



# West Broadway Transit Study

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## Fall Public Engagement Activities

11/24/2015

Prepared by the  
SRF Consulting Group Team  
for







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## Executive Summary

In fall 2015, the focus of public engagement activities for the West Broadway Transit Study was to engage people in a discussion of the project goals, and priorities and ideas for transit service improvement along the West Broadway Corridor. This feedback will help inform the final stage of the transit study, as the Policy Advisory Committee makes a recommendation on the locally preferred alternative (LPA) in early 2016. Approximately 500 people were directly engaged in these activities.

Public engagement activities included engagement at existing bus stops along the corridor, tabling at several local activity centers and community events, and a public open house/video premiere. Generally, people engaged at bus stops, activity centers and community events had not heard of the West Broadway Transit Study, and sought basic project information. Common themes of interest centered on a need for improved safety (onboard the transit vehicle and areas surrounding and at the station) and a desire for more frequent, all day/all week service.

For those who did not indicate that they were frequent transit users, a stated need for increased regional transit connectivity was noted, and a preference for rail transit was repeatedly recorded. Although, the reasons for streetcar preference varied – some believed economic development along West Broadway would be greater with rail despite the higher initial cost, while others preferred the overall passenger experience of rail to that of bus service.

## Number of People Engaged During Phase II Engagement

Approximately 500 people were proactively engaged through on-street engagement activities during the fall 2015 portion of engagement for the West Broadway Transit Study. Priorities and conversation topics varied according to the engagement location, as the corridor has three distinctive geographic segments: the North Loop, West Broadway in North Minneapolis, and North Memorial Hospital.

A 15 second video was aired through Comcast on YouTube from October 18 to November 3, 2015, within zip codes in close proximity to the corridor. The video was viewed 46,338 times and 133 viewers clicked through to view the West Broadway Transit Study website.

## Phase II Engagement Activities: On-Street and Community Events

### Locations

People were engaged at 12 different times and on-street locations during this phase of the project in addition to the Public Open House/Video Premiere on November 3. The purpose of the on-street engagement was to understand the views of existing transit riders and community members related to the West Broadway Transit Study project goals, and potential transit improvements along the corridor. Participants were asked to indicate which goals they felt were most important for the transit study to

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address, and which transit improvements were most important to implement. On-street engagement occurred at the following locations:

- Six engagement activities at four existing bus stops: Hennepin/4<sup>th</sup> Street, West Broadway/Emerson, West Broadway/Aldrich, and West Broadway/Freemont
- One engagement activity at North Loop Whole Foods
- Six engagement activities at community events: West Broadway Farmer's Market (four), Masjid An-Nur Mosque Day of Dignity, and North Memorial Hospital Vendor Fair

## Promotion

A list of engagement locations and dates was posted on the Metro Transit project web page. Additional promotion was not used because these were intercept activities intended to engage people during their normal daily activities. Promotion for the Public Open House/Video Premiere is discussed in that section of the report.

## Activities to Collect Comments/Feedback

Information was provided to participants about the West Broadway Transit Study through a project Zine and a fact sheet that were distributed as take-away information. People were engaged in informal conversations about the goals of the transit study, and priorities for future transit improvements.

- Goal Priority Exercise: People were given six goal statements and asked to place their top three goals on a postcard. The postcards were collected, and people were also provided postcards that they could use to send in additional comments.
- Transit Improvement Priority Exercise: People were given three poker chips and asked to place their poker chips in one or more bags or boxes describing six different types of transit improvements.
- Map Exercise: A regional map of the corridor with proposed transit lines and major destinations was available, and people were encouraged to place stickers on their favorite destinations.
- People were engaged in informal conversations during all activities.

## Public Open House/Video Premiere

Open House #2 for the West Broadway Transit Study was held on November 3, 2015 at the Capri Theater (2027 West Broadway Ave). The purpose of the open house was to premiere a video created in collaboration with Bully Creative and Juxtaposition Arts; provide information on the West Broadway Transit Study progress, content, and schedule; educate participants about the transit modes under study consideration; and seek input on project goals and transit improvements along the corridor.

Twenty people signed in with several providing email information to receive project information. In addition, several Policy Advisory Committee (PAC), Technical Advisory Committee (TAC) and Community Advisory Committee (CAC) members attended along with a number of agency staff from Minneapolis, Robbinsdale and Metro Transit, and consultant team members.



**ENGAGEMENT AT BUS STOP**



**ENGAGEMENT AT WHOLE FOODS**



**ENGAGEMENT AT MASJID AN-NUR MOSQUE DAY OF DIGNITY**

### **Promotion of Public Open House/Video Premiere**

**Electronic Communications** - The open house was advertised on the study webpage (<http://www.metrotransit.org/west-broadway-transit-study>), on Metro Transit's Press Releases webpage (<http://www.metrotransit.org/press>), Metro Transit's Facebook page (<https://www.facebook.com/MetroTransitMN>) and Twitter account (<https://twitter.com/MetroTransitMN>). Members of the Project Management Team (PMT), Technical Advisory Team (TAC), PAC, and CAC were asked to share information about the open house through their websites and social media.

**Online Advertisement** - A snippet of the West Broadway Transit Study engagement video was used in a 15 second advertisement, which aired through Comcast on YouTube videos in zip codes in close proximity to the corridor. The advertisement was viewed 46,338 times from October 18 – November 3, 2015, and 133 people clicked through to the West Broadway Transit Study website to obtain additional information.

**Flyer Distribution** - Nearly 250 hardcopies and electronic copies of the open house flyer were distributed to over 70 businesses, community facilities, and places of worship, major employers, nonprofit organizations, and apartment complexes along the proposed alignment corridors.

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## Public Open House/Video Premiere Meeting Format

The open house was two hours in length and premiered a video about the two transit options, streetcar and arterial BRT, and the community engagement activities related to the West Broadway Transit Study. The video premiere was introduced by Gary Cunningham, Metropolitan Council Member and Chair of the Policy Advisory Committee, and Charles Carlson, Senior Manager, BRT/Small Starts Projects, Metro Transit. A short question and answer period followed the showing of the video. The video was shown at two different times during the event.

The rest of the event was conducted in an open house format with visual display boards, aerial maps with engineering layouts of the alternatives, visualizations of the proposed station design, and two video simulations showing how street and arterial BRT would operate along West Broadway. There were also interactive engagement activities as well as photo booth captured images of participants and digitally displayed them in the venue. Several Community Advisory Committee members who attended were interviewed and their interviews can be viewed on the project website (<http://www.metrotransit.org/west-broadway-study-library> and click on Video: West Broadway Community Engagement). Staff from the consultant team and Metro Transit, as well as members from the PAC, TAC and CAC, facilitated activities and answered questions.

## Activities at Open House to Collect Comments/Feedback

The open house included the following activities to encourage feedback from participants:

- People were given three gold stars and asked to “vote” for their top three goals by placing their stars on a display board.
- People were given three silver stars and asked to “vote” for their top three transit improvements by placing their stars in boxes labelled with different types of transit improvements.
- Verbal comments were recorded on video (<http://www.metrotransit.org/west-broadway-study-library> and click on Video: West Broadway Community Engagement).
- Comment cards were provided for written comments
- Staff and PAC, TAC and CAC members were available for verbal conversations and comments.

Comments from the open house engagement activities are incorporated in the Summary of Comments section of this document.

## Summary of Comments from On-Street Public Engagement and

### Public Open House/Video Premiere

Much of the feedback collected during this phase of community engagement focused on the current transit user experience, and desired ways to improve it. Generally, people were interested in basic project information, and asked questions about funding and timing of proposed transit improvements.

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Overall, there was a very positive response to transit improvement along West Broadway. A brief summary of feedback heard during engagement provided in the following paragraphs.

### Themes

In North Minneapolis along West Broadway, the most common themes heard during the engagement activities centered on concern about safety both on transit and at stops, and the desire to see greater economic development and increased vitality along West Broadway.

Common themes heard in the North Loop included interest in regional connectivity and access through improved transit service.

At North Memorial Hospital in Robbinsdale, common themes related to the lack of transit service to specific locations or at certain work hours, safety both on transit and at stops, and questions about the Bottineau Blue Line LRT extension.

