

North MA

Webber 44

COMMUNITY ENGAGEMENT REPORT

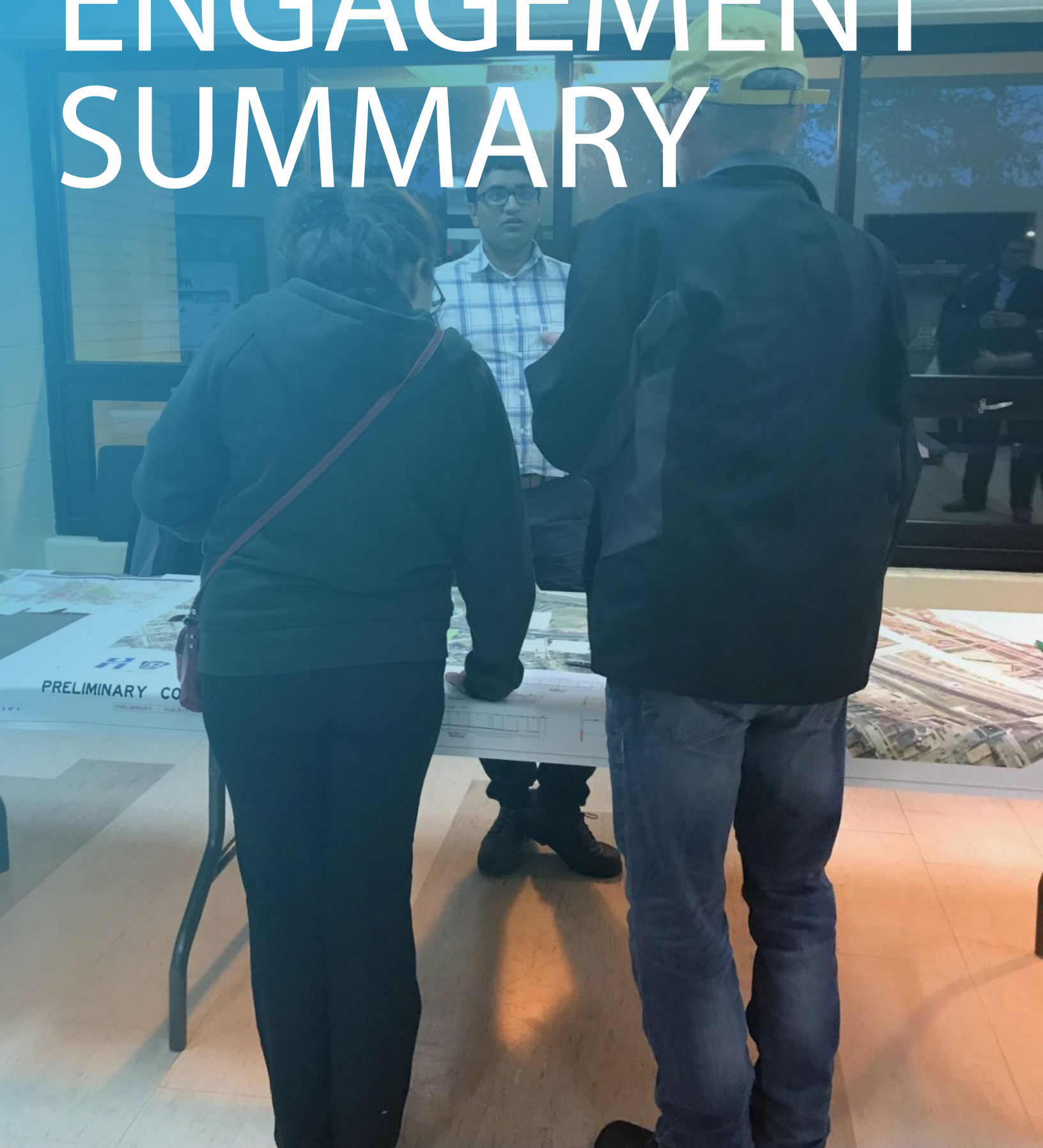
May 2018 - February 2019



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ENGAGEMENT SUMMARY



EXECUTIVE SUMMARY

The Webber 44 project includes planning for the reconstruction of County Road 152 in North Minneapolis, including segments of 44th Avenue, Webber Parkway and a segment of Lyndale Avenue North. This busy urban area is poised in a diverse community, hosting a number of trails, transit routes, and freight connections, along with a growing number of community destinations and current/future City and County projects.

The Webber 44 engagement strategy operated under one guiding principle: instead of bringing the *community* to the *project team*, bring the project team *to the community*. Through this key idea, project members ranging from Hennepin County representatives to Juxtaposition Arts student apprentices creatively wove their way into the community through participation at events and in locations held dear by those in the community, such as farmers markets, community groups, school meetings with students, and gathering spaces like the Webber Natural Pool. Whether the participant was taking a bike tour through the project area, using voting blocks to share must-have improvements, or making a smoothie on a custom smoothie-making bicycle after filling out a short survey, the participant was able to relax, be themselves, and voice their dreams and ideas in a space that was familiar and comfortable to them. Community members were also able to provide feedback at their convenience using online tools such as online comment mapping and Facebook questions, all on their time and from the comfort of their homes. These engagement techniques, paired with more traditional engagement like open houses, effectively led to a solution that was touched by all and shaped by every demographic, giving it a unique result that only the Webber 44 community could make.

Public Engagement - as perceived by the community

Respondents to the exit survey provided on Hennepin County's Webber 44 webpage are looking forward to a "safer, efficient and user-friendly" street at the end of construction. Conversations surrounding pedestrian safety, particularly at points of major destinations were a common theme throughout the process, whether the road incorporated bump outs at intersections or not. The community rallied around the idea of "less speeding", "better lighting" and "boulevards". They want the street and parkway to accentuate and reflect the community. Issues pertaining to pedestrian safety were, well addressed when community members were surveyed.

Concern over the volume of traffic, quantity of parking, and the integration of Metro Transit's D Line Bus Rapid Transit onto the 44th Avenue portion of the Webber44 study area have also been consistent themes. Parking needs will continue to be an area of concern for residents, whether it is for seasonal accommodations or to alleviate pressure (real and perceived) from the streets intersecting 44th and Webber. Overall, the final plan, which reinstated some parking was found more favorable than the elimination of parking; especially when the proposed trade-off was for biking facilities.

When polled, community respondents largely favored the outreach efforts; there were also community members that did not feel they were properly informed. Some even felt unheard. When asked how to best continue to engage the community as the project moves into construction, many wanted further engagement through email, community engagement, "informal meetings", and "updates on the street". Also, provide a "project kickoff open house". The video animations "are more easily visualized and processed because they provide overall local physical context." Some feel the use of neighborhood Facebook pages would be effective.

Project Leadership

The Hennepin County staff created opportunity for creative exploration and support throughout the engagement period. The communications and engineering teams advised and complemented the community engagement team at events and provided valued technical information in an approachable manner.

Civic partnerships

Another key to the success of this project was the work of the Project Management team. The PMT (comprised of the City of Minneapolis, MPRB, and Metro Transit) provided meaningful and impactful guidance to Hennepin County and the engagement team.

Proof in numbers

Creating opportunities for people to interact, provide feedback and to truly meet them where they are by supporting local establishments and businesses is proving that people are willing to talk and to listen to changes affecting their community. Over 10,400+ interactions (and counting) have occurred between Hennepin County, the community engagement team and the residents and users along the Webber 44 corridor.

Lessons learned

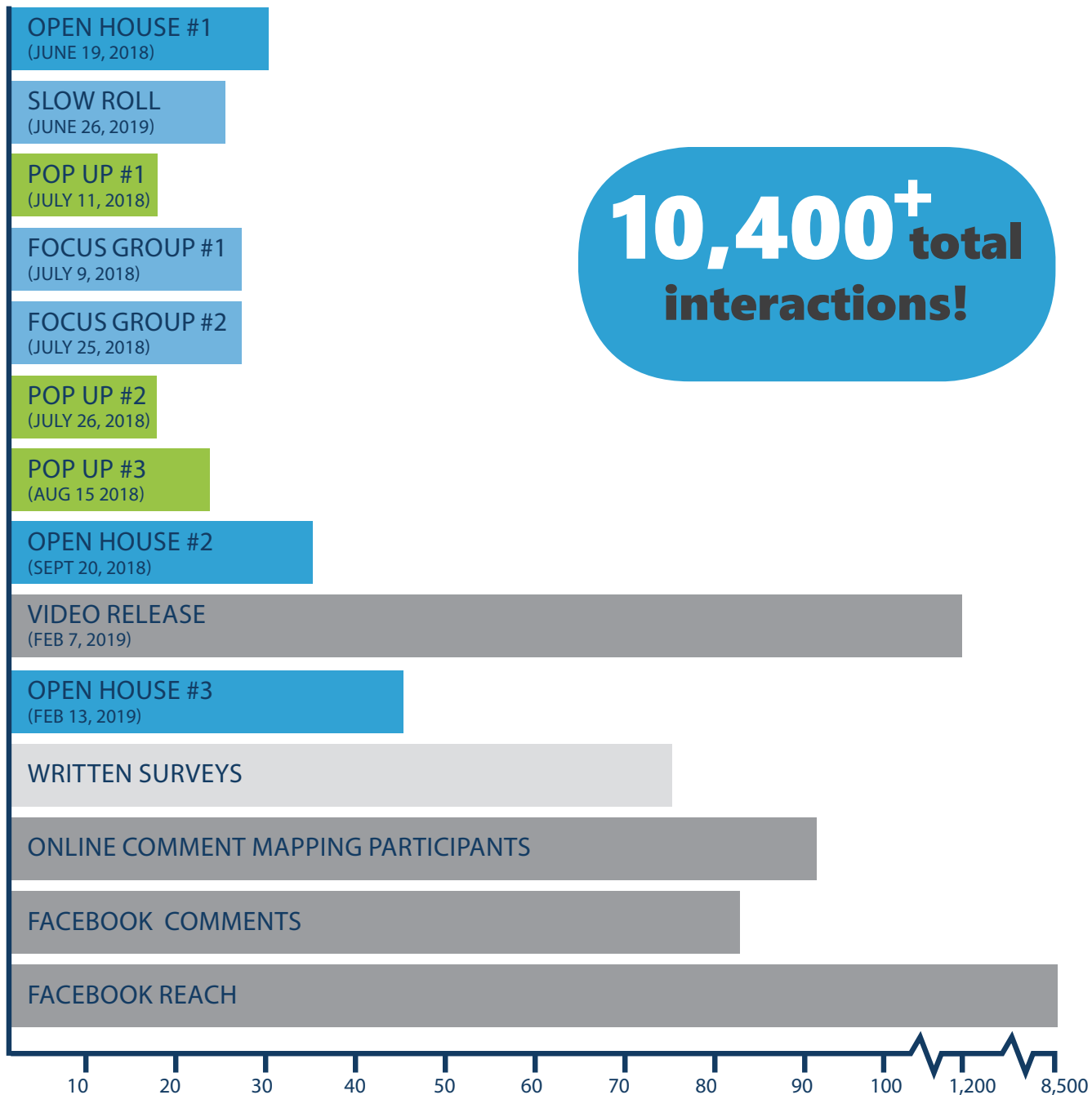
Even when implementing a strategy of meeting people where they are over the course of most of a year; there are still people and groups that feel missed, overlooked and unheard. Employing the use of digital and multimedia strategies earlier in the process may have alleviated this issue to an extent. A larger presence, when not physically able to be at a location where people gather (i.e. the library, North Market) through a temporary display may also prove beneficial for passive interaction with the project. And finally, really engaging project champions from and in the community could strategically bring about an awareness a consultant team with community ties cannot.

The following pages provide the scope and types of the team's public engagement pursuits in the community. It captures the preparation, execution and summarizes results from each community interaction lead by the engagement team of Bolton and Menk, 4RM+ULA and Juxtaposition Arts. Other activities, including design options led by Hennepin County staff and attended by the consultant team are not captured in this document. This effort has been awarded the 2019 Environmental Stewardship Award for Innovations in Public Engagement by the Minnesota Department of Transportation.







SEE APPENDIX FOR:

- PUBLIC INVOLVEMENT PLAN
- VISUAL PUBLIC INVOLVEMENT PLAN
- SOCIAL MEDIA STRATEGY

ENGAGEMENT SUMMARY



10,400+ total interactions!

 2,092 GovDelivery Subscribers	 10 GovDelivery e-mails	 123 Facebook followers	 1,225 Video views	 9 Public meetings	 MnDOT Award Environmental Stewardship:Innovations in Public Engagement
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IN-PERSON ENGAGEMENT

Bike Tour



Open Houses



Pop-Ups



DIGITAL ENGAGEMENT

Informational Displays

Webber 44

OVERVIEW

Kickoff

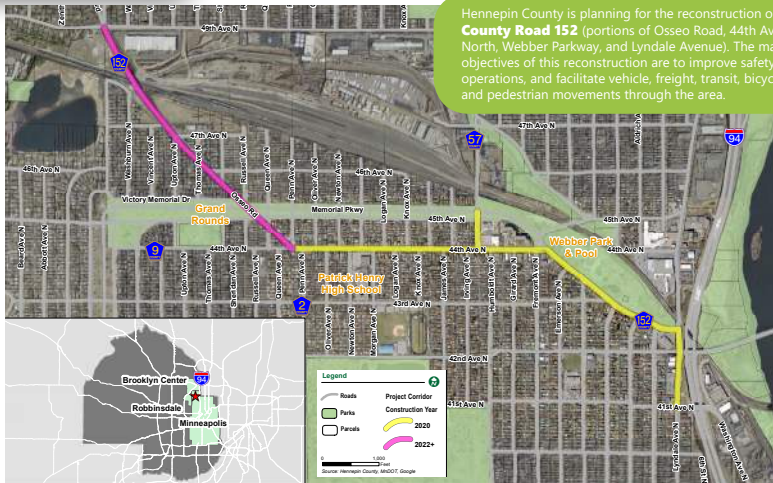
- APRIL 2018
- MAY
- JUNE
- JULY
- AUG
- SEP
- OCT
- NOV
- DEC 2018
- JAN 2019
- FEB 2019

Existing Conditions

Evaluation of Concepts

Recommended Concept

You are here



Webber 44 corridor reconstruction

County Road 152 in Minneapolis

Hennepin County, in coordination with the City of Minneapolis and Metro Transit, is preparing to reconstruct County Road 152 in north Minneapolis. This will include a segment of 44th Avenue, Webber Parkway and a segment of Lyndale Avenue North, hence the short name of "Webber 44" for the name of this project.

Construction is tentatively planned for 2020.



Sign up for email updates about Webber 44

Follow Webber 44 on Facebook

East project layout - updated April 2019

West project layout - updated April 2019

Project Data (PDF)

Website



Comment Mapping Tool



Webber 44
@Webber44Engagement

- Home
- Events
- About
- Photos
- Posts
- Community
- Info and Ads

Create a Page

Posts

Webber 44
February 12 · 🌐

We hope to see you tomorrow at My North Market between 9-11 AM or PM to share your input on the updated layout and tell us about how the corridor can better serve you!



WED, FEB 13
Morning Session: Webber 44 Open House
My North Market (Minneapolis) · Minneapolis

Facebook

Webber 44

FACEBOOK
@Webber44Engagement

WEBSITE
www.hennepin.us/Webber44

EMAIL
webber44@hennepin.us

Contact Card

2. What needs to be improved on this stretch of road—and where—for walking, taking public transit, bicycling and/or driving? Is there anything else that needs to work better? (for example, unsafe intersections, poor lighting, narrow sidewalks, accessibility for wheelchairs, accessibility for people with poor sight, areas to wait for the bus, truck traffic, etc.)

