DEPARTMENT OF TRANSPORTATION

# Bike Tours, Blog Posts, and Drones, Oh My! Going Beyond Traditional Construction Engagement to Make Lasting Community Connections

ROAD
CLOSED
ROAD
CLOSED

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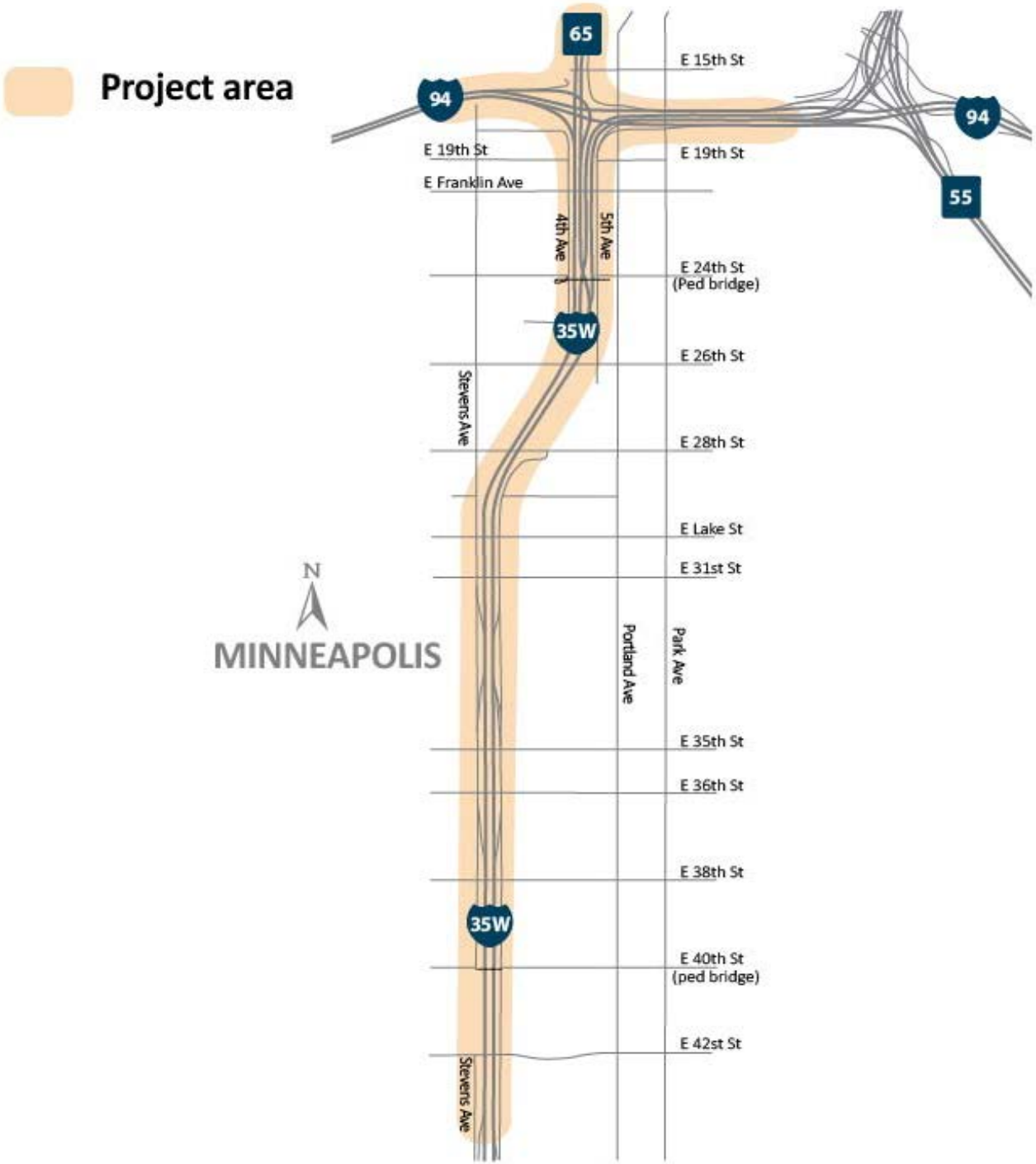
# We get it.
# Construction can be FRUSTRATING.