### Project Goal Priorities

People were asked to identify their top three priorities for the project goals during the on-street engagement activities and at the public open house. The results are shown in Table 1. Some people noted that all project goals are important. Additional comments received regarding project goals are summarized below.

**Table 1: Priorities from Project Goal Exercise**

Abbreviated Goal Statement	Votes	Percentage
Better public transportation to jobs, activities, and other places I need to go	63	23%
More business and more affordable housing	59	22%
More access to opportunities for people of color living in the corridor	56	20%
Improved transit service	41	15%
No impacts to parks and the environment	28	10%
More transit riders	27	10%

### *Additional Comments about Goal Priorities*

#### Development and Revitalization

- Affordable housing is very important.
- More development is needed along West Broadway.
- Lowry Ave and other corridors should capitalize on economic development and transit opportunity – need for system-wide equity.
- Benefits to the neighborhood are things that are walkable from a transit stop: grocery stores/co-ops, cafes, shopping.

- More affordable housing should be located closer to the city center.
- Denser development and housing growth should be coordinated with transit service.

### Accessibility

- More access is important, access to good jobs requires transit.
- Increase access to more jobs, people cannot always move near where they work.
- Residential development along Mississippi River north from downtown Minneapolis - how will these new residents get around?
- I choose where to live according to proximity to an LRT station.

### Transit Improvements

- There are many cultures along West Broadway, most use transit and need service improvements.
- Transit should take less travel time.
- Less congestion with improved transit is needed.

### Environmental Concerns

- In winter, public transportation becomes especially important. Personal vehicles use more fuel in the winter – this is a large expense and harmful to the environment.
- It would be nice to think about the effect this has on the environment.
- Protection of wetlands is important.

## Transit Service Improvement Preferences

People were asked to identify their top three preferences for improvements to transit facilities and services. The results are shown in Table 2. People had many comments and ideas about how to improve existing transit service and facilities in the corridor. Their comments are summarized below.

**Table 2: Priorities from Transit Service Improvements Exercise**

Transit Improvement Type	Votes	Percentage
Connected to more places and routes	218	21%
More frequent or earlier/later service	203	20%
Safer at stops and on vehicles	201	20%
Faster	185	18%
Better station amenities	178	17%
Other	40	4%

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## *Additional Comments about Transit Improvement Priorities*

### Safety

- Safety along West Broadway on transit and at stations is a major concern – things can't change until the issue of safety is addressed (specific mention of Route 5, Robbinsdale transit station, service at the University of Minnesota, and transfer times at the Mall of America).
- There's no sense of community and it translates to how people act toward each other aboard the buses.
- Transit should be family friendly – at all times of day.
- Conflicts need to be stopped before they start.
- Physical presence of security (both onboard transit and at stations) is needed to enforce rules.
- We should promote respect/community between users of all ages.
- Safety at night is a major issue at stations, especially for women (of any age) where there are long waits for transfers.
- Health safety issues on transit are also a concern.

### Station Amenities

- Heat at stations is an important amenity – doors, canopies and large enclosed stations. suggested
- Emergency phones
- Better lighting
- Cell phone charging capabilities and Wi-Fi on transit or at the station
- Concern about maintaining “fancy” stations
- Lack of restrooms - suggestion for cooperation with local businesses to provide them
- Accessibility considerations for transit users with disabilities
- Accurate information about next bus on cell phones and signs, and more posted schedules along the route
- Upkeep and maintenance concerns with current bus stops/amenities

### Service Quality

- Positive feedback about existing transit service
- Likes Metro Transit call-in number for up-to-the-minute arrival times
- Concern with current customer service attitude of bus drivers
- Handicapped riders need their own service, to keep regular service from slowing down, regular service more difficult to use for those with a handicap.
- Transit needs to be more family friendly, difficult to travel with children, loading/unloading
- Current bus route is overcrowded.
- Better information is needed about efficient transfers, existing routes, where route branches go (A, B, C, D).
- Would like transit improvements but does not want to make a transfer in downtown (route 14) - prefers the current single seat ride
- Better promotion of regular and reliable service

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## Frequency and Timing

- Need more frequent, on-time service
- Less confusing routes, with fewer branches and later service
- Current bus service takes too long.
- Service needs to be faster, run more frequently with longer hours and more days of the week.
- Not everyone travels to work during rush hour, Monday - Friday.
- When working late, an hour is too long to wait for the bus or make a connection.
- More frequent/reliable service should be available throughout the region so people with special needs have more options on where they can live.
- Many people at North Memorial said they chose to drive to work instead of using transit, citing irregularity of work hours, long travel times, number of transfers, lack of transit in the suburbs where they live.

## Connections

- Improved connections to reach good jobs in suburbs via transit
- More transit connections from North Loop
- Connection to, and improved service in, Northeast Minneapolis
- Connections to Blue and Green LRT extensions
- Easy, rapid, all hours connection between Downtown Minneapolis and North Memorial
- Connection between Robbinsdale LRT station and North Memorial
- Other specific connections mentioned included connections to Robbinsdale, Crystal, Brooklyn Center, Osseo, St. Michael.

## Additional Comments about Mode Preference

The following comments were heard during both on-street engagement and at the public open house/video premiere regarding mode preferences. These were outside the above described goal priorities and transit improvement preferences exercises.

### *General*

- Like the idea of level boarding for either BRT or streetcar, for ease of travel with children
- Concern about cost of subsidies for public transportation
- Don't care which mode is chosen, as long as there is additional, frequent service along West Broadway

### *Streetcar*

- Want a streetcar, but doesn't believe such an expensive investment would be made on West Broadway. At most, feels community will get BRT
- Prefers the look of streetcar, preference for rail transit
- Streetcar preference: iconic look, safer for bike commuters, better public response, less confusion about route, sure and permanent, consistency/reliability, more people would ride, stigma with buses
- Streetcar investment shows Twin Cities is serious about transit
- Prefer streetcar

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### ***Bus Rapid Transit (BRT)***

- What does BRT look like? What is the difference between BRT and express bus?
- Need to explain/promote BRT to the broader public to achieve ridership
- Preference for BRT service, enjoys the Red Line
- BRT better fits my needs, keep improvement low cost/high visibility

### **Next Steps**

The results of both the Phase I and Phase 2 community engagement activities will be presented to the CAC and PAC prior to their recommendations on a Locally Preferred Alternative. These meetings will be held in early 2016. Following these recommendations and a decision by the Metropolitan Council, Metro Transit will provide information to the community regarding the outcome of the West Broadway Transit Study and next steps. It is anticipated that these will include both short-term and long-term actions. Examples of ways that this information may be communicated include:

- An article in Connect, Metro Transit's on-board transit newsletter
- A video update to incorporate some of the CAC interviews and the PAC recommendation
- Distribution of an updated Zine, flyer or newsletter to local businesses and neighborhood organizations (both electronic and paper) that can be distributed to others
- News releases
- Email distribution to all people for whom there is contact information from the on-street engagement and public open houses
- Bus stop engagement follow-up
- Repeat Comcast-type campaign with short new video about LPA and link to website



# West Broadway Transit Study

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## Open House #2 Summary

11/3/2015

Prepared by the  
SRF Consulting Group Team  
for







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## Meeting Overview

Open House #2 for the West Broadway Transit Study was held on November 3, 2015 at the Capri Theater (2027 West Broadway Ave). The purpose of the open house was to premiere a video created in collaboration with Bully Creative and Juxtaposition Arts; provide information on the West Broadway Transit Study progress, content, and schedule; educate participants about the transit modes under study consideration; and seek input on project goals and proposed transit improvements along the corridor.

Approximately 20 people signed in, with several providing email information to receive project information. In addition, several Policy Advisory Committee (PAC), Technical Advisory Committee (TAC) and Community Advisory Committee (CAC) members attended along with a number of agency staff from Minneapolis, Robbinsdale and Metro Transit, and consultant team members.

## Open House Promotion

### Electronic Communications

The open house was advertised on the study webpage (<http://www.metrotransit.org/west-broadway-transit-study>), on Metro Transit's Press Releases webpage (<http://www.metrotransit.org/press>), Facebook page (<https://www.facebook.com/MetroTransitMN>) and Twitter account (<https://twitter.com/MetroTransitMN>). Members of the Project Management Team (PMT), Technical Advisory Team (TAC), PAC, and CAC were asked to share information about the open house through their websites and social media accounts.

