACK BOARD RESULTS



General Comments/Actions:

General Metro Transit service questions

Provided attendees with Service Improvement Plan (SIP) comment cards

C LINE

- *Many people never heard about the C Line project or the arterial BRT concept before the open house*
- *Some people expressed a negative reaction to LRT comparisons when describing the station amenities*
- *Please consider connecting C Line to Penn Ave station on Green Line also*
- *Continue C Line south through Bryn Mawr to 394 for Green Line/Penn Station connection*
- *BRT should go to the end of Penn to the METRO Green Line Extension and not turn down Hwy 55; How does BRT and the Rt 19 work together?*
- *"BRT should continue down Penn, oppose to turn down Hwy 55, it should act as a connection to the Southwest LRT."*
- *"Hwy 55 station locations - look at Logan or Morgan because of connection to bike routes and the Venture bike shop."*
- *"BRT should go to the end of Penn to the SWLRT station - not turn down Hwy 55, leave 19 there."*

METRO TRANSIT SERVICE

- *Concern about Route 9 route legibility and reliability, especially on-time performance*
- *"Increase service on the Rt 9."*

SHELTERS

- *Several comments requesting new shelters on Glenwood, Olson and Penn with heat and light or a shelter itself.*
- *"Heated benches - only in winter - start date Oct 31 end date March 31"*

LRT

- *Hmong translations on LRT platforms, language/safety barriers to riding transit with Hmong community*

OTHER

- *"Near north needs a gas station."*

*Comments italicized indicate summary of public comment

5. C Line Business and Residential Outreach Summary

Conducted Winter 2015

In January 2015, Metro Transit conducted a two part targeted outreach to stakeholders at each C Line station intersection.

5.1. Phase One of Business and Residential Outreach

The first round of engagement was initiated by a direct mailing to business and residents within station intersections. The letter in the mailing requested that the recipient meet with Metro Transit staff during office hours within the corridor. Stakeholders with available contact information that did not respond to the letter received follow-up phone calls and emails. In this engagement phase staff mailed 158 letters, made at least thirty-two follow-up phone calls and emails, and set fourteen one-on-one meetings. The list below summarizes the stakeholders and discussions from those one-on-one meetings by intersection.

Olson & Bryant

- Heritage Park Apartments
 - » Meeting scheduled; Heritage Park Apartments representative did not appear for meeting
- Summit Academy
 - » Meeting held. Supportive of C Line project; As a construction training facility, Summit Academy is interested in construction of project

Olson & Humboldt

- Seed Academy & Harvest Prep School Chair
 - » Called/left message; no response

Olson & Penn

- La Creche Early Childhood Center Executive Director
 - » Supportive of C Line project as many customers of La Creche use transit. The organization will pass on the info to the board. Thanked Metro Transit via thank-you note for sharing project information.

Penn & Plymouth

- NorthPoint Health and Wellness Center
 - » Called; familiar with C Line from other outreach efforts
- Estes Funeral Chapel & Cremation Services
 - » Called/left message; no response
- Minneapolis Urban League
 - » Meeting held. Supportive of project. Communicated about loss of street parking on Penn; while this is not an ideal outcome, it was found acceptable my Minneapolis Urban League staff representative.
- Pastor Paul's Mission
 - » Called/left message; no response
- UROC
 - » Meeting held. Concerned with intersection parking. Supportive of C Line project.
- Minneapolis College Preparatory School

- » Called/left message; no response

Penn & Golden Valley Road

- Wally's Foods
 - » Called/left message; no response
- North Community Baptist Church
 - » Meeting held. Fifteen teens and four community members attended. Positive feedback about C Line. Group was excited about station amenities.
- Building Blocks/The Commons at Penn Avenue
 - » Meeting held. It was noted that some transit infrastructure is already incorporated into building, but the station will need to be added on at a later time.