# Engagement Moment

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## Project Limits

I-35W from I-94 to 43rd St

## Timeline

Summer 2017 – Fall 2021

## Partnership

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Metro Transit

Minneapolis
City of Lakes

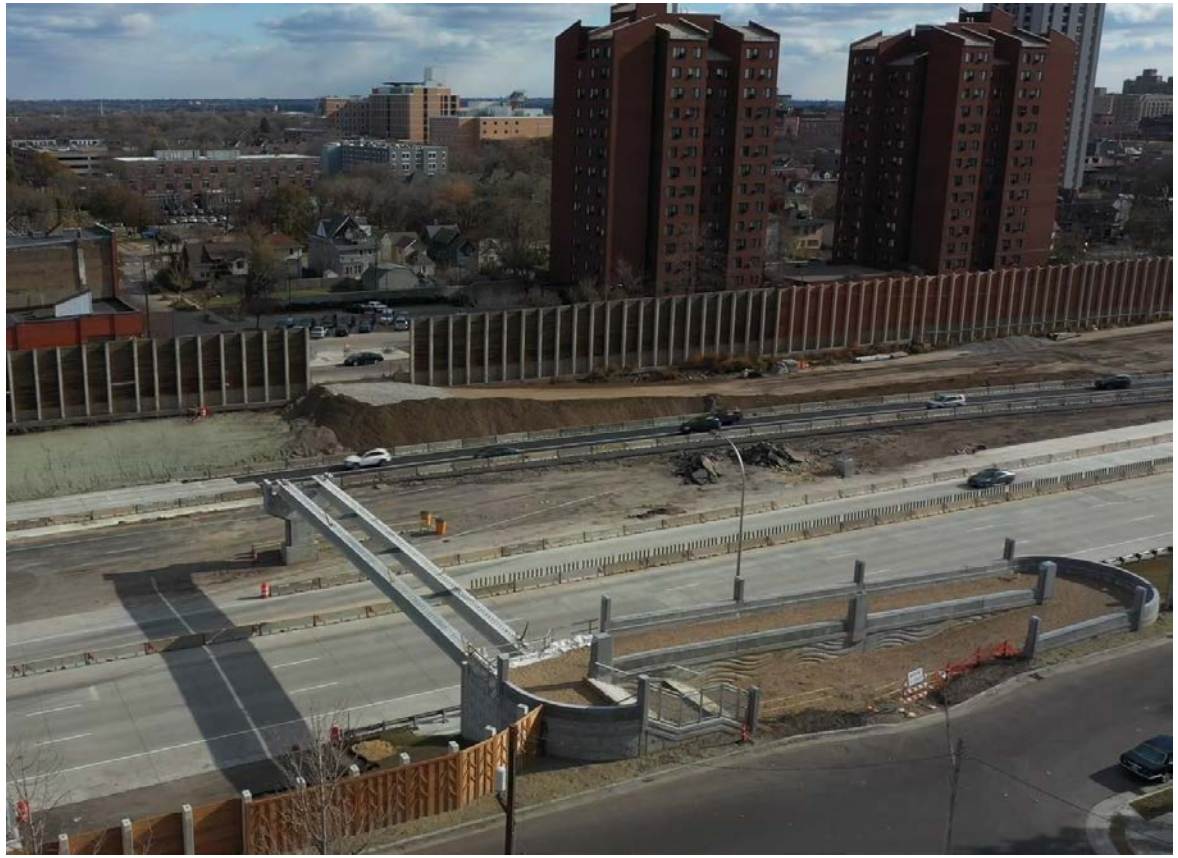
Hennepin

# Project Benefits

- Infrastructure replacement and repair
- Transit enhancements
- Access improvements to South Minneapolis
- Mobility improvements
- Pedestrian and bicycle enhancements

# Infrastructure replacement and repair

- Replacing 11 bridges
- Rehabilitation of four bridges
- Replacing freeway pavement that is more than 50 years old
- Replacing retaining walls and noise walls



# Transit enhancements

## METRO Orange Line BRT

- 17-mile Highway Bus Rapid Transit project
- Connects Minneapolis, Richfield, Bloomington, and Burnsville
- Frequent service 20 hours per day, 7 days a week
- Over 26,000 daily rides expected by 2040 on BRT and I-35W express bus

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# Transit enhancements

## Lake Street

- Fully-accessible, two-story transit station at I-35W and Lake St
- Provides access to downtown in 7 minutes
- Over 100 buses (Orange Line + Express) will serve Lake St Station in the peak hour

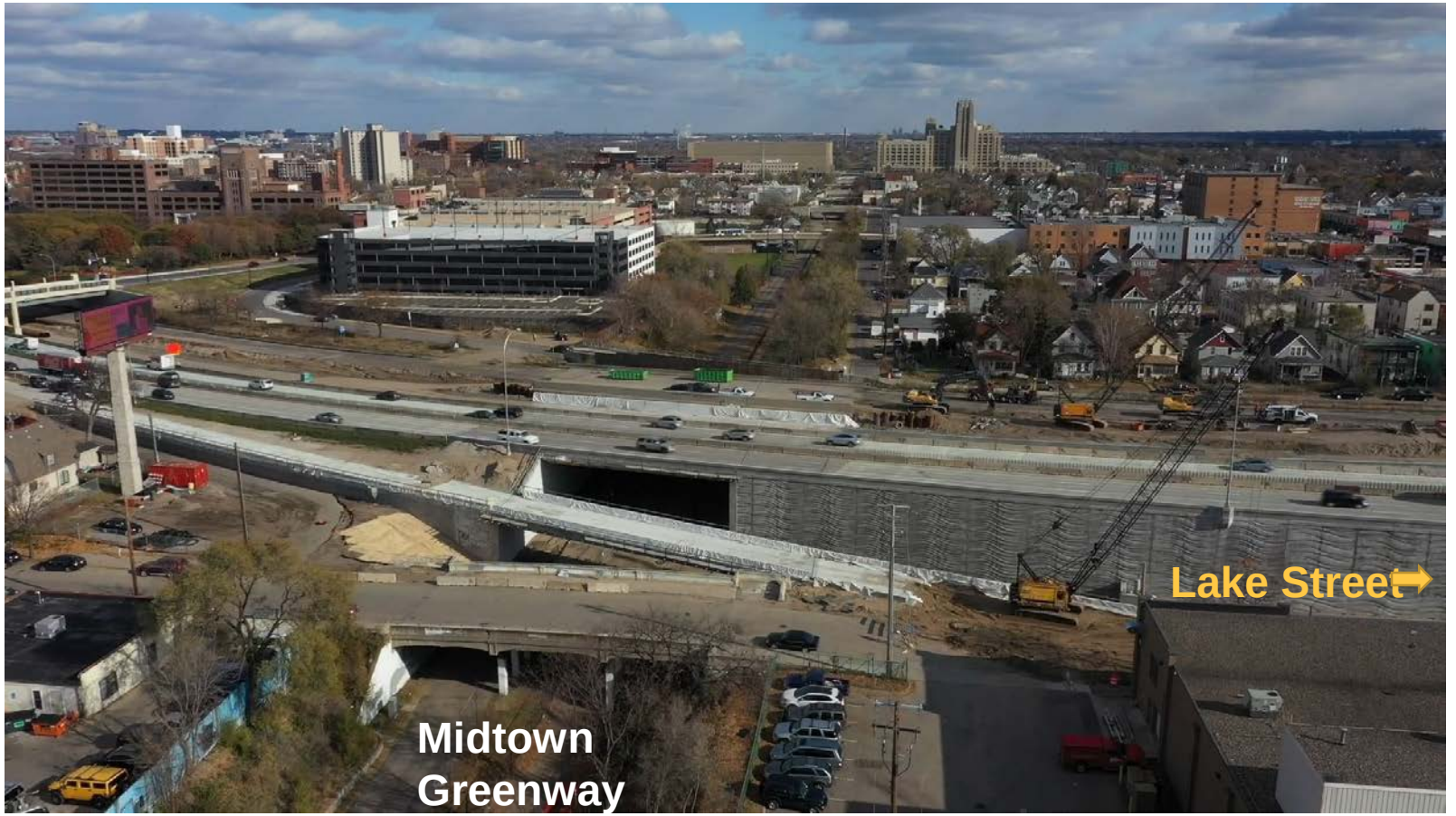
## 12th Street Transit

- Seamless bus access to and from downtown, reducing delays and eliminating merging
- Connects to MARQ2 bus lanes and I-35W MnPASS lanes

