

AGENDA
MAPLEWOOD CITY COUNCIL
MANAGER WORKSHOP
6:00 P.M. Monday, June 12, 2023
City Hall, Council Chambers

A. CALL TO ORDER

B. ROLL CALL

C. APPROVAL OF AGENDA

D. UNFINISHED BUSINESS

None

E. NEW BUSINESS

1. Discussion of the Proposed Purple Line Outreach and Public Engagement for the White Bear Lake Avenue Alignment

F. ADJOURNMENT

RULES OF CIVILITY FOR THE CITY COUNCIL, BOARDS, COMMISSIONS AND OUR COMMUNITY

Following are rules of civility the City of Maplewood expects of everyone appearing at Council Meetings - elected officials, staff and citizens. It is hoped that by following these simple rules, everyone's opinions can be heard and understood in a reasonable manner. We appreciate the fact that when appearing at Council meetings, it is understood that everyone will follow these principles:

Speak only for yourself, not for other council members or citizens - unless specifically tasked by your colleagues to speak for the group or for citizens in the form of a petition.

Show respect during comments and/or discussions, listen actively and do not interrupt or talk amongst each other.

Be respectful of the process, keeping order and decorum. Do not be critical of council members, staff or others in public.

Be respectful of each other's time keeping remarks brief, to the point and non-repetitive.

THIS PAGE IS INTENTIONALLY LEFT BLANK

CITY COUNCIL WORKSHOP STAFF REPORT

Meeting Date June 12, 2023

REPORT TO: Melinda Coleman, City Manager

REPORT FROM: Danette Parr, Community Development Director

PRESENTER: Danette Parr, Community Development Director

AGENDA ITEM: Discussion of the Proposed Purple Line Outreach and Public Engagement for the White Bear Lake Avenue Alignment

Action Requested: Motion Discussion Public Hearing

Form of Action: Resolution Ordinance Contract/Agreement Proclamation

Policy Issue:

The Purple Line Corridor Management Committee is developing and evaluating a new routing alternative for the Bus Rapid Transit (BRT) that was previously being considered along the Bruce Vento Trail. A crucial aspect of evaluating this new potential alignment along White Bear Avenue involves seeking stakeholder input. Metro Transit staff will be sharing their future work plan and intended public engagement in the hopes of receiving City Council feedback to determine if any public engagement modifications should be considered as the study moves forward.

Recommended Action:

This item is for discussion purposes and no action is required.

Fiscal Impact:

Is There a Fiscal Impact? No Yes, the true or estimated cost is \$0.00

Financing source(s): Adopted Budget Budget Modification New Revenue Source
 Use of Reserves Other: N/A

Strategic Plan Relevance:

Community Inclusiveness Financial & Asset Mgmt Environmental Stewardship
 Integrated Communication Operational Effectiveness Targeted Redevelopment

The City Council has had numerous discussions with Ramsey County and Metro Transit staff regarding the importance of public engagement. The newly considered alignment along White Bear Avenue will allow for a newly launched process referred to as Phase II. As a part of Phase II, Metro Transit staff has looked at numerous opportunities to interface with stakeholders and increase the effectiveness of their outreach efforts. The Metro Transit staff and their consultants intend to utilize a variety of venues as well as translation in various languages to connect with as many potential stakeholders as possible.

Background:

In March of 2023 the Purple Line Corridor Management Committee was given new direction to study the feasibility of modifying a BRT route to operate on Maryland Avenue and extending along White Bear Avenue. As a part of that study, Metro Transit staff has begun the process of conducting public engagement to seek input from stakeholders.

As a part of the June 12th presentation and feedback session, Metro Transit staff is hoping to receive responses from the City Council related to the questions listed on pages 22-26 of the PowerPoint slides and listed below:

1. What are other community events/pop-up locations we should visit?
2. Who are other community groups we should meet with?
3. Who are other business groups we should meet with?
4. Are there other neighborhoods/homeowner groups we should meet with?
5. Any other feedback?