3. Circle on the map the most important intersections along this stretch of road. What makes these the most important?

4. What is something that works well about traveling on and around this stretch of road now?

5. Is there a part of this road you don't use? Why?

Over

If you want to be contacted, please write your name and preferred contact method here:
Name _____
Phone _____
Email _____

Surveys

44th and Penn

Play (k)

1:37 / 3:08 community concepts and are subject to change.

Video

OPEN HOUSES



JUNE 19

Webber Community
Center

SEP 20

Webber Community
Center

FEB 13

North Market
Center

OPEN HOUSE 1

JUNE 19, 2018

BOARDS

SEE APPENDIX FOR:

- OPEN HOUSE PLAN
- PHOTOS
- OPEN HOUSE INVITE
- WRITTEN SUMMARY
- PRESENTATION

Webber 44 OVERVIEW

Hennepin County is planning for the reconstruction of **County Road 152** (portions of Osseo Road, 44th Avenue North, Webber Parkway, and Lyndale Avenue). The main objectives of this reconstruction are to improve safety and operations, and facilitate vehicle, freight, transit, bicycle, and pedestrian movements through the area.

Timeline:

- APRIL: Kickoff
- MAY: Planning
- JUNE: **You are here**
- JULY: Construction
- AUG: Construction
- SEP: Construction
- OCT: Construction
- NOV: Construction
- DEC: Construction

Legend:

- Project Corridor
- Existing
- Proposed
- 2018
- 2019
- 2020
- 2021
- 2022
- 2023
- 2024
- 2025
- 2026
- 2027
- 2028
- 2029
- 2030

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Webber 44 PROJECT GOALS

- SYSTEM MAINTENANCE**
New pavement, curb and gutter, sidewalks, stormwater to accommodate existing and forecasted need
- SAFETY AND ACCESSIBILITY**
ADA compliant ramps and sidewalks, pedestrian signals, lighting enhancements, intersection safety improvements, and safe routes to school
- MULTIMODAL CONNECTIVITY**
Connect local and regional destinations via multiple modes, including rapid bus, vehicle, bicycle, pedestrian, and freight
- ECONOMY AND JOB ACCESS**
Connect major job centers both locally and regionally
- ACTIVE LIVING AND ENVIRONMENTAL HEALTH**
Provide bicycle and pedestrian connections for short and "last mile" trip, improve water quality through stormwater improvements, improve air quality through congestion mitigation
- SUPPORT LAND USE CONTEXT**
Minimize right-of-way takes and other impacts on surrounding land uses, while supporting reinvestment and redevelopment where appropriate

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Webber 44 TRAFFIC AND CRASH DATA

2011-2015 Crash Summary

- 1 Fatal
- 1 Incapacitating
- 14 Non-Incapacitating
- 62 Possible Injury
- 132 Property Damage
- Total: 210**

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Webber 44 BICYCLE AND PEDESTRIAN NETWORK

This segment of CSAM 152 along 44th Ave and Webber Parkway has been identified as a future location of bicycle facilities.

Improvements will connect existing bike lanes on 44th Ave and Washington Ave.

Lane reconfigurations may be considered for this section to improve safety and allow for a bicycle facility.

Pedestrian infrastructure is deteriorating along CSAM 152. Pedestrian ramps and signs are needed and are non-compliant with ADA standards. New infrastructure will improve access for all users.

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Webber 44 TOOLS AND STRATEGIES BEING CONSIDERED

- On Street Bike Lanes**
- Site Furnishings**
- On Street Parking**
- Grass Boulevard**
- Crosswalks**
- BRT Bus Stations**

Put a green dot on the features that catch your eye, and an orange dot on things you don't care for!


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OPEN HOUSE 1

SUMMARY


Webber 44

Open House 1 Summary




A presentation introduced the project team, project area, and engagement tactics.

30+
attendees



Tuesday, June 19
2018



Webber
Community
Center

Several requests for
pollinator-friendly
boulevard



Attendees
requested more
crosswalks,
especially in the
Webber Pool
area.


Concerns with
traffic speeding
through
corridor

Requests
to
reassess
signal
locations




Streetscape elements
such as benches and
landscaping elements
were well received.

8
surveys
received




In general, attendees
requests upgraded
paths and sidewalks
for those travelling the
corridor. Most did not
want an on-street bike
lane.

Distaste for
truck traffic
along Webber
Parkway

Roundabout
requests for
several locations
along corridor

Digital speed
limit sign
requests

The BRT station was
received positively by
attendees.



OPEN HOUSE 2

SEPT 20, 2018

BOARDS

Webber 44

CORRIDOR STREETSCAPE

Lighting



Grass boulevard



On-street bike lanes



On-street parking



Pedestrian crossing beacon



Crosswalks



Site furnishings



Rapid bus stops



What we heard

- Reestablish entire road of Webber and make it a parkway not a thoroughfare
- Narrow sidewalks
- Add public art
- Important to have a D Line upgraded station at Henn/Victory
- 44th could use an additional bus stop

What we learned

- Attractive community space needed
- Important to make sure streetscaping is sustainable and will be maintained over time
- Accommodating multimodal users, including walkers and transit riders, is important

What we can do

- Include trees and grass in boulevards
- Add paved boulevards (where need more pedestrian space)
- Improve lighting for people walking
- Make wider sidewalks
- Add bicycle racks at key locations
- Add seating and other amenities at transit stops

Your turn!

What elements are most important to you?

Put a green dot on the features that catch your eye!

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Webber 44


PEDESTRIAN SAFETY

Crossing feature: RRFB

One crossing feature being considered for the corridor is addition of rapid rectangular flashing beacons, or RRFBs. **When activated by the user**, the beacon flashes and signals drivers that someone is trying to cross.

Benefits

- Eliminate concerns from perceived narrowing of road
- High driver yield rates
- Faster cleared points for vehicles and pedestrians
- Much lower cost than a full signal
- Can be used mid-block or at non-signalized intersections



81-88%
driver yield rates

60%
reduction in delays for people driving on cross streets, compared to a signal

80%
reduction in delays to people walking

What we heard

- Improve pedestrian access at 44th
- Safety lighting near sidewalk for pedestrians at 44th
- Existing crosswalk at 44th and Humboldt is not needed and is dangerous for everyone
- 44th could use a crosswalk
- The current sidewalk at Humboldt and Victory is falling apart
- Crosswalks are really needed on Webber and towards Webber/Park
- Better lighting is needed for pedestrians along Lyndale
- Improve the crossing over Lyndale at 42nd Ave to improve access and safety for pedestrians and bicyclists
- New pedestrian crossing near Henry Senior High

What we learned

- Minneapolis ped count data:
 - Webber east of 44th – 270 people/day (2013)
 - Lyndale south of 42nd – 200 people/day (2014)
 - Duane west of 44th – 160 people/day (2012)
- Metro Transit riders boarding: more than 600/day in Spring 2018 (many are high school students), and even more projected with rapid bus.

What we can do

- Narrow pedestrian crossing distances through street narrowing and bump outs
- Improve pedestrian crossing markings and signals
- Install RRFB at key locations

Your turn!

Where is it most important to put enhanced pedestrian crossings?

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Webber 44

LISTENING TO THE COMMUNITY

Outreach initiatives

The project team has gathered valuable feedback from the community through many different outreach initiatives.

250 face-to-face interactions



5,600 total interactions!



90+ Online comment mapping participants



5,000 people reached on Facebook



75+ written surveys received



75+ Facebook comments



30+ Open house attendees



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OPEN HOUSE 2

SUMMARY

Webber 44

County Road 152 Open House 2 Event Feedback



Thursday, Sep 20
2018



Webber
Community
Center



Attendees favored keeping parking on 44th. Most use it for business access.

35+ attendees

Improved crossings were requested at key locations, such as Henry High School and North Market.



Attendees were open to intersection improvements at Fremont, 44th, and 45th.

Traffic-calming measures were requested to reduce speeding.

Though attendees liked the pedestrian beacon, they wondered if cars would truly stop.



Attendees favored improved crosswalks and lighting streetscape elements along the corridor.

20 surveys received



In general, attendees did not favor bike lanes on 44th, stating it was not needed because of the current bike facilities on nearby streets.

80+ comments received

Some attendees requested bump-outs on 44th.

Support shown for Lyndale off-street trail.

Grass boulevards were favored.

The bus rapid transit stations were received positively by attendees.



OPEN HOUSE 3

FEB 13, 2019

BOARDS

SEE APPENDIX FOR:

- OPEN HOUSE PLAN
- OPEN HOUSE INVITE
- PRESENTATION
- PHOTOS
- WRITTEN SUMMARY

Webber 44 OVERVIEW

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Webber 44 LISTENING TO THE COMMUNITY

Outreach summary

The project team has gathered valuable feedback from the community through many different outreach initiatives.

- 250 face-to-face interactions
- 9,450+ total interactions!
- 90+ online comment mapping participants
- 8,500 people reached on Facebook
- 80+ Facebook comments
- 75+ written surveys received
- 70+ Open house attendees

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Webber 44 PROJECT GOALS

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Webber 44 A DESIGN RESPONSIVE TO COMMUNITY FEEDBACK

Planning for drivers and transit

- Signalized intersection at 44th/Webber/Victory/Fremont
- On-street parking
- New D Line facilities
- Safer intersections

Planning for walkers and bikers

- Flashing crossing beacons at key locations
- Better trail connections for bikers and walkers
- Greener, more friendly space for walkers and bikers
- Safer crossings with bumpouts

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Webber 44 WHAT'S NEXT?

You are here (Feb 2019)

March 2019

2020

2021

You review and comment

- Watch the project video
- Provide comments
- Visit website to view materials
- Take the online survey

County finalizes design

- Review comments
- Refine layout
- Determine construction staging timeline

County constructs

- Inform the community about timeline and staging updates
- Make improvements!

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OPEN HOUSE 3

SUMMARY

Webber 44

County Road 152 Open House 3 Event Feedback



Wednesday,
Feb 13, 2019
9-11 a.m., 5-7 p.m.



North Market



Attendees desired traffic calming measures, such as stop lights and flashing beacons.

45+ attendees

Overall, the street improvements were received favorably, with attendees expressing excitement over the changes.



Left hand turn lanes were desired on 44th and Fremont in all directions.

Pedestrian safety was still a top priority for many residents.

Some attendees expressed concerns about bump-outs, particularly how they would impact plowing.



Attendees favored improved landscape amenities such as trees and native plants along the median and sidewalks.

Pedestrian-level street lighting was positively received.



Attendees had mixed feelings about parking in the Webber Park area. Some favored parking on the corridor, while others opposed.

30+ comments received

Some residents were concerned about their loss of direct access to the parkway.

Dynamic speed signs were requested.

Bike racks desired near the high school.

Attendees were concerned about buses blocking traffic and wanted a sign to be posted.



POP-UPS & FOCUS GROUPS



JUNE 26

Slow Roll

JULY 11

Webber Park

JULY 9

Hamilton Manor

JULY 26

Camden Farmer's Market

AUG 15

Camden Farmer's Market

JULY 11

Patrick Henry High School

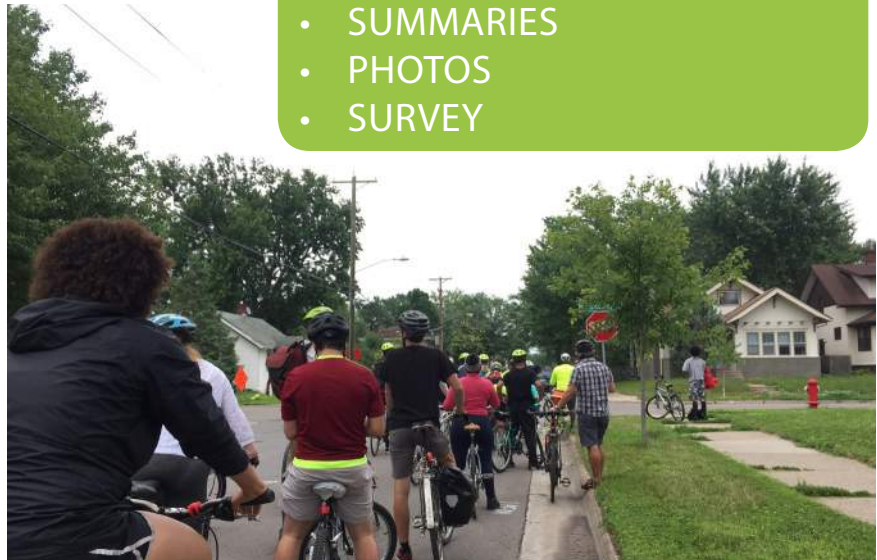
POP-UPS

FOCUS GROUPS

POP-UPS

SEE APPENDIX FOR:

- SUMMARIES
- PHOTOS
- SURVEY



PROJECT VIDEO

How do we create a roadway that works for all users?

- solid color background, same as pins in previous
- underline "all" when said, not straight, but more sketch-like...?
- zoom out, background is eraser.



SEE APPENDIX FOR:

- SCRIPT
- STORYBOARD



These visualizations are preliminary concepts and are subject to change.

RELEASE DATE

February 7, 2019

1,200

views

APPENDIX A: PUBLIC INVOLVEMENT PLAN



RELEASE DATE

May 7, 2018

HENNEPIN COUNTY
MINNESOTA

County Road 152 Northside Engagement Communications Plan

2018

Jason Staebell
Hennepin County
612.596.0371
www.hennepin.us/webberparkway

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Introduction

Overview

Hennepin County is planning for the reconstruction of County Road 152 (portions of Osseo Road, 44th Street, Webber Parkway, and Lyndale Avenue). The main objectives of this reconstruction are to improve safety and operations, and facilitate vehicle, freight, transit, bicycle, and pedestrian movements through the area.

Public engagement for this project presents some particular challenges, which require a higher degree of effort and creativity to be effective than typical. Factors contributing to this include:

- Multiple construction projects are planned for this area, including roadway, trail, transit, and pavement maintenance; this will complicate communications and require ongoing coordination to ensure the public is well informed
- Projects are being managed across multiple jurisdictions, including the county, City of Minneapolis, Minneapolis Park and Recreation Board, and Metro Transit; this requires additional effort to ensure consistent information sharing among jurisdictions
- The project area has a diverse population, including many demographics that are traditionally underrepresented in planning processes – such as low income households, people of color, renters, youth and students, and others; this requires some non-traditional outreach

In order to deliver a project with a community-focused solution, Hennepin County hired 4RM+ULA, Bolton & Menk, and Juxtaposition Arts to administer the public outreach aspect of the project, and to bring additional tools and strategies to address the challenges in this project area.

The 4RM+ULA/Bolton & Menk/JXTA team will seek to engage and gather input from all residents, workers, students, and other community members of the project area through an inclusive and accessible process. This includes a number of approaches which will connect directly with people in the community, and provide them with a range of options for providing feedback. This dialogue between the community and the project team will deliver a successful project with a solution that was constructed by the very people who live and utilize the project area.

Engagement is scheduled to take place from May through December 2018, with potential to extend into 2019. If needed, this communications plan may be modified as the project progresses.

Communications plan purpose

Public input is a vital component of any project, especially one that is located in an urban area with many stakeholders, projects, and issues. Concerns from area businesses and residents – and from the traveling public including pedestrians, bicyclists, and motorists – need to be gathered in an efficient, timely, and cooperative manner. The communications plan is a guiding document that outlines the messaging strategy, stakeholders, project team members, communications opportunities, and protocol

throughout the County Road 152 Northside Engagement project. Development of this communications plan was led by Bolton & Menk, Inc., 4RM+ULA, and JXTA, with the input of Hennepin County.

Project goals

The County Road 152 Northside Engagement project will seek to engage the public in unique ways in order to meet the project goals. These goals include:

- Ensuring that the information related to the project is made available to the public in a timely, clear, and effective manner
- Ensuring that public questions and concerns are heard
- Maintaining and strengthening the relationship between Hennepin County, the project team, and project stakeholders
- Ensuring coordination of outreach and engagement across multiple projects impacting the area

Messaging

A carefully-crafted message will aid in gathering information from the public in an efficient and effective manner. One way to develop consistent messaging is to create one name for the project to encompass what we are trying to accomplish. "Webber 44 Community Engagement" is a suggested name. This name provides context for location ('where') and 'what' the messaging is trying to do. Establishing a project name will help create project familiarity within the community and create a recognizable brand, message, and identity throughout the project.

