



BROOKLYN PARK

Develop Recommendations Empower Action & Mobilize

North Hennepin
Community College

The DREAM Report Brooklyn Park 2025



Blue Line Extension...
Your Connection to MORE!





DREAM

**BROOKLYN
PARK**





BROOKLYN PARK

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F2 Northwoods Park, Brooklyn Park MN

'By acting now we will assuredly make mistakes. But if we don't act now, I'm afraid we will not have even the opportunity to make the mistakes a little later.'
- FDR first 100 days.



f1. Minneapolis Streetcar Parade, Downtown Minneapolis, MN (1954)

WE'VE BEEN HERE BEFORE.

At the turn of the last century, trains and trolleys were an integral part of the Industrial Revolution, ushering in the modern age. The rapid movement of people, goods, and services spurs economic growth, and socio-economic vitality with expanded regional and cultural connections. Our region is not new to world class public transportation. Our Streetcar system connected the Twin Cities metropolitan area well before the development of the freeway system and expansion of individual vehicles. From Woodbury to Medicine Lake, people could get almost anywhere riding the rails provided by the people. Fast forward 100 years, and we are again faced with the challenge - and the opportunity - to move people, goods, and services in response to the growing population and opportunities across the region.



f2. Metro Transit, BLE

This time, with the lightning speed of light rail technology and intentional design, the Light Rail Blue Line Extension will center Brooklyn Park as a major artery, connecting residents to the southwestern and northwestern parts of our region. This also means moving more people across greater distances in less time to the people, places and opportunities that matter.



Dream if You Will...

THE BROOKLYN PARK STORY

BROOKLYN PARK : A CITY OF CONTRASTS, CONNECTIONS & POSSIBILITY

As the sixth-largest city in Minnesota, Brooklyn Park stretches along the Mississippi River just 12 miles northwest of downtown Minneapolis. With a population of more than 86,000,⁽¹⁾ it is one of the most racially and culturally diverse cities in the state – and one of the youngest by median age. Brooklyn Park is a city where global roots meet local pride, and where opportunity and challenge often sit side by side.

GROWING FROM THE GROUND UP

Originally a farming township in the 1800s, Brooklyn Park began to transform in the postwar era as suburbanization swept through Hennepin County. Today, it is a blend of older residential areas, mid-century neighborhoods, newer subdivisions, and pockets of commercial and industrial development.⁽²⁾

While the city lacks a traditional downtown, its commercial nodes along Zane Avenue, Brooklyn Boulevard, and Highway 610 form a patchwork of retail, service, and employment centers. And while its footprint is large, the city's identity is still taking shape, evolving as new residents bring fresh perspectives, energy, and expectations.

DIVERSE, DYNAMIC, & YOUNG

Nearly 60% of Brooklyn Park's residents identify as people of color,⁽³⁾ and more than a quarter were born outside the United States.⁽⁴⁾ West African, Hmong, Liberian, Vietnamese, and Latinx communities have built strong cultural and entrepreneurial footholds here, making the city a hub of immigrant energy and resilience.

This diversity brings undeniable strength: multicultural restaurants, community events, and a global workforce. The quickly growing and diversifying population however, can also put pressure on public services, schools, and infrastructure that must evolve to meet new needs. Residents have called for more equitable investment across neighborhoods and more inclusive policymaking that reflects the city's full demographic spectrum.



F4 North Hennepin Technical College



A MAJOR EMPLOYMENT CENTER

Brooklyn Park is home to several large employers, including Target's Northern Campus, Takeda Pharmaceuticals, and Olympus Surgical Technologies. These businesses, along with a concentration of logistics, biotech, and light manufacturing firms, help anchor the local economy.⁽⁵⁾

The city is actively pursuing business and workforce growth, including advancing a new Biotech Innovation District near highways 169 and 610. However, access to major job centers isn't always equitable—particularly for residents without reliable transportation. That's where the blue Line Extension could be transformative.

COMMUNITY INVESTMENT & PUBLIC LIFE

Despite its size, Brooklyn Park has made intentional efforts to strengthen community bonds. The city's engagement efforts include youth programs, neighborhood events, and leadership development aimed at increasing civic participation—especially among underrepresented groups.⁽⁶⁾

Signature spaces like the Zanewood Recreation Center and the Community Activity Center serve as gathering spots for everything from basketball leagues to Eid celebrations. Yet, residents say more investment is needed in aging parks, cross-neighborhood transportation, and public safety—especially in historically underserved areas.

READY FOR THE NEXT CHAPTER

Brooklyn Park doesn't fit neatly into any one category. It's part suburban, part urban, and part something else entirely, a city still defining itself as it grows. Its strengths lie in its people, its potential, and its willingness to have hard conversations about what inclusive growth really looks like.

