



West Broadway Transit Study

Community Advisory Committee

September 17, 2015



Agenda

- Introductions
- Community Engagement
 - Summer Outreach
 - Fall Outreach
- Technical Analysis
 - Process Update
 - Alternatives Review
 - Economic Development
 - Key evaluation factors
- Small Group Discussion
- Next Steps



COMMUNITY ENGAGEMENT

Phase 1 Activities in June-August (20 events)

- Bus Stops (7)
- North Loop Whole Foods (2)
- North Memorial Hospital
- Downtown Robbinsdale
- FLOW
- Juneteenth (Metro Transit)
- Whiz Bang Days
- Cedar Lake Trail
- Farmer's Market
- National Night Out
- Open Streets (2 - Metro Transit)
- Urban League Family Day



Engagement to Date

- Engaged 450-500 people (plus 3 Metro Transit events)
- Transit ridership (7 bus stops)
 - Frequently – 76%
 - Sometimes – 14%
 - Rarely – 10%



Assets in Corridor

Robbinsdale

- Downtown Robbinsdale “small town” character
- Restaurants (both Robbinsdale and West Broadway)
- Connections to downtown Minneapolis

West Broadway

- Businesses, stores and shopping
- Food and food stores

North Loop

- Close to downtown
- Bike/walk access



Priorities for the Future Development

Robbinsdale

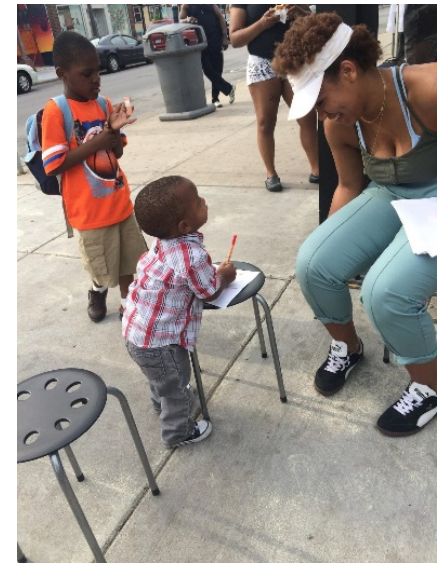
- Neighborhood scale development
- Vibrant downtown

West Broadway

- Vibrancy
 - More restaurants and places with healthy food
 - More businesses (local/independently owned)
 - Physical environment improvements (buildings, trees/plants)
 - Activities for families and kids
- Peace, less violence

North Loop

- Economic development (along West Broadway)



Phase II Activities Planned for September - October

- 15 Events Planned:
 - Bus stops (8)
 - Farmers Market (4)
 - Open Streets (1)
 - Mosque Day of Dignity
 - North Memorial Vendor Fair

- **Focus of Engagement**
 - Importance of Evaluation Criteria
 - Importance of Transit Improvements



Public Open House #2

November 3, 6:00-8:00 p.m.

