



West Broadway Transit Study

Policy Advisory Committee

Meeting #1

April 8, 2015



Agenda

- Introductions
- Committee Structure and PAC Roles and Responsibilities
- West Broadway Transit Study Overview
- Purpose, Need, and Goals of the Project
- Community Engagement Overview
- Economic Development Analysis Methodology
- Discussion

Introduction

- 12-month study led by Metro Transit in partnership with City of Minneapolis and Hennepin County



- SRF Team was hired to conduct the study

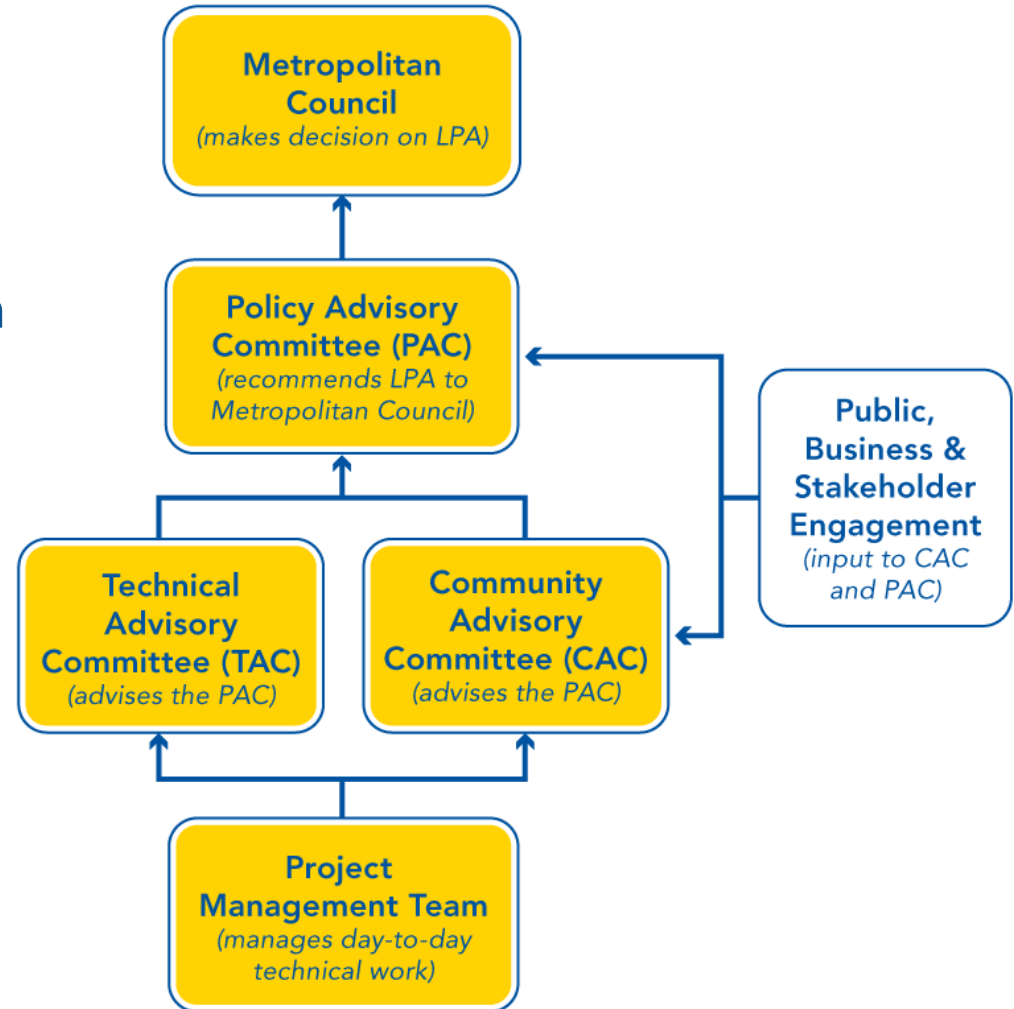


COMMITTEE STRUCTURE AND PAC ROLES AND RESPONSIBILITIES

Information Item

PAC Roles and Responsibilities

- Policymakers from partner agencies: Metropolitan Council, Hennepin County, City of Minneapolis, City of Robbinsdale, City of Golden Valley, Minneapolis School Board, and the Minnesota Legislature
- Participate in the overall direction and guidance of the study process, discuss project alternatives, and make the final LPA recommendation to the Metropolitan Council