Key overall messages to the public include that this project:

- Builds upon an open and inclusive community process that listens and responds to local residents, workers, and students
- Benefits the community through the development of a corridor serving many modes of transportation
- Addresses the need for reconstruction, including existing issues with safety, aesthetics, and substandard conditions
- Addresses the opportunity to build a new road that is safer, more functional, and more attractive
- Accommodates the new D Line Rapid Bus project that brings high-quality service for local transit riders
- Complements existing investments in local parks, institutions, and businesses, and creates a central "spine" for more investment and positive change
- Has availability of project resources and contacts to provide assistance during construction, including:
 - The project website (currently www.hennepin.us/webberparkway)
 - The project contact email (email address to be determined)

- The project phone number: 612.596.0371

Key stakeholders

Stakeholders are all invested members in a project. Each type of stakeholder brings certain concerns and ideas to the table. Our job will be to incorporate the various visions and ideas of these stakeholders and use them to build a common solution that respects all stakeholders.

All stakeholders are expected to work collaboratively to create and refine design concepts and engage in the process in a manner that promotes respectful civil discourse and enhances mutual understanding of all stakeholder viewpoints.

Project management team

A project management team has been established to provide decision-making and frequent oversight of the entire project. Members include representatives from:

- Hennepin County
- 4RM+ULA
- Bolton & Menk
- Juxtaposition Arts
- City of Minneapolis
- Minneapolis Park and Recreation Board
- Metro Transit

Key community groups

- Neighborhood associations (particularly Webber Camden and Victory)
- Business associations

General users

- Local residents
 - People driving
 - People walking
 - People biking
 - People using transit
 - People with accessibility needs
 - Property and business owners
 - Local students and youth
 - Delivery and courier services
 - Garbage disposal services
 - Commercial vehicle operators
-

Businesses and institutions

- Business owners, employees, and customers of individual businesses and institutions, included but not limited to:
 - North Market
 - Webber Park
 - Webber Park branch of the Hennepin County Library
 - H. White Men's Room
 - Hamilton Manor
 - Southeast Asian Community Council
 - Goddess of Glass
 - Emily's FM Café
 - Tom's Barber Shop

Education

- Patrick Henry High School
- Loring Elementary

Elected officials

- Hennepin County – District 2: Commissioner Linda Higgins (through fall 2018)
- Minneapolis City Council – District 4: Council member Phillippe Cunningham
- MN House of Representatives - District 59A: Representative Fue Lee
- MN Senate - District 59: Senator Bobby Joe Champion
- US House of Representatives - District 5: Representative Keith Ellison
- Metropolitan Council Member - District 7: Council member Gary Cunningham
- Minneapolis Park and Recreation Board - District 2: Commissioner Kale Severson
- Minneapolis Public Schools - District 2: Board member KerryJo Felder

Others

- Faith communities and social gathering spots

Additional groups and key individuals will be identified as communications outreach progresses and included in future updates to the communications plan.

Project team

Hennepin County selected 4RM+ULA, Bolton & Menk, and Juxtaposition Arts to facilitate the public engagement of the project. Each team member contributes to the overall vision and goals of the project.

4RM+ULA works at the intersection of community and design. Its comprehensive architectural design services are complemented by innovative and effective community engagement that helps the public visualize change and builds consensus. It is committed to enhancing our communities through engagement and design.

4RM+ULA is working in partnership with Bolton & Menk, a firm that brings expertise in engineering and engagement on roadway projects.

The team is rounded out with JXTA which brings fresh energy and ideas for connecting with the community in North Minneapolis. The 4RM+ULA/Bolton & Menk/JXTA team understands the importance of effectively communicating design solutions that can be supported by stakeholders and implemented efficiently.

Role descriptions

The role of each firm on the team is as follows:

- 4RM+ULA will lead the project team and in-person engagement
- Bolton & Menk will lead online and digital engagement and serve as a liaison with the project design team
- JXTA will lead creative community engagement initiatives

A full list of project contacts can be found in [Appendix A](#).

Public outreach methods

The following information summarizes the three main avenues of communication for the project. Each section is detailed in the **Public Engagement Plan** located in [Appendix B](#).

In-person engagement

In person engagement will provide opportunities to meet directly with community stakeholders to share information and engage in dialogue on project priorities in creative and accessible ways.

Opportunities include:

- Open houses
- Pop-up engagement and tactical urbanism
- Community stakeholder and youth outreach
- Meetings with partner agencies

Online engagement

Online engagement is a powerful tool for extending the reach of engagement efforts. With the massive amount of information online it's more important than ever to target the right audience to ensure the information is getting to them in a timely and relevant way. We plan to use analytics to ensure our outreach is effective and targeted.

Online engagement will extend the reach of in-person methods, by offering opportunities for people to learn about and engage in the project digitally when and where it's convenient for them – via web, text, or email. These tools will be used throughout the project development.

- Project website
- Online and text surveys
- Online comment mapping (InputID)
- Social media campaign
- Online advertising
- Digital dashboard that facilitates and organizes all emailed and text communication

Communication tools

A variety of tools will be used to get the word out about the project and opportunities for engagement. Some of these may be distributed through Hennepin County communications staff. Potential tools may include:

- Flyers and newsletters
 - Social media updates
 - Website postings
-

- Media advisories and press releases (coordinated through Hennepin County communications)
- Information shared through schools to students and parents
- Email updates via GovDelivery (coordinated through Hennepin County communications)
- Postings at bus stops
- Comcast ads online
- Information available at park and library buildings
- Updates shared through neighborhood and business association networks and meetings
- Signage along corridor (subject to approval)
- Joint communications with Metro Transit, city, county, or other partners working in the area

Reporting and documentation

Documentation of progress and results of the engagement process is a critical step. Regardless of how effective engagement is, if not properly documented it will not be effective at informing the process and providing accountability.

All input received (and responses given) will be fully documented, to demonstrate a record of engagement, and to show the public how their input was heard and used. Reports will be both conventional and unconventional in format, including:

- Project video
 - Project newsletter
 - Summary report
-

Appendix A: Project contacts

Project Contacts			
Name	Organization	Role	Phone/Email
Jason Staebell	Hennepin County	County design project engineer	612-596-0371 jason.staebell@hennepin.us
Colin Cox	Hennepin County	County communications	612-596-7426 colin.cox@hennepin.us
Lyssa Washington	4RM+ULA	Engagement lead project manager	651-292-0106 lyssa@4rmula.com
Haila Maze	Bolton & Menk	Engagement deputy project manager	651-434-5743 hailama@bolton-menk.com
Pete Lemke	Bolton & Menk	Engagement project engineer	612-759-3883 petele@bolton-menk.com
Nathan Johnson	4RM+ULA	Community engagement advisor	651-292-0106 nathan@4rmula.com
Nicole Schmidt	Bolton & Menk	Engagement communications Specialist	612-619-6284 nicolesc@bolton-menk.com
Roger Cummings	JXTA	Engagement artistic Director	612-588-1148 roger@juxtaposition.org
Kristen Murray	JXTA	Engagement tactical urbanism studio supervisor	612-588-1148 Kristen.Murray@juxtaposition.org

Appendix B: Public Engagement Plan

The purpose of the Public Engagement Plan is to outline specific outreach activities throughout the life of the project. The three main public outreach categories include:

- In-person engagement
- Online engagement
- Reporting and documentation

In-person engagement

The in-person engagement will consist of open houses, pop-up engagement/tactical urbanism, community stakeholder and youth outreach, and meetings with partner agencies.

Public open houses

Our team will host at least three open houses within the project area:

- Open house #1 will be a kickoff, covering existing conditions and overall project goals
- Open house #2 will present project design alternatives, including streetscape options
- Open house #3 will present the recommended design alternative prior to final review and municipal consent

Other engagement efforts will be organized around these meetings, both to promote the events and to provide alternative means of engaging people. Our County Road 152 Northside Engagement meetings will feature interactive exhibits and activities to engage the public and solicit their feedback on key decisions.

As appropriate, we will use audience polling to understand who is responding, their perspectives on issues, and their feedback on design alternatives. Audience polling allows for greater participation by supporting anonymous responses that are automatically populated into charts, tables, and word clouds on screen for all participants to see. Polling questions can also be shared online as part of a survey to reach a wider audience.

Pop-up engagement and tactical urbanism

Between open houses, the team led by JXTA will engage in tactical urbanism—taking the engagement to the streets through pop-up events. Many people walk, bike, and use transit in this area. This is an opportunity to meet them where they are and engage them in a non-intimidating way.

We are planning on approximately six events, primarily during the summer and fall. We will use the same materials and solicit feedback similar to open houses.

We will also participate in “tabled” events such as street and park festivals, as appropriate, to cast a wide net for in-person engagement opportunities. This may include some of the following locations:

- ViMA Farmer’s Market
-

- Neighborhood association meetings
- Events at Webber Park Library
- Open Streets Minneapolis events
- Slow Roll event
- Park board events
- National Night Out events
- Juneteenth celebration
- Other events identified through the planning process

On-site advertising

Project advertising may be used to reach those who are travelling and utilizing the corridor. This may include bus stop benches (managed by US Bench), inside buses, and within common areas along the corridor.

Community stakeholder and youth outreach

Between open houses, our team will seek out those who traditionally do not participate in open house engagement settings. For example, we would seek an opportunity to specifically work with staff and residents at Hamilton Manor, as well as create an exercise to engage Henry High School and Loring Elementary students. This would also include meetings with community stakeholders with particular interests and concerns along the corridor—for instance, residents and business owners whose homes' or businesses' access may be impacted by the county's project.

Meetings with partner agencies, organizations, and elected officials

The multijurisdictional nature of this project means that ongoing communication is needed with partner agencies, organizations and elected officials. This will be done in advance of the open houses to ensure elected officials are informed of project status in advance of public conversations. This will also allow the opportunity for the elected officials to participate in Open Houses or other events. The partner agencies and organizations involved will include the City of Minneapolis, Minneapolis Park and Recreation Board, Metro Transit, MnDOT, and others as identified during the process.

Online engagement

Digital dashboard

Our team will manage all County Road 152 Northside Engagement online communication and responses via a digital dashboard. This tool will allow us to send out messages across platforms simultaneously, track views and responses, and evaluate effectiveness based on means, message, and timing. Using analytics will help us fine tune our strategy, and optimize results for the project. The software we use also has Hennepin County as a client, allowing the potential to leverage existing databases.

Project website

For the planning process we will develop digital content for the County Road 152 Northside Engagement project website. The web page will be used for project information, upcoming events, opportunities to get involved, and places for public comment. It may also provide links to online surveys and other engagement activities.

Online and texting surveys

We will create and maintain online surveys to solicit input. These can be posted on the project web page and promoted via social media. Additionally, we can set up surveys so people can text in responses from their phones. Over 70 percent of adults in this area own a smartphone, making this an effective way to reach many people. People could respond to questions via text while waiting at a high volume bus stop, for example.

InputID (online comment map)

Bolton & Menk has developed InputID™, an online public input application with a customizable interface and tools. We will design an easy-to-use interface that allows participants to add comments directly on a map of the project area, tying each comment to a specific location. There is also the option to allow people to view and respond to others' comments.

Social media campaign

As part of our communication strategy, we will include an approach for the project's social media campaign. We will work with county staff to determine regular discussion forum topics. These can be integrated into the county's social media accounts or a new project-specific account. We will use this platform to solicit involvement in engagement events, direct people to additional information and opportunities on the project website, and provide a space for people to provide comments and questions.

When specified, the team may also promote certain tweets and Facebook posts. These boosts will help target specific audiences and increase the amount of views on a post.

Online advertising

Comcast Spotlight is the advertising sales division of Comcast Cable, helping local, regional, and national marketers reach their target customers with multi-screen—television and online—marketing solutions. We propose targeted ad buys online to reach stakeholders efficiently.

Reporting and documentation

Documentation of progress and results of the engagement process is a critical step. Regardless of how effective engagement is, if not properly documented it will not be effective at informing the process and providing accountability.

Project newsletter

The project newsletter provides an opportunity to inform the public of current project status and upcoming activities. This will be developed monthly or as needed during the process. To make this

more inviting and accessible, we propose a magazine (“zine”) format that uses art and design to invite participation.

Summary report

The team will produce a final report that synthesizes the feedback, comments, and questions we heard throughout the course of our engagement. The report will include mapping, drawings, photo-documentation, statistical data, and analysis.

As appropriate, and with Hennepin County Communications approval, our team will produce a simple one page take-away informational piece, including on-line contact information for further input gathering beyond in-person engagements.

Project video

The team will also produce a short video documenting the outreach process. This will may involve community members and will demonstrate a positive story on the activities along the corridor, and will feature animation and other creative techniques.

Webber 44: Social Media Strategy

Purpose of social media usage

- Increase overall project visibility and transparency
- Promote project events such as open houses and pop ups
- Provide a link to online information and opportunities for engagement
- Engage people who respond/comment on social media posts

Social media account usage

- Hennepin County Facebook
- Hennepin County Twitter
- Use **#webber44** hashtag to identify posts as specific to this project
- Encourage project partners to share/retweet posts with their own accounts

General practices

- Post at least weekly, more often before and after major events
- Use same language on both Facebook and Twitter (256 character limit)
- Schedule posts in advance wherever possible
- Consultant will monitor posts to track if there is engagement from the public
- Promote major posts on Facebook for surrounding area: main announcement for events, availability of materials online, availability of online survey, etc.
- Share posts with project partners and encourage cross-posting and sharing/retweeting

Event messaging: open houses

The purpose of these posts will be to encourage meeting attendance, and to direct people to additional engagement opportunities after the fact.

Message	Timeline	Content	Notes/Include
1. Open house alert (1 st Instance)	2-3 weeks before event	<i>Introduce the open house</i>	Include map of corridor Link to event information on project website
2a. Open house reminder	5-7 days before event	<i>Open house reminder</i>	Link to event information on project website
2b. Open house reminder	Day of event	<i>Quick reminder of that day's event</i>	Link to event information on project website
3. Post-open house	Day after event	<i>Thanks for participating, ways to engage if didn't attend</i>	Include picture from event
4. Open house information	Once content is posted	<i>Materials for open house are available, additional ways to engage</i>	Include picture of presentation boards + link to page with information

Event messaging: pop up engagement

The purpose of these posts will be to highlight opportunities to engage, and For pop ups that are part of a larger event, this may also include links and information on those events, to broaden reach.

Message	Timeline	Content	Notes/Include
1. Upcoming event	1-2 weeks before event	<i>Introduce the event/activity and location</i>	Link to event information on project website
2. Event reminder	Day of event	<i>Quick reminder of that day's event</i>	Link to event information on project website
3. Post event	Day after event	<i>Thanks for participating, ways to engage if didn't attend</i>	Include picture from event

Topic messaging

These will be determined more specifically as the project moves forward. Posts will be timed to fit into weeks between events, so there is a continual online presence for the project.

