

# ENGAGEMENT SUMMARY

## 9th & 10th Street Corridor Improvements Project

### Project background

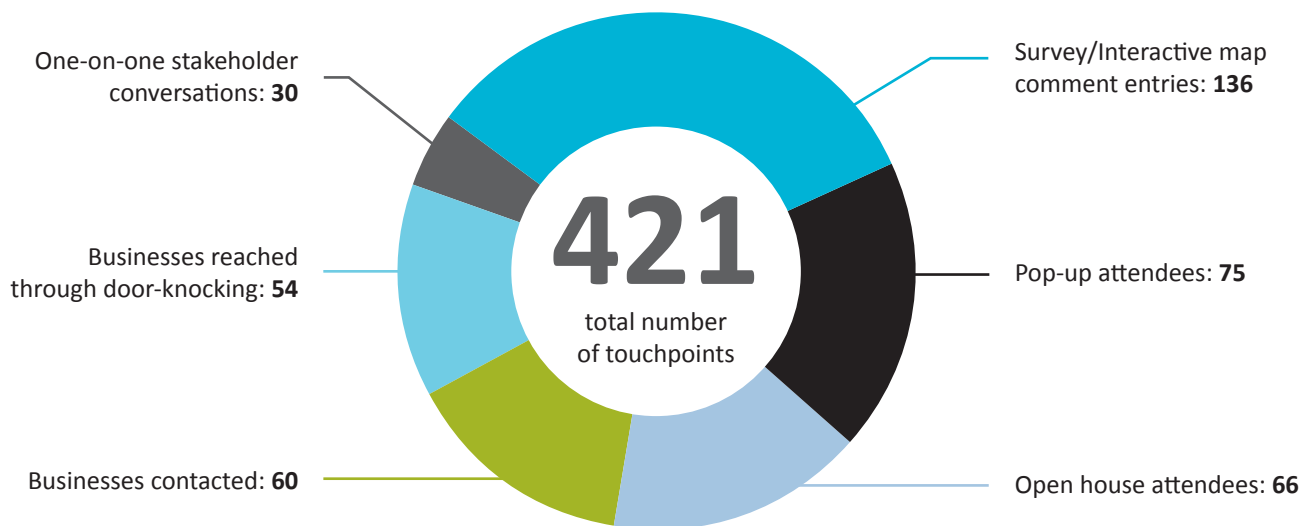
The City of Minneapolis Public Works, in collaboration with Alliant Engineering and Zan Associates, conducted extensive community engagement from July 2024 through June 2025 in three phases to inform project stakeholders on proposed improvements along 9th and 10th Streets from East 14th Street to Second Avenue North. Phase I occurred between July to September 2024, Phase II took place between October to December 2024, and Phase III took place between March and June 2025. Engagement activities included an in-person public meeting, an online survey, pop-up tabling events, targeted mailings, direct business outreach, promotional and communications materials, and a virtual interactive comment map.

### 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 in-person and virtual public meetings, an online survey, pop-up tabling events, one-on-one stakeholder conversations, targeted mailings, direct business outreach, promotional and communications material, a virtual interactive map, sent over 5000 targeted mailings for each engagement phase, presentations to advisory committees (BAC/PAC), council member briefings, and conducted meetings with the Downtown Minneapolis Neighborhood Association, Greater Minneapolis Building Owners & Managers Association, Minneapolis Regional Chamber, and etc.

The project team had 421 touch points during all phases of engagement, including:



### 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: 06/11/2025

For reasonable accommodations or alternative formats contact the Public Works Project Manager: Ryan Ackerman at 612-791-1670. People who are deaf or hard of hearing can use a relay service to call 311 at 612-673-3000. TTY users call 612-673-2157.

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### Key Community Concerns & Priorities

Feedback gathered through surveys, public meetings, business outreach, and the interactive mapping tool highlighted critical community concerns and priorities for the 9th & 10th Street corridors.

Participants emphasized the need for safer pedestrian crossings, better-protected bike lanes, and traffic calming measures to address high vehicle speeds and reckless driving. Business owners emphasized the need for efficient curbside access for deliveries, customer parking, and ride-hailing services, while people who walk and bike prioritized better separation from vehicle traffic, shorter crossing distances, and stronger overall network connectivity.

