

38TH & CHICAGO RE-ENVISIONED

Final design & construction communications plan

This plan details how Public Works will communicate with community members about the 38th & Chicago Re-Envisioned infrastructure project in George Floyd Square. This project requires coordination across the City and with partner organizations. More information on other City-led efforts in George Floyd Square, including [Peoples' Way](#) and [Memorials and public art](#) can be found on the George Perry Floyd Square webpage.

GEORGE FLOYD SQUARE & PROJECT OVERVIEW

George Floyd's murder ignited a global movement for justice, and the City of Minneapolis is honoring his legacy. At George Floyd Square, the City has been and continues to be committed to a deeply collaborative effort to reimagine the place to meet current and future needs while honoring the square as a sacred space. This work is comprised of three distinct, but related elements: Peoples' Way (3744 Chicago Avenue), memorials, and right-of-way infrastructure improvements. The goal of these efforts is to honor the past, support the local economy, preserve public art, and ensure safe, reliable access for those who live, work, or visit the area.

In April 2022, Public Works initiated a community engagement process to redesign the right-of-way infrastructure within George Floyd Square through the 38th & Chicago Re-Envisioned project. Public Works actively engaged residents, businesses, and community stakeholders through a variety of methods to collect feedback that informed the design for 38th Street and Chicago Avenue.

PROJECT SCOPE AND COUNCIL ACTIONS

On December 11, 2025, Minneapolis City Council approved the [Council-adopted concept layout for the 38th & Chicago Re-Envisioned project](#), which will reconstruct about 0.5 miles of Chicago Avenue and 38th Street. This work will happen on 38th Street from Park Avenue to 10th Avenue and on Chicago Avenue from 37th Street to 39th Street. The [community-driven design](#) includes:

- Flexible space for gatherings
- Art and Memorials
- Pedestrian safety and traffic calming
- Green Space and stormwater management
- Restored transit service
- New all ages and abilities bikeways
- Access to homes and businesses
- On-street parking

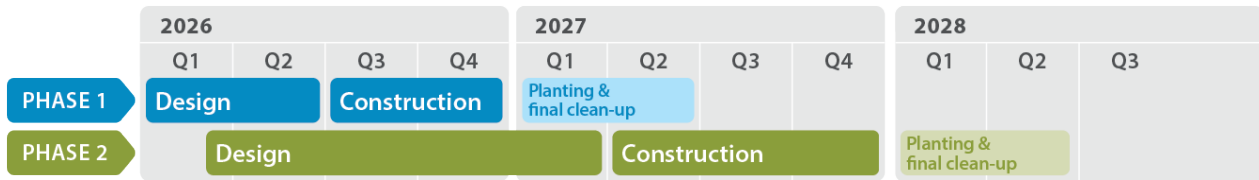
Minneapolis City Council also passed [Resolution 2025R-491](#), directing staff to evaluate elements included in the Community Street Plan developed by the Community Visioning Council (CVC) into the Council-adopted layout. This evaluation is anticipated to be concluded in April 2026. Please see communication stages for more information.

CONSTRUCTION SCHEDULE

Construction for 38th and Chicago is scheduled to begin in June 2026, with substantial completion in 2027. To meet this timeline, the project will be delivered in two construction phases each with its own construction plans:

Phase 1 includes construction on 38th St, between Chicago Ave and 10th Ave and Chicago Ave from 39th S to the BRT Stations south of 38th Street. The intersection of 38th and Chicago is not included in Phase 1.

Phase 2 includes construction on 38th St, between Park Ave and Chicago Ave and Chicago Ave, from 38th St to 37th St, including the intersection.



COMMUNICATION STAGES, OBJECTIVES, AND TACTICS

The table below show an overview of what information will be communicated over the course of construction, when the communication will occur, and the formats in which it will be communicated.

Time Frame	Engagement Objectives	Communication Tools
January 2026	Evaluate Council-directed design elements related to the Council-passed resolution	<input type="checkbox"/> Focus group meetings <ul style="list-style-type: none"> • Community Visioning Council • 38th+Chi Business Coalition • Rise & Remember

