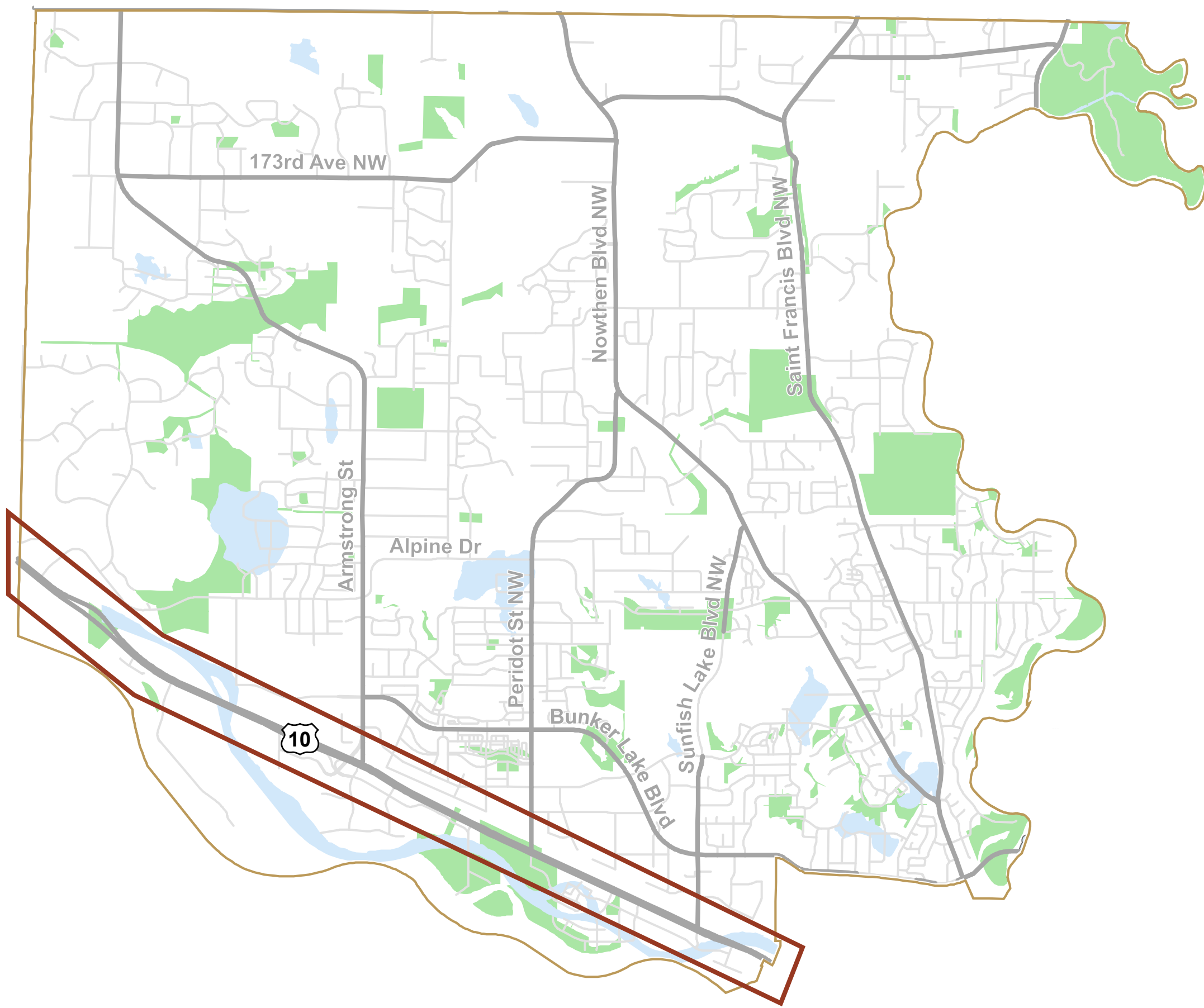


THE ROAD TO PROSPERITY

Engaging Ramsey for a Better Highway 10



what's up in Ramsey?

A rapidly-growing exurb on the northern outskirts of Minneapolis, the City of Ramsey has developed as part of the region's population boom. U.S. Highway 10, the most heavily-traveled corridor through the city, experiences increasing congestion and traffic accidents due to the influx of new residents, businesses, and commuters. With a swelling population, Ramsey's transportation needs have evolved.

In the past ten years, plans for Highway 10 have changed multiple times, causing strife among stakeholders in the corridor. Though improvements to the corridor are not likely to be funded for several years, city staff would like to start work now with different stakeholder groups to foster trusting relationships and build a corridor plan that is accepted and valued by all involved parties.

Below, we give a brief overview of each main group's interests and best practices to engage with them.

who cares what happens?

RESIDENTS



Residents of Ramsey are tired of dealing with congestion and danger on one of the main roads through town. They want to see Highway 10 transformed into a beautiful, efficient corridor that gets them where they need to go.

how do we talk to them?

The City of Ramsey should engage with residents by involving them in the decision-making process through approaches such as surveys and focus groups. This will provide an avenue for citizens to voice their ideas, allowing staff to incorporate these into alternatives for future development and ensure their concerns are understood.

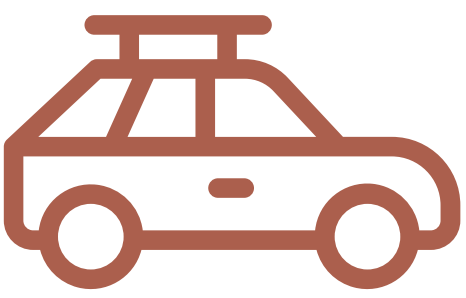
BUSINESS OWNERS



Business owners in Ramsey want to be sure of Highway 10's future and see it transformed into a thriving commercial corridor where customers can safely and easily access their stores whether they're arriving by car, on foot, or on a bike.

To overcome the frustration felt by business owners, Ramsey's first step should be to create a task force chaired by these entrepreneurs as well as city staff and potentially elected officials. This will provide a space for business owners to collaborate with city staff to create a corridor plan, ensuring that it is achievable and appreciated.

COMMUTERS



Commuters' drive on Highway 10 is likely the only thing they know about the City of Ramsey, so city staff would like to make it as enjoyable as possible to promote a positive attitude towards Ramsey and encourage commuters to shop in the corridor.

Unexpected changes and delays exacerbate the stress of commuting. To mitigate these effects, Ramsey should keep travelers informed about construction on Highway 10 through clear signage with progress updates and detour routes, ensuring that commuters can make it to their destination with minimal trouble. These signs can also direct users to a survey.

what do we do first?

Highway 10 improvements are not due to be funded for several years, but in the meantime the city can work to build trust with stakeholders. A good first project for the business task force would be an interactive mapping activity in which they identify the assets, liabilities, and aspirations they see in the Highway 10 corridor (demonstrated below).



what are our priorities moving forward?

The business advisory committee is a clear first step, as it will determine the remainder of the engagement process. After completing its top priority, the task force should then work with the city to engage with the other stakeholder groups.

- high**
 - create a business owner advisory committee
 - conduct interactive mapping activity
- medium**
 - advisory committee creates survey for residents
 - city engages with youth (residents under age 25)
 - city & business owners collaborate to create a Ramsey small business "passport"
- low**
 - city creates door hangers/flyers for resident surveys
 - city creates survey for commuters to take online