With the Blue Line Extension on the horizon, the city stands at a crossroads. What happens next will shape not just how people get around, but who gets to stay, thrive, and belong in one of Minnesota's most complex and promising communities.



F4 "We need unity & love" Mural by Geno Okok, 2020



F5 Center for Innovation & the Arts : 2022 Festival

CONNECTING A COMMUNITY IN MOTION



Overview of DREAMBrooklynPark Sessions

Brooklyn Park is a city defined by momentum. Once a farming township, it has grown into the sixth-largest city in Minnesota, known for its racial diversity, entrepreneurial spirit, and position as a major employment hub. The city's long-range plans - including the Northwest Growth Area Plan, Transit-Oriented Development (TOD) zoning, and multiple station area plans - reflect a clear vision: Brooklyn Park wants to grow equitably, sustainably, and with intention.

That vision is coming to life through the METRO Blue Line Extension (BLE), which brings both opportunity and responsibility. The BLE is more than a transportation project - it's a catalyst for community transformation. With multiple stops planned in the city, the extension is designed to serve residents who have long lacked reliable transit options. Many Brooklyn Park households are transit-dependent, and the BLE is poised to connect them to living-wage jobs, education, healthcare, and public amenities in new and meaningful ways.

A DECADE OF PREPARATION, A FUTURE OF POSSIBILITY

Brooklyn Park has been laying the groundwork for years. The city has adopted TOD zoning policies, upgraded utility infrastructure along West Broadway, and planned for public spaces like the Signature Park near the Oak Grove Station area. These projects are not just cosmetic. They are part of a strategic approach to foster economic vitality while also making neighborhoods safer and more walkable.

Public safety and connectivity are top priorities. Through initiatives like the West Broadway Streetscape Design Manual and Safe Routes to School, the city is working to create a more seamless and welcoming public realm. At the same time, programs aimed at increasing the tree canopy and stormwater improvements show that environmental health is also part of the city's infrastructure equation.

PLANNING WITH, NOT FOR, THE COMMUNITY

Brooklyn Park's residents have made their priorities clear, especially during the Blue Line Extension DREAM sessions. Community members voiced strong support for the BLE, but they also expressed real concerns about gentrification, displacement, and whether long-time residents and small businesses will be able to stay and benefit.

In response, the city is pursuing a robust set of anti-displacement programs and policies. These include Naturally Occurring Affordable Housing (NOAH) preservation, small business financial support, façade improvement programs, and land disposition policies that prioritize community ownership. The city is also considering tenant screening reforms and mandatory relocation assistance to protect renters.

This dual focus on infrastructure and equity reflects the heart of Brooklyn Park's planning efforts: inclusive growth. The DREAM sessions didn't just confirm the city's planning direction - they enhanced it, grounding the BLE project in the lived experiences and aspirations of the people who call this city home.

A NEW CHAPTER, ROOTED IN COMMUNITY

The Blue Line Extension aligns with Brooklyn Park's comprehensive plan and reinforces its commitment to being a city where everyone has a chance to thrive. By integrating community feedback and layering in anti-displacement strategies, the BLE is helping the city grow without leaving people behind. This is what it means to plan with, not for, the community. For Brooklyn Park, the BLE represents more than rail access. It is a once-in-a-generation investment in people, place, and possibility.



REDUCE EMISSIONS Flexible restaurant formats
Family & Culture Water park RETURN ON INVESTMENT / PROPERTY VALUE
AMPHITHEATER Return on investment
MUSIC COMMUNITY Food truck parks
PEACE THINK & BE INTENTIONAL
SHOPPING MALL Accessible features (ramps, braille, signage)
Skyline / tall buildings Family Shelters Customer reach / foot traffic
Pickleball FREEDOM
Sports Micromobility options
Diversity & Unity NEIGHBORHOOD UPKEEP
GREEN SPACES / TRAILS CO-OP
Food Mental health services DMV
Rent-to-own and business ownership Cultural Food Markets
ADVERTISEMENT FOR LOCAL BUSINESS TALL TREES / SHADE
FARMERS MARKET SENIOR TRANSPORTATION
Mediation services Affordable housing
Multifunctional spaces Skateboard park Health & wellness centers
Smart, intentional planning TEEN CLUB Overhead pedestrian path
Playground

Community center
Basketball Courts
Public beauty & pride
Playgrounds
GO-KARTS
Drive-in Theater
MURALS
Co-working spaces
Vibrant, colorful, art-filled places
SUPPLY DRIVES
MEDIATION SERVICES
Jobs
PARKS
Environmentally clean train
Renters/homeowners hotline
Skyline / tall buildings
TALL BUILDINGS

WALKABILITY
MULTIGENERATIONAL
HOUSING
CETA youth work program

BROOKLYN PARK: BUILDING A CONNECTED & INCLUSIVE FUTURE

HOUSING PRESERVATION, GROWTH, & AFFORDABILITY

Preserving Homes and Promoting Stability

Brooklyn Park is committed to maintaining its existing housing, especially aging single-family and multifamily units that provide affordable options for working families. The city is scaling up programs to rehabilitate these properties, improve housing quality through rental licensing and inspections, and expand access to homeownership through education, down-payment assistance, and partnerships with nonprofits.

