



BICULTURAL ACTIVE LIVING LIFESTYLE E-MAGAZINE

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Features:

New Year Traditions and
Produce Prescription at
the University of
Minnesota UROC Center



Project SUPPORT

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INTRODUCTION



Project SUPPORT (Supporting Under-served through Produce Prescription, and Opportunities to Recreation-activity & Technical-assistance), is led by Asian Media Access (AMA), collaborated with Multi Cultural Community Alliance (MCCA), Project SUPPORT is a cross-cultural, cross-generational, and cross-sectoral initiative, aims to improve health, prevent chronic disease, and reduce health disparities among all members, with a special focus on Black, Indigenous, and People of Color (BIPOCs) who face the highest risk, and bear the highest burden of chronic disease, named: African American/Black, Asian American and will put a special focus on young people from the two poorest but most diverse neighborhoods in MN – North Minneapolis, and Midway St. Paul.

Supported by CDC's REACH funding, AMA will leverage our extensive network of trusted community partners who provide subject matter expertise and have a history of successful engagement with the respective cultural and geographic communities. All partners have been involved in co-designing this Initiative – Project SUPPORT through below 2 culturally tailored strategies to promote Bicultural Healthy Living, especially for immigrant and refugee communities:

- **Nutrition:** Increase healthy cultural food access by implementing Food Service Guidelines (FSG) at area Asian Temples and Black Churches, and establishing Produce Rx at area clinics/hospitals.
- **Physical Activity:** Increase policies, plans and community designs through North Minneapolis Blue Line and St. Paul Sears Redevelopment to better connect residents with activity friendly routes to everyday destination to live/learn/work/play, and provide safe, culturally based places for increasing physical activities.

Please check the Project SUPPORT updates through our Bicultural Active Living Lifestyle (BALL) website, weblog, Facebook, and e-Magazine:

- BALL Facebook at – <https://www.facebook.com/ballequity/>
- BALL Monthly eMagazines: <https://ballequity.amamedia.org/project-support/>
- BALL Website: <https://ballequity.amamedia.org/>
- BALL Web Blog: <https://www.behavioralhealthequityproject.org/>

For More Information: 612-376-7715 or amamedia@amamedia.org



NUTRITION



STRATEGY INTRO: Increase healthy cultural food access by implementing Food Service Guidelines (FSG) at least one Asian Temple, establishing Produce Rx at three clinics/hospitals.

FOOD AS MEDICINE: NEW YEAR TRADITIONS AND PRODUCE PRESCRIPTION AT THE UNIVERSITY OF MINNESOTA UROC CENTER

In collaboration with the Northside Produce Prescription Advisory Committee, Asian Media Access (AMA) is hosting a two-month photo exhibition from December 8, 2025, to January 29, 2026, at the University of Minnesota's Urban Research and Outreach-Engagement Center (UROC) in North Minneapolis. The exhibition features the work of three local Asian American photographers - **Casanova Impressions**, **Pannaporn "Yok" Muangmode** (ພຣຣາພອນ ມ່ວງໂມດ), and **Vivian Tran** - each offering a unique visual interpretation of New Year traditions rooted in **Chinese, Hmong, Thai, and Vietnamese cultures**.



The exhibition officially opened on December 20, 2025, with a vibrant community reception attended by over 500+ participants. Families, elders, youth, artists, researchers, and Northside neighbors gathered to celebrate food as medicine, family connection, and cultural wisdom passed through generations. Through powerful visual storytelling, the exhibition highlights how food - especially fresh fruits, vegetables, and traditional plant-based dishes - has long been understood in Asian cultures as a source of healing, balance, and celebration.



Across Asia and the diaspora, New Year celebrations follow different lunar and solar calendars, meaning the timing of each festival varies by culture. Despite these differences, New Year is universally a time of **renewal, reunion, gratitude, and hope**. Central to each tradition is food -not only as celebration but also as medicine. Fresh fruits, vegetables, herbs, and plant-forward dishes are intentionally prepared to restore balance, strengthen the body, and bring good fortune in the year ahead. Our exhibition aligns through the powerful lens of food as medicine, with a broader effort to promote food security of fresh fruit and vegetable, and produce prescription initiatives that support community health and equity.



