Community Partnerships & Activism

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Robin Caufman (St. Paul, MN)
Nicole Cobleigh (Los Angeles, CA)

November 1, 2009
Baltimore’s Red Line: Community-Defined Success

Danyell Diggs, City of Baltimore
Regional Rail System Plan
Red Line Project Overview

Now: Planning phase

- State-run project, to begin
- 14+ mile dedicated light rail, 10 miles in city
- Both surface & tunnel
- Connect directly to major employment centers and downtown
- Critical east-west line will create a system
Potential Impacts

- Economic development & community revitalization, esp. through job creation & TOD
- Re-connecting neighborhoods
- Increase transportation options, ease congestion, parking
- Support use of multi-modal transportation
- Green center of city & beautify neighborhoods
- Motivation for people to move back to City
Mayor’s Red Line Summit

• Initiative by current Mayor of Baltimore
• Set up as a conference at Convention Ctr.
• 200+ attendees from all over city
• Goal: understand and articulate the community’s vision of success
• Presentations from other cities
• 6 breakout sessions: presentation + group workshop
The Red Line Community Compact:

*Defining the Success of Baltimore’s Red Line Transit Project*

- Product of Summit
- Collaborative agreement among City & State agencies, non-profit/private entities and communities

- Sets specific goals & strategies for all signatories to adhere to
- Signed by 60+ groups
Development of Compact

- Summit: big picture → Compact: drilled down to specifics
- Six topic areas at Summit condensed to four working groups
- Working groups made up of diverse stakeholders met four times summer ’08
- Used input from Summit, expert opinion, neighborhood knowledge to ID goals
- Composed a draft of goals & strategies
- Draft sent out to broader community for review via mailed & electronic survey
- Final adopted in a ceremony Sept. 2008
Community Compact

• **Putting Baltimore to Work on the Red Line**
  – Economic Development
  – Workforce training & local hiring

• **Community-Centered Station Design & Stewardship**
  – Neighborhood investment
  – Foster long-term community process

• **Making the Red Line Green**
  – Water quality, alternative energy
  – Increase green space
  – Health & safety

• **Aggressively Plan & Manage Construction**
  – Start early, develop independent monitoring
  – Support businesses
  – Historic preservation
Community Compact: Implementation

- Mayoral Executive Order
- 40-member Steering Committee, representing all stakeholders
- Sub-committees for each section prioritized goals through start of construction
- Current initiatives:
  - Job Study underway w/UB
  - Establish an Economic Empowerment Office
  - Developed job description and structure for Community Liaisons
Challenges

• Bringing agencies together
• Keeping the vision moving forward, both w/in gov’t and with community
• Community trust—long history to overcome
• Significant disparities across neighborhoods
What’s next for 2009-10

• Hire Economic Empowerment Officer
• Use results from job study: workforce development plan
• Continue to educate--festivals, churches, web, media, community meetings, etc.
• Develop a plan for Station Area Advisory Committees
• ID Community Liaisons & get them involved during PE
• Continue to engage community to come up w/ collaborative solutions
Additional outreach: Transit Tours

- Portland, Seattle, Phoenix, Los Angeles
- Light rail projects under construction
- Looked at design and construction issues
- Learned what worked & what didn’t: agency, community, business perspective
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Central Corridor LRT Public Involvement Program

Robin Caufman
Manager of Public Involvement
St. Paul, MN
Route and Stations

- 11 miles
- 15 new stations
- Opening in 2014
- 42,000 average daily riders

Central Corridor LRT
Diverse Community of the Central Corridor

University Avenue

University of Minnesota

State Capitol Complex

Central Corridor LRT
Know the Community Minority Population

Central Corridor LRT

Minority Population
as % of total population

- 0% - 11%
- 11.01% - 30%
- 30.01% - 55%
- 55.01% - 98.81%

2000 US Census by Blockgroup
Know the Community
African American Population

Central Corridor LRT

**African American Population**
as % of total population

- 0% - 5%
- 5.01% - 20%
- 20.01% - 40%
- 40.01% - 78.7%

2000 US Census by Blockgroup

*persons who only selected African American/Black as racial category. Persons selecting two or more races are included in Total Minority counts.*
Know the Community
Asian Population

Central Corridor LRT
Know the Community Hispanic Population

Central Corridor LRT
Know the Community
Foreign Born Population
## Know the Community Language other than English spoken

