



Public Engagement Summary

June 2024–August 2024

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1. INTRODUCTION

Between June 2024 and August 2024, METRO Purple Line Bus Rapid Transit (BRT) project staff conducted engagement with the public, including residents, workers, business owners, and other stakeholders, to collect feedback on the public’s preferred corridor for Purple Line between the White Bear Ave and Bruce Vento Regional Trail corridors. The White Bear Ave Corridor options involve BRT operating along Maryland, White Bear, and Beam avenues north of Maryland Avenue to the Maplewood Mall area. The Bruce Vento Regional Trail Corridor involves BRT co-locating with the Bruce Vento Regional Trail north of Maryland Avenue to the Maplewood Mall area. Project staff also shared information and received input on the White Bear Ave Corridor design options, including a new narrowed center-running transit lanes option in Saint Paul—introduced after the spring 2024 engagement effort. Parallel engagement efforts on the Johnson Parkway Crossing and Arcade Street Station occurred during this period as well (see Appendix G for Johnson Parkway Crossing engagement summary).

The goals and objectives of this engagement period included:

- Sharing general project information to inform the public about the project.
- Sharing updates on the Route Modification Study (RMS) Phase II.
- Informing the public and soliciting feedback about the comparison evaluation of the White Bear Ave and Bruce Vento Regional Trail corridors.
- Informing the public and soliciting feedback on the design options for the White Bear Ave Corridor, with an emphasis on the center-running transit lanes option in the Saint Paul section.
- Identifying impacts and opportunities for property owners and businesses along the White Bear Ave Corridor.

Engagement methods included presenting at in-person and virtual community meetings; tabling at community events; pop-up tabling at businesses and institutions; canvassing along the corridor; meetings with key stakeholders; conducting online and paper surveys; distributing handouts, display boards, and other translated materials; and communicating updates through the project website, social media, and email newsletters. Project staff attended close to 30 community meetings/events and reached nearly 3,000 people.

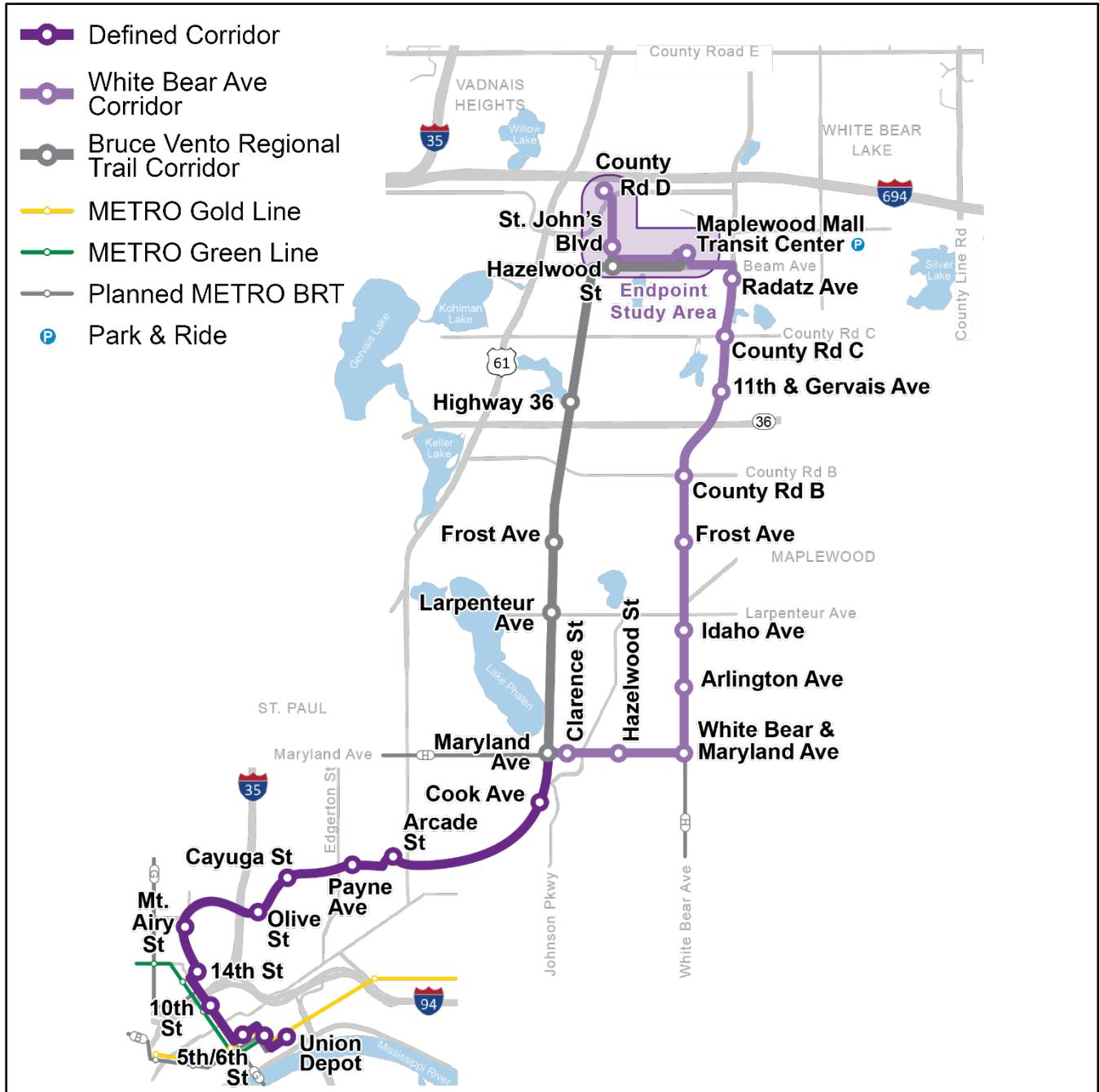
Project staff informed and received feedback from community groups, business representatives, municipal committees, organizations, corridor residents, municipal staff, elected officials, and other project partners.

FIGURE 1: PROJECT STAFF AND PUBLIC AT A COMMUNITY MEETING IN SAINT PAUL



This engagement summary report summarizes the engagement methods implemented and the feedback received.

FIGURE 2: RMS PHASE II CORRIDOR MAP (AS OF AUGUST 2024)



2. ENGAGEMENT METHODS

This section outlines the approach and strategies implemented to gather input, insights, and feedback from community members, businesses, and stakeholders. Below we provide an overview of the key elements and steps involved in our approach to engaging with the community.

2.1. Community Meetings and Events

Throughout June–August 2024, project staff attended various community events, stakeholder and committee meetings, and open houses to inform the public and collect feedback on the preferred Purple Line corridor and design options through the following:

2.1.1 Community Events

Staff attended several community events—events organized by others and open to the public—to spread awareness about the project and collect feedback. Staff engaged over 530 people through community events. The date, location, and people engaged at each event is below.

- Saturday, Jul. 13 | 9 a.m.–5 p.m. | Lake Phalen Dragon Fest | 50 people
- Wednesday, Jul. 24 | 6–7:30 p.m. | Maplewood Celebrate Summer | 20 people
- Tuesday, Aug. 6 | 4:30–6 p.m. | National Night Out | 300 people across 23 events
- Tuesday, Aug. 13 | 10 a.m.–12 p.m. | Union Depot – Depot Days | 10 people
- Saturday, Aug. 17 | 11 a.m.–5 p.m. | India Fest | 30 people
- Wednesday, Aug. 21 | 6–7:30 p.m. | Maplewood Celebrate Summer | 85 people
- Thursday, Aug. 22 | 4–6 p.m. | Hope Community Academy Open House | 65 families

2.1.2 Stakeholder and Committee Meetings

Staff engaged with formal municipal, community organization, and project-hosted committees during this engagement period. Presentations to community organizations are listed below. These presentations discussed any relevant RMS Phase II updates and the project schedule.

