

THE ARTERY EXPERIMENT

An open streets event designed to educate residents and visitors of Hopkins, Minnesota about the Artery and solicit their feedback on its final design

Summer 2015

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The Artery Experiment was made possible in part thanks to its generous sponsors:



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All photographs appearing in this document were taken by City staff or volunteers unless otherwise noted.

The Artery Experiment would not have been possible without the kind direction and vision of Kersten Elverum, Director of Community Development, City of Hopkins, and of Meg Beekman, Community Development Coordinator, City of Hopkins; nor without the generous support provided by the City's Public Works Department and the many volunteers who contributed their time and energy and provided feedback to the project.

Thank you.

Table of Contents

Executive Summary.....	5
Overview.....	6
The Artery.....	6
The Artery Experiment.....	8
Installations	9
Cycle Track	9
Public Art	11
Shawn McCann’s 3-D Chalk Painting.....	11
Jimmy Longoria’s Live Mural.....	12
Design Your Own Crosswalk.....	12
The Depot Performance Stage	13
Outdoor Art Room.....	14
Artery Plaza	14
Chalkboard	15
Artery Board	15
Community Table and Raspberry Sundaes	16
Community Tents	17
City of Hopkins.....	17
Hennepin County	17
City of Hopkins Police Department.....	17
Three Rivers Park District.....	17
Cycles for Change	17
Blake Road Corridor Collaborative	17
Water Wall	18
Lawn Games	18
Art from the Attic and Plein Air Painting Competition.....	18
Bicycle Lounge and Corral	19
Public Feedback and Observations.....	20
Preference Survey.....	20

Appendix

- I. Event Pamphlet
- II. Budget
- III. Press
- IV. Qualitative Responses from Preference Survey
- V. Transcribed Comments from Community Table
- VI. Chalkboard Responses
- VII. “What is This Thing?” Signs

Executive Summary

Restricted by budgetary, information, and time constraints, governments are often unable to produce community projects that truly reflect the preferences and needs of the community. The City of Hopkins did not want to fall victim to such a circumstance when planning one of its major undertakings, the Artery; rather, it wanted to actively ensure that the money it would be spending on a large-scale reconstruction project would be well spent *and* that the project itself would be beneficial to and desired by the community.

Enter the Artery Experiment. Held on Saturday, July 11, 2015, this well attended one-day event was designed to introduce to Hopkins residents and visitors plans for the Artery – a reconstruction of 8th Avenue South – and to seek their feedback on the proposed designs. Featuring nearly twenty different temporary installations, meant to mimic permanent components featured in the initial plans, the Artery Experiment provided guests with an opportunity to experience what is proposed currently for 8th Avenue South and to influence what will actually be built.

This report presents a summary of each of the installations featured at the Artery Experiment. When relevant, a “lessons learned” section is included and is intended to aid people who may be planning similar events in the future. The report also contains summaries of the feedback provided in the preference surveys that were distributed to guests at the event.

The collaborative and cooperative approach that was essential to the successful planning and execution of the Artery Experiment cannot be overemphasized. The event was a substantial endeavor involving the energy and expertise of many different people from many different areas, including: artists, planners, Public Works employees, government agency staff, elected officials, volunteers, engineers, bicycle enthusiasts, supporters of the arts, health professionals, musicians, etc. The Artery Experiment was a success because of the dedication of all those involved in the event.

Overview

The Artery

The need to improve the connection between Excelsior Boulevard and Mainstreet for vehicles, pedestrians, *and* bicyclists has long been known by the City of Hopkins, its residents, and its visitors.

The plan for a Southwest LRT Green Line Extension station at 8th Avenue South and Excelsior Boulevard has only increased that need and brought additional attention to fulfilling it. A completed line and this station - named Downtown Hopkins - will further increase the need to safely accommodate pedestrians, bicyclists, and vehicle drivers who are traveling between, to, and from the light rail station and Downtown Hopkins.

8th Avenue South is a sensible location for accommodating this need through a north-south connection between Mainstreet and Excelsior Boulevard for a few reasons, namely:

- It is the intersection of the future Downtown Hopkins LRT station;
- It has signaled intersections at both Excelsior Boulevard and Mainstreet;
- There is an approximate 3-block missing link between two major regional trails; 8th Avenue South has been identified as the connection between the Lake Minnetonka Regional Trail and the Cedar Lake Regional Trail; and
- It presents significant redevelopment opportunities – one of which is the recently completed Gallery Flats

Apartments on the former Park Nicollet medical clinic site on the corner of 8th Avenue South and 1st Street South.



The City of Hopkins has created a plan and design for a “vibrant, interactive, and pedestrian seductive” 8th Avenue South – one that fully captures the connection between the proposed Downtown Hopkins LRT station and its historic Mainstreet and builds upon the corridor’s existing strengths. This connection will be called the Artery.

The Artery, as proposed, includes the following:

- Conversion of 8th Avenue into a one-way road from north of 1st Street South to Mainstreet
- Construction of a two-way cycle track that connects the Minnetonka Regional Trail with the Cedar Lake Regional Trail
- Enlargement of the pedestrian space
- Addition of landscaping and storm water treatment
- Creation of places for people to gather and experience art in its various forms



Opposite page: A rendering of the reconstructed Excelsior Boulevard and 8th Avenue South intersection – a crucial redesign featured in plans for the Artery – from the City’s website

At right: three of the proposed plans for the Artery, featuring the two-way cycle track (top), sustainable water management components (middle), and Artery Plaza (bottom), a shaded and vegetated seating area

The Artery Experiment

The *Artery Experiment* was a temporary installation of the permanent design elements planned for the Artery. This Artery “test-run” was designed to encourage Hopkins residents and visitors to experience the layout and functionality of the initial design and construction plans and then to provide comments and feedback that would be used to inform the final plans.



