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. 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.

Mobile Open House: Metro Transit staff brought a mobile version of the open house (i.e. 8½ 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 & 29th)
• **November 12**: Station neighbor outreach (Penn & Golden Valley, 36th)
• **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 & 43rd)
• **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 & 34th, 35th, 36th

### 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*. 