During the opening reception, artist Vivian Tran shared the importance of the New Year's Eve family reunion dinner, a cornerstone across many Asian cultures. She highlighted the symbolism of golden tangerines, whose round shape and gold color represent wealth, completeness, and good fortune. These fruits are deeply symbolic—offered as blessings for health, prosperity, and harmony within the family. The exhibition features intimate images of families gathering around New Year meals, festival foods, and symbolic items such as golden tangerines and oranges. Other

photographs highlight soups and plant-based dishes central to Chinese, Hmong, Thai, and Vietnamese New Year celebrations. Together, these images illustrate a shared cultural understanding: **food is medicine**, reflecting centuries-old knowledge that aligns closely with modern preventive health and nutrition science.

By hosting the exhibition at UROC, a place serving as a vital bridge between the University of Minnesota and surrounding communities, AMA connects these cultural traditions directly to produce prescription programs and Fresh Fruits & Vegetable incentive efforts, including materials developed by the University of Minnesota. Educational materials distributed at the Reception and throughout the Exhibition explain how increased access to fresh fruits and vegetables can help prevent and manage chronic diseases, support children's growth, and promote healthy lifestyles - outcomes particularly important for families and seniors in North Minneapolis.

As food costs rise and access remains uneven, AMA's exhibition acts both as a cultural affirmation and a call to action, encouraging families to prioritize fresh produce in daily meals and learn about programs that make healthy foods more affordable and accessible. Through this effort, Asian Media Access demonstrates how arts, cultures, and policies can work together to advance health equity. By celebrating Chinese, Hmong, Thai, and Vietnamese New Year traditions at the heart of a community-engaged research space, our exhibition uplifts ancestral knowledge while supporting contemporary efforts to make healthy, nourishing food accessible to all.



In North Minneapolis 77% of residents identify as people of color, compared to 22% statewide.

(MN Compass) This means Minnesotans of color in our community are disproportionately impacted by limited access to food in terms of lasting health, wellbeing, and hunger.



BUILDING AWARENESS OF FRUIT & VEGETABLE INCENTIVE PROGRAMS IN ASIAN AMERICAN COMMUNITIES

Access to fresh fruits and vegetables is essential for good health, yet many Asian American immigrant and refugee families - particularly Southeast Asian Refugees in North Minneapolis - are not fully aware of food assistance programs designed to help them afford nutritious foods. Language barriers, limited culturally relevant outreach, and misconceptions about eligibility often prevent families and seniors from accessing benefits they already qualify for.

Fruit & Veggie vouchers Reference guide 果蔬券指南

Minneapolis Building Healthier Communities 健康明尼波利斯 创建健康社区

用蔬菜水果增进您的健康，用蔬菜水果券改善您的经济状况

Market Bucks (SNAP/EBT)

什么是 Market Bucks?	Market Bucks 可以帮助 SNAP 用户在参与的农贸市场更有效地利用资金。Market Bucks 会按 SNAP 消费金额的 1:1 比例返还 (最高 10 美元)。
什么是 (SNAP/EBT)?	补充营养援助计划 (SNAP) 为低收入家庭提供食品援助。电子福利转账卡 (EBT) 用于发放这些福利。
你有资格吗?	如果您持有 SNAP/EBT 卡，您将自动获得 Market Bucks 资格。
Market Bucks 可以在哪里使用?	在授权的农贸市场，您可以在“水果蔬菜优惠券送菜车”上找到清单。
哪些商家接受 Market Bucks?	接受 SNAP/EBT 和 Market Bucks 的农贸市场摊位上会贴有告示。告示上应清楚地说明是否接受 Market Bucks。您也可以询问其他摊位是否接受 Market Bucks。
可以在 Market Bucks 买什么?	在 Market Bucks 可以购买符合 SNAP 资格的食品，例如新鲜水果和蔬菜；肉类、鱼类、蛋类和乳制品；蜂蜜和枫糖制品；果酱、果冻、腌菜和酱料；烘焙食品；种子和可食用植物。

Fruit & Veggie vouchers Reference guide

Minneapolis Building Healthier Communities

Power Up your health with more fruits and veggies. Power Up your budget with Fruit & Veggie vouchers.

Market Bucks (SNAP/EBT)

What are Market Bucks?
Market Bucks help SNAP customers stretch their dollars at participating farmers markets. Market Bucks match SNAP spending dollar-for-dollar (up to \$10).

What is SNAP/EBT?
SNAP, or Supplemental Nutrition Assistance Program offers food aid to low-income families. EBT, or Electronic Benefits Transfer, is the card used to distribute these benefits.