WEST BROADWAY TRANSIT STUDY OVERVIEW

Information Item

Origin of the West Broadway Transit Study

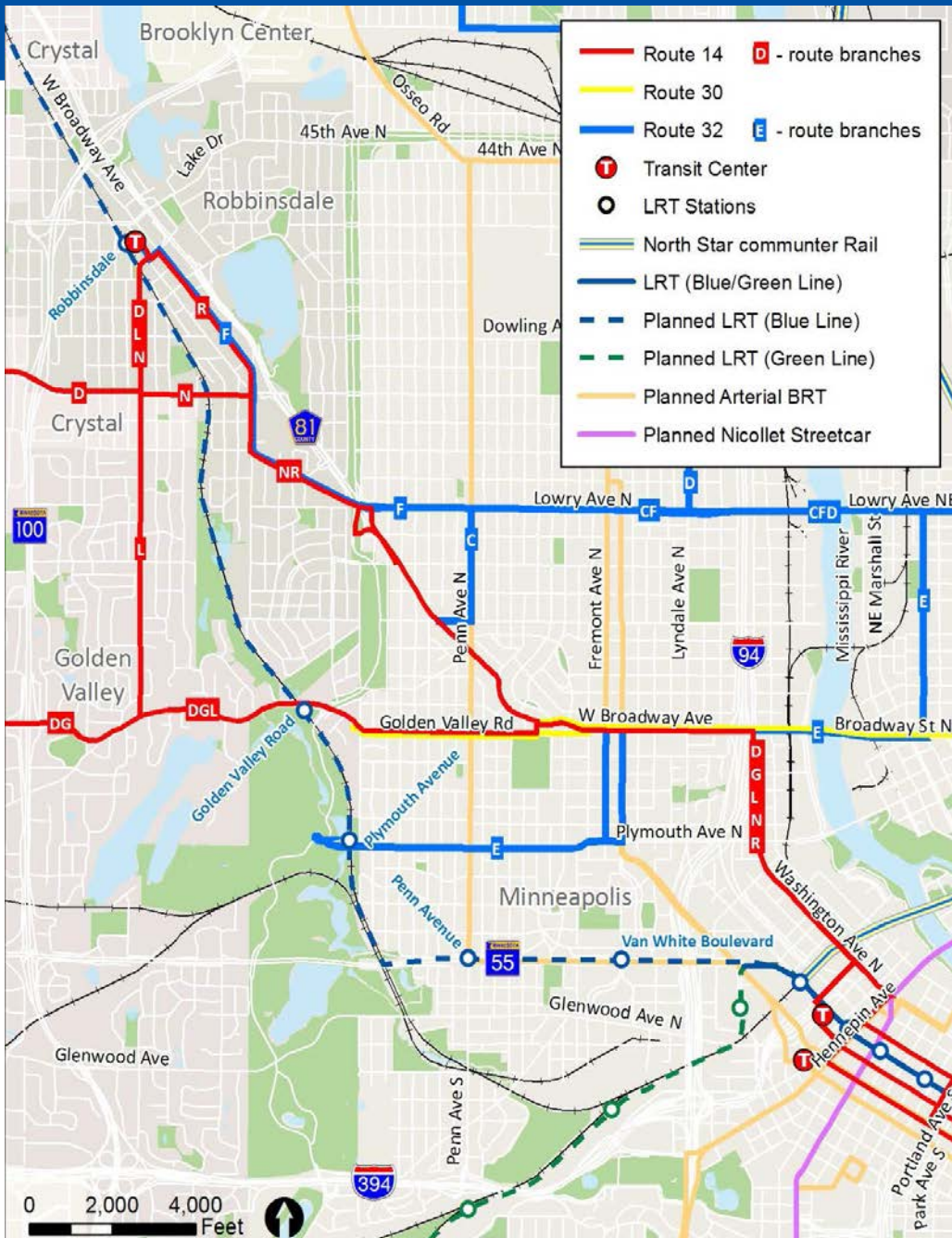
BOTTINEAU LOCALLY PREFERRED ALTERNATIVE (LPA) SELECTION
Metropolitan Council + City of Minneapolis + Hennepin County