Expanding Housing Choices

Diverse housing is central to a resilient city. Brooklyn Park supports a wide mix of housing types, including townhomes, senior housing, and mixed-income developments that reflect the needs of residents across all ages and abilities.

Prioritizing Affordability with Strategic Tools

Brooklyn Park is actively working with regional and state agencies to increase the supply of affordable housing through inclusionary housing policies, Tax Increment Financing (TIF), Community Development Block Grants (CDBG), Low Income Housing Tax Credits (LIHTC), and city-led support for income-qualified housing developments.

Integrating Housing Near Transit

To reduce car dependency and increase access to jobs and services, the city is directing new housing near transit corridors and mixed-use centers. These areas are designed to support walkability and connection especially along the Blue Line Extension route.

TRANSPORTATION ACCESS & MOBILITY

Investing in a Connected Transit Future

Brooklyn Park continues to lead in regional transit planning. As a major partner in the Blue Line Extension, the city is working to ensure light rail delivers lasting benefits. At the same time, local investments are strengthening Metro Transit bus connections to major employment and retail centers.

Safer Streets for All Modes

Brooklyn Park is expanding multimodal infrastructure—filling gaps in sidewalks, bike lanes, and trails to better connect neighborhoods, schools, and stations. These upgrades prioritize pedestrian safety and mobility, especially near community destinations and transit hubs.

Future Road Designs

The city ensures that future road designs are planned with all users in mind — including pedestrians, bicyclists, drivers, and transit riders.

Improving Equity in Access

Transportation equity is a guiding priority. Brooklyn Park is addressing access barriers to make affordable, efficient transportation available to all residents including seniors, youth, and low-income families.



EQUITABLE ECONOMIC GROWTH & STRATEGIC REDEVELOPMENT

Focusing on Key Redevelopment Areas

Brooklyn Park has identified strategic zones for growth, including: the Highway 610 corridor, Zane Avenue and Brookdale Drive, and the Village Creek redevelopment district.

These areas are primed for infill and mixed-use development, designed to convert underutilized sites into thriving, walkable communities.

Attracting and Supporting Businesses

Brooklyn Park markets its strengths—diverse talent, freeway access, and available land—to attract and retain employers. The city offers support for small businesses, particularly those owned by women and people of color, through financing tools and technical assistance.

Developing the Local Workforce

Through strong partnerships with Hennepin Technical College and North Hennepin Community College, the city is aligning job training programs with real employer needs. Youth and underserved communities are a special focus, with career pathway investments designed to build long-term economic mobility.

Modern Land Use, Flexible Zoning

Brooklyn Park is modernizing its zoning code to unlock flexible and forward-looking development. This includes allowing higher-density projects near transit, supporting mixed-use and live/work spaces, and adapting commercial and industrial sites for new uses.

Advancing a BioTech Innovation District

Brooklyn Park is planning a world-class BioTech Innovation District that will generate thousands of new jobs, expand housing options, and strengthen the city's role as a MedTech leader. Anchored by major employers like Medtronic and Takeda and supported by regional partners, higher education institutions, and local workforce programs, the District is designed to drive inclusive economic growth while integrating new housing, amenities, and opportunities for small businesses and entrepreneurs.

BROOKLYN PARK'S PATH FORWARD: OPPORTUNITY, ACCESS, & COMMUNITY

The Blue Line Extension is an investment in how Brooklyn Park lives, moves, and grows. With plans rooted in equity and informed by community voice, the city is laying the foundation for a future where every resident has access to opportunity, stability, and connection.

DREAM if you will... The Future!