- Tuesday, Jun. 4 | 11 a.m.–12 p.m. | M Health Fairview St. John’s Hospital | Covered St. John’s Station location and endpoint.
- Thursday, Jun. 20 | 11 a.m.–12 p.m. | Real Estate Equities and City of Vadnais Heights | Covered St. John’s Station location and endpoint.

Community and Business Advisory Committee (CBAC)

The project has convened a Community and Business Advisory Committee (CBAC) to meet throughout the project. Visit the [project website](#) to learn more about CBAC and other project committees. The CBAC met three times during this engagement period, listed below.

- Friday, Jun. 28 | 12:30–2:00 p.m. | Covered Johnson Parkway crossing, comparison evaluation of the White Bear Ave and Bruce Vento Regional Trail corridors, and summer engagement approach and events.
- Friday, Jul. 26 | 12:30–2:00 p.m. | Covered the project schedule and decision points, project staff recommendation for the White Bear Ave Endpoint, comparison evaluation of the White Bear Ave and Bruce Vento Regional Trail corridors, and engagement.
- Friday, Aug. 23 | 12:30–2:00 p.m. | Covered updates to the Arcade Street Station location, preview of Metro Transit’s Network Now service plan, update on the Purple Line Northern Endpoint viability, and outreach and engagement updates.

Corridor Management Committee (CMC)

The Corridor Management Committee (CMC) includes elected officials and community leaders who are appointed by the Chair of the Metropolitan Council to advise the Met Council and Ramsey County on the design and construction of the Purple Line. The CMC met two times during this engagement period, listed below.

- Thursday, Jun. 6 | 1:00–2:30 p.m. | Covered Arcade Street Update, comparison evaluation of the White Bear Ave and Bruce Vento Regional Trail corridors, narrowed center running option in Saint Paul, and summer engagement approach and events.
- Thursday, Aug. 1 | 1:00–2:30 p.m. | Covered project staff recommendation for the White Bear Ave Endpoint, bus lane compliance and enforcement review, and engagement.

2.1.3 Pop-up Tabling

Staff conducted “pop-up” tabling at businesses, institutions, and other recurring events during regular hours to engage the public during their typical day. Staff engaged over 150 people through pop-ups. The date, location, and people engaged at each pop-up is below.

- Wednesday, Jul. 31 | 1–2:30 p.m. | Cochran Recovery Services | 67 people
- Thursday, Aug. 1 | 5–6:30 p.m. | Centromex Supermercado | 18 people
- Wednesday, Aug. 7 | 1–2:30 p.m. | Cochran Recovery Services | 17 people
- Friday, Aug. 9 | 11 a.m.–1 p.m. | Bruce Vento Regional Trail and Lake Phalen Trail | 11 people
- Thursday, Aug. 15 | 4–6 p.m. | Bruce Vento Regional Trail and Frost Ave | 22 people
- Thursday, Aug. 22 | 11 a.m.–1 p.m. | Bruce Vento Regional Trail and Gateway State Trail | 20 people

2.1.4 Canvassing

Project staff canvassed residents and transit users along the defined Purple Line corridor and the White Bear Ave and Bruce Vento Regional Trail corridors.

Resident Canvassing

Staff conducted door-knocking of residential areas and apartment buildings to spread awareness about the project. Staff left behind project information if no one answered.

- Wednesday, Aug. 21 | 9:30–11:30 a.m. | Covered area near East 7th Street | 30 people
- Wednesday, Aug. 28 | 2:30–4:30 p.m. | Covered area near Mount Airy Community Center | 56 people

Transit User Canvassing

Staff canvassed transit users in areas that would be served by the Purple Line. Staff distributed project information and talked to transit users and bus drivers at Downtown Saint Paul transit stops and Maplewood Mall Transit Center.

- Wednesday, Aug. 14 | 3:30–5:30 p.m. | Maplewood Mall Transit Center | 27 people
- Monday, Aug. 19 | 11:30 a.m.–1:30 p.m. | Union Depot Bus Station and Downtown Saint Paul | 200 people
- Friday, Aug. 30 | 10 a.m.–12 p.m. | Maplewood Mall Transit Center | 200 people

2.1.5 Property Owner Notifications

When the project introduced a new Center-Running option in the Saint Paul section of the White Bear Ave Corridor, staff identified new impacts to adjacent properties. Staff had completed engagement with property owners impacted by the One Side-Running option and the Two Side-Running option in Saint Paul. Staff worked to notify property owners of the new impacts associated with the Center-Running option. Impacts include direct impacts to property on Maryland and White Bear avenues caused by roadway expansions or stations and impacts to the street network and local street access caused by new roadway medians.

Staff sent over 500 letters with project factsheet and open house flyers to properties impacted by a street network change. Staff sent about 60 letters to properties on Maryland and White Bear avenues directly impacted by the project, including postmarked return postcards to provide comment or request a meeting. Engagement staff meet with a handful of property owners to discuss the potential impact.

Staff also sent emails to property owners that we engaged in the spring that have new impacts associated with the Center-Running option. A few of these property owners requested follow-up meetings.

2.1.6 Open Houses

Three open houses were held during the engagement period. These open houses were held in locations convenient to residents along the corridors, including one virtual option. These open houses shared information on the corridor comparison evaluation, White Bear Avenue design options, and schedule updates and solicited feedback from residents.

- Wednesday, Jul. 17 | 5–7 p.m. | Maplewood YMCA Community Center (Maplewood) | 80 people
- Tuesday, Jul. 30 | 5–7 p.m. | Hazel Park Recreation Center (Saint Paul) | 41 people
- Wednesday, Aug. 14 | 12–1:30 p.m. | Virtual open house | 84 people

2.2. Materials

A variety of resources were created to inform the public and solicit feedback, including handouts, display boards, notices, comment forms, and webpage content.

2.2.1 Handouts

Factsheet

Project Staff developed two project factsheet handouts for this phase of engagement. The first was used for events in June and contained information about upcoming feedback opportunities for the project, the project purpose and need, recent transit ridership trends, and the project schedule. The second factsheet, developed in July, provided information about the corridor comparison evaluation, listing key characteristics of the White Bear Ave and Bruce Vento Regional Trail corridors. The purpose and need, upcoming feedback opportunities, and project schedule were also included on the July factsheet. The July factsheet was translated into Hmong, Karen, Somali, and Spanish.

Both factsheets are available in Appendix A.

2.2.2 Display Boards

Staff developed display boards, go-books of the display board content, and a roll-plot for community meetings and events.

Display Boards and Go-Books

Staff developed 35 boards for the July–August 2024 open houses. Some of the boards were developed in the previous phase of engagement (March–April 2024) for the White Bear Ave Corridor design concepts. These boards were revised or re-formatted to include information about the center-running transit lanes option in Saint Paul.

The boards covered the following topics: the Purple Line project and history; how decisions are made and how to give input; project benefits, design options; what is bus rapid transit; the White Bear Ave and Bruce Vento Regional Trail corridors; comparison and evaluation of the corridors; the White Bear Ave

design options; similarities and difference between design options. The exact number of boards and content displayed at the in-person meetings was adjusted based on available space.

Staff converted the display board content into 11 by 17-inch, laminated binders in July 2024. The “go-books” were brought to community events to aid discussion or left behind in community spaces for the public to engage with project materials at their own pace. The display boards are available in Appendix B.

Community Space Posters

Staff also developed a poster to leave behind at several community locations throughout the project area with the go-books, comment form, and project factsheet (locations listed below). The poster provided an overview of the METRO Purple Line corridor comparison evaluation. The poster is available in Appendix C.