Planned Station

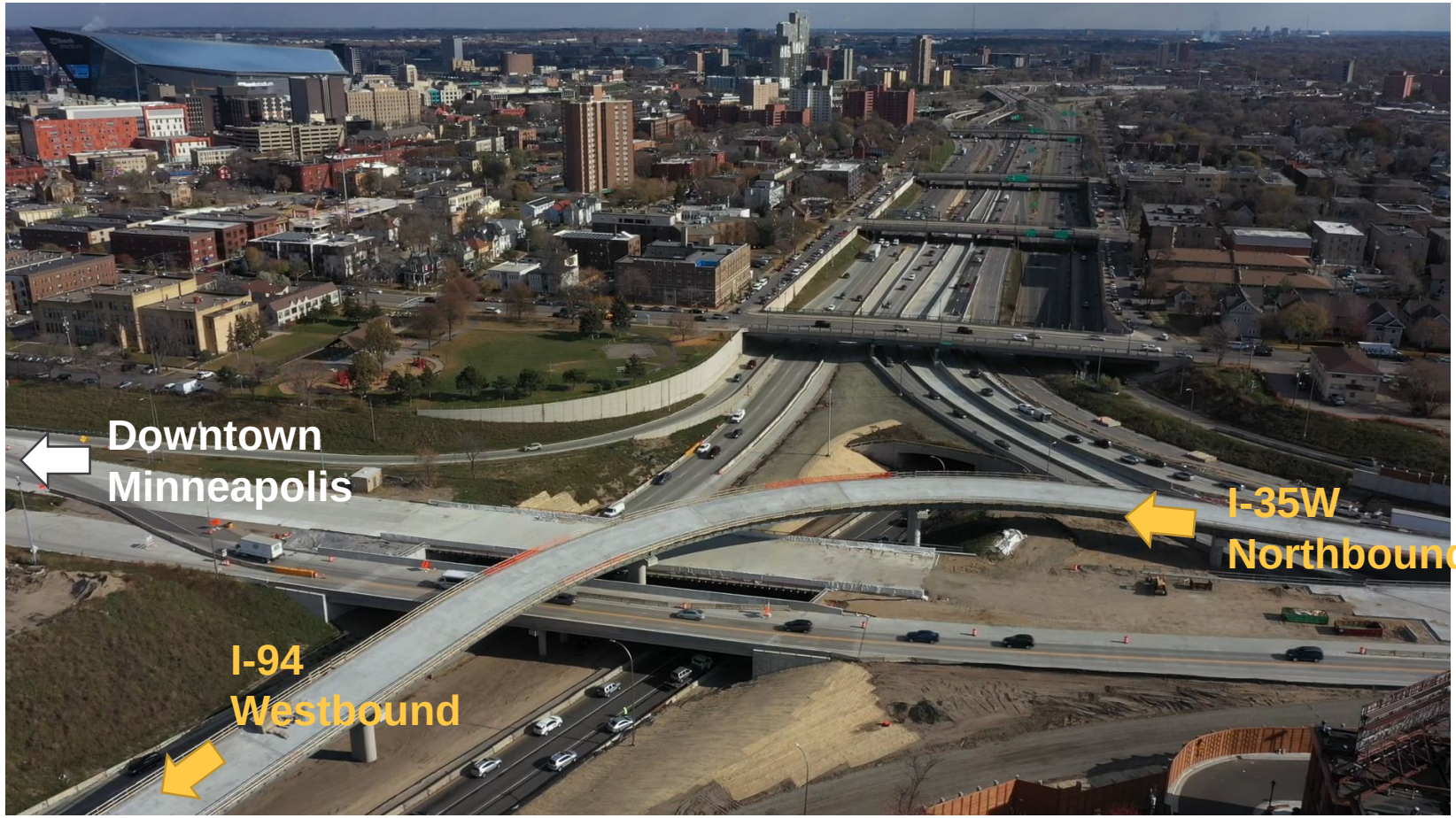
Transit Ramp

# Access improvements to South MPLS




- I-35W southbound connection to Lake St
- I-35W northbound connection to 28th St

# Mobility improvements




- New MnPASS lanes
- Better connection to I-94 westbound from I-35W northbound
- Better connection to I-35W southbound from I-94 westbound

# Pedestrian & bicycle improvements

- Pedestrian bridges at 40th St and 24th St replaced and upgraded
- New connection from Greenway to Lake St Transit Station
- Improvements to intersection
  - Sidewalk improvements (ADA)
  - Curb extensions

# Construction Communication

- Website
- Construction update emails
- Tabling at events
- Neighborhood and business updates
- Major event coordination
- Contractor liaison
- Construction schedule graphics
- Comment management

# 35W@94: Downtown to Crosstown

Minneapolis



## Traffic impacts

Learn more about this project, including project staging, and how to move through the project area, including how to do the zipper merge.

### What's new this week?

Details about new closures this week will be posted when available.

