



ROBBINSDALE

Develop Recommendations Empower Action & Mobilize

The DREAM Report

Robbinsdale

2025



Blue Line Extension...
Your Connection to MORE!







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F2 Manor Park, Robbinsdale, 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.*



f3 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 spurred 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.



f4 Metro Transit, BLE

This time, with the lightning speed of light rail technology and intentional design, the Light Rail Blue Line Extension will connect 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 ROBBINSDALE STORY

ROBBINSDALE: SMALL CITY, BIG HEART

Just five miles northwest of downtown Minneapolis, Robbinsdale is a first-ring suburb with deep roots, a growing reputation, and a close-knit sense of community that sets it apart. With a population of just under 15,000, Robbinsdale may be modest in size but it punches above its weight in heart, culture, and ambition.¹

ROOTS IN RESILIENCE

Established in 1893 and named after real estate developer and civic booster Andrew B. Robbins, Robbinsdale was originally farmland bordering the expanding city of Minneapolis.² The arrival of streetcars helped transform it into one of the metro area's first commuter communities, a pattern that persists today. Yet Robbinsdale has never lost its independent spirit nor its ability to reinvent itself with quiet determination.

Its historic homes, legacy businesses, and family-run institutions reflect a proud tradition of community stewardship. Graeser Park, one of the last remaining examples of New Deal-era park architecture, is a physical reminder of this town's layered history.³

ECONOMIC ANCHORS & COMMUNITY HEALTH

One of Robbinsdale's most vital institutions is North Memorial Health Hospital, a Level I Trauma Center and regional healthcare provider that serves not just the city, but the entire northwest metro.⁴ It's the city's largest employer and a critical source of high-quality jobs in nursing, technology, and allied health fields. For residents and nearby communities, the hospital functions as a safety net and economic stabilizer in a rapidly changing region.



F6 Downtown Robbinsdale, MN



The city is also home to a robust mix of small and mid-sized businesses. From independent contractors and boutique retailers to dental offices, salons, and bakeries, Robbinsdale's business district offers a walkable, human-scaled alternative to big-box suburbia.

A DESTINATION IN THE MAKING

In recent years, Robbinsdale has gained attention as a culinary destination. The nationally acclaimed Travail Kitchen & Amusements has redefined dining experiences with experimental tasting menus and theatrical presentations, attracting food lovers from across the state.⁵ Other standouts, like Wicked Wort Brewing Co. and Pig Ate My Pizza and other downtown Eat Street on West Broadway restaurants, reinforce Robbinsdale's creative and entrepreneurial spirit.

This growing food scene has sparked a new narrative for the city: Robbinsdale is no longer just a place to live. It's a place to go—to eat, explore, and connect. That shift has helped drive interest from visitors and prospective residents alike, particularly those seeking urban amenities without urban stress.

CELEBRATING LOCAL SPIRIT

Despite its evolution, Robbinsdale still feels like the kind of place where people look out for each other. Nowhere is this more evident than at Whiz Bang Days, the city's signature summer festival named after Captain Billy's Whiz Bang, a cheeky humor magazine published here in the early 20th century.⁶

What began as a hyperlocal tradition has become a regionally known event, complete with parades, car shows, music, food vendors, and fireworks. The festival reflects the city's playful character and its ability to bring people together across generations and backgrounds.

CONNECTED & LOOKING AHEAD

Investing in Robbinsdale means investing in a city that has always found strength in its scale. Whether you come for the food, the festivals, or the feeling of being known, Robbinsdale welcomes you with open arms and a deep sense of place.



F7 Robbins Gallery (ft art by Michael Schmidt) Robbinsdale, MN



F8 Robbinsdale Mural, Lili Lennox

OVERVIEW OF DREAM ROBBINSDALE SESSIONS

Small City, Big Vision

Robbinsdale may be one of the smallest cities on the Blue Line Extension route, but its aspirations are anything but modest. This historic suburb has built a reputation as a close-knit, community-driven city with a flair for creativity and a commitment to health and inclusion.

The Role of Community Voice

During the DREAM sessions, Robbinsdale residents voiced clear priorities: protecting affordability, preserving the city's charm, and ensuring growth happens with community input. While many are excited about the BLE, they also want to maintain Robbinsdale's small-town feel.

City leaders have embraced this feedback and are looking for ways to harness the benefits of light rail without sacrificing what makes Robbinsdale special. This includes maintaining walkability, supporting local businesses, and keeping housing options diverse and attainable.

From Plan to Reality

The BLE is not an outside project being dropped into Robbinsdale. It is a continuation of the city's own plans and values - a tool to help realize the future Robbinsdale has long imagined. Through careful planning and active listening, the project is being shaped by the people who live here, not just those who pass through.