Top: Children from the crowd are invited to dance with students from House of Dance Twin Cities
Bottom: Members of the Blake Road Corridor Collaborative’s newly formed bike group ride through the cycle track

The main goals of this fun-filled open streets event were: to introduce the project to the community, to test out plans for the Artery, and to ask them to shape the final design of this special place.

Many of the elements of the final design appeared in temporary installations at the Artery Experiment. Because of their temporary nature, many of the Artery Experiment elements were *interpretations* of the final elements; they were meant to capture the intent of the final designs. Pamphlets, featuring explanations of the installations and a map of the event, were available. It is found in the Appendix.

Nearby every installation at the Artery Experiment was a “What is This Thing?” sign. Meant to educate and inform attendees of all ages and literacy abilities, these signs used both colorful depictions and simple text to relay their messages. Signs explained what an installation was, but also identified *why* the installation was part of the Artery Experiment and *what it related to* in the Artery’s final design. A complete list of the installations is detailed in the next section; all of the “What is This Thing?” signs are found in the Appendix.

The Artery Experiment was held on Saturday, July 11, from 11:00 A.M to 4:00 P.M. along the proposed Artery site – 8th Avenue South, from just north of Mainstreet at the terminus of the Lake Minnetonka Regional Trail, to Excelsior Boulevard. The open streets component was between Mainstreet and 1st Street South; vehicular traffic was still permitted on 8th Avenue north and south of the designated area.

Based on food sales (approximately 450 meals were sold) and the number of event pamphlets distributed (approximately 600), it was estimated that upwards of 1,500 people attended the event.

Installations

Cycle Track

A cycle track, also known as a protected bikeway, separates cyclists from vehicular traffic and pedestrians for the increased safety of everyone using the street. Because the cycle track is one of the most prominent features of the Artery, strong attempts were made to have the temporary installation mimic the final design planned. The track extended along 8th Avenue South from just north of Mainstreet, at a terminus of the Lake Minnetonka Regional Trail, to Excelsior Boulevard.

The final installation will extend across Excelsior Boulevard, connecting the cycle track to the Cedar Lake Regional Trail, as well; however, the temporary installation was unable to intersect the heavily trafficked

Excelsior Boulevard without more substantial traffic calming and safety measures. The cycle track measured approximately 0.2 miles long.

In an effort to provide the greatest number of bicyclists exposure to the cycle track, the installation remained open throughout the weekend. Though the Artery Experiment was a one-day event, the cycle track remained functional through Monday morning when it was then taken down.

The exterior barrier of the cycle track was comprised of a few distinct elements. Both vertical and horizontal elements were used in order to provide the most visually stimulating experience in an attempt to make pedestrians and bicyclists aware of the track.



Above: Groups of bicyclists using the immensely popular cycle track throughout the day

A private firm was contracted to close down the street, to post signage to divert traffic, and to lay the cycle track designation on the ground using roadway tape.

Astroturf, purchased at a local home improvement store, was also used. Strips that measured one and a half feet wide by twelve feet long were placed in an alternating pattern with the tape.

Small potted plants and shrubs, larger potted trees, and orange and white traffic cones were placed along the barrier to provide variations in height and color in order to make the barrier more visible.

Public Works Department employees also identified entrances and exits to the cycle track with bicyclist stencil markings.

Lessons learned: Despite best efforts, there are always some unanticipated happenings that occur during a planned event. Though it was not especially windy, the small trees kept

toppling over. A solution was found the day before the event, as it was then that the cycle track was first able to be setup and it was discovered that the trees were not stable.

The trees were placed in larger pots and were then surrounded with sand to keep them steady. The trees also began to wilt in the hot sun on the street pavement. A good soak from the Public Works' watering truck was just what they needed.

Though minor, the wind was able to flip some of the Astroturf pieces. A simple solution was to place the traffic markers, plants, and trees on either end of the Astroturf to keep it on the ground.

The crucial assistance, especially regarding the road closure and the cycle track, provided by Public Works staff cannot be emphasized enough.

For more details and costs associated with the cycle track, please see the Appendix.



*Left: A family enjoying the cycle track – the installation was very well used by cyclists of all ages and abilities
Right: Employees from the City of Hopkins' Public Works Department helping set up the cycle track*

Public Art

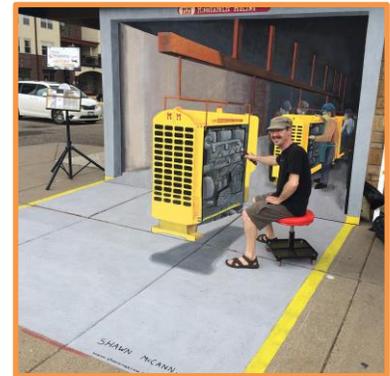
Public art is one of the most prominent components of the Artery, as is made clear in the project's name. As such, it was also a large part of the Artery Experiment. Efforts were made to incorporate public art in its various forms. Four major installations, detailed below, aimed to do just that.

Shawn McCann's 3-D Chalk Drawing

Mr. Shawn McCann, a professional children's book illustrator, muralist, and street chalk artist, created a one-of-a-kind 3-D chalk rendering for the event. The temporary painting, completed in chalk and tempera paints, depicted an assembly line at the Minneapolis-Moline plant. When positioned correctly, guests standing on the painting appeared as though they were working on the assembly line.



The purpose of this artistic installation was twofold: one was to assess whether people like the idea of having a larger scale piece of art



that serves as a type of amenity, attraction, or photo-op – much like the Cherry and Spoon sculpture at the Walker Art Center in Minneapolis. The second purpose is to see whether people would like to incorporate some sort of historic or locally relevant theme throughout the Artery.

Based on the overwhelming interest in the project and the positive feedback received, both elements are desired for the Artery.



Left, right, and top: Guests having their photos taken at Shawn McCann's 3-D rendering of a Minneapolis-Moline tractor assembly line. The large artwork, with both horizontal and vertical elements, took nearly four days to complete.

