

D Line Rapid Bus Project Planning Phase Public Engagement Plan (PEP)



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I. Introduction

Route 5, which connects Brooklyn Center Transit Center to Mall of America through Downtown Minneapolis, is the region’s busiest bus route with about 16,000 riders every weekday. To make the trip speedier and more comfortable for thousands of riders, Metro Transit has proposed the D Line, a rapid bus service. Instead of stopping every block, buses will make limited stops at stations spaced farther apart. Fares will be collected at stations—just like the light rail—and not on the bus. D Line buses will also communicate with traffic lights to shorten red lights and stations will include heat, lighting, snow removal, transit information and security features. Construction is anticipated to begin in 2019 or 2020.

The Public Engagement Plan (PEP) outlines how Metro Transit staff will engage and inform community groups and the public during the Planning Phase of the D Line. A well-informed and engaged public strengthens the project and helps create a more useful transit system for all. The PEP will focus on communities that are traditionally underrepresented in transit planning processes including transit riders, people of color, low-income communities, people with disabilities, and other historically marginalized groups. The PEP will lay out how and at what point we will engage with community. Public outreach and engagement will focus on connecting with communities at existing neighborhood and employer events, on-board transit and through existing organizations. The PEP will aim to create long-lasting relationships with under-represented communities and to build the capacity of existing community groups during the Planning Phase.

II. Planning Phase Outreach and Engagement

The D Line Planning Phase consists of two stages. Designating Station Locations will occur in 2017 and Station Plan Adoption will occur in early 2018.



In 2017, the Public Engagement Plan (PEP) will focus specifically on Designating Station Locations. Most of the opportunities for engagement will be at **unresolved station locations**, where the intersection of the station has not been determined. At **identified station locations**, where the intersection of the station has been determined, the focus will be on checking in with station neighbors to inform which corners of the intersection the station will be on.

The two goals of the PEP are to involve and collaborate with community to answer the “Essential Questions” outlined in Section IV and to build awareness of the D Line amongst community groups, station neighbors, local businesses, elected officials and the public.

III. Communications Strategy

We will have a robust communications plan that will utilize existing community networks as well as more traditional approaches. Communication techniques include:

- Webpage: A simple webpage (located within the Metro Transit website) will be used to provide basic project information and contact information. In-depth reports and updated project documents will also be posted here for the public. At certain points in the planning phase the website could be used to collect public comments as well.
- D Line Newsletter: A monthly e-newsletter will be sent out to people who have signed up for it. The e-newsletter will provide project updates and upcoming engagement opportunities.
- Social Media: Facebook and Twitter will be utilized at certain points throughout the planning phase to build awareness around the newsletter, direct people to the website, and announce public input opportunities. Zip codes along the corridor will be targeted so that Facebook posts are seen by people who live and work in the area.
- Shelter Posters: Poster space in shelters and transit centers along the route will be used to build awareness of the D Line and the rapid bus network.
- Spanish Language Materials: All necessary materials will be translated into Spanish.
- Local Radio: Two small local radio stations operate in South Minneapolis, one in Somali and one in Spanish. Interviews on these stations will be used to raise awareness amongst residents with limited-English proficiency.
- Community Group Newsletters: When appropriate or able D Line outreach staff will feature D Line planning efforts and engagement opportunities in newsletters and email blasts from community groups and neighborhood associations.

IV. Documentation

Regular and reliable documentation of public presentations, reports and archived newsletters are an important part of any engagement plan, both to ensure transparency and allow the public to see how input was documented. The D Line webpage will act as a project library and will be consistently updated.

- Monthly update to e-newsletter archive
- Public presentations will be posted 1 to 3 days after they are given.
- Updates to the Public Engagement Plan and planning documents will be posted as appendices to the original document. This will include comments from engagement activities and public comment periods.

V. Engagement Strategy

The D Line corridor is a long corridor that crosses through four municipalities and many neighborhoods. The line will connect urban and suburban residential areas, employment centers, and the downtown core. Population demographics vary greatly along the corridor, with high-income and low-income residential areas in both Minneapolis and the suburbs. Many of the areas are home to large populations

of color including much of South and North Minneapolis. Many of the planning and design issues will be at the very-local level impacting a single corner or neighborhood. The diversity of station areas and the local planning decisions will require a nuanced outreach and engagement strategy.