### Road closures

**9 a.m. Wed, Nov. 13 through 5 p.m. Fri, Nov. 15**

- EB 31st St. between Stevens Ave. and 2nd Ave. is closed

**10 p.m. Sun, Nov. 17 through 5 a.m. Mon, Nov. 18**

- SB I-35W is closed between I-94 and Hwy 62

### Schedule

- **Construction:** Aug. 21, 2017 through fall 2021

### Completed

- 26th St. bridge: November 2018

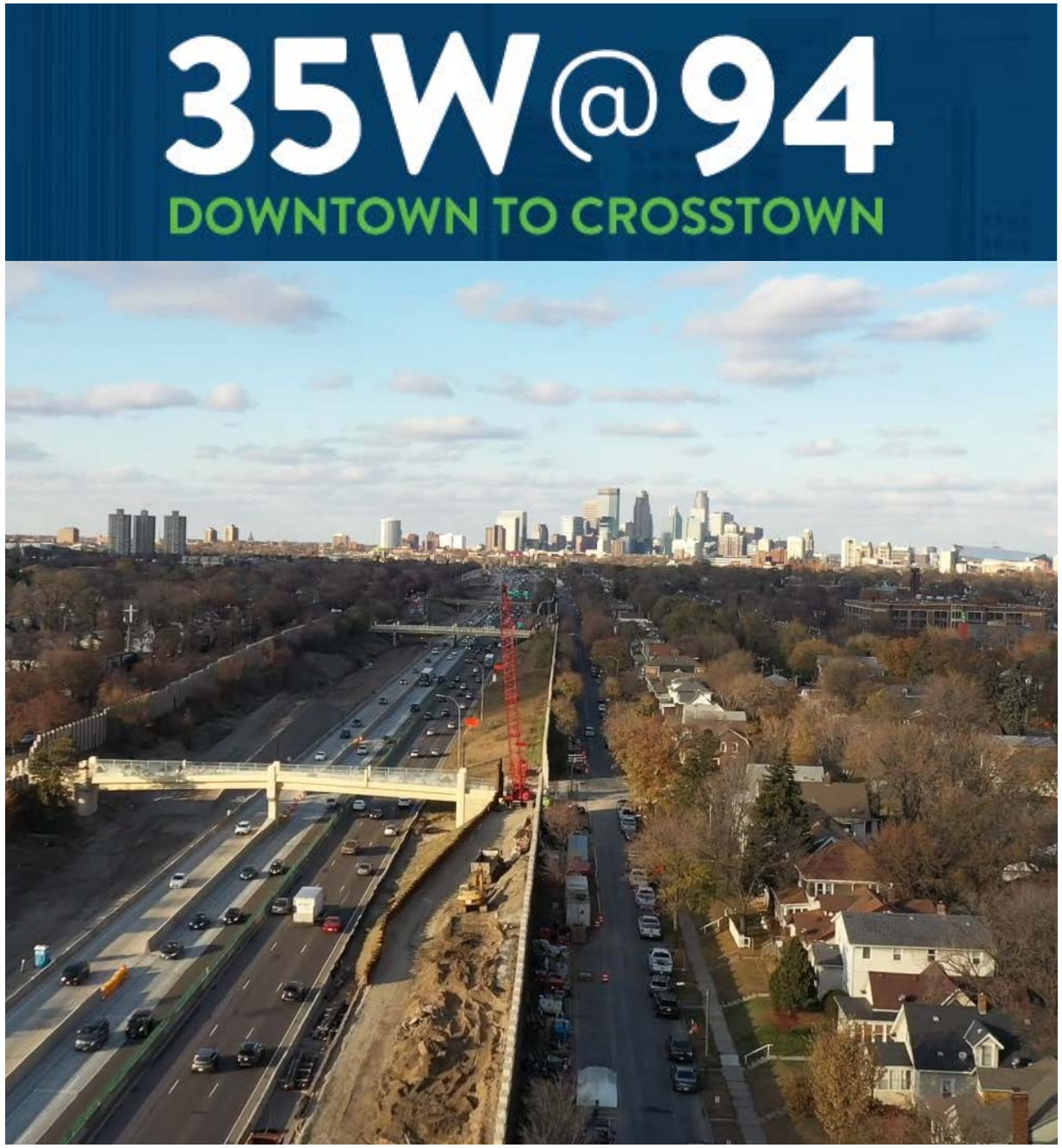
**STAY CONNECTED!**

Sign me up for 35W@94 construction updates via email.

Email Address SUBSCRIBE

No Thanks Remind Me Later

# Making Community Connections **beyond** typical construction updates.



# Building The Right Team to Support MnDOT and 35W@94 Project Partners

WILLOW consulting

MLatino Media

Mighteor

tpt | ECHO

Marudas
Print Services and Promotional Products

HDR

# STRATEGY

# Understanding MnDOT Priorities

1) Get cameras up

2) 24th Street Pedestrian Bridge is coming down

3) Who are our audiences and how do they want to engage with us?

# Neighborhood and Local Leader Connections

MnDOT is launching a strategic engagement program to connect with the community during construction.

## LET'S COLLABORATE

**SIPS & SCOOPS**
Host in-person, topic-based conversations with the community

**ADVERTISING & MARKETING**
Collaborate with local businesses to promote project awareness, benefits, and communication tools

**STEM PROJECTS**
Explore science and engineering through activities with community groups and schools

**BUS/BIKE TOUR**
Experience an up-close view of the construction process and improvements

**TOURISM SUPPORT**
Collaborate with local tourism groups to reach beyond the local impacted community

**PROJECT BLOG**
Share community experiences on the project website

**COMMUNITY VIDEO**
Capture and showcase insights from the community

## SHARE WITH US:

- Meeting locations to hold events like our Sips & Scoops
- Marketing opportunities for us to promote the project
- Connections with local schools or community groups interested in STEM
- Groups who may be interested in touring the project area
- Upcoming events in your community
- Improvements we can make to our construction communication
- Businesses or organizations that may be interested in partnering with us

# Strategic Engagement Activities Summary

NOVEMBER 2019

35W@94 DOWNTOWN TO CROSSTOWN

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## SIPS & SCOOPS

Host in-person, topic-based community conversations

### Past Events:

- **Franklin Steele Park Event -** AUGUST 2018
  Participated in a community event and talked with 75 residents of the Madison Square Apartments providing updates on the project. We also brought along the MnDOT coloring van to entertain the children.
- **Touch a Truck! –** NOVEMBER 2018
  MnDOT visited the Washburn Library in Minneapolis so people could learn about the project and see what's it's like to be behind the wheel of a snow plow!
- **Comedy Night with Commissioner Zelle –** DECEMBER 2018
  More than 125 people gathered at Finnegan's Tap Room to watch a comedy show featuring Commissioner Charlie Zelle (former), Metro District Engineer Scott McBride (former), and host Tane Danger with The Theater of Public Policy.
- **Environmental Considerations –** MARCH 2019
  In collaboration with Minneapolis CM Schroeder's office, the project team hosted a presentation on MnDOT sustainability as it relates to the project.
- **University of MN ITSO TranspoTalk –** MAY 2019
  Aaron Tag presented to 35 students as part of the University of MN ITSO TranspoTalk program. The students were engaged in the presentation and asked very interesting questions.
- **Lake Street Ice Cream Social @ La Michoacana –** JUNE 2019
  Over 130 people joined MnDOT, artist Christopher Lutter-Gardella, Lake Street Council, Metro Transit and the Central neighborhood at an event geared towards the Latino community (translated materials) and participants said their level of benefits understanding increased after interacting with the team.
- **Touch A Truck –** AUGUST 2019
  MnDOT hosted another Touch a Truck event at Urban Ventures Market for kids to climb in, touch, and explore a variety of trucks, including a snooper, pavement assessment van, dump truck, and snow plow. These future truck drivers had a blast practicing the horn, steering, and even jumping in the bucket of a 75-foot snooper truck, which is used for making repairs underneath bridges. Kids were smiling from ear to ear while sitting behind the wheel of the giant trucks!
- **Sips and Scoops Mobile Tour –** SEPTEMBER 2019
  The project team met people where they were at- Nicollet Farmer's Market, Metro Transit 46th Street Station, and Learnington Parking Ramp to share thanks and provide project information where it was most convenient.
- **History of the I-35W Corridor –** OCTOBER 2019
  MnDOT and the Hennepin History Museum co-hosted a curated discussion led by public historians Greg Donofrio and Denise Pike on their research focused on highway planning in the 1950's and 60's and the long-term social and economic impacts that came with the construction of I-35W.

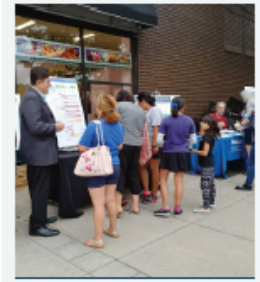
## BRIDGE EVENTS

Celebrate these major milestones by organizing community events

### Past Events:

- **24th Street Ped Bridge Photo Day -** JUNE 2018
  MnDOT hosted a photo day for the community to take their last photos from the iconic view of the Minneapolis skyline and enjoy a Glam Doll Donut.