Attachments:

1. Metro Transit PowerPoint Presentation



Maplewood City Council Workshop

June 12, 2023



Today's Topics

- Route Modification Study (RMS) Phase II
- Recent & Upcoming Outreach & Engagement Events
- RMS Phase II Outreach & Engagement Plan
- Discussion

Route Modification Study (RMS) Phase II

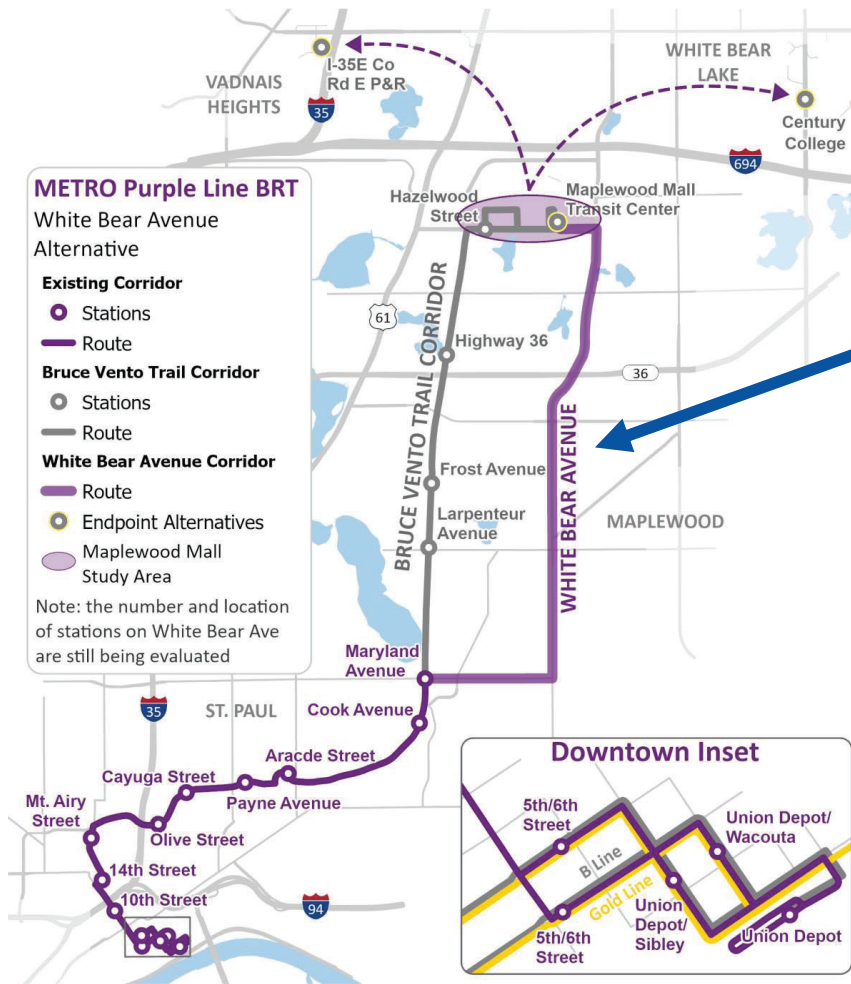
Craig Lamothe | Project Manager

3



BRT Route Modification Study Phase II

- **Definition:** In response to the March 2023 Ramsey County Letter to the City of Maplewood, the Purple Line Corridor Management Committee gave direction to study the feasibility of modifying the BRT route to operate on Maryland Avenue and White Bear Avenue in dedicated lanes with lane reconfiguration.
- **Goal:** To develop and evaluate the new routing alternative up to a level sufficient for comparison to the BRT line/regional trail colocation alternative to inform a recommendation on final alignment and northern terminus station (revised Locally Preferred Alternative)