- Salvation Army Lakewood
- Theresa Living Center
- Harriet Tubman Center East
- Maplewood YMCA Community Center
- Mount Airy Community Center
- Phalen Recreation Center
- Hayden Heights Recreation Center
- Arlington Hills Community Center
- CLUES Teen Tech Center
- Ramsey County Library – Maplewood and North St. Paul
- Maplewood City Hall
- St. Paul Public Library – Hayden Heights, Dayton’s Bluff, and George Latimer Central
- Cochran Recovery Services
- Catholic Charities Family Service Center
- Harmony Learning Center
- Iowa Hi-Rise
- Emma’s Place

Roll Plot

Staff developed large roll plots for the open houses in July and August 2024. The roll plots provided an overview of the Bruce Vento Regional Trail Corridor and the design options along the White Bear Ave Corridor. The roll plots are about 3 feet wide by 6 feet long. The roll plots were used during the open houses to write on or apply sticky notes.

Layout Booklets

Staff converted the roll plot content into 11 by 17-inch, laminated binders in July 2024. The layout booklets displayed each roadway design option in each section side-by-side. The booklets were brought to community meetings to aid discussions. The layouts are included in the Go-Book, available in Appendix B.

2.2.3 Comment Forms

Staff implemented two ways for the community to provide feedback: a comment form and PublicCoordinate interactive map.

Corridor Comparison Comment Form

Staff developed a comment form that was used during the July–August 2024 comment period to solicit feedback on the preferred Purple Line corridor between the White Bear Ave and Bruce Vento Regional Trail corridors. Respondents were asked for their preferred corridor between the two options, why they selected their preferred corridor, and what is important to them when selecting their preferred corridor. The comment form also included optional demographic questions so project staff can understand who they are engaging with.

The comment form was hosted online with SurveyMonkey and was translated into Spanish, Somali, Karen, and Hmong. The English, Spanish, and Somali versions were all available via one link. The Hmong and Karen versions were available via independent links. SurveyMonkey does not support quick translation to Hmong and Karen from English. The comment form is available in Appendix F.

The comment form received 1,388 responses. Two surveys were completed in Spanish, the rest in English. Staff were able to quantitatively analyze the results of the preferred corridor and qualitatively assessed responses to the remaining questions about priorities. Results of this analysis are presented in Section 3.1.

PublicCoordinate

Staff implemented a PublicCoordinate survey, an engagement tool created by Kimley-Horn, at the beginning of RMS Phase II. The tool allows for map-based, open-ended feedback and helps log geographic-specific comments.

The PublicCoordinate map shows the alignment of METRO Purple Line BRT from Downtown Saint Paul through Maplewood. The map shows the Bruce Vento Regional Trail Corridor and the White Bear Ave

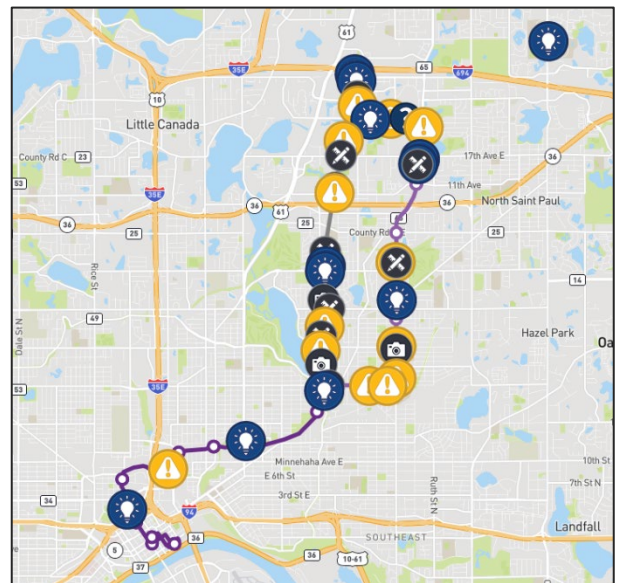


FIGURE 3: PUBLICCOORDINATE MAP SHOWING COMMENT ICONS, ENGINEERING DRAWINGS, AND ALIGNMENT VISUALIZATIONS

Corridor. The map allows the community to see the proposed station locations along the corridors, engineering drawings of the design options, and concept visualizations.

The public can engage with the map by selecting the type of comment they would like to make, then selecting where on the map they would like to leave the comment. Staff predetermined the following types of comments: concerns, opportunities, and questions. Over 40 comments and replies were received on PublicCoordinate by the end of the comment period. The PublicCoordinate map can be translated into any language available by Google Translate.

[View the PublicCoordinate map here.](#)

2.2.4 Notices

Postcards

Staff distributed a postcard to advertise the corridor comparison open houses. Approximately 28,000 postcards were mailed to homes within a half mile of the White Bear Ave and Bruce Vento Regional Trail corridors during the week of July 8. The postcard provided information about date, location, and purpose of the three open houses. The postcard is available in Appendix E.

Flyers

Staff developed a flyer advertising the corridor comparison evaluation open houses. It provided locations and times, a map of the corridors, project contact information, and a QR code to visit the project website for the latest information and an opportunity to share feedback. Flyers were translated into Spanish, Hmong, and Somali. The flyer is available in Appendix E.

Social Media

Staff also advertised project activities through the METRO Purple Line Facebook (742 followers as of August 2024) and X (388 followers as of August 2024) accounts. Both platforms posted 8 posts between June and August, including sharing updates, ways to provide feedback, and inviting the public to community events and open houses. Each post had 1–14 likes and shares. The posts that encouraged the public to respond to the corridor comparison comment form and attend the Maplewood YMCA Open House received the most engagement.

Newsletters

Staff distributed two newsletters during this engagement period on July 16 and August 1, 2024. Both newsletters included information about the corridor comparison evaluation open houses, events Purple Line staff would be attending, and other ways to provide feedback on the preferred corridor. Additionally, the newsletters shared Purple Line updates, ways to get involved, and how to stay up to date on project activities. Both newsletters are available on the [project website](#).

Project Update Memos to Corridor Cities

Staff sent three project update memos during this engagement period to Purple Line policymakers and staff representing areas of the project corridor. Project update memos were sent on July 3, July 25, and

August 29, 2024. Each memo shared current project status and activities, community outreach and engagement feedback, and upcoming project related public meetings and events. In the July 3 project update memo, there was an update on the Arcade Street station and routing and a notice for the upcoming formal comment period. The July 25 project update memo provided an update on station area planning for the 10th Street through Cook Avenue stations and an update on engagement events project staff attended. The August 29 memo included an update on the Arcade Street Station location and planning, an update on the Northern Endpoint viability, and an update on engagement.

All three project update memos are available in Appendix D.

Property Impact Letters

Staff sent letters to property owners directly impacted by the project and property owners impacted by medians on White Bear and Maryland avenues (i.e., change in access) associated with the new center-running transit lanes option in Saint Paul.

Multicultural Advertisements

Project staff advertised project activities, including meetings, ways to provide feedback, and project materials with several diverse media outlets (Table 1 below).

TABLE 1: MULTICULTURAL MEDIA ADVERSISTMENTS DURING THE SUMMER 2024 COMMENT PERIOD

Media Outlet	Media	Audience	Timeframe
Minnesota de Hoy	Digital	Spanish Communities in Minnesota	Jul. 22 to Aug. 19
Sahan Journal	Digital	Diverse Communities in Minnesota	Jul. 22 to Aug. 19
3 Hmong T.V.	Digital T.V.	Hmong	Jul. 22 to Aug. 19
Somali T.V.	Digital T.V.	Somali	Jul. 22 to Aug. 19
La Voz Latina	Digital & Print	Latino Community of the Twin Cities	Jul. 22 to Aug. 19
MN Spokesman Recorder	Digital	African American	Jul. 22 to Aug. 19
Access Press	Digital & Print	Minnesota’s Disability Community	Aug. 1 to Aug. 31

2.2.5 Webpage Content

Staff developed a project website in 2022 to keep the community informed and updated on the status of METRO Purple Line BRT. The project website includes an overview of the project and project facts, Route Modification Study, Station Area Planning, public engagement, committees and project partners, design and engineering updates, news and updates, and the environmental process.