FARMERS MARKET



AMPITHEATER



FOOD TRUCK

LIVE (25)

Affordable housing – 2
 Multigenerational housing
 Diverse housing types close together
 Renters/homeowners hotline
 Safety inspections for homes
 Return on investment/property value
 Daycares (youth/adult) – 2
 Churches/places of worship
 Farmers market
 Family shelters
 Community pool
 Movie theater
 Health & wellness centers – 2
 Spa/gym/swimming – 2
 Mental health services
 DMV access
 Neighborhood upkeep
 Mixed-use living (near parks, shops, etc.)
 Walkable connections
 Safety for seniors & kids

PLAY (27)

Water park – 2
 Amphitheater (movies, concerts) – 2
 Basketball courts – 2
 Movie theater
 Skateboard park
 Roller skating rink
 Bowling
 Go-karts
 Sports complex
 Nightclub (youth)
 Teen club
 Gamer store
 Tennis courts
 Pickleball courts
 Outdoor gym
 Drive-in theater
 Playground
 Big pool / indoor pool – 2
 Community center
 Adult/youth centers
 Art representing community
 Music
 Local murals / bright art
 Outdoor fair space

PLACE (34)

Green spaces / trails – 3
 Heated sidewalks – 2
 Safe crossings
 Walkable spaces – 2
 Designated pickup/drop-off
 Public restrooms (stations/trains) – 2
 Accessible features (ramps, etc) – 4
 Legible/multilingual signage – 2
 Lighting (beyond motion-sensor)
 Beautiful design / art at stations – 2
 Art/murals – 2
 Charging stations
 Candy store
 Tall trees / shade
 Climate-controlled spaces
 Comfortable seating
 Multicultural marketplace
 Overhead pedestrian path
 Real-time mobile app
 Maintenance/upkeep – 2
 Micromobility options
 Traffic/pedestrian calming
 DMV
 Playground
 Shaded/sheltered waiting areas

WORK (21)

Shopping mall
 Shopping center (NW corner)
 Cultural food markets
 Multicultural fashion stores
 Spas, massages, wellness services – 2
 Optical, dentist – 2
 Co-working spaces
 Vending/snacks on trains/stations
 Advertisement for local business
 CETA youth work program
 Job opportunities / pool – 2
 Customer reach / foot traffic
 Maintain business access during construction
 Rent-to-own & business ownership
 Density for business success
 Co-op
 Food truck parks

POLICY (20)

Fund education, pay teachers – 2
 Supply drives
 Youth job rides/teen passes – 2
 Senior transportation – 2
 Seniors: discounts & activities
 Friendly policing and public safety – 2
 ADA/Disability access: ramps, braille, hearing, etc. – 2
 Maintenance of spaces – 2
 Hotline/community liaison – 2
 Mediation services
 Clean environment/reduce emissions
 Include community in decisions

EVOLVE (15)

Multifunctional spaces
 Embrace development of vibrancy
 Cultural commercial corridors
 Flexible restaurant formats
 Think & be intentional
 Environmentally clean train
 Reduce emissions
 Cleaner schools/neighborhoods
 New schools on route
 Art at every stop
 Skyline / tall buildings
 Smart, intentional planning
 Public beauty & pride
 Return on investment
 Diversity of development

COMMUNITY VALUES (12)

Celebrate family and culture – 2
 Diversity and unity – 2
 Music and food – 2

Joy, sunny weather, beauty
 Safe & peaceful community – 2
 Sense of freedom to exist

Community coming together
 Vibrant, colorful, art-filled place

THE CITY OF BROOKLYN PARK : COMPREHENSIVE PLAN & GOALS

Main Initiatives & Goals from Brooklyn Park's 2040 Comp Plan:

HOUSING

Preservation

- Maintain and rehabilitate existing housing stock, especially aging single-family homes and multifamily buildings
- Promote homeownership opportunities through education, down-payment assistance, and partner ships with nonprofits
- Expand use of rental licensing and inspections to improve rental housing quality

Housing Diversity

- Variety of housing types including townhomes, apartments, senior housing, mixed-income housing
- Support universal design to ensure accessibility for residents of all ages and abilities

Affordable Housing

- Collaborate with regional and state agencies to increase the availability of affordable housing, including:
- Inclusionary housing policies, Use of TIF, CDBG, and LIHTC, City support for affordable housing developments

Location & Integration

- Direct new housing near transit corridors and mixed-use centers to support walkability and reduce car dependency
- Integrate housing with other uses (e.g., near jobs and services)

TRANSPORTATION

TRANSIT INVESTments

- Advance and support the Blue Line Light Rail Transit (LRT) project through Brooklyn Park.
- Strengthen bus service and connections to major employment and retail centers.

Multimodal Infrastructure

- Improve sidewalks, bike lanes, and trail systems, especially to fill gaps and connect neighborhoods.
- Prioritize projects that enhance pedestrian safety and mobility, especially near schools and transit

Complete Streets

- Designs accommodate vehicles, bikes, pedestrians, and transit users
- Apply this framework to future road reconstructions and planning

Accessibility

- Address transportation disparities by ensuring access to affordable, efficient transit for all residents, including seniors and low-income households

ECONOMIC DEVELOPMENT

Targeted REDEVELOPMENT AREAS

- Highway 610 corridor
- Zane Ave and Brookdale Drive
- Village Creek redevelopment district
- Encourage infill and mixed-use development in underutilized commercial areas

Business Attraction and Retention

- Market Brooklyn Park's assets (e.g., freeway access, diverse population, developable land) to retain and attract businesses
- Support small businesses, including minority- and women-owned enterprises, through technical assistance and financing

Workforce Development

- Collaborate with educational institutions (e.g., Hennepin Tech, North Hennepin CC) to align training programs with employer needs
- Invest in career pathways for youth and underserved communities

Land Use and Zoning

- Modernize zoning to allow: Flexible use of commercial and industrial properties, Higher-density development near transit, Live/work units and entrepreneurial spaces



How will you ride?



