

Orange Line Connecting Bus Study Outreach Plan

Ridership models project that a significant portion of METRO Orange Line riders will transfer from bus to reach a BRT station so planning effective and efficient connecting bus service will be essential. Engaging the public will inform and help optimize Service Development's drafting of a Concept Service Plan for routes that will connect with the METRO Orange Line. This outreach plan seeks to communicate with customers and other project stakeholders, seek input for decision making, and prepare for service changes when the Orange Line opens.

Outreach Overview

The outreach plan has two phases: a Pre-Concept Plan phase (Fall-Winter 2019) followed by a Concept Plan phase (Spring 2020).

During the Pre-Concept Plan phase, staff will engage stakeholders with these key messages and questions:

- Introduce the Orange Line and that it will replace Route 535
- What do you like about current bus service in the area? What is missing?
- How does the Orange Line change travel patterns in the corridor?
- What are areas of concern?
- Where are 535 customers going? Where are they starting their trip? What is the purpose and frequency of trips?
- What are the shift start/end times in areas of concentrated employment?

Staff will use the feedback received during Pre-Concept Plan phase and evaluate the performance and productivity of existing service in the area to develop a Concept Service Plan for public review in Spring 2020.

During the Concept Plan phase, staff will present a recommended Concept Plan to the public for a formal review period. Staff will engage stakeholders around these key messages and questions:

- Rationale for route redesign. Identify unmet opportunities and resource constraints
- What are areas of concern?
- Timeline for comment, revised plan, Council approval and implementation

Pre-Concept Plan Outreach Activities

Referencing key messages and questions, staff will engage stakeholders with the following activities:

- Survey of customers on Route 535 buses, at key bus stops and online.
- Provide information and gather feedback from Metro Transit and contracted route operators at garages
- Hold open houses in south Minneapolis, Richfield and Bloomington. Introduce the study scope, existing service conditions report and collect public comment via survey.
- Survey businesses for employee shift start and stop times

Communication Activities

Metro Transit has several tools that will be utilized throughout the project to communicate with project stakeholders. Communication activities will require collaboration between Service Development, Marketing, Creative Services, Communications (Drew Kerr?), Social Media (John Komarek?), Community Outreach, Transit Information Center and Street Operations (Jay Russell?).

Communication Activities include:

- Develop webpage: Located within the Orange Line project website, outreach staff will post documents (E.g. survey, existing service conditions report, Concept Plan) that can be reviewed by the public and serve to provide updates when available.
- Contact stakeholders: Communicate with stakeholders throughout the project to communicate project activities and milestones (e.g. open houses dates, offer to present at on of their meetings, release of survey, Concept Plan).
- CONNECT & Orange Line Newsletters: notification of open houses, survey release and to report survey results
- Rider Alerts: digital and posted at key bus stops to promote survey and open house
- Social media: to promote survey and open house

Communication Needs: Project Launch

TASK
Rider Alert, electronic and posted at key locations
Media Release: Project Launch
Social Media
Project One Pager with Open House dates
Orange Line newsletter
Connecting Service website added Orange Line page
Survey
Online Survey
Connect
Insights
Garage Outreach (fireside chat, display video or deck)
Project Launch Notice Next Door announcement
Email External Stakeholder groups

Materials Needs: Open House

Open House Board: Existing Service Map
Open House Board: What is the OL
Open House Board: What is changing with OL (branches, routes, new infrastructure)
Corridor Roll Plot map: Origin/Destination (optional)
Survey
Existing Conditions Report

Concept Plan Outreach Activities

Service Development will analyze service with public comments received and develop a Concept Service Plan including route redesign to be published Spring 2020. A final round of outreach Referencing key messages and questions, staff will engage stakeholders with the following activities:

- Hold Public Hearings with presentation south Minneapolis, Richfield and Bloomington
- Open Public Comment period
- Present Concept Plan to stakeholders

Public Involvement Activities

Communicating the project will inform customers and other stakeholders of the project and recommended service changes when the project is completed and implemented.

Communications Activities

Revisit communication tools used in the previous round of outreach to share the Concept Plan and solicit public comment from project stakeholders.

Communication Needs: Concept Plan Release & Public Comment Period

TASK
Rider Alert, electronic and posted at key locations
Media Release
Social Media
Update One Pager with concept
Orange Line newsletter
Customer Relations tag for input
Connecting Service website added Orange Line page
Online comment form
Connect
Insights
Garage Outreach (fireside chat, display video or deck)
Project Launch Notice Next Door announcement
Email External Stakeholder groups

Materials Needs: Public Hearing

Concept Plan boards (maps, frequency, span)
Corridor Roll Plot map of Concept Plan

Recommended Plan Outreach Activities

Service Development will analyze service with public comments received and develop a Recommended Plan including detailed route redesign to be published Fall 2020. A final round of outreach will occur in Fall 2020 to give stakeholders the opportunity to review the revisions to the Concept Plan and see the details of the Recommended Plan that staff will bring to the Metropolitan Council for approval in Late 2020. Referencing key messages and questions, staff will inform stakeholders through a final found of outreach with the following activities:

- Present Recommended Plan to stakeholders
- Hold Public Meeting with presentation south Minneapolis, Richfield and Bloomington
- Open Public Comment period

Public Involvement Activities

Communicating the project will inform customers and other stakeholders of the project and recommended service changes when the project is completed and implemented. It will communicate any revisions from the concept plan.