### Online Advertisement

A snippet of the West Broadway Transit Study engagement video was used in a 15 second advertisement, which aired through Comcast on YouTube videos in zip codes in close proximity to the corridor. The advertisement was viewed 46,338 times from October 18 – November 3, 2015, and 133 people clicked through to the West Broadway Transit Study website to obtain additional information.

### Flyer Distribution

Nearly 250 hardcopies and electronic copies of the open house flyer were distributed to over 70 businesses, community facilities, places of worship, major employers, nonprofit organizations, and apartment complexes along the proposed alignment corridor.

## Meeting Format

The open house was two hours in length and premiered a video about the streetcar and arterial BRT transit options and the opinions and concerns expressed by community members during the community engagement activities. The rest of the event was conducted in an open house format with display boards of station visualizations and project information, engineering layouts, streetcar and arterial BRT simulation videos, and interactive activities about project goals and transit service improvement ideas. A photo booth captured images of participants and digitally displayed the photos on monitors within the



venue. Staff from the consultant team and Metro Transit, as well as members from the PAC, TAC and CAC, facilitated activities and answered questions.

### **Video Premiere**

A video, created by Bully Creative Shop and Juxtaposition Arts, was shown. The video described the two alternatives – streetcar and arterial BRT – and the opinions and concerns expressed by people in the corridor during the public engagement activities. The video was premiered with a welcome by Metropolitan Council Member Gary Cunningham, followed by an introduction and overview by Metro Transit Project Manager, Charles Carlson. The video was followed by a brief period for questions from the audience. This video was shown twice during the open house.

### **Videotaped Interviews**

Community Advisory Committee members as well as members of the community were given the opportunity to have their comments about the project videotaped. Several CAC members and others participated in this activity and their comments can be viewed on line by going to <http://www.metrotransit.org/west-broadway-study-library> and clicking on Video: West Broadway Community Engagement.

### **Display Boards**

Several visual display boards provided background information about the transit study, a map of the streetcar and arterial BRT alignments, the project schedule, station visualizations and boards highlighting the differences between the arterial Bus Rapid Transit (BRT) and streetcar transit modes.

### **Transit Simulation Videos**

Simulations of Arterial Bus Rapid Transit (BRT) and Streetcar were looped on monitors in the theater lobby during the course of the open house. Project staff were available to answer questions and note comments from participants.

### **Map Layout**

An aerial map with the proposed alignments and station locations along the corridor was available for viewing. Project staff were available to answer questions and note comments from participants.

### **Activities to Collect Comments/Feedback**

The open house included two interactive activities to encourage feedback from participants: a voting activity to assess the relative importance of project goals, and a voting activity to assess the relative importance of various proposed transit improvements.

### **Project Goals Activity**

Participants were asked to use three gold colored star stickers to “vote” on the top three project goals they felt were most important. All six project goals were listed, in summary statements, and meeting attendees participated in the exercise. See Appendix B for a photo of this activity. The results of the goal priorities exercise are:



*“What I’d like most for West Broadway...”*

- 23% (12 votes) Better public transportation to jobs, activities, and other places I need to go
- 21% (11 votes) More business and more affordable housing
- 19% (10 votes) More access to opportunities for people of color living in the corridor
- 13% (7 votes) No impacts to parks and the environment
- 13% (7 votes) More transit riders
- 11% (6 votes) Improved transit service

### **Transit Service Improvement Activity**

Participants were asked to use three silver stars to “vote” on their top three preferred transit service improvements along the West Broadway corridor. Participants were encouraged to write down any suggestions that were not listed.

*“Great transit service on West Broadway would be...”*

- 21% (11 votes) Better station amenities
- 19% (10 votes) Connected to more places and routes
- 17% (9 votes) More frequent or earlier/later service
- 15% (8 votes) Safer
- 15% (8 votes) Other
- 12% (6 votes) Faster

Suggestions submitted in the “Other” category included:

- Expand lighting on the bus and along the route
- Environmental impacts
- Jobs, economic development and affordable housing
- Accurate information for next bus on cell phones and signs and more posted schedules along the route
- On time service

### **Videotaping of Comments**

An opportunity was provided for Community Advisory Committee members and other community members to have their comments videotaped. These videos are available on the project website – go to <http://www.metrotransit.org/west-broadway-study-library> and click on Video: West Broadway Community Engagement. Each person’s videotape is listed separately and can be viewed at this location.

### **Comment Cards**

A comment sheet, which can be viewed in Appendix A, was provided for participants to record comments, suggestions, concerns, or preferences about the transit study.



## Summary of Written Comments

Four people provided written comments at the open house. Their comments are summarized below.

- Need to better differentiate between different lettered route 14 buses. Because of route differences, some letter routes pick up on different sides of Knox Ave; suggest that all route 14 buses pick up from the same side and a bus schedule be posted in this location.
- Too much or too little time between bus transfers. Uses bus from St. Paul on Sunday mornings at 4:30 a.m. to get to Nicollet for the first #14 bus, which picks up at 6:30 a.m. This trip takes too much time.
- Does not like that race is specified on the project “goals” activity – believes the goals should be inclusive of everyone.
- Difficulty walking extra three blocks to make a bus connection.
- Trash cans at every bus/transit stop
- Reduced price for youth 12 and younger with paying parent during rush hour times
- Safer bus stops

## Summary of Verbal Comments

Below is a summary of key recollections of verbal comments and observations recorded by staff members at the open house. These comments include those recorded during short interviews conducted and filmed by Juxtaposition Arts during and prior to the open house.

### Staff Recorded Comments

- More people in wheelchairs and strollers should be shown in project images, animations, and videos.
- Many comments on accessibility for people with both partial and full mobility challenges. Issues getting onto the bus, and rider experience (people not respecting the wheelchair designated seating area).
- Two members of the public were interested in how a streetcar would affect bicycle traffic.
- Participant would like to see trash cans at more bus stops, as well as better overall sidewalk cleanliness within the West Broadway corridor.
- One member of the public was excited about streetcar for the potential development opportunities around it. He noted the Broadway Flats and Commons @ Penn developments, and wants to see more of this in the area.
- Desire to have an easy transit connection from the airport to the hospital, similar to what the participant had experienced at a hospital in Boston. They liked that they were able to get on a train at the airport and get off right at the hospital where their family was receiving treatment.
- Participant stated a preference for streetcar, simply because they thought it would provide a faster ride.



## Summary of Comments from Videotaped Interviews

### *Vision for West Broadway*

- Vibrant retail corridor with a strong business and artists community
- Transit improvement must meet the growing and changing needs of the future West Broadway community
- West Broadway needs more business, industry and housing to make it a vibrant area that's also walkable, safe, where community members have a sense of ownership
- Should be a place to interact with other community members
- Cooperation needs to take place between the streetcar plans, the business community, and the community at large in advance of the transit improvement
- Community should be a stopping place, not just a pass through

### *Economic Development and Jobs*

- Strong desire for transit improvement and a need for economic development
- West Broadway community deserves the same as everyone else, it has been undeveloped and overlooked for too long
- Other BRT lines are planned in North Minneapolis, hopeful that the West Broadway business corridor takes the opportunity to restructure and reinvigorate businesses
- There are plenty of vacant buildings along West Broadway, lots of opportunity to attract jobs and businesses within the community
- Streetcar conversations link to West Broadway's past when it was a busy commercial corridor, but with either mode there is potential for development and job creation, and an opportunity to rehabilitate older buildings along the corridor

### *Mode Preference*

- Streetcar would be more attractive to developers and investors
- Streetcar as an attraction in and of itself, not only for commuter
- Streetcar would help celebrate the "in-between" businesses and locations along West Broadway
- Should not be a choice between economic development with Streetcar versus prioritizing transit improvement with BRT – we need both and should look at ways to achieve both
- Streetcar is aesthetically pleasing and would add a level of class, not sure of the economic development potential
- Should be two modes for West Broadway, to serve the local community and to attract businesses
- Streetcar would be a connector within the community, and would encourage people to stay on the North Side
- Bus Rapid Transit would cost less, but streetcar would be better for the environment in the long run



### ***Transit Service Improvements***

- Need enhanced public transportation now
- Snow removal issue at current bus stops, with inadequate shelters without enough places for people to sit
- Need improved transit options along West Broadway, and grass roots changes to improve service
- Many transit dependent users along West Broadway are lower income, families with children and strollers, the elderly, or those with mobility issues who use wheelchairs, scooters, and canes. The current service poses many difficulties for these users.
- West Broadway buildings should be incorporated with improved stations which work better (i.e. work done at Target Field Station with snow melt transfer to steam).
- Transit is currently a part of survival for many in North Minneapolis.

