

PURPOSE

Recognized by yourself
as a mighty one; the being
thoroughly worn out
before you are thrown on the
crap heap;

the being a
force of nature,
instead of a feverish selfish clod
of ailments and grievances, complaining
that the world will not devote itself

to
making you
HAPPY.

is one of the

OPINION

so that my whole
Life
belongs to the whole of
community

and as long as I live it,
it is my
PRIVILEGE
to do
whatever I can.

I Rejoice in Life
for its own sake.
Life is no brief candle to me;
it is a sort of BRIGHT
torch which I have
held for a
moments

and I want to make
it

burn*
as
BRIGHTLY* as possible

before handing
it on to
future generations.

used for a

the being

GEORGE

Bernhard

SHAW

GAUDI

Section 1 establishes an understanding of what the Central Corridor is and how a shared vision and strategy will guide its development over the next 30 years. The purpose of this section, **“What We Want,”** is to begin describing these improvements – the community’s vision for the Central Corridor - as recorded throughout the Development Strategy process.

In this section you will find:

Section 2.1 – “The Vision,” which answers the important question: What kind of place do we want the Corridor to become?

Section 2.2 describes the foundation for the Vision in an accompanying set of “Principles,” which are the “Big Ideas” public investment in the Central Corridor LRT should help to achieve.

Section 2.3 takes a closer look at each of the Principles through a series of related “Objectives & Strategies.” For each Principle, a set of Objectives describes things the community wants to see happen or change over time, while Strategies provide some ideas for new programs and partnerships that will be necessary to achieve the Vision.

Section 2.4 – “90 Initiatives for the Corridor,” outlines tangible initiatives that can begin the process of positive change along the Corridor. This is a comprehensive account of all the places the community said weren’t working well enough, and that need to be improved.



The following pages describe a series of ideas, from very broad to quite specific, about shared expectations for the Corridor. They begin with a Vision, stated below, which is a general description of community aspirations for the Corridor over the next 30 years. A vision answers the question: “What kind of place do we want the Corridor to become in the future?”

Our Vision for the Future of the Corridor:

The Central Corridor will build on its assets to become a place that has stronger businesses, more vibrant neighborhoods, and more beautiful urban places. Along University Avenue and in the downtown, the Corridor will invite residents, shoppers, employees and visitors to linger on safe, pedestrian-friendly, attractive, tree-lined boulevards; establish a home and sense of community in stable and diverse neighborhoods; and work and invest in an area that provides a range of employment and economic opportunities.

The vision is grounded in the six **Principles** described below. These principles reflect what we have heard to date: the ambitions, concerns, and objectives for future growth and development along the Central Corridor. These are the “Big Ideas” that public investment in the Central Corridor LRT should help achieve.

1 Reposition Saint Paul in the Region

How do we put Saint Paul “back on the map?” LRT creates an opportunity to re-image the city as an innovative, diverse and progressive place to live, work, play and invest. We must leverage this investment to invigorate the perception of Saint Paul in the region and the nation, and distinguish Saint Paul within the Midwest as an economic hub and livable community.

2 Benefit and Strengthen the Diverse Communities Along the Corridor

Diversity is the greatest asset and defining characteristic of the Corridor. While change is both welcome and inevitable here, it must occur in a way that will enhance - not diminish or displace - the rich variety of distinct neighborhoods, cultures and businesses that reside here. LRT should act as a catalyst for “lifting up” the many communities along its length, promote new ways to diversify and preserve the existing housing stock for all income groups, and celebrate and recognize the unique culture and heritage of the area.

3 Link and Foster Economic Activity

The breadth of employment and economic activity throughout the Corridor – from “Mom and Pop” stores, to social service agencies, major retailers, employers and financial institutions – is a reflection of the diversity of this community. Each business fulfills important cultural, economic and social roles, and their retention and enhancement are essential to creating livable and complete communities. These core economic activities merit careful consideration - both in the short-term to minimize possible disruption during construction, and in creating long-term opportunities that strengthen and expand local businesses.

4 Improve People’s Mobility Throughout Their Community

Central Corridor LRT is not the whole picture – it is the most urban segment in a larger transportation network laid out in the Metropolitan Council’s 2030 Transportation Policy Plan. The end result will be an inter-connected and accessible city-region, where people move easily and by all modes of transportation between their places of home, work and recreation. The Corridor must evolve in a way that supports this freedom, and that enhances the mobility of existing residents, by creating environments and networks that encourage people to walk, cycle and take transit locally and throughout the region, and by providing services, attractions and jobs that people can access easily without a car.