- Updating stakeholders and individuals that submitted comments on the Concept Plan and Recommended Plan.
- Publish Service changes in Connect
- Update project website
- Issue Rider Alerts on the affected routes

Communications Activities

Revisit communication tools used in the previous round of outreach to share the Recommended Plan.

Communication Needs: Recommended Plan Release & Public Comment Period

TASK
Rider Alert, electronic and posted at key locations
Media Release
Social Media
Update One Pager with concept
Orange Line newsletter
Customer Relations tag for input
Connecting Service website added Orange Line page
Online comment form
Connect
Insights
Garage Outreach (fireside chat, display video or deck)
Project Launch Notice Next Door announcement
Email External Stakeholder groups

Stakeholder Outreach Outline

Identifying stakeholders helps shape the activities planned for outreach and engagement. Stakeholders are key to answering key questions, but they also necessitate good communication at key points throughout the project. The following have been identified as project stakeholders

Current Riders

- Route 535, 538, 539, 540, 542
- Routes 21, 53, 46, 11515, 558, 4, 18, 558
- Orange Line e-newsletter subscribers

High transfer & volume bus stops

- I-35W & 46th St
- 76th St & Newton Ave

- Normandale Community College
- Knox Ave Park & Ride

Internal stakeholders

- Operators of Routes 535, 538, 539, 540, 542 etc.
- Customer relations staff
- Riders Club
- 35W Implementation Task Force
- Equity Advisory Committee or Metro Transit Equity Implementation Team

Met Council

- Transportation Committee
- Transportation Working Group

Members

- Cummings, District 5
- Atlas-Ingebretson, District 6 (west proximity)
- Lilligren, District 7
- Muse, District 8
- Barber, Transportation Committee Chair
- Wulff, District 16 and Met Council rep to MVTA Board

TMOs/Advisory Groups

- 494 Commuter Services
- Move Minneapolis
- 35W Solutions Alliance
- Orange Line Technical Advisory Committee

Minneapolis

- Non-profits
 - Lake Street Council
 - Our Streets
 - Inquilinx por Justicia
 - Minneapolis Public Schools
 - Washburn High School
 - Justice Page Middle School
- Employers & Business orgs
 - Wells Fargo
 - Abbott Northwest & Allina
 - Sabri Properties
 - Midtown Global Market
 - Karmel Mall
- Neighborhood Associations
 - Downtown West Neighborhood Association
 - Central Neighborhood (CANDO)
 - Lyndale Neighborhood Association
 - Whittier Neighborhood Association
 - West Phillips Neighborhood Association

- Kingfield Neighborhood Association
- Bryant Neighborhood Association (proximity)
- Field Regina Northrup Neighborhood Group
- Tangletown Neighborhood Association
- Councilmembers & City staff
 - Warsame, ward 6
 - Cano, ward 9
 - Bender, ward 10
 - Jenkins, ward 8
 - Schroeder, ward 11
 - Reich, Transportation Chair
 - Transportation planners
 - E.g. TAP

Richfield

- Employers & Business orgs
 - Penn Central District
 - Richfield Hub and West Shopping Center
 - Fountainhead Apartments
 - Concierge Apartments
 - Best Buy
 - Shoppes at Lyndale
 - Richfield Chamber of Commerce
- Schools, Institutions & Non-profits
 - Richfield Sweet Streets
 - Navigate MN (non-profit)
 - Richfield Middle School
 - Minnesota Independence College & Community
 - Richfield High School
 - Augsburg Library
- Elected officials & City staff
 - Mayor Regan Gonzalez
 - CM Trautman W1, Garcia W2, Whelan W3, Supple at large
 - Transportation planners

Bloomington

- Employers & Business orgs
 - Minneapolis Chamber of Commerce – Bloomington
 - Penn American District
 - Best Buy Warehouse, Target Distribution Center, Sam's Club Distribution Center
 - Mall of America
 - Southtown Shopping/Kraus Anderson
 - Normandale Lake Business District
 - Valley West Shopping Center
 - Oxboro shopping Center & Clover Shopping Center
 - Fairview Oxboro Clinic
 - Toro
 - REI
 - Cub Foods on Lyndale

- Walmart Supercenter
- Schools, Institutions & Non-profits
 - Hotel workers union?
 - 98th Street Station Area Plan participants
 - VEAP (Volunteers Enlisted to Assist People)
 - Normandale Community College
 - Kennedy High School
 - Jefferson High School
 - Penn Lake Library
 - Oxboro Library
 - Creekside Community Center
- Elected officials & City staff
 - Mayor Winstead (til Nov 2019)
 - CM Busse, Coulter, Lowman, Baloga, Martin
 - Transportation planners

Edina

- Employers & Business orgs
 - Southdale Center
 - Centennial Lakes district (Edinburgh Condominiums, 7500 Co-op)
 - B.E.E.R. (Bloomington, Edina, Eden Prairie, Richfield) chamber of commerce
 - Galleria Edina
- Schools, Institutions & Non-profits
 - Hennepin County Southdale Services
 - Edina High School
 - Edina Library
 - Southdale Library
- Elected officials & City staff

Hennepin County

- Chair Greene, Commissioner Goettel, Commissioner Conley
- Libraries
- Elected officials & City staff
- Other transportation projects stakeholders
 - 66th St reconstruction
 - Nicollet Ave County Road 52

Dakota County

- Commissioner Workman
- MVTA board & staff