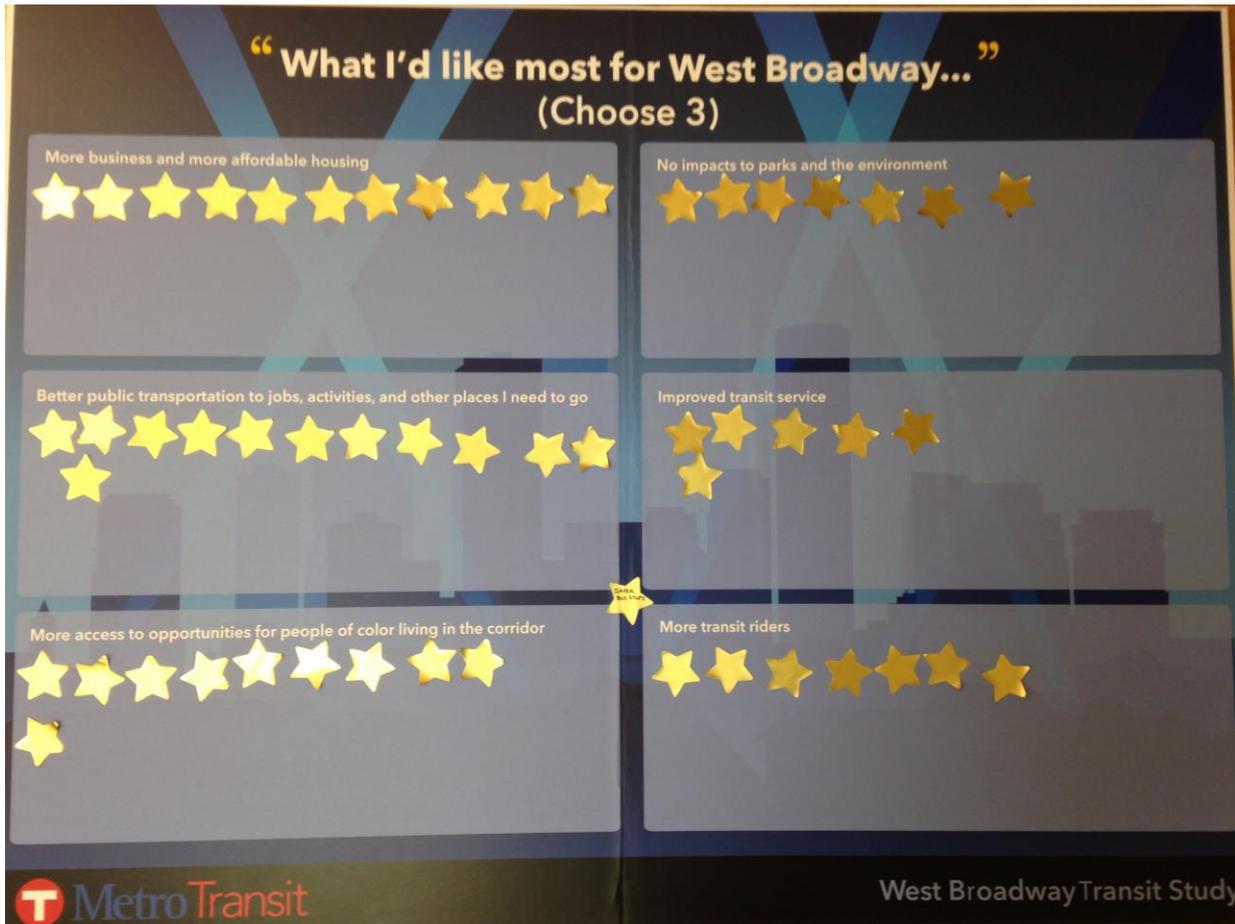
### ***Connections***

- Corridor serves not only commuters, but people trying to access basic needs
- West Broadway transit improvement is part of connection to larger system of transit, like the Blue Line LRT extension
- West Broadway transit improvement is a connection to North Minneapolis, to the city of Minneapolis in general, and to the larger state





## Appendix B: Project Goals Activity Result



**West Broadway Transit Study**  
**Outreach Summary**  
**Central Library – Hennepin & 4<sup>th</sup> Street**  
October 1, 2015

**Event Overview**

The purpose of this event was to engage and educate transit riders at a busy bus stop in front of the Minneapolis Central Library about the West Broadway Transit Study; and collect project feedback through conversation, activities surrounding the study goals and suggestions for transit improvement. Several people requested information, but did not share feedback. Most people were not aware of the project, and common themes of interest centered on a desire for improved safety (onboard the transit vehicle and areas surrounding the station), and needs for increased frequency and later service operation. Many of the people who were engaged took printed information about the transit study, including an updated Zine and flyer promoting the upcoming project Open House.

- **Date/time:** October 1, 2015 11:30 AM – 1:30 PM
- **Location:** Hennepin & 4<sup>th</sup> St (bus stop in front of the Minneapolis Central Library)
- **Total persons engaged:** Approximately 50

**Event Format**

Study information was distributed, including an updated Zine, and flyer promoting the project Open House on November 3.

**Goals Activity:** 9 postcards were collected from participants, who chose up to three (3) stickers with goal statements printed on them, to reflect their answer to the question:

“What I’d like most for West Broadway...” (choose 3)

- More business and more affordable housing
- Better public transportation to jobs, activities, and other places I need to go
- No impacts to parks and the environment
- More access to opportunities for people of color living in the corridor
- Improved transit service
- More transit riders

***Results:***

- (7) – More access to opportunities for people of color living in the corridor
- (6) – Better public transportation to jobs, activities, and other places I need to go
- (5) – More business and more affordable housing
- (4) – More transit riders
- (3) – No impacts to parks and the environment
- (2) – Improved transit service

***Additional feedback received (back of postcard):***

- Affordable housing is very important
- More development along West Broadway is needed
- Transit should take less travel time
- Feels that all the project goals are important
- Protecting wetlands is important
- There are many cultures along West Broadway, most use transit and need service improvement

**Transit Improvement Activity:** Using tokens, participants “voted” for up to three (3) things they thought should be improved on transit service along the West Broadway corridor. At the end of the event, the results were tallied.

“Great transit service on West Broadway would be...” (choose 3)

- (31) – More frequent or earlier/later service

- (31) – Connected to more places and routes
- (28) – Safer at stops and on vehicles
- (26) – Faster
- (21) – Better station amenities
- (0) – Other

## **Feedback Collected**

### **General Feedback**

- Curious about basic project information. (Many people simply wanted information about the project)
- There needs to be more affordable housing along West Broadway
- A couple of people were curious about the information at the table, but were not from the Twin Cities area (passing through).
- Resident in affordable housing apartments across the street, and relies solely on transit. Interested in any improvements to the system.
- Frustrated with fare jumping
- Buses are overcrowded, always end up having to stand.

### **Frequency and Timing**

- Service should run more frequently later at night.
- It depends – the schedules are sometimes fine, and sometimes they change a lot. It's hard to predict when there's going to be a major delay.
- It can take me just as long to travel home to North Minneapolis as it takes someone to take express service out to the suburbs. Why is this so?
- I work late, and an hour is too long to wait for the bus, or make a connection

### **Amenities**

- We don't need more fancy transit stations – people just tear them up
- Keep it up! I appreciate the new upgraded stations
- We need more stations with canopies for shelter from the wind, rain, and snow.
- More shelters! There's a lot of wind whipping down streets in North Minneapolis.
- Question about why articulated buses are used on the weekends when they seem less used, but not on overcrowded weekdays?

