

Bottineau Community Works Community Engagement Outcomes 2017-2020

FTA TOD planning grant community engagement

Hennepin County has a long history of robust community engagement in the Bottineau Corridor, recognizing the practical knowledge and experience of the families and people who live, work, learn, and travel in the Bottineau Corridor as an essential component for successful planning.

The Bottineau Community Works (BCW) program facilitated FTA funded advanced planning for community economic development within the planned Metro Blue Line LRT (Bottineau) corridor. Advanced planning means moving from conceptual towards implementation, defining the practical policies and designs that need to be in place for future investments. This work builds on the station area plans previously developed for the Bottineau LRT. BCW is a collaboration, led by Hennepin County in partnership with corridor cities and community stakeholders, to maximize the economic development value of the Bottineau LRT project. This collaboration supports the planning for infrastructure, transit access, and transit oriented development outside the scope of the Blue Line LRT project.

BCW incorporates health considerations as an essential area of focus, recognizing that transportation systems along with the characteristics of our neighborhoods have a substantial impact on community health outcomes and health disparities, and that these disparities are pronounced in populations that have historically been under-represented in planning processes and implementation. BCW will continue its commitment to inclusion of traditionally under-represented groups and work together to reduce disparities and achieve equitable outcomes for all communities along the Bottineau Corridor.

Community engagement will:

- Recognize corridor cities are in the lead as the land use authority.
- Leverage existing partnerships with communities, cities, and stakeholders that reflect the corridor's diversity.
- Utilize the corridor's assets in government, organizations, businesses, programs, and people.
- Continue to develop Hennepin County best practices in community engagement.
- Integrated within all workplan tasks

Coordinated and collaborative with:

- Bottineau Community Works: Steering Committee, City Coordinating Committee, and Connect Blue Line Now communications team
- Bottineau Project Office: Community Advisory Committee (CAC) and Business Advisory Committee (BAC)
- Community Partners: Blue Line Coalition (BLC) and Health Equity Engagement Cohort (HEEC)
- McKnight Foundation Intersections Committee

Hennepin County Bottineau Community Works

701 Fourth Avenue South, Minneapolis, MN 55415

<http://www.hennepin.us/residents/transportation/bottineau-community-works>



Workplan tasks	Jan - Mar 2018	Apr - Jun 2018	Jul - Sept 2018	Oct 2018	Nov 2018	Dec 2018	Jan - Mar 2019	Apr - Jun 2019	Jul - Dec 2019	Jan - May 2020
1. TOD Zoning										
2. Infrastructure plans										
2.a. Wayfinding										
2.b. Demonstration Projects										
3. Housing and Development analysis										
4. Marketing and branding										
4.a Connecting Theory to Practice										
4.b. Small business support										→ 2021
4.c. Cultivate Bottineau										
4.d. Corridor development initiative										
5. Innovative financing										
6. Community engagement										

Work Plan Tasks	Community engagement strategies	Outcomes
1. Transit Oriented Development Zoning district overlay or revision of existing zoning code	Based on findings of housing gaps analysis and commercial market feasibility (#3), BCW and consultant team: <ul style="list-style-type: none"> Focused on suburban station areas Conducted broad engagement of adjacent and surrounding property owners and business associations with/in 1/4 mile of district boundaries Coordinated and presented to city planning commissions and city councils. Coordinated with HEEC/BLC/CAC/BAC members in specific zoning districts 	Total engaged = 210 <ul style="list-style-type: none"> Developer interviews = 10 Property owners :1:1 mtgs, phone conversations, and emails = 50 Zoning and Infrastructure community workshops = 150
2. Infrastructure Plans: <ul style="list-style-type: none"> Station Area Circulation and Connectivity Assessment Bicycle and Pedestrian Connections Implementation Plan Shared Mobility Feasibility Study 	BCW with consultant team: <ul style="list-style-type: none"> Focused on suburban station areas Developed and implemented a Community Engagement Plan to inform Infrastructure Plans. Coordinated HEEC/BLC/CAC/BAC engagement Sub-contracted with community-based experts to support the implementation of the Community Engagement Plan. 	Total engaged = 460 <ul style="list-style-type: none"> Wikimap Pop-ups Focus groups Open house
2. a. Wayfinding Plan <ul style="list-style-type: none"> Create a plan for signage and mapping to aid in navigation to destinations in the corridor Enhance connections to the LRT stations 	BCW with consultant: <ul style="list-style-type: none"> 1:1 Interviews with cities, community, businesses, and stakeholders Community survey results from online wikimap Direct engagement through pop-ups and listening sessions 	Total engaged = 290 <ul style="list-style-type: none"> 13 Pop-up events Community interviews 4 listening sessions Engaged with 290+ residents

