



 Metro Transit *C Line*

Construction Phase Public Outreach Plan

Updated: Jan. 16, 2018

Hennepin County • Metro Transit • City of Minneapolis



PENN AVENUE

— IMPROVEMENTS PROJECT —

1. Public Engagement Phase Overview

Construction of the C Line / Penn Avenue Improvements Project will begin in Spring 2018, as will the Route 19 service planning process. This work will include building C Line stations between Brooklyn Center and downtown Minneapolis, reconstruction of portions of Penn Avenue, and gathering feedback from the public to determine the future of Route 19 service once C Line opens. Metro Transit Community Outreach staff in partnership with Hennepin County Community Works, and with the assistance of the design consultant, HDR, will implement this plan to provide construction communications and outreach to stakeholders and document and resolve stakeholder complaints and concerns.

2. Public Outreach Goals

Outreach during the Construction Phase has the following goals:

- Continue to prepare stakeholders for upcoming construction until groundbreaking.
- Provide project stakeholders (particularly “construction neighbors”—those residents and business owners with property directly adjacent to construction) with accurate construction timelines, potential impacts, detours and project contacts.
- Promptly respond to, document, and resolve construction-related complaints and concerns from stakeholders related to the project.
- Engage with stakeholders on proposed service changes to Route 19.
- Promote C Line service, coming in 2019.
- Communicate details for Olson Memorial temporary stations

3. Outreach Strategies

- Webpage: Metro Transit has an established C Line webpage (metrotransit.org/c-line-project) that has been used throughout each project development phase to communicate information. Following that practice, Metro Transit will add an additional C Line webpage to publish construction information and updates, as well as the Route 19 recommended service changes.
- Construction Bulletin: Metro Transit will distribute weekly email dispatches to subscribers regarding upcoming construction work and detours. Bulletins will be archived to the construction webpage.
- Direct mail letters and postcards: Direct mail letters can be used to reach project stakeholders who may not receive information otherwise. Outreach staff will send letters to immediate construction neighbors to inform them about upcoming construction and impacts. One (1) corridor-wide postcard will go to a broader audience to communicate construction timeline and project contacts ahead of the start of construction. A letter will also be sent to residents within a ¼ mile of impacted Route 19 segments, once a concept plan has been created.

- Site Visits and Door-knocking: Metro Transit staff will door-knock immediate construction neighbors and visit construction neighbors on-site during construction, as needed.
- Social media: Metro Transit will post as needed to Facebook and Twitter to promote construction bulletin, make emergency announcements related to construction detours and support other communications such as the service planning process.
- Marketing: Metro Transit will use creative marketing techniques like shelter posters, sidewalk clings and bus stop pole notices to share project information throughout the corridor.
- Local media: Metro Transit will work with local media to communicate construction timelines and project contacts. These same contacts will also be contacted at key phases of the Route 19 service planning process.
- Community group presentations: As needed, Metro Transit will coordinate with project partners, including Hennepin County and City of Minneapolis, to attend standing meetings and other events of neighborhood associations and community groups to provide project presentations.
- Community group newsletters: When appropriate or able Metro Transit and Hennepin County outreach staff will provide project construction information content for community groups and neighborhood associations to publish in their newsletters and email blasts. Route 19 service planning updates will also be provided as appropriate.

4. Construction Outreach Activity Stages

Outreach and engagement activities related to final design and construction is split into two stages of activities:

- Pre-Construction (Fall 2017 – Winter 2018)
- Construction (Spring 2018 – Early 2019)

The Pre-Construction Stage will broadly share more detailed construction activity stages and timelines and more detailed maintenance of traffic / detour plans. The focus of this stage is stakeholder preparation for upcoming construction in 2018. Metro Transit staff will also communicate project contacts and establish lines of communication that community can count on to have the most up-to-date information possible regarding construction and methods.

The Construction Outreach Stage will ensure regular communication of construction activities, impacts and detours. Additionally, project outreach staff will focus on issue resolution and contact with construction neighbors.

Route 19 service planning is expected to span both phases.

5. Pre-Construction Outreach Stage Activities

The following activities have been planned for the Pre-Construction Outreach Stage:

Neighborhood Association and Community Organization Presentations (January/February 2018)

Metro Transit will work with the following groups to present information on construction phasing, detour plans, draft service recommendations and Route 19 schedule changes for March 2018.