5 Improve the Image and Quality of Life Along the Corridor

The Corridor is not living up to its potential. It leaves visitors and residents alike with an impression of neglect, lack of activity and threats to personal safety. New investment needs to create a corridor that is beautiful, green, vibrant and pedestrian-friendly. This can happen over time with the creation of new green and gathering places; a street life animated by cafes, community centers, local shops and markets; attractive LRT and bus stations integrated with and accessible to transit-oriented environments; and new, carefully designed buildings that fill in gaps along the street and respect neighborhood character.

6 Collaborate from Design to Operation

The LRT process must include meaningful public and stakeholder input through all stages of its implementation – from design, through construction, to operation. This collaboration will need to take many forms in order to serve the different needs and backgrounds of the people living and working in the Corridor. Collaboration will include creating early opportunities for the selection and commission of public art, focused public education campaigns, and regular outreach and engagement.



Each of the six Principles describes a “Big Idea” for the Corridor as expressed by area residents, businesses and stakeholders. The following pages describe the many Objectives – the goals and desired end results - that will help to achieve each Principle. Objectives describe the things the community wants to see happen or change over time. Each Objective is followed by a set of Strategies, which represent a community toolbox of recommendations for individual actions, opportunities, investments and partnerships that will assist Saint Paul in realizing its vision for the Central Corridor over the next 30 years.

1 Reposition Saint Paul in the Region

Objectives

- 1.1 Put Saint Paul on the Map - as a major creative, cultural, economic and transportation hub.
- 1.2 Elevate the Avenue as one of Saint Paul’s core assets along with Downtown, the Riverfront and the State Capitol. Foster the many diverse, livable urban communities along its length.
- 1.3 Establish Saint Paul as a leader in green and sustainable community design. Utilize the LRT investment to demonstrate leading-edge infrastructure and design practices.
- 1.4 Establish Saint Paul as a leader in advancing social and economic equity so that all segments of the community derive benefits generated by this major public infrastructure investment.
- 1.5 Promote downtown as a dynamic place to visit, live and work. Build on recent successes and continue to diversify the experiences and services downtown has to offer. Give people a reason to want to explore downtown by foot, and create a better balance of activity between the sidewalk and skyway systems.
- 1.6 Create strong synergies between the cultural, financial, educational and social institutions in Saint Paul and Minneapolis.

Strategies

- 1.1.1 Establish Fourth Street as a creative corridor extending east from Rice Street – an **Avenue of Arts & Sciences** – complete with revolving public art installations, public realm improvements and legible wayfinding signage.
- 1.2.1 Utilize Saint Paul’s **culturally diverse** artist, architectural, development and contracting community to enhance Saint Paul’s Capital City image.
- 1.2.2 Create a prominent **Saint Paul Gateway** at the Westgate LRT station.

- 1.2.3 Utilize existing historic homes along University between Victoria and Grotto to create a unique **Gallery District**. Program gallery tours, openings and lectures, and promote the area as a regional and tourist cultural destination.
- 1.3.1 Create a **Sustainable Central Corridor Strategy**, including standards and incentives for sustainable building technology in new and renovated buildings along the Corridor and in the design of public infrastructure.
- 1.4.1 Develop a strategy for exporting Saint Paul’s experience with successful LRT and community development. Brand the City as a leader in **sustainable and equitable transportation**, and city building.
- 1.4.2 Develop strategies to reduce social and economic disparities as new development and social infrastructure investment occurs.
- 1.5.1 Create a **“Great Walks”** guide for Downtown. Highlight area neighborhoods and meeting places, such as the Wacouta Commons neighborhood, that tell the stories of the Housing 5000 Plan and other successful initiatives. Distribute the guide at a new visitors’ center, possibly located at Union Depot or another strategic location adjacent to LRT.
- 1.5.2 Create a **Branding and Marketing Strategy** that celebrates meeting places along the Corridor. This could include, for example, the eastern Avenue as a Global Village, the entire Corridor as an “Avenue of Villages,” and the creation of discovery walks that guide residents and visitors through the history of area neighborhoods.
- 1.5.3 Develop a **Tourism and Convention Strategy** that promotes LRT as the vehicle to a “2 for 1” experience - an easy and fun way to stay in one great city while attending a conference, concert or sporting event in the other. Develop a Twin Cities LRT Pass as the best way to spend a day or weekend discovering what each of these cities has to offer.