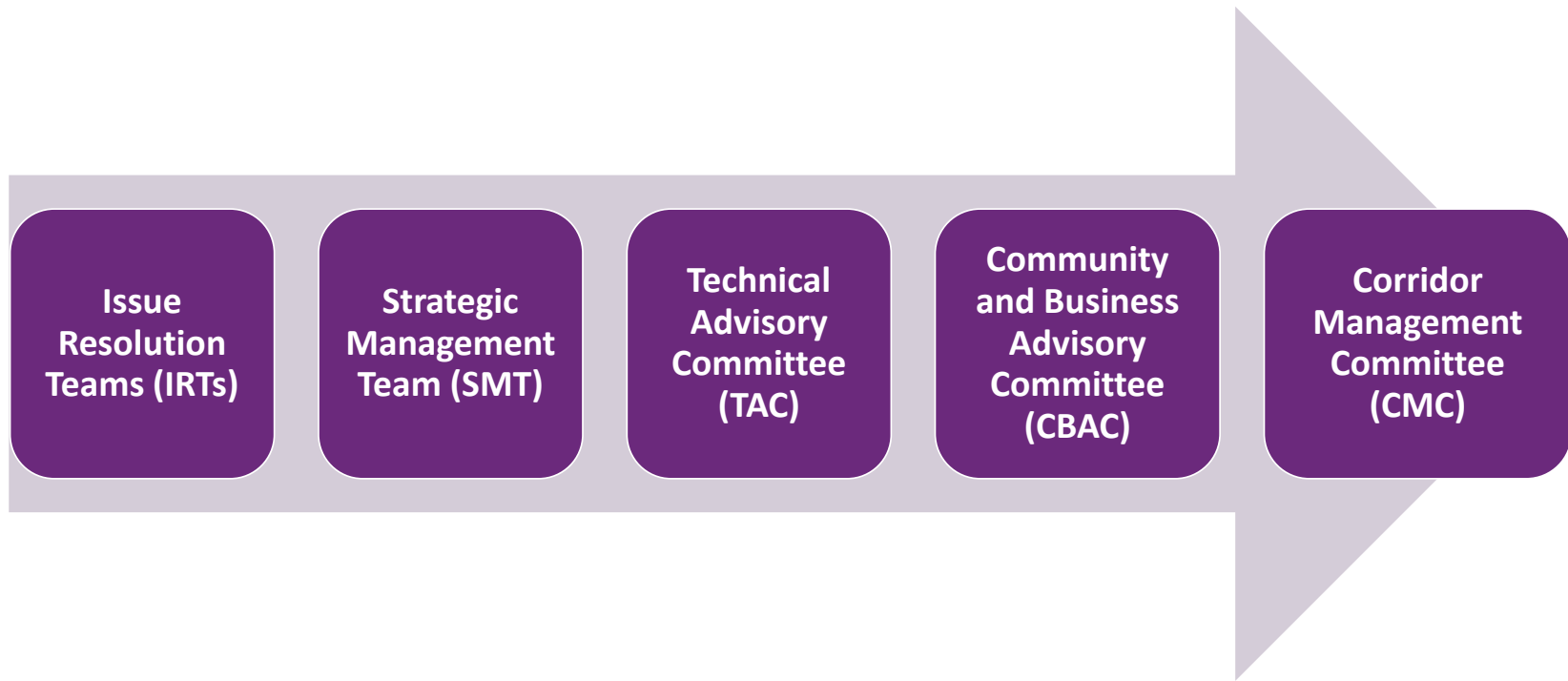
White Bear Avenue Study Area

- Study area is between Johnson Parkway and Maplewood Mall Transit Center/St. John’s Hospital
- Extensions to Vadnais Heights or Century College may be studied after the initial evaluation is complete
- Identify preferred alignment, guideway configurations and station locations

Route Modification Study Phase II Next Steps

- Create RMS Phase II work plan and schedule
 - Will be shared and vetted through project committees that includes:
 - County, City, MnDOT and Met Council/Metro Transit staff and policymakers, as well as residents, business owners, employees and community organization representatives from throughout the project corridor
- Outreach and engagement with project partners, stakeholders, businesses, community organizations, residents and the broader public throughout this process and during points of key decision-making
- Evaluate performance and potential impacts to social, environmental, and economic development using similar evaluation metrics and methods that were used to evaluate end point alternatives in RMS Phase I.

