

# Appendix A: Summary of C Line Station Plan Outreach and Engagement

## Approach

Metro Transit's approach to outreach and engagement was to reach people in a variety of different ways. Recognizing that not every stakeholder participates in the same way, it is necessary to utilize both traditional and non-traditional activities to reach a broad audience. Traditional methods included presentations to neighborhood associations and open houses. Some non-traditional methods included pop-up outreach and mobile houses. The non-traditional methods were meant to reach stakeholders that don't normally participate in the project development process.

## Activity Glossary

**Presentations:** Presentations and materials can be found at [www.metrotransit.org/c-line-meetings](http://www.metrotransit.org/c-line-meetings). Presentations were mainly given to neighborhood associations and other community focused groups.

**Pop-Up Outreach:** During Pop-Up Outreach, Metro Transit staff set-up a table at busy intersections next to Route 19 stops on the C Line corridor to meet with riders and residents passing through the area. Metro Transit staff gave participants an overview of the C Line project, signed participants up for updates if interested, and made them aware that the draft *C Line Station Plan* was going to be released in the near future for their comment.

**Door Knocking/Station Neighbor Outreach:** Metro Transit staff knocked on doors of residents in the C Line corridor. The intention was to give greater awareness to the C Line project among stakeholders, signed residents up for updates if interested, and make them aware of the draft *C Line Station Plan*. Station neighbor outreach was door knocking houses specifically located in the near vicinity of a proposed C Line Station.

**Open House:** Open houses were scheduled events for stakeholders to engage the draft *C Line Station Plan* and provide input on station intersections and the location of platforms with that intersection. You can view materials presented at the open house at [www.metrotransit.org/c-line-meetings](http://www.metrotransit.org/c-line-meetings).

**Mobile Open House:** Metro Transit staff brought a mobile version of the open house (i.e. 8 ½ x 11 paper packet version) on Route 19 buses to give more riders an opportunity to provide comment on the draft *C Line Station Plan*.

## Activity Summary

### September 2015

- **September 16:** Meeting with Victory neighborhood residents that signed a petition in opposition to a C Line station in the Osseo and Victory/46th St. area

### October 2015

- **October 1:** Victory neighbor transit riders survey work
- **Weeks of October 6 and 12:** Station neighbor outreach (Penn & Plymouth, Olson Highway)

- **October 9:** Penn & Lowry Pop-Up Outreach
- **October 16:** Penn & Broadway Pop-Up Outreach
- **October 19:** Harrison door knocking outreach with Denetrick Powers (HNA)
- **October 21:** Presentation to Harrison Transit Narratives Meeting, C Line Open House promotion
- **October 23:** Presentation to residents living in Heritage Commons Assisted Living Home promoting C Line Open House and draft *C Line Station Plan*

## November 2015

- **November 2:** Presentation to Folwell Neighborhood Association Annual Meeting, promotion of C Line Open Houses, and draft *C Line Station Plan*
- **November 4:** Release of C Line Campaign Monitor newsletter and rider alert to Route 19 riders making them aware that draft C Line Station Plan has been released
- **November 9:** Presentation to Cleveland Neighborhood Association Community Development Committee, promotion of C Line Open Houses, and draft *C Line Station Plan*
- **November 9:** Presentation to Heritage Park Neighborhood Association Board Meeting, promotion of C Line Open Houses and draft *C Line Station Plan*
- **November 10:** C Line Open House promotion; station neighbor outreach (Penn & 29<sup>th</sup>)
- **November 12:** Station neighbor outreach (Penn & Golden Valley, 36<sup>th</sup>)
- **November 13:** Metro Transit Facebook post promoting input on draft *C Line Station Plan* and upcoming open houses. Post was target to zip codes in North Minneapolis and Brooklyn Center
- **November 13:** Metro Transit tweet promoting comments on recently release of draft *C Line Station Plan* and upcoming open houses.
- **November 13:** Door knocking Harrison neighborhood with HNA staff and Harrison resident
- **November 13:** Station neighbor outreach (Penn & 43<sup>rd</sup>)
- **November 17:** C Line Open Houses at Minneapolis Central Library and Patrick Henry
- **November 18:** C Line Open House at Harrison Education Center
- **November 19:** Presentation to West Broadway Business Committee on promotion of final C Line Open House and draft *C Line Station Plan*
- **November 19:** C Line Open House at Lucy Laney Community School
- **November 20:** Rider outreach in Cleveland neighborhood with CNA staff at Penn & 34<sup>th</sup>, 35<sup>th</sup>, 36<sup>th</sup>

## December 2015

- **December 1:** Metro Transit Facebook post promoting input on draft *C Line Station Plan* and upcoming Open House at BCTC. Post was target to zip codes in North Minneapolis and Brooklyn Center
- **December 1:** Mobile Open House (Route 19 rider outreach)
- **December 2:** Mobile Open House (Route 19 rider outreach)
- **December 3:** Mobile Open House (Route 19 rider outreach)
- **December 5:** C Line Open House at BCTC

- **December 8:** Metro Transit Twitter post promoting the extended comment period on draft *C Line Station Plan* from December 6 to December 20
- **December 9:** ViNA meeting presentation on draft *C Line Station Plan*
- **December 10:** Webber-Camden Neighborhood Organization meeting presentation on draft *C Line Station Plan*

## February 2016

- **February 11:** Release of C Line newsletter and Facebook post promoting comment period for recommended *C Line Station Plan*. Email to all stakeholder neighborhood associations soliciting comments.

## March 2016

- **March 9:** Facebook post targeted to C Line stakeholders promoting comment period for recommended *C Line Station Plan*.