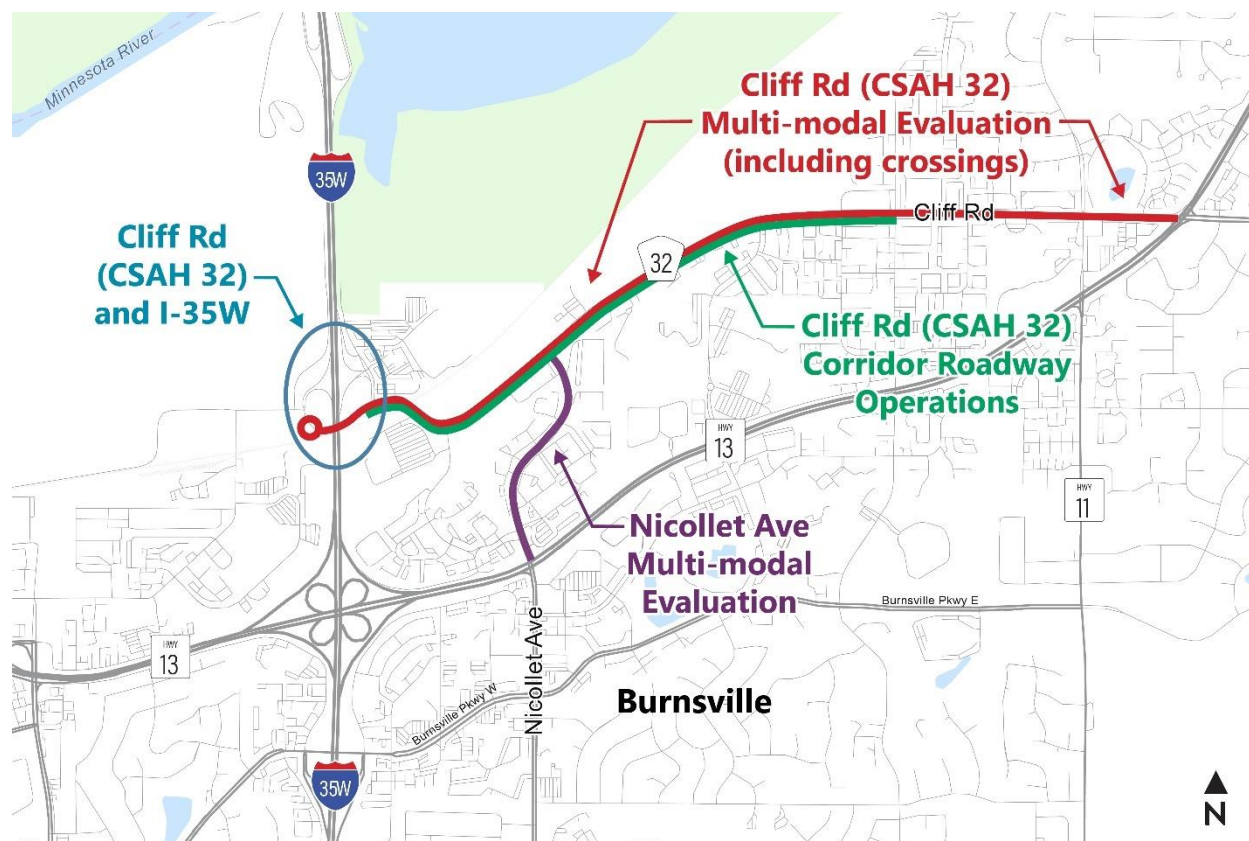




Public Engagement Plan

Cliff Road Corridor Preliminary Engineering



Project Overview

This project includes four study components that are interrelated, with the goal of moving forward transportation improvements for Cliff Road and Nicollet Avenue in Burnsville. These components of the project include:

- A multimodal evaluation of Cliff Road between I-35W and TH-13,
- A multimodal evaluation of Nicollet Avenue between Cliff Road and TH 13,
- An analysis and preliminary design for Cliff Road and I-35W, and
- An analysis and preliminary design for Cliff Road from I-35W to 12th Avenue south.

Together these project goals will help develop safer and more multimodal transportation corridors along Cliff Road and Nicollet Avenue.

Project Background

Public and stakeholder engagement is an important cornerstone of this project. Building consensus and gathering input on road design and multimodal studies will be important to informing the project process.