WEST BROADWAY
TRANSIT STUDY

PENN AVENUE
COMMUNITY WORKS

METROPOLITAN COUNCIL TOD:
FUND INVESTMENT AT PENN
AND W BROADWAY

ARTERIAL BUS RAPID TRANSIT
PENN AVE (C LINE) +
CHICAGO/EMERSON/FREMONT

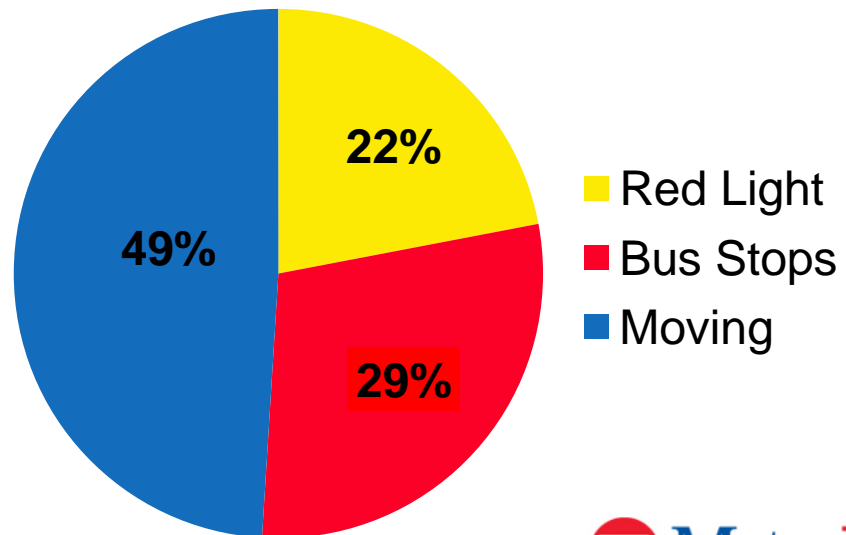


Study Area Transit: Existing + Future

Current Bus Service	APC Data Fall 2014
Route	14
Average Weekday Bus Speed	12.9 miles per hour
Average Weekday Riders in Corridor	3,200
On-time Performance	87.4%
Frequency (Rush Hours)	30 minutes