Are you eligible?
If you have a SNAP/EBT card, you are automatically eligible for Market Bucks.

Where can Market Bucks be used?
At authorized farmers markets. You will find a list on the Fruit & Veggies Vouchers Wheel.

How do they work?

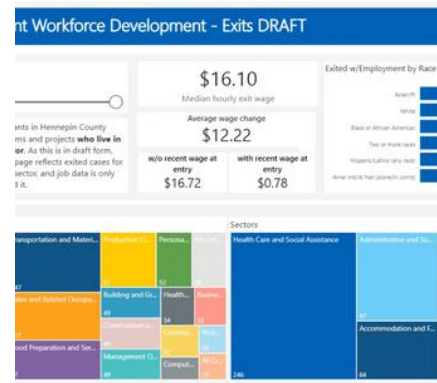
1. Visit your local farmers market.
2. Go to the information booth or table, or the welcome tent at participating farmers markets.
3. Swipe your EBT card for the amount of money you want to spend.
4. The amount you choose will be matched with Market Bucks up to \$10 dollars (each visit).
5. **PLUS** you'll receive a bonus \$10 dollars of Produce Market Bucks to spend on fruits and vegetables only (each visit).
6. Spend your Market Bucks and your Produce Market Bucks with eligible vendors at the farmers market.

To address this gap, Asian Media Access (AMA) is expanding our partnership with the City of Minneapolis to translate and distribute information about fruit and vegetable incentive programs, including **Market Bucks**, the **Farmers Market Nutrition Program (FMNP)**, and the **Senior Farmers Market Nutrition Program (SFMNP/NAPS)**. These materials will be provided in Chinese, Hmong, and Vietnamese, the three highest Asian language needs in MN, ensuring information is accessible, culturally relevant, and trusted.

For many Asian cultures, food is not just nourishment—it is medicine. Traditional Chinese, Hmong, and Vietnamese diets emphasize vegetables, herbs, and plant-based dishes as essential tools for maintaining balance, preventing illness, and supporting long-term wellness. Fresh greens, roots, fruits, and medicinal herbs are integral to daily meals and are understood as a form of ongoing care for the body.

However, rising food costs have made it increasingly difficult for low-income households to maintain these traditional, health-promoting diets. Some families

believe farmers markets are too expensive, while others are unaware that food assistance benefits can be used to purchase fresh produce. Programs such as **Market Bucks** allow SNAP/EBT participants to receive matching dollars at participating farmers markets, effectively stretching food budgets and making fresh fruits and vegetables more affordable. **FMNP** supports families enrolled in WIC, while **SFMNP/NAPS** ensures seniors aged 60 and older can access fresh, locally grown produce in addition to monthly food packages.



Food insecurity remains a serious but often hidden issue in Asian American communities. The **Hunger Vital Sign™** shows that families who worry about running out of food or lack money to buy more food are at risk, yet cultural stigma, fear of government systems, and limited English proficiency can discourage families from seeking help - even when programs are confidential and designed to support them. AMA's multilingual approach goes beyond explaining eligibility. By providing clear and linguistically appropriate information, AMA helps families understand:

- Why these programs matter for daily health, healing, and prevention
- Who qualifies for each program
- How to apply or participate with confidence
- How and where benefits can be used



Through translation, education, and culturally grounded information channels, Asian Media Access is helping ensure that fruit and vegetable incentive programs reach the families who need them most. By centering food as medicine and strengthening awareness across Chinese, Hmong, Vietnamese and other Southeast Asian communities, AMA is advancing health equity and reinforcing a shared understanding that access to fresh, nutritious food is fundamental to healing, resilience, and community well-being.

Tiv Thav Cancer

Kab mob cancer yog tus mob uas txov neeg txoj sia thib ib hauv lav Minnesota thiab thoob plaws teb chaws Mekas. Ntau qhov kev tshawb fawb kawm paub qhia tias noj zaub kom txhob muaj roj ntawm tej biv ntawm thiab zaub thiab kom txhob muaj tej rog xws li saturated fats thiab cholesterol kuj yuav pab txo txoj kev phom sij txais tau kab cancer los ntawm tej hom kab cancer, tus kab mob uas muaj ntau vam rau nws tshwm sim.

