Health equity strategies near the Brooklyn Boulevard station

The Brooklyn Boulevard station area is a key center of commercial activity in Brooklyn Park. The station sits at the intersection of Brooklyn Boulevard and West Broadway Avenue. All four corners of the intersection are built-out with a wide variety of commercial businesses making this area a destination for northwest suburban Hennepin County residents. During station area planning, specific health equity strategies were identified for this area, including:

- Improving the built environment to address traffic safety and circulation issues.
- Adding infrastructure that encourages physical activity near the station.
- Enhancing bicycle and pedestrian connections to the station and nearby destinations.

Protected crossing design and survey

Bottineau Community Works coordinated the design of a projected crossing in partnership with the city of Brooklyn Park, the property owners, Fine Associates, Cub grocery store, along with these community groups: African Career & Education Resource Inc., CAPI USA, and LaAsamleaa. This coordination resulted in the installation of a 345-foot protected crossing through parking lot connecting to the main entrance of Cub. This temporary crossing used vertical poles to separate people walking, biking, and rolling from people driving. It provided a comfortable and safe way to cross the parking lot to access the grocery store and shopping center from June to September, 2018. During that time, a survey of shopping center customers found:

- 60% reported cars were more likely to stop for pedestrians crossing the parking lot.
- 50% reported they walked, biked or rolled across the parking lot either daily or a few times a week.
- 56% reported that they were more likely to visit the shopping center because of the improvements.

Summer launch event

The protected crossing was activated in June with a launch event for residents. The event included community engagement activities, a drum and dance group, and a healthy community planning information table. Around one hundred members of the community came out to enjoy the activities and activate a space previously only designed for cars.
Counts and concept design

In a video evaluation, Hennepin County bike and pedestrian planning staff recorded 138 pedestrians traveling along the protected crossing or through the parking lot in a single day. Metro Transit counts an average of 305 boardings each weekday at the adjacent StarLite transit center.

Bottineau Community Works included three concepts for safe pedestrian and bicycle crossing through the shopping center parking lot in their bike and pedestrian infrastructure study. This study will inform future infrastructure planning, design and implementation in the station area. These preliminary design concepts are for future consideration by Fine Associates and Cub.

Also as a result of this work, Cub installed a permanent curb cut (pictured right) to support pedestrians crossing between the shopping and transit centers.

Brooklyn Boulevard Station Area Plan Community Profile

<table>
<thead>
<tr>
<th></th>
<th>Half-mile station area</th>
<th>Brooklyn Park</th>
<th>Hennepin County</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population</td>
<td>2,339</td>
<td>75,781</td>
<td>1,152,388</td>
</tr>
<tr>
<td>Persons under 18 years</td>
<td>32%</td>
<td>29%</td>
<td>22%</td>
</tr>
<tr>
<td>Persons over 65 years</td>
<td>6%</td>
<td>8%</td>
<td>12%</td>
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<tr>
<td>Persons of color</td>
<td>64%</td>
<td>48%</td>
<td>24%</td>
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<tr>
<td>Zero car households</td>
<td>14%</td>
<td>3%</td>
<td>11%</td>
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<tr>
<td>Living in poverty</td>
<td>28%</td>
<td>12%</td>
<td>13%</td>
</tr>
</tbody>
</table>

Life expectancy at station zip code: 80 years. Hennepin County: 81 years

Contact

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