Penn & West Broadway

- Broadway Liquor Outlet
 - » Ongoing communication between Owner, Developer and Metro Transit
- TMJ Nails
 - » Emailed; no response
- Wilson's Image Barbers & Stylists
 - » Called/left message; no response
- Hollywood Studio of Dance
 - » Emailed; no response
- Northside Achievement Zone (NAZ)
 - » Meeting held. Met with NAZ staff member that was representing their personal views. Supportive of project. NAZ staff chose not to comment on the project.
- KMOJ FM
 - » Emailed; no response

Penn & Lowry

- Lowry Discount Beauty
 - » Called/left message; no response
- Northend Hardware and Rental
 - » Called/left message; no response
- All Washed Up Laundry
 - » Meeting scheduled; All Washed Up Laundry representative did not appear for meeting
- The Lowry Café
 - » Called/left message; no response
- Ancestry Books
 - » Meeting held. Supportive of project. Concerned with overall community outreach and transit on the North side. Looking for authentic outreach.
- Metro Check Cashing
 - » Called; not interested
- Lucy Craft Laney Community School
 - » Called/left message; no response

Penn & 36th

- Quick Stop
 - » Meeting held; concerned with crime at intersection and in particular with bus shelters. Safety improvements critical to the C Line infrastructure.

Penn & Dowling

- Washburn McReavy Funeral Co.
 - » Meeting held; concerns include conflicts with funeral processions, 'ride and hide' in his parking lot, trash. Very opposed to a Penn + Dowling northbound far side station as both driveways are used for vehicular flow within the site and because community gatherings frequently take place in the grassy lot located on the northeast corner of the intersection.

Osseo & 47th

- Airlift Doors, Inc. and Carefree Lawn Sprinklers
 - » Meeting held; supportive of station at 46th + Penn instead of 47th + Penn due to additional truck traffic needing access through the business driveway

Brooklyn Boulevard & Highway 100

- K&G Fashion Superstore
 - » Called/left message; no response

Brooklyn Boulevard & 51st

Xerxes & 56th

- Pearle Vision
 - » Called/left message; no response
- Wendy's FourCrown Inc.
 - » Meeting held; Discussed C Line via phone call; supportive of C Line and ABRT overall

5.2. Phase Two of Business and Residential Outreach

Metro Transit believes there are two primary reasons for the low turn-out rate from the first round of engagement. One, office hours within the corridor proved unfeasible for many of the small businesses that are unable to leave their business during the day. Two, while addresses of parcel landowners are readily available through the Hennepin County Parcel database, phone numbers, emails and contact names of those that actually use the space on a day-to-day basis were much harder to come by. Residential stakeholders in particular were impossible to follow-up with beyond the mailing.

Because Metro Transit strives to give all stakeholders an opportunity to weigh-in on project decisions, Metro Transit initiated a follow-up phase of engagement designed to address the barriers from the first round. In this phase of engagement, Metro Transit visited the remaining key businesses in the corridor that were unresponsive in Phase 1 during regular business hours on Friday, March 6th, 2015. For the residential stakeholders, Metro Transit placed door hangers that described the project and requested they visit the project website, call, or email staff directly. In this engagement phase, staff visited 10 additional businesses and hung approximately 130 door hangers. The listing that follows summarizes the feedback received from this process.

Penn & Golden Valley Road

- Wally's Foods
 - » Informal discussion in store with owner; Owner different from manager; owner is generally accepting of project.

Penn & West Broadway

- Broadway Liquors
 - » Informal discussion in store with manager. Owner different from manager; Manager and owner is generally accepting of project
- TMJ Nails
 - » Informal discussion in store with manager. Spoke with Manager; interested in project and better options for transit riders
- KMOJ Radio
 - » Informal discussion with manager; Spoke with Receptionist; Excited for faster service downtown