Cov kev kawm tshawb fawb no xav qhia kom neeg noj li tsib plus biv ntawm thiab zaub ntawm ib hnub twg kuj yuav txo kev phom sij uas txais tau tus kab mob cancer dua li cov neeg uas noj li ib mus rau ob pluag ntawm ib hnub. Ntxiv mus thiab, ntaus tus kws kho kab mob cancer ntseeg tias noj biv ntawm thiab zaub kom ntau ntiv kuj yuav txo qhov kev tib neeg tau tag sim neeg los ntawm rau tus kab mob cancer txov txoj sia ntawm ib xyos twg nyob hauv teb chaws Mekas.

Daim ntawv qhia brochure no tsuas yog qhia koj txog cov biv ntawm thiab zaub uas kuj yuav muaj txiaj ntsim rau koj txoj sia.





Tiv Thav Cancer

Masonic Cancer Center
UNIVERSITY OF MINNESOTA

Comprehensive Cancer Center designated by the National Cancer Institute

Qhov chaw Masonic Cancer Center yog ib qho chaw uas muaj kev rau tes tshawb fawb uas ntsuam xyuas dabtsi ua rau tus neeg muaj mob cancer, kev tiv thav, nhav tus kab mob, thiab kho tus kab mob cancer; muab tej kev kawm uas paub no los mus pab kom cov neeg muaj tus kab mob cancer thiab cov uas tus mob twb zoo lawm pab kom lawv lub neej kom nyob tau zoo; thiab muab tej kev kawm paub no los pub rau lwm tus neeg tshawb fawb scientists, cov tub kawm ntawv, cov kws, thiab cov neeg zej zog siv. Tsim lub chaw no thaum 1991, lub chaw kho mob cancer no rau xav tsa los yog ib lub chaw uas yog National Cancer Institute uas saib xyuas tag nrho. Cov kab mob cancer hauv teb chaws Mekas thaum xyos 1997, yog ib lub ntawm 41 lub chaw nyob rau teb chaws Mekas thiab lub ob nyob hauv lub lav Minnesota ua tau raug tsa.

Ntxiv rau qhov uas lub chaw no ua tau zoo, lub chaw Masonic Cancer Center, University of Minnesota yog thawj lub tsev kawm ntawv qib siab hauv teb chaws Mekas no los mus tshawb fawb txog neeg caj ces, kev noj kev haus, kev ua lub neej (lifestyle), keeb kwm ntawm tsev neeg, thiab lwm yam uas muaj feem xyuam ua rau tau txais tus kab mob cancer.


Xav paub ntxiv, mus saib peb lub website: www.cancer.umn.edu, los yog hu peb: 1-888-226-2376 los yog 612-624-2620

Masonic Cancer Center
UNIVERSITY OF MINNESOTA

Comprehensive Cancer Center designated by the National Cancer Institute

Tiv Thav Kab Mob Cancer

Txiv ntawm thiab zaub qhov kev txo kev phom sij ntawm tus kab mob cancer



Tiv Thav Cancer

qhov 5 a day Program thiab pab tau li cas • qhov 5 a day Program rau muaj Noj Qab Nyob Zoo ua kom txhawb cov tib neeg kom ntiv lawv tej kev noj biv ntawm thiab zaub kom noe mus li 5 txog 9 plus ntawm ib hnub twg. Noj tsib plus los yog ntau dua ntawm ntau xim biv ntawm thiab zaub txhua txhua hnub yuav pab koj txo qhov kev phom sij txais tau tus kab mob cancer qee hom kab cancer thiab lwm hom kab mob, raws li chaw National Cancer Institute (NCI) thiab lub chaw Produce for Better Health Foundation tau hais.

Txiv ntawm thiab zaub muaj ib co nutrients hu ua phytochemicals. Tshawb fawb tau pom tias phytochemicals kuj:

- Pab tiv thav roj ntsho
- Lub cev bab zom kom txo cov tshuaj
- Pab kom roj ntsho zoo
- Tiv thav kab mob los yog lwm cov kab mob
- Pab kom lub cev tiv thav tau kab mob

ib pluag ntawm li cas?