Get from A-B as easy as 1-2-3

Learn more @ blueextension.org



Federal Transit Administration signs off on Blue Line Extension environmental review

MINNEAPOLIS – The Blue Line Extension Light Rail Transit project has achieved a critical milestone with federal environmental approval, clearing the way for final design and construction while setting a new standard for supporting communities and businesses impacted by construction.

The Federal Transit Administration signed the Amended Record of Decision for the Blue Line Extension's Supplemental Final Environmental Impact Statement (SFEIS), concluding years of comprehensive environmental review and community engagement.

This federal action also allows for the project to include groundbreaking measures to support residents and businesses before, during, and after construction of the line:

- **\$5 Million Business Support Program:** Construction-impacted businesses will be eligible for up to \$30,000 each in rent assistance, helping maintain economic stability during the multi-year construction period.
- **\$5 Million Community Investment Fund:** This program will provide funding to community-serving organizations for things like rent and housing cost assistance, specifically designed to help existing residents remain in their neighborhoods.

"This is the first time this type of support for residents and businesses impacted by construction has been included in a major project in Minnesota," said Hennepin County Board Chair Irene Fernando. "The Blue Line Extension will connect thousands of people to new opportunities to work, go to school, and access healthcare. It is a generational investment in communities where many people rely on transit to get where they need to go every day."

"Light rail projects, more than any other mode of transit, generate significant economic and community investment. This project will unlock long-overdue investment in some of our state's most vibrant communities. The strategies included in this project's environmental documents will help make sure this investment benefits the people there today and the generations that will follow," Fernando said.

Additionally, the environmental documents outline strategies to address other environmental, economic, and social impacts and opportunities of the Blue Line Extension, including things like noise and vibration, parking, property impacts, and more.

"This milestone represents a significant investment in our region's future," said Metropolitan Council Chair Charlie Zelle. "It brings us closer to advancing our regional transit vision to create jobs, improve mobility, and strengthen communities."

A public engagement process will launch this fall to inform the development and design of these community support programs, ensuring maximum benefit for residents and businesses once a Full Funding Grant Agreement is awarded.

The Metropolitan Council and Hennepin County continue to work closely with federal partners to advance the project toward construction while maintaining a community-focused approach.

About the METRO Blue Line Extension

The METRO Blue Line Extension is a proposed 13.4-mile light rail line that will connect downtown Minneapolis to the communities of North Minneapolis, Robbinsdale, Crystal, and Brooklyn Park. This transit project will provide enhanced connectivity and improved transportation options for residents and visitors throughout the northwest metro corridor.

For the latest information on community meetings, outreach efforts, and to stay informed about upcoming Blue Line Extension project announcements, please visit [BlueLineExt.org](https://www.metrotransit.org/blue-line-extension).

WHERE ARE WE NOW?

BLUE LINE EXTENSION PROJECT UPDATE



WHAT'S HAPPENING IN 2025

Winter 2024 - Summer 2025

Cultural Placekeeping Design Groups

Spring 2025

Outreach on strategies to address impacts

Spring 2025

Design review & feedback

Summer 2025

Supplemental Final Environmental Impact Statement / Amended ROD

Summer 2025

Updated Ridership Projections & Cost Estimate

2025 - 2026

Final Design

MINNESOTA'S NEXT LIGHT RAIL

The METRO Blue Line Extension Light Rail Transit project will connect Minneapolis, Robbinsdale, Crystal, Brooklyn Park, and surrounding communities to fast, frequent, all-day service across the METRO system by providing a one-seat ride from Brooklyn Park to MSP Airport and Mall of America, connecting vibrant destinations and communities along the way.



2025 MILESTONES

In 2025, the METRO Blue Line Extension project team will continue engaging with residents and businesses as this generational transit investment moves forward with the feedback collected in the previous year. Major milestones in 2025 will include:

- Continued community engagement to develop strategies to address impacts in Minneapolis
- Complete 60% design
- Publish the Supplemental Final Environmental Impact Statement (SFEIS) that outlines the project's commitments to address impacts
- Amended Record of Decision (ROD) that signals the federal final approval of the environmental review process
- Property acquisition and relocation process begins Project rating application request to the Federal Transit Administration (FTA) to finalize the project's eligibility for federal funding

In these next phases, project staff will continue to work with the community to inform decisions to ensure the project delivers maximum community benefits and utility.