*Continued on the next page...*



Lake Street Ice Cream Social at La Michoacana

Comedy Night with Commissioner Zelle

"Thanks for last night! I can truthfully say in 34 Years with the City I have never been part of an event like that. It was amazing!"
– City of Minneapolis staff

Community dinner on the 38th Street Bridge

# Coffee & Conversations became:

949384
32850
Hennepin
32850
www.hennepin.us
TOWMASTER

35W@94
make a new connection
Additional Resources
metrotransit.org
mvta.com
abc-ramps.com
moveminneapolis.org
eworkplace-mn.com
mnpass.org
Project Partners
Hennepin County
City of Minneapolis
Metro Transit
FHWA
Minneapolis Downtown Council
MnDOT
35W@94

HENNEPIN
HISTORY MUSEUM

# HELADO COMUNITARIO

## 35W@94

DOWNTOWN TO CROSSTOWN

## ¡VEN CON NOSOTR

Disfruta de un delicioso helado o pale
Michoacana Purépecha mientras que
del Minnesota Department of Transp
Lake Street Council, y CANDO resp
tus preguntas sobre el vecindario, su t
la construcción en el 35W.

## JUEVES, JUNIO 27

## 6:00-8:00 PM

LA MICHOACANA PURÉPECHA

LA HELADERÍA QUE SE ENCUENTRA EN LAKE ST Y
(701 E. LAKE STREET)

La Michoacana Purepecha es natural

DEPAR TRANS

the central

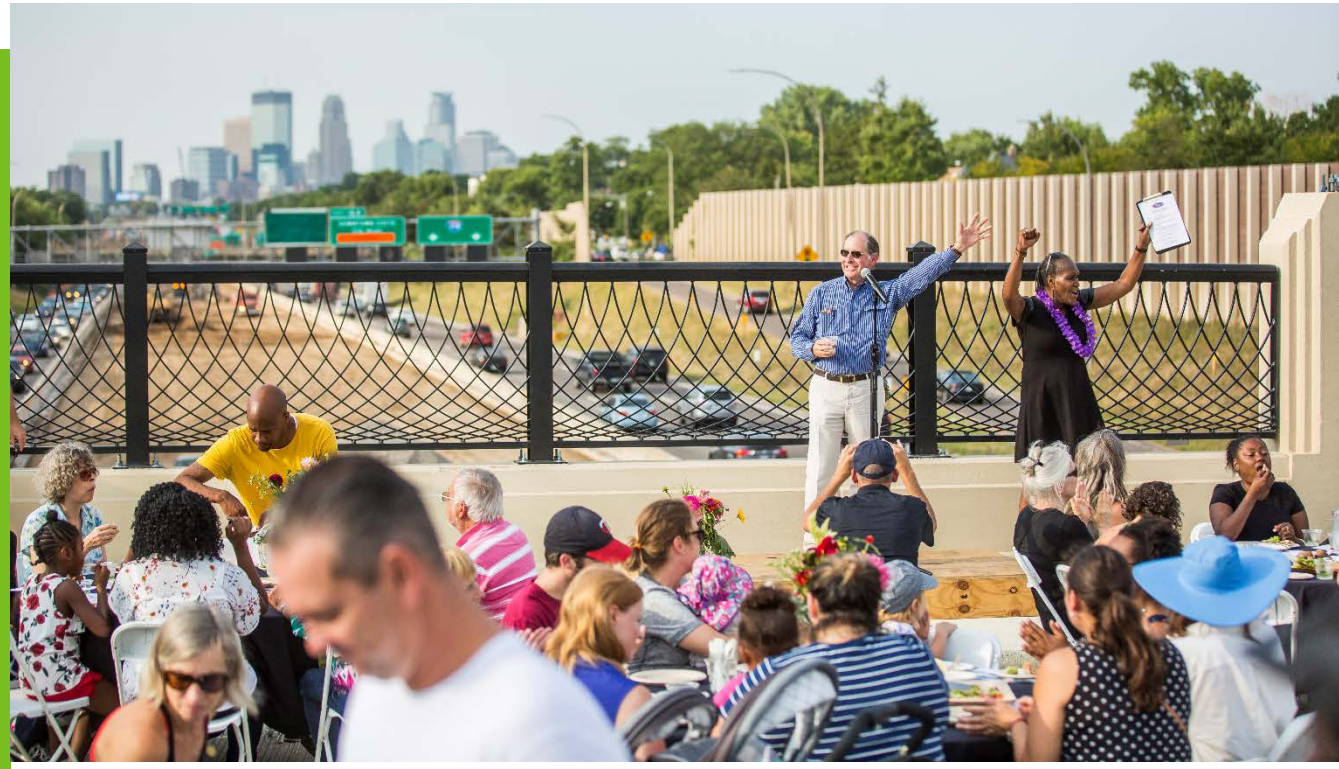
Min City o

Metro Transit

LAKE STREET

El evento es GRATIS, abierto al púb
es parte del proyecto de construcció
& 94: De Downtown a Crosstown, d
calle 15 a la 43 en Minneapolis. Visit
gov/35W94 para más información.