Instead of a corridor-wide Community Advisory Committee, outreach and engagement will be organized around individual station areas and will be contextual to the nearby communities. Unresolved station locations will have engagement centered on community workshops and pre-existing community meetings. Identified station locations will see more outreach and information sharing than engagement. **Engagement with transit riders, residents and small businesses will occur at every station area and location.**

Unresolved Station Locations

Unresolved station areas are segments of the D Line where the exact station location(s) has yet to be determined and community involvement will have some level of influence within the planning process. Locating stations in unresolved station areas is the primary goal of the “Designating Station Locations” stage.

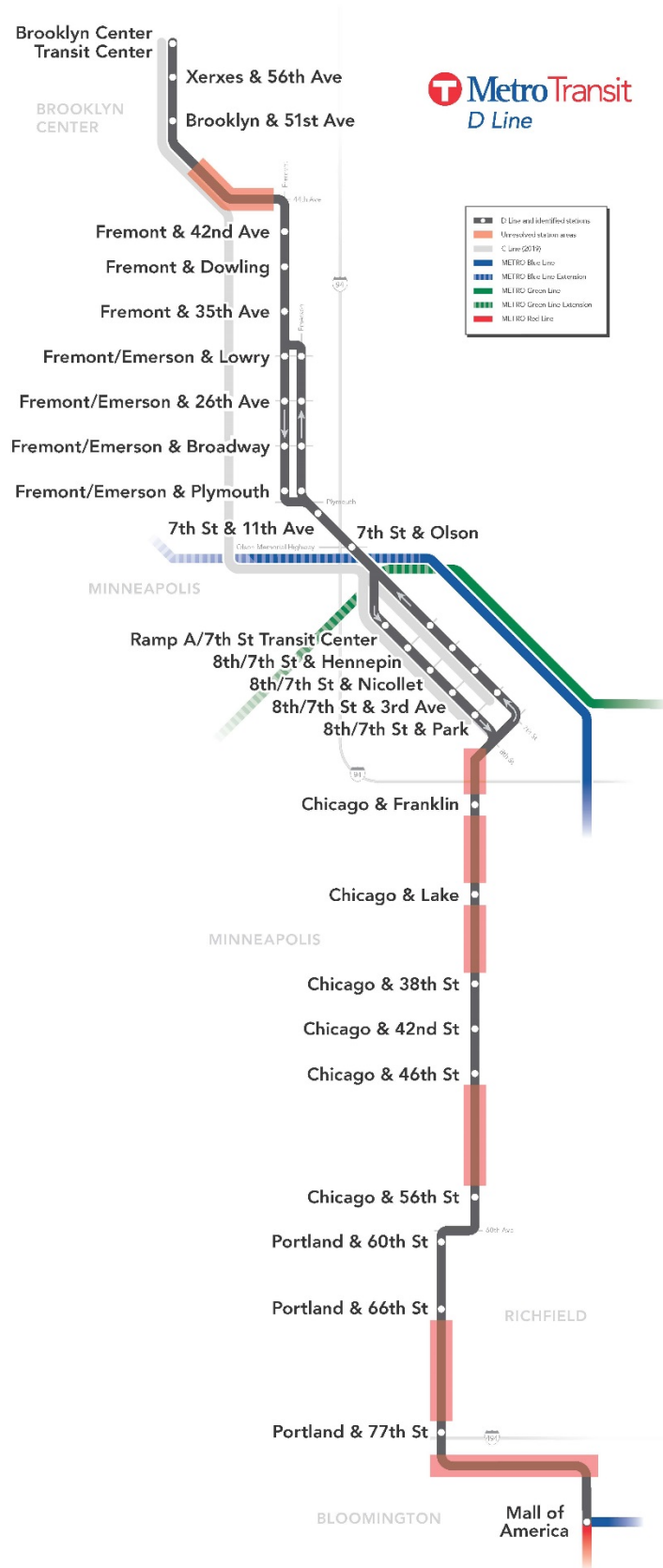
Some of these locations are in “areas of concentrated poverty” where the population is at least 50% people of color. We will provide additional staff resources to these station areas to ensure that voices from low-income communities and communities of color are included in the planning process.

Identified Station Locations

At many station locations along the D Line corridor, the intersection has already been determined. At these station locations, the outreach and engagement focus will shift from the station area to the station neighbor. In some locations, the exact corner of the intersection where the platform will be located has not been decided. In these locations, neighborhood input and knowledge will remain important in determining the location of the platforms. Regular updates to community organizations and station neighbors can be expected.