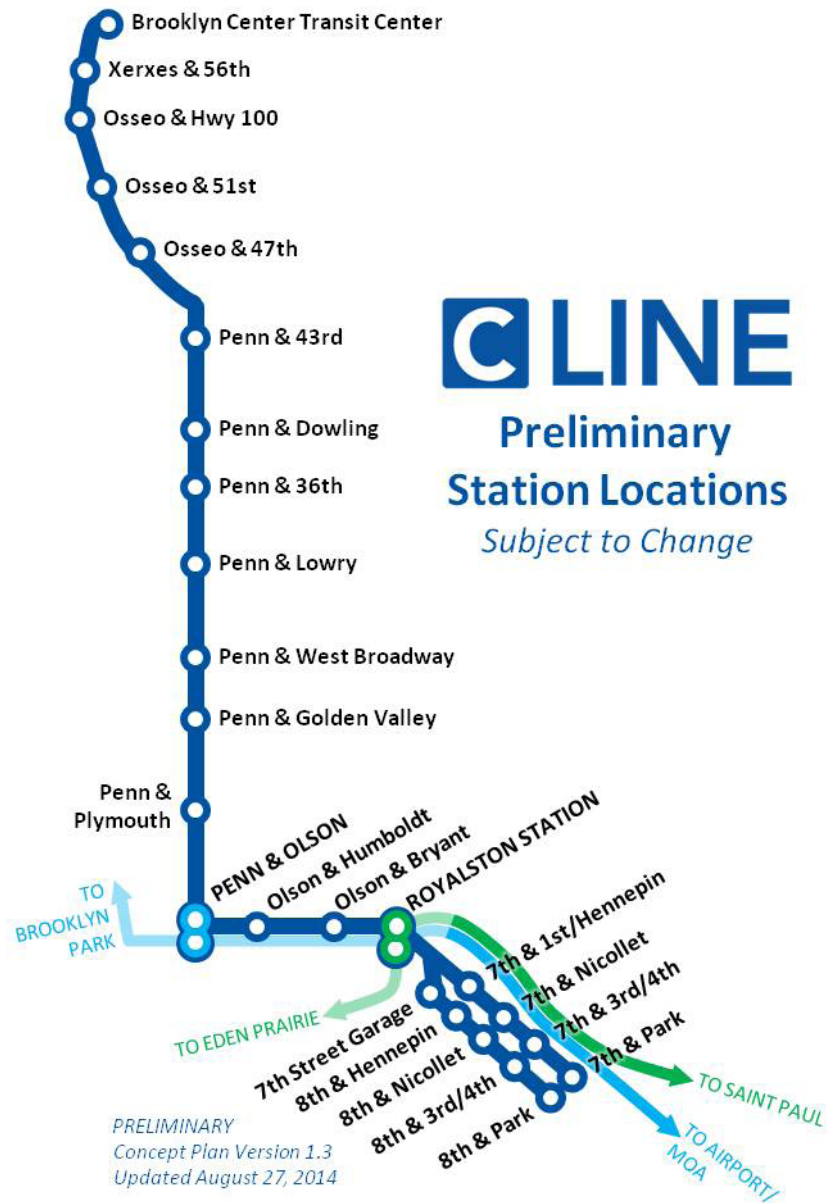
Penn & Lowry

- Discount Beauty Supply
 - » Informal discussion in store with owner; Owner had positive feedback on project
- Union Liquors
 - » Informal discussion in store with owner; Owner expressed concern with heated shelter causing loitering outside store
- Subway
 - » Informal discussion with manager; Manager is generally accepting of project
- ALDI
 - » Informal discussion with manager (Aaron); Manager is generally accepting of project; happy to see bus improvements
- The Lowry Café
 - » Informal discussion in store with owner; Owner had positive feedback on project
- Malmberg's
 - » Left door hanger; No answer at office