Stakeholder Coordination & Decision Making



Maplewood CBAC Membership

- Current Members (27)
 - Debra Canfield, Maplewood business
 - Laurie Malone, Maplewood resident (CBAC co-chair)
 - Steve Heckler, Maplewood resident
- **Do you know of individuals who might be interested in representing the business or residential interests along the White Bear Avenue corridor?**

Stay Consistent with Project's Purpose and Needs

PURPOSE

“To provide transit service that satisfies the ***long-term*** regional mobility and accessibility needs for businesses and the traveling public and supports sustainable development within the corridor area”

NEEDS

- “Serving the needs of people who ***rely on transit***”
- “Meeting increasing demand for ***reliable, high-frequency transit***”
- “Planning for sustainable ***growth and development***”
- “Expanding multimodal ***travel options***”

Anticipated Evaluation Process Steps



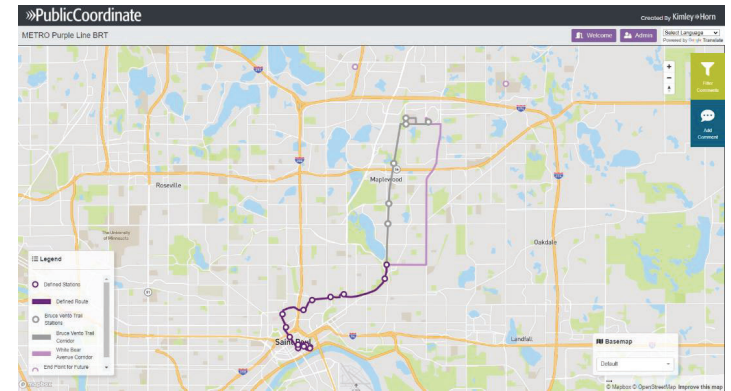
Recent & Upcoming Outreach & Engagement

Colin Owens | Associate Community Outreach Coordinator



RMS Engagement Activities – May/June

- Focus is on project awareness and what is Purple Line Bus Rapid Transit
- Engagement activities include:
 - Interactive feedback map
 - Outreach to neighborhood/community and business organizations and groups
 - Pop-ups/community events and canvassing
 - Corridor tours
 - Community and Business Advisory Committee (CBAC) and Corridor Management Committee (CMC) engagement



Interactive map

Recent Engagement Events

Date	Event/ activity type	Event name/location	Purpose	Number of folks engaged with
5/1/2023	Tabling Event	Ramsey County Service Center	White Bear Avenue Routing	16
5/2/2023	Tabling Event	Hayden Heights Library	White Bear Avenue Routing	11
5/9/2023	Tabling Event	Harmony Learning Center	White Bear Avenue Routing	48
5/10/2023	Tabling Event	Johnson Senior High School	Arcade Street	18
5/10/2023	Canvassing	Maplewood Mall Transit Center	White Bear Avenue Routing	14
5/13/2023	Tabling Event	Big Red Barn Spring Folk Arts & Crafts Fair	White Bear Avenue Routing	56
5/16/2023	Tabling Event	800 Minnehaha	Arcade Street	26
5/17/2023	Tabling Event	Aldrich Arena Farmer's Market	White Bear Avenue Routing	12
5/18/2023	Canvassing	Route 80 and 64 Canvassing	White Bear Avenue Routing	35

Recent Engagement Events

Date	Event/ activity type	Event name/location	Purpose	Number of folks engaged with
5/23/2023	Tabling Event	Hayden Heights Library	White Bear Avenue Routing	10
5/30/2023	Pop-Up	Harmony Learning Center	White Bear Avenue Routing	32
5/31/2023	Tabling Event	Aldrich Arena Farmer's Market	White Bear Avenue Routing	18
6/3/2023	Canvassing	Bruce Vento Trail – Frost Avenue	Bruce Vento Trail	25
6/3 - 6/4/2023	Community Event	Train Days - Union Depot	All Routing	116
6/6/2023	Canvassing	Business Canvassing along White Bear Ave	White Bear Avenue Routing	-

Recent Outreach/Engagement Events Summary (1/2)

- Talked to many transit users and supporters – registered many for TAP and handed out free rides for participation
- Overall, a lot of support for White Bear Ave alignment (businesses, places people want to go) and some for Bruce Vento Trail alignment- (new route) – some folks citing anti-transit sentiments
- McKnight Rd and Century Ave were roads frequently mentioned as a road folks in the East Metro use – could be useful for re-routing in the future
- Travel time was frequently mentioned in preference between WBA and BVT.