The map on the following page shows identified station locations and unresolved station locations along the D Line.

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VI. Essential Questions

Essential questions are unanswered questions that project planners need the expertise of community and stakeholders to help answer. Essential questions help structure outreach and engagement and provide a transparent framework on what stakeholders can provide input on and what has already been decided.

The following essential questions have been identified for the 2017 planning phase of the D Line project:

- At what intersection should the future station be located?
 - Who would benefit from this location?
 - Who would be negatively impacted?
- At each proposed intersection, on what corner should the future platforms be located?
 - Who would benefit from these locations?
 - Who would be negatively impacted?

An additional essential question will help guide the work at the Chicago & Lake Station; this will be addressed in the station area outreach section of the engagement plan.

VII. Unresolved Station Locations (North to South)

A. Victory Neighborhood Station Area

To the north there will be a shared C Line / D Line station at Brooklyn & 51st Avenue and to the south there will be a station near 44th Avenue & Girard. Stations in the Victory neighborhood are to be determined. 1-2 stations are under consideration between Osseo & 47th Avenue and 44th Avenue & Morgan.

Stations in the Victory neighborhood were looked at in detail during the C Line Station Planning Phase. The planned station at [Osseo & 46th Avenue/Victory Memorial Parkway](#) was eliminated after receiving input from Victory neighborhood residents, the Minneapolis Park Board, and Council Member Barb Johnson's office. Metro Transit will reintroduce a station planning process in the Victory neighborhood to seek input on what has changed in the neighborhood and share what has changed from the perspective of Metro Transit to warrant consideration of a station in the area.

Engagement activities:

- 1-2 neighborhood presentations at the Victory Neighborhood Association and Webber-Camden Neighborhood Organization
- 2 Pop-up outreach events
 - 44th Avenue & Penn (2 hours)
 - 44th Avenue & Morgan (2 hours)
- 1 workshop with high school students and staff at Patrick Henry High School
- 1 workshop with Victory neighborhood residents
- Letter to stakeholders to reintroduce a station in the Osseo & 46th Avenue/Victory Memorial Parkway area
- Publish relevant information and engagement opportunities in neighborhood newsletter

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Key Community Stakeholders:

- Residents of the Victory and Webber-Camden neighborhoods
- Victory Neighborhood Association
- Webber-Camden Neighborhood Organization
- Patrick Henry High School
- Route 5, 19, 721 and 724 riders

Relationship building with stakeholders will be necessary to determine appropriate partnership and engagement activities.

B. 44th Avenue Station Area

Depending on the outcomes of locating stations in the Victory neighborhood, Metro Transit will locate another station on 44th Avenue North in the 44th Avenue & Girard area.

Engagement Activities:

- 1-2 neighborhood presentations at the Webber-Camden Neighborhood Organization
- 1 community organization presentation
 - Hamilton Manor (Minneapolis High Rise Council)
- 1 Pop-up outreach event
 - 44th Avenue & Girard

Key Community Stakeholders:

- Residents of Webber-Camden
- Webber Camden Neighborhood Organization
- Hamilton Manor (Minneapolis High Rise Council)

Relationship building with stakeholders will be necessary to determine appropriate partnership and engagement activities.

C. Elliot Park/Ventura Village Station Area

Between the Chicago & Franklin Station and the 7th/8th Street & Park Station, it is undetermined if these neighborhoods will be served by one or two additional stations. Options include one or two stations between 14th and 18th Streets.

Engagement activities:

- 1 to 2 neighborhood presentations with conversation at Elliot Park
- 1 to 2 neighborhood presentations with conversation at Ventura Village (also includes conversation around Phillips station areas)
 - 2 to 4 workshops with focused activities to answer the essential questions
 - 2 with a broader neighborhood resident focus
 - 2 with a key stakeholder focus, such as North Central University or the Catholic Charities Opportunity Center
 - Pop-up Outreach at 1 to 2 community events

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- Elliot Park Earth Fest – April 21st, 2017
- Open Streets- August 27th, 2017
- 2 to 4 hours of pop-up bus stop outreach at local bus stops during busy times

Key Community Stakeholders:

- Elliot Park Neighborhood
- Preservation Alliance of Minnesota
- North Central University
- Catholic Charities Opportunity Center
- Minneapolis High Rise Resident Council
- Ventura Village Neighborhood
- Ward 6 Council Member Abdi Warsame’s Office

Relationship building with stakeholders will be necessary to determine appropriate partnership and engagement activities.