6. C Line Map Before Preliminary Planning Phase Outreach

Initial Proposed Stations

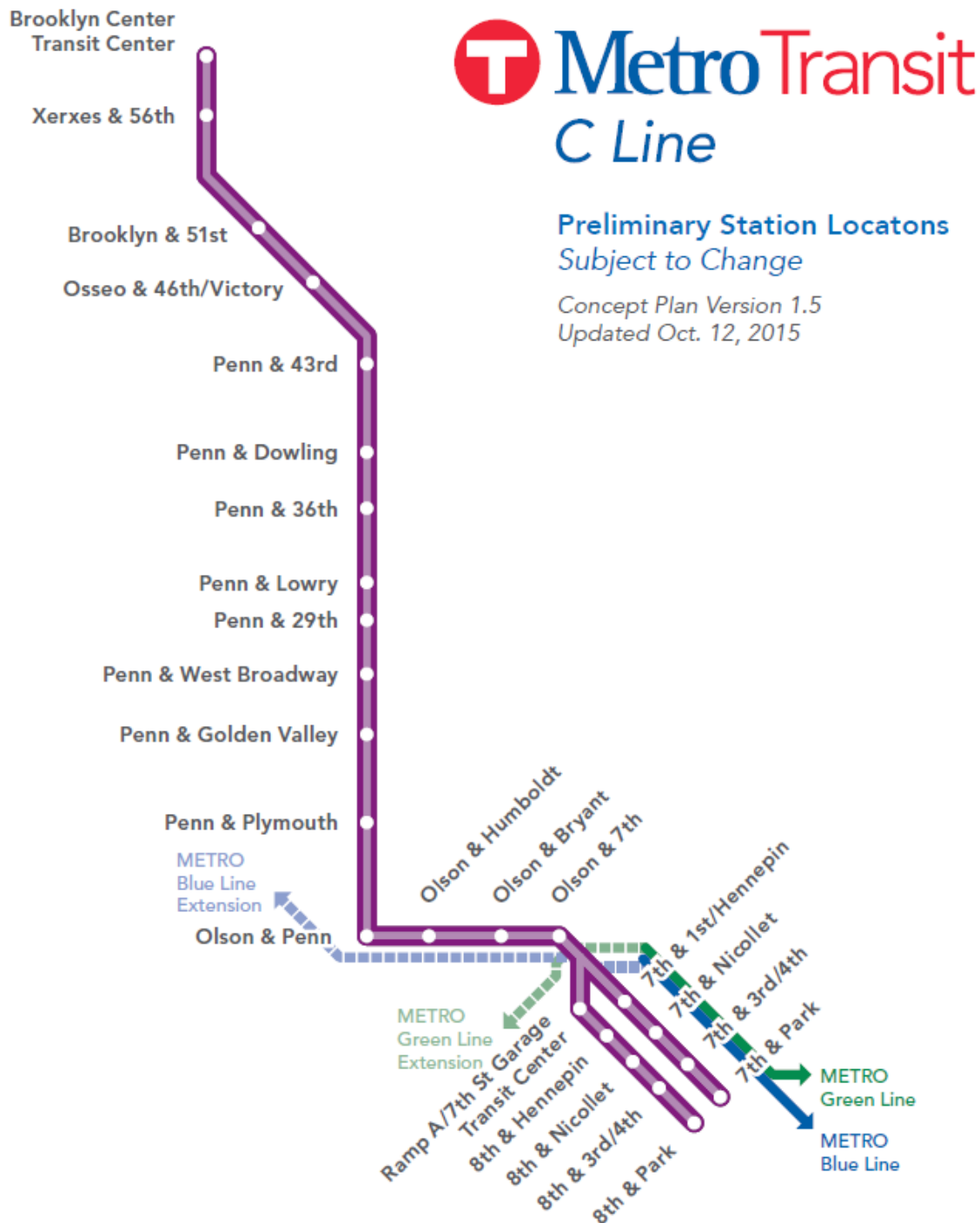
This was the initial C Line map showing proposed station locations prior to the start of this engagement process. As a result of this process, one station location moved and another station was added. See the following page for the final map.



7. C Line Map After Preliminary Planning Phase Outreach

Concept Station Locations After Pre-Design Community Outreach

This C Line map shows the concept station locations following the engagement process with the community. The Penn and 29th station was included as a potential additional station. Osseo and 47th shifted south to Osseo and 46th.



8. Next Steps

After gaining this public input on the C Line conceptual plan, the next step is to distribute this plan for public review in the summer of 2015. This will be done by attending public meetings, holding an open house and providing this document on the C Line website.

The plan will then add public comments from this process and create a revised C Line concept plan as necessary. Finally, the C Line concept plan will be brought to the Metropolitan Council as a recommended plan for their adoption. This will also occur in the summer of 2015.