Jimmy Longoria's Interactive Mural

Mr. Jimmy Longoria, a professional artist and muralist, along with children from Minneapolis' Step-Up summer youth employment program, painted a live, large-scale, interactive mural.

Like that of the 3-D rendering, the purpose of this painting installation was to determine more specifically the role that art will play in the Artery. Again it was to inquire whether an

amenity, photo-op type artwork would be appropriate for the Artery; but it was also to test whether an *interactive* type of installation would be supported by pedestrians in the corridor, especially children.

Based on the overwhelming interest in the project and the positive feedback received, both elements are desired for the Artery.

Design Your Own Crosswalk

The Design Your Own Crosswalk installation was intended to have participants create their own version of a crosswalk in an attempt to bring creativity and public participation into an otherwise plain and unexciting, but nonetheless important element of pedestrian safety.

Much of the interest in the installation came from children – who often took the opportunity to create their own artwork rather than design a crosswalk.

Although unanticipated, the results were happily received and encouraged. Instead of a collection of individual crosswalks, a large

piece of public art was created by children working alone and working together.

The installation brought a nice pop of color to the street and showed children – and adults – that participation in planning projects can be a fun and creative process.

Lessons learned: Sometimes parts of events do not go as planned; sometimes they turn out even better than initially thought! With the Design Your Own Crosswalk installation, it was not anticipated that there would be such an excited response from children – but we went with it. And it turned out better than we imagined.

Opposite left: Artwork from the Design Your Own Crosswalk feature

Opposite top right: Performers from House of Dance Twin Cities break dancing

Opposite bottom right: Children from Jimmy Longoria's installation painting murals

The Depot Music and Dance Performances

Some of the most exciting attractions at the Artery Experiment were the live music and dance performances orchestrated by the Depot Coffeehouse. By providing a variety of music and dance performances, the Depot was able to appeal to a wide range of

attendees. The music and dance, meant to show how live performances can be a real part of the Artery, brought a lively atmosphere to the event. Having the stage setup in Municipal Lot 200 allowed for ample seating and dancing areas – and for the crowd to join in!



Outdoor Art Room

The Outdoor Art Room was located on the corner of 8th Avenue South and 1st Street South where the open streets event officially began and vehicular traffic was prohibited during the duration of the event. Designed to provide pedestrians with a comfortable and safe place to stop, rest, and take in the surrounding artwork, the outdoor room was very well utilized by both children and adults.

Its light-up, inflatable furniture and giant Jenga set added a whimsical and inviting air to the space – and were used to mimic the

furniture, light installations, and interactive art components that would be featured in the actual reconstruction.

Lessons learned: The inflatable furniture was a huge success with guests! Fortunately, cooperative weather kept the furniture on the ground; however, a windier day may have taken the furniture for a ride. Some sort of tethering system would have been necessary. As an ad-hoc precautionary measure, Jenga blocks were placed upon the furniture when it was not in use to ensure that it didn't move.

Artery Plaza

Like the Outdoor Art Room, Artery Plaza was intended to provide passersby with a place to sit, relax, and enjoy the live performances. A gazebo, furniture, and palm plants were used to represent a few key elements of the final design, namely: a canopy structure to provide shade; café tables and chairs to provide a place to sit and eat; and a vegetated screen to provide additional shade and structure to the

outdoor space. Located near both Mainstreet Bar & Grill's food tent and the Depot's performance stage, Artery Plaza was also well utilized throughout the day.

Left: People relaxing in Artery Plaza
Right: A child playing giant Jenga in the Outdoor Art Room (photo credit: Antonio Rosell)



Chalkboard

The giant chalkboard invited passersby to describe their idea of a perfect street. Designed for those who feel more comfortable writing down their thoughts than verbally sharing them with another person, the chalkboard provided another opportunity for input and feedback. It also provided curious guests to see what others wrote – and an opportunity to contemplate those contributions and then either agree or disagree.

Participants were instructed to take some of the chalk provided, to take a moment to ponder the incomplete sentence written at the top of the board: “I imagine a street where I get to...” and then to complete the sentence. Responses are found in the Appendix.

Artery Board

The Artery Board was another installation designed to gather feedback from guests. Adjacent to the City’s information tent, the Artery Board was intended to provide attendees with a place to share their thoughts about the public realm in an effort to incorporate those ideas and elements into the final Artery design. Three questions were posed:

1. How would you use this street?
2. What other elements would you like to see present along this street?
3. What’s your favorite public place?

Lessons learned: Unfortunately, the placement of the Artery Board prevented full utilization of the tool. Located behind the City’s information tent, the Board had a lot of potential traffic; however, weather required a change in setup – and that change



Above: A woman writing her thoughts on the chalkboard

Below: Community Development Coordinator Meg Beekman explaining the Artery; note the display blocking the Artery Board in the background



consequently blocked sight of the Board. Because the wind was blowing signs off of easels, the signs had to be zip-tied to the tent; they then impeded the line of sight leading to the Artery Board. For future events, it is important to keep in mind how weather, however minor, may impact setup and how a contingency plan for one installation may affect another.

Community Table & Raspberry Sundaes

The Community Table was the third public engagement tool utilized at the Artery Experiment. The “table,” which was actually three picnic tables in a row, was a place to invite people to sit down and to talk about the Artery. As an incentive for participation, free raspberry ice cream sundaes were provided to participants care of the Hopkins Activity Center.

Community Development staff knew well both the popularity of the sundaes and the need at times for a “carrot” approach to encouraging public participation. Combining the two allowed for guests to sit down and “break bread” with their neighbor and talk about their ideas for the Artery.

Guests at the table were encouraged to complete the question prompts written on

the table coverings and to converse with their neighbors. After the event, the comments were transcribed; they appear in the Appendix of this report.