D. Phillips Station Area

Along with Chicago & Lake and Chicago & Franklin Stations, Phillips will be served by two or three additional stations. Currently, all streets between 24th Street and 28th Street are options for station locations because of high ridership and proximity to destinations and employment.

Engagement activities:

- 1 to 2 neighborhood presentations with conversation at Phillips West
- 1 to 2 neighborhood presentations with conversation at Midtown Phillips
- 2 to 4 workshops with focused activities to answer the essential questions
 - 2 with a broader neighborhood resident focus
 - 2 with a key stakeholder focus such as hospital employees or social service clients
- Pop-Up Outreach at 2 to 3 community events
 - Midtown Phillips Annual Meeting- February 28th, 2017
 - May Day- May 7th, 2017
 - Cinco De Mayo
 - Open Streets- July 23rd, 2017 and August 27th, 2017
- 2 to 4 hours of pop-up outreach at local bus stops during busy times

Key Community Stakeholders:

- Midtown Phillips Neighborhood Association
- Phillips West Neighborhood Organization
- Children’s Hospital
- Abbott Northwestern Hospital
- Hope Community
- Saint Mary’s University
- Allina Health
- Masjid Islamic Center
- Andersen School

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- Ward 9 Council Member Alondra Cano's Office
- Ward 6 Council Member Abdi Warsame's Office

Relationship building with stakeholders will be necessary to determine appropriate partnership and engagement activities.

E. Chicago & Lake Station Area

The Chicago & Lake Station will have an intense planning process to determine the location of the station platforms. One option is to move the station from the existing Chicago-Lake Transit Center to the intersection itself to speed up travel times and reduce delays caused by turning movements. Outreach and engagement will be used to help project planners learn about how current transit customers use and perceive the existing transit center. Relationship building with the Lake Street Council, property owners and business owners will be important to find suitable platform locations at this busy intersection.

This station has a different essential question than the other stations.

- How do current transit riders perceive and use the existing Chicago-Lake Transit Center?

Engagement Activities:

- Introductory conversation with Lake Street Council staff
- Individual property and business owner meetings with planners and Lake Street Council staff
- 4 to 8 hours of pop-up outreach at Chicago-Lake Transit Center
- 1 to 2 neighborhood presentations with Midtown Phillips and Phillips West (in conjunction with Phillips Station Areas)
- 1 to 2 neighborhood presentation with CANDO (in conjunction with Powderhorn Park/CANDO Station Areas)
- 2 to 3 neighborhood events
 - May Day Festival- May 7th, 2017
 - Cinco De Mayo
 - Open Streets- July 23rd, 2017

Key Community Stakeholders:

- Minnesota Workforce Center
- Midtown Global Market
- CANDO
- Powderhorn Park Neighborhood Association
- Midtown Phillips Neighborhood Association
- Phillips West Neighborhood Organization
- Midtown Community Safety Center- (Minneapolis Police Department)
- Sheraton Hotel
- Local Businesses
- Local Property Owners
- Ward 9 Council Member Cano's Office

Relationship building with stakeholders will be necessary to determine appropriate partnership and engagement activities.

F. Powderhorn Park/CANDO Station Area

Along with Chicago & 38th Street and Chicago & Lake Stations, the Powderhorn and CANDO neighborhoods will be served by one additional station between 33rd and 35th Streets. Access to transit and impacts to local businesses and schools should be a consideration for the neighborhoods.

Engagement activities:

- 2 neighborhood presentations with conversation at CANDO
- 2 in-depth conversations with Powderhorn staff and transportation advocates
- 2 neighborhood resident workshops with focused activities to answer essential questions
- 1 workshop with high school students and staff at Wellstone High School
- 2 to 3 neighborhood events
 - May Day Festival- May 7th, 2017
 - Cinco De Mayo
 - Open Streets- July 23rd, 2017
- 2 hours of pop-up outreach at local bus stops during busy times

Key Community Stakeholders:

- Central Area Neighborhood Development Organization (CANDO)
- Powderhorn Park Neighborhood Association
- Transitions Plus High School
- Wellstone International High School
- Pillsbury House and Theater
- Ward 9 Council Member Alondra Cano's Office

Relationship building with stakeholders will be necessary to determine appropriate partnership and engagement activities.