Cov khoom hauv qab no yeeb hooi tau yog li plaw:

- Ib nplaw, tiv hooi, tis me
- 3/4 khob (6 oz) 100% isseem kua biv los yog kua zaub
- 1/2 khob biv ntawm zaub siv los yog hauv koi pom
- Ib khob nplaw zaub nyob
- 1/2 khob taum mog kib los yog taum pauv
- 1/4 khob biv ntawm qhuav






Noj biv ntawm thiab zaub kom zoo kuj yuav txo kev phom sij txais tau tus kab mob cancer ntawm lub ntsaws, qhov ncauj, raj pa ntawm qhov ntsaw rau lub qa, txoj hlab pas, lub plab, txoj nyhuv loj thiab nyhuv qhov quav, lub mis, tus txhuv, qe menyam, lub qab pob yeeb thiab lub zaib zis. *Food, Nutrition, and the Prevention of Cancer: A Global Perspective* tau roj qab muab saib dua phav phav qhov kev kawm paub uas tau tshawb fawb tiv los ntawm cov neeg tshawb fawb hauv ntawm teb no thiab nhav tau tias tus kab mob cancer no yuav txo tau li ntawm 20% yog tias tib neeg noj biv ntawm thiab zaub ntau dua li ntawm 5 plus ntawm ib hnub twg. Txawm tias noj biv ntawm thiab zaub kuj yuav pab tau koj, thov no tias:

- Tsis muaj ib yam biv ntawm los yog zaub uas yuav muaj peev xwm baw tau kev phom sij txais tau kab mob cancer. Tsaus yog, noj tsib plus los yog ntau hom biv ntawm thiab zaub yuav pab kom kev phom sij tshawb dua.

- Tsaus yog biv ntawm thiab zaub, tias yog tshuaj ntawm thiab tej yam supplement, uas yuav muaj phytochemicals
- Khub niam biv twg noj nyam xim kom noj zoo mog rau nyob tau kaj siab lug yuav ua rau lub cev tias muaj mob. Ntxiv rau qhov tias noj biv ntawm thiab zaub kom ntau ntau, tias txhob haus laum yeeb, txhob pob koj tus kheej rog, ev xaws xais, paub cov uas ua rau muaj kev phom sij txais tau kab mob, thiab ua raws nram kev cov qhia ntawm kev mus kuj tus kab mob cancer ntiv rau tej tswv yim tus kws kho mob tau taw qhia xav kom koj ua.

Tiv Thav Cancer

Txiv ntawm thiab zaub uas kuj yuav pab tau koj ua koj lub neej kom tsis muaj mob siv daim chart no ua qauv qhia rau koj xav qhov five-a-day plus biv ntawm los yog zaub. Nco ntsoov xav biv ntawm thiab zaub kom muaj ntau xim thiab li pab tiv thav thiab txo kev phom sij tau ntau dua.

Pawg: Xlav/Tsam xem 	Piv txiv Txiv Nto: tiv pax xlav, tiv pax dub, tiv grapes, plums, thiab raisins. Zaub: asparagus tsam xem, zaub qhov tsam xem, tiv lws ntev, thiab Belgian endive tsam xem	zoo rau lub cev li tshamxaj Phenolic acids, fiber, indoles, coumarins, and anthocyanins
Pawg: Ntsuab 	Piv txiv Txiv Nto: apples ntsuab, grapes ntsuab, dib pag, kiwi fruit, maj naus, thiab tiv pears ntsuab Zaub: Arichokes, orugula, asparagus, broccoli, brussels sprouts, taum ntsuab, zaub qhov ntsuab, celery, dib, endive, nplaw zaub ntsuab, zaub qhov, ntau mos, spinach, zaub xam lav, thiab dib zucchini	zoo rau lub cev li tshamxaj Flavonoids, phenolic acids, Vitamin C, glucarates, indoles, and isothiocyanates
Pawg: Dawb 	Piv txiv Txiv Nto: tiv tsawb, tiv nectarines dawb, thiab tiv duaj dawb Zaub: zaub paj, qoi kohlrabi, nce, dos, qos (dawb sab hauv), thiab turnips	zoo rau lub cev li tshamxaj Fiber, flavonoids, phenolic acids, indoles, selenium, alliin, and isothiocyanates
Pawg: Daj/kab ntawv 	Piv txiv Txiv Nto: apples daj, apricots, dib pag, tiv lws zoov, maj naus, tiv ntaus law, nectarines, maj kab, tiv duaj, tiv pax kuj, thiab maj kab me Zaub: Taub xwb kuab, carrots, kua kab daj, qos daj, taub, taub xwb kuab, ti caj ntuj sav thiab caj ntuj no, qos qab zib, pob kws qab zib, thiab tiv lws daj	zoo rau lub cev li tshamxaj Flavonoids, phenolic compounds, carotenoids, Vitamin C, and fiber
Pawg: Liab 	Piv txiv Txiv Nto: apples liab, tiv pax, cranberries, grapes liab, tiv lws zoov xim paj yeeb, raspberries, strawberries, thiab dib liab Zaub: Beets, kua kab liab, radishes, dos liab, qos liab, rhuab, thiab tiv lws	zoo rau lub cev li tshamxaj Flavonols, fiber, phenolic compounds, carotenoids, and anthocyanins