In Robbinsdale, the Blue Line Extension represents more than transportation. It's a vote of confidence in a small city with a big heart - a place that knows exactly who it is, and where it wants to go.



WHAT ROBBINSDALE RESIDENTS WANT

[illegible]

ROBBINSDALE'S VISION: GROWING WITH PURPOSE THROUGH THE BLUE LINE EXTENSION

HOUSING PRESERVATION, GROWTH, AND AFFORDABILITY

Redevelopment with Intention

Robbinsdale has identified specific "opportunity redevelopment sites" to concentrate new housing growth in targeted areas. This strategy helps reduce sprawl while maximizing the value of existing infrastructure.

Station-Oriented Planning

The city's Light Rail Station Area Plan ensures that land use and zoning are aligned with future transit investments. Compact, mixed-use housing is being encouraged near the proposed Blue Line station, providing better access to transit and reducing vehicle dependency.

TOD and Infrastructure Readiness

Through Transit-Oriented Development (TOD) principles, Robbinsdale is promoting clustered development that supports walkability and density. These goals are backed by infrastructure plans—capital improvements, utilities, and the county-funded Bicycle & Pedestrian Plan—to support smart housing growth.

Preserving Affordability with Purpose

Specific affordability targets using Area Median Income (AMI) thresholds are embedded into planning efforts. Policies also support preservation of Naturally Occurring Affordable Housing (NOAH) and prioritize mixed-use housing near jobs and amenities.

Walkable Neighborhoods by Design

Through the city's Complete Streets policy and pedestrian-focused planning, housing access is being intentionally integrated with walking and biking routes—helping families stay connected to schools, parks, and community spaces.

DREAM if you will... The Future!



BREWERIES & GAMES



MORE LIVING
OPPORTUNITIES



MUSIC VENUE



INTERGENERATIONAL SPACE

TRANSPORTATION ACCESS & MOBILITY

A Long-Term Commitment to Mobility

Robbinsdale's street reconstruction program, initiated in 2002, has been systematically rebuilding aging infrastructure. A companion mill and overlay program maintains streets not slated for full reconstruction.

Complete Streets for All Users

The city's Complete Streets policy ensures that every new or rebuilt road works for drivers, cyclists, pedestrians, and transit users alike.

Transit Planning in Motion

Robbinsdale continues to support the Blue Line Light Rail Extension with a proposed downtown station and a 300-space Park & Ride ramp. The city has hosted public engagement events and integrated this planning into long-term land use visions.

Ongoing Bus Access

In addition to future rail, Robbinsdale is served by multiple Metro Transit routes—ensuring continued local and express bus options for commuters, students, and residents without cars.

Pedestrian and Bike Network Expansion

Robbinsdale's Pedestrian and Bicycle Plan outlines a vision for linking key corridors to the Blue Line station. By focusing on health, safety, and connectivity, the city is creating a truly multimodal transportation network.



F10 Rendering of a BLE station

EQUITABLE ECONOMIC GROWTH & STRATEGIC REDEVELOPMENT

Downtown and Corridor Revitalization

Robbinsdale is applying TOD principles to key areas like West Broadway and the downtown core. Higher-density, mixed-use development is being encouraged through zoning updates and public realm improvements.

Aesthetics Meet Accessibility

Investments in pedestrian infrastructure and downtown design aim to make Robbinsdale a more inviting place for residents, shoppers, and businesses alike.

Strategic Redevelopment Sites

The city is proactively assembling underutilized parcels like the "4200 block of W Broadway" site, Town Center, and Robin Center for catalytic redevelopment. TIF (Tax Increment Financing) has been used to support nearly all recent downtown projects.

Healthcare as Economic Anchor

Home to North Memorial Health, a Level 1 trauma center and regional medical hub, Robbinsdale is nurturing healthcare spin-off businesses and preserving this sector as a job generator.

Strengthening Local Business

Through facade grants, zoning updates for food-forward retail (e.g., breweries, taprooms), and collaborations with the Robbinsdale Chamber of Commerce, Hennepin County's Elevate Hennepin Programming for Entrepreneurs, the city is growing a business ecosystem that reflects community values and creativity.

A Vision for Workforce and Affordability

As part of its economic development framework, Robbinsdale promotes affordable and workforce housing near job centers. This ensures that redevelopment doesn't displace workers, but instead anchors them in vibrant, walkable communities.



ROBBINSDALE'S PATH FORWARD: BUILT FOR CONNECTION

The Blue Line Extension is using infrastructure to connect people across neighborhoods, job centers, healthcare hubs, and small businesses. Robbinsdale's planning documents show a city preparing not just for a rail line, but for a more inclusive, accessible, and sustainable future.

