

# Engagement summary

## 35th & 36th Streets Reconstruction Project



### Project Background

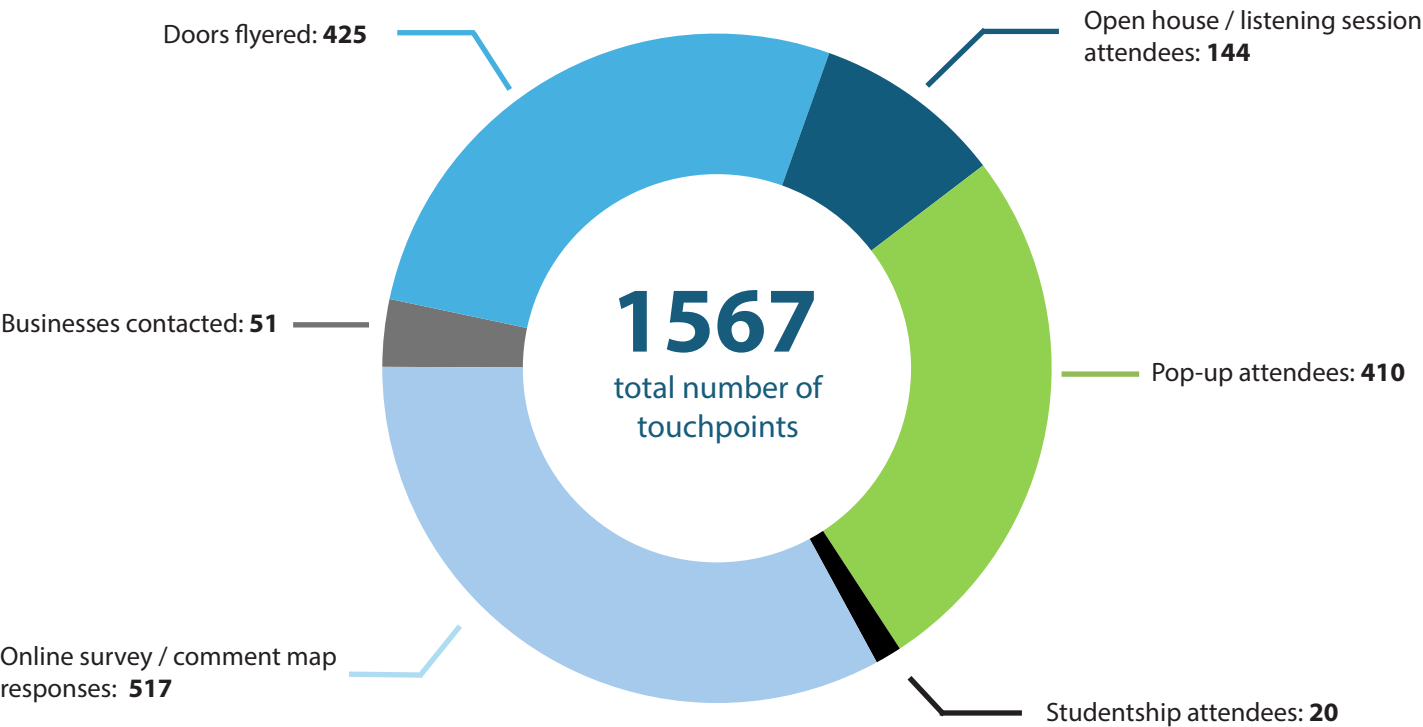
The City of Minneapolis is reconstructing 35th Street and 36th Street between Chicago Avenue and Blaisdell Avenue in Minneapolis. The project includes improving safety and mobility for all corridor users, replacing aging utilities, and adding green stormwater infrastructure.

The City of Minneapolis Public Works conducted extensive community engagement for the project from September 2024 to October 2025. Phase 1 engagement occurred from September 2024 to December 2024 and focused on collecting feedback from the community on their vision for the corridors. Phase 2 engagement occurred from April 2025 to May 2025 and focused on collected community feedback on draft design concepts for the corridor. Phase 3 engagement occurred from August 2025 to October 2025 and focused on sharing the preferred concept layout with the community.

### Summary of Engagement Strategies

The project team fostered meaningful dialogue with residents, businesses, and key stakeholders through targeted outreach efforts. These efforts captured a broad range of perspectives on transportation safety, accessibility, and street design.

Engagement activities included 6 in-person public meetings, online surveys and virtual interactive maps, pop-up tabling events, neighborhood doorknocking, direct business outreach, over 3800 targeted mailings, 32 yard signs and 32 sidewalk decals, promotional and communications material, a youth studentship program, corridor concept signage, presentations to pedestrian and bicycle advisory committees, presentations to local neighborhood organizations, and council member briefings.



### 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

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Updated: 10/22/2025

For reasonable accommodations or alternative formats please contact Fontaine Burruss at 612-673-3614. People who are deaf or hard of hearing can use a relay service to call 311 at 612-673-3000. TTY users call 612-263-6850.

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### Engagement Schedule

The project team used a variety of methods to reach residents, businesses and key stakeholders in the area to discuss the project and collect feedback. Listed below are the ways the project team connected with the community about the project across all three phases.