2 Benefit and Strengthen the Diverse Communities Along the Corridor

Objectives

- 2.1 Facilitate the development of new mixed-income housing units along all segments of the Corridor. Units should respond to the diversity of housing needs in terms of income and type of housing, and provide life-cycle housing choices that enable residents to remain in their neighborhoods as their housing needs change over time.
- 2.2 Encourage continual reinvestment in the existing housing stock by both ownership and rental property owners in all neighborhoods along the Corridor.
- 2.3 Create opportunities to explore and celebrate the many cultures, identities and stories that make up the history of Corridor neighborhoods.
- 2.4 Assist the entire community to share in the long-term benefits of the LRT investment.
- 2.5 Protect and enhance existing neighborhood character as a core asset. Clearly identify areas of change and stability, and enforce objectives for each through the regulatory framework.
- 2.6 Help stabilize and support the retention and enhancement of area households. Implement “stay in place and thrive” programs. Those who choose to stay in a rapidly-developing area, whether young singles, families or seniors, should have the opportunity and support to do so through, for example, a greater range of housing options.
- 2.7 Leverage LRT investment and related development activities to improve quality of life and foster various wealth-building opportunities for existing residents and businesses. Ensure options for living wage employment, job training, affordable housing (home ownership and rental) and business development opportunities are captured in investment along the Corridor.

- 2.8 Commit to easing the transitional periods of LRT construction. Identify and minimize both short-term disruption and any possible long-term negative effects of LRT infrastructure requirements.
- 2.9 Research, evaluate and explore the possible effects of displacement and gentrification in the area. Identify policy options for vulnerable areas, and work to avoid potential short and long-term negative effects associated with LRT investment. Place special emphasis on providing timely support and options for groups most at risk (e.g. seniors, people of color, small businesses, low income households, and the disabled).

Strategies

- 2.1.1 Coordinate with the **Housing Plan** chapter of the **Comprehensive Plan** to ensure that citywide housing policies address the goal of providing mixed-income housing along transit corridors, where rising property values may create barriers to developing affordable housing.
- 2.1.2 Form a **Creative Housing Finance Work Group** to develop specific recommendations on appropriate housing models, financial tools, policy recommendations, and potential sites for **inclusive housing development** along the Central Corridor.
- 2.2.1 Work with the City's housing partners, such as the Minnesota Housing Finance Agency, LISC, Habitat for Humanity, local banks, community development corporations, area foundations, and others to ensure a coordinated and effective approach to meeting **housing needs** along the Central Corridor.
- 2.3.1 Create a local **Public Art & Space Committee** to tell the story of Corridor neighborhoods in many ways and places. These could include station names, interpretive art incorporated into station designs, commemorative public art installations, and the dedication of new public spaces.
- 2.3.2 Establish the **World Cultural Heritage District**. Establish tickets and transfers as "**Cultural Passports**" that offer discounts and incentives to both use public transit and visit the World Cultural Heritage District.
- 2.4.1 Increase support and ridership for LRT by identifying and promoting its many long-term local community benefits, including: improved quality of life through enhanced access to jobs, education and entertainment; a revitalized local economy with new development activity and investment; the creation of "complete communities" with a range of housing options; increased number of local shops and community services; reduced demand for parking; and an active and safe public realm.

- 2.4.2 Support how new development in the Corridor may participate in **Community Benefit Agreements (CBA)** between property owners and area resident groups. A CBA may promote the creation of training and living wage jobs, additional community services, locally owned shops and other priority community issues as identified.
- 2.5.1 Develop **Inclusive Housing Strategies** including: rental to ownership programs, and new residential products to serve lifecycle considerations (seniors, students, first-time buyers). Implement an inclusionary zoning policy. Explore policy options for expanding affordable housing targets. The Corridor needs creative solutions to improving and diversifying the current housing stock, keeping housing affordable, and moving residents from rental to ownership before, during and after LRT construction.
- 2.5.2 Explore the potential of a **Community Development Restoration Program** that obtains community-controlled set-aside funds through State bonding support, developer exactions, real estate transfers, and/or exactions from parking or transit fares. The program should consider short and long-term development aspirations that help support the restoration of residential, commercial and institutional assets in an area of the Corridor vulnerable to rapid development.
- 2.6.1 Create a **Residential Neighborhood Preservation Program**. Anticipate socio-economic change in vulnerable areas to address potentially negative impacts of real estate value increases. Commit to the preparation of an Anti-Displacement Action Plan with tools and strategies to assist residents in these areas, such as: property tax relief; rental conversions to co-ops; rent controls; home improvement low-interest loans and/or grants; and ongoing partnerships with local community development corporations to aid in strategic land banking for the creation of jobs and residential and commercial ownership opportunities.
- 2.6.2 Preserve the residential blend of homeowners and renters. Policies and programs must be enacted to stem increases in property tax and rent hikes which often times is a contributing factor to economic based displacement of longtime low-income/minority residents. Additionally, approaches must be devised to assist renters into affordable homeownership and rental options prior to the introduction of new developments and within new development projects (single-family, co-ops, townhomes etc.) to help build wealth and stabilize their long-term tenancy within a rapidly revitalizing area. Also affordable life cycle housing for seniors wishing to remain in the area must be created.
- 2.7.1 Take advantage of forthcoming LRT construction to provide skilled labor training. Create a "first source" hiring system that targets un/under-employed area residents.