<p>2.b. Test health equity strategies in bike/pedestrian demonstration projects</p>	<p>BCW with city planners and community stakeholders:</p> <ul style="list-style-type: none"> • Implemented five projects (one in each city) • Implemented bike/pedestrian demonstration projects will inform #7 Infrastructure Plans • Coordinated HEEC/BLC/CAC/BAC engagement 	<p>Total engaged = 500</p> <ul style="list-style-type: none"> • Van White - 156 residents • Golden Valley – 52 Courage Kenny employees • Robbinsdale – 115 residents & businesses owners • Crystal – 10 walk audit + 50 at bike rodeo • Brooklyn Park – 117 surveys & pop-up event
<p>3. Housing and Development:</p> <ul style="list-style-type: none"> • Housing Gaps Analysis: Forward-looking analysis of the need and potential for residential development • Commercial Market Feasibility and site analysis – focused on suburban station areas 	<p>BCW with consultant team:</p> <ul style="list-style-type: none"> • Conducted stakeholder engagement including county, city staff, and community Interviews of key stakeholders • Presented findings to stakeholders • Coordinated HEEC/BLC/CAC engagement 	<p>Total engaged = 16</p> <ul style="list-style-type: none"> • 6 community stakeholder interviews • Blue Line Coalition & HEEC feedback session = 10
<p>4. Economic development</p> <ul style="list-style-type: none"> • Marketing and branding strategy and related creative assets that define the personality, promise and story of the Bottineau Corridor 	<ul style="list-style-type: none"> • Engage key stakeholders in brand development and future marketing • Organize, coordinate and implement focus groups to test preliminary brand concepts, gathering feedback from audiences within the corridor and outside the corridor. • Subcontract with community based organization for engagement 	<p>Total engaged = 160</p> <ul style="list-style-type: none"> • Stakeholder interviews = 6 • Steering committee = 17 • Surveys = 89 • Brand workshop = 48
<p>4.a. Connecting Theory to Practice:</p> <ul style="list-style-type: none"> • Moving from conceptual towards implementation by exploring and defining the practical policies and designs that need to be in place for future investments 	<p>BCW with consultant teams:</p> <ul style="list-style-type: none"> • Coordinated learning opportunities with city staff and elected officials re: transit oriented development and zoning density. • Coordinated HEEC community engagement contracts: Each organization implemented a specific work plan according to their prioritized station area health equity strategies included providing community engagement support to BCW. 	<p>Total engaged = 100</p> <ul style="list-style-type: none"> • ULI Bus tour 41 • Stakeholder interviews 14 • Public Presentation 45 <p>Total engaged = 3234</p> <p>HEEC Core group:</p> <ul style="list-style-type: none"> • 130 Informing • 3104 consulting • 87% people of color
<p>4.b. Small businesses/entrepreneur support:</p> <ul style="list-style-type: none"> • Support a thriving local economy through business development and engagement • Support small businesses to prepare for LRT through enhanced communication and outreach • Communications and marketing 	<p>Intersections Committee:</p> <ul style="list-style-type: none"> • Engaged small businesses and community organizations to identify needs and connect to resources • Coordinated HEEC/BLC/CAC engagement • Contracted with community and cultural CBOs for business technical support 	<p>TBD IN PROCESS UNTIL 2021</p>

<p>4.c. Cultivate Bottineau:</p> <ul style="list-style-type: none"> Collaborative effort to activate spaces, build connections, celebrate diversity, and promote opportunity through local artist-led creative placemaking projects 	<p>Intersections Committee:</p> <ul style="list-style-type: none"> Engaged Corridor stakeholders in placemaking projects. Engaged local artist sand businesses in placemaking projects at specific sites. Sub-contracted with community-based organizations/experts to support community engagement in placemaking activities. 	<p>Total engaged = 200</p> <ul style="list-style-type: none"> 4800+ community members attended, participated in, or encountered a local artist-led project activity 200+ local artists
<p>4.d. Corridor Development Initiative site-specific study</p> <ul style="list-style-type: none"> Commercial Market Feasibility and Site Analysis Housing Transit Oriented Development Zoning 	<p>BCW with consultant team conducted Corridor Development Initiative workshops:</p> <ul style="list-style-type: none"> Sites selected for community based educational training 4 training sessions per site TOD development recommendations per site Capacity building training sessions for community leaders Presentations to corridor city councils Coordinate HEEC/BLC/CAC/BAC engagement in the training sessions Sub-contract with community based organizations for community engagement 	<p>Total engaged = 110</p> <ul style="list-style-type: none"> Brooklyn Park 85th Ave = 53 Robbinsdale = 57
<p>5. Innovative Financing</p>	<p><i>See Metro Transit report</i></p>	
<p>6. Community Engagement</p> <ul style="list-style-type: none"> Integrated into all tasks Infrastructure engagement (see #2) FTA deliverables Jan – Mar 2020 share with community: <ul style="list-style-type: none"> Key findings from the FTA TOD grant work products. How community input was included Gauge community priorities re: recommended strategies 	<p>BCW contracted with 6 community and cultural groups to implement engagement re: FTA deliverables:</p> <ul style="list-style-type: none"> 3 community feedback sessions Surveys Focus groups led by community groups 1:1 stakeholder interviews 	<p>Total engaged = 926</p> <ul style="list-style-type: none"> Surveys (online & in-person) Stakeholder interviews Presentations Focus groups Feedback sessions
<p>7. BCW Communications</p>	<p>9 announcements to gov.delivery list of 3,556 subscribers</p>	
<p>8. Total engagement participants</p>		<p>6206</p>

Contact Bottineau Community Works

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