Xav paub ntxiv qhia qhov hauv daim ntawv brochure no yog qhov program 5-A-Day. www.5aday.gov. Yog koj muaj lus tug tau kab mob cancer, thov hu rau lus xov fauj cancer. Nws yog pab dawb xwb, muaj cov nurse ua hauv hem koj kab mob cancer yuav pab qhia koj xav paub thiab tib tau koj. Hu ntawm 612-624-2620a yog hu dawb hauv lub lav Minnesota, Iowa, Wisconsin thiab the Dakotas ntawm 1-888-CANCER (1-888-226-2376), los yog e-mail peb ntawm caninfo@umn.edu. Pab koj xav cov kom mus saib peb lub website: www.cancer.umn.edu.

PRODUCE RX COMPONENTS

- 1. ELIGIBILITY:** Individuals who are referred to the program by their primary care provider.
- 2. REFERRAL:** Health care providers refer patients to the program based on their medical history and current health status.
- 3. DELIVERY:** Patients receive their produce prescriptions from the program's distribution center.
- 4. SUPPORT:** Patients are supported by program staff who provide education and resources.

276 CLIENTS

avg of 115 more servings of fruits & veg / day

avg of 9.86 more servings of veggies / day

Produce Rx Program

PILOT SPOTLIGHTS

Southside Community Health Services

- 88% Better able to manage their health
- 74% Lower Blood pressure**
- 73% Lower HbA1c**

Minneapolis Public Housing Authority

- 56% Increased stretch food budget
- 60% Improved access to culturally-relevant resources
- 53% Ate more fresh foods

**Based on baseline data from the pre-pilot period

STRENGTHS

- Strong delivery network across the food system
- Increased produce demand allowed participants to buy produce they may not have purchased on their own
- Participants reported improved ability to manage their chronic conditions, better diet quality, and increased food security

OPPORTUNITIES

- Continued funding needed for program expansion
- Allowing recipients to choose produce assortment, including culturally specific items, to improve client experience
- Providing longer produce freshness to better meet the needs of participants and local farmers

healthyliving.mnexperts.gov

PHYSICAL ACTIVITY



STRATEGY INTRO: Increase policies, plans and community design changes through China Garden, Minneapolis Open Streets and St. Paul Sears Redevelopment to better connect residents to everyday destination to live/work/play, and provide safe, culturally based places for increasing physical activities.

DIVERGENT PERSPECTIVES ON “RETHINKING I-94” AND COMMUNITY RESPONSE TO SEARS REDEVELOPMENT

Since October 2025, Sears Redevelopment planning has been on hold, largely due to the ongoing discussion around the Minnesota Department of Transportation (MnDOT) “Rethinking I-94” project. The proposed reconstruction of the I-94 corridor through North Minneapolis has created uncertainty, influencing local attitudes toward adjacent redevelopment, including the Sears site. Many Frogtown and Rondo neighbors are hesitant to participate in redevelopment discussions, concerned about being associated with the broader highway project.

From **MnDOT’s perspective**, the “Rethinking I-94” project aims to improve traffic flow, modernize infrastructure, and incorporate multimodal transportation options. Agency communications highlight technical planning, traffic modeling, and environmental reviews as the foundation for their proposals. MnDOT emphasizes the need for timely project execution, citing



transportation safety, mobility, and regional connectivity as critical priorities. Staff argue that the project follows standard procedures and incorporates public input through policy advisory committees, open comment periods, and stakeholder engagement. MnDOT frames the project as forward-looking infrastructure modernization intended to benefit all corridor users while addressing aging highway challenges.

In contrast, **Our Streets**, a local community advocacy organization, proposes the “**Twin Cities Boulevard**” alternative, it questions MnDOT plan did not take into account for mode shifts, land use changes, and accurate traffic diversion. They proposes the “Twin Cities Boulevard” is designed as a multi-modal, at-grade boulevard that would reconnect neighborhoods, enhance walkability and bike access, and provide more green space along the corridor. The Twin Cities Boulevard is intended to restore community cohesion disrupted by the original I-94 construction while supporting local economic activity and environmental health. Our Streets emphasizes solutions that integrate traffic management with neighborhood revitalization, reflecting priorities of equity, safety, and long-term community resilience.