Topic	Content	Notes/Include
Project kickoff and existing conditions		
Project introduction	<i>Project scope, timing, and partners</i>	Project map and website link
Project benefits	<i>Benefits to community of pursuing this project</i>	Photo of corridor and website link
Who uses the corridor	<i>Highlight who uses the corridor – students, residents, customers, commuters</i>	Photo of people in area (from event)
Project survey	<i>Online project survey availability</i>	Link to project survey
Evaluation of alternatives		
Project survey reminder	<i>Online project survey availability</i>	Link to project survey
D Line connection	<i>How project will advance the construction of D Line rapid bus</i>	D Line image and website link
Bicycle facilities	<i>General plans for bicycle improvements in area</i>	Photo of bicyclists on corridor
Pedestrian facilities	<i>General plans for pedestrian improvements in area</i>	Photo of pedestrians on corridor
Recommended alternative		
Draft alternative	<i>Information on proposed alternative</i>	Image of typical cross section
Proposed project benefits	<i>Information on how recommended project can benefit community</i>	Rendering of project and/or fly through
Municipal consent	<i>Information on municipal consent project</i>	Link to project website
Project next steps	<i>Information on project approval, construction timing</i>	Image of final approved layout, website link

Webber 44 Community Engagement

Purpose

Hennepin County is planning for the reconstruction of CSAH 152 (portions of Osseo Road, 44th Street, Webber Parkway, and Lyndale Avenue). Tentatively named Webber 44, the project seeks to engage and gather input from all within the community through an inclusive and accessible process. This dialogue between the community and the project team will deliver a successful project with a community-focused solution.

Messaging

The key overall messages to the public include that this project:

- Benefits the community through the development of a multimodal corridor serving pedestrians, bicyclists, transit riders, and drivers
- Addresses existing issues with safety, aesthetics, and substandard conditions, with safe, attractive, and functional new design
- Accommodates the planned D Line bus rapid project, bringing high-quality stations and service to transit riders
- Complements existing local parks, institutions, and businesses, and sets the stage for more positive change
- Builds upon an inclusive community process that listens and responds to everyone

Community groups and stakeholders

Local residents, employers, business associations, neighborhood associations (particularly Webber Camden and Victory), property and business owners, transit riders, local students and youth, City of Minneapolis, Minneapolis Park and Recreation Board, Metro Transit, Minneapolis Public Schools and others

Online and in-person engagement



Text and email surveys



Pop-up engagement and tactical urbanism



Project video



Partnership and agency coordination



Input ID



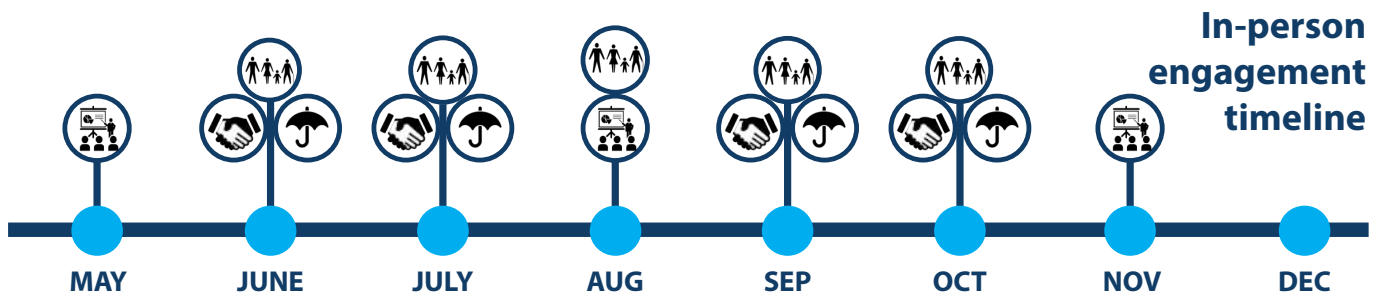
Open houses



Digital and social media campaign



Community stakeholder/youth outreach



Goals

Respect and listen to public questions and concerns

Relay information to the public in a timely, clear, and effective manner

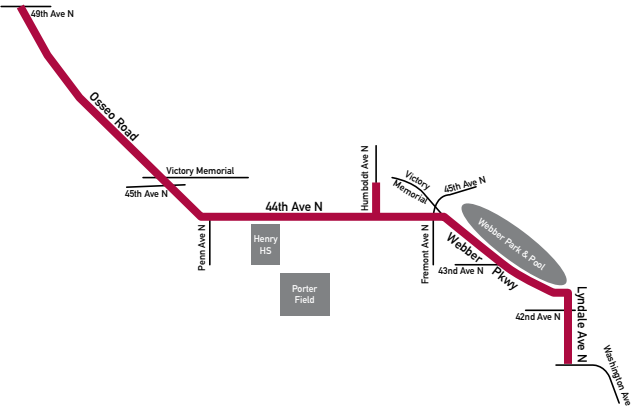
Maintain and strengthen the relationship between Hennepin County and project stakeholders

Coordinate outreach and engagement across multiple projects impacting the area

www.hennepin.us/webberparkway | Jason Staebell | 612.596.0371

SURVEY

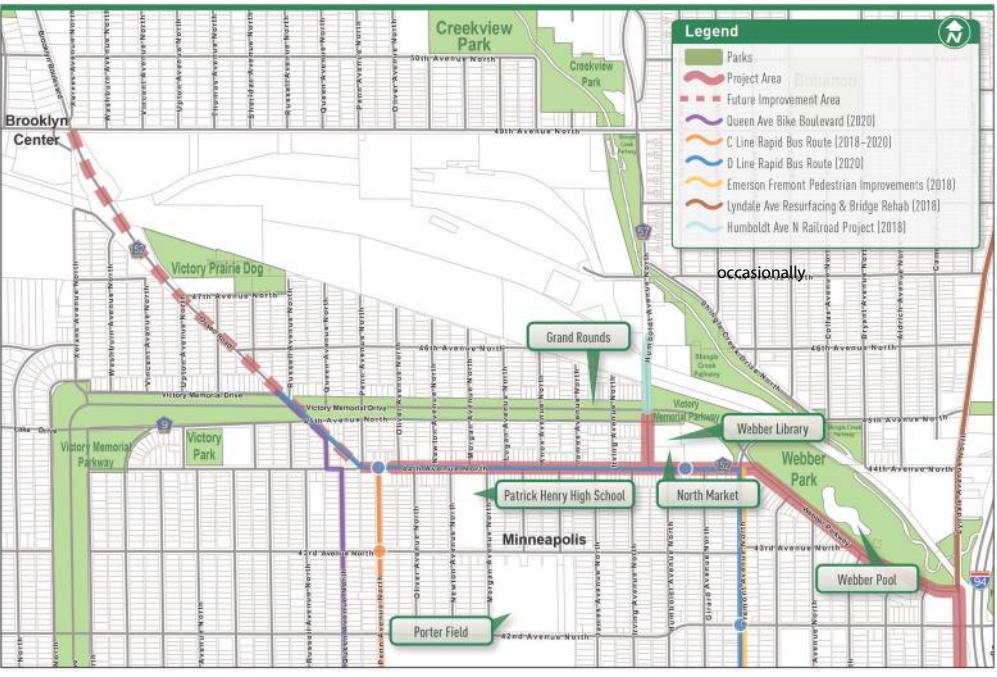
Webber 44



1. How do you move on and around this stretch of road? (check all that apply to you)

Walk
 Take the Bus
 Bicycle
 Drive
 Other

2. What needs to be improved on this stretch of road—and where—for walking, taking public transit, bicycling and/or driving? Is there anything else that needs to work better? (for example, unsafe intersections, poor lighting, narrow sidewalks, accessibility for wheelchairs, accessibility for people with poor sight, areas to wait for the bus, truck traffic, etc.)



3. Circle on the map the most important intersections along this stretch of road. What makes these the most important?

4. What is something that works well about traveling on and around this stretch of road now?

5. Is there a part of this road you don't use? Why?

6. What are your Top 3 priorities for changes to this stretch of road? Check three and share any comments:

Pedestrian resources _____
 Bicycle resources _____
 Public transit _____
 Traffic flow _____
 Parking _____
 Semis and larger truck traffic _____
 Other: _____

7. Have you ever contacted anyone about an issue with this road?
 Yes No

If yes, who and when (roughly)?

ABOUT YOU (Optional but appreciated)

What is your age?
 18 or under 19-29 30-39
 40-49 50-59 60 or over

What is your race/ethnicity?

What is your home zip code?

What is your gender?

Do you have a mobility or sensory impairment?
 Yes No

If yes, what kind of impairment?
 Mobility Vision Hearing Other _____

Over

If you want to be contacted, please write your name and preferred contact method here:

Name _____
 Phone _____
 Email _____

APPENDIX B: OPEN HOUSE #1

- OPEN HOUSE PLAN
- OPEN HOUSE INVITE
- PRESENTATION
- PHOTOS
- WRITTEN SUMMARY

JUNE 19, 2018

WEBBER PARK COMMUNITY CENTER

County Road 152 Reconstruction: Potential Open House #1 Elements

Displays and information

Project overview

- Description: Hennepin County is planning for the reconstruction of County Road 152 (portions of Osseo Road, 44th Street, Webber Parkway, and Lyndale Avenue). The main objectives of this reconstruction are to improve safety and operations, and facilitate vehicle, freight, transit, bicycle, and pedestrian movements through the area.
- Locator map – corridor alignment, including future Osseo Rd segment
- Timeline: April – Project Kickoff, May-June – Existing Conditions, July-September – Evaluation of Alternatives, October-December – Recommended Alternatives

Project goals

- System maintenance – new pavement, curb and gutter, sidewalks, stormwater to accommodate existing and forecasted need
- Safety and accessibility – ADA compliant ramps and sidewalks, pedestrian signals, lighting enhancements, intersection safety improvements, and safe routes to school
- Multimodal connectivity – connect local and regional destinations via multiple modes, including rapid bus, vehicle, bicycle, pedestrian, and freight
- Economy and job access – connect major job centers both locally and regionally
- Active living and environmental health – provide bicycle and pedestrian connections for short and “last mile” trip, improve water quality through stormwater improvements, improve air quality through congestion mitigation
- Support land use context – minimize right-of-way takes and other impacts on surrounding land uses, while supporting reinvestment and redevelopment where appropriate

Corridor assets and opportunities

- Proximity to school locations – student traveling to school, including walk, bike, and transit
- Proximity to Grand Rounds and regional park, including Webber Pool
- Proximity to Webber Library – local destination for residents and students
- Connection to regional jobs centers – industrial areas, Downtown, other locations
- Fully multimodal access, with plans for major transit improvements
- Walkable and bikeable community, with plans for additional routes, both local and regional
- Focus of investment – spotlight is on the area, with multiple jurisdictions planning and implementing improvements here; need coordination to ensure it all benefits community
- Redevelopment potential via land use and community development plans
- Neighborhood commercial areas, serving local residents

Existing plans

- Hennepin County 2016-2020 Capital Improvement Plan
- Hennepin County 2040 Bicycle Transportation Plan (2015)
- Minneapolis Bicycle Master Plan (2011, amended 2015)
- Webber Park Master Plan (2012)
- North Service Area Master Plan (ongoing)
- Arterial Transitway Corridors Study (2011-2012)
- Metropolitan Council Regional Bicycle Transportation Network (2015)
- D Line Recommended Station Plan (2018)
- Penn Avenue Vision and Implementation Framework/C Line (2016)

Vehicle traffic and crash data

- Map of current traffic counts on corridor and major cross streets, including heavy commercial traffic volumes where available
- Forecasted traffic volumes by segment, where available (from regional model?)
- Crash incidence by intersection – include identifying any bicycle/pedestrian crashes
- Identify any locations where crash rates exceed standard, if any

Existing and planned bicycle and pedestrian network

- Existing sidewalks, lanes, and trails
- Planned improvements, based on City and County plans
- Regional Bicycle Transportation Network routes
- Pedestrian and bicycle counts where available (City of Minneapolis data)

Existing and planned transit network

- Existing route network and stops on corridor and connecting streets
- Planned rapid bus alignment and stations, including D Line and C Line
- Bus stop boarding volumes – existing and forecasted, where available

Corridor context map

- Area landmarks and destinations – Webber Park/Grand Rounds, Patrick Henry High School, Loring Elementary School, Webber Library, commercial areas
- Land uses in the area
- Connections to regional systems (roadway, bike, transit, etc.)

Tools and strategies being considered

- Enhanced pedestrian crossing
- Pedestrian signals
- Bicycle lanes (other facility types?)
- Improved sidewalks
- Pedestrian scale lighting
- Streetscape and design elements
- Additional turn lanes
- 4-to-3 conversion
- Intersection redesign (e.g. roundabout)
- Raised medians, pedestrian refuges
- Signal improvements/upgrades
- Wayfinding signage for destinations

Activities and options to provide feedback

Participant feedback form

- Questions on project goals, priorities for corridor improvements, and issues and concerns that need to be addressed during the project development phase
- Option to explain relationship to the corridor (resident, employee, property owner, student, etc.)
- Option to provide contact information if a response is requested

Digital issues mapping

- Computer station connected to projector to display online comment mapping tool
- Opportunity to mark comments on map, either at station or online via smart device
- Results display in real time
- Site will be introduced at meeting, available online after

Space exploration

- Scaled model of dimensions of typical bicycle and pedestrian facilities, to provide people opportunity to see what they look like in person
- Information at station will emphasize trade-offs regarding fitting elements in limited right-of-way
- Opportunity to provide feedback on form regarding specific feedback on this, in addition to discussing with staff at this station

The big map

- Large tabletop map of corridor
- Opportunity to add notes, drawings, or other elements to map to show what is important along the corridor, including property-specific feedback

Connect the dots

- Large corridor context map, zoomed out to show larger area
- Dots and yarn available to show how people travel through the area (origin and destination); colors could be used to indicate modes

Create your corridor

- Family-oriented station with large maps, stickers, markers, play doh, and other supplies to allow the younger participants (and their families) to create creative corridor concepts

Webber 44

County Road 152 improvements

HENNEPIN COUNTY
MINNESOTA

Project overview

Hennepin County is planning for the reconstruction of County Road 152 between 41st and 49th avenues. This route includes portions of Osseo Road, 44th Avenue North, Webber Parkway, and Lyndale Avenue North. The project is anticipated to start construction in 2020.

A few topics to talk to us about



Sidewalks and crossings



Bicycle paths/lanes



D Line rapid bus stations



Streetscape and roadway features, such as boulevards and lighting

For more information

If you have questions about the project and cannot attend, or need special accommodations please contact Jason Staebell, design engineer, at jason.staebell@hennepin.us or 612-596-0371.

Project kickoff open house

Tuesday, June 19

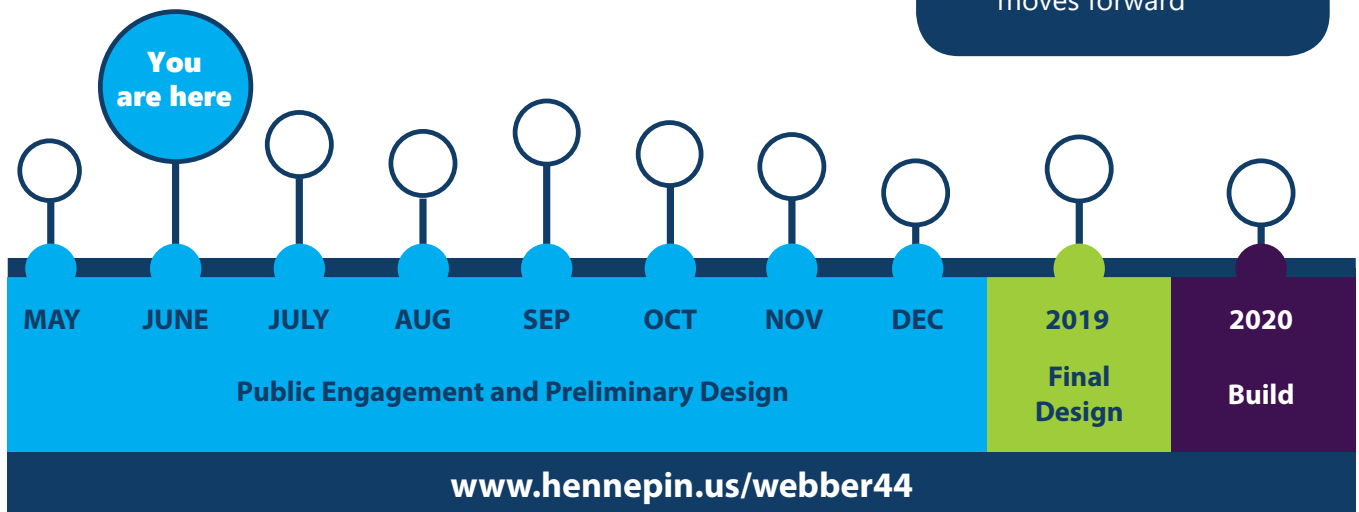
5 p.m. to 7 p.m.