### **Safety**

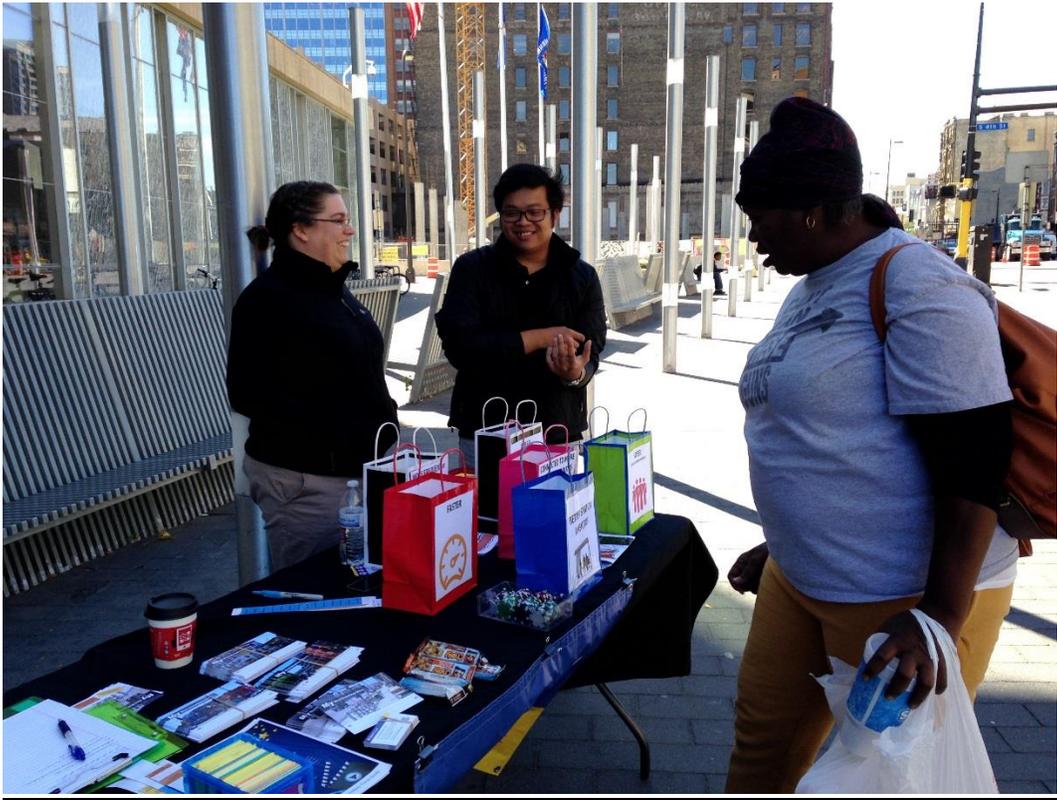
- Safety is a major issue at stations, especially for women (of any age) at night.
- Issues with health safety on the bus (ie. People getting physically ill while riding)
- Security, or a presence at transit stations is needed. Understand paying for security at stations would be expensive, but feels safer with a physical presence while waiting for the bus.
- Stations are not well lit, feels most of North Minneapolis does not have street lights replaced when they burn out.
- Bus waiting areas need to be VERY well lit to feel safe.
- Seems safe to me, I've never seen an accident involving transit

### **Connections**

- This one is big for me- it's sometimes hard to connect to good lines heading out to the suburbs for the good jobs. The lines are too far apart.
- There isn't a bus within 4 blocks of my favorite destination- they're long blocks and difficult to walk.

### **Mode Preference**

- Transit improvement should be like the Red Line – prefers BRT
- Prefers the look of streetcar.



**West Broadway Transit Study**  
**Outreach Summary**  
**Central Library – Hennepin & 4<sup>th</sup> Street**  
October ~~2014~~, 2015

**Event Overview**

The purpose of this event was to engage and educate transit riders at a busy bus stop in front of the Minneapolis Central Library about the West Broadway Transit Study during the evening commute; and collect project feedback through conversation, activities surrounding the study goals and suggestions for transit improvement. Several people requested information, but did not share feedback. Most people were not aware of the project, and common themes of interest centered on a desire for amenity improvement at the stations (such as heat, better shelter from winter elements), and needs for increased frequency and later service operation, with service extending even farther into Robbinsdale, Brooklyn Center, and Crystal areas. Many of the people who were engaged took printed information about the transit study, including an updated Zine and flyer promoting the upcoming project Open House.

- **Date/time:** October 20, 2015 4:00 PM – 6:00 PM
- **Location:** Hennepin & 4<sup>th</sup> St (bus stop in front of the Minneapolis Central Library)
- **Total persons engaged:** Approximately 65

**Event Format**

Study information was distributed, including an updated Zine, an updated project fact sheet, and flyer promoting the project Open House on November 3.

**Goals Activity:** 5 postcards were collected from participants, who chose up to three (3) stickers with goal statements printed on them, to reflect their answer to the question:

“What I’d like most for West Broadway...” (choose 3)

- More business and more affordable housing
- Better public transportation to jobs, activities, and other places I need to go
- No impacts to parks and the environment
- More access to opportunities for people of color living in the corridor
- Improved transit service
- More transit riders

**Results:**

(4) – Better public transportation to jobs, activities, and other places I need to go

(4) – Improved transit service

(3) – More business and more affordable housing

(3) – More access to opportunities for people of color living in the corridor

(1) – More transit riders

(0) – No impacts to parks and the environment

**Transit Improvement Activity:** Using tokens, participants “voted” for up to three (3) things they thought should be improved on transit service along the West Broadway corridor. At the end of the event, the results were tallied.

“Great transit service on West Broadway would be...” (choose 3)

(38) – Safer at stops and on vehicles

(29) – Better station amenities

(22) – More frequent or earlier/later service

(22) – Connected to more places and routes

(22) – Faster

(3) – Other

## **Feedback Collected**

### **General Feedback**

- Interested in basic project information. (Many people simply wanted information about the project)
- Where would the funding come from for the project?
- Transit needs to be more family friendly, it is difficult to travel with children, loading and unloading the bus.
- Very positive response to transit improvement along West Broadway (from several people).
- Why do people who need transit live so far outside of service areas? There should be more affordable housing closer to the city center, denser development, and ways to coordinate housing growth with transit service.

### **Service Quality**

- Transit user stated that they didn't want to only offer negative feedback – they appreciated and enjoyed their transit service.
- Really likes the Metro Transit call in number to find out up to the minute arrival times.
- Regarding a bus stop on Park Ave. S – resident has called to have broken glass swept up, has called several times over the past few months, but has not been adequately cleaned as of yet. Feels Metro Transit should pay more attention to bus stops/amenities.
- Bus drivers have a range of attitudes, some will wait for people running for the bus, yet others are not considerate.
- Handicapped riders need their own service, to keep regular service from slowing down, and it is more difficult for people with handicap to use.

### **Frequency and Timing**

- Need more frequency, less confusing routes, with fewer branches and later service.
- Bus route 14 needs later service. (heard this from several people)
- Transit needs to run more frequently, and later. Often get stranded late at night in North Minneapolis.

### **Amenities**

- Many people named heat as one of the most important amenities at a station.
- Winter and long waits for transfers make heat very important at the station or stop.
- Suggestion to have closing doors at stations to keep heat in.
- Prefer the bus style in Fargo, more spacious.
- Several adolescent transit users wanted cell phone charging capabilities on transit, or at the station.
- Want Wi-Fi at the station and on transit.
- Concern about heaters being taken down at stations on Nicollet.

### **Safety**

- Emergency phones should be available at stations to improve safety.
- Rider who gets dropped off at the Robbinsdale Transit Center feels unsafe waiting there at night.
- More security officials should be present on transit and at the stations.
- Transit should be family friendly – at all times of day.
- Metro Transit police should be equipped with Tasers instead of guns. Tasers would be effective and less life threatening.

### **Connections**

- Lives in Elliot Park and take the 14 to Cub Foods on Broadway for groceries, currently without any transfers. Would like to see transit improvement, but concern about changes to route 14 service. Wouldn't want to transfer in downtown, likes a single seat ride.
- Resident of 39<sup>th</sup> and Broadway who does not drive and relies on transit, also travels to see family in Robbinsdale. Please improve transit connection to Robbinsdale, for those who rely on it!
- The 14 needs to connect to more places and routes to Crystal. Uses the 755 often.
- Frustration with bus route branches (ex. A, B, C, D) makes it difficult to understand exactly where the bus is taking you.
- Need to better inform people about bus routes, how to efficiently transfer to other routes, and there are some routes people don't even know about.