Public Engagement

The goal of the Public Engagement webpage is to keep the public well-informed and engaged throughout the project. Currently, the project website shares information that shows corridor comparison evaluation open house boards, roadway design for the White Bear Ave Corridor open house boards, a story map to

learn more about the White Bear Ave Corridor, engineering drawings in each section of the corridors, and upcoming meetings and events.

[View the Public Engagement webpage here.](#)

White Bear Ave Corridor Story Map

Project staff developed an additional webpage through ESRI ArcGIS Online Story Maps to present the open house board content, shared during the project-hosted meetings, in a consecutive narrative so that community members could read through the content in a similar fashion as viewing the open house boards at a meeting. The webpage was first developed for the March–April 2024 engagement period and revised for this engagement period with content on the center-running transit lanes option in Saint Paul.

[View the White Bear Ave Corridor Story Map here.](#)



FIGURE 4: WHITE BEAR AVE CORRIDOR STORY MAP HEADER

Route Modification Study

The Route Modification Study webpage was created to keep the public well-informed of the route modification process. Project staff updated the Route Modification Study webpage to share refinements to station locations based on project staff and Corridor Management Committee (CMC) recommendations; design options on Maryland, White Bear, and Beam avenues for the White Bear Ave Corridor; and information about the comparison evaluation of the White Bear Ave and Bruce Vento Regional Trail corridors.

[View the Route Modification Study webpage here.](#)

Arcade St. Station

The Arcade St. Station webpage was created in late June 2024 to keep the public informed about the station location and routing of the Purple Line around Arcade Street and Neid Lane. The webpage contains information about the history of the station, the current station location and design, and graphics and renderings of the current station.

[View the Arcade St. Station webpage here.](#)

2.2.6 Hello Lamp Post

In July 2024, project staff introduced a new method for engagement with the project named Hello Lamp Post, a platform that allows for two-way communication via a QR code, the user's cell phone, and an artificial intelligence-supported chat bot. Users scan the QR code to ask questions or provide input on the project. Project staff built a "knowledge base" of information about the project, drawing on content on the project website, that was used to respond to questions in real time. Approximately 60 Hello Lamp Post signs, stickers, and sidewalk decals were posted in the project area from Downtown Saint Paul to Maplewood Mall Transit Center, along the White Bear Ave and Bruce Vento Regional Trail corridors.



FIGURE 5: HELLO LAMP POST SIGNS ON BRUCE VENTO REGIONAL TRAIL (LEFT) AND AT A BUS STOP NEAR PAYNE AVE/PHALEN BLVD (RIGHT)

3. FEEDBACK RESULTS AND THEMES

This section presents the feedback staff have received from the public through the engagement methods described above. Feedback is grouped by comments from the corridor comparison comment form; interactive map; community meetings, events, and pop-ups; Hello Lamp Post; residential and transit user canvassing; and stakeholder meetings. Feedback on the White Bear Ave design options was received through many of these channels and is reported in a separate section (Section 3.7).

3.1. Corridor Comparison Comment Form

This section describes feedback received on the Corridor Comparison Comment Form, as described in Section 2.2.3. The central question asked on the comment form was about respondents' preference between the White Bear Ave and Bruce Vento Regional Trail corridors. As shown in Figure 6, a majority of respondents (72%) selected White Bear Ave as their preferred corridor, while 25% selected Bruce Vento Regional Trail.

The following takeaways were identified from feedback received on the other comment form questions:

- A majority of respondents (70%) selecting the Bruce Vento Regional Trail did so in opposition to the project impacts on White Bear Avenue.
- A quarter of respondents selecting Bruce Vento Regional Trail did so for the benefits of that option, mainly new access to high frequency transit.
- Over 40% of respondents (about 460 respondents) selecting White Bear Ave did so in opposition to the impacts on the Bruce Vento Regional Trail.
- Over 30% of respondents (about 340 respondents) selecting White Bear Ave did so in support of better access.
- About 10% of respondents to the survey expressed opposition to both options.

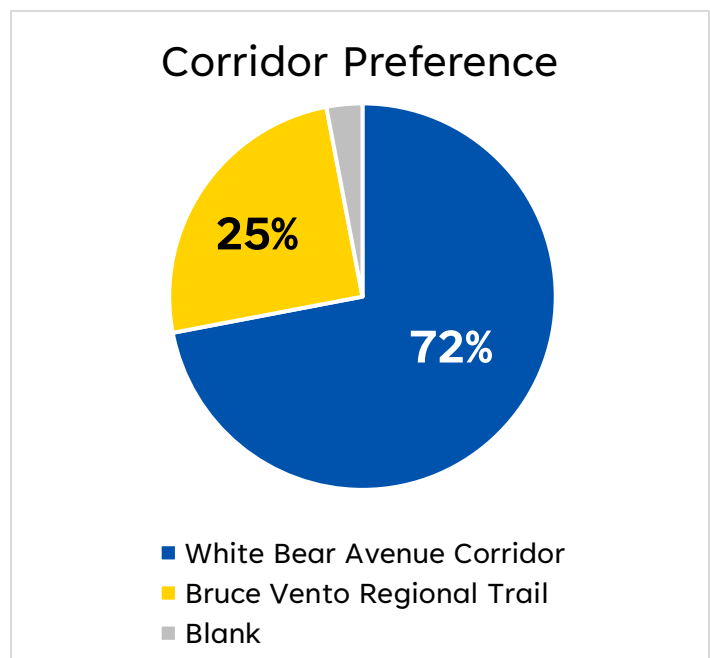


FIGURE 6: COMMENT FORM CORRIDOR PREFERENCE RESULTS

3.1.1 Demographics

Table 2 details the demographics make-up of survey respondents as well as the breakdown of corridor preference by demographic. The stronger preference for the White Bear Ave Corridor is consistent across demographic groups.

TABLE 2: DESCRIPTIVE STATISTICS OF SURVEY RESPONDENTS AND BREAKDOWN OF CORRIDOR PREFERENCE

Demographic Description	Number of Respondents	Percent Support White Bear Ave Corridor	Percent Support Bruce Vento Regional Trail Corridor
Total Responses	1,384 (100%)	72%	25%
Age is under 35 years old	270 (20%)	72%	26%
Age is 35 to 64 years old	671 (49%)	70%	27%
Age is 65 years or older	302 (22%)	75%	24%
Men	540 (39%)	71%	25%
Women	573 (41%)	70%	28%
Non-binary	25 (2%)	64%	36%
White, Not Hispanic	834 (60%)	72%	26%
Asian or Asian American	61 (4%)	69%	26%
Hispanic, Latinx, or Latino	43 (3%)	74%	21%
American Indian or Alaskan Native	19 (1%)	84%	5%
Black or African American	62 (4%)	60%	27%
Other race, ethnicity, or origin	28 (2%)	61%	39%
Identifies as having a disability	359 (26%)	73%	23%
Does not identify as having a disability	1,025 (74%)	71%	26%
Transit user daily	123 (9%)	67%	24%
Transit user weekly	160 (12%)	74%	24%
Transit user monthly	129 (9%)	77%	22%
Transit user a few times per year or less	373 (27%)	74%	25%
Does not use transit	520 (38%)	68%	28%
Has access to a car	1,142 (83%)	72%	26%
Does not have access to a car	155 (11%)	67%	26%
Lives in the project corridor (55101, 55106, 55109, 55130, 55119)	1,071 (77%)	71%	26%

Demographic Description	Number of Respondents	Percent Support White Bear Ave Corridor	Percent Support Bruce Vento Regional Trail Corridor
Lives in the project corridor – Maplewood (55109)	605 (44%)	84%	14%
Lives in the project corridor – Saint Paul (55101, 55106, 55130, 55119)	456 (33%)	54%	42%
Does not live in the project corridor	219 (16%)	75%	23%

3.1.2 Categorizing Comments

Categorizing Comments Preferring Bruce Vento Regional Trail

About 350 respondents selected the Bruce Vento Regional Trail Corridor as their preferred corridor. This section details how the open-ended comments from these respondents were categorized. Staff read through the individual comments and developed seven categories, sorting responses into those categories based on the prominent theme in each comment. This process determined that most respondents (over 70%) are selecting this corridor because they oppose the White Bear Avenue Corridor. About 25% of respondents are selecting this corridor because of the benefits Purple Line can deliver to the area.