- North Loop Neighborhood Association
- Heritage Commons, Minneapolis High Rise Council
- Harrison Neighborhood Association
- Heritage Park Neighborhood Association
- Northside Resident's Redevelopment Council
- Minneapolis Urban League
- West Broadway Business and Area Coalition
- Jordan Area Community Council
- Cleveland Neighborhood Association
- Folwell Neighborhood Association
- Webber-Camden Neighborhood Organization
- Victory Neighborhood Association
- Shingle Creek Neighborhood Association

Olson Memorial Temporary Stations Outreach

Metro Transit outreach staff in partnership with Blue Line Extension Project Office, Hennepin County and City of Minneapolis staff will communicate detailed information for temporary C Line stations along Olson Memorial. This outreach will be specifically geared toward immediately impacted neighbors, particularly Heritage Park residence.

Survey Outreach

Metro Transit outreach staff will work with other internal staff support distribution of pre-construction survey of Route 19 riders.

Communication Activities and Materials

- Letter to entire corridor within a ¼ mile of C Line corridor notifying residents / property owners of 2018 construction, with enclosed Construction Neighbor Questionnaire
- Letter to residents along Route 19 H and Y branches, particularly those beyond ¼ mile of Penn Ave that might be affected by local service changes. Include draft recommendation(s) and rationale, along with information on how to provide feedback (email, phone, pre-con meeting info).
- C Line Shelter Clings promoting upcoming 2018 Penn Avenue Improvements Project, website, sign-up for Route 19 rider alerts, and March 17 service change
- Corridor-Wide Postcard distributed to Penn Avenue corridor, including all addresses affected by construction and detours. Postcard will promote upcoming construction, provide project contact information and give a brief “what to expect” summary
- Social media campaign drawing project stakeholders to pre-construction information meeting, updated webpage materials and subscription to C Line updates.
- Establish construction bulletin sub-webpage to house weekly construction updates
- Establish construction hotline for project stakeholders to call in case there is an emergency or other issue related to construction that needs the immediate attention of Metro Transit or Hennepin County
- Monthly C Line newsletters updating stakeholders on project development
- Construction Detour Maps detailing all detour scenarios outlined in traffic control plans
- Signage at all bus stops one month prior to construction notifying bus riders of March 17 service changes and upcoming C Line improvements.

6. Construction Stage Outreach Activities

Penn Avenue Improvements Project Construction Kick-Off (*March 2018*) Metro Transit will host construction information open house. This meeting will be co-located with a community meeting to discuss Route 19 service recommendations.

Penn Avenue Improvements Project Construction Kick-Off

Date: March 2018

Location: TBD

Monthly Construction Community Meeting (*Beginning Spring 2018*) a monthly construction information meeting initiated when construction begins for project stakeholders to come and learn about month-to-month construction plans for the C Line and Penn Avenue reconstruction.

Stakeholders will be able to ask questions and communicate any issues that may have come up during construction. This meeting may be co-located with a community meeting to discuss Route 19 service proposals.

Monthly Construction Information Meeting
(Beginning March 2018 – subject to change)
Location: Local businesses and community spaces

Corridor Drop-In Hours

Initiated when construction begins, outreach staff will identify a location on the corridor based on construction activity to visit weekly to take in community questions or concerns regarding the project.

Construction Neighbor Walkthroughs/Site Visits

Site visits with project staff, contractor and property owners, residents, and/or managers regarding construction impacts on properties immediately adjacent to station platform. This strategy may continue throughout construction as a part of issue resolution.

Construction Hotline (February 2018)

A hotline will be established for project stakeholders to call in case there is an emergency or other issue related to construction that needs the immediate attention of Metro Transit or Hennepin County. The hotline will be managed by project consultant (HDR) and Metro Transit outreach staff.

Communication Activities

- Weekly construction bulletin weekly dispatch replacing monthly C Line Update newsletter that details upcoming construction, detours and pertinent information. Frequency of publication may be adjusted as needed based on project construction activities.
- Weekly updates to web information refreshing page with new detour information, construction timelines, information regarding Route 19 service planning process and FAQ information.
- Follow-up letter to stakeholders (residents along Route 19 H and Y branches, elected officials, relevant neighborhood associations and other groups) with our final service recommendation.

7. Penn Avenue Improvement Project

The construction activity in 2018/19 will be labeled as the “Penn Avenue Improvements Project”. This title will recognize the partnership of Metro Transit, Hennepin County and Minneapolis, and acknowledges the multimodal improvement to the Penn Avenue corridor.