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 speeds, frequent lane changing and frequent red-light running were cited as major safety concerns, particularly near freeway ramps and intersections.

#### Biking & Pedestrian Improvements

Participants supported upgrades to the existing bike lanes, improved wayfinding, and enhanced pedestrian crossings. Many expressed concerns over vehicles blocking bike lanes, challenges with turning vehicles, and current lack of separation between vehicles and people biking.

#### Street Design & Accessibility

Respondents favored lane reductions and traffic calming measures to enhance safety. Suggestions included protected intersections, better signage, and more greenery to improve walkability.

#### Wayfinding & Connectivity

The virtual map and survey responses emphasized the need for better transit access, improved signage for cyclists and drivers, and dedicated loading zones to prevent vehicles from obstructing bike lanes and sidewalks.

### Engagement schedule

**Phase 1: July to September 2024:** DMNA Land Use Committee Meeting • E-newsletter updates  
BAC/PAC committee meetings • Direct business outreach • One-on-one stakeholder meetings

**Phase 2: October to December 2024:** Open House (Oct 29th) • E-newsletter updates • Pop-up tabling  
One-on-one stakeholder meetings • DMNA Land Use Committee Meeting • Online Survey  
Interactive comment map • Direct business outreach • BAC/PAC committee meetings • Council member briefings

**Phase 3: March to June 2025:** Virtual Open House (April 24th) • Direct business outreach • Door-knocking  
E-newsletter updates • DMNA Land Use Committee Meeting • One-on-one stakeholder meetings  
BAC/PAC committee meetings • Council member briefings



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### Business Outreach & One-on-One Stakeholder Conversations

The project team reached out to businesses through phone calls, emails, and in-person visits, using a contact list of over 65 corridor businesses. Twenty-one organizations participated in hour-long meetings, where they discussed challenges, needs, and improvement opportunities using prepared discussion questions. Listed below are the following meeting dates and the organizations the project team met with one-on-one:



Target HQ	07/29/2024	Downtown Minneapolis Neighborhood Association (DMNA)	04/01/2025
Hilton Minneapolis	08/02/2024	Move Minneapolis	04/09/2025
Bandbox Diner	08/05/2024	Minneapolis DID	04/09/2025
O'Donovan's Irish Pub	08/05/2024	Elliot Park Neighborhood Inc.	04/09/2025
The Salvation Army Harbor Light Center	08/14/2024	North Central University	04/10/2025
ABC Ramp Mobility Hub	08/15/2024	Minneapolis Renaissance Coalition	04/11/2025
Minneapolis Chamber / Young Quinlan Building	08/19/2024	ABC Ramp Mobility Hub	04/21/2025
Minneapolis Chamber of Commerce	08/19/2024	Target HQ	04/23/2025
Drexel Apartments	09/10/2024	Building Owners & Manager's Association (BOMA)	04/29/2025
Hell's Kitchen	09/10/2024	Hennepin Arts (Orpheum Theatre)	05/02/2025
Ameriprise Financial	11/08/2024	Bandbox Diner	05/14/2025
Sleep Number HQ	02/19/2025	Young Quinlan Building	05/20/2025

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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 two-phase engagement process over nearly a full year.

- Offering both in-person and virtual opportunities to reduce participation barriers.
- Conducting targeted outreach to corridor residents and businesses.
- Distributing direct mail and hand-delivered materials to improve reach.
- Using an online interactive map and survey for accessible feedback.

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

- Coordinating with community-based organizations and local leaders to share project information and encourage participation among underrepresented groups.
- Engaging neighborhood organizations and corridor stakeholders familiar with the cultural dynamics and needs of the area.
- 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.
- Incorporating community feedback early in the design process to inform draft concepts and reflect local needs, particularly around access, safety, and comfort.

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### Data gaps

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

- Hosting pop-up events near high-traffic areas, including parks and downtown destinations, to reach pedestrians, transit users, and other passersby who may not have participated through traditional channels.
- Monitoring participation trends and adapting outreach strategies accordingly—for instance, introducing a door-knocking event to engage residents directly within the corridor.

### Engagement impacts

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

- Refinement of preliminary design concepts based on feedback related to pedestrian safety, bike comfort, and intersection visibility.
- Access considerations for businesses and property owners, reflecting input gathered through one-on-one stakeholder meetings.



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