Engaging a Diverse Population: METRO Green Line

Robin Caufman
Route and Stations

- 18 new stations
- 9.8 miles of new double track
- 47 new Light Rail Vehicles
- 41,000 average weekday ridership in 2030
Diverse Community

University Avenue

University of Minnesota

State Capitol Complex
Project Timeline

2007  Preliminary Engineering (PE)
2009  Environmental Documentation
2010  Final Design
2011  Heavy construction
2014  Revenue operation
During Engineering and Design
Strategic Plan

• Get to know the community
  – Conduct stakeholder analysis
  – Identify key stakeholders

• Consider the community

• Develop strategies to engage the community
  – Hire outreach staff that reflects the community
  – Utilize advisory committees
Minority Population

as % of total population

- 0% - 11%
- 11.01% - 30%
- 30.01% - 55%
- 55.01% - 98.81%

2000 US Census by Blockgroup
Foreign Born Population

Foreign Born Population as % total population:
- 0% - 5%
- 5.01% - 13%
- 13.01% - 25%
- 25.01% - 47.49%

2000 US Census by Tract
People in Poverty

People in Poverty as % of total population:
- 0% - 6.4%
- 6.41% - 17.25%
- 17.26% - 34.06%
- 34.07% - 77.39%

2000 US Census by Blockgroup
Know the Community Stakeholders

• Identify organizations that represent stakeholders
  – Neighborhood groups
  – Chambers of Commerce
  – Faith based organizations
  – Ethnic groups
  – Social services

• Community media
Consider the Community

• Communication preferences

• Cultural norms and traditions

• Meetings
  – Proximity to targeted community
  – ADA accessible
  – Reachable by transit
  – Convenient for targeted audience

• Limited English Proficiency (LEP)
Engage the Community Outreach Staff

• Identify skills needed to engage the community
  – Languages
  – Audio visual
  – Software such as Powerpoint, Publisher and web program
  – Graphics
  – Marketing
  – Communication
Hire Diverse Outreach Staff

Mission: The purpose of the outreach team is to be an intermediary for the Metropolitan Council and the community on the Central Corridor LRT project. We will do this by building relationships with the public by informing, listening, and gathering feedback throughout engineering, construction and operation.

Updated: June 2012

Minneapolis - Downtown to Emerald
New Stations: West Bank, East Bank, Stadium Village, Prospect Park

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Michelle Webb
University Ave/Capitol Area - Alternate
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St. Paul - Emerald to I-94
Stations: Westgate, Raymond Ave, Fairview Ave, Snelling Ave, Hamline Ave, Lexington Pkwy, Victoria St, Dale St, Western Ave, Capitol/Rice, Robert St

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Indira Manandhar
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Downtown St. Paul - I-94 to Lowertown
Stations: 10th St, Central, Union Depot

Dana Happel
Downtown St. Paul - Lead
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Engage the Community
Variety of Strategies

• Distribute monthly newsletters
• Maintain a website
• Hold public meetings
• Provide tours
• Attend community events
• Translate important information
Engage the Community Advisory Committees

- Community Advisory Committee
- Business Advisory Committee
- Transportation Accessibility Advisory Committee
- Artist Selection and Station Art Committees
- Topic specific task forces
During Construction
Collaborative Approach

• Included diverse group of stakeholders
  – Business associations such as Asian Economic Development Association and University Avenue Business Association
  – St. Paul and Midway Chambers
  – Non profits such as NDC and MCCD
  – Cities of Minneapolis and St. Paul
  – Metropolitan Council
  – Central Corridor Funders Collaborative

• Conducted strategic planning process

• Broke issues into two categories
  – Construction mitigation
  – Business mitigation
Business Resources Collaborative

The Central Corridor Light Rail Line will link Minneapolis and Saint Paul in 2014, and construction is under way. Go from here to find resources that will help you get your business ready for rail.

ReadyForRail.net is a Central Corridor information hub provided by the Business Resources Collaborative. The BRC is a partnership of business coalitions, nonprofit community developers, and local governments that bridges various community-led planning efforts addressing business and economic development in the area.

CONSTRUCTION INFO

Call the construction hotline with construction-related comments or to report an incident: 651-602-1404

Sign up to get Central Corridor project updates from the Metropolitan Council:

Outreach Coordinators
Your direct contacts for the construction project:

Schedules & Updates

BUSINESS RESOURCES

Business Consultants
One-on-one help to strengthen your business.

Minneapolis Small Business Support Services
See help for Minneapolis businesses.

Saint Paul Small Business Support Services
See help for Saint Paul businesses.

Small Business Loan Program
Construction Specifications Requirements

- Develop access plan
- Create and enforce crew parking plan
- Allow $100,000 special signage allowance
- Site sanitary facilities away from businesses, especially restaurants
- Limit duration of time between road or sidewalk removal and repaving
- Provide onsite Community Outreach Liaison
2011: Break Construction into Segments

Work in one-mile sections shifts to the north side of University after the new road and sidewalks are built and reopened on the south side.