Current Bus Travel Time

Route 14
 5th Ave & 7th St S
 to Robbinsdale
 Transit Center

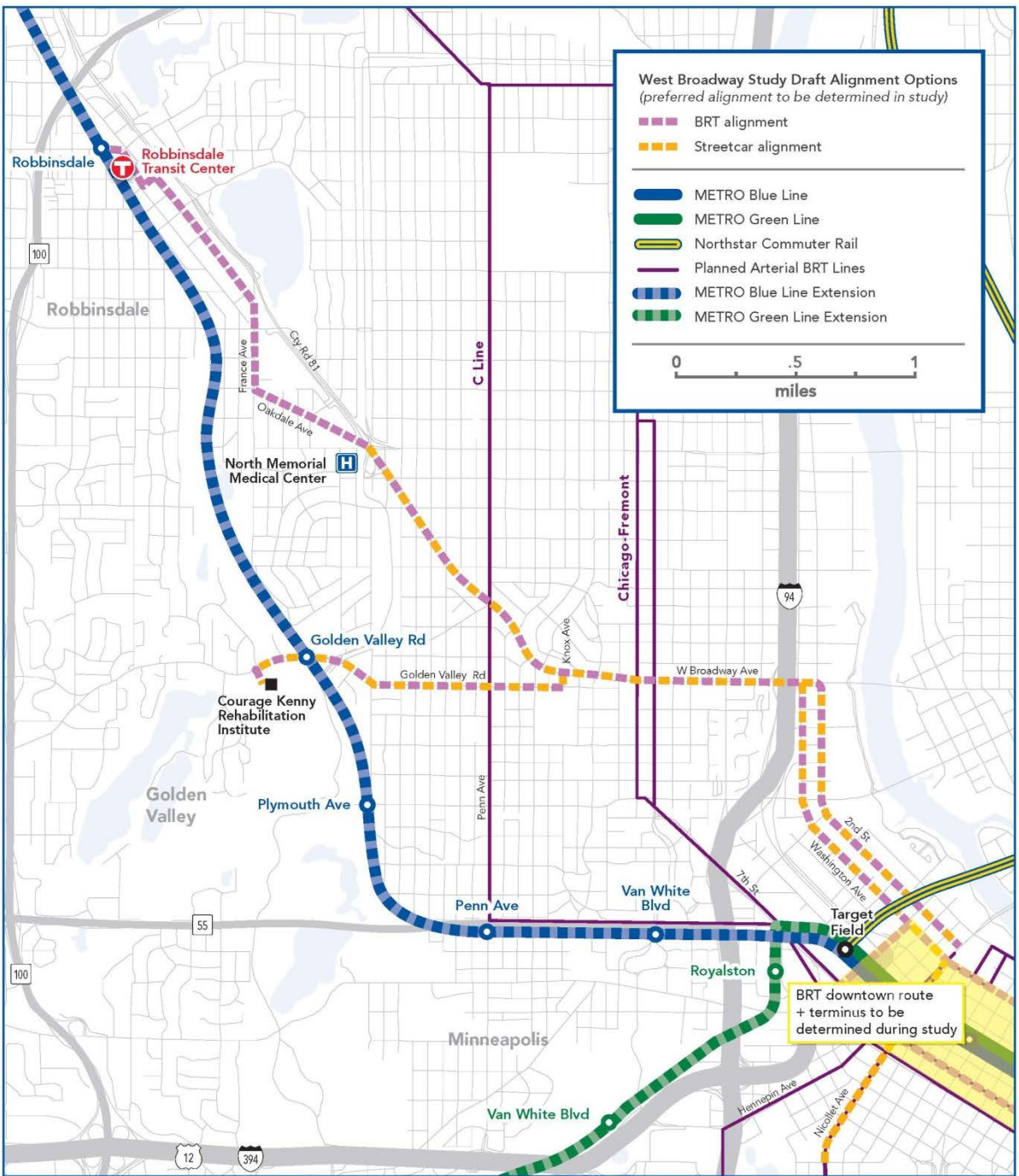


West Broadway Transit Study Objectives

- To understand the transit and economic development needs and/or problems in the West Broadway corridor
- To identify and analyze the benefits, costs, and impacts associated with various transit improvement alternatives
- To recommend an LPA that meets transportation and economic development needs in the corridor



What alignments will be studied?



What modes will be studied?

Arterial Bus Rapid Transit (BRT)

