

## **APPENDIX B**

### **Stadium Village University Avenue Station Area Plan**

#### **Summary of Outreach Efforts**

#### **COMMUNITY MEETINGS**

##### Project Kickoff and Existing Conditions – April 27 and May 3, 2011

Purpose: Introduce the planning process and provide an initial review of existing conditions in the study area, and introduction of consultant teams; initial information on land use, transportation, and market study; sought input on strengths, weaknesses, and priorities in the area from participants

Advertisement: Emails circulated through extensive neighborhood, University, and business association lists; media contacts; University District Alliance meetings and contacts; flyers; project website

Attendance: Approximately 70; paired with online survey with similar focus that had 450 responses

Resulting next steps: Results used to determine plan focus and priorities; proceeded with next stage in plan work focusing on market trends, parking, and public realm issues

##### Research Findings and Recommendations – February 28, 2012 (two meetings at different times of the day)

Purpose: Report out on findings and recommendations from consultant work focusing on market trends, parking, and public realm issues; seek feedback on

Advertisement: Emails circulated through extensive neighborhood, University, and business association lists; media contacts; University District Alliance meetings and contacts; project website; featured in KSTP television news story and community newspaper article

Attendance: Approximately 110

Resulting next steps: Affirmed plan direction and support for findings and preliminary recommendations; began work on drafting plan

##### Draft Plan Elements and Review – June 7, 2012

Purpose: To present the draft plan for review and comment prior to going through the official City approval process

Advertisement: Emails circulated through extensive neighborhood, University, and business association lists; media contacts; University District Alliance meetings and contacts; project website; featured in community newspaper article; staffed display at PPERRIA annual meeting

Attendance: Only one general purpose meeting was held as a wrap up to series of focused meetings (see list below); all total this group of meetings had attendance of approximately 240

Resulting next steps: Comments incorporated into draft plan; plan moved forward through formal approval process

## **FOCUSED MEETINGS**

Numerous small group discussions were held during two phases of the project – the research phase and the final draft review phase; they are briefly described below.

Research phase meetings (both staff and consultant led) included participants representing:

- Prospect Park neighborhood representatives – numerous dates
- Prospect Park 2020 plan committee – September 17, 2011
- Southeast Business Association – June 1, 2011 and December 5, 2011
- Stadium Village Commercial Association – December 2, 2011
- Glendale Residents' Association – September 2011
- Motley neighborhood representatives – November 10, 2011
- University area Rotary Club – November 2, 2011
- University District Alliance committees – numerous dates
- University Parking and Transportation Services staff
- Minneapolis Park and Recreation Board staff – October 25, 2011
- Hennepin County staff and City of Minneapolis staff – various dates
- Parking staff from multiple organizations – May 9, 2011 and October 4, 2011

Draft plan review meetings (all staff led) including participants representing

- Prospect Park neighborhood board – May 21, 2012
- Prospect Park neighborhood focus group – June 4, 2012
- Prospect Park 2020 plan committee – May 31, 2012
- Southeast Business Association – May 22, 2012
- Stadium Village Commercial Association – May 15, 2012
- Glendale Residents' Association – May 25, 2012
- University District Alliance board and committees – May 2, 2012 and other dates
- University staff (various departments) – various dates
- University students (graduate and undergraduate) – May 2, 2012

## **STEERING COMMITTEE MEETINGS – Dates and Topics**

November 2, 2010 – project overview, review of project boundaries, and role of steering committee

December 16, 2010 – update on consultant selection, review of existing conditions, and identification of key issues

January 13, 2011- what do you value about the area, further review of existing conditions, planning for first public meeting

February 17, 2011- parking study scope and timeline, planning for first public meeting continued

March 24, 2011 – update on parking study, stakeholder outreach for parking study, market study scope and timeline,

April 19, 2011- preparation for public meetings logistics and content

June 1, 2011- debrief from public meeting, market study update, parking study update, public realm study concept

August 16, 2011- market research results, parking study update, public realm study scope and timeline

October 25, 2011- parking study update, public realm study update

December 6, 2011- parking study results, public realm study update

January 24, 2012- public realm study recommendations, parking study recommendations

February 23, 2012 – review draft land use and housing chapter content and recommendations

March 22, 2012- review draft plan content including implementation chapter

April 25, 2012- review draft plan prior to start of 45 day public review period

## **OTHER OUTREACH**

- Periodic emails were sent out via the project’s email list of approximately 300 stakeholders
- Utilized neighborhood email list, business association email list, and Alliance email list – combined total of at least 2,000 stakeholders
- Utilized University’s internal staff/faculty noticing system – reaching over 10,000 stakeholders
- Conducted a widely distributed online survey with 450 responses
- Featured in a KSTP television news story on local 10 PM news broadcast
- Topic of two news articles in the Twin Cities Daily Planet’s News of the University District Neighborhoods (the online community paper)
- Did informational interviews with reporters for the Minnesota Daily
- Attended and staffed a display at PPERRIA’s 2011 and 2012 annual meetings (over 100 in attendance at each event)

- Regular updates in Ward 2 newsletter and at neighborhood meetings
- Involvement in technical advisory committees for other related studies being conducted simultaneously: University District Open Space Framework, Granary Corridor Feasibility Study, Bridal Veil Creek Sub-Watershed Study, Prospect Park 2020, Big Picture Project (affordable housing study), Central Corridor Public Art Study, Charles Landry residency, University District Alliance residential market study, Central Corridor implementation team, Central Corridor Stormwater and Green Infrastructure Study