- Access (22%) – Responses in this category emphasize that the corridor would serve an area that does not already have public transportation. Responses highlight the better travel time, better reliability, and thus better connection to downtown Saint Paul.
- Community Identity Impact (30%) – Responses in this category are concerned about the project’s impact on businesses, traffic, and property values along the White Bear Avenue Corridor.
- Construction (5%) – Responses in this category are concerned about the immediate impact of and the cost of construction of Purple Line in the White Bear Ave Corridor rather than the benefits the Purple Line could bring to the Bruce Vento Regional Trail Corridor.
- Safety (3%) – Responses in this category are concerned about the potential for increased crime and traffic crashes in the White Bear Avenue Corridor. Responses mention that people will begin to drive on local roads, increasing the danger on neighborhood streets for children.
- Traffic (30%) – Responses in this category are concerned that Purple Line will make traffic worse in the White Bear Avenue Corridor.
- Other (3%) – Responses in this category state that they do not want the bus line near them.
- Opposed (5%) – Responses in this category oppose the Purple Line, no matter the corridor.

Categorizing Comments Preferring White Bear Ave

About 1,000 respondents selected the White Bear Ave Corridor as their preferred corridor. This section details how the open-ended comments from these respondents were categorized. Staff did not read through each comment, as described above, but rather categorized respondents based on key word searches, informed by reviewing a limited selection of comments. Comments are categorized into just one

of the five categories below. Responses that talk about protecting the trail and better access or amenities in White Bear Ave Corridor are categorized as “Protecting the Trail.” Most of the respondents (57%) select this corridor because they oppose the Bruce Vento Regional Trail Corridor. About a third of respondents select this corridor because of the benefits the project can bring and the merits of the corridor.

- **Protecting the Trail (56%)** – Responses in this category want to preserve the Bruce Vento Regional Trail. They use key words listed below:
 - “Destroy”
 - “Leave”
 - “Ruin”
 - “Preserve”
 - “Keep”
 - “Protect”
 - “Nature/natural”
 - “Save”
 - “Tear”
 - “Backyard”
 - “Outdoor”
 - “Behind my”
 - “Disrupt”
 - “Remain”
 - “Stay”
- **Better Access (19%)** – Responses in this category highlight the better access to amenities along the White Bear Ave Corridor. They use key words listed below:
 - “Access”
 - “Proximity”
 - “Close”
 - “Easier”
 - “Connect”
 - “Nearby”
- **More Amenities (13%)** – Responses in this category highlight the greater amount of amenities and attractions in the White Bear Ave Corridor. They use key words listed below:
 - “Stops”
 - “Business”
 - “Better”
 - “More”
 - “Revitalize”
 - “Walkable”
 - “Shops”
 - “Density”
 - “Jobs”
 - “Destination”
- **Existing Traffic (1%)** – Responses in the category mention that buses should run on existing roads, where there is existing bus traffic. They use key word “traffic.”
- **Opposed to the Project (5%)** – Responses in this category are opposed the project in general. They use key words listed below:
 - “Don’t need it”
 - “Not needed”
 - “Don’t want”
 - “Do not”
 - “Not choose”
 - “Neither”

3.2. Interactive Map Feedback

This section describes feedback received on the interactive map, as described in Section 2.2.3. A total of 43 comments and replies were received on the interactive map.

- Respondents often selected their preferred corridor based on where they envision using it the most. Approximately 13 comments mentioned destinations along both corridors.
- Respondents preferred the White Bear Ave Corridor because it has more transit-supportive destinations and infrastructure. Approximately 10 comments indicated clear support for the White Bear Ave Corridor, and five comments mentioned destinations and infrastructure as the main reason.
- Respondents supported the preservation of the Bruce Vento Regional Trail as a natural greenspace for the community. Approximately seven comments mentioned that the trail should be preserved.
- There was some support for a Century College endpoint or northern extension of the Purple Line to Forest Lake. Two comments (one for each endpoint) expressed opinions on the northern endpoint.
- Respondents preferred the center-running transit lanes throughout the White Bear Ave Corridor citing that they are more conducive to pedestrian safety and bus reliability. Seven comments total (two in Saint Paul and five in Maplewood) indicated a clear preference for center-running transit lanes. Four comments mentioned pedestrian safety and six mentioned bus reliability in relationship to this preference.

3.3. Community Meetings, Events, and Pop-Ups Feedback

Below is a summary of the most common comments and concerns that staff received during community meetings, events, and pop-ups regarding the Purple Line.

3.3.1 Community Meetings and Events

Project staff held three open houses, presenting information on the Corridor Comparison and White Bear Avenue design options and soliciting questions and feedback from the public (see Section 2.1.6). Similar information was shared at community events attended by project staff. Common themes heard at these meetings include:

- Preference for White Bear Ave Corridor. Two main reasonings for this preference were more transit-supportive development and infrastructure along White Bear Avenue and a desire to preserve the Bruce Vento Regional Trail.
- Environmental and community resource concerns about impacts to the Bruce Vento Regional Trail.
- Questions about the project decision-making process and concerns about project cost/funding.

- Concerns about current transit usage and ridership patterns. Some people expressed that the existing bus is fine as is (or needs slight improvements) and a BRT route is not necessary.
- Concerns about traffic impacts if Purple Line is routed on White Bear Avenue.

Staff also received feedback on the White Bear Ave Corridor design options at these meetings and events. See Section 3.6 for all feedback on the design options.

3.3.2 Bruce Vento Trail Pop-Ups

Project staff held three tabling pop-ups along the Bruce Vento Regional Trail to spread awareness of the Purple Line, answer questions, and solicit feedback for the White Bear Ave corridor. Common themes heard include:

- Bruce Vento Trail is an area for recreation and to escape the busy day.
- Concern for tree impacts and rehabilitations along the Bruce Vento Trail.
- Some support for public transit and the project as a whole.
- Preference for Maryland and White Bear Ave Corridor.
- Excitement for new development in the area.
- Suggestion for public schools in the area to utilize the Purple Line if it ran next to the Bruce Vento Trail.

3.4. Hello Lamp Post Feedback

This section describes feedback received through Hello Lamp Post, as described in section 2.2.6.

At the end of the comment period, there were 196 conversations (Figure 8) comprised of 968 individual messages from users (Figure 9). Most users and messages came from signs posted in downtown Saint Paul and the Bruce Vento Trail.

Eighty-eight percent of community members that engaged with Hello Lamp Post, used the app to learn about the Purple Line project and receive a general project overview (Figure 10). “Project Overview” was the most common topic that users wanted to learn about (Figure 11). Only twelve percent used the app to provide feedback to the project team. Of those that provided feedback on the preferred corridor, 16 people selected White Bear Ave (Figure 7).

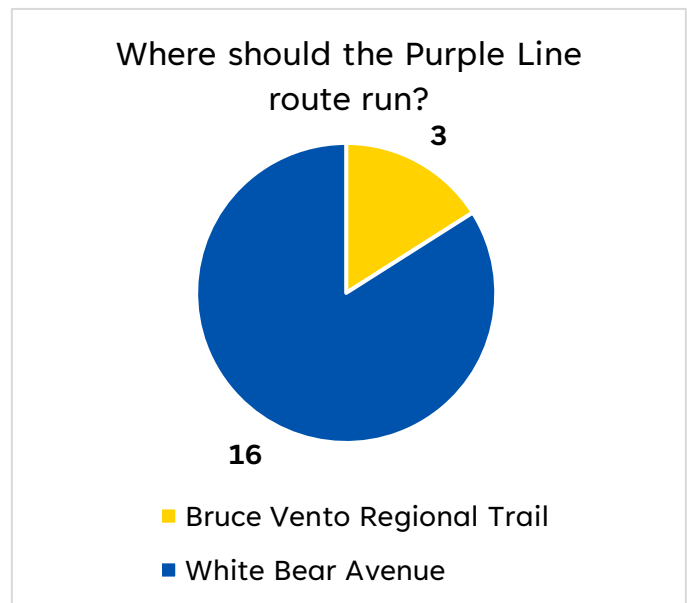


FIGURE 7: HELLO LAMP POST CORRIDOR PREFERENCE RESULTS

Community members that engaged with the app asked questions regarding when construction will take place, what route will the Purple Line take, what cities it will go through, and where the end points will be.