SYNOPSIS OF WHAT ROBBINSDALE RESIDENTS WANT

OVERVIEW:

In our first DREAM Session for Robbinsdale, we listened to ideas, hopes, and priorities for a more connected, vibrant, and inclusive community. This summary shares what we heard.

LIVE (14)	WORK (10)	PLAY (15)
<ul style="list-style-type: none"> Doctors' offices and health access A central community center Affordable and inclusive services Mental health care Housing assistance Youth services Mobility and device support Accessible, reliable transit Family-friendly development Health benefits from walking Greater mobility and independence (especially for seniors) Better access to education and services Cheaper alternatives to driving or ride-sharing Environmental benefits of reduced driving 	<ul style="list-style-type: none"> Free marketing for local businesses Digital visibility and signage Increased foot traffic More hiring opportunities Business growth and exposure Safer business environments Economic ripple effects from development Connection to the VA (veteran employment/services) Jobs programs for youth and adults Supporting diverse, small businesses 	<ul style="list-style-type: none"> Breweries with games Coffee shop Music venue Restaurants Places for kids Museum Parks Gym Third spaces (community hangouts) Library Bookstore Waterpark Amphitheater Festivals Markets
EVOLVE (13)		POLICY (17)
<ul style="list-style-type: none"> Music, laughter, and joy Community interactions Positive public energy Recognition of first responders Cultural expression and exchange Intergenerational spaces Bringing more people to the area Cleaner air and climate benefits Access to regional destinations Reduced dependency on cars More freedom through transit Community pride More ways to experience different cultures 	<p>Total # of ideas = 76</p>	<ul style="list-style-type: none"> Policies that improve safety and accessibility Braille and vocal features in infrastructure Senior mobility and transit freedom Access to social and family networks Integrated, people-first transit policies Promoting respect and community care Inclusive urban planning and design

Main Initiatives & Goals from Robbinsdale's 2040 Comp Plan:

HOUSING

Affordable Housing

- Redevelopment-focused land use: Identified "opportunity redevelopment sites" to direct new housing growth into strategic parcels, reducing sprawl
- Affordable housing commitment: Specific AMI-based unit targets

Infrastructure Readiness

- CIP, water, bike/walk plans aligned with housing growth

Transit Oriented Development (TOD)

- Cluster compact, affordable, and mixed-use housing around the Blue Line station, enhancing transit access and promoting sustainable growth while supporting a vibrant, walkable community
 - Transit integration: Station-area planning + complete streets improvements
 - Station area planning: Developed a Light Rail Station Area Plan (Appendix C) to align land use & zoning around future Blue Line extension, boosting transit-accessible housing
 - Mixed-use + density along corridors: Encouraging higher-density or mixed-use development on commercial/transit corridors, supporting more units closer to services and transit
 - Pedestrian- and bike-friendly housing access: Integrated housing strategies with a county-funded
 - Bicycle & Pedestrian Plan to improve walkability and active transit connections

TRANSPORTATION

Street Reconstruction & Maintenance

- Comprehensive street reconstruction program initiated in 2002 to incrementally rebuild deteriorating streets
- Mill and overlay program instituted for streets not scheduled for reconstruction for many years
- Complete Streets policy adopted to ensure roadways are designed for multiple modes of transportation
- Long-term street reconstruction program to address aging infrastructure, acknowledged since the 1980s

Transit Infrastructure & Services

- Support and planning for the Blue Line Light Rail Extension, including a proposed downtown station
- Planned less than 300 parking stalls Park & Ride ramp near the Robbinsdale Transit Center as part of the LRT station area
- Active community engagement through public open houses regarding the LRT project
- Continued Metro Transit bus service via multiple local and express routes
- Transit-oriented development planning in the LRT station area, including potential high-density residential and mixed-use development

Bicycle & Pedestrian Infrastructure

- Adoption of a Pedestrian and Bicycle Plan (2014) with six guiding principles to improve walking and biking conditions
- Vision to link pedestrian and biking routes with future Blue Line LRT station
- Goals to enhance community health, safety, and connectivity through pedestrian and bicycle infrastructure

ECONOMIC DEVELOPMENT

Downtown & Corridor Revitalization

- Promoting high-density, mixed-use development in downtown and along West Broadway using transit-oriented development (TOD) principles
- Investing in pedestrian-friendly infrastructure and downtown aesthetics to attract visitors and support local businesses
- Utilizing tax increment financing (TIF) to support nearly every downtown redevelopment project.
- Encouraging redevelopment of underutilized sites, including the "4200 block of W Broadway" site, Town Center, and Robin Center areas
- Supporting the development of a parking ramp near the future Blue Line LRT station, ideally wrapped with residential/commercial space