# Celebrating the Milestones

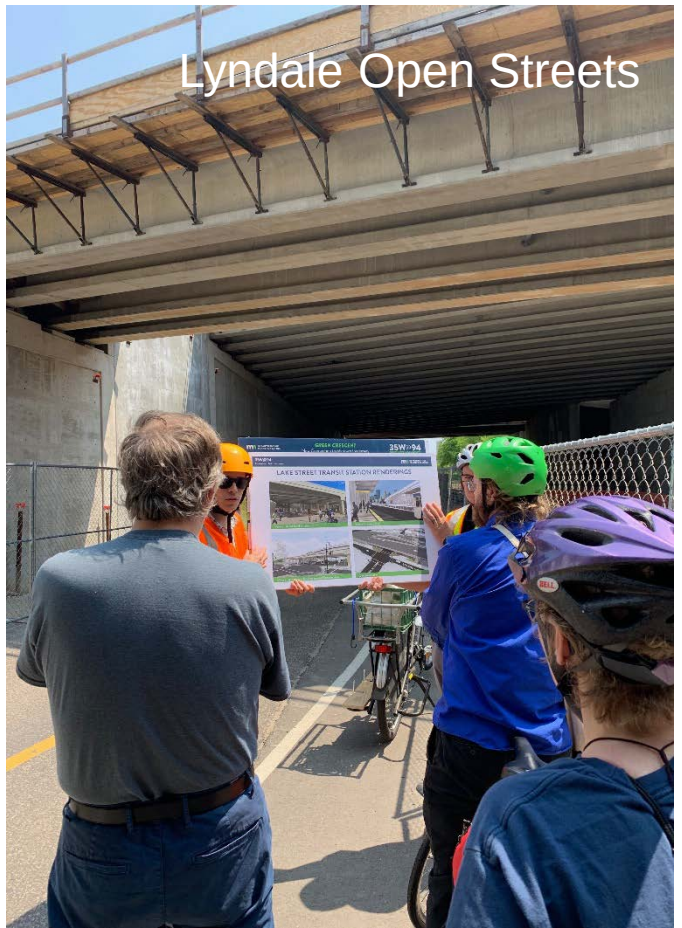


MANY HANDS
Please
Sign In and Out
ARTMENT OF
PORTATION

BRIDGEARTS
Happy Holidays

# TOURS!
# By Bike

Bike to Work Day


Lyndale Open Streets

Farmers Market

# TOURS!
## By Bus

# TOURS!
## By Foot

# STEM Engagement

- Working with student groups and schools
- Content and activities beyond 35W@94
- Evolving

# Real World STEM with MnDOT

## In-Class Activities

1 hr

MnDOT will provide an instructor and activity plan that engages students in STEM related topics. Some common activity topics are bridges, storm water run-off and control, intersection and interchange development, and more.

The instructor will be an expert in the topic and guide students to better understand the purpose of the activity and its real-life applications in STEM fields. They will share their personal experience in the workforce and connect the topic to construction projects around the metro area.

## Field Tours

1-2 hrs

MnDOT offers bus or walking tours for students. Project bus tours will be led by a MnDOT engineer who will discuss freeway engineering, construction, and transit improvements. Students will get an up-close look at the 35W@94: Downtown to Crosstown project.

Walking tours will be led by an engineer or pedestrian planner who will discuss accessibility issues, design, construction and the American's with Disabilities Act as it relates to intersections and sidewalks. All tours are designed to give students a better understanding of how STEM is applied in the world and to expose them in future career opportunities in STEM.

# MnDOT Tours

2-4 hrs

MnDOT can arrange a field trip to one or more of our facilities to demonstrate different concepts and career opportunities in STEM.

- Materials Lab: Tour the lab and learn how materials like concrete, asphalt, soil, aggregate, and metals are tested and improved.
- Central Services Facility: Learn about noise, water, and environmental testing and come face-to-face with traffic light control boxes and snow plows as they are assembled.
- Transportation Management Center: See how MnDOT monitors and manages incidents on metro freeways and learn how MnDOT and the Dept. of Public Safety monitor road conditions and collect traffic data. A blooper-esque video of tense (and funny) traffic incidents can also be viewed.
- Office of Aeronautics: Students learn about a lesser-known responsibility of MnDOT, operating and maintaining public airports. Here students visit the airport control tower, tour an active airfield, and take an up-close look at MnDOT's fleet of aircraft.

Busing and event coordination is provided and tours can be combined to make a half or full-day experience.
For more information, contact Amy Arcand at amy@willow-consulting.com or 612-961-9517.

Field trips are part of the 35W@94: Downtown to Crosstown project between 43rd St. and 15th St. in Minneapolis.
Visit dot.state.mn.us/35w94 for more information.

# Webcam

**To view this webcam in Internet Explorer, your will need to enable ActiveX Control.*

35W@94 Interchange | I-35W@Lake Street | I-35W@42nd Street

35W-94 Interchange | 35W-94 Flyover | 94 WB Ramp | Panorama - UltraHD

# Webcam

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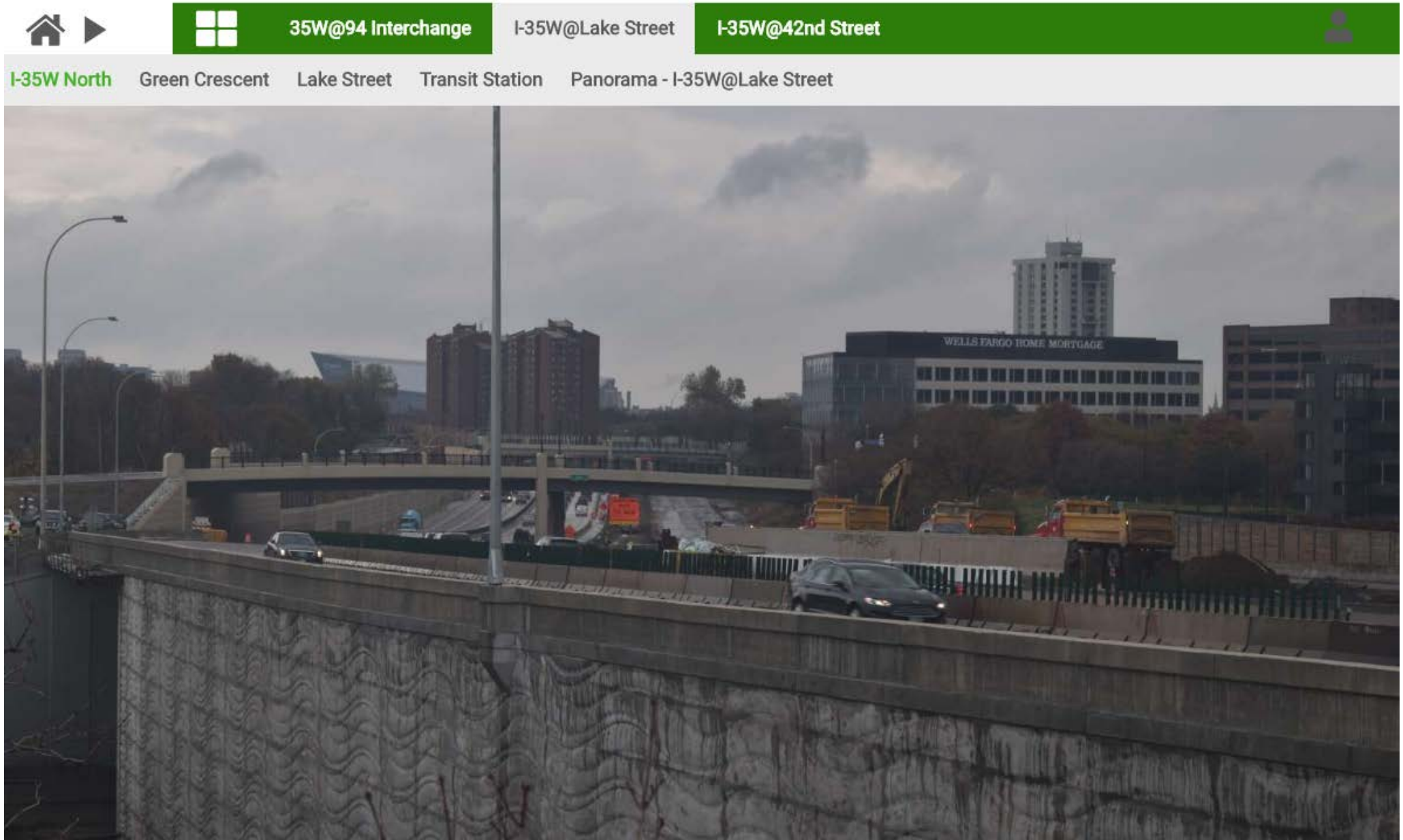


