

# ENGAGEMENT PLAN

35th and 36th Street reconstruction, Blaisdell Avenue to Chicago Avenue



## Project background

The City of Minneapolis intends to reconstruct 1.6 miles of 35th street and 36th street between Blaisdell Avenue and Chicago Avenue . As a part of that process, the project team has drafted an engagement plan to guide this process from ideation through construction. This engagement plan details when the project team will engage and communicate with the community about the project and the frequency in which we will distribute key messaging throughout the duration of the engagement period. This engagement plan details community demographics, who will be engaged, and how the project team will implement various strategies to gather input and solicit feedback throughout the engagement process. The plan may be modified as circumstance warrants throughout the project duration. Substantial modifications are to be communicated to stakeholders and reported in the engagement summary. Read the one-page summary of the project and sign up for newsletter updates on [the project webpage](#).

## Key facts



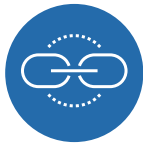
### AMENITIES

Connects to Richard Green Central Elementary School and Hosmer Library.



### TRAFFIC SAFETY

35th and 36th streets were identified as high injury streets in the [High Injury network](#).



### CONNECTIONS

Designated as a mixed-use community connector corridor in the [City Street Design Guide](#).



### NETWORKS

A portion of 35th street is located on the City's [AAA bicycle network](#)

## Project schedule

2024/2025

2025/2026

2027/2028

2028

Planning > Design > Construction > Completion

### Preliminary Design and Engagement (Spring 2024-Spring 2025):

Public Works will collect corridor data and initiate community engagement.

**Detailed Design:** Public Works will continue engagement and develop a layout concept based on data, engagement, and feedback.

**Construction and Completion (2027):** Construction along the corridor, project completion.

## Community analysis

### COMMUNITIES OF IMPACT

The project neighborhoods have, according to *2020 American Community Survey 5-year Estimates*:

- A higher portion of youth age 0-17 (22%) neighborhood members (Lyndale, King Field, Central) than Minneapolis as a whole (20%).
- A higher portion of Hispanic/Latinx (19%) neighborhood members (Lyndale, King Field, Central) than Minneapolis as a whole (10%).

### DEMOGRAPHIC SUMMARY

The project falls in [TEP tier 4](#) from Nicollet Ave to 2nd Ave and from Portland to Chicago, and [TEP tier 2](#) between 2nd Ave and Portland Ave.

- More residents of color live between 2nd Ave and Portland Ave (60%) than the area to the west of 2nd Ave (24%) and east of Portland Ave (34%).
- More household incomes are below national poverty level between Blaisdell Ave and Portland Ave (16-17%) than the area east of Portland Ave to Chicago Ave (4%).
- Residents that live on 35th & 36th Streets between Blaisdell Ave and Chicago Ave experience temperatures that are close to two degrees hotter than the Minneapolis average.
- There is a higher proportion of residents living between Blaisdell and 2nd Ave that rent (54%) than the area between 2nd Ave and Portland Ave (45%) and Portland Ave and Chicago Ave (36%).
- Residents born in a country other than the US make up about 17% of all residents between 2nd Ave and Chicago Ave compared to 9% between Blaisdell Ave and 2nd Ave. On average, 3.1% of households on this project corridor have limited-English speaking ability.
- Residents who live north of 38th Street face higher than City Average land temperature (over 1 degree hotter)



## Transportation Action Plan

This project is aligned with the Transportation Action Plan, the city's vision for safer, greener and more modern streets that serve all people and all the ways they want to get around.

## Contact us

Fontaine Burruss, Transportation Planner - Public Works

612-673-3614 | Fontaine.Burruss@minneapolismn.gov

Ryan Ackerman, Associate Transportation Planner - Public Works

612-791-1670 | Ryan.Ackerman@minneapolismn.gov

### For reasonable accommodations or alternative formats:

People who are deaf or hard of hearing can use a relay service to call 311 at 612-673-3000. TTY users call 612-673-2157.

Para asistencia 612-673-2700 - Rau kev pab 612-673-2800

- Hadii aad Caawimaad u baahantahay 612-673-3500.

# ENGAGEMENT PLAN

35th and 36th Street reconstruction, Blaisdell Avenue to Chicago Avenue

## Engagement goals

### STAKEHOLDER PARTICIPATION

1. Ensure engagement activities are offered throughout the day, outside of normal business hours and that all business owners are properly notified and involved in the engagement process.

### FOSTER COMMUNITY RESPECT AND VALUE COMMUNITY TIME.

1. Tailor engagement approaches to respect people's time as a resource and meets people where they are.
2. Establish and streamline accessible channels of communication to facilitate dialogue between the project team and the community.

### REGULAR AND TIMELY PROJECT INFORMATION

1. Reach stakeholders with comprehensive project updates throughout all stages of the project, through different channels of communication.
2. Ensure engagement materials are translated and Spanish language-only events are included throughout project engagement.

### TRANSPARENCY

1. Provide clear and accurate information about project goals, timelines and decision-making processes.
2. Be transparent about potential challenges or constraints and involve the community in these discussions as appropriate.