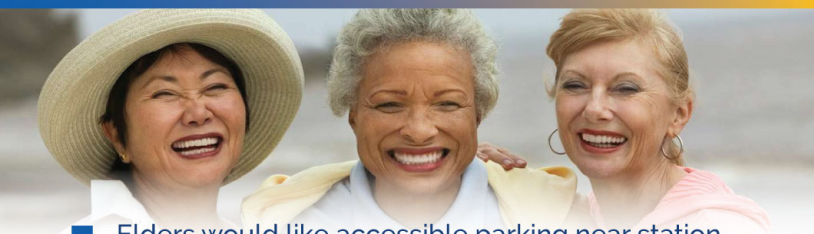
WHAT PROVISIONS WOULD BROOKLYN PARK TRANSIT USERS LIKE TO SEE?

HOMEOWNERS



- Homeowners want to be sure they will receive financial and additional resource support in the event of displacement.
- They welcome infrastructure improvements but want to know what provisions will be made to maintain access to/from their homes
- Added transit stops create more access, great solution to growing traffic congestion

ELDERS



- Elders would like accessible parking near station
- Can shuttles be available to grocery stores? parking?
- They would like the trains to be ADA accessible
- They would like to see acknowledgment of addiction, resources for homelessness and addicts
- A place to wash hands, public restrooms
- Close proximity to healthcare, grocery, post office, businesses, senior housing, jobs

BUSINESS OWNERS



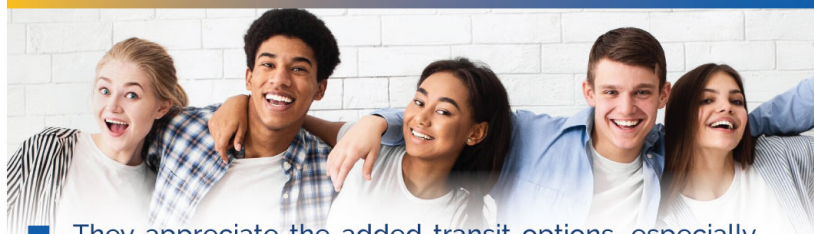
- Business owners along the corridor want to be consulted, included in decision-making process
- They would like support mitigating disruption of business i.e. shuttle service during construction for employees and customers, and temporary parking solutions
- They want to know what concrete anti-displacement resources are available to them
- They welcome the prospect of increased business, new customers once BLE is completed
- They like the vitality that would come with TOD and added amenities, resources
- Opportunities to launch business and training programs around BLE

RENTERS



- Some renters are concerned about lack of communication from absentee/out-of-state landlords not sharing BLE information with them
- They want to know what support will be available to them for displacement
- They welcome added transit options
- Want to learn about BLE job opportunities
- They would like opportunities to explore homeownership

YOUTH



- They appreciate the added transit options, especially those without a driver's license or car
- Would like Wi-Fi access
- The opportunity to connect to job opportunities in other parts of the city, county
- The opportunity to connect with friends and family, recreation
- They want to explore job or business opportunities around BLE

DISABILITY COMMUNITY



- Access - Ramps, elevators
- Verbal commands - independence
- Payment accessibility - free?!
- Language options
- Maps more legible, textured, for everyone
- Color cues to stops
- Language translation for info
- Same benefits as teens and elderly



BUSINESS RESOURCES

Major construction is planned to start in 2027 and be complete around 2030. We know that construction can present short-term challenges for businesses and residents in the area, and Metropolitan Council and Hennepin County have a long history of supporting businesses to help them prepare for these opportunities and navigate the challenges.

Before, during, and after the project, business owners are encouraged to reach out to Elevate Hennepin, a business-support platform from Hennepin County. Businesses can get up to 25 hours of insight or consulting from each advisor on topics, including:

- Access to capital
- Accounting
- Business certification
- Business strategy
- Business technology
- Financial management
- Human resources
- Legal questions
- Marketing consulting
- Starting a business

Elevate Hennepin offers a wide range of business services, including cohort learning opportunities.