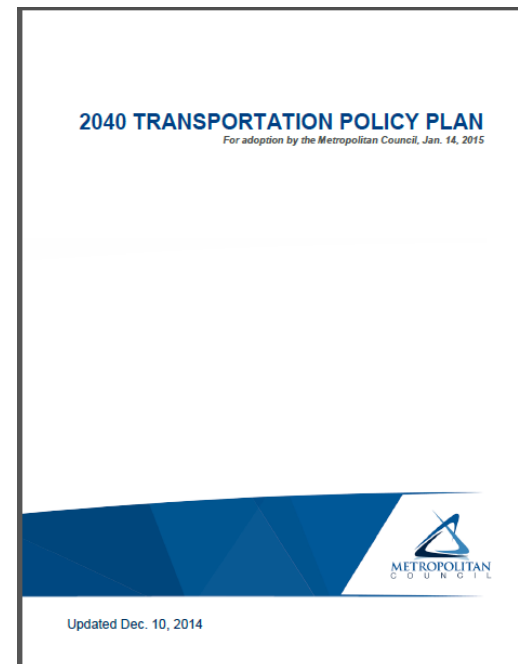


Modern Streetcar



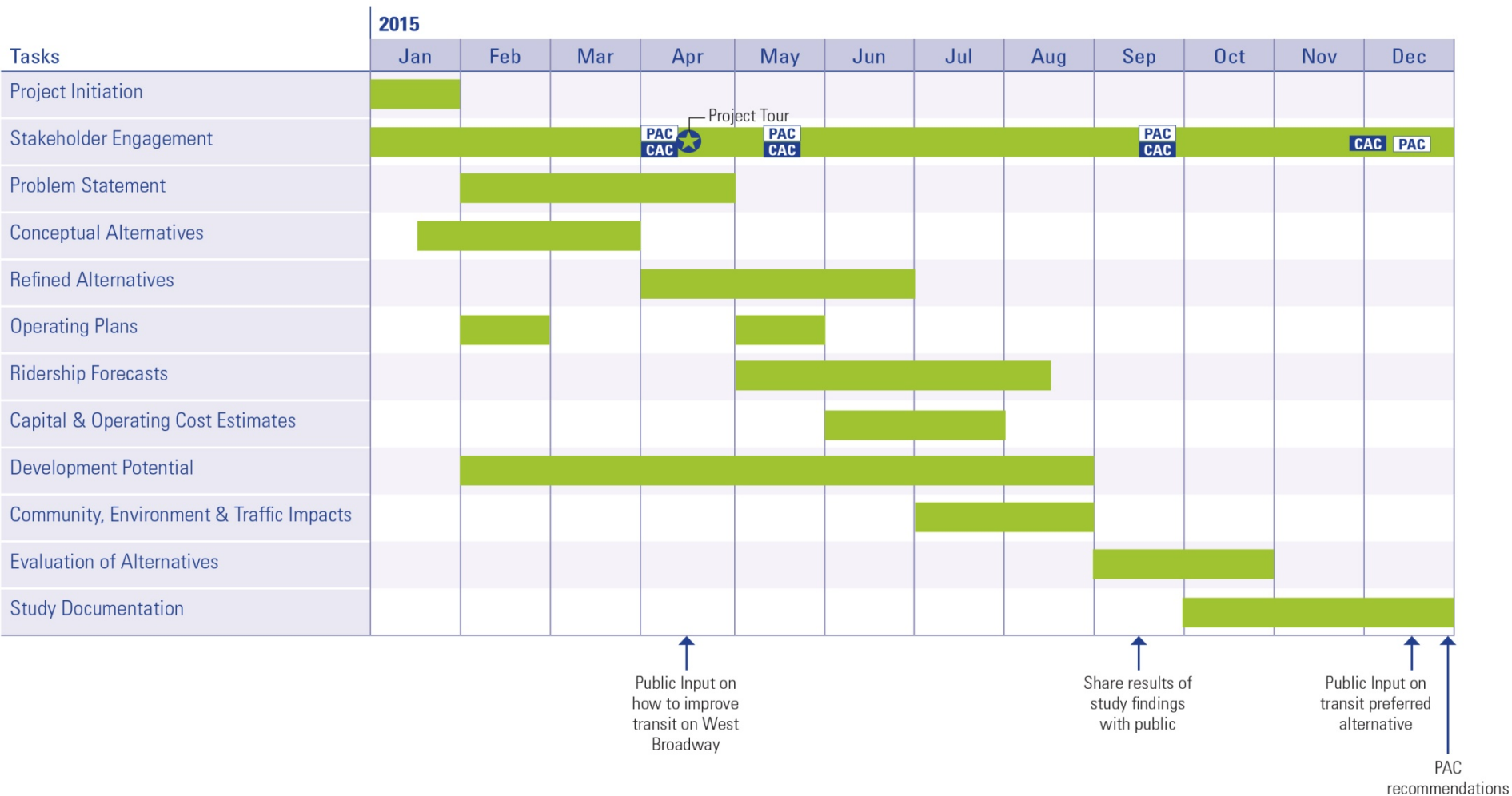
What is the intended outcome of the Study?

- The Study will result in the recommendation of a **locally preferred alternative (LPA)** that best meets the identified purpose and need for the project in **December 2015**





Study Schedule



PAC Meeting Topics and Outcomes

- PAC Meeting #1 - April 8
 - Direction on project goals
 - Concurrence on community engagement approach
 - Input on transportation needs in the corridor
- PAC Meeting #2 - May 8
 - Concurrence on concept alternatives (alignments and stations)
- PAC Meeting #3 - September 25
 - Review results of technical analysis and evaluation
- PAC Meeting #4 - December 11
 - Selection of LPA

PURPOSE, NEED, AND GOALS OF THE WEST BROADWAY TRANSIT PROJECT

Action Item – See Handout

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COMMUNITY ENGAGEMENT OVERVIEW

Information Item

Successful Community Engagement will:

- Engage a full range of corridor stakeholders
- Focus on youths, elders and existing/potential transit riders
- Engage people in meaningful, interactive and accessible ways
- Seek collaborative input relevant to decisions
- Provide transparency



Interactive Engagement Activities Will Focus On:

- Assets and amenities – map exercises
- Challenges & Obstacles – map exercises
- Best Practices – preferences based on pictorial examples



Examples of On-Street Activities:

- Mini-charrettes
- 6 word stories
- Pop-up play areas
- Project bus
- Informal on-street conversations



Outreach will begin this spring

Where?