Lessons learned: Ice cream is exciting. Especially free ice cream. It brings a crowd! Many people lined-up for a free sundae and many of those people contributed to the Community Table. However, it wasn’t the ideal 1 to 1 ratio. Because there were so many people at times, it was difficult to oversee the crowd and make sure that those who were receiving ice cream were also sitting down at the table. An additional volunteer encouraging participation and facilitating conversation would have been helpful.

Left and center: People writing their comments and talking with their neighbors at the Community Table
Right: Volunteers and staff from the Hopkins Activity Center scooping ice cream to a line of people
Opposite page: Staff and volunteers from Hennepin County manning their community tent and the Design Your Own Crosswalk installation



Community Tents

Dispersed along 8th Avenue South were various community tents. Each organization or governmental entity – all members of Hennepin County’s Active Living Group – presented information to the public, gathered feedback, or did both. All organizations were especially helpful in explaining the purpose of the Artery Experiment and its relationship to the final reconstruction of 8th Avenue.

City of Hopkins

The City’s tent was ground zero for explanation of the Artery. At the tent were renderings of the Artery and its different components produced by Bolton & Menk, Inc. City staff stationed there explained the drawings to onlookers, answered questions about the proposed plans, solicited feedback, and asked people to complete a preference survey – the results of which can be found in the “Public Feedback and Observations” section of this report. Information on concurrent and future City events, like the Artstreet program, was also provided at the City’s tent.



Hennepin County

Staff from Hennepin County not only helped to oversee the Design Your Own Crosswalk installation, they also provided guests with information about the County’s regional trail system and about the Southwest Light Rail Transit Project currently being planned.

City of Hopkins Police Department

Bike patrol officers from the Hopkins’ Police Department were on site to give bicycle safety demonstrations and answer any questions.

Three Rivers Park District

Three Rivers Park District staff graciously provided loaner bikes to attendees interested in giving the cycle track a test run, but who did not have bikes of their own. Staff also provided information on the regional trail system and other bike-related events.

Cycles for Change

Staff from Cycles for Change were busy helping make minor repairs to bicycles and educating cyclists on how to make the repairs themselves.

Blake Road Corridor Collaborative

The BRCC was on site to invite Hopkins residents and visitors to join its newly formed biking club and to provide more information on its organization in general.

Water Wall

The water wall was a temporary water installation intended to emphasize sustainability – one of the major goals of the Artery. The Artery will promote sustainability through effective storm water management, including biofiltration measures, sufficient green space, and interactive water features. The interactive water feature was the

component that could be replicated most easily in a temporary fashion. It was also that which appealed most to children! The water wall – made of pegboard, PVC pipe, and plastic tubing and stationed in the lawn games area – was a way to draw attention to the role that effective water management will play along the Artery.

Lawn Games

Intended for children and adults alike, the lawn games area was a place simply for guests to enjoy themselves outside. Featuring giant yard bowling, giant Jenga, and

tetherball, the lawn games component of the Artery Experiment was meant to remind people that the Artery will be, among other things, a place for outdoor entertainment.

Art from the Attic and Plein Air Painting Competition

Both coordinated by the Hopkins Center for the Arts, the Art from the Attic Sale and the Plein Air painting competition were two elements of the Artery Experiment that greatly added to the event's artistic focus.

The Art from the Attic sale received great press leading up to the event and undoubtedly contributed to the day's high attendance numbers. Its popularity could

potentially reflect support for a permanent art gallery along the Artery. The Plein Air painting competition, which was among artists dispersed throughout the downtown painting various scenes, also contributed to the artfulness of the event.

Lessons learned: Only one Plein Air painter was stationed along 8th Avenue; additional artist visible on or from 8th Avenue may have had more of an impact.

Bike Lounge and Corral

The cycle track, bicycle lounge, and bike corral were components designed to emphasize the desire to accommodate bicyclists and the importance of bicycle safety along 8th Avenue. The lounge, featuring loaner bicycles, a place for repairs, and place to rest and recuperate from a long ride, was meant

to imitate a bicycle and repair shop and a café or outdoor restaurant of sorts that could potentially occupy space along the Artery. The bike corral was meant to represent short- and long-term bike storage that could also be found in the corridor. All three attractions were popular with attendees.



*Top left: Staff from Cycles for Change help to repair a bicycle as the owner looks on
Bottom left: Guests peruse donated art at the Art from the Attic sale hosted by the Hopkins Center for the Arts (photo credit: James Warden)
Right: Children playing with the giant lawn bowling game (photo credit: James Warden)*

Public Feedback and Observations

Preference Survey

Community Development staff stationed at the City's tent explained drawings of the proposed Artery plans to onlookers, answered their questions, solicited their feedback, and also asked them to complete a preference survey.

This simple, visual preference survey asked respondents to indicate their top five most preferred elements of the Artery. It included photos of the elements listed that corresponded to those images that appeared on the "What is This Thing?" signs, so that people could associate the two.

In the event that all initially proposed elements would be unable to be included, City staff could prioritize those elements that were identified by respondents as most important and ensure that those elements would be included in the Artery's final design.