- 2.8.1 Establish a **Parking Management Strategy**. Tools within the strategy may include residential permit parking, permit parking relief program, shared parking, public investment, caps on parking within certain districts, and allocation of funds for parking enforcement. Monitor implementation to identify successes and failures, and revise approach as necessary.
- 2.9.1 Utilize key community facilities, such as the Rondo Library and Central Corridor Resource Center, as community information zones providing information related to LRT construction, schedules, destinations, etc.

3 Link and Foster Inclusive Economic Activity

Objectives

- 3.1 Ensure commercial development is compatible with surrounding neighborhoods and supports the vision for the Corridor. This includes the retention, enhancement and growth of local small minority businesses, a strengthened Midway Shopping district, major employment opportunities, and locally-owned businesses and incubator spaces.
- 3.2 Encourage an increased range of building types to accommodate a broader range of business interests. These should include smaller scale live-work, co-op models, infill and new urban villages.
- 3.3 Strengthen and foster local businesses along the Corridor. LRT should create opportunities to maintain and enhance existing customer and client bases through increased transit and pedestrian activity.
- 3.4 Facilitate shifts from commercial tenancy to ownership. Like area residents, local entrepreneurs and business owners have a vested interest in their community. Those who choose to stay should have the opportunity to pursue the long-term benefits of building equity and real estate appreciation.
- 3.5 Create parking strategies to support local and downtown businesses through short-term construction and long-term supply that meets client/customer needs.
- 3.6 Minimize disruption to Avenue and downtown businesses during LRT construction.

Strategies

- 3.1.1 Create station area plans and regulatory frameworks that promote the right balance of building types and uses, and ensure they are an appropriate fit with their surroundings.
- 3.1.2 Create interim planning regulatory measures that ensure development will proceed in a manner that is community and transit-supportive.
- 3.1.3 Require a pedestrian-oriented mix of uses along the Corridor, especially in the vicinity of stations, and at key connections and intersections.
- 3.2.1 Facilitate land assembly in strategic locations in order to realize larger, priority redevelopment opportunities and shared parking objectives. Secure public benefits and a high standard of architectural and sustainable design as part of this process.
- 3.2.2 Expedite planning approvals for proposed developments that assist in meeting a demonstrated community need and/or meet development design standards.
- 3.3.1 Create opportunities for marketing and business partnerships. Coordinate with local employment centers, ethnic chambers and neighborhood-based CDC's to offer financial assistance
- 3.4.1 Establish programs to assist small businesses realize property ownership. Match small business owners with legal, business consultant and lending institutions for technical, strategic and financial support.
- 3.5.1 Invest in an attractive, accessible, connected and safe pedestrian streetscape environment and public spaces that invites people to linger and explore local shops and businesses.
- 3.5.2 Create a **Parking Management Strategy** targeted to the needs of commercial and small businesses. Furthermore, create parking strategies to protect adjacent residential neighborhoods from undue impacts from 'overflow parking' along the Avenue.
- 3.6.1 Create a **Construction Mitigation Strategy** with input from the local business community.
- 3.6.2 Circulate detailed construction plans with **ample notice** to area businesses describing schedules, short-term limited pedestrian and traffic access, planned detours and other possible disruptions.
- 3.6.3 Maximize on-street and shared parking opportunities along the Corridor.
- 3.6.4 Implement a **Financial Incentives Program** as a bonus for LRT contractors that minimize disruption during construction.
- 3.6.5 Develop a **Marketing and Information Campaign**, including both mainstream and ethnic newspaper advertisements, signage for area businesses and information websites and kiosks to send a message that the Corridor is "Open for Business" during and after LRT construction.