- FLOW Northside Arts Crawl
- Juneteenth
- West Broadway Farmer's Market
- Open Streets
- St. Anne/St. Joseph Hien Church Festival
- On-line
- Bus Stops
- Senior Buildings
- Community Spaces



ECONOMIC DEVELOPMENT ANALYSIS METHODOLOGY

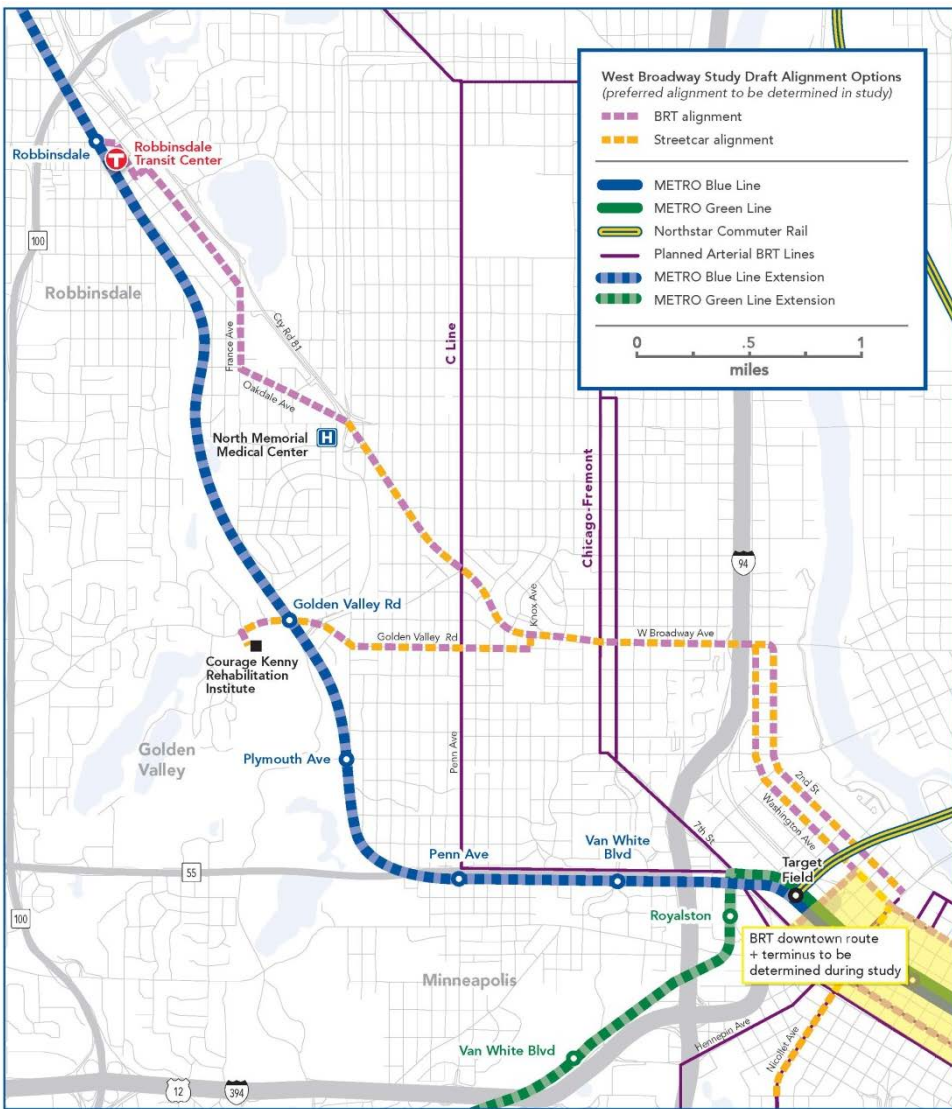
Information Item

Transit is increasingly viewed as an important economic development tool.

- Transit investments support economic development by:
 - **Enhancing the mobility** of residents and workers
 - **Providing an amenity** that supports development and place-making
- Our team will carefully evaluate economic development outcomes in recommending an alignment and mode.

Alignment recommendations will be informed by economic development potential.

- An optimal alignment will:
 - Enhance resident access to employment opportunities
 - Encourage transit-oriented development
 - Foster job creation along the corridor



Mode evaluation will be based on key economic development outcomes.

- **Property Value**
 - Reflection of neighborhood desirability
- **New Development**
 - More development may occur at a faster pace
 - Assess impact on demand and development economics for four corridor submarkets.
- **Job Opportunities**
 - Commercial uses support additional employment

Analysis Methodology

- Step 1. Assess baseline conditions
- Step 2. Generate baseline scenario assuming no transit improvement
- Step 3. Evaluate transit improvement impacts on development
- Step 4. Generate alternative scenarios





DISCUSSION

REMINDER: PROJECT TOUR ON FRIDAY AT 1 PM