G. Field-Regina-Northrop and Hale-Page-Diamond Lake Station Area

Along with Chicago & 46th Street and Chicago & 56th Street Stations, the Field-Regina-Northrop and Hale-Page-Diamond Lake neighborhoods can expect to be served by one or two additional stations. Potential intersection locations include 48th Street, 50th or 52nd Streets.

Engagement activities

- Introductory conversations with FRN staff and committees
 - 1 to 2 presentations with conversation
- Introductory conversation with HPDL staff and committees
 - 1 to 2 presentations with conversation
- 2 public open houses or workshops focused on answering essential questions
- Pop-up outreach at 2 community events
- 2 hours of pop-up outreach at local bus stops

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Key Community Stakeholders:

- Field Regina Northrop Neighborhood Association
- Hale-Page Diamond Lake Neighborhood Association
- Nokomis Farmers Market
- South Chicago Avenue Business Alliance
- Ward 8 Council Member Elizabeth Glidden’s Office
- Ward 11 Council Member John Quincy’s Office

Relationship building with stakeholders will be necessary to determine appropriate partnership and engagement activities.

H. Portland Avenue Station Area (Richfield)

Along with Portland & 66th Street and Portland & 77th Street Stations, Richfield can expect one or two additional stations between 70th and 73rd Streets. The Portland Avenue area does not have an established neighborhood group to work with. The City of Richfield will be an important partner to connect to their residents.

Engagement activities:

- Introductory conversations with City of Richfield staff
- Introductory conversations with local nonprofit staff
- 1-2 public open houses or workshops
- Pop-up outreach at 2 community events
 - National Night Out?
- 2 hours of pop-up outreach at local bus stops at busy times

Key Community Stakeholders:

- City of Richfield
- Hope Presbyterian Church
- South Hennepin Non-Profits
 - VEAP
 - Cornerstone Advocacy

Relationship building with stakeholders will be necessary to determine appropriate partnership and engagement activities.

I. American Boulevard Area Stations (Bloomington)

The area along American Boulevard between Portland Avenue and Highway 77 does not have a well-established neighborhood organization to connect engagement activities with. The “Designating Station Locations” stage will be an excellent time to work with the City of Bloomington to build relationships and capacity in this area. There will be two to three stations along American Boulevard between Portland and Highway 77.

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Engagement Activities:

- Introductory conversations with City of Bloomington staff
- Introductory conversations with local nonprofit staff
- 1 potential workshop with local employees, perhaps a hotel
- Outreach with residents of apartment complexes
- Pop-up outreach at 2 to 3 community events
 - National Night Out?
- Pop-up outreach at Wal-Mart
- 4 hours of pop-up outreach at local bus stops during busy times

Key Community Stakeholders:

- City of Bloomington
- Major Employers
 - Wal-Mart
 - Hotels
 - Bloomington Chamber of Commerce
- South Hennepin Non-Profits
 - VEAP
 - Cornerstone Advocacy

Relationship building with stakeholders will be necessary to determine appropriate partnership and engagement activities.

VIII. Identified Station Locations (North to South)

Identified stations are listed below, with planned outreach activities.

A. Identified stations in Brooklyn Center

- Brooklyn Center Transit Center (BCTC) (identified in [C Line Station Plan](#))
 - Pop up outreach event
- Xerxes & 56th Avenue (identified in [C Line Station Plan](#))
- Brooklyn & 51st Avenue (identified in [C Line Station Plan](#))
 - Presentation to Shingle Creek Neighborhood Association
 - Tabling at Juneteenth (June 17, 2017)
 - Coordination with the [planned City of Brooklyn Center Brooklyn Boulevard reconstruction project](#)

B. Identified stations in North Minneapolis

- 44th Avenue & Girard
 - Presentation to Webber-Camden Neighborhood Organization
 - Presentation to Lind-Bohanon Neighborhood Organization

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- Fremont & 42nd Avenue
 - Presentation to Webber-Camden Neighborhood Organization
 - Coordination with the [planned City of Minneapolis Emerson & Fremont bicycle-pedestrian improvement project](#)

- Fremont & Dowling
 - Presentation to Webber-Camden Neighborhood Organization
 - Presentation to Folwell Neighborhood Association
 - Presentation to McKinley Neighborhood Association
 - Coordination with the [planned City of Minneapolis Emerson & Fremont bicycle-pedestrian improvement project](#)