4 Improve People's Mobility Throughout Their Community and Region*Objectives*

- 4.1 Support proposed LRT station at Union Depot on 4th Street and its role as an intermodal and city-building investment.
- 4.2 Ensure LRT is built to serve both current demand and is capable of evolving over time through the addition of new stations.
- 4.3 Make getting to and using public transit an easy, attractive and reliable alternative to the private automobile when traveling to work, school, home or an entertainment destination.
- 4.4 Put pedestrians first. The quality of the pedestrian environment must be a priority in all engineering and design decisions. A safe and enjoyable pedestrian experience is vital to the long-term success and vitality of the Corridor and LRT.
- 4.5 Ensure accessibility and safety for people with impaired mobility.
- 4.6 Continue to meet the travel needs of local residents. The ability to make short trips for essential goods and services, whether by foot, bicycle, bus or LRT, should be maintained and improved along the Corridor.

Strategies

- 4.1.1 Create a **Union Depot Vision** – a detailed description of the multi-modal hub's importance to the success of downtown, LRT and the region.
- 4.2.1 Strongly encourage the Metropolitan Council to consider adding stations at Western, Victoria, Hamline and Cleveland/Transfer Road during the Preliminary Engineering process. If stations cannot be added initially, ensure that the base infrastructure is put in place to minimize the cost of adding stations in the future as demand and available funding allow. Within the segment of the Corridor where there are high concentrations of transit dependent population, maintain the overall level of transit service for the Corridor so that it is not diminished or reduced from pre-LRT levels.
- 4.3.1 Develop a **Central Corridor Bicycle Strategy**. Identify strategic locations for bicycle racks/locks, lockers and new designated bike routes. Create bicycle parking requirements for new developments along the Corridor.
- 4.3.2 Explore options for **regional transit connections** with smart card

technologies. Provide open-ended and flexible regional transit passes for special events.

- 4.3.3 Design stations for a **Winter City** – make transit usage an attractive option all year round.
- 4.3.4 Integrate stations with buildings in the downtown, particularly where opportunities exist to link skyways with transit stops.
- 4.3.5 Implement a wayfinding program in the downtown to promote greater legibility and ease of navigation from the LRT to both cultural and entertainment destinations and downtown precincts.
- 4.3.6 Create and expand north-south bus routes that connect with the LRT at stations along University Avenue, and design convenient and safe pedestrian access between the bus stops on such connecting routes and the LRT station.
- 4.4.1 Implement a **Pedestrian Priority Approach** for all streetscape and station designs. Pedestrian access across the Avenue is critical to the success of businesses and a sense that neighborhoods are connected by, not split by LRT, as has been the criticism of Interstate 94.
- 4.4.2 Improve the **walk to work** from each station through legible and safe pedestrian paths.
- 4.4.3 Expand the local network of north/south pedestrian and bicycle paths at key connection points and stations.
- 4.4.4 Establish a methodology for pedestrian and bicycle demand modeling, similar to vehicular traffic modeling, to record the numbers, flow and behavior of people on foot. Run the model initially for the Central Corridor, and use the results to plan for safe, easy pedestrian and bicycle movement.
- 4.5.1 Create **Accessibility Guidelines** for the design of LRT stations. Guidelines should ensure that stations utilize minimal ramping to platforms; incorporate non-slip materials; provide a place of respite mid-block for pedestrian crossings; and others
- 4.6.1 Maintain the #16 bus at current service levels.
- 4.6.2 Re-evaluate existing bus routes downtown in light of planned LRT service. As Cedar will be well-served by LRT, alternative entrances into the downtown for Metro Transit bus routes 16, 50 and 94 should be considered that could better serve the edges of downtown (including Saint Paul College, United Hospital, and the entertainment district).

5 Improve the Image and Quality of Life Along the Corridor

Objectives

- 5.1 Green the Corridor. Change the image of the Corridor from one of gray empty spaces to a green boulevard with attractive landscaping and numerous neighborhood parks.
- 5.2 Provide better meeting places for all types of activities: outdoor festivals, coffee breaks, art displays and others.
- 5.3 Promote design excellence in all aspects of the Corridor: new buildings, LRT infrastructure, pedestrian amenities, landscaping and public art.
- 5.4 Create better connections between neighborhoods through new types of development, green and open space networks, improved pedestrian pathways and designated bicycle routes.