Recent Outreach/Engagement Events Summary (2/2)

- Folks in the Arcade area seemed supportive of A2 – appreciated the follow up
- Riders on routes 64 and 80 were concerned about future route impacts as the current local routes (54, 64, 80) get people to different areas not covered by Purple Line routing – favored introducing a new line vs. replacing one; what would happen if we do replace
- Still heard many comments on interest in routing to Century College, especially from Johnson HS students and students from Harmony Learning Center. Folks in Vadnais Heights use Transit Link to get from Maplewood Transit Center – expensive & time consuming option
- Transit safety concerns – met many older folks who were lifelong transit users, but recently avoided the buses and light rail

Upcoming June Engagement Events

Date	Event/ activity type	Event name/location	Purpose
6/7/2023	Tabling Event	St. Paul Farmer's Market	All Routing
6/8/2023	Bus Canvassing	Bus canvassing on Route 54, 64, 80	White Bear Avenue Routing
6/14/2023	Community Event	Touch a Truck Event - Maplewood	All Routing
6/21/2023	Tabling Event	Aldrich Arena Farmer's Market	White Bear Avenue Routing
6/26/2023	Tabling Event	Ramsey County Service Center (Maplewood)	All Routing

RMS Phase II Outreach & Engagement Plan

Colin Owens | Associate Community Outreach Coordinator



Approach to Public Outreach & Engagement

- Informational Sessions
- Business / Stakeholder Group Meetings
- In-Person and Virtual Open Houses
- Pop-Up Events, Door Knocking, Bus Canvassing
- Interactive map
- Social Media, Digital/Print/Radio Advertisements, Postcards



Future Engagement Events (summer/fall 2023)

- Project hosted open houses and workshops (in-person and virtual)
- Walking/driving corridor tours
- Surveys
- **Continued engagement activities:** Pop-ups, meeting with businesses/community groups, stakeholder engagement, committee meetings, canvassing/door knocking
- **Continued communications:** FAQs, handouts, radio ads, social media, newsletters



Maplewood Community Events/Pop-Up Locations

- Maplewood city events:
 - Touch-a-Truck on June 14
 - July Celebrate Summer on July 26
 - National Night Out on August 1 (still determining)
 - August Celebrate Summer on August 23
- Other pop-up locations we are attending/planning to attend:
 - Aldrich Arena Farmer’s Market
 - Harmony Learning Center
 - Maplewood Mall Transit Center
 - Ramsey County Service Center (Maplewood Mall)
 - Maplewood YMCA
- **What are other community events/pop-up locations we should visit?**

Maplewood Community Groups

- Maplewood YMCA
- Gladstone Community Center
- Harmony Learning Center
- Hmong Koobmoo Spiritual Center
- Gladstone Savanna
- Catholic Charities Ramsey County Family Service Center
- Minnesota Women's Care
- PrarieCare
- **Who are other community groups we should meet with?**
- **Any other feedback?**

Maplewood Business Groups

- Maplewood Business Council
- Birch Run Station Shopping Center
- M Health Fairview St. John's Hospital
- Maplewood Mall
- 11th St HyVee
- Hillcrest shopping Center
- Hazelwood Professional Building
- Businesses along White Bear Avenue (canvassing/door knocking)
- **Who are other business groups we should meet with?**
- **Any other feedback?**

Maplewood Neighborhoods/Homeowner Groups

- Residences along White Bear Avenue (canvassing/door knocking)
 - Sibley Cove Apartments
 - The Markham Apartment Complex
 - Concordia Arms Apartment Building
 - Maplewood Mobile Homes
 - Frisbee and English Apartments
 - Phoenix Residence Inc
 - Balbriggan Group Home
 - Emma Norton Supportive Housing
- **Are there neighborhoods/homeowner groups we should meet with?**
 - **Any other feedback?**

Questions/Other Feedback

Contact Us

For more information:

www.metrotransit.org/purple-line-project

[Facebook](#) and [Twitter](#) @PurpleLineBRT

Craig Lamothe
Project Manager
(651) 602-1978

craig.lamothe@metrotransit.org

Liz Jones
Community Outreach & Engagement Lead
(651) 602-1977

elizabeth.jones@metrotransit.org

Thank You!

Purple Line BRT Project

PurpleLine@metrotransit.org

651-602-1955