For more info on Elevate Hennepin, visit:
elevatehennepin.org

ELEVATE
HennepinSM

The Council will mitigate potential hardships faced by businesses during the construction period through the Implementation of a Business Assistance Program to reduce the burden on small businesses prior to and during construction. The program would offer:

- Business canvassing to identify needed support services
- Provision of signage and customer wayfinding
- Business support fund, with a maximum of \$30,000 for each affected business up to a program maximum of \$5 million
- Funds could be used to support rent or mortgage payments to offset construction impacts
- Provisions in the Construction Mitigation Plan and Construction Communication Plan, including:
 - Outreach coordinators to communicate between the Project office, contractors, and businesses
 - Contractor employee parking plan
 - Retaining business access throughout construction
 - Utility shutoff minimum notification requirements
 - Phasing construction where possible to reduce business impacts
- Creation of a Met Council marketing program, including:
 - Ads on buses and LRVs
 - Coordination with local businesses to create an “open for business” marketing campaign
 - Neighborhood-scale and location specific marketing to attract people within walking distance of businesses
 - Local coupon book

RESIDENT RESOURCES

HELP FOR HOMELESSNESS

Hennepin Shelter Hotline:
612-204-8200

hennepin.us/homeless-resources

GET SUPPORT FOR A FINANCIAL CRISIS

hennepin.us/emergency-supports,
612-596-1900

MENTAL HEALTH & SUBSTANCE USE SERVICES

Access to a variety of services to support your well-being and recovery:

hennepin.us/mentalhealth, 612-348-4111

CONNECTIONS TO COMMUNITY RESOURCES

Resources to help meet your basic needs, such as food and clothing:

hennepin.us/waypoint

HELP FOR SENIORS OR PEOPLE WITH DISABILITIES

Supports to stay in your home and connect to your community:

hennepin.us/seniors-disabilities, 612-348-4111

FINANCIAL SUPPORTS FOR FAMILIES & SINGLE ADULTS

Get food, cash and health care benefits: 612-596-1300

Connect to child care assistance: 612-348-5937

hennepin.us/economic-supports

GET HELP FINDING EMPLOYMENT

Job fairs and employment skill-building opportunities

hennepin.us/employmentservices

SERVICES FOR YOUNG ADULTS

Resources to help youth achieve independence:

hennepin.us/youth

SERVICES FOR YOUNG ADULTS

Resources to help youth achieve independence:

hennepin.us/youth

PUBLIC HEALTH SERVICES

hennepin.us/publichealth, 612-343-8900

GET HELP IF YOU'RE HAVING TROUBLE

Human Services Navigator phone line:

612-543-5500

OFFICE OF MULTICULTURAL SERVICES

hennepin.us/OMS, 612-348-2193

PUBLIC HEALTH SERVICES

hennepin.us/publichealth, 612-343-8900

GET HELP IF YOU'RE HAVING TROUBLE

Human Services Navigator phone line:

612-543-5500

OFFICE OF MULTICULTURAL SERVICES

hennepin.us/OMS, 612-348-2193





Event Calendar

MAY 10
@10am



BUS TOUR - pick up @ UROC
2001 Plymouth Ave N, Minneapolis, MN

MAY 13
@5pm

MAY 15
@5pm



DREAM Week
W Broadway / 21st Ave
(5/13) **UROC**
2001 Plymouth Ave N, Mpls, MN
(5/15) **TC Urban League**
2100 Plymouth Ave N, Mpls, MN

MAY 20
@5pm

MAY 22
@5pm



DREAM Week
NorthLoop / RiverNorth
North Loop Garage
600 8th Avenue N,
Minneapolis, MN

MAY 27
@5pm

MAY 29
@5pm



DREAM Week
Brooklyn Park
Ebenezer Church
9200 W Broadway,
Brooklyn Park, MN

JUNE 03
@5pm

JUNE 05
@5pm



DREAM Week
Robbinsdale / Crystal
Elim Church
3978 W Broadway,
Robbinsdale, MN

JUNE 07
@10am



BUS TOUR - pick up @
9200 West Broadway Ave, Brklyn Prk, MN

AUG 09
@5pm



DREAM Youth Summit
U of M Urban Research & Outreach-Engagement Center (UROC)
2001 Plymouth Ave N, Minneapolis, MN

AUG 09
@10am



BUS TOUR - pick up @
2001 Plymouth Ave N, Minneapolis, MN

OCT 04
@9am

REGIONAL SUMMIT
@ UROC 2001 Plymouth Ave N, Mpls

Community Economic Development
DREAM Report Review & discussion



DEVELOP RECOMMENDATIONS EMPOWER ACTION & MOBILIZE

The DREAM model is grounded in Human-Centered Design (HCD) principles engaging participants at three levels - station area, city/community, and the entire Blue Line region with the intent of achieving shared sustainable prosperity for all BLE residents.

Embedded within the DREAM model is a commitment to amplify multigenerational collaboration, environmental innovation & sustainability, collective community care & support (safety) and shared sustainable prosperity. These cornerstones provide a strong and inclusive foundation to gain the necessary wisdom, understanding, and trust as we create the conditions for community revitalization, and progress.