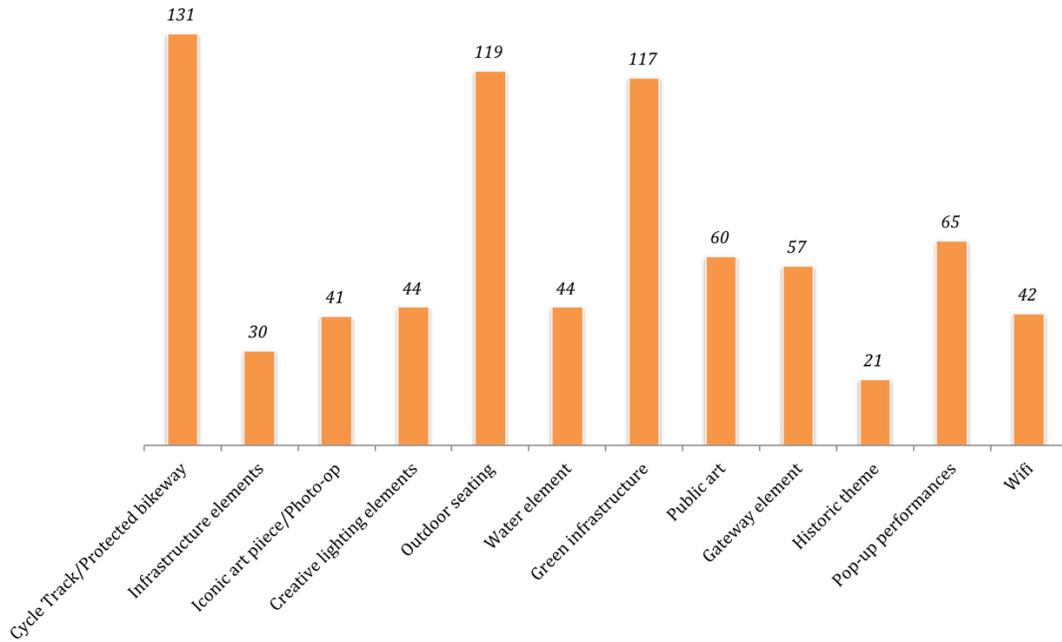
As is often the case, some respondents did not completely adhere to the instructions provided. Instead of numerically ranking their preferred Artery elements, they simply indicated with a marking their favored components. As such, the two types of responses were separated into two analyses.

There were a total of 161 preference surveys completed. These surveys identified 771 distinct preferences for components of the Artery. Of the 161 respondents, 107 (66%) did not rank their preferences; 54 (34%) respondents did.

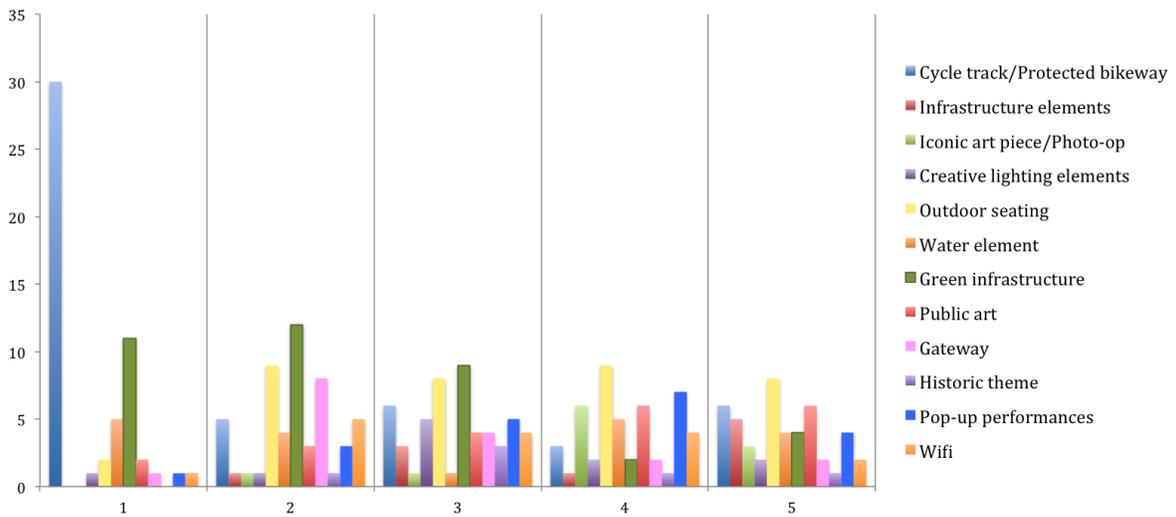
For those surveys in which preferences were not ranked, the cycle track was the element with the most indications (131), followed by outdoor seating (119), and green infrastructure (117). Elements pertaining to a historic theme (21), general infrastructure (30), and artwork providing photo-ops (41) were those cited least frequently. Results can be viewed in the orange graph on page 21.

The results of those surveys in which preferences *were* ranked were quite similar. The cycle track was the most important element to the most people; green infrastructure was also a high priority for many. Space for pop-up performances was also frequently cited, though it was given a lower priority. Additional results are detailed in the multi-colored graph on page 21.

Space was also provided for additional comments on the reverse side of the preference survey. Those responses are listed in the Appendix.



Results from the survey that were not ranked by preference are found in the above graph; those responses that were ranked are found below. In the graph below, the responses are grouped according to the number of times that they were given a certain ranking.



Appendix

I. Event Pamphlet

A printed event pamphlet was available at certain locations of the Artery Experiment for attendees' information; City staff also carried them on their persons to hand out to passersby. The pamphlets, designed by Kristi Bucher, the City's graphic designer, featured detailed information about each of the installations, an event map, and information about other events happening in Hopkins.

THERE'S EVEN MORE TO SEE IN HOPKINS!

The 81st Raspberry Festival starts today and continues until July 19. For more details, check out www.raspberrycapital.com.

Did you know there's even more art scattered around downtown? Take the *ArtsStreet Tour* and vote for your favorite piece! Stop by the City's tent for more information or to get a ballot.

The *Hopkins Farmers' Market* is every Saturday, from 7:30 A.M. until noon, on 9th Avenue, one-half block south of Mainstreet.

Download the City's *Think Hopkins mobile app* to stay up to date on everything happening in Hopkins! Go to www.thinkhopkins.com/app.



SO, YOU MADE IT TO THE ARTERY EXPERIMENT. WELCOME! We are glad that you're here. We want you to enjoy yourself today and experience all that the Artery Experiment has to offer. Here is a guide to all of the day's activities for your reference. Try everything out and let us know what you think—remember, the whole point of the Artery Experiment is to get your feedback so that the final design of the Artery is well-informed and representative of what Hopkins' residents and visitors want.

