



## 7<sup>TH</sup> STREET S - ENGAGEMENT PLAN

### PROJECT OVERVIEW

The City of Minneapolis is planning to rebuild 0.5 miles of 7th Street S—from 13th Avenue to Park Avenue in Downtown East. To help guide this work, the project team has created an engagement plan that outlines how we will connect with the community from early planning through construction.

The engagement plan explains:

- **When and how** we will share project updates
- **How often** we will communicate key information
- **Who** we aim to engage
- **What strategies** we will use to gather input and feedback
- **Local community demographics** that shape our approach

The plan is a living document and may be updated as the project progresses. If major changes occur, we will share them with stakeholders and include them in the final engagement summary.

To learn more, read the project's one-page overview and sign up for email updates on the [project webpage](#).

### KEY FACTS

- **AMENITIES**
  - Connects to Hennepin County Medical Center, Bethlehem College and Seminary, and downtown.
- **TRAFFIC SAFETY**
  - 7<sup>th</sup> Street S is identified as a [high injury street](#) from 11<sup>th</sup> Avenue to Park Avenue.
- **CONNECTIONS**
  - Designated as Downtown Core in the City [Street Design Guide](#).
- **NETWORKS**
  - A portion of 7<sup>th</sup> Street S is identified on the City's [AAA bicycle network](#).

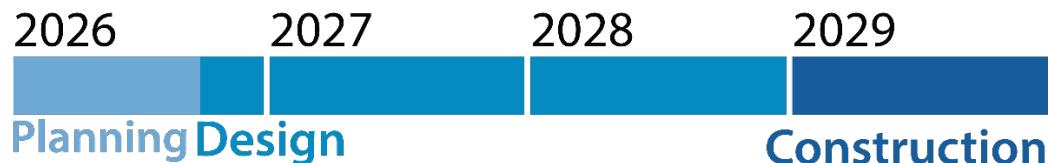
### PROJECT HIGHLIGHTS

The entire street will be rebuilt, including:

- New sidewalks
- New ADA pedestrian ramps
- New pedestrian-scale lighting
- Green stormwater infrastructure
- Greening
- Signal improvements

- New pavement
- New curb and gutter
- Utility improvements
- New signage and pavement markings

#### PROJECT SCHEDULE



**Planning (2025-2026):** Public Works will collect corridor data and initiate community engagement.

**Concept Development (2026):** Public Works will continue engagement and develop a layout concept based on data, engagement, and feedback.

**Engineering (2027-2028):** Following concept layout approval, Public Works will develop detailed design in preparation for construction.

**Construction (2029):** Construction along the corridor, project completion.

#### PROJECT AUDIENCES

##### AUDIENCE IDENTIFICATION

Identifying and understanding our audiences is a key part of planning engagement. These audiences may change as the project moves forward. We will adjust our approach to effectively engage community members.

To determine key audiences we considered:

- Collaborative or audiences with approval or review role
- Whether an audience represents an impacted facility or activity that is of importance to the wider community
- Whether an audience possesses unique knowledge or skills that would contribute to a significantly better solution.
- Whether an audience can effectively represent the views or interests of many of those impacted by a given activity.

The table below broadly identifies the key audiences, their respective relevance to and interests in the project.

## KEY AUDIENCES

Audience	Relevance	Interests
<b>MnDot</b>	Two off-ramps under MnDOT jurisdiction connect to 7th Street South. As a Municipal State Aid route, 7th Street South is also subject to MnDOT oversight for compliance with State Aid rules.	Project impacts to traffic queues on the ramps and overseeing compliance with State Aid rules.
<b>Hennepin County Medical Center (HCMC)</b>	Property with direct access and connectivity to 7 <sup>th</sup> Street South.	Project impacts and benefits, construction detours and access, emergency vehicle access, and engagement opportunities and involvement.
<b>Minnesota Sports Facilities Commission</b>	Property with proximity and connectivity from 7 <sup>th</sup> Street South.	Project impacts and benefits, construction detours and access, and engagement opportunities and involvement.
<b>Park &amp; Recreation Board</b>	Responsible for existing and planned tree plantings within the public right-of-way.	Planting, removal, and maintenance of trees within the public right-of-way.
<b>Metro Transit</b>	Transit infrastructure for existing and planned routes.	Ensuring alignment with transit plans, needs, guidance, construction detours and access.
<b>Minnesota State Historic Preservation Office (SHPO)</b>	Various properties on 7 <sup>th</sup> Street South are listed in the National Register of Historic Places (NRHP)	Project impact on the character, setting, and integrity of historic buildings.
<b>Bethlehem Baptist Church (incl. College and Seminary)</b>	Property with direct access and connectivity to 7 <sup>th</sup> Street South.	Project impacts and benefits, construction detours and access, and engagement opportunities and involvement.
<b>Yesuah's Love Heals</b>	Property with direct access and connectivity to 7 <sup>th</sup> Street South.	Project impacts and benefits, construction detours and access, and engagement opportunities and involvement.
<b>Laborers Local 563</b>	Property with direct access and connectivity to 7 <sup>th</sup> Street South.	Project impacts and benefits, construction detours and access, and