## Mode Preference

- What does BRT look like? What is different on BRT from an express bus?
- Living in Elliot Park, likes access to LRT, but likes the closeness of the bus stop to their home. Would like to see rail go to further destinations across the state, like St. Cloud, Rochester, and Duluth. What keeps us from creating this service?
- Likes the look of streetcar.
- Wants a streetcar, but doesn't believe they would make such an expensive investment on West Broadway. Feels the community will get BRT at most.
- How do streetcar tracks interact or cross LRT tracks?
- Like the idea of level boarding for either BRT or streetcar, for ease of travel with kids.
- Prefers rail transit.



# West Broadway Transit Study

## Outreach Summary

### North Memorial – Vendor Fair

October 14, 2015

#### Event Overview

The purpose of this event was to engage and educate North Memorial Hospital employees and patients about the West Broadway Transit Study and collect project feedback through conversation; and collect project feedback with activities surrounding the study goals and suggestions for transit improvement. Several people requested information, but did not share feedback. Most people were not aware of the project, but had more familiarity with the Bottineau Blue Line LRT extension. Although not everyone we spoke with traveled along West Broadway, or Robbinsdale, many were interested in more regional transit network options. Many of the people who were engaged took printed information about the transit study, including an updated Zine and flyer promoting the upcoming project Open House. 4RM+ULA split time with Zan at the event, with each group staffing the table for roughly 3 hours apiece. This report reflects reporting from both teams.

- **Date/time:** October 14, 2015 10:00 AM – 3:00 PM
- **Location:** Vance de Mong Conference Room, North Memorial Hospital
- **Total persons engaged:** Approximately 85

#### Event Format

Study information was distributed, including an updated Zine, and flyer promoting the project Open House on November 3.

*Goals Activity:* 4 postcards were collected from participants, who chose up to three (3) stickers with goal statements printed on them, to reflect their answer to the question:

“What I’d like most for West Broadway...” (choose 3)

- More business and more affordable housing
- Better public transportation to jobs, activities, and other places I need to go
- No impacts to parks and the environment
- More access to opportunities for people of color living in the corridor
- Improved transit service
- More transit riders

*Results:*

(4) – Better public transportation to jobs, activities, and other places I need to go

(3) – Improved transit service

(2) – No impacts to parks and the environment

(2) – More business and more affordable housing

(1) – More transit riders

(0) – More access to opportunities for people of color living in the corridor

*Transit Improvement Activity:* Using tokens, participants “voted” for up to three (3) things they thought should be improved on transit service along the West Broadway corridor. At the end of the event, the results were tallied.

“Great transit service on West Broadway would be...” (choose 3)

(35) – Connected to more places and routes

(25) – More frequent or earlier/later service

(20) – Faster

(10) – Better station amenities

(7) – Safer at stops and on vehicles

(4) – Other

## **Feedback Collected**

### **General Feedback**

- Familiar with Bottineau Blue Line LRT extension, confusion of this project with Bottineau, how they relate to each other.
- There were many questions/concerns about the Bottineau Blue Line LRT extension.
- Many people commented that the Bottineau line went "right by my house", negative comments regarding the project.
- Curious about basic project information. (Many people simply wanted information about the project)
- Formerly worked in Hong Kong and enjoyed high speed rail lines, would like to see transit improvement in the metropolitan region.
- Request from owner of Nonna Rosa's Ristorante Italiano in Robbinsdale, for a West Broadway representative to present to the Robbinsdale Chamber of Commerce.
- Very supportive of transit improvement. (heard this frequently, general support for any transit improvement, not limited to this transit study)

### **Frequency and Timing**

- The bus takes too long.
- Hours are not convenient.
- Would use transit if it ran more frequently, has children who attend the University of Minnesota who use it frequently, but is worried about their safety.
- Neighbor with special needs, needs to live close to frequent, reliable service. There should be more frequent/reliable service in the metro, neighbor should have more options on where they can live.
- Many people said they chose to drive, instead of take transit, because of the irregularity of their work hours, and the large amount of time it takes, number of transfers.

### **Amenities & Safety**

- Heat needs to be available at stations (heard this from many people).
- More shelters are needed.
- Elderly man who volunteers at the hospital, is a frequent transit user and would like to see even more options. Issue with lack of publically accessible restroom at the Robbinsdale Transit Center.
- Moving from rural Hugo closer to Robbinsdale. Unfamiliar with transit lines, but interested in learning how to use them. Safety and security on transit and at stations is main concern.

### **Connections**

- Rides bike frequently in the North Memorial area, and would like to see more easy multi-modal connections
- Commutes from Osseo to North Memorial, and is interested in easy, rapid transit service to the hospital and downtown Minneapolis. Often rides the 782, and is looking forward to Bottineau LRT service.
- Resident of Brooklyn Center, would like to see even more service in this direction.
- Access to good jobs requires transit.

### **Connection to North Memorial**

- Surprised that there aren't better transit options, because the North Memorial Hospital has been in this location a long time.
- Any transit improvement to make it easier for people to get to the hospital is a good thing. (heard this from several people)
- There needs to be better transit to the hospital, once had car breakdown and it was difficult to directly travel anywhere (works at the hospital).
- In favor of a connection to get patients from Robbinsdale LRT station to the hospital.

### **Lack of Service**

- Bring transit out even farther west! (to St. Michael)
- I drive to work, because there aren't transit opportunities in my suburban neighborhood.



**West Broadway Transit Study**  
**Outreach Summary**  
**Whole Foods – Hennepin & Washington Ave**  
October 10, 2015

**Event Overview**

The purpose of this event was to engage and educate transit riders at a busy location at the intersection of Hennepin and Washington Aves in front of a Whole Foods, about the West Broadway Transit Study; and collect project feedback through conversation, activities surrounding the study goals and suggestions for transit improvement. Several people requested information, but did not share feedback. Most people were not aware of the project, and common themes of interest centered on a desire for increased frequency and connection of transit service. Although not everyone we spoke with traveled along West Broadway, or Robbinsdale many were interested in more regional transit network options. There was also a strong stated preference for streetcar over bus rapid transit, mainly because of perceived permanence of the service, and preference for rail vehicle types. Many of the people who were engaged took printed information about the transit study, including an updated Zine and flyer promoting the upcoming project Open House.

- **Date/time:** October 10, 2015 11:00 AM – 1:00 PM
- **Location:** Washington & Hennepin Ave (entrance of Whole Foods)
- **Total persons engaged:** Approximately 35

**Event Format**

Study information was distributed, including an updated Zine, and flyer promoting the project Open House on November 3.

*Goals Activity:* 5 postcards were collected from participants, who chose up to three (3) stickers with goal statements printed on them, to reflect their answer to the question:

“What I’d like most for West Broadway...” (choose 3)

- More business and more affordable housing
- Better public transportation to jobs, activities, and other places I need to go
- No impacts to parks and the environment
- More access to opportunities for people of color living in the corridor
- Improved transit service
- More transit riders

*Results:*

(5) – Improved transit service

(3) – No impacts to parks and the environment

(2) – More transit riders

(2) – More access to opportunities for people of color living in the corridor

(2) – Better public transportation to jobs, activities, and other places I need to go

(1) – More business and more affordable housing

*Additional feedback received (back of postcard):*

- In winter, public transit becomes especially important. Personal vehicles use more fuel in the winter and become a large expense/harmful to environment.
- More people, less congestion with improved transit
- Want more routes and more options
- Have family in Robbinsdale, would like increased access to visit them.
- I ride LRT every day to work with my father. Ride gives us time to spend together.

*Transit Improvement Activity:* Using tokens, participants “voted” for up to three (3) things they thought should be improved on transit service along the West Broadway corridor. At the end of the event, the results were tallied.