Light rail line and future stations

Construction segment boundary

Intersections with traffic signals
Work with Businesses to Develop Access plans
Stage Work at Night to Minimize Business Interruptions
Provide Signage
Avoid Idle Work Zones
Consider Intersection Staging: Phases

- Phased intersection construction to maintain thru traffic
- 2-3 month impact to intersection
Consider Intersection Construction:
Full Closure

- Expedite work over 2-4 weeks
- Use variable message signs to provide detour directions
- Provide maps showing detours
Use ADA Bridges for Ped Access During Sidewalk Construction
Ensure Bus Stops are Accessible

Before

Improved
Construction Communication
Communicate During Construction

- 24-hour construction hotline
- Public meetings
- Construction tours
- Neighborhood updates
- Media
- Website
- Weekly construction update
Set Notification Standards

• 30-day construction notice, schedule
• Weekly construction updates
  – Lane and sidewalk closures
  – Detours
  – Contact information
• 72-hour notice for road, driveway closures
• Notice for utility shut off
  – 72-hours for businesses
  – 48-hours for residents
Promote Businesses and Events

First Update in July 2009

Central Corridor
Light Rail Transit

Construction Update
July 10, 2009

General project update
Xcel Energy crews began advanced utility relocation on July 6 on Robert Street north and south of Fourth Street, and on Fourth Street between Minnesota and Robert Streets in downtown St. Paul in anticipation of Central Corridor LRT construction in 2010.

Week of July 6 Review of Xcel Utility Work
- Confirmed the location of existing utilities by removing portions of the 4th Street road surface and excavating to expose the pipes and conduit; this should be complete by the end of the week.
- Began rebuilding underground electrical vaults under Robert Street near the intersection with 4th Street and another under 4th Street west of Minnesota Street.

Week of July 13 Upcoming Xcel Utility Work
- Continue to rebuild the underground electrical vaults under Robert and 4th streets; this work is anticipated to take 3 to 4 weeks.
- Begin installing new power lines on 4th Street; this work is anticipated to take 4 to 5 weeks.
- Confirm location of existing utilities under Minnesota Street, south of 4th Street, by removing portions of the road surface and excavating; this work is expected to take less than a week.

Lane closures and access information
- Fourth Street – restricted to one lane westbound from 100 feet west of Minnesota through the intersection at Robert Street until late August when public utility relocation work will close all of Fourth in this block. No parking will be allowed. The loading zone on the north side of Fourth will be relocated to the east side of Minnesota north of Fourth.
- Minnesota Street (south of Fourth) – one lane northbound will be maintained until the week of July 20th, when it will be closed to through traffic for four weeks. Access will be maintained for Capital City Parking Ramp and Kellogg Square loading dock via Kellogg Boulevard.
- Robert Street – reduced to one lane each way for six weeks at the intersection of Fourth and Robert Streets – Construction plans have been adjusted to maintain sidewalks on Fourth, Minnesota and Robert streets.

More

Support corridor businesses: Dine out and catch a show
Dan Vanasse (left) and James T. Vokoun of Caffé Biagio were passing by to know that they can still drive to the Italian restaurant at 2350 University Ave. W. in St. Paul despite LRT construction on the street in front of them. To reach the restaurant, parking lot and front door that are behind a closed-off section of the sidewalk from construction, guests must use an “access” point off Raymond Street, the newest cross street where guests can enter the parking lot behind the building and go around to the east side of the building. For more details about how to reach the restaurant during construction, visit www.caffebiagio.com.

Artistic director Peter Hansan and the 10th- play ret
Gemini Theatre is in the shadow of the LRT construction at 2400 University Ave. W. in St. Paul. But the show must go on. Hansan wants the crew planning to attend performances of Akin Chukwurah’s play, “Uncle Vanya,” this weekend at Friday, Saturday and Sunday, and next weekend on April 22 and April 23 to know that they can park for free in the lot behind the St. Paul dining room to the theater at Raymond and University avenues. For more information, visit www.gemini-theater.org or call (651) 228-7835.

For more ideas, go to:
www.MinneapolisCentralCorridor.com or
www.metrotransit.org/centralcorridor

Central Corridor
Light Rail Transit
St. Paul - University Avenue West
Construction Update
April 19-22, 2011

Highlights and Upcoming Work
- Shifting is reduced to one lane in each direction between Spicke and Sherburne; lanes shifted to west side of Spicke.
- University at Spicke reduced to one lane in each direction on the south side of the road.
- Construction preparation along University between Akin and Syndicate will start the week of April 18 and construction is anticipated to begin the week of April 25.
- Highway 280 will be closed April 19-May 2 for University Avenue bridge work.
- Crews start work of retaining wall on south side of University between Prior and Cleveland, sidewalk on south side of University closed. Use sidewalk on north side of University as alternate route.

Metropolitan Council

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32
Provide Detour Maps
Preparing for Opening Day
Planning for Opening Day

• Created an Honorary Launch Committee to seek advice from community leaders
• Sought public input on the marketing campaign
• Engaged the community on community based celebrations
Star denotes stations with community events with trains positioned for ribbon cuttings.

Star denotes Green Line Stations
More Information

www.metrotransit.org

www.centralcorridor.org

www.metrotransit.org/metro-red-line