Transit-Oriented Development (TOD)

- Leveraging the Blue Line Extension to attract businesses and residents to station-adjacent areas
- Planning for mixed-use buildings and higher density development within a ½ mile of LRT station
- Integrating park-and-ride facilities to support commuter access and downtown business parking demand

Healthcare Sector Growth

- Supporting healthcare-related spin-off businesses stemming from the presence of North Memorial Health, the city's major employer.
- Maintaining and optimizing the North Memorial Health campus, a Level 1 trauma center and regional healthcare hub

Small Business Support

- Offering grants and forgivable loans for building rehab and facade improvements in partnership with Hennepin County Elevate Hennepin programs
- Updating zoning regulations to allow for innovative business types like breweries, taprooms, and food-oriented retail
- Supporting local entrepreneurship through collaboration with the Robbinsdale Chamber of Commerce
- Hosting business networking events (e.g., Meet and Greet) to connect local business owners

Redevelopment & Land Use Optimization

- Identifying and assembling key redevelopment sites throughout the city for mixed-use and residential/commercial projects
- Prioritizing redevelopment of older or suburban-style developments into more walkable, TOD-friendly environments
- Promoting affordable and workforce housing in proximity to employment centers to support economic inclusion



F11 The Crystal Lake, Robbinsdale, MN

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.



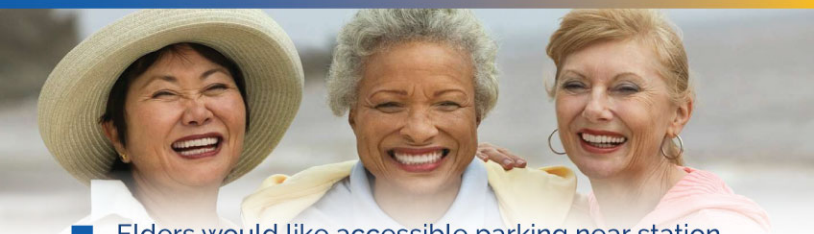
WHAT PROVISIONS WOULD ROBBINSDALE TRANSIT USERS LIKE TO SEE?

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



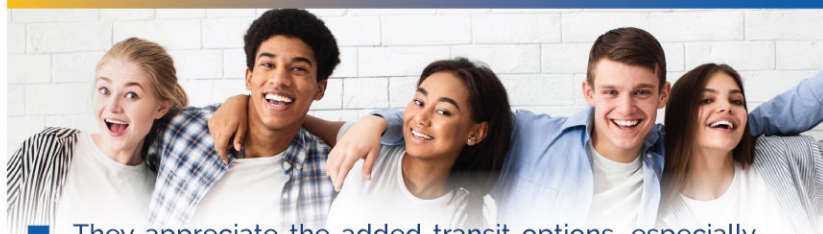
- Business owners along the corridor want to be consulted, included in decision-making process
- They would like support mitigating disruption of business i.e. shuttle service during construction for employees and customers, and temporary parking solutions
- They want to know what concrete anti-displacement 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



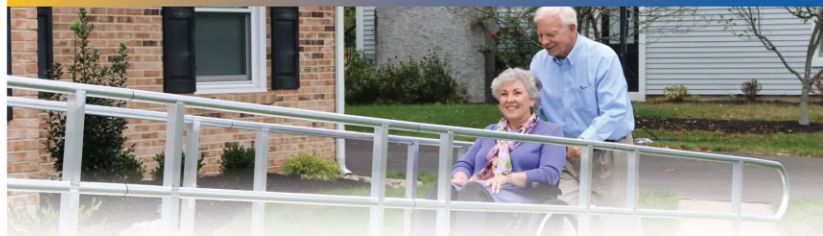
- Some renters are concerned about lack of communication from absentee/out-of-state landlords not sharing BLE information with them
- They want to know what support will be available to them for displacement
- They welcome added transit options
- Want to learn about BLE job opportunities
- They would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





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.



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



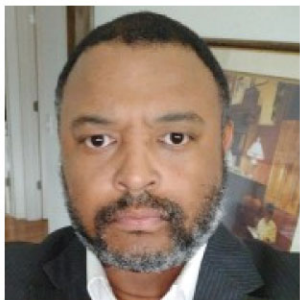
BUS TOUR - pick up @
2001 Plymouth Ave N, Minneapolis, MN

OCT 04
@9am

REGIONAL SUMMIT
@ UROC 2001 Plymouth Ave N, Mpls

Community Economic Development
DREAM Report Review & discussion

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.

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



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who participated in the BLE DREAM Sessions*



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



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