A few users left comments for Purple Line staff. Common comment themes included opposition to the Purple Line route along the Bruce Vento Trail and Purple Line as a whole, as well as support for center-running transit lanes on White Bear Avenue. All comments left were from community members who accessed Hello Lamp Post on the Bruce Vento Regional Trail.

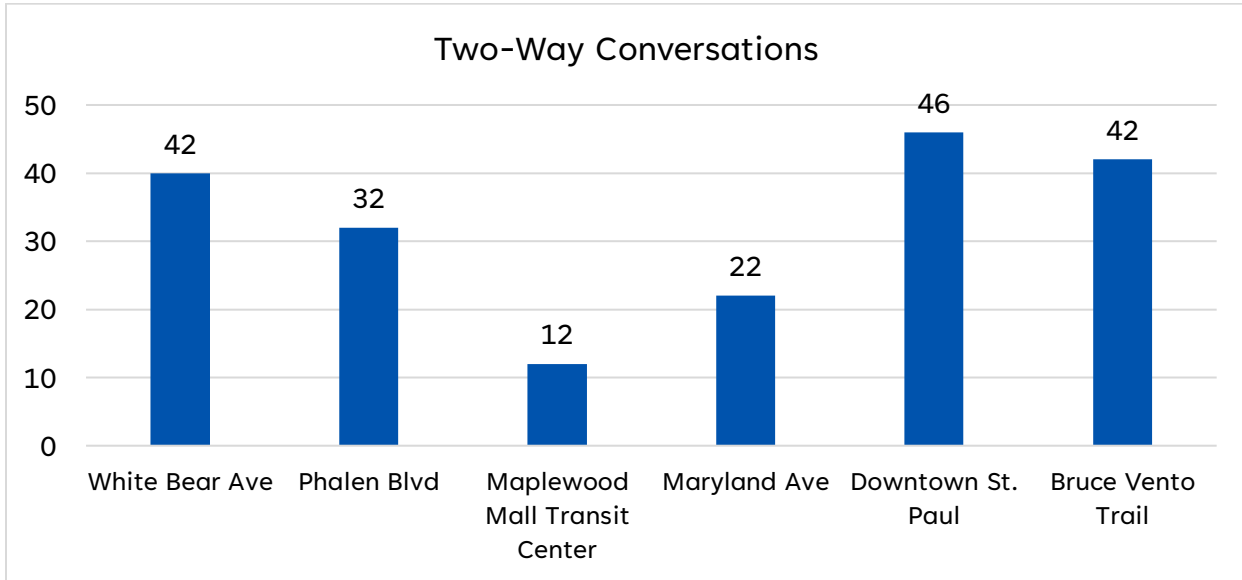


FIGURE 8: NUMBER OF CONVERSATIONS BY SIGNAGE LOCATION

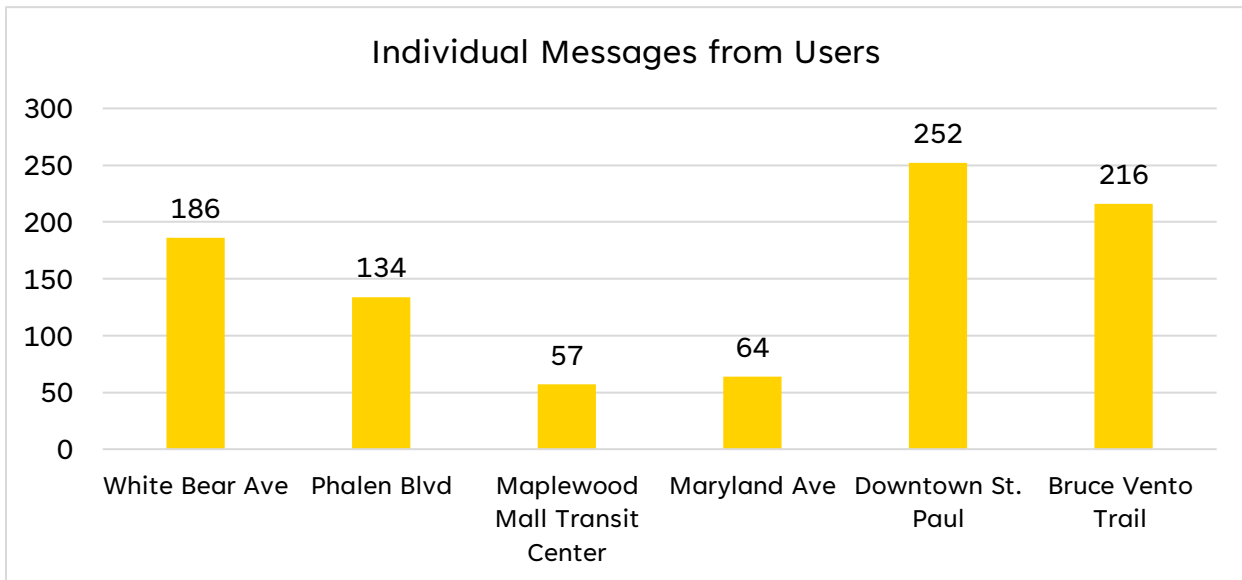


FIGURE 9: NUMBER OF MESSAGES BY SIGN LOCATION

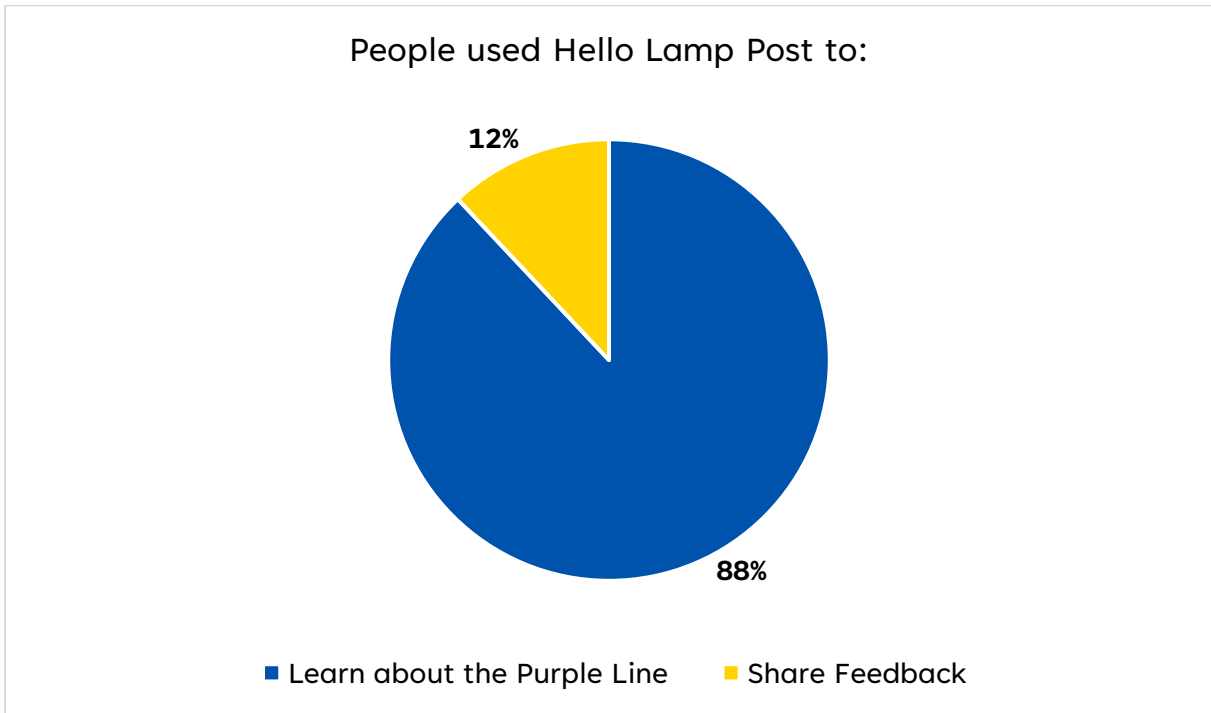


FIGURE 10: PURPOSE OF HELLO LAMP POST CONVERSATIONS

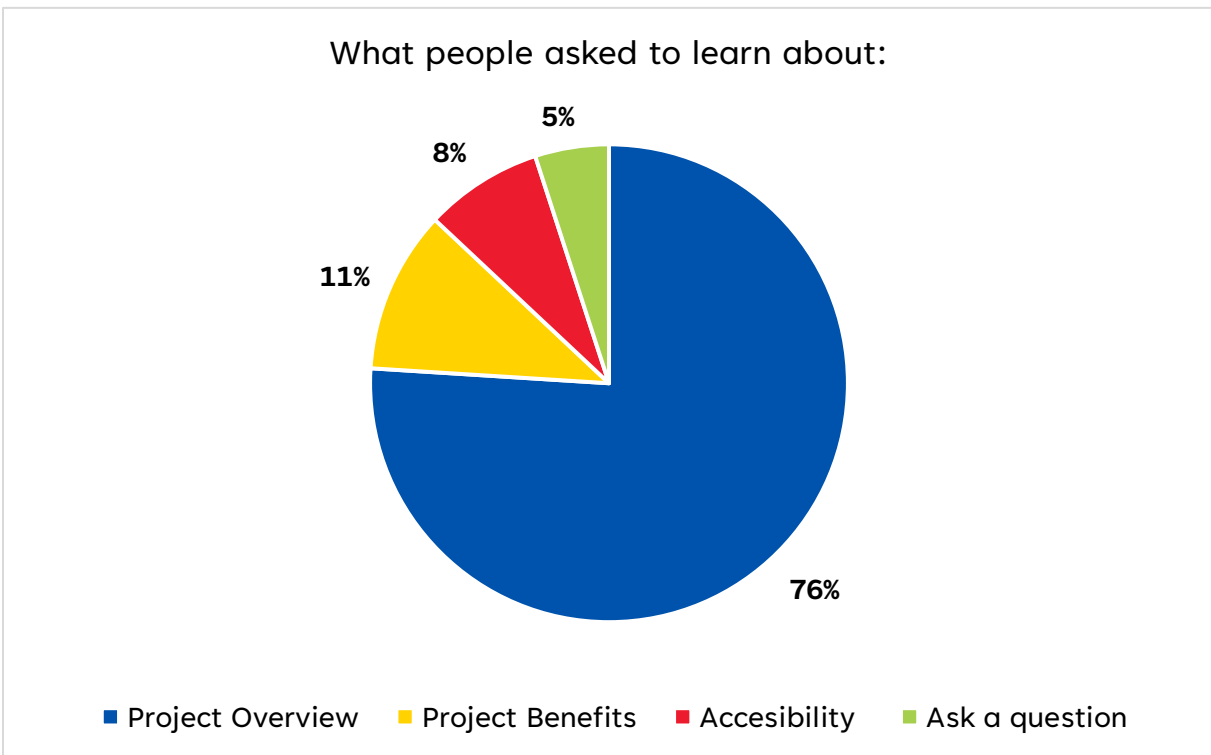


FIGURE 11: SUBJECT OF HELLO LAMP POST CONVERSATIONS

3.4.1 Demographics

The figures below depict the race/ethnicity and transit ridership habits of respondents to Hello Lamp Post. A majority of respondents use public transit daily or weekly (44% and 21%, respectively); this is likely because many of the Hello Lamp Post signs were installed at or near transit stops.