Presentation at 6 p.m.

Webber Community
Center
4401 Bryant Ave N
Minneapolis, MN 55412

At this open house, you can:

- Let us know how you travel through the area, including what works and what doesn't
- Learn about existing conditions and consider potential options for improvements
- Share how we can make this corridor work better for the community
- Find out how to stay informed as this project moves forward





Webber 44

Project Team



HENNEPIN COUNTY, MINNESOTA www.hennepin.us/webber44 | @Webber44Engagement



Webber 44

Timeline



HENNEPIN COUNTY, MINNESOTA www.hennepin.us/webber44 | @Webber44Engagement

Webber 44 Project Goals

- MAINTENANCE
- SAFETY AND ACCESSIBILITY
- MULTIMODAL CONNECTIVITY
- ECONOMY AND JOB ACCESS
- ACTIVE LIVING AND ENVIRONMENTAL HEALTH
- SUPPORT LAND USE CONTEXT

HENNEPIN COUNTY, MINNESOTA www.hennepin.us/webber44 | @Webber44Engagement

Engagement Strategy

- Community Events
- Partner Agencies
- Open Houses
- Pop-Ups
- Online Advertising
- Email
- Mobile
- Web
- Online Comment Map
- Surveys
- Social

Webber 44

Today's Meeting



View board displays to learn more about the project



Take a survey to give your feedback



Learn about InputID



Speak with project representatives



Experiment with different roadway elements



Share what's important to YOU on the project layout

HENNEPIN COUNTY, MINNESOTA

www.hennepin.us/webber44 | @Webber44Engagement 

Webber 44

Catch us next at Slow Roll!

Tuesday, June 26

5:30-6:15 *Bike tune-ups*

6:30 *Bike ride begins*

8:00 *Dinner*

Project Engineer

Jason Staebell

612.596.0371

Project Email

webber44@Hennepin.us

Project Website

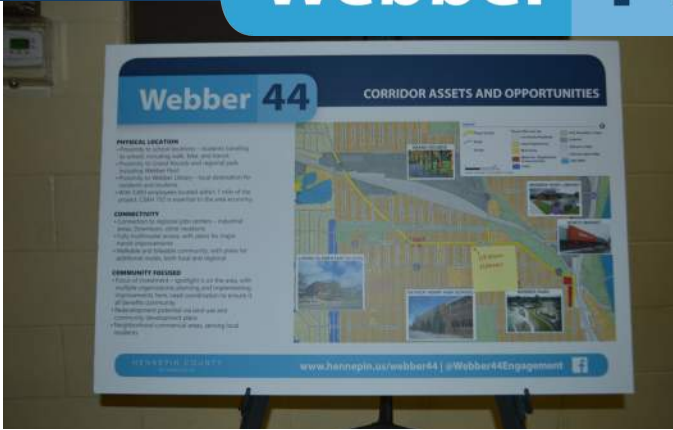
www.Hennepin.us/Webber44

HENNEPIN COUNTY, MINNESOTA

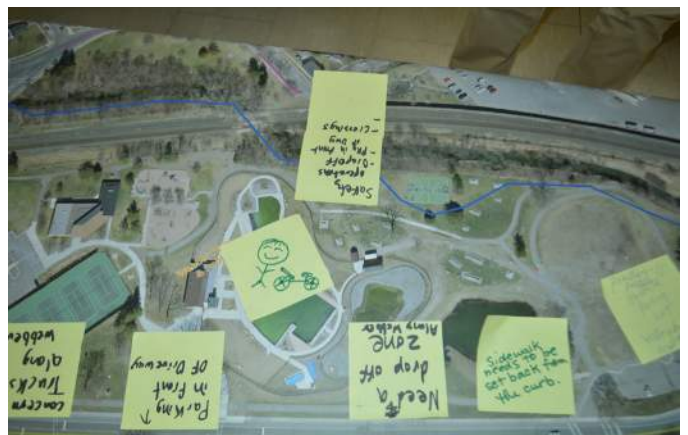
www.hennepin.us/webber44 | @Webber44Engagement 











Open House 1 Summary

Webber Community Center

June 19, 2018, 5-7 p.m.
UPDATED

Staff Present

Hennepin County

- Jason Staebell
- Colin Cox
- Carla Stueve
- Josh Potter

4RM+ULA

- Lyssa Washington
- Nathan Johnson

Bolton & Menk, Inc.

- Haila Maze
- Nicole Schmidt

Juxtaposition Arts (JXTA)

- Kristen Murray
- Samuel Ero-Phillips
- Apprentices

Metro Transit

- Cody Olson

Attendance

23 people signed in.

Materials Presented

A short presentation was given at 5:30. This presentation introduced the project team, project area, and engagement tactics the team would use over the course of the project. Multiple board displays were presented, as well as layouts attendees could add comments to. InputID was showcased to attendees on a touch screen, and JXTA marked roadway widths on the floor with tape to sample sidewalk widths that are currently at locations on the project area. Informational handouts, contact cards, and surveys were also available for attendees.

Comments Received

Comments Received: Layout

Osseo Road and Victory Memorial Parkway

- Multiple bike path requests
- Sidewalk request
- Speed enforcement requests
- Not good for bikes because of speed
- Noted multiple times that it is dangerous crossing the roadway
- Osseo Rd and Victory Memorial Pkwy
- Roundabout request
- Dangerous crossing
- Need left arrow signal

Webber Parkway

- Webber/Lyndale dangerous for peds and bikes
- Need paths with sidewalks
- Dislike trucks along Webber
- Webber/Aldrich—traffic is hard to see from Aldrich turning onto Webber
- Move traffic signal from Colfax to near Webber Pool
- No bike lane
- Pavilion Picnic Lot—change into volleyball court
- Need clear pedestrian path
- Colfax/Webber light is irrelevant
- Sidewalks need to be set back from curb
- Digital speed limit signs
- Drop off zone by Webber Pool
- Crosswalk at Webber Pool
- Bike lane on south side
- Drainage issue at Emerson and Webber
- Webber/45th roundabout request

44th Ave

- Roundabout request at Fremont/Webber/44th
- Multiple comments that people speed along here
- No bike lane needed
- Public art along 44th
- Webber Market needs better transit facility
- Multiple requests for improved crosswalks
- Remove parking on 44th
- Multiple digital speed limit sign requests
- D-Line upgraded station

Comments Received: Voting Dot Board

On street bike lanes: 8 no, 2 yes

Crosswalks: 10 yes, 0 no

Site furnishings: 9 yes, 1 no

On Street Parking: 1 no, 1 yes

Grass Blvd: 6 yes, 2 no (2 requests for pollinator-friendly Blvd)

BRT Bus Station: 9 yes, 0 no

Comments Received: Survey (8 handed in)

- Better crosswalks particularly at Henry High School, and at Humboldt/North Market
- Poor/no snow plowing of sidewalk on Webber Parkway
- All crosswalks going to park should be painted yellow—highly visible
- Broken and narrow sidewalks
- Traffic calming measures needed
- Colfax to Lyndale is dangerous to travel from to get onto Webber Parkway
- Avoid Osseo by using Highway 100
- East-west travel along Victory Memorial Drive instead of using 44th

Comments Gathered from Conversation:

- Concerns about how construction will be staged (partial shut down versus entire shut down)
- Allow relief along Oliver for traffic re-routing
- Truck traffic along Webber Parkway (started using Webber Parkway about 10 years ago instead of previous route)
- Webber Market would like to be seen as a community asset (44th and James); Market is midway between proposed BRT stations. Market owner would like a station; or at least a bench, lighting and bike racks near his intersection.
- Frustration with 42nd Avenue Construction

For further investigation/future engagements:

- Map/overlay of what's happening when – putting into context with other initiatives
- Understand why train and truck traffic has increased/ causing more conflict

APPENDIX C: OPEN HOUSE #2

- OPEN HOUSE PLAN
- OPEN HOUSE INVITE
- PRESENTATION
- PHOTOS
- WRITTEN SUMMARY

SEPTEMBER 20, 2018

WEBBER PARK COMMUNITY CENTER

Webber 44 Engagement Public Open House #2

Thursday, September 20, 2018 5:30-7:30 PM, Webber Community Center

Overview

Open House #2 will provide draft concepts for corridor improvements within the study area for feedback. Information will be provided on community engagement and technical studies completed to date, and how they are proposed to be addressed. 4RM+ULA/Bolton & Menk, Inc. (BMI)/JXTA will be responsible for materials and logistics coordination.

Staff Attendees

4RM+ULA – Lyssa Washington, Nathan Johnson

Bolton & Menk – Haila Maze, Nicole Schmidt, Pete Lemke

JXTA – Kristen Murray, Apprentices

Hennepin County – Jason Staebell, Colin Cox

OTHERS FROM PARTNER AGENCIES???

Agenda

Time	Schedule
4:30 PM	Project Team arrive /set-up/meeting prep
5:30 PM	Open House begins
7:30 PM	Open House ends
7:30-8:30 PM	Tear down/team debrief

Meeting Content

Station	Name
Welcome <ul style="list-style-type: none"> Welcome sign board Sign-in sheets One pagers Participant survey 	BMI
Goals and Existing Conditions <ul style="list-style-type: none"> Display: Project overview Display: Project goals Display: Planned transit improvements (by Metro Transit) 	BMI/Metro Transit
Topics and Challenges <ul style="list-style-type: none"> Display: Traffic volumes and speeds <ul style="list-style-type: none"> What we heard, what we learned, what we can do Display: Parking usage and availability 	BMI/Juxta

<ul style="list-style-type: none"> ○ What we heard, what we learned, what we can do • Display: Listening to the community <ul style="list-style-type: none"> ○ Comment summary and visuals • Display: Planning for bikes <ul style="list-style-type: none"> ○ Alternatives explored, with pros and cons • Display: Corridor streetscape <ul style="list-style-type: none"> ○ What we heard, what we learned, what we can do • Display: Roundabouts <ul style="list-style-type: none"> ○ Alternatives explored, pros and cons • Activity: Survey questions are included on each board and on survey people received (<i>could also do this on tablets</i>) 	
<p>Digital Comment Mapping (WILL WE DO THIS?)</p> <ul style="list-style-type: none"> • Laptop and projector with Input ID display – with draft layout inserted as a layer • Activity: People using tool to enter information, displayed on screen in real time 	BMI
<p>Big Map</p> <ul style="list-style-type: none"> • Table with main project layouts • Activities: <ul style="list-style-type: none"> ○ Post its and markers so people can add comments ○ To scale cutouts of cars/bikes/etc. so people can see how they fit on the corridor ○ Transparent overlays for Webber/44th/45th intersection options 	BMI/County
<p>Envision Your Corridor</p> <ul style="list-style-type: none"> • Visuals from the corridor that show perspectives on what this will look like (on paper and/or full scale) • Interactive craft pieces so that children and others can build corridor elements • Activity: TBD 	Juxta
<p>Refreshments</p> <ul style="list-style-type: none"> • Cookies and bottled water 	4RMULA

Meeting Materials

Material	Quantity	Responsible Member
Registration table	1	On site
Refreshment table	1	On site
Tables for large format map	3	On site
Laptop and projector	1 each	BMI
Sign-in sheets (+pens)	25	BMI
Cookies and bottled water	60 each	4RMULA
Project fact sheet	100	BMI
Surveys	100	Juxta
Wayfinding signage	10	BMI
Boards		BMI
Easels		BMI
Art supplies for children's station	TBD	4RMULA/BMI
Sharpies	TBD	BMI
Post-it notes	TBD	BMI

Webber 44

Purpose

Hennepin County is planning for the reconstruction of County Road 152 (portions of Osseo Road, 44th Avenue, Webber Parkway, and Lyndale Avenue). The project seeks to engage and gather input from all within the community through an inclusive and accessible process. This dialogue between the community and the project team will deliver a successful project with a community-focused solution.

We want your input on



Sidewalks and crossings



Bicycle paths/lanes



D Line rapid bus stations



Streetscape and roadway features, such as boulevards and lighting

Community groups and stakeholders

Local residents, employers, business associations, neighborhood associations (particularly Webber Camden and Victory), property and business owners, transit riders, local students and youth, City of Minneapolis, Minneapolis Park and Recreation Board, Metro Transit, Minneapolis Public Schools and others

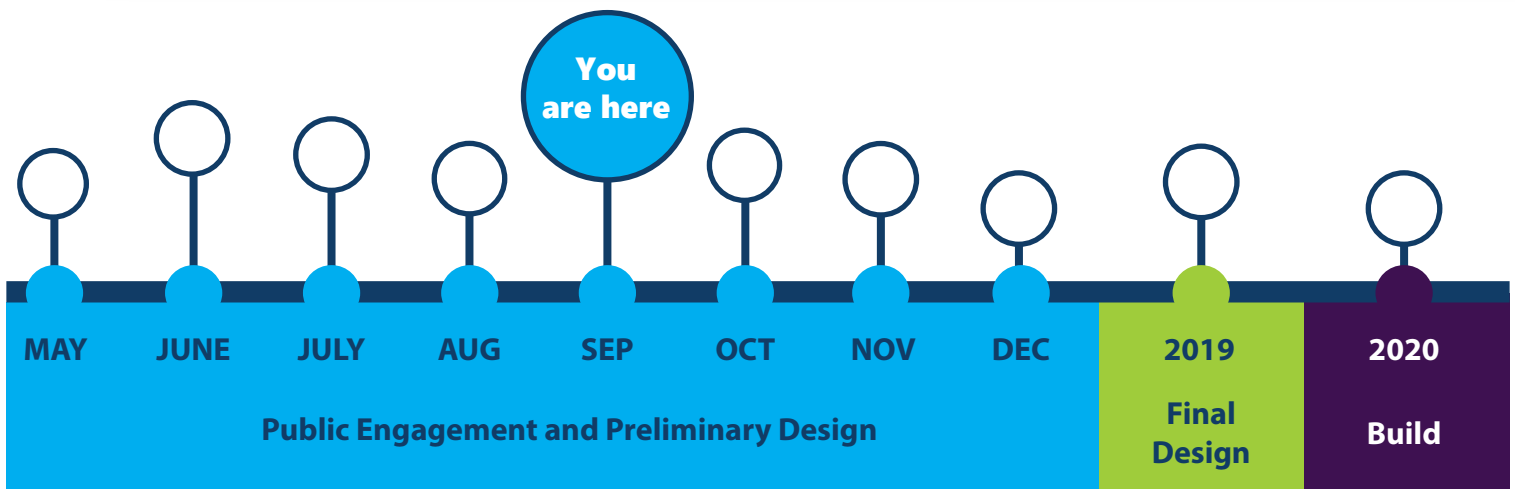
Goals

Respect and listen to public questions and concerns

Relay information to the public in a timely, clear, and effective manner

Maintain and strengthen the relationship between Hennepin County and project stakeholders