<p><b>Hope Community Church</b></p> <p><b>North Central University (Mensing Hall)</b></p> <p><b>First Covenant Church</b></p> <p><b>East Town Apartments (Trellis MN)</b></p> <p><b>Council Member Jamal Osman</b></p> <p><b>Pedestrian and Bicycle Advisory Committee (BACPAC)</b></p> <p><b>Hennepin County</b></p> <p><b>Downtown Improvement District (DID)</b></p> <p><b>Minneapolis Downtown Council (MDC)</b></p>	<p>Property with direct access and connectivity to 7<sup>th</sup> Street South.</p> <p>Property with direct access and connectivity to 7<sup>th</sup> Street South.</p> <p>Property with direct access and connectivity to 7<sup>th</sup> Street South.</p> <p>Property with direct access and connectivity to 7<sup>th</sup> Street South.</p> <p>Ward 6 council member</p> <p>Advises on the issues and needs of those walking, rolling, and biking.</p> <p>7<sup>th</sup> Street South intersects with Park Avenue, a county roadway.</p> <p>One block of the project (7<sup>th</sup> Street South between Chicago Avenue and Park Avenue) is within the DID Standard Service level area.</p> <p>Civic and business leadership organization for the area of Downtown.</p>	<p>engagement opportunities and involvement.</p> <p>Project impacts and benefits, construction detours and access, and engagement opportunities and involvement.</p> <p>Project impacts and benefits, construction detours and access, and engagement opportunities and involvement.</p> <p>Project impacts and benefits, construction detours and access, and engagement opportunities and involvement.</p> <p>Project impacts and benefits, construction detours and access, and engagement opportunities and involvement.</p> <p>Represents the interests of the community, including residents, businesses, and institutions.</p> <p>Ensuring pedestrian and bicycle needs are prioritized.</p> <p>Coordination on proposal for the intersection of 7<sup>th</sup> Street South and Park Avenue.</p> <p>Support and management of different public realm aspects of Downtown.</p> <p>Project alignment with downtown vision plans, businesses and property owners' advocacy, public space and economic activation, policy and partnership influence.</p>
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<b>Elliot Park Neighborhood Association</b>	The project corridor runs through Elliot Park Neighborhood.	Resident representation, community engagement partner, neighborhood identity and preservation.
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## EQUITY AND ENGAGEMENT

Achieving equity in transportation means that the quality of the transportation networks in the city create fair and just opportunities and outcomes for all people. In Minneapolis, historic exclusion from government-led processes, disinvestment in certain communities, and insensitive design have all contributed to the inequities that persist today. To rectify these systemic injustices, both past and present, we must reconsider and invest in our transportation system through a deep commitment to racial equity – providing just outcomes for all people in the city, and outcomes that are not predictable by race.

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 [Acknowledgement of past harms](#)).

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. We have created the [Racial Equity Framework for Transportation \(REF\)](#) to guide us in this work. We have also created the [Transportation Equity Explorer](#) as a tool that goes into more depth about the elements of the REF. The dashboard includes a Transportation Equity Priority (TEP) score. This project will prioritize engagement activities and events to reach historically excluded and under-engaged community members within the project area.

### TEP ANALYSIS

The project falls in [TEP tier 1](#) from 13<sup>th</sup> Ave to 11<sup>th</sup> Ave and [TEP tier 3](#) between 11<sup>th</sup> Ave and Park Ave.

- Black, Indigenous, and People of Color (BIPOC) make up 50.7% of the population between 13th Ave and 11th Ave, and 38.4% in the area west of 11th Ave to Chicago Ave. Both areas have a higher percentage of BIPOC residents compared to the Minneapolis citywide average of 33.6% (U.S. Census Bureau, 2024 ACS 1-Year Estimates).
- Household income disparities are notable: 44% of households between 13th Ave and 11th Ave have incomes below the national poverty level, compared to 19% west of 11th Ave to Chicago Ave. Of these, 26.5% and 6.5% of households, respectively, have incomes more than 200% below the poverty level.
- Vehicle access is limited for many residents: 47.3% of households between 13th Ave and 11th Ave do not have access to a vehicle, compared to 21.7% between 11th Ave and Park Ave.

- Rentership rates are high: 97% of households between 13th Ave and 11th Ave are renters, compared to 68.6% between 11th Ave and Park Ave. Both exceed the citywide average of 53.5% (U.S. Census Bureau, 2024 ACS 1-Year Estimates).
- Disability prevalence is also elevated: 28% of residents between 13th Ave and 11th Ave have a disability, compared to 14.5% between 11th Ave and Park Ave. Both are higher than the citywide average of 12.5% (U.S. Census Bureau, 2024 ACS 1-Year Estimates).
- Urban heat disparities affect residents on 7th Street S, where temperatures are at least 3.4°F and up to 5.4°F hotter than the Minneapolis average.
- Immigrant populations are significant: 17.4% to 18% of residents on 7th Street S were born outside the U.S. Additionally, 10.4% of households between 13th Ave and 11th Ave, and 4.4% between 11th Ave and Park Ave, have limited English-speaking ability.