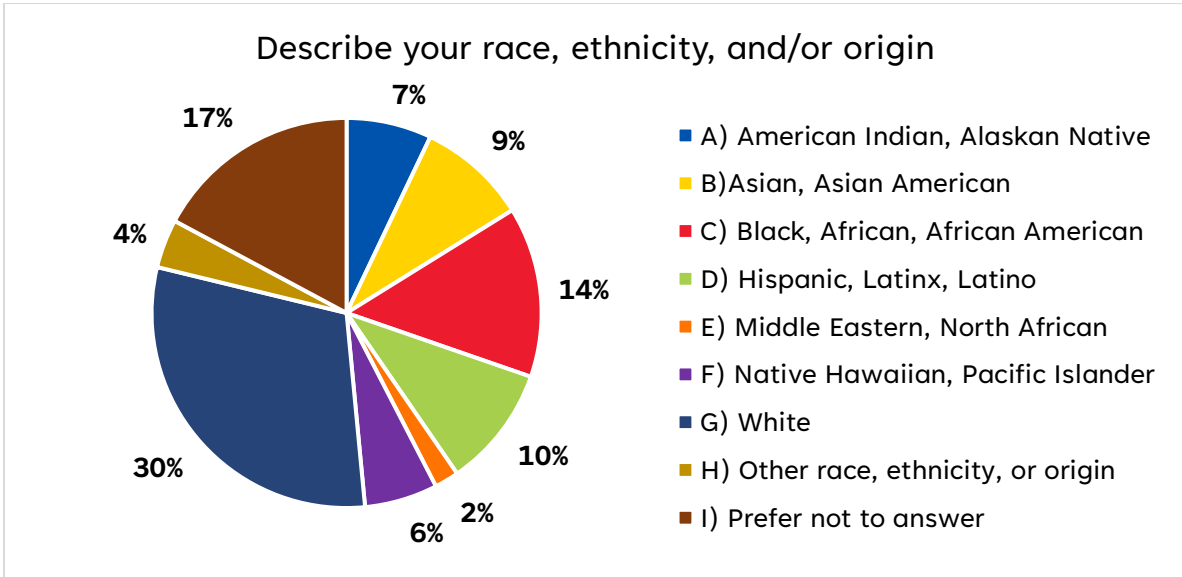


FIGURE 12: HELLO LAMP POST RESPONDENTS BY RACE/ETHNICITY

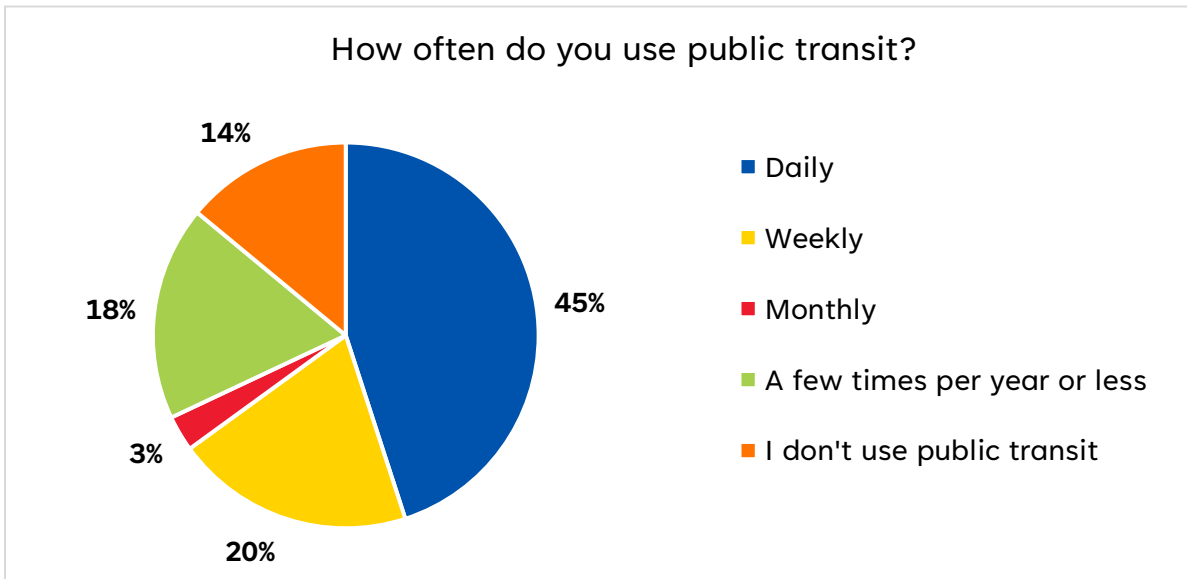


FIGURE 13: HELLO LAMP POST RESPONDENTS BY TRANSIT RIDERSHIP HABITS

3.5. Canvassing Feedback

This section describes the feedback received from residents and transit users while canvassing along the project corridor. Most people had heard of the Purple Line, with a mixture of support and opposition to the project. There was more support for the White Bear Ave Corridor among those who shared a preference. Many respondents at bus stops shared that they use public transportation daily or on a regular basis to complete daily tasks or run other errands. Some respondents mentioned bus reliability as an important benefit of Purple Line and preferred certain design options for this reason.

3.6. Design Option Feedback

3.6.1 White Bear Ave Corridor Design Options

Though project staff were not formally collecting feedback on the White Bear Ave Corridor design options, they received many comments through engagement efforts on design option preference. A new center-running transit lanes concept in Saint Paul was widely shared during this engagement phase; however, outreach efforts were directed toward the impacted property owners along Maryland and White Bear avenues to solicit their input. The following themes were identified:

- Bus reliability, traffic operations, and pedestrian safety were key factors in determining design option preference.
- The One Side-Running transit lane concept received support from people who support balancing trade-offs or prioritize traffic operations. This option received concerns about reliability in the southbound direction and longer crossing distances to stations.
- The Two Side-Running transit lanes concept received support from people who prioritize bus operations, consider pedestrian comfort/safety, or support transit overall. This option received concerns about longer crossing distances to stations and right-turning traffic in the bus lane, impacting reliability.
- The Center-Running transit lanes concept received support from people who prioritize pedestrian safety and bus reliability. Respondents mentioned that crossings at stations and along the corridor seem safer and more comfortable; transit travel times, future H Line travel times, and EMS response times would be faster; and cars parking in bus lanes would not be as likely.