Recent projects in and around the project area have included:

- Cliff Road / I-35W Southbound Ramp Improvements. <https://www.burnsvillemn.gov/2240/Cliff-Road-I-35W-Southbound-Ramp-Improve>
- Cliff Road Trail Project. <https://www.burnsvillemn.gov/2204/Cliff-Road-Trail>
- Cliff Road Resurfacing (between 35E and TH 13)
<https://www.co.dakota.mn.us/Transportation/PlannedConstruction/CountyRoad32/Pages/default.aspx>

Community Analysis

The project study areas of Cliff Road and Nicollet Avenue are located within the 55337-zip code. The area includes a variety of land uses including residential, business, and mixed use. This area is also ethnically diverse. Nearly 35 percent of residents are people of color.

Race/Ethnicity of residents in project area.

- 65 percent White
- 10 percent Hispanic or Latino
- 6 percent Asian
- 14 percent African American
- 4 percent two or more races

Age of residents in project area.

- 22 percent of people are under the age of 18
- 16 percent of people are over the age of 65

The project area includes a high proportion of young people. This should influence what kinds of project materials are developed to ensure they are accessible for all ages.

Transportation mode of residents in project area.

The primary transportation mode for people who live in Burnsville is driving alone. However a substantial number use other modes to get to and from work.

- 75 percent of people drive alone in a car, truck or van
- 12 percent of people carpool
- 1 percent of people walk
- 4 percent of people use public transit

- 1 percent of people use taxi, motorcycle, bike, or other means
- 7 percent of people work from home

Definitions

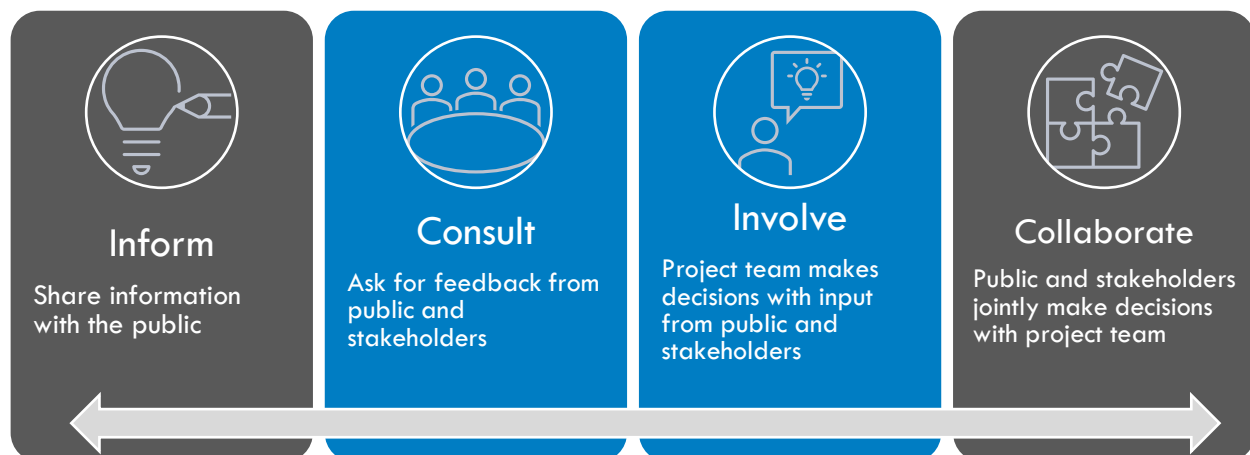
The following terms are commonly used throughout this PEP, and the corresponding definitions provide a baseline for how the term is used.

Community:	Everyone who lives, works, uses, or is involved in some way with the Cliff Road and Nicollet Avenue project areas.
Stakeholder:	Groups or individuals with interests in Cliff Road, including community organizations, regional/state entities, and business groups.
Engagement:	Opportunities to connect and collaborate with the community and stakeholders on a specific topic to inform, consult, involve, collaborate, or empower groups in a decision-making process.
Social Inclusion:	Providing opportunities and access for all by improving the ability, opportunity, and dignity of all groups
Promotion and Branding:	Activities and aesthetics to encourage education, participation, and awareness of the planning process and engagement activities.

Engagement Overview

Level of Public Involvement

This project will conduct engagement within the “consult” and “involve” levels of engagement as defined in the graphic below. The public will be asked for their input during the first round of engagement to help the project team refine their multimodal evaluations and preliminary engineering plans. The second round of engagement will be designed to ask for community and stakeholder feedback, where preliminary plans will be presented for the public to learn more about and provide their comments.