"Great transit service on West Broadway would be..." (choose 3)

(23) – More frequent or earlier/later service

(22) – Connected to more places and routes

(17) – Faster

(7) – Safer at stops and on vehicles

(6) – Better station amenities

(3) – Other

## **Feedback Collected**

### **General Feedback**

- Familiar with the study
- Curious about basic project information. (Many people simply wanted information about the project)
- Harsh winters make taking transit difficult
- Supports all public transit improvement. When there are more options, more people will use it!
- As a commuter, I'd love this improvement and would use it every day.
- Am in favor of modernized public transit! We need to keep pace with Europe and Asia.
- Future energy crises will drive us to do this anyway, why not be prepared?
- Keep it low cost, and super high visibility!
- How much money is lost on subsidies daily for all the lines together?
- Do a YouTube video to publicize the project.
- Would like to see a transit improvement in Northeast Minneapolis, speed it up!
- New to the city, and don't know the places being discussed, but in favor of improved transit.
- Extend the LRT!
- I think residential development is going to occur along the Mississippi River going north from downtown Minneapolis. How will new residents in this area get around?

### **Frequency and Timing**

- On time: a big issue.
- Higher frequency is a great idea.
- Faster! People won't want it unless it is the better, faster alternative.
- I have a problem with routes with limited hours. Not everyone is on the same 9-5 schedule. Frequency should be up on all the routes!
- Do a better job of promoting the regular service, so people can count on reliability.
- What about the existing lines: any way to speed them up? What can we learn from them to speed up this line?

### **Amenities & Safety**

- Need larger shelters in the winter, with heat and wind protection.
- It's pretty safe here (in North Loop) already, just a matter of people watching out for each other.

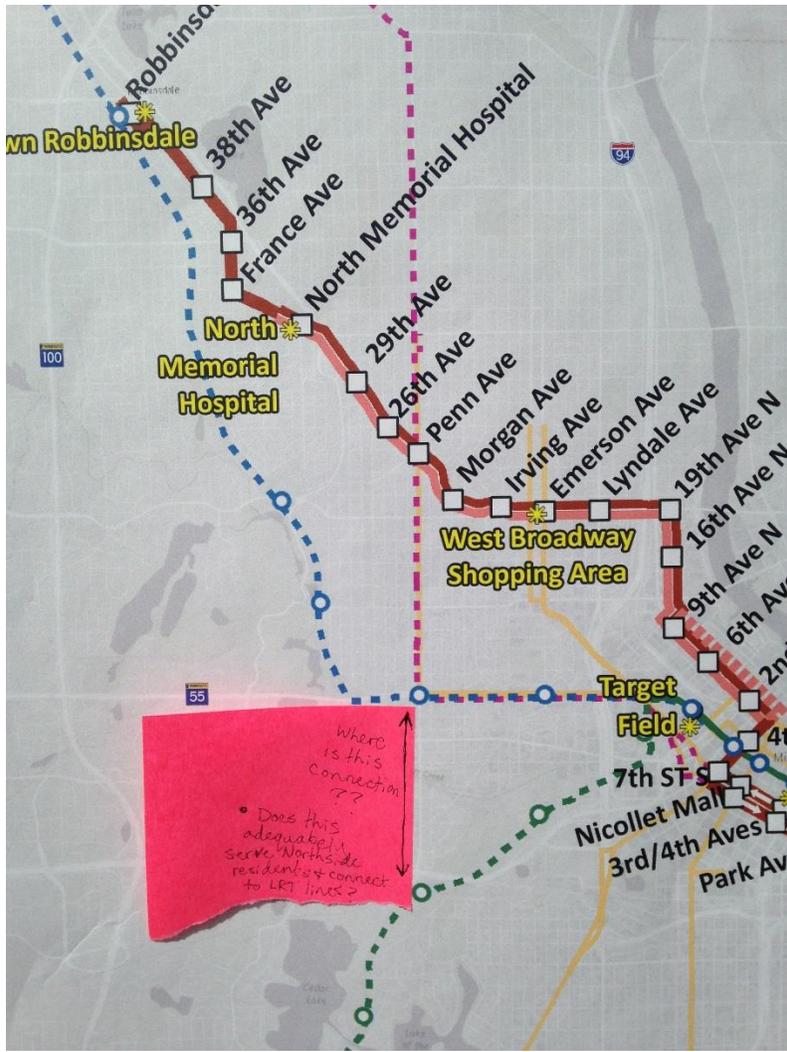
### **Connections**

- Go along West Broadway – businesses there could use the traffic.
- Go through West Broadway, not through parks like Theodore Wirth!
- Spend a lot of time at North Memorial, this improvement would be fantastic if I could get there easily, at all hours.
- This project doesn't help me, I live here (North Loop) and walk to work, grocery store. I rarely travel west.
- I live about a block from here (Whole Foods) but I'd love if it revitalized businesses along the corridor. Would give me more options of places to reach, and an easy way to get there.
- People can't always move to where their job is, important to create a way to get them there.
- When I chose where to live, "where's the nearest rail station?" is one of my first questions.

- Concern about how this transit ties into Blue and Green line LRT extensions. Blue line extension missed an opportunity to serve North Minneapolis by cutting along Theodore Wirth Park. There should be north/south connection from West Broadway along Penn through Olson Memorial Hwy, and to the new Green Line. (*see map photo*)

### **Mode Preference**

- Prefer the iconic look of streetcar. It would give Minneapolis something to write to San Francisco about!
- Streetcar would be safer for bike commuters
- Streetcar all the way. There will be a better response from the public, less confusion, and is more recognizable. Streetcar is a sure, permanent thing. Streetcar has consistency and reliability and doesn't have the stigma buses have. Streetcar is a sign we are serious about transit and willing to put our money where our mouth is.
- I prefer streetcar, it gets more people on transit. You would have to pull off BRT perfectly (like in Columbia). Need to explain and promote BRT to the broader public. Just choose streetcar.
- BRT would better fit my needs.



# West Broadway Transit Study

## Outreach Summary

### Farmer's Market – West Broadway

September 11, 2015

#### Event Overview

The purpose of this event was to engage and educate people about the West Broadway Transit Study and collect project feedback through conversation, a mapping exercise, and activities surrounding the study goals, and suggestions for transit improvement. Several people requested information, but did not share feedback. Most people were not aware of the project, and common themes of interest centered on the desire for transit improvement along West Broadway in North Minneapolis to help encourage economic development, and concern about safety on or at transit stops, and generally along the West Broadway corridor. Many of the people who were engaged took printed information about the transit study, including an updated Zine.

- **Date/time:** September 11, 2015 3:00 PM – 7:00 PM
- **Location:** Farmer's Market (1001 West Broadway)
- **Total persons engaged:** Approximately 30

#### Event Format

Study information was distributed, including an updated study Zine.

*Interactive Mapping:* An aerial map showing the West Broadway study area was available. Green dots were used by participants to identify where they live, their place of work, and frequently visited locations. Red dots were used to indicate neighborhood barriers to access. These results can be viewed in **Appendix A**.

*Goals Activity:* 18 postcards were collected from participants, who chose up to three (3) stickers with goal statements printed on them, to reflect their answer to the question:

"What I'd like most for West Broadway..." (choose 3)

- More business and more affordable housing
- Better public transportation to jobs, activities, and other places I need to go
- A corridor that is greener, safer, and more walkable
- More access to opportunities for people of color living in the corridor
- Improved transit service
- More transit riders

*Results:*

(15) – More access to opportunities for people of color living in the corridor

(13) – More business and more affordable housing

(13) – Better public transportation to jobs, activities, and other places I need to go

(6) – A corridor that is greener, safer, and more walkable

(5) – Improved transit service

(2) – More transit riders

*Additional feedback received:*

- Safety is the largest concern. Economic development can't happen until this issue is addressed.
- More access is important
- #14 needs to be more frequent and all buses should run longer hours

*Transit Improvement Activity:* Using tokens, participants "voted" for up to three (3) things they thought should be improved on transit service along the West Broadway corridor. At the end of the event, the results were tallied.

"Great transit service on West Broadway would be..." (choose 3)

(27) – Costs less to ride

- (21) – Safer at stops and on vehicles
- (19) – More frequent or earlier/later service
- (19) – Connected to more places and routes
- (17) – Faster
- (0) – Other

## **Feedback Collected**

### **General Feedback**

- Curious about basic project information. (Many people simply wanted information about the project)
- What is the timing of the project? When would improvement be operational? (Heard this from multiple people)
- Safety is a major concern – things can't change until the issue of safety is addressed. Benefits to the neighborhood are things which are walkable from a transit stop, like grocery stores/co-ops, cafes, other places people can shop close to the transit stop.