# Webcam

**To view this webcam in Internet Explorer, your will need to enable ActiveX Control.*

35W@94 Interchange | I-35W@Lake Street | I-35W@42nd Street

I-35W looking south from 42nd St | I-35W looking north from 42nd St

# 35W@94: Downtown to Crosstown

Minneapolis



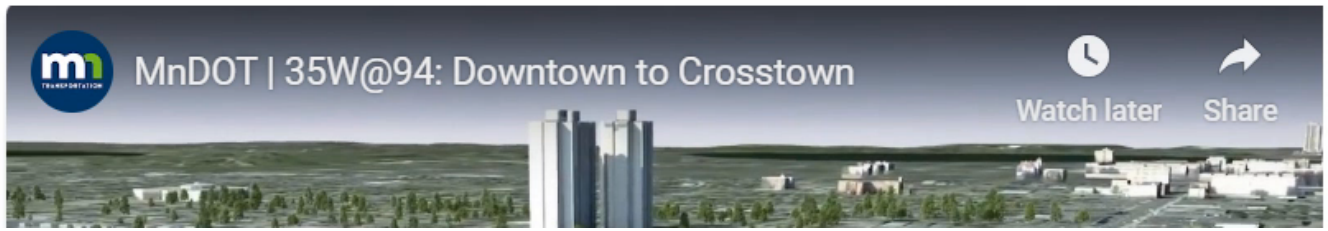
# Videos

## Webcam

View snapshots of construction activities on our Webcam.

## 35W@94: Downtown to Crosstown Project Visualization

Watch this video to visualize the completed reconstruction of I-35W from 46th St. to I-94, including the construction of an On-line Transit Station located on I-35W at Lake St.



COAT
CLOSET
35W@94
make a new connection
mndot.gov/35
35W@94

# That’s right – we even have a blog!

## 33 Post
## 2,320 Readers

Q & A with University of Minnesota public historians: Part 2

A Public History of Interstate 35W

MnDOT and the Hennepin History

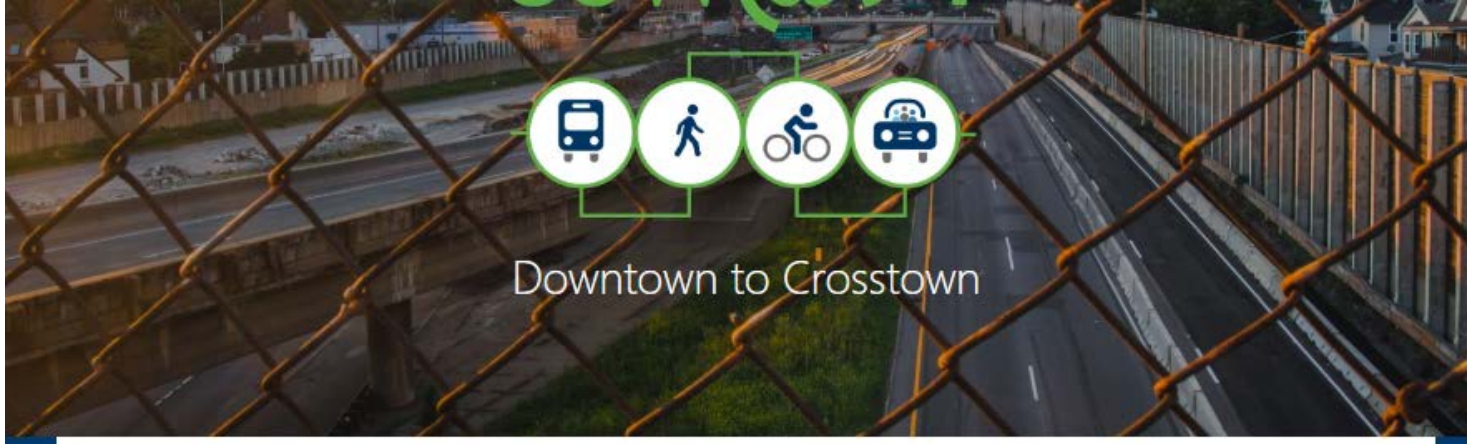
# Blogging Tips:

Use a hosting platform

Make entries a quick read (1 – 3 minutes)

Post often

Collaborate with social media and other external communications pieces



## Q & A with University of Minnesota public historians: Part 2

The Interstate 35W@94 project team continues to partner with public historians Denise Pike and Greg Donofrio, whose research on freeway planning in the 1950s and '60s focused on the

## A Public History of Interstate 35W

MnDOT and the Hennepin History Museum co-hosted a discussion Oct. 10 led by public historians Greg Donofrio and Denise Pike at Hope Community in Minneapolis. Their research is focused on

## SURVEYS

How are we doing?
Do you know the project benefits?
What additional engagement ideas do you have?