There are volunteers (with orange hats) stationed all along the Artery with surveys. Talk to them! They'd love to hear your thoughts.

WHAT'S HAPPENING AT THE ARTERY EXPERIMENT?

CYCLE TRACK

A special roadway just for bikes, this temporary, physical barrier separates bicyclists from vehicular and pedestrian traffic for the increased safety of everyone using the street. Ours connects the Lake Minnetonka and Cedar Lake Regional Trails. Pretty cool, eh?

BIKE LOUNGE

Grab a free loaner bike to take a ride on the cycle track, bring your own bike to the pros at Cycles for Change who can tune it up and show you how to make minor repairs, or simply lounge about and watch the bicyclists cycle by!

BIKE CORRAL

A safe place for you to park your bike while you check out the rest of the Artery Experiment on foot. Don't forget your ticket!

ARTERY PLAZA

A place where you can sit, relax, watch the live performances, and enjoy some food.

LAWN GAMES

Giant Jenga, giant bowling, and regular-sized tetherball for you to play!

COMMUNITY TABLE

Join us for some free—that's right, free—ice cream. There is a catch, though: you've got to talk to your neighbor. Choose some conversation starters and give it a go!

CHALKBOARD

Grab some chalk and finish the sentence: "I imagine a street where I get to..."

DRAW YOUR OWN CROSSWALK

Borrow some chalk from the Hennepin County booth and draw your own version of a crosswalk. Be creative—the possibilities are endless!

WATER WALL

An interactive water installation designed for entertainment and effective storm water management—which will contribute to sustainability along the Artery.

OUTDOOR ART ROOM

A place where you can sit, relax, and enjoy some art.

STREET PAINTING BY SHAWN MCCANN

Check out the 3-D street painting of a Minneapolis-Moline assembly line—and pose for your photo with the artwork!

ARTERY BOARD

Pick a question (or two, or three) and some Post-it notes and put your responses on the Artery board.

BICYCLE SAFETY

Demonstrations from the Hopkins Police Department's bike patrol officers about how to be safe on your bike.

INTERACTIVE MURAL WITH JIMMY LONGORIA

Watch how art comes to life as Jimmy and company paint a mural before your eyes!

ART FROM THE ATTIC SALE

Over 100 pieces of pre-owned artwork for sale.

EN PLEIN AIR PAINTERS

Watch artists as they paint scenes of downtown Hopkins and the Artery Experiment and then join them in Downtown Park at 4 pm to see whose painting is crowned the winner.

Take your photo at the Artery Experiment and upload it using **#ArteryExperiment**

II. Budget

The budget for the Artery Experiment is listed below. The spreadsheet contains information regarding the purchase items, where they were procured, service providers, additional notes, initial budgeted amounts, and actual dollars spent. The actual project costs, including staff time, were \$5.03 under budget.

Budget for the Artery Experiment		\$15,000.00				
	Budget Item	Provider	Notes	Budgeted Amount	Actual Amount	Receipt ID
	3-D Street Painting	Shawn McCann	Chalk artist	\$3,000.00	\$3,000.00	27
	Interactive Mural	Jimmy Longoria	Muralist	\$200.00	\$200.00	28
	Owlized		Public engagement tool	\$3,000.00	-	
Furniture	Bike lounge	Modern Inflatables	Lounge chairs, couches, upright chairs, ottomans		\$561.00	14
	Inflatable furniture				\$17.87	6
	Rug	Menard's			\$190.55	16
	Bistro seating	Apre's Rentals		\$300.00	\$416.69	12
	Pergola	Overstock.com		\$599.00	-	
	Performance space		Picnic tables from Public Works and Addison	-	-	
Music	Stage, sound equipment	The Depot			-	N/A
	Advertising	Community Development		\$100.00	-	
	Permits			-	-	N/A
	Performer stipends		5 acts, including dance group	\$500.00	\$500.00	
Lighting	Overhead				-	N/A
	Trees	EMI Audio	Projected battery-operated lighting	\$401.13	\$425.00	15
	Apartments	Target	5 sets of tube string lights		\$68.58	23
Cycle Track	Arrowhead turf	Menard's			\$277.81	04, 06
	Trees	The Home Depot		\$540.00	\$372.56	01, 02
	Plants	Menard's			\$194.96	5
	Pots	Dollar Tree, Target			\$269.97	08, 09, 10
	Paint	Safety Signs	\$5,500: half paid by Public Works, half by Community Development		\$2,750.00	
	Lights	Target			\$85.79	22
	What's This? Signs	Bolton & Menk			-	N/A
Community Engagement	Easels	Community Development			-	N/A
	Tent rental		4 tents from the Police Department	\$150.00	-	N/A
	Posters				-	
Food	Sink	On-site Sanitation	SaniSink		\$92.00	17
	Permits	Hennepin County	Itinerant license and multi-booth inspection		\$154.00	18
	Raspberry Sundae	HCA			\$346.50	24
Miscellaneous	Water	The Home Depot/Menard's	Water wall	\$50.00	\$47.41	4
	Bathrooms	On-site Sanitation	2 regular, 1 handicap, 1 handwashing	-	\$361.00	17
	Kids area		Lawn games		\$10.48	10
	Chalk				\$86.52	08, 20
	Apparel	Amazon	Hats		\$168.49	13
	Food tickets	Mainstreet Bar & Grill	20 tickets		\$210.00	26
	Table cloths	Party City			\$17.15	11
	Donuts	A Baker's Wife			\$40.64	19
	HCA Paint Out		Coordinator stipend, food, t-shirts, awards	\$600.00	\$640.00	25
	Staff time	Alyssa Kelley	\$12 per hour (282.5 hours)		\$3,390.00	
Total				\$9,240.13	\$14,994.97	
				(\$5,759.87)	(\$5.03)	

III. Press

The Artery Experiment was fortunate to receive significant local and statewide press attention prior to and after the event. Featured articles are listed below.