### **Transit Use**

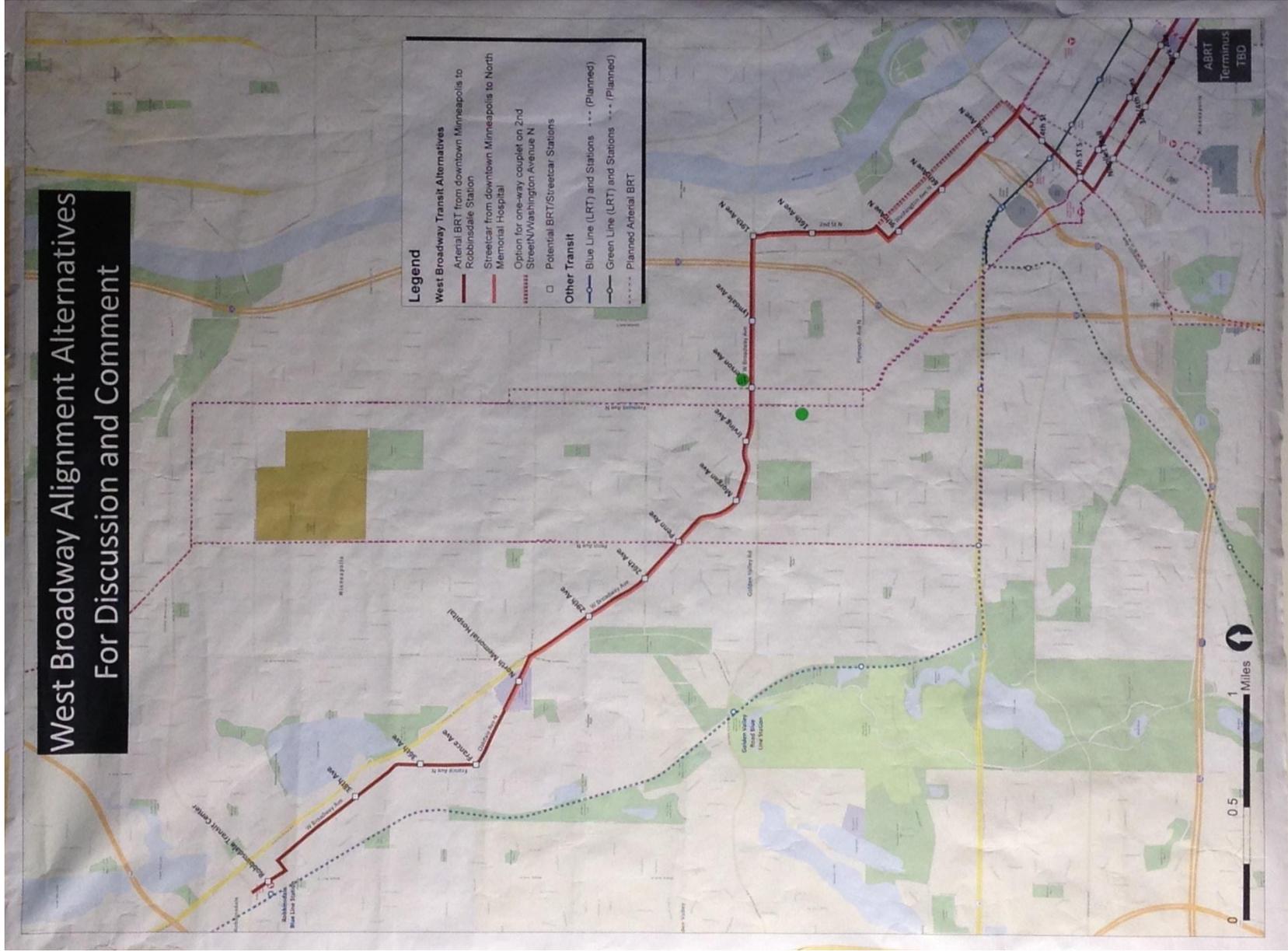
- Frequently uses transit to travel downtown, does not have suggestions for changes.
- The #5 bus has many issues of safety on board, and at the stop. Also concerned about poor transfer timing with the Blue Line at the Mall of America. Frequently the bus does not time with the LRT transfer at this station, and as a woman riding the bus at night, does not feel safe waiting at the station alone.

### **Mode Preference**

- I would prefer streetcar. People like streetcars much better than just another bus.
- Does not care what the mode is, as long as there is additional, frequent service along West Broadway.



# Appendix A: Mapping Exercise Results



# West Broadway Transit Study

## West Broadway Farmer's Market Outreach Summary

Fall, 2015

### Event Overview

Weekly Farmer's Market and information gathering session for the broader North Minneapolis community. Held near the connection between Routes 14 and 5.

- **Date/time:** 25 September
- **Location:** **Parking of Hawthorn Crossings Shopping Center, Broadway and Dupont**
- **Persons engaged:** 5

### Event Format

Table set up with poker chip exercise, 'zines for distributing on September 25<sup>th</sup>

### Feedback Collected

Not much formal feedback was gathered. We had two participants in the poker chip exercise; one selected safety, connectivity, and extended service as items most important to him. He used several of the northside bus lines but found it difficult to get further out (extended areas) on off-peak hours and over the weekends.

Another participant spent one of his chips on "other" and spent time explaining his "other" pertained to Lowry specifically, but to other corridors in general. The participant feels that there are other corridors to capitalize on within the system from both a transit and economic development aspect. He also selected "amenities" and clarified the need for equity across the system. This was why he remains active in the community. We also talked about larger north side vision and perception.

**Appendix A:**



# West Broadway Transit Study

## West Broadway Farmer's Market Outreach Summary

Fall, 2015

### Event Overview

Weekly Farmer's Market and information gathering session for the broader North Minneapolis community. Held near the connection between Routes 14 and 5.

- **Date/time:** 9 October, 16 October
- **Location:** Parking of Hawthorn Crossings Shopping Center, Broadway and Dupont
- **Persons engaged:** 5

### Event Format

Informal walk through of event with 'zines for distributing.

### Feedback Collected

Not much formal feedback was gathered. Purpose of walk through was to advertise the upcoming Open House. Conversations were around larger north Minneapolis ideas for connectivity and economic opportunities as issues for the community; connections between community entities and services, especially for youth.

## **West Broadway Transit Study – Phase 2 Engagement Summary – Juxtaposition Arts**

JXTA talked with about 160 people at five locations/times:

- 9/28/15, 4-6 pm at West Broadway and Emerson bus stop
- 10/2/15 ,4-6 pm at West Broadway and Aldrich, Lyndale bus stop
- 10/3/15, noon-3 pm at Day of Dignity
- 10/5/15, 4-6 pm at West Broadway and Emerson
- 10/9/15, 4-6 pm at West Broadway and Emerson

### **What I'd like most for West Broadway:**

More business and affordable housing	24
Better public transportation to jobs, activities, and more	22
More opportunities for people of color	19
Improved transit service	16
More transit riders	10
No impacts on parks or the environment	7

### **Great transit service on West Broadway would be:**

Safety	23% (94 votes) <ul style="list-style-type: none"> <li>• “Sometimes those who are supposed to don’t enforce the rules. People should be able to get where they’re going without feeling harassed”</li> <li>• More vs. less police presence, but overall, “A presence of respect/community between all ages is needed”</li> <li>• “Conflicts need to be stopped before they even start.”</li> </ul>
Connected to more routes	19% (78 votes) <ul style="list-style-type: none"> <li>• “better ways to get places”</li> <li>• “better non-rush hour services”</li> </ul>
Faster buses	19% (77 votes) <ul style="list-style-type: none"> <li>• “more express buses”</li> </ul>
Frequency	18% (73 votes) <ul style="list-style-type: none"> <li>• “Not everyone who rides goes to work during rush hour”</li> </ul>
Better stations	18% (73 votes) <ul style="list-style-type: none"> <li>• “There should be restrooms at stops, and if not, there should be more cooperation and coherency with local businesses”</li> <li>• “more lights at stations in dark hours”</li> </ul>
Other	5% (21 votes) <ul style="list-style-type: none"> <li>• “There’s no sense of community and it translates to how people act towards each other aboard the buses”</li> <li>• “It would be nice to think about the effect that is put on the environment”</li> </ul>