As a minimum, the following communication and engagement tools will be considered:

- Interpreters at information sessions and meetings where required.
- Translation of printed information into Somali
- Promotion of the availability of translation services on public-facing documents.

## ENGAGEMENT PHASES, OBJECTIVES AND OUTCOMES

Phase & Time Frame	Engagement Objectives	Tactics
<b>Phase I: Existing Conditions</b> <b>Inform &amp; Consult</b> Winter 2025 – Spring 2026	<p>Clearly communicate the purpose, scope, and timeline of the project.</p> <p>Gather input on community values and needs.</p> <p>Affirm project goals and discuss existing street conditions with community members.</p> <p><b>Call to action:</b> Tell us how you want to be engaged and help us define the goals for 7<sup>th</sup> Street.</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>• Pop-ups</li> <li>• Neighborhood association meetings</li> <li>• Engagement summary</li> <li>• Business and institution outreach</li> </ul>

<b>Phase 2: Concept Design</b> <b>Inform &amp; Consult</b> Spring – Summer 2026	<p>Capture people's existing and desired experiences on 7<sup>th</sup> Street South and develop conceptual street designs based on Phase I and II.</p> <p>Inform the community on the designs and gather in-depth feedback on preferences and trade-offs.</p> <p><b>Call to action:</b> Build stakeholder buy-in for the conceptual vision of 7<sup>th</sup> Street South.</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>• Concept virtual maps</li> <li>• Popups</li> <li>• Neighborhood association meetings</li> <li>• Walking trips</li> <li>• Engagement summary</li> <li>• Business and institution outreach</li> </ul>
<b>Phase 3:</b> <b>Recommendation</b> <b>Inform &amp; Consult</b> Fall – Winter 2026	<p>Inform stakeholders about the project, demonstrating how input was utilized in decision-making.</p> <p>Gather further feedback on the design.</p> <p><b>Call to action:</b> Provide any further and final feedback on the design.</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>• Engagement summary</li> <li>• Business and institution outreach</li> </ul>
<b>Phase 4: Approved Design</b> <b>Inform</b> Winter 2026 – Spring 2027	<p>Close the loop on concept design feedback.</p> <p>Present concept vision at public open house.</p> <p>Communicate that the project will be moving forward to detailed design and construction.</p> <p><b>Call to action:</b> Stay informed on the project throughout detail design and construction by subscribing to email updates and following the project webpage.</p>	<ul style="list-style-type: none"> <li>• Fact sheet</li> <li>• Website/social media</li> <li>• Engagement summary</li> <li>• Open house</li> </ul>

## USE OF COMMUNITY INPUT

Feedback from the community will be gathered as part of Phase 1 to 3 of the engagement plan. All feedback will be thoughtfully considered and may inform the planning and design of the 7<sup>th</sup> Street reconstruction project. The feedback will be used to:

Planning phase:

- Inform the purpose, scope and timeline of the project
- Consult on community values and needs
- Affirm project goals

Design phase:

- Inform on concept design alternatives
- Consult on needs of all users and all modes are heard and integrated

## REVIEW AND EVALUATION

The effectiveness of the engagement activities will be measured against desired outcomes. Participation levels for all events and surveys will be closely monitored. Newsletter performance metrics will be regularly tracked and reported. We will make data-driven adjustments in our community engagement activities to engage more effectively.

## ENGAGEMENT GOALS

Engagement goals were identified using the Racial Equity Framework for Transportation [TEP score](#), demographic data, stakeholder analysis, and the [IAP2 Spectrum of Public Participation](#). They are listed below.

### Stakeholder Participation

1. **Engage a broad range of stakeholders:** Ensure that residents, employees, faith-based communities, sporting and event complexes, and healthcare campuses are fully informed and meaningfully included in the engagement process.
2. **Reflect community demographics in outreach:** Hold ourselves accountable to data-driven reporting and adjustments to ensure outreach efforts are inclusive of the full diversity of the project area, reflecting racially and ethnically diverse groups, low-income households, people with limited vehicle access, and individuals with disabilities.
3. **Ensure inclusive scheduling:** Offer engagement activities at various times of the day, including outside business hours. Ensure all relevant stakeholders are properly notified and included in the engagement process.

### Foster Community Respect and Value Community Time

1. **Respect community time:** Tailor engagement to meet people where they are and acknowledge time as a valuable resource.
2. **Streamline communication:** Create accessible, two-way communication channels between the project team and the community.

### Regular and Timely Project Information

1. **Provide consistent updates:** Share project information throughout all phases using multiple communication methods.
2. **Ensure language access:** Translate engagement materials to reach non-English-speaking residents.

## **Transparency**

1. **Communicate clearly:** Share accurate information about project goals, timelines, and decision-making processes.
2. **Acknowledge challenges:** Be open about project constraints and involve the community in related discussions.

## **Ground-Truth Project Policy Goals with Community Priorities**

1. **Align goals with community input:** Document project goals while engaging residents to understand and reflect their priorities.