- Fremont/Emerson & 36th Avenue
 - Presentation to Jordan Area Community Council
 - Presentation to Hawthorne Neighborhood Association
 - Coordination with the [planned City of Minneapolis Emerson & Fremont bicycle-pedestrian improvement project](#)

- Fremont/Emerson & Lowry
 - Pop up outreach event
 - Presentation to Folwell Neighborhood Association
 - Presentation to McKinley Neighborhood Association
 - Presentation to Jordan Area Community Council
 - Presentation to Hawthorne Neighborhood Association
 - Coordination with the [planned City of Minneapolis Emerson & Fremont bicycle-pedestrian improvement project](#)

- Fremont/Emerson & 26th Avenue
 - Presentation to Jordan Area Community Council
 - Presentation to Hawthorne Neighborhood Association
 - Coordination with the [planned City of Minneapolis Emerson & Fremont bicycle-pedestrian improvement project](#)

- Fremont/Emerson & West Broadway
 - Pop up outreach event
 - Presentation to Jordan Area Community Council
 - Presentation to Hawthorne Neighborhood Association
 - Presentation to Old Highland Neighborhood Association
 - Presentation to Northside Residents Redevelopment Council
 - Presentation to North High School
 - Presentation to West Broadway Business and Area Coalition
 - Coordination with the [planned City of Minneapolis Emerson & Fremont bicycle-pedestrian improvement project](#)

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- Fremont/Emerson & Plymouth
 - Presentation to Old Highland Neighborhood Association
 - Presentation to Northside Residents Redevelopment Council
 - Presentation to North High School
 - Tabling at Urban League Family Day
 - Coordination with the [planned City of Minneapolis Emerson & Fremont bicycle-pedestrian improvement project](#)
- Olson & 7th Street
 - Presentation to Heritage Park Neighborhood Association

C. Identified stations in Downtown Minneapolis

The following stations were identified through the [C Line Station Plan process](#):

- Ramp A/7th Street Transit Center
- 8th Street & Nicollet
- 8th Street & 3rd/4th Avenue
- 8th Street & Park
- 7th Street & Hennepin
- 7th Street & Nicollet
- 7th Street & 3rd Avenue
- 7th Street & Park
- 8th Street & Hennepin (not identified in the C Line Station Plan)

Outreach activities in Downtown Minneapolis will include:

- Pop up outreach event
- Presentation to Downtown Minneapolis Neighborhood Association
- Coordination with the [planned City of Minneapolis 8th Street reconstruction project](#)

D. Identified stations in South Minneapolis

- Chicago & Franklin Station
 - Outreach will happen concurrent with the Elliot Park/Ventura Village and the Phillips Station Area engagement.
 - Information will be available at Franklin Open Streets
- Chicago & 38th Street Station
 - Outreach will happen concurrently with the CANDO/Powderhorn Park Station Area engagement and with the Chicago & 42nd Street Station outreach.
 - 1 to 2 presentations with conversation with the Bryant Neighborhood
 - 1 to 2 presentations with conversation with the Bancroft Neighborhood
 - Information will be available at May Day Festival- May 7th, 2017

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- Chicago & 42nd Street Station
 - Outreach will happen concurrently with the Chicago & 38th Street Station outreach.
 - 1 to 2 presentations with conversation with the Bryant Neighborhood
 - 1 to 2 presentations with conversation with the Bancroft Neighborhood
- Chicago & 46th Street Station
 - Outreach will happen concurrently with the Chicago & 42nd Street Station outreach and the Field-Regina-Northrop and Hale-Page-Diamond Lake Station Area engagement.
 - 1 to 2 presentations with conversation with the Bryant Neighborhood
 - 1 to 2 presentations with conversation with the Bancroft Neighborhood
- Portland & 60th Street Station
 - Outreach will happen concurrently with the Chicago & 42nd Street Station outreach and the Field-Regina-Northrop and Hale-Page-Diamond Lake Station Area engagement.

E. Identified stations in Richfield

- Portland & 66th Street Station
 - Outreach will happen concurrently with the Portland Avenue Station Area engagement.
- Portland & 77th Street Station
 - Outreach will happen concurrently with the Portland Avenue Station Area engagement.

F. Identified stations in Bloomington

- American & Thunderbird Station
 - Outreach will happen concurrently with the American Boulevard Station Area engagement.
- Mall of America Station
 - Outreach will happen concurrently with the American Boulevard Station Area engagement.