Project staff did include a prompt on the White Bear Ave Corridor design options in Hello Lamp Post. This prompt received 14 responses out of the 186 total conversations on the platform, with most preferring the One Side-Running transit lane option (Figure 14).

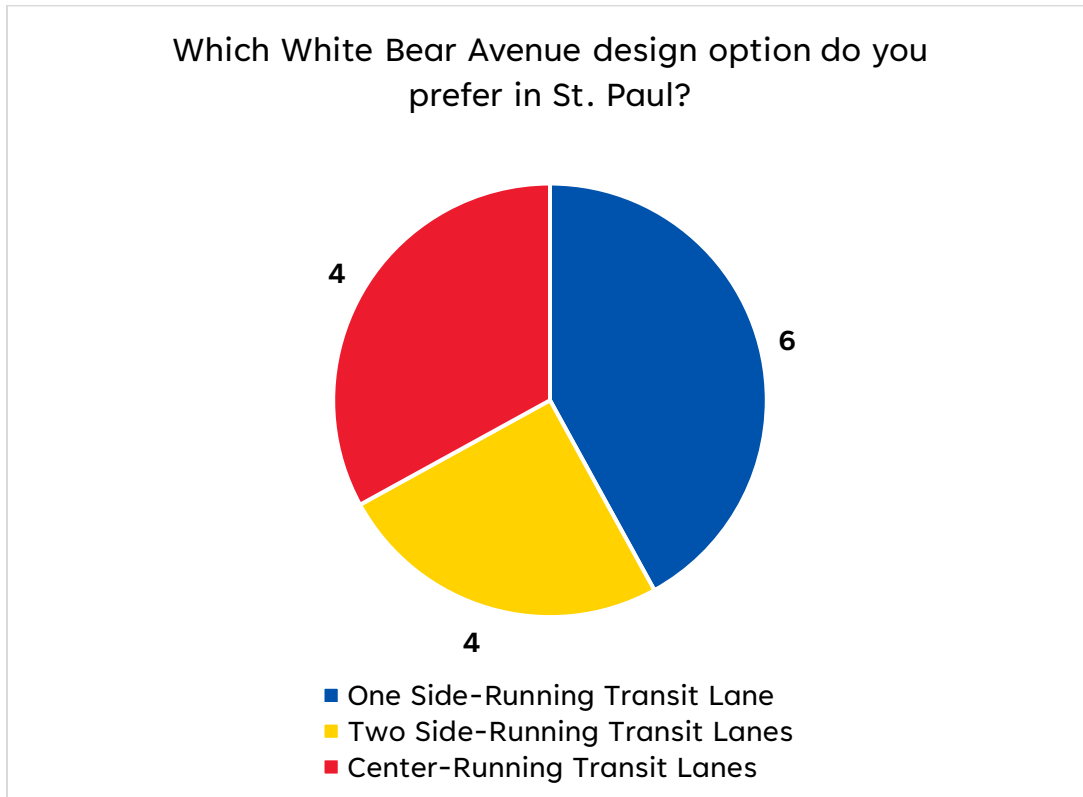


FIGURE 14: HELLO LAMP POST RESPONSES TO WHITE BEAR AVE DESIGN OPTION PREFERENCE

3.6.2 Alternative Northern Endpoints/Extensions Feedback

Purple Line extensions to alternative endpoints (i.e., Vadnais Heights City Center and Century College) north of Maplewood have been re-evaluated from a lens of a White Bear Ave Corridor Route Alignment. Project staff engaged with multiple stakeholders on these alternatives. Feedback from those meetings is summarized below.

3.6.2.1 St. John’s Hospital

Meeting Date: June 4, 2024

Location: Virtual via Microsoft Teams

Summary of Meeting and Feedback Received: project staff met with the City of Maplewood and Danielle Gathje from M. Health Fairview St. John’s hospital to review the Hazelwood Street and St. John’s Boulevard station, as well as to confirm the hospital wants to be directly served by the Purple Line. Gathje shared that the hospital campus expansion project, set to break ground in 2025, would include a new sidewalk connection along the south side of St. John’s Boulevard from Hazelwood Street.

3.6.2.2 Real Estate Equities of City of Vadnais Heights

Meeting Date: June 20, 2024

Location: Virtual via Microsoft Teams

Summary of Meeting and Feedback Received: project staff met with the City of Vadnais Heights staff and developers with Real Estate Equities to discuss the project and options for White Bear Ave Corridor endpoint. Real Estate Equities is developing a workforce housing complex adjacent to County Road D and was in support of having Purple Line BRT route beyond the Maplewood Mall Transit Center to County Road D to be able to serve the future housing development.

4. KEY TAKEAWAYS

This section summarizes the overall themes of feedback received from these engagement methods between June and August 2024. These takeaways reflect the diverse perspectives and priorities of stakeholders and community members, informing future decisions on the Purple Line project.

- There is larger public support for the White Bear Ave Corridor
 - For its proximity to people, businesses, and other opportunities.
 - For its preservation of the Bruce Vento Regional Trail north of Maryland Ave.
- White Bear Ave Design Option Preferences
 - Varied for design option (center, one-side, or two-side running) with bus reliability, traffic impacts, and pedestrian safety being key considerations.