Sessions will take place in 5 hours over 2 days generating community produced ideas that will create policy and program recommendations for local officials and civic leaders to consider and build a better community with the light rail extension and community development investment.

BACKGROUND

In 2024, Northside residents, business owners, youth and elders, gathered for a series of inspired visioning - DREAM sessions. Led by the DREAM Team - Brett Buckner, Anika Robbins and Stan Alleyne, over 488 DREAMS emerged through the process. From mixed housing developments, wellness and entertainment businesses, green space, and more, it's clear Northsiders have a DREAM of their own!

2025 COMMUNICATIONS & ENGAGEMENT PLAN

In 2025, cities along the Blue Line corridor had a chance to DREAM! Dream sessions are scheduled throughout summer 2025 and 2026 to help residents imagine what's possible for their communities.

DREAM SESSIONS

The DREAM model is a strategic visioning framework. Through guided facilitation, participants gather for 5 hours over 2 days, generating community-produced ideas that will create remarkable policy and program recommendations for local officials and civic leaders to consider. The DREAM report is produced at the conclusion of each community's DREAM session and shared with community members and policymakers.

CULTURAL PLACEKEEPING

A creative approach to engaging corridor communities, community members have an opportunity to serve on a community advisory group to inform station design. A series of monthly workshops connects participants with the project design team to curate design ideas and represent the history and culture of each respective area for consideration in station area design.

LISTENING SESSIONS

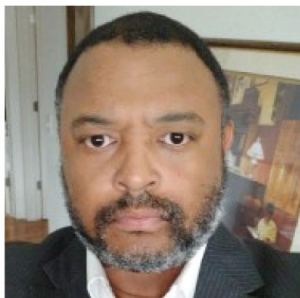
A series of community listening sessions will be hosted at select locations along the Blue Line corridor throughout Summer/Fall 2025. Community members will have a chance to learn about the project while sharing perspectives, history, and what they'd like to see in their communities.

COMMUNITY EVENTS

See BLUE!

Look for the DREAM Team at a community festival near you! Festival attendees get to learn about the Blue Line Extension - up close and personal - with project staff, the DREAM Team, and others.

DREAM TEAM



Brett Buckner



A proud third-generation Minnesotan and life-long resident of North Minneapolis, Brett Buckner is the Managing Director of OneMn.org - A Policy Think Tank dedicated to equitable community economic development across Minnesota.

Brett is a graduate of Metropolitan State University with a Master's in Advocacy and Political Leadership, and is a Roy Wilkins Community Fellow at the Humphrey School.



Anika Robbins



Anika Robbins is the Lead Strategist & Producer of ANIKA & Friends, an events and marketing firm celebrating 20 years.

Robbins is a native Minnesotan. She is also a Roy Wilkins Fellow and served as Chair of the Minneapolis Civil Rights Commission. She has also consulted on earlier Blue Line Extension engagement in the Northwest Suburbs. She has been involved with several development projects, designing campaigns around health, civic engagement and economic development.



Stan Alleyne



Stan Alleyne serves as Co-founder and Chief Executive Officer for Alleyne, Matlock & Associates (AMA), a company centered on social impact as well as strategic and equitable solutions to complex issues. Stan has expertise in both the private and public sectors, and most often serves as a strategic advisor to the chief executive officer, school superintendent, government officials, and C-suite leaders.

Stan moved to North Minneapolis in 2008, where he continues to reside. He previously served as chief of communications for Minneapolis Public Schools.

Special thanks to the BLE Cohort

Nkongo Cigolo, Catherine Gold, Kyle Mianiulli, Richelieu Morris, The multi-jurisdictional team representing Metropolitan Council, Hennepin County and City of Brooklyn Park

DREAMBrooklynPark Sessions were hosted by:
Ebenezer Community Church
9200 W Broadway, Brooklyn Park, MN 55445



To learn more and stay connected with the Blue Line Extension Project, visit: www.yourblueline.org & www.bluelineext.org



*Thanks to the City of Brooklyn Park and everyone
who participated in the BLE DREAM Sessions*



The DREAMBrooklynPark Report was produced on behalf of the DREAM Team by



Anika Robbins
Ndidi Marie
Stan Alleyne
Chelsea Thomas
Amy Sousa



SOURCES

U.S. Census Bureau. Brooklyn Park, Minnesota QuickFacts. <https://www.census.gov/quickfacts/brooklynparkcityminnesota>
City of Brooklyn Park History. <https://www.brooklynpark.org/about/history>
Minnesota Compass Demographics. <https://www.mncompass.org>
City of Brooklyn Park Community Profiles. <https://www.brooklynpark.org/data>
Brooklyn Park Economic Development Authority. <https://www.brooklynpark.org/business>
Brooklyn Park Engagement Programs. <https://www.brooklynpark.org/get-involved>