February 2026	<p>Communicate expectations for Phase 1 and Phase 2 staging and construction.</p> <p>Call to action: Subscribe to receive updates on 38th & Chicago construction activities.</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Webpage update <input type="checkbox"/> Newsletter Update <input type="checkbox"/> Direct Mail <input type="checkbox"/> Signage
March –April 2026	<p>Share with the community the final design concept</p> <p>Communicate final design decisions related to the Council-passed resolution</p> <p>Call to action: Join our informational meeting to learn more about the final design and construction timeline for 38th & Chicago</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Informational Community Open House <input type="checkbox"/> Webpage update <input type="checkbox"/> Mtgs with affected property owners <input type="checkbox"/> Direct mail + Door Knocking <input type="checkbox"/> Newsletter Update <input type="checkbox"/> Tabling <input type="checkbox"/> Signage <input type="checkbox"/> Radio & TV <input type="checkbox"/> Social media <input type="checkbox"/> Communications toolkit
May 2026	<p>Communicate the timeline and potential impacts of Phase 1 construction activities.</p> <p>Communicate information about assessment for 38th & Chicago construction</p> <p>Call to action: Subscribe to receive updates on 38th & Chicago construction activities.</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Webpage update <input type="checkbox"/> Mtgs with affected property owners <input type="checkbox"/> Direct mail <input type="checkbox"/> Newsletter update <input type="checkbox"/> Signs <input type="checkbox"/> Radio & TV <input type="checkbox"/> Social media <input type="checkbox"/> Communications toolkit
June 2026 – March 2027	<p>Ensure community awareness of Phase 1 construction activities and impacts</p> <p>Clearly communicate the purpose, scope, and timeline of memorial relocations.</p> <p>Call to action: Subscribe to receive updates on 38th & Chicago as construction activities.</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Construction update meetings <input type="checkbox"/> Direct mail <input type="checkbox"/> Media Release <input type="checkbox"/> Newsletter update <input type="checkbox"/> Signs <input type="checkbox"/> Radio & TV <input type="checkbox"/> Social media <input type="checkbox"/> Webpage update
March– June 2027	<p>Clearly communicate the timeline and potential impacts of Phase 2 construction activities.</p> <p>Clearly communicate the purpose, scope, and timeline of memorial relocations.</p> <p>Call to action: Join our informational session to learn more about Phase 2 of 38th & Chicago construction.</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Meetings with affected property owners <input type="checkbox"/> Informational community meeting <input type="checkbox"/> Direct mailers <input type="checkbox"/> Media Release <input type="checkbox"/> Newsletter update <input type="checkbox"/> Construction update meetings <input type="checkbox"/> Signs <input type="checkbox"/> Radio & TV <input type="checkbox"/> Social media <input type="checkbox"/> Webpage Update

June – December 2027	<p>Ensure community awareness of Phase 2 construction activities.</p> <p>Coordinate community celebration of the completion of the project</p> <p>Call to action: Subscribe to receive updates on George Floyd Square construction activities.</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Meetings with affected property owners <input type="checkbox"/> Informational community meeting <input type="checkbox"/> Direct mail <input type="checkbox"/> Media Release <input type="checkbox"/> Newsletter update <input type="checkbox"/> Construction update meetings <input type="checkbox"/> Tabling <input type="checkbox"/> Signs <input type="checkbox"/> Radio & TV <input type="checkbox"/> Social media <input type="checkbox"/> Webpage (update)
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PROJECT STAKEHOLDERS

The improvements at 38th & Chicago carry meaning for many people. Continuing to identify and understand the needs of the surrounding community is an important part of planning how we will continue to connect with those impacted. These stakeholder groups may change as the project moves forward. We will adjust our approach to make sure we are reaching the people in the ways that make sense to them.

The table below shows the main stakeholder groups identified throughout the project, along with why they are important to this project.

Stakeholder Groups	Relation	Interests
City Council offices	Approved the street concept plan for 38th & Chicago and represent community members	<ul style="list-style-type: none"> • Construction management • Business support • Health and safety of the community
Floyd family	Directly and personally impacted by the history and future of the space	<ul style="list-style-type: none"> • Family history • Construction management • Project impacts/benefits • Look and feel
Those living or working within 2 blocks of 38 th and Chicago	Live or work in the area and are impacted daily.	<ul style="list-style-type: none"> • Construction management • Look and feel • Project impacts/benefits
Community members	Are interested in the space and the investment in the larger community	<ul style="list-style-type: none"> • Construction management • Project impacts/benefits • Look and feel • Community interests (local/natl.)
Media partners	Help us reach all audiences	<ul style="list-style-type: none"> • Construction management • Project impacts/benefits

		<ul style="list-style-type: none"> • Community interests (local/natl.)
Visitors	Travel to 38 th & Chicago	<ul style="list-style-type: none"> • Construction management • Personal health and safety • Parking
Community organizations + faith-based groups	Invested in neighborhood wellbeing and representing the voices of community members	<ul style="list-style-type: none"> • Project impacts/benefits • Construction management • Business support • Community interests (local)
Business	Invested in the wellbeing of business owners and representing business communities	<ul style="list-style-type: none"> • Project impacts/benefits • Construction management • Business access/mitigation measures • Parking
Art, cultural, & community centers	Invested in community wellbeing and representing the voices of community members	<ul style="list-style-type: none"> • Project impacts/benefits • Construction management • Existing and future memorials
Peoples' Way RFQ applicants	Applied to develop a community space at 3744 Chicago Avenue	<ul style="list-style-type: none"> • Look and feel • Project impacts/benefits • Award of development rights • Transfer of the property ownership
Transit riders	Provide experience and knowledge that will help us as we make decisions	<ul style="list-style-type: none"> • Project impacts/benefits • Construction routing and delays • Access to the businesses and destinations

CONTACT INFORMATION

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38th & CHICAGO REINVISIONED DESIGN, ENGINEERING, AND CONSTRUCTION

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