# Fall 2018 Survey

## DISTRIBUTION CHANNELS

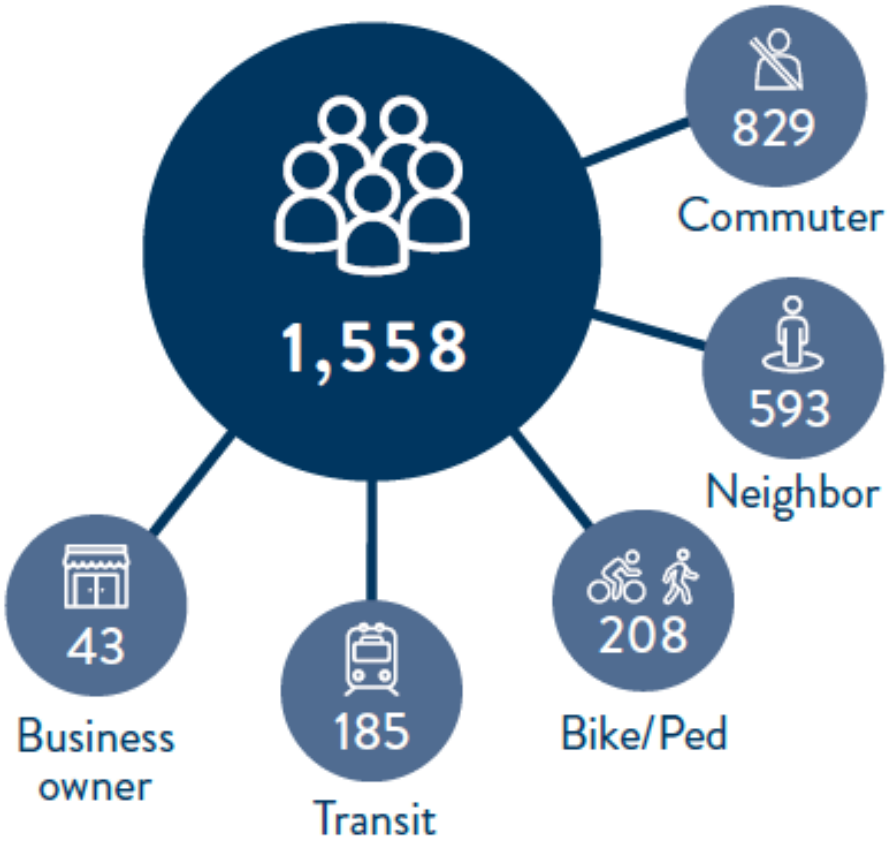
- Project GovDelivery
- MnDOT Targeted Facebook Ads
- Project Website
- Engagement Events
- Emails to Neighborhood Groups

## TOP 4 WAYS PEOPLE RECEIVE PROJECT INFORMATION

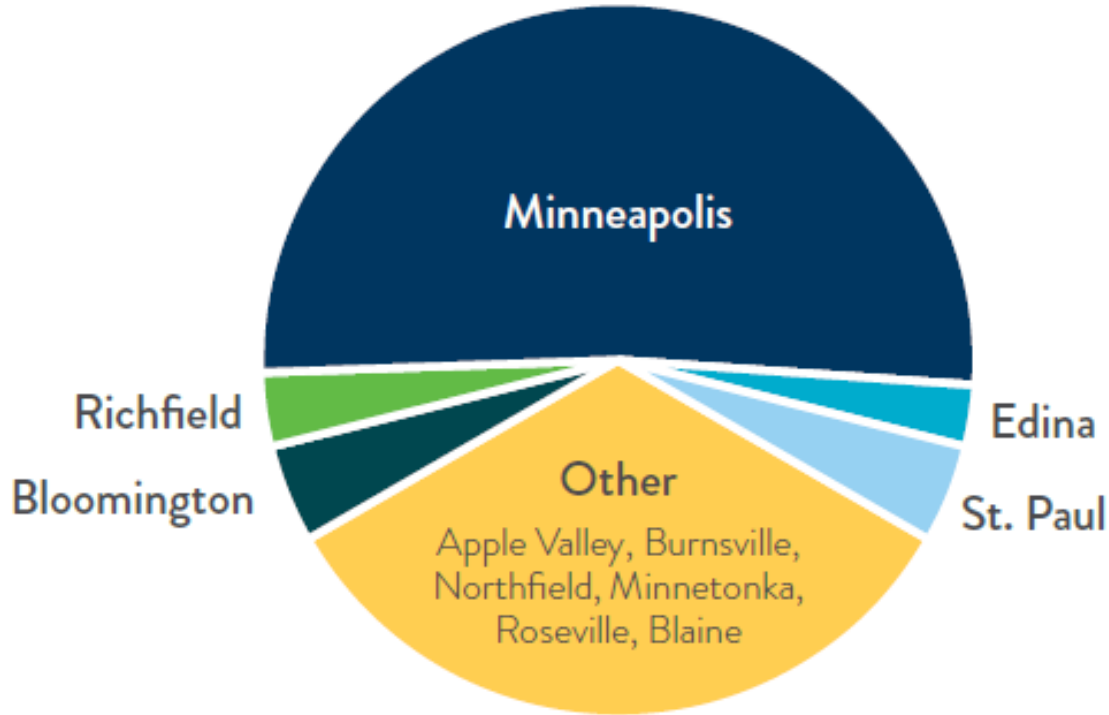
1. Project email updates
2. Construction & road signs
3. Newspaper, radio, TV
4. Project website

## TOTAL RESPONSES

*Some respondents chose more than one option.*




## RESIDENT LOCATIONS



## TOP 5 THINGS PEOPLE WANT TO KNOW:

1. Upcoming closures & detours
2. Construction schedule
3. How MnDOT weighs community input
4. Regional walking & biking improvements
5. MnPASS

## WAYS WE'RE USING THIS FEEDBACK IN 2019

- Focusing communication on key project benefits
- Connecting with people beyond the project corridor
- Launching an interactive construction schedule map
- Translating future surveys to increase participation
- Connecting with businesses, commuters and local residents through events and surveys to listen and educate

Over 50% of respondents agreed most with the statement

**"I believe the benefits of the project outweigh the impacts of construction."**

# Define Survey Goals

## Survey Content:

- Is the strategic engagement work visible?
- Does the community know the project benefits?
- Does the community have collaboration ideas for future engagement?

## Survey Reach:

- Commuters
- Neighbors/Residents
- Businesses

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35W@94
DOWNTOWN TO CROSSTOWN

Place your answers here

# Did You Know?

A new transit station at Lake Street and Metro Transit Orange

Motorists will have their own lane from NB I-35 to WB I-94

Improved crossings and access for walkers and bikers, including wider and more accessible pedestrian bridges

Reducing congestion by improving MnPASS lanes

Direct bike and pedestrian access from the new transit station to the Midtown Greenway, called the Green Crescent

Lake Street improvements

New access ramps from SB I-35 to Lake Street and NB I-35W to 28th Street

Yes I do now!

# How are we doing?

## ON ENGAGEMENT

DEPARTMENT OF TRANSPORTATION | 35W@94

DOWNTOWN TO CROSSTOWN

# Translations & In-person Surveys

- English
- Spanish
- Somali
- Hmong

# Our Big **Ah-ha** Moment

## Partnerships

- Events
- Food
- Entertainment
- Publication/notifications

# Know Your Community

## Community Knowledge

- Scaleable engagement
- Organizations and resources...

# It’s **not** always easy

- People are busy
- People are frustrated
- We all communicate differently
- Impacts people beyond our project corridor
- Cameras are not always reliable
- The weather does not always cooperate
- This type of contract is new

# 2020

# 2020 Highlights

- Adding more drones!
- Focusing on partner events
- Promoting benefits: Worth the Wait campaign
- STEM videos capturing youth collaboration
- Leveraging survey input

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We are changing the way we engage with communities during planning, design, and construction