Nielsen, M. (2015). Hopkins to host Artery Experiment. Sun Sailor. Retrieved from <http://sailor.mnsun.com/2015/07/10/hopkins-to-host-artery-experiment/>

Owings, C. (2015). Hopkins testing out art-filled avenue. Finance & Commerce. Retrieved from <http://finance-commerce.com/2015/07/hopkins-testing-out-art-filled-avenue/>

Owings, C. (2015). Experiment brings Hopkins' Artery concept to life | Transit Talk. Finance-commerce.com. Retrieved from <http://finance-commerce.com/transit/2015/07/13/experiment-brings-hopkins-artery-concept-to-life/>

Pratt, A. (2015). Hopkins Center for Arts hosting artsy garage sale. Star-Tribune. Retrieved from <http://www.startribune.com/hopkins-center-for-arts-hosting-artsy-garage-sale/312199761/>

Wahl, P. (2015). 'Artstreet' showcases West Metro artists in Hopkins. Sun Sailor. Retrieved from <http://sailor.mnsun.com/2015/06/04/artstreet-showcases-west-metro-artists-in-hopkins/>

IV. Preference Survey and Qualitative Responses

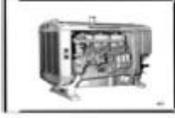
This is the preference survey that was distributed to and completed by guests. Room for additional comments was provided on the reverse side.



Preference Survey

Take a look at some of the proposed elements of the Artery below. Which are most important to you? **Identify the top 5 items below that are most important to you** – the ones that complete your idea of the best possible version of the Artery.

Have additional comments? Please feel free to write them on the back of this paper.

	<input type="checkbox"/> Cycle track/ Protected bikeway		<input type="checkbox"/> Green infrastructure and landscaping
	<input type="checkbox"/> One-of-a-kind infrastructure elements		<input type="checkbox"/> Public Art
	<input type="checkbox"/> Iconic art piece/ Photo-Op		<input type="checkbox"/> Gateway on Excelsior Boulevard
	<input type="checkbox"/> Creative lighting elements		<input type="checkbox"/> Historic theme
	<input type="checkbox"/> Outdoor seating and gathering space		<input type="checkbox"/> Places for pop-up performances
	<input type="checkbox"/> Interactive water element		<input type="checkbox"/> Wifi and Charging Stations

The following responses were provided in the “Additional Comments” section on the preference surveys.

ID	Comments
15	Music needs to be at safe decibels.
25	Careful cutting off the people who live south of Excelsior in Hopkins! Already lost one road/access to Excelsior Boulevard.
39	Bikeway is cool! (McCartney Walker)
55	When traveling on the bike lane southbound the cars also heading south on 8th and turning west cut off bikers going straight ahead in the bike lane as they turned.
56	Go Hopkins!
61	So excited for this!!! Can't wait to see the finished design.
69	Any way to connect this with 9th? Connect to Downtown Park, Farmers Market, Town Square - all 3 of these seem underutilized - signs perhaps? Must make it unique with lots of greenery, places to hang out, inviting - if \$ is an issue, keep it condensed - don't spread out too thin or it will seem like nothing. Love it!! Go Hopkins! If you build it well, they will come!
84	Cycle track: But timing most important. Needed now!
92	Hopkins already has lots of outdoor seating and gathering space; water bottle refill; Nice Ride
97	Dog parks
99	More places for dogs
106	Cycle track: This is all that I want.
107	Feedback on the temporary bike trail: it was confusing while entering the artery from main road which was on your right side (going left might cause confusion); while crossing the roads do we continue to bike on bike trail or we need to bike on the zebra crossing lines; will need sufficient signals at every crossing.
108	We took the Cedar-Lake Trail from the Depot to 8th Ave and then came North - we are wondering how the cycle track will connect up with crossing Excelsior Boulevard (we were on the right side of 8th when crossing Excelsior and then needed to cross over 8th to the left side to enter the cycle track); also we were wondering about crossing Mainstreet - if bikers need to cross at the crosswalk or can continue straight ahead; will there be markings on the street? Also wondering how to exit the track if we want to go some place mid-block; it was great to have a protected track and to connect the two trails. Thanks!
139	Connect to light rail station; cycle track connected to current trails
140	Places for pop-up performances: Noise issue for nearby residents!
152	Love the St. Patrick's day parade! The mayor is a great guy. Center for the Arts is cool. Good new beer places/LTD and 819 rock. Please change date of Raspberry Festival its always the week of our family reunion
153	Add a grocery store like Kowalski's
155	I'd really to see something about the Dow House incorporated into this.

V. Transcribed Comments from Community Table

The following comments were transcribed verbatim from the Community Table table-coverings, on which guests were instructed to answer the questions prompts and provide additional feedback as well. The comments were transcribed exactly as they appeared initially. If the same response was provided more than once, its total tally is listed in parentheses on the right; similar, but inexact responses were kept separate to relay their nuances.

Bicycle Related Comments

To me, my bike is:

Transportation
Recreation
Just for fun
Great!
For man hunting
Perfect
Takes me to my friends
Family time
Broken

I bike because:

It saves time and energy, parking is free, and I enjoy the weather (in all seasons)
It makes me happy
It is fun (2)
I have no car!
Exercise (2)
It is a great way to see things.
Faster than walking
Keeps me young
Fun for family
Good for the environment
Makes me feel younger
Feels great, able to experience people and nature along the way
Great exercise, love the fresh air
Cheaper than a car and gym membership
Best way to see the outdoors
I like it
It is fun and faster than walking
It is relaxing and I can see more of the city and places.