Support levels vary along the corridor. MnDOT relies on formal committee and agency channels to engage stakeholders, while Our Streets organizes grassroots efforts, bringing residents together to provide input, attend meetings, and participate in visioning exercises. The Twin Cities Boulevard concept has garnered interest among community members who seek alternatives that prioritize local well-being and neighborhood revitalization over purely transportation-focused solutions.

These differing perspectives have had tangible impacts on participation in adjacent development projects. Frogtown and Rondo residents perceive the Sears

Redevelopment may be connected to MnDOT's highway work, and some fear that engagement could be interpreted as endorsing a larger project that remains under debate. This caution is amplified by the long history of I-94's disruption to neighborhoods, making community trust and careful planning especially important.

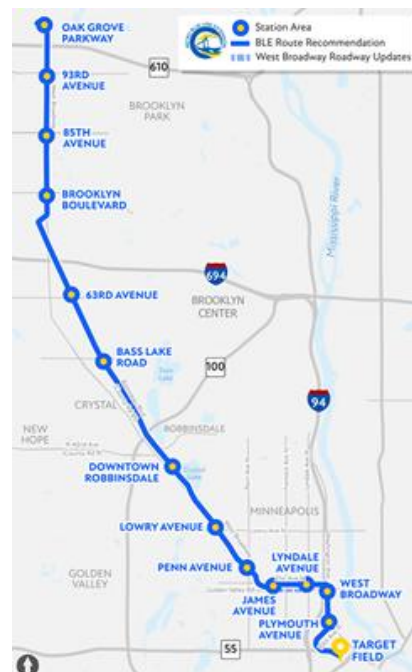


In summary, the pause in Sears Redevelopment planning reflects our commitment to respecting the perspectives of Frogtown and Rondo neighbors, resulting in cautious community engagement. Later of the year, Asian Media Access may consider proposing a small, focused demonstration project at the Sears site or nearby streets to enhance walkability and connectivity. By soliciting concrete feedback specifically for this demo area, AMA can continue navigating community participation while safeguarding local interests and advancing equitable, inclusive neighborhood development.

DOCUMENTING THE BLUE LINE EXTENSION: A VISION FOR TRANSIT, COMMUNITY, AND ANTI-DISPLACEMENT

As the **METRO Blue Line Extension (BLE)** moves through the advanced stages of design and engineering, with 13.4 miles and 13 stations. The line will connect to the existing Blue Line at Target Field station, provide faster transit service and better multimodal access, and link neighborhoods from North Minneapolis through Robbinsdale, Crystal, and into Brooklyn Park.

The BLE represents a \$3 billion investment in the Twin Cities' northwest corridor, enhancing access to education, employment, healthcare, and essential services while expanding the region's integrated transit system. Beyond transportation, the project offers opportunities for community engagement, economic development, and cultural place-keeping. As part of the BLE community cohort, Asian Media Access (AMA) supported two events in December 2025, reaching more than 450 families with informational materials about the project.



[3D animated video series](#)

To help the public understand the BLE's complexity - from environmental review to station planning, design refinements, and community feedback - the Metropolitan Council launched anew 3D animated video series. The series helps residents track progress, answer questions, and connect with resources as the project moves toward major design milestones.

In parallel, Asian Media Access (AMA) is also producing a video documentation of the BLE corridor, capturing the lived experience of current Blue Line Extension routes and the communities they traverse. AMA's approach combines station-to-station reflections with video recording footage alongside the Metropolitan Council's new 3D animated future visions. This multimedia project not only demystifies engineering and planning processes for local audiences but also centers the voices and stories of people who live and work around each station area.



[Video documentation of the BLE corridor](#)

A pressing concern alongside transit expansion is the risk of displacement in historically under-resourced neighborhoods. Anti-displacement strategies are central to BLE planning to ensure that the benefits of this major public investment are shared equitably.

AMA has hosted community engagement sessions, participated in advisory committees, and coordinated action plans to protect residents and businesses as design progresses.

AMA's video series documents current neighborhood conditions, alongside with demographic analysis, cultural context, and community priorities for station-area storytelling. By highlighting who lives near each station today - including historically marginalized populations - and linking this to future transit-oriented development opportunities guided by CDC's **Activity-Friendly Communities (ACT)** principles - Active Living and Everyday Destination, AMA's work serves both as documentation and mobilization, ensuring that transit planning includes displacement prevention, cultural preservation, and equitable investment.