Coordinate outreach and engagement across multiple projects impacting the area











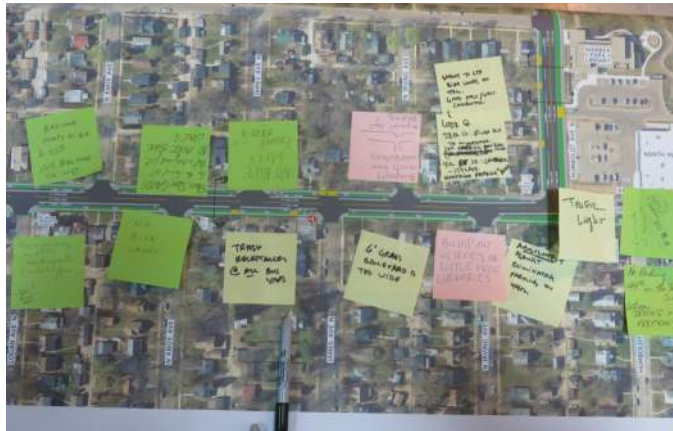
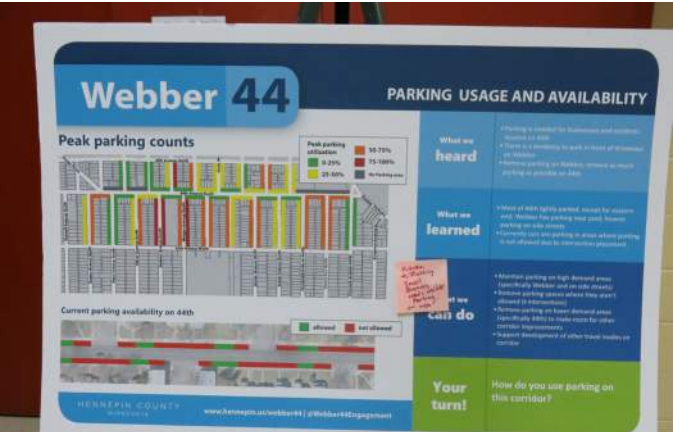


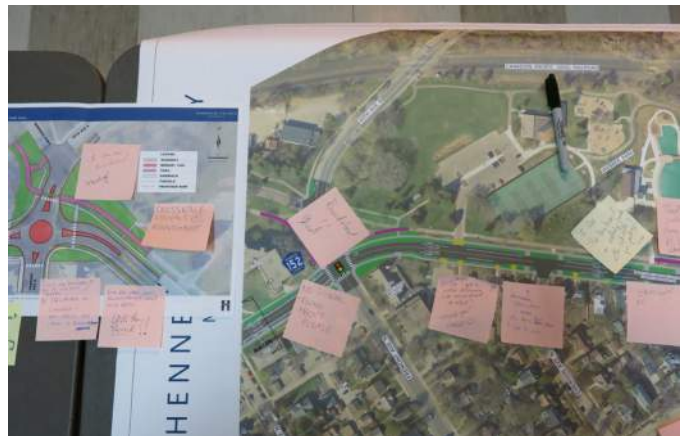
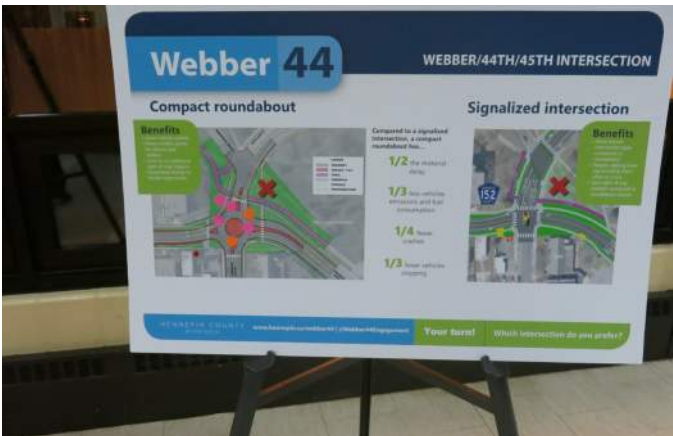
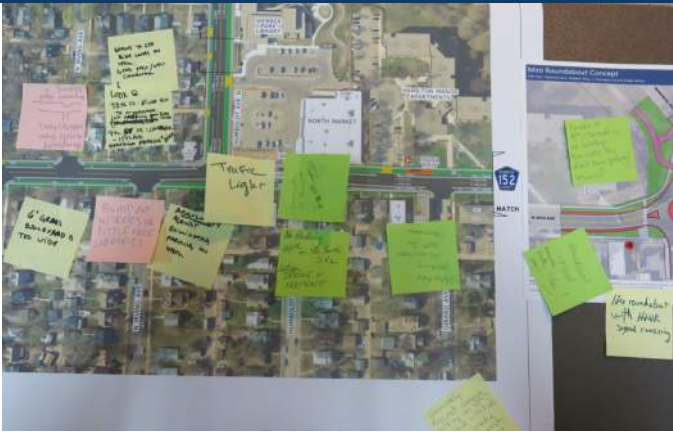












APPENDIX D: OPEN HOUSE #3

- OPEN HOUSE PLAN
- OPEN HOUSE INVITE
- PRESENTATION
- PHOTOS
- WRITTEN SUMMARY

FEBRUARY 13, 2019

NORTH MARKET

Webber 44 Engagement Public Open House #3

Mid-February 2019 (date and location TBD)

Overview

Open House #3 will provide an opportunity for participants to review the draft corridor layout and provide comments before it is finalized. It also will give context for how the process and feedback received to date impacted the project. The event will be designed to be less structured than a formal open house (more like "office hours," with a drop-in format) 4RM+ULA, Bolton & Menk, and JXTA will be responsible for materials and logistics coordination.

Staff Attendees

Staffing may be in shifts, depending on timing/spacing of event

4RM+ULA – Lyssa Washington, Nathan Johnson

Bolton & Menk – Haila Maze, Nicole Schmidt, Pete Lemke

JXTA – Kristen Murray, Apprentices

Hennepin County – Jason Staebell, Colin Cox

OTHERS FROM PARTNER AGENCIES?

Agenda

Time	Schedule
	Project Team arrive /set-up/meeting prep
	Open House begins
	Open House ends
	Tear down/team debrief

Meeting Content

Station	Name
<p>Welcome</p> <ul style="list-style-type: none"> • Display: Welcome sign • Sign-in sheets • One pagers • Participant survey 	
<p>Process Summary</p> <ul style="list-style-type: none"> • Display: Project overview and goals • Display: Summary of topics and outcomes <ul style="list-style-type: none"> ○ Parking availability ○ Bike and pedestrian accommodation ○ Corridor streetscape 	

<ul style="list-style-type: none"> ○ Traffic safety improvements • Display: Engagement summary • Display: Transit planning (from Metro Transit) 	
<p>Draft Layout</p> <ul style="list-style-type: none"> • Video: Project overview (running on loop) • Project layout 	
<p>Refreshments</p> <ul style="list-style-type: none"> • Coffee and cocoa, assorted treats 	

Meeting Materials

Material	Quantity	Responsible Member
Registration table	1	On site
Refreshment table	1	On site
Tables for large format map	3	On site
Laptop, display monitor, and tripod	1 each	BMI
Sign-in sheets (+pens)	25	BMI
Refreshments and paper products	TBD	4RMULA
Project fact sheet	100	BMI
Surveys	100	Juxta
Wayfinding signage	10	BMI
Boards	5	BMI/Metro Transit
Easels	5	BMI
Sharpies	TBD	BMI
Post-it notes	TBD	BMI

JOIN US

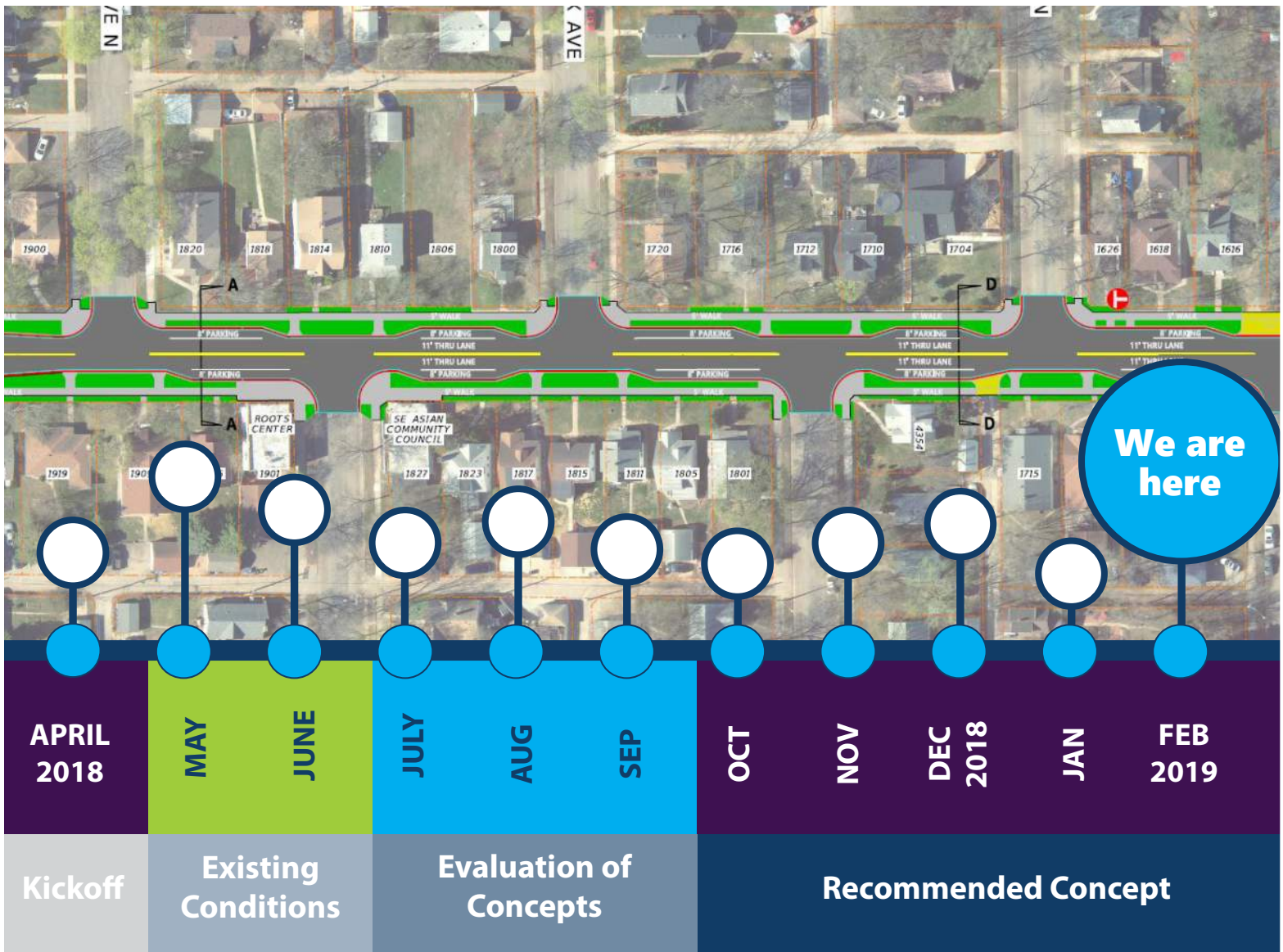
Webber 44

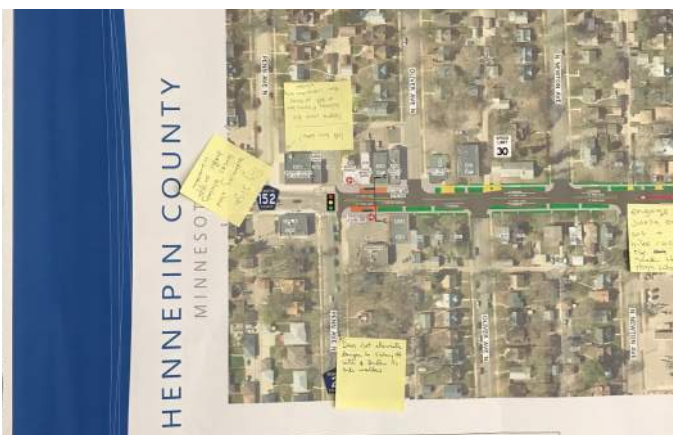
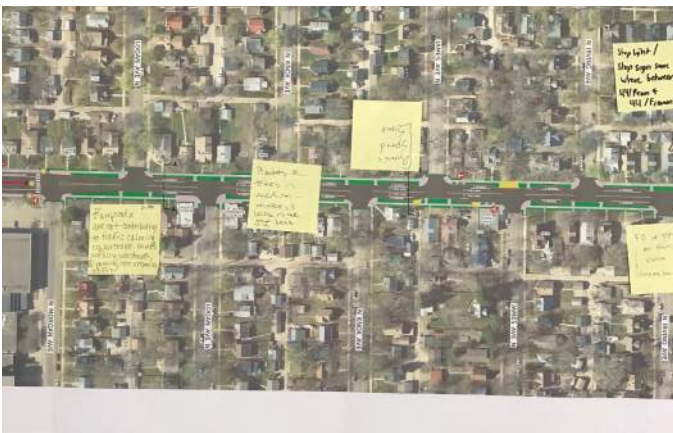
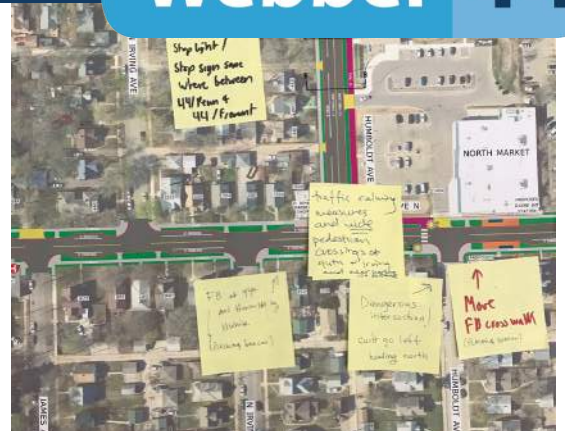
WEDNESDAY, FEBRUARY 13
NORTH MARKET · 9-11 A.M. AND 5-7 P.M.

PLEASE JOIN US for coffee and snacks Wednesday, February 13, at North Market (4414 Humboldt Ave N) to review the new corridor layout design and provide any comments before it is finalized. The new layout can also be reviewed on the project website.

If you have questions or need any special accommodations, please reach out to webber44@hennepin.us

HENNEPIN.US/WEBBER44





Webber 44 Open House 3 Summary

Layout #1 - East to West

Penn Ave N

- Big sign warning about about buses blocking traffic on 44th intersection
- Left turn lane? Concern about bus blocking E bound lane of 44th at Penn then intersection being blocked
- Does not alleviate danger to Victory 44 site & buffer to sidewalks

N Newton Ave

- Engage Juxta on art & bike racks especially near Henry High School

Logan Ave N

- Bumpouts are not contributing to traffic calming on northside. Drivers are using sidestreets, passing into oncoming traffic

N Knox Ave

- Planters or trees in median – makes it look nicer and feel nice

James Ave N

- Dynamic speed signs

N Irving Ave

- Stop light/stop sign somewhere between 44/Penn & 44/Fremont
- Flashing beacon at 44th and Humboldt by H. White

Humboldt Ave N

- Traffic calming measures and wide pedestrian crossings at 44th and Irving and near parking lot entrance at North Market
- Dangerous intersection! Can't go left heading north
- Move flashing beacon crosswalk

Girard Ave N

- Educate drivers about proper driving around bus stops

Layout #2 - East to West

Girard Ave N

- Truck traffic/hook & ladders navigate this turn? 44th/Fremont/Victory/Webber
- Consider planting concrete median similar to Lyndale Ave S. (south of Lake Street and north of Minnehaha Parkway)

Fremont Ave N

- Need left hand turn lanes on 44th & Fremont all directions or arrow lights
- Parkway direct access is lost 😞 congests corner even more than currently
- “Desire” line for trail – connecting trail up to parkway more directly (add a trail)

Emerson Ave N

- Summer pool traffic increases with pedestrian crossings at Emerson. Also E bound traffic blind to Emerson crosswalk. Increased parking on residential streets for pool.