Engagement Objectives

- **Educate** the public on project goals and gather feedback on their experiences on Cliff Road and Nicollet Avenue.
- **Involve and consult** the public by using engaging activities to solicit feedback that can inform project choices.
- Provide **accessible** and up-to-date information to keep the public and stakeholders informed as the project progresses.

Engagement Methods

Survey/Wikimap

A survey with wikimap will be used to gather issues and ideas regarding how the public currently uses the project area and their hopes/ideas for the future.

Public meetings

The team will conduct two public meetings to provide opportunities for public and stakeholder input on Cliff Road and Nicollet Avenue projects.

Public meeting 1

The purpose of public meeting #1 will be to educate people about the project, gather thoughts and ideas about the needs of Cliff Road and Nicollet Avenue, to help strengthen the project's multimodal evaluations and the preliminary design process for Cliff Road. An interactive roadway activity will be used, along with corridor layouts, to gather input on the project area. The meeting will be held at a busy publicly-accessible location like the Burnsville Senior Center to connect with people where they are.

Public meeting 2

The second meeting will present the proposed improvements and multimodal analysis for Cliff Road and Nicollet Ave. The team will use engaging graphics to explain these improvements while gathering comments and answering questions from the public. We will again work closely with the Burnsville team to identify an accessible, public, welcoming meeting location.

Pop ups

Instead of a public meeting, the SRF team could provide two pop-up events at well-trafficked locations in the project area. We recommend holding pop-ups earlier in the process, to get people acclimated to the project and to gather project feedback. Potential pop up locations might include:

Location/Event	Address
Burnsville Farmer's Market	200 Burnsville Pkwy, Burnsville, MN 55337
Cliff Fen Park Pop Up	120 Cliff Rd E, Burnsville, MN 55337
Burnsville Festival and Fire Muster	Nicollet Commons Park
Party on the Plaza	Nicollet Commons Park

Property owner meetings

Up to thirty (30) public meetings will be held with property owners within the project areas along Cliff Road and Nicollet Avenue. These meetings will be broken into two groups. One set of meetings will be

held as part of the Cliff Road Multimodal Analysis. The other set of meetings will be held to focus on the preliminary design for Cliff Road between I-35W and 12 Avenue South.

Social media promotion

The SRF team will develop copy and art for social media promotion, to be posted and bought by Burnsville. The social media will be used to promote the first and second open houses, as well as any online survey opportunities provided.

Project mailings

Project mailings will be used to promote upcoming public meetings. The mailing content will be provided by SRF, the addresses and sending will be completed by the City. Mailing timing is indicated the detailed project timeline on the subsequent pages.

Timeline

Timeframe/Schedule	Strategy/Tool	Targeted Audience	Purpose & Outcomes	Responsible (Lead*)	Status
May 2023	Newsletter update #1	Public	Inform public about project and process.	SRF	Complete
July 2023	Newsletter update #2	Public	Inform public about project updates and upcoming opportunities to be involved.	SRF	
July 2023	Draft social media to Burnsville	Public	Promote upcoming engagement and project survey	SRF, Burnsville	
July 2023	Survey/Wikimap	Public	Develop survey to be deployed in August engagement timeframe	SRF	
Aug 2023	Mailer	Public	Promote/invitation to project public meeting #1	SRF	
Aug. 2023	Public meeting #1/Pop up #1 – Party on Plaza	Public	Gather input from public, educate on project goals and process	SRF	
Aug. 2023	Pop up #2 – Cliff Fen Park	Public	Gather input from public, educate on project goals and process.	SRF	
Sep. 2023	Newsletter update #3	Public	Inform public about project updates, what the team has heard from the public, and upcoming opportunities to be involved.	SRF	
Oct. 2023	Property owner engagement (Cliff Road Multimodal Eval)	Property owners	Provide project update and get questions answered from property owners	Burnsville, SRF support	
Nov. 2023	Property owner engagement (Cliff Road Analysis and Prelim Design)	Property owners	Provide project update and get questions answered from property owners	Burnsville, SRF support	

Timeframe/Schedule	Strategy/Tool	Targeted Audience	Purpose & Outcomes	Responsible (Lead*)	Status
Nov. 2023	Newsletter update #4	Public	Inform public about project updates, what the team has heard from the public, and upcoming opportunities to be involved.	SRF	
Nov. 2023	Draft social media to Burnsville	Public	Promote upcoming open house #2	SRF, Burnsville	
Dec 2023	Public meeting #2	Public	Update the public on preliminary engineering and results of multimodal analysis, gather comments.	SRF	
Feb. 2024	Newsletter update #5	Public	Provide final update on project and wrap up.	SRF	