The integration of AMA's footage with the Metropolitan Council's 3D animations is a powerful strategy for community engagement. While engineering renderings and Environmental Impact Statement (EIS) documents communicate technical aspects such as alignment, bridges, tracks, and station design, animations make these elements visually accessible, illustrating ridership flows, multimodal connections, and projected transit interactions. AMA's narrative layer adds context about who the line serves, potential economic development, area multimode connectivity, and community-led anti-displacement strategies in practice. Together, these approaches help ensure that the BLE - one of the region's largest infrastructure investments in decades - advances equity as much as mobility.

As the BLE moves toward final design, with construction beginning in the late 2020s and service anticipated by 2030, the complementary video series from AMA and the Metropolitan Council provides a comprehensive multimedia roadmap. Residents, planners, policymakers, and advocates are invited to engage with the project not just as infrastructure, but as a catalyst for thriving, inclusive neighborhoods where people can live, work, move, and belong without fear of displacement.

PROJECT SUPPORT EVENTS

December 11

BLUE LINE EXTENSION ROUTE

We hosted a viewing of the potential Blue Line Extension route from Target Field to the City of Brooklyn Park. The session featured a street-level video tour highlighting key intersections, neighborhoods, and development areas along the proposed corridor.



December 13 & December 20

HOLIDAY EVENTS ENGAGING COMMUNITY WITH F&V VOUCHER AND BLUE LINE INFO

Led by Asian Media Access, supported by Asian American Business Resilience Network, CAPI USA, Chinese American Culture & Friendship Association, Frogtown/Rondo Black Church Alliance, Thai Cultural Council of MN, and Wat Promwachirayan, we hosted the two holiday events on December 13 and December 20. The events took place at the Thai Temple in St. Louis Park and at the University of Minnesota's UROC in North Minneapolis. AMA has taken the opportunities to engage with families about the produce prescription program, share brochures for City of Minneapolis Frush & Vegetable Voucher Program, UMN Nutrition Information in Hmong, and Blue Line Extension updates. Together, we served 800+ families, distributed 1,211 brochures and 3,100 toys!!!!



UPCOMING EVENTS



THE TALE OF THE PEACOCK

DATE/TIME: Saturday, January 17, 2026, 7:00pm Sunday, January 18, 2026, 2:00pm
PLACE: O'Shaughnessy Auditorium, 2004 Randolph Ave, St Paul, MN 55105

This year's show, The Tale of the Peacock inspired by Dai ethnic folklore, follows the theme of "love and the cycle of life." Through the tale of the peacock's incarnation, it portrays the harmonious coexistence between humans and nature. With graceful physical expression, the entire dance drama conveys humanity's purest emotions – love, faith, rebirth, and eternity. We will have performance

50TH VIETNAMESE NEW YEAR IN MINNESOTA

DATE/TIME: Saturday, January 24, 2026, 11:00am-8:00pm and Sunday, January 25, 2026, 11:00am-6:00pm
PLACE: 11178 Burnsville Center, Burnsville, MN 553306

This year marks the 50th Vietnamese New Year in Minnesota, a significant milestone for our community and our shared journey in the United States. We invite all Minnesotans to join us in celebrating this historic occasion.



4TH ANNUAL PRINCESS OF ASIA PAGEANT

DATE/TIME: February 21–22, 2026

For registration, visit:

www.princessofasia.org

Step into a world of elegance, empowerment, and transformation as we celebrate our 4th year, promising to be the biggest and brightest yet!

The Princess Of Asia ® Pageant (www.princessofasia.org) is more than a competition—it's a confidence-building and leadership development program that helps participants shine on stage and beyond. Through every challenge and opportunity, contestants learn to boost confidence, build leadership, and improve communication, embodying true empowerment.

New for 2026, we're introducing a one-on-one interview to our required competitions, plus six exciting optional competitions—Photogenic, Runway, Ethnic Wear, Fun Fitness, Talent, and Spokesmodel. Both girls and boys can compete in these fun, high-energy optionals that celebrate personality, poise, and creativity.





Contact Us

Email

ball@amamedia.org

Telephone

612-376-7715

Address

2418 Plymouth Ave N
Minneapolis, MN 55411



Partnering with