Strategies

- 5.1.1 Create a **Sustainable Central Corridor Strategy** that promotes green infrastructure, materials and best practices, including: stormwater diversion, maximized permeable surfaces and increased green space, expanded district heating and cooling utilities and infrastructure where feasible, and energy efficient and solar-powered lighting.
- 5.1.2 Create strategies for improving, maintaining and creating public spaces along the Corridor - promote **12 great spaces** in conjunction with Saint Paul's **12 LRT stations**.
- 5.1.3 Set a tree planting target - **5000 trees along the Avenue** - and involve area businesses and youth in planting and stewardship programs.
- 5.1.4 Establish a **Parking Management Strategy** that may include principles such as no new net gain in surface parking along the Corridor, balanced by the need to minimize the spillover of commercial parking into residential areas. Set siting and landscaping guidelines for the treatment of all surface parking.
- 5.2.1 Establish and construct Dickerman Park as a prototype for setting high design standards in public realm treatments.
- 5.2.2 Create a **Public Art Strategy** that identifies 20 ways to bring art into the Corridor. Create a **Public Art & Space Committee** for the review and commission of installation pieces by local artists.
- 5.2.3 Revitalize Union Depot plaza as the future **Welcome Mat** to visitors of Saint Paul arriving via train. Include this initiative in the Union Depot Vision as a priority investment.

- 5.2.4 Create a **Capitol District Gateway** at the eastern end of the Avenue. Create legible connections to the State Capitol Building and promote this area as a popular "political hub" and launch pad for exploring the Capitol campus.
- 5.2.5 Create a **Historic Rondo Gateway** at the Dale intersection. Designate the Dale station as "Historic Rondo" and redesign the Dale Street bridge with Rondo-related art depictions guiding people to the community's historic interior and commercial corridor. Support the preservation, enhancement and restoration of a cultural community and its historic attractions. Promote this area as a cultural heritage destination to attract cultural tourism.
- 5.2.6 Create the **Hmong Community Garden** to provide a focus for this strong residential and business community.
- 5.3.1 Leverage LRT investment to create investor confidence and set a high standard for quality private development through the creation of a high quality public realm and streetscaping program.
- 5.3.2 Create detailed **Precinct and Small Area Plans** for priority redevelopment areas as a refinement of this vision and to guide the development approval process.
- 5.3.3 Define areas of neighborhood stability and transition. Enforce appropriate built form and access guidelines that ensure compatibility with immediate surroundings in these areas.
- 5.3.4 Preserve the unique architectural character of designated historic districts, such as the University-Raymond Commercial Historic District and the Lowertown Historic District, individually designated historic structures and other significant buildings that contribute to the Corridor's identity and sense of place.
- 5.4.1 Create physical and/or visual linkages between each station and each public space.
- 5.4.2 Establish **design criteria** for all new development in the Corridor to ensure design is responsive to the needs of pedestrians, bicyclists, and transit users, in addition to cars and trucks. Utilize a **Design Review Process** for all new development, including public realm and infrastructure projects.
- 5.4.3 Reactivate downtown streets with new ground floor uses, activities and entrances and strengthen connections between transit and skyways.

6 Collaborate from Design to Operation

Objectives

- 6.1 Educate and inform the community about all facets of LRT. The public needs a constant, easy-to-access, and reliable source of information throughout design, construction and eventual operation. Whenever possible, bring this information directly to where the community lives and works.
- 6.2 Ensure a voice throughout the process. Opportunities to provide meaningful input are essential. Identify and widely publicize milestone presentations, meetings and decisions.
- 6.3 Build trust and enthusiasm for LRT. Outreach campaigns should involve, and messages should be delivered by, trusted community members.
- 6.4 Encourage early and meaningful dialogue between developers, District Councils and community groups on development proposals along the Corridor.

Strategies

- 6.1.1 Celebrate LRT as a once-in-a-century investment and opportunity. Discover creative means to document the history of the Corridor and this chapter of its evolution.
- 6.1.2 Create an **LRT Public Education Program** on design, construction and operation.
- 6.2.1 Establish a **Central Corridor Resource Center** within an existing community facility for communication between the City and community on issues and concerns related to LRT design and construction.
- 6.2.2 Support the Metropolitan Council's Community Advisory Committee to ensure it plays a meaningful role.
- 6.3.1 Create a **Construction Communications Program** to provide ample notice to businesses and residents of construction schedules, road closures and detours, limited access, etc.
- 6.4.1 Encourage early communication and dialogue between developers, District Councils and other interested community groups, prior to any official application to the City for development approvals. Require this early and on-going dialogue for any projects seeking City financing assistance.