I would bike more if:

I had more time (ditto)
The weather was better all year long
If there were more bike trails (are you kidding?)
The bike trails are longer
I had connecting trails – let’s make it happen
Women drivers wouldn’t text
Good biking
I had someone to bike with

I would bike if:
My back were stronger
I had a bike (2)
I had a helmet
Lots of gardens and flowers and chimes
The weather was better
Nice Ride station
More roads like this were built
The resting shelters had shade covers
Safe on street when kids walking
I was safe with autos
Always bike, like being away from the traffic
Trails are great – I do bike all over on trails
My kids were older and could bike with me
More connections
It was safer/more trails
Safer way to get from Excelsior to library and other trails

I named my bike:
Giddy-up
Shiney
Cool
Barbara
Barbie bike
The Silver Streak
Maniac
Low-rider trike

Public Realm Related Comments

My favorite walk or trail is:
Around Lake Calhoun
Lakes Harriet, Calhoun, Lake of the Isles
Around Central Park and the Regional Trail
The regional trail from Hopkins and North (beautiful, well manicured)
The Minnesota Landscape Arboretum, 3 Mile, plus the gardens, etc. etc. etc.
Around Lake of the Isles (same – 1st time I got lost)
Regional trail to Lake Calhoun (ditto!)

Down a city street that is alive with people, music, and food (me, too!) (me too!)
All of the bike trails are good
Cider lake trail
The trail by Lunds
Calhoun to Victoria (Hopkins in middle)
LRT – yes let’s make it happen
Dakota Rail Trail
Along Lake Minnetonka – very beautiful
Lake Minnetonka Regional Trail thru Hopkins
Like the bike lanes
The trail to my fridge
Cedar Lake LRT Trail
Cedar Lake Trail North or Midtown Greenway
Big Willow
North Corridor Trail
Minnetonka Regionals (3)
Superior Hiking Trail
11th Avenue North – gateway to great neighborhood and city venues
Luce line

My favorite public place is ____ because it makes me feel ____:

Blake Road Grocery; human not black or colorful
Hopkins Library; happy reading books
The Depot; healthy
Shady Oak Beach
The Twin Cities
Willow Park
The Farmers’ Market (2); connected to real people who grow my food
Movie Theatre (2)
Eisenhower Community Center; happy to gather with people
Hopkins Center for the Arts
Hopkins Activity Center
Library (2); comfortable

My favorite street is:

Excelsior Boulevard
The market – I like to shop
Mainstreet – I love the historic look and the patio at 819
14th Avenue North by Mazefold Field – great activities to watch
1st Street and Mainstreet
Main Street USA because it is my most place that I can relax and have fun!
Mainstreet (14)
Mainstreet – great for walking
11th & Mainstreet – my favorite groomer just moved in
Main Street Minnesota
Blake Road

10th Avenue
5th Avenue
4th Street
Pedestrian Mall, Iowa City, Iowa
Mainstreet, but more restaurants, fewer bars, love farmers market, music in the park
11th Street (library)
11th Street (SS Billiards)
Texas
8th Avenue North
7th

I want more:

Bike racks in downtown
Traffic circles
Bike trails (2)
Roundabouts
Taco Johns
Time for vacations (2)
Bookstores (4)
Time for family
Local coffee/café
Water games for kids
Time
Money
Better health
Better drivers
Crosswalks
Local food vendors (4)
 With organic produce/options and outdoor seating at restaurants
Raspberry sundaes
Ice cream (5)
Shady park and street benches
Raspberry patches
Community activities – yes!
Skate park
Good unique restaurants
Improved and expanded farmers market
Art (2)
Outdoor meditation space
Clock tower
Music in the Park
Movie theater
Bagel store
Small shops
Raspberries grown in Hopkins
Antique mall
Outdoor, good music (2)

Weekly activities
Organic eateries
Nightclubs/social bars
Ice skating rinks open year-round
Coffee/bars with patios – not chain stores
Ways to get transportation to Minneapolis/St. Paul
Small, local businesses
Art classes for kids
Restaurants with ethnic food
Starbucks
Dog parks
Public drinking fountains
Nice toilets along the trails
Beaches

I would walk more if:

It was 65 and sunny everyday without bugs
Music was a string quartet
I could always feel safe
I had to
There was space
There was a walking group to inspire to walk
The street lighting was better
More shade
It was 75
My dog walked better

Artery Specific Comments

The Artery should be:

Safe (2)
Family friendly (3)
A friendly place for people of all races and cultures
Right where it is
Right here
Interactive street full of features to work with all your senses; light/sound/touch, etc.
Good small ethnic restaurants
Get people outside and talking
Done already – love the concept!

My idea for the Artery:

Water fountain
Pit stop kind of area with free air
Free air for bikes – great!
Landscaping and flowers
Pool
Don't use federal money

Hopkins Specific Comments

I love Hopkins because:

Sidewalks (2)

Connected, caring community

Love local activities

It is the sister city to Borispryl, Ukraine

Great sense of community

Antique mall

Walking and biking paths

Yummy raspberry sundaes (thank you!) (2)

Cute, old Main Street

The people, downtown, and ANA (Avenues Neighborhood Association)

LTD Brewery (3)

Walkability

Friendly, small town feel

Has been very quaint

House of Dance!

Diversity

Nice main street

Neighbor!

Additional Notes:

Make sure there are plenty public water fountains and restrooms and doggy water stations

More art sale stuff and local artist crafts

Loved the art sale and raspberry sundaes – thanks!

More coffee shops (2)

VII. “What is This Thing?” Signs

Nearby every installation at the Artery Experiment was a “What is This Thing?” sign. Meant to educate and inform Experiment attendees of all ages and literacy abilities, these signs used both colorful depictions and simple text to relay their messages. Signs not only explained what an installation was, they also identified *why* the installation was part of the Artery Experiment and *what it related to* in the Artery’s final design. The signs were designed by City staff and by Bolton & Menk, Inc., the consulting engineering and surveying firm that works with the City on the final Artery plans; the signs were produced by Bolton & Menk, Inc.