#### Phase 1: September 2024 to December 2024:

- E-newsletter updates
- Online survey
- Online interactive map
- Pop-up tabling events
- Business door knocking
- Postcard mailings
- Listening sessions
- Open House
- BAC/PAC Committee meetings
- Council Member briefings

#### Phase 2: April 2025 to May 2025:

- E-newsletter updates
- Online survey
- Pop-up tabling events
- Business door knocking
- Resident door flyering
- Yard signs
- Youth studentship
- Postcard mailings
- Open House
- BAC/PAC Committee meetings
- Council Member briefings

#### Phase 3: August 2025 to October 2025:

- E-newsletter updates
- Online interactive map
- Pop-up tabling events
- Business door knocking
- Resident door flyering
- Sidewalk decals
- Postcard mailings
- Open House
- Corridor concept signage
- BAC/PAC Committee meetings
- Council Member briefings



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### Key Community Concerns & Priorities

Feedback gathered through public meetings, pop-up events, online surveys, business outreach, and the interactive mapping tool highlighted critical community concerns and priorities for 35th and 36th streets.

Community members shared that they want 35th and 36th streets to “feel like peaceful neighborhood streets, not an extension of the highway”. They emphasized the need for wider sidewalks, safer pedestrian crossings, protected bikeways, increased greening, and traffic calming measures to address high vehicle speeds and reckless driving.

These insights will guide the final street design to create a safer, more accessible, and multi-modal corridor for all users.

#### Traffic & safety

High vehicle speeding, frequent vehicle crashes, vehicles driving in the wrong direction, and red-light running were cited as major safety concerns, particularly near freeway ramps and intersections.

#### Biking & pedestrian improvements

Participants supported improving the walkability and bikeability of 35th and 36th streets through the construction of wider sidewalks, enhanced crossings, more greenery and protected bikeways.

#### Street Design & accessibility

Respondents favored lane reductions and traffic calming measures to enhance safety. Suggestions included protected intersections, lowering vehicle speeds, better signage, and more greenery to encourage lower vehicular speeds.

#### Wayfinding & connectivity

Community members expressed a desire to see improved signage for cyclists and drivers, and improved lane striping, particularly on the freeway overpass.



PHASE 2 OPEN HOUSE

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### Equity and Engagement

The City of Minneapolis has been working to acknowledge and rectify past harms; much of this work has been documented in our [Racial Equity Framework for Transportation](#). The City of Minneapolis acknowledges that the transportation system and government-supported decisions have underserved, excluded, harmed and overburdened some communities, namely Black and Indigenous communities, other communities of color, and people with disabilities. We understand that these past decisions have denied these communities the full participation of transportation benefits, which has led to disproportionate burdens ([Racial Equity Framework for Transportation Acknowledgment of past harms](#)).

The City also acknowledges that we do not hear from all voices. City transportation policies, including the Transportation Action Plan, Vision Zero commitment and Complete Streets Policy helps us address and advance these gaps in engagement. When we are unable to directly engage with residents impacted by projects, we look to data and policy to help inform project-level decisions. Providing a variety of engagement opportunities creates engagement that is more accessible to a wider range of stakeholders. 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 tailored engagement approaches to better reach underrepresented groups by :**

- Hosting a three-phase engagement process over a full year.
- Offering both in-person and virtual opportunities to reduce participation barriers.
- Conducting targeted outreach to corridor residents and businesses.
- Hosting a youth studentship program at the local elementary school to capture youth perspectives on the project.
- Distributing direct mail and hand-delivered materials to improve reach.

- Using an online interactive map and survey for accessible feedback.
- Developing corridor concept signage to share the proposed concept layout with members of the general public.

#### **This project engaged with culturally specific representatives and/or decision makers by:**

- Engaging neighborhood organizations and corridor stakeholders familiar with the cultural dynamics and needs of the area.
- Coordinating with local leaders to share project information and encourage participation among underrepresented groups.
- Including feedback from culturally specific representatives in shaping engagement strategies, ensuring more inclusive outreach approaches.

#### **This project identified and centered voices of those historically marginalized in the decision making process related to transportation plans, programs and projects by:**

- Prioritizing engagement with residents and businesses along the corridor.
- Offering multiple ways to participate—including in-person events, virtual tools, and direct outreach—to reduce barriers for individuals with limited time, access, or resources.



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### Data Gaps

How our engagement approach was adapted based on the data gaps identified in the engagement plan.

- Hosting pop-ups in high-traffic areas, including the park, library, elementary school and community center, to reach community members who may not have interacted with the project through traditional channels.
- Monitoring participation trends and adapting outreach strategies accordingly - for instance, introducing door-knocking events to engage businesses and residents within the project area.

### Engagement Impacts

Project outcomes were impacted as a result of community engagement. These are listed below.

- Refinement of design concepts based on feedback related to pedestrian safety, high vehicle speeds, bicyclist comfort and increased greening.
- Extension of the All Ages and Abilities Bicycle Network segment on 35th Street to provide safer and easier connectivity to the Blaisdell Avenue bikeway.



PHASE 2 YOUTH STUDENTSHIP

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