Dupont Ave N

- Increase greenscape for traffic calming – more trees & more prairie grass

Colfax Ave N

- Parking for pool needed – residential street when pool in use – very congested
- Consider coordinating with MPRB about parking in this area of Webber Park. Consider adding more spots for people using the pool/library.
- Residents are concerned about parking in the area.

Aldrich Ave N

- Work with park department and forestry to establish large shade trees
- Pedestrian level street lighting on 44th – this has made a huge positive difference for me on 42nd Ave N. I live on 42nd and Queen.

Comment Cards

- Intersection at 44th is dangerous. Need to improve it. The 44th/45th/ Webber one is “awkward” and needs to be fixed.
- Bump outs are hard for plowing
- Don’t like bump outs for plowing – harder to see around the curb
- Penn BRT needs a stop lane NOT IN TRAFFIC. It will back up the light.
- Buttons don’t work well if too many
- I like the idea of the new street look
- Interested to know how I will get to work during construction (from North Market employee)
- Tim Nelson | timnelson@centurylink.net | Install left turn arrows at 44th and Fremont
- The loss of parking screws residents – who wants bump outs? – Local business owners have expressed concern with 44 parking – no one suggested to take into consideration SNOWING EMERGENCIES?

Major Topics/Themes

- Improved/Added Streetscape Amenities (specifically trees and plants)
 - 6
- Traffic Calming Measures
 - Stop Lights: 2

- Stop Signs: 2
 - Flashing Beacon: 4
 - Speed Signs: 2
- Parking Concerns Around Webber Park
 - 4
- Negative Reaction To Bump-outs
 - 3
- Desire for Left Turn Lanes/Arrows (44th & Fremont)
 - 2
- Buses Blocking Traffic on 44th & Penn
 - 2
- Concern Regarding Loss of Direct Access to Parkway
 - 2
- Safer Pedestrian Crossings
 - 2
- Educate Drivers About Driving Around Bus Stops
 - 1

APPENDIX E: POP-UPS & FOCUS GROUPS

- SUMMARIES
- PHOTOS
- SURVEY

POP-UPS

JUNE 26 JULY 11

Slow Roll

Webber Park

JULY 26 AUG 15

Camden Farmer's Market

Camden Farmer's Market

FOCUS GROUPS

JULY 9

Hamilton Manor

JULY 11

Patrick Henry High School



Community Outreach Activity Summary

Slow Roll

June 26, 2018, 5:30-8:30 p.m.

Staff Present

JXTA

- Kristen Murray
- Sam Ero-Phillips
- Daniela Duque Quevedo
- Apprentices

Slow Roll/Major Taylor Cycling Club

Attendance

20-25 participants

22 surveys completed

Event Summary

Participants were outfitted with bicycles and helmets (if didn't have one) and took a tour from Juxtaposition Arts Headquarters at Emerson and West Broadway to the Webber 44 Corridor, stopping for observation and reflection. The group was given surveys to complete in addition to providing comment and feedback as they were touring. The group returned to Juxtaposition Arts for food, music and further discussion.

Comments Received

- More yield signs
- Unsafe intersections
- Narrow Sidewalks with obstacles like lighting
- Hard to see cars along Webber Parkway when turning (trim remove natural visual barriers)
- Park is too dimly lit at night
- Pot holes in the road
- Improved bus facilities
- Protected bike lanes
- Lowering speed to allow for multimodal transportation
- Re-routing semis

Important Intersections and why

- 44th and Humboldt (trucks, pedestrian traffic, high school traffic, access to park, pool and other amenities)
- 44th and Penn (trucks, pedestrian traffic, high school traffic)
- 44th and Fremont (trucks, pedestrian traffic, high school traffic, heavily used)



Pop-Up at Webber Park

July 11, 2018

Staff Present

- Kristen Murray
- Apprentices

Attendance

- 15-20 participants
- 12 surveys completed

Event Summary

The JXTA team set up a people-powered smoothie maker outside of the Webber Park Natural pool. Participants filled out surveys, made smoothies with JXTA's bicycle/ smoothie maker

Comments Received

- Improve sidewalks
- Improve bus facilities
- Better walking intersections
- More stoplights/ stop signs
- Safe travel across 44th and Webber Parkway
- Too much pollution from trains, trucks and the highway
- Quality of the road

Things that work well now

- Flow - good connection to Brooklyn Center commercial area, highway 100, Webber park and pool
- Fast - not too many lights or stop signs

note: this is the flip side of the coin to needing more crosswalks, more stop signs or yield signs

Camden Farmer's Market

July 26, 2018, 5:00-7:00 p.m.

Staff Present

JXTA

- Kristen Murray
- Daniela Duque Quevedo
- Apprentices

4RM+ULA

- Lyssa Washington

Attendance

- 15-20 participants
- XX surveys completed

Event Summary

The JXTA team set up a people-powered smoothie maker at the Camden Farmer's Market. Participants filled out surveys, made smoothies with JXTA's bicycle/ smoothie maker.

Comments Received

- Unsafe intersections
- Narrow Sidewalks with obstacles like lighting
- Protected bike lanes
- Lowering speed to allow for multimodal transportation

Important Intersections and why

- 44th and Humboldt (trucks, pedestrian traffic, high school traffic, access to park, pool and other amenities)
- 44th and Penn (trucks, pedestrian traffic, high school traffic)
- 44th and Fremont (trucks, pedestrian traffic, high school traffic, heavily used)



Camden Farmer's Market

August 15, 2018

Staff Present

4RM+ULA

- Lyssa Washington

Bolton and Menk

- Nicole Schmidt

Attendance

- 20-25 participants
- 6 surveys completed

Event Summary

The team set up two tables and boards displaying a project overview and a board demonstrating how legal parking and bump outs affect a typical stretch of the corridor. Handouts about the project were made available along with the survey

A “voting” activity with images of improved streetscapes, bike paths, improved pedestrian crossings, Transit, and traffic safety

Comments Received

- Improve sidewalks
- Better marked crosswalks
- Better lighting
- Reduce speed
- 44th and Penn an unsafe and confusing intersection
- I avoid 44th when I'm my bike
- Consistent bike lanes along 44th that connect the businesses
- The northside greenway could connect with the 44th Avenue improvements giving our community access to the library, Webber pool, Victory Memorial Drive, North Market, North Mississippi Regional park and to Loring Park
- Crossing at Lyndale and Webber Parkway is difficult
- Cars at Lyndale and 42nd hit building often
- Heavy foot traffic and children biking
- Navigating from 44th to 49th and Lyndale is difficult on public transit

Things that work well now

- Flow – traffic moves
- Plenty of parking
- Its flat for traversing by biking and walking; connects to the river
- Bike trail works well

Hamilton Manor Residents Meeting

July 9, 2018, 2:30-3 p.m.

Staff Present

4RM+ULA

- Lyssa Washington

Hennepin County

- Jason Staebell

Metro Transit

- Karyssa Jackson

Attendance

-
- 20-30 Residents, 2 Staff members

Event Summary

Presented project to residents, handed out surveys and held Q and A session.

Comments Received

- Residents were very vocal about the desire for the future D Line station to be in the same place as the current bus shelter. Reasons cited were walking distance, personal security and the lack of interaction with North Market (one resident noted that they do not shop at that location).
- There were concerns for pedestrian safety and one resident inquired about the addition of
- traffic signal or other calming measures
- Concerns for personal security, particularly while waiting at the bus stop. (I did share with them the safety features that come with rapid bus)
- There were a few questions about driver safety and recent assaults

Community Outreach Activity Summary - DRAFT

Henry Student Small Group

July 25, 2018

Staff Present

JXTA

- Kristen Murray
- Daniela Duque-Quevedo

Attendance

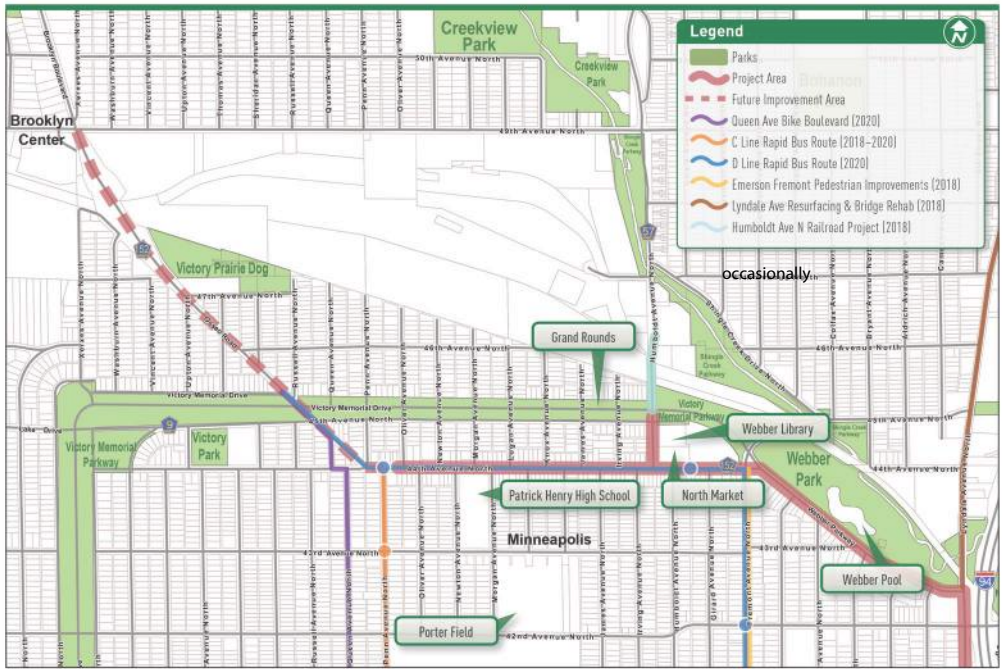
Event Summary

- Roundtable discussion regarding the project with students who attend Henry.

Comments Received

- Many blind spots when crossing the street
- Narrow sidewalks
- Penn Avenue is popular due to the proximity to the school
- Bus shelters with heaters would be beneficial especially near Henry because of how many students board at one time (if you need to wait another one)
- Uneven sidewalks
- Buses get stuck in the road in the winter
- Unsafe intersections
- Buses and trucks have trouble turning at some intersections
- The corridor is convenient for traveling back and forth; the cross streets aren't as busy for cars to get through during busier times
- Better public transit is the most important priority
- Easier traffic flow

2. What needs to be improved on this stretch of road—and where—for walking, taking public transit, bicycling and/or driving?
 Is there anything else that needs to work better?
 (for example, unsafe intersections, poor lighting, narrow sidewalks, accessibility for wheelchairs, accessibility for people with poor sight, areas to wait for the bus, truck traffic, etc.)



3. Circle on the map the most important intersections along this stretch of road. What makes these the most important?

4. What is something that works well about traveling on and around this stretch of road now?

5. Is there a part of this road you don't use? Why?

Over

If you want to be contacted, please write your name and preferred contact method here:

Name
Phone
Email

6. What are your Top 3 priorities for changes to this stretch of road?
 Check three and share any comments:

- Pedestrian resources
- Bicycle resources
- Public transit
- Traffic flow
- Parking
- Semis and larger truck traffic
- Other: _____

7. Have you ever contacted anyone about an issue with this road?
 —Yes —No

If yes, who and when (roughly)?

ABOUT YOU (Optional but appreciated)

What is your age?
 18 or under 19-29 30-39
 40-49 50-59 60 or over

What is your race/ethnicity?

What is your home zip code?

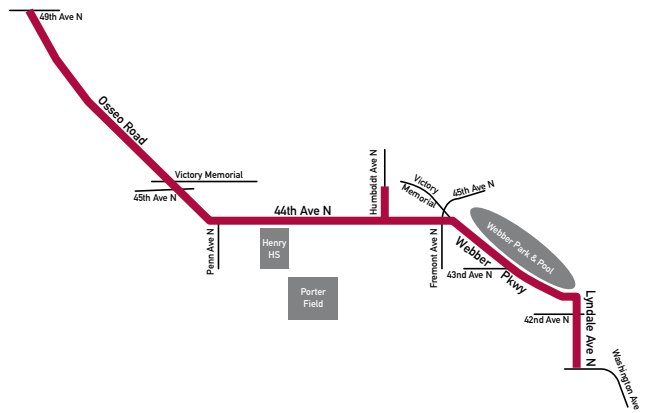
What is your gender?

Do you have a mobility or sensory impairment?
 Yes No

If yes, what kind of impairment?
 Mobility Vision Hearing Other _____

THANK YOU!

Webber 44



1. How do you move on and around this stretch of road?
 (check all that apply to you)

- Walk
- Take the Bus
- Bicycle
- Drive
- Other

Webber 44

Survey

We want your feedback! Please answer the questions that correspond with the **Your Turn!** section on the boards around the room.

Name (optional):

Phone and/or email(optional):

How often do you use this corridor? (circle one)

Daily

Weekly

Monthly

Rarely

Commuter

1. Listening to the community

Does this input summary reflect what you are thinking? What would you add?

2. Parking usage and availability

How do you use parking on this corridor?

3. Traffic volumes and speeds

Where on the corridor is traffic calming most needed to address speeding and safety?

Webber 44

Survey

4. Planning for bikes

How should bikes be accommodated on this corridor?

5. Corridor streetscape

What streetscape elements are most important to you?

6. Webber/44th/45th intersection

Which intersection type do you prefer, and why?

7. Pedestrian safety

Where is it most important to put enhanced pedestrian crossings?

8. Any other comments about the project?

APPENDIX F: PROJECT VIDEO

- SCRIPT
- STORYBOARD
- VIDEO STILLS

RELEASE DATE

February 7, 2019

Webber 44 Project Script

The Webber 44 project consists of three segments of County Road 152: Webber Parkway, 44th Avenue, and Lyndale Avenue. Managed by Hennepin County, these roadways serve as a vital connector for the Webber-Camden and Victory neighborhoods in an active commercial and residential area in North Minneapolis.

This busy urban area hosts a number of trails, transit routes, and freight connections, along with a growing number of community destinations. With the roadway due for replacement and so much going on in one area, one key question came to mind:

How do we create a roadway that works for ALL users?

That's when the Webber 44 community engagement process began.

In order to create an effective community-focused solution, the county worked with project partners to identify a few basic project goals.

But they knew they couldn't identify *all* goals without input from the community. With enough time in the design process for in-depth engagement, the county began gathering community ideas.

Through feedback from open houses, surveys, pop-up meetings, and other engagement with the community, the county refined its goals and drafted preliminary designs.

These improvements will make the roadway better for those walking, biking, and driving—including better sidewalks and crossings; features to help slow traffic, like bump outs; new lighting; and on-street parking.

Let's take a closer look at some key areas.

At the location where Webber Parkway turns into 44th Avenue and crosses Fremont, Hennepin County is planning to simplify the intersection by creating a single-signalized crossing. This will create easy navigation for all modes of transportation.