### GROUND-TRUTH PROJECT POLICY GOALS WITH COMMUNITY PRIORITIES

1. Document and highlight project policy goals while engaging with the community to assess their priorities and values.

## Equity and engagement

The City is focused on ensuring that populations that have been excluded from (or under-represented in) government-led processes such as public engagement are involved and aware of projects occurring in their neighborhoods. This project will prioritize activities and events that will reach historically under engaged community members by:

1. Translating key project documents into Spanish and providing Spanish interpretation at events.
2. Provide additional interpretation at events as needed.
3. Contract with Black, Indigenous, and People of Color (BIPOC) organizations and partners for community events.
4. Coordinate with Minneapolis Advisory Committee on People with Disabilities (MACOPD) on the delivery of a community-focused walk bike roll audit.



## Transportation Action Plan

This project is aligned with the Transportation Action Plan, the city's vision for safer, greener and more modern streets that serve all people and all the ways they want to get around.

## Contact us

Fontaine Burruss, Transportation Planner - Public Works

612-673-3614 Fontaine.Burruss@minneapolismn.gov

Ryan Ackerman, Associate Transportation Planner - Public Works

612-791-1670 Ryan.Ackerman@minneapolismn.gov

### For reasonable accommodations or alternative formats:

People who are deaf or hard of hearing can use a relay service to call 311 at 612-673-3000. TTY users call 612-673-2157.

Para asistencia 612-673-2700 - Rau kev pab 612-673-2800

- Hadii aad Caawimaad u baahantahay 612-673-3500.

# ENGAGEMENT PLAN

35th and 36th Street reconstruction, Blaisdell Avenue to Chicago Avenue



## Engagement overview

PHASE & TIME FRAME	OVERVIEW	STRATEGIES
<b>PHASE I: EXISTING CONDITIONS</b> SUMMER 2024- FALL 2024	<p><b>Involve stakeholders in project design and decisions.</b> The first phase of engagement is intended to affirm project goals, discuss existing street conditions with community members and solicit non-traditional feedback which focuses on people’s memories of their childhood street.</p> <p>The youth studentship will begin in this phase, introducing the program and project to students at Green Central Park Elementary. Students will work together to develop project goals.</p>	<ul style="list-style-type: none"> <li>• Fact sheet</li> <li>• Postcard mailer</li> <li>• Website/social media</li> <li>• Yard signs/sidewalk decals</li> <li>• Existing conditions virtual map</li> <li>• Popups</li> <li>• Neighborhood association meetings</li> <li>• Workshop</li> <li>• Youth Studentship</li> <li>• Engagement summary</li> </ul>
<b>PHASE II: CONCEPTUAL DESIGN</b> FALL 2024 - WINTER 2025	<p><b>Continue to involve stakeholders in the design and decision-making process.</b> The second phase of this project will focus on capturing people’s existing and desired experiences on both streets and developing conceptual street designs. The designs will be shared with community members to gather in-depth feedback on preferences and tradeoffs.</p> <p>During this phase the youth studentship will focus on gathering students desired corridor experience. This will be informed from walking trips along the corridor and in-class workshops. The students will then work to develop a group consensus on a conceptual vision for both streets.</p>	<ul style="list-style-type: none"> <li>• Fact sheet</li> <li>• Postcard mailer</li> <li>• Website/social media</li> <li>• Yard signs/sidewalk decals</li> <li>• Existing conditions virtual map</li> <li>• Popups</li> <li>• Neighborhood association meetings</li> <li>• Workshop</li> <li>• Youth Studentship</li> <li>• Engagement summary</li> </ul>
<b>PHASE III: RECOMENDATION</b> WINTER 2025 - SPRING 2025	<p>Inform stakeholders about the project. The third phase of this project is intended to use what was learned during engagement to produce a final recommended concept for both streets. During this phase, community members will have a chance to provide further feedback on the design.</p> <p>The final phase of the youth studentship will feature the students presenting their conceptual vision for both streets at a public open house.</p>	<ul style="list-style-type: none"> <li>• Fact sheet</li> <li>• Postcard mailer</li> <li>• Website/social media</li> <li>• Yard signs/sidewalk decals</li> <li>• Open House</li> <li>• Engagement Summary</li> </ul>

## Transportation Action Plan

This project is aligned with the Transportation Action Plan, the city’s vision for safer, greener and more modern streets that serve all people and all the ways they want to get around.

## Contact us

**Fontaine Burruss, Transportation Planner - Public Works**  
 ☎ 612-673-3614 ✉ Fontaine.Burruss@minneapolismn.gov

**Ryan Ackerman, Associate Transportation Planner - Public Works**  
 ☎ 612-791-1670 ✉ Ryan.Ackerman@minneapolismn.gov

### For reasonable accommodations or alternative formats:

People who are deaf or hard of hearing can use a relay service to call 311 at 612-673-3000. TTY users call 612-673-2157.

Para asistencia 612-673-2700 - Rau kev pab 612-673-2800  
 - Hadii aad Caawimaad u baahantahay 612-673-3500.