<table>
<thead>
<tr>
<th>St. Paul Neighborhoods</th>
<th>Percent</th>
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</thead>
<tbody>
<tr>
<td>Thomas/Dale/Frogtown</td>
<td>50%</td>
</tr>
<tr>
<td>Summit/University</td>
<td>18%</td>
</tr>
<tr>
<td>Hamline Midway</td>
<td>13%</td>
</tr>
<tr>
<td>St. Anthony Park</td>
<td>14%</td>
</tr>
<tr>
<td>Lexington-Hamline/Snelling-Merrim</td>
<td>12%</td>
</tr>
<tr>
<td>Downtown</td>
<td>15%</td>
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</tbody>
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<table>
<thead>
<tr>
<th>Minneapolis Neighborhoods</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cedar Riverside</td>
<td>59%</td>
</tr>
<tr>
<td>Elliot Park</td>
<td>50%</td>
</tr>
<tr>
<td>Prospect Park</td>
<td>18%</td>
</tr>
<tr>
<td>Downtown</td>
<td>32%</td>
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</tbody>
</table>
Know the Community Languages Analysis

• Use other data sources such as school districts to identify most predominately spoken languages
• Central Corridor community
  – Hmong
  – Vietnamese
  – Somali
  – Spanish
Know the Community
People in Poverty
Know the Community
Households with ≤ 1 Auto

Central Corridor LRT
Know the Community
Population ≤ 18 Years Old

Central Corridor LRT
Know the Community
Population ≥ 65 Years Old

Central Corridor LRT
Know the Community Stakeholders

- Identify organizations that represent stakeholders
  - Neighborhood groups
  - Chambers of Commerce
  - Faith based organizations
  - Ethnic groups
  - Social services

- Community media
Consider the Communities’ Needs

- Communication preferences
- Cultural norms and traditions
- Meetings
  - Proximity to targeted community
  - ADA accessible
  - Reachable by transit
  - Convenient for targeted audience
- Limited English Proficiency (LEP)
Engage the Community Outreach Strategies

- Distribute monthly newsletters
- Maintain a website
- Hold public meetings
- Create advisory committees
- Ride bus & talk to existing customers
- Provide tours
- Attend community events
- Translate important information

Central Corridor LRT
Engage the Community Outreach Staff

- Identify skills needed to engage the community
  - Languages
  - Audio visual
  - Software such as PowerPoint, Publisher and web program
  - Graphics
  - Marketing
  - Communication
Building Livable Communities with Transit

Community Outreach Coordinators
Central Corridor LRT

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Mission: The purpose of the outreach team is to be an intermediary for the Metropolitan Council and the community on the Central Corridor LRT project. We will do this by building relationships with the public by informing, listening and gathering feedback throughout engineering, construction and operation.
Building Livable Communities with Transit

www.centralcorridor.org

Central Corridor LRT
Metro Gold Line
Eastside Extension:
Setting a New Standard for Los Angeles

Nicole Cobleigh
CDM Project Manager
Building Livable Communities with Transit
Background

• Re-scoping of a fully underground subway to a primarily at-grade light rail
• Within historically diverse communities such as Little Tokyo, East Los Angeles and Boyle Heights
Building Livable Communities with Transit

• Successfully worked with the community to develop new project and is about to start revenue service by the end of the year.

• Metro continues high level of community involvement on new extension
The Issue

- Mid-1990’s, Metro halts 3-mile subway extension to East Los Angeles
- Staff directed to re-scope project and retain Federal funding
- Communities along the alignment disheartened by potential loss of project
- Long history of distrust of government entities

State Route 710 one of five highways constructed in Eastside during 1960’s-70’s
Community Review Advisory Committee

- Metro establishes a Community Review Advisory Committee (RAC)
- Appointed by Elected Officials
- Appointees included
  - Proponents & Opponents
  - Representative of ethnically diverse communities along alignments
  - Residents, business owners, stakeholders
- Held monthly meetings with Metro throughout the alignment for the life of the project.
Benefits of the RAC

• Formation of the RAC set a precedent for other public agency interaction with the community

• RAC members became community voice when interacting with public agencies on their projects

• RAC developed the long term vision for the area

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<tr>
<th>Non-Metro Projects</th>
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<tbody>
<tr>
<td>Hollenbeck Police Station</td>
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<tr>
<td>1st Street Bridge Widening</td>
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<tr>
<td>US-101 Freeway Re-alignment</td>
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<tr>
<td>East Los Angeles High School #1</td>
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<tr>
<td>East L.A. Civic Center</td>
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<tr>
<td>Ramona Opportunity High School Relocation</td>
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Importance of Communication

- Meetings were held in a variety of languages pending the location of the meeting.
- Spanish, Cantonese, Mandarin, Korean and Japanese.
- Visual simulations used as a key communication tool.
RAC Provides Results

- Coordinated projects with the Los Angeles Unified School District, the Housing Authority, Bureau of Engineering, Los Angeles Police Department

- Metro Gold Line Eastside Extension is scheduled to open by the end of the year.
• Resulted in new 6-mile light rail project with 2 miles underground

• Six new at-grade stations and two new underground stations
For the Future

• RAC will continue to be involved for the first year of operation to review safety
• RAC has set the precedent for community outreach process
• Metro is using RAC concept on the development of the Gold Line’s extensions further east and the extension connecting the Gold Line to two light rail lines on the opposite side of the city.
Building Livable Communities with Transit
Questions?