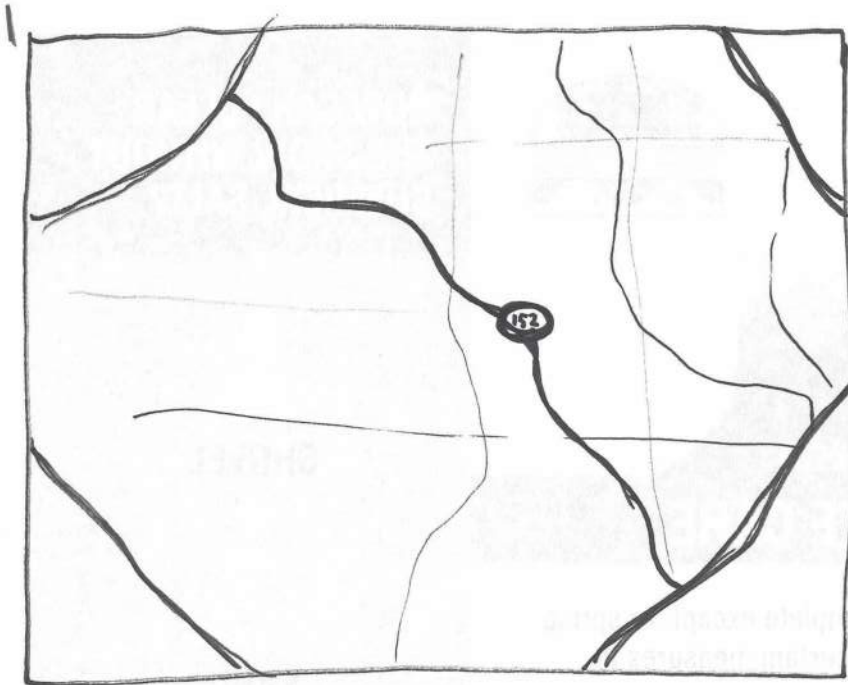
The 44th and Humboldt intersection is under consideration for D Line bus rapid transit stations, and improved sidewalks and crossings. There will also be a larger off-road bike trail along the north side of the intersection to provide safe travel to nearby bicycle paths and routes.

Due to the volume of transit riders and people walking in the area, flashing crossing signals are proposed specifically for the 44th and Morgan intersection, outside of Patrick Henry high school. These signals will aid in the safe crossing of students, transit riders, and other people walking or biking.

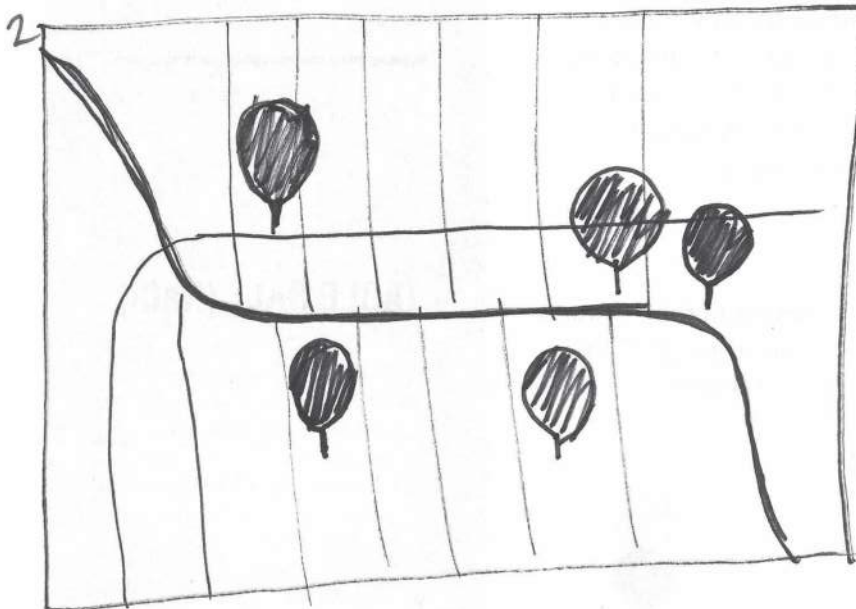
Just to the east of the 44th and Penn intersection, plans call for a D Line bus rapid transit station with enhanced bus stops on both sides of the street. This is in addition to the C Line bus rapid transit service that will run along Penn Avenue starting in 2019.

Hennepin County will be finalizing these concepts in the final design phase in 2019, and construction is planned to start in 2020.

For more information on the project and for future updates, stay tuned to the project website.



- County road network, 152 roadway bolder and different color. other roads grey
- Zoom in on project area,



- bring in trails, transit, freight, locomotive routes
- use popping noise to label destinations w/ location pins
- popping / pins fill the screen until it is a solid color (after main location, this will happen in about 1-2 seconds).

3

?

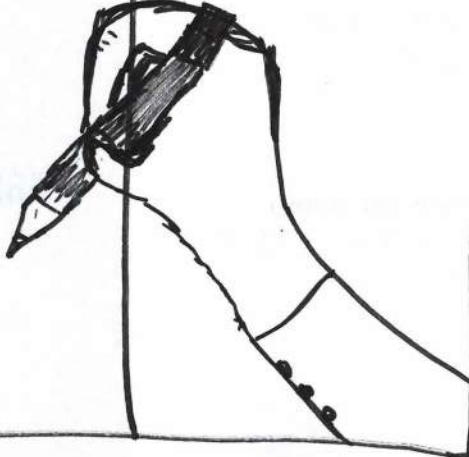
How do we create a roadway that works for all users?

- solid color background, same as pins in previous
- underline "all" when said. not straight, but more sketch-like...?
- zoom out, background is eraser.

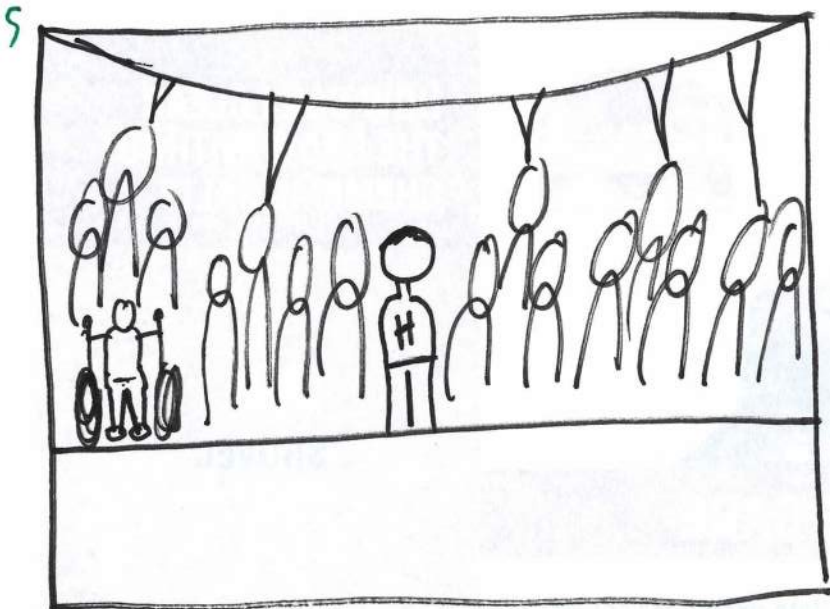
4

Goals:

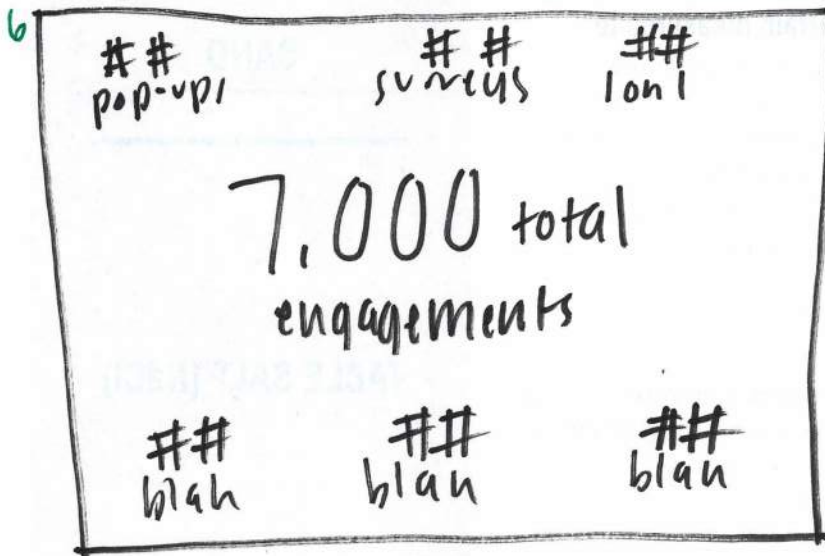
1	~
2	~
3	~
4	~
5	~
6	~



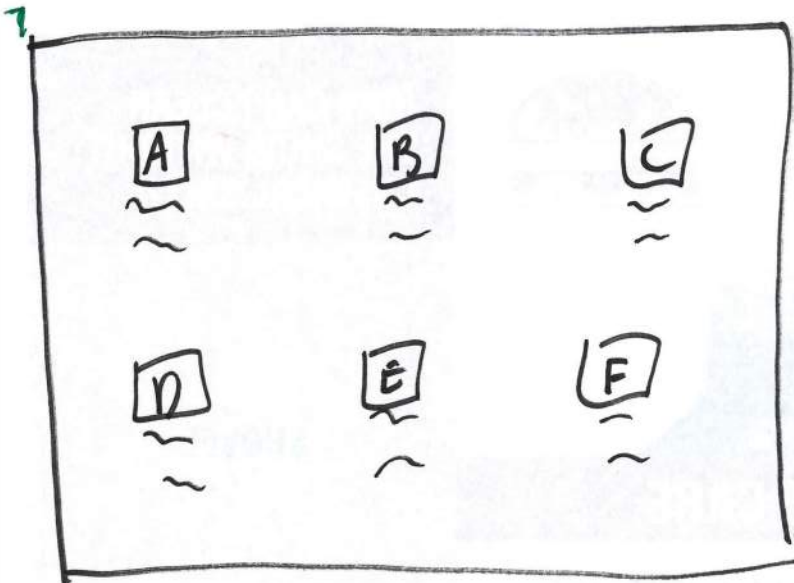
- Eraser is the same color as last slide background. other side white?
- goals are listed ~~erased~~ already.
- Pan down and curve so the right paper edge becomes ground horizon line in next slide



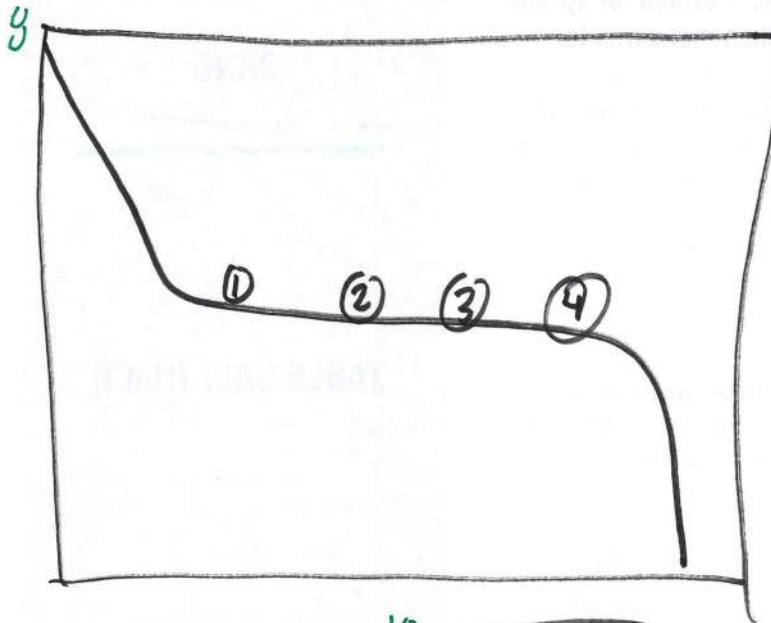
- ~~pop~~ HC guy and ground are there already.
- pop up a diverse range of ppl around him
- Huge speech bubble grows as they give feedback.



- pan up to bubble, solid color.
- scroll counter of total in middle larger.
- all scroll w/ sound at once. total takes longer and dings when done.
- pan up



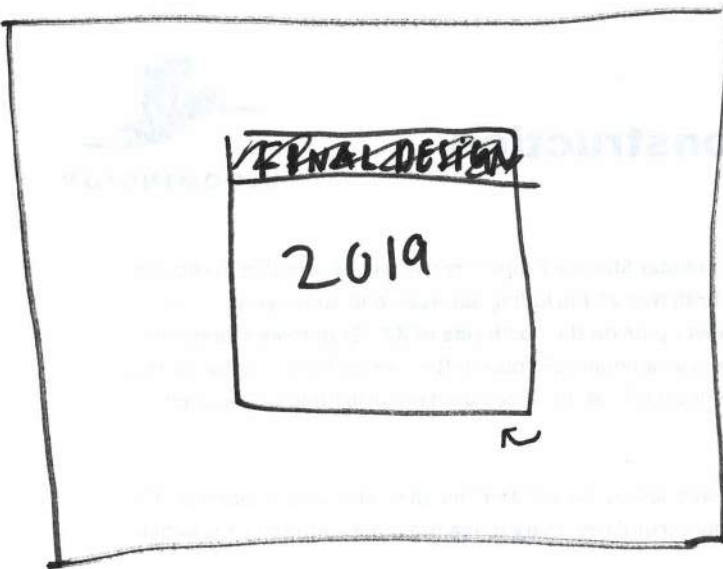
- icons and improvements popup as said.
- background same color as last.



- Show initial map without other trails, destinations, etc showing
- begin fly-ins for each of the 4 locations.



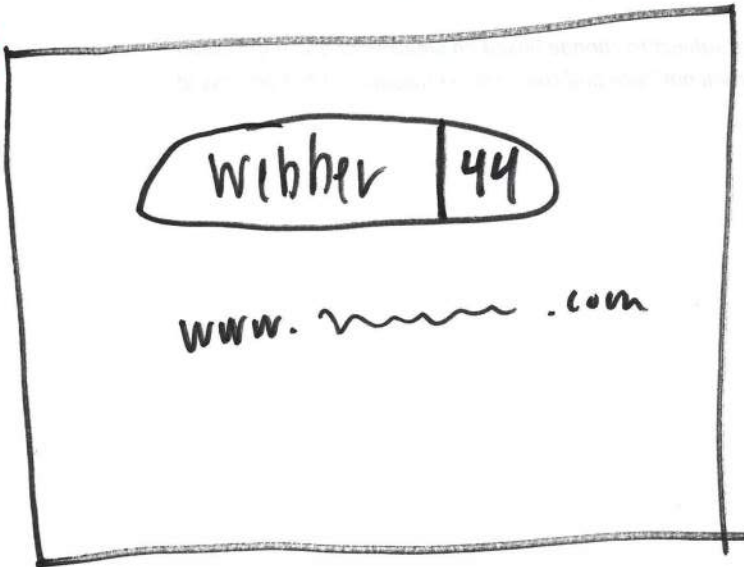
13



- Final Design 2019 on calendar flip thing.
- pulled back and torn off to reveal construction 2020



14





APPENDIX G: AWARD

- MNDOT

RELEASE DATE

2019 ENVIRONMENTAL STEWARDSHIP AWARDS

Award for Innovations in Public Engagement

Hennepin County Road 152 Reconstruction – Webber 44 Public Engagement

The planning for the reconstruction of a portion of Hennepin Co. Road 152 in North Minneapolis (including Webber Parkway, 44th Ave. N, and Lyndale Ave. N), in a project branded as Webber 44, presented significant challenges for public engagement. The project area has trails, freight routes and transit routes running through it and a diverse population including many demographics that are traditionally under-represented in planning processes – such as low-income households, people of color, renters, students, and youth. To deliver a project with a community-focused solution, Hennepin Co. brought together multiple organizations and a consultant team to carry out the public outreach and engagement for the Webber 44 project. The engagement strategy operated under one guiding principle: instead of bringing the community to the project team, bring the project team to the community. Through this guiding principle, project team members, ranging from Hennepin Co. to Juxtaposition Arts student apprentices, wove into the community through engagement at places important to the community – such as farmers markets, community group events, schools, and local gathering places. The consultant team is working to try and engage and gather input from all project area residents, workers, students, and community members through inclusive and accessible strategies. Strategies include social media, pop up meetings, working with youth, bicycle tours, arts-based activities, online comment

mapping, community events, and video productions. Whether participants were taking a project bike tour, sharing feedback in voting blocks or social media, or making custom-made smoothies on a bicycle-powered smoothie machine after taking a survey, participants could be themselves and voice their ideas and opinions in familiar, comfortable or fun spaces. These engagement techniques built community support while taking ownership of community needs to inform unique community solutions shaped by many demographics and more than 7,000 interactions.