Capri Theatre

Red Carpet Event

Showcase New Video

Provide Results of Evaluation

TECHNICAL ANALYSIS

Streetcar



Arterial Bus Rapid Transit



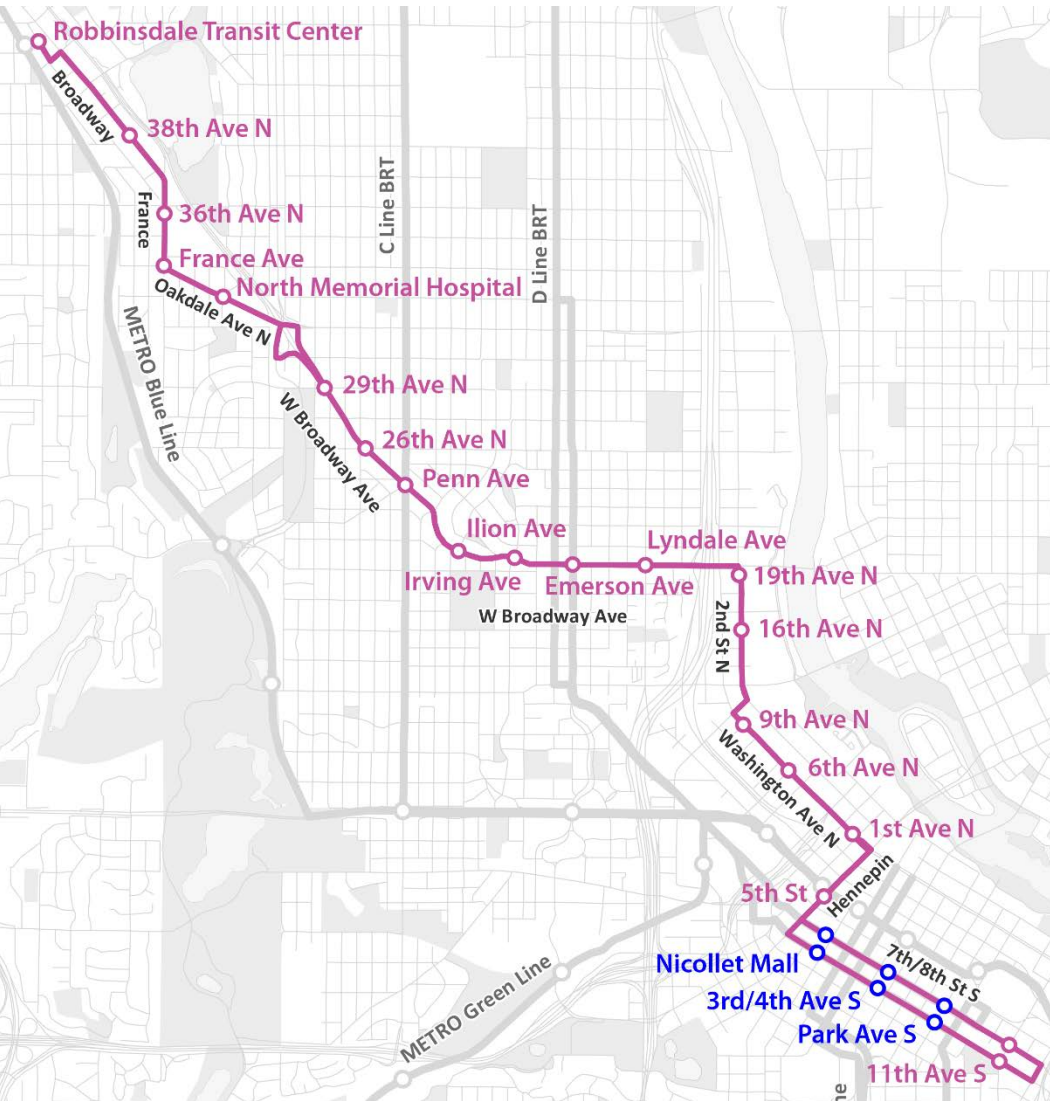
Runningway	Typically operates in mixed-traffic lanes, but can also be in streetcar-exclusive right-of-way	Enhanced bus vehicles operate in mixed traffic
Station Spacing	Station located every ¼ to ½ mile	Stations can be located every ¼ to ½ mile
Station Amenities	Stations can range from basic stops with minimal passenger amenities to LRT-like stations	Stations can range from basic stops with minimal passenger amenities to LRT like stations
Vehicle Type	Electrically powered vehicles with overhead wires. Some vehicles are testing on-board batteries for short distances	Diesel or diesel-electric hybrid vehicles. Some vehicles testing battery electric-only operation.
Passenger Capacity	Between 115 and 160 passengers per vehicle. Unlike LRT, vehicles operate as single units.	Between 60 and 105 passengers per vehicle.
Example Operating Locations	Portland, Seattle, Toronto	Kansas City, Oakland, Seattle
Locally Planned Projects	Nicollet-Central Streetcar	A-Line (Snelling Avenue), C-Line (Penn Avenue)

Streetcar from Nicollet Mall to North Memorial Hospital



- 19 stations
- 4.9 miles long
- 33 minute travel time

Arterial BRT from downtown to Robbinsdale Station



- 23 stations
- 7 miles long
- 44 minute travel time

Service Plan – Route Frequencies (minutes)

Alternative	Route 14		Streetcar		Arterial BRT	
	Peak	Midday	Peak	Midday	Peak	Midday
Existing	20	30	-	-	-	-
Streetcar	30	30	15	15	-	-
Arterial BRT	60	60	-	-	15	15

Service Plan – Trips per hour

Alternative	Route 14		Streetcar		Arterial BRT	
	Peak	Midday	Peak	Midday	Peak	Midday
Existing	3	2	-	-	-	-
Streetcar	2	2	4	4	-	-
Arterial BRT	1	1	-	-	4	4

Daily Ridership (2040)

	Local Bus (Existing-2014)	(No Build)	Streetcar	Arterial BRT
Station-to-Station			3,900	4,800
Local Bus	8,410*	11,300*	9,600	8,900

** Includes ridership on Routes 7, 30, 32 and northern portion of 14*

Daily Ridership Summary

- Ridership balanced between peak and off-peak and work and non-work
- 30% of the 2040 ridership is dependent on development
- 40% of the 2040 daily ridership is associated with zero car households

Cost Estimates

Alternative	Capital	Operating (annual)
Streetcar	\$229*	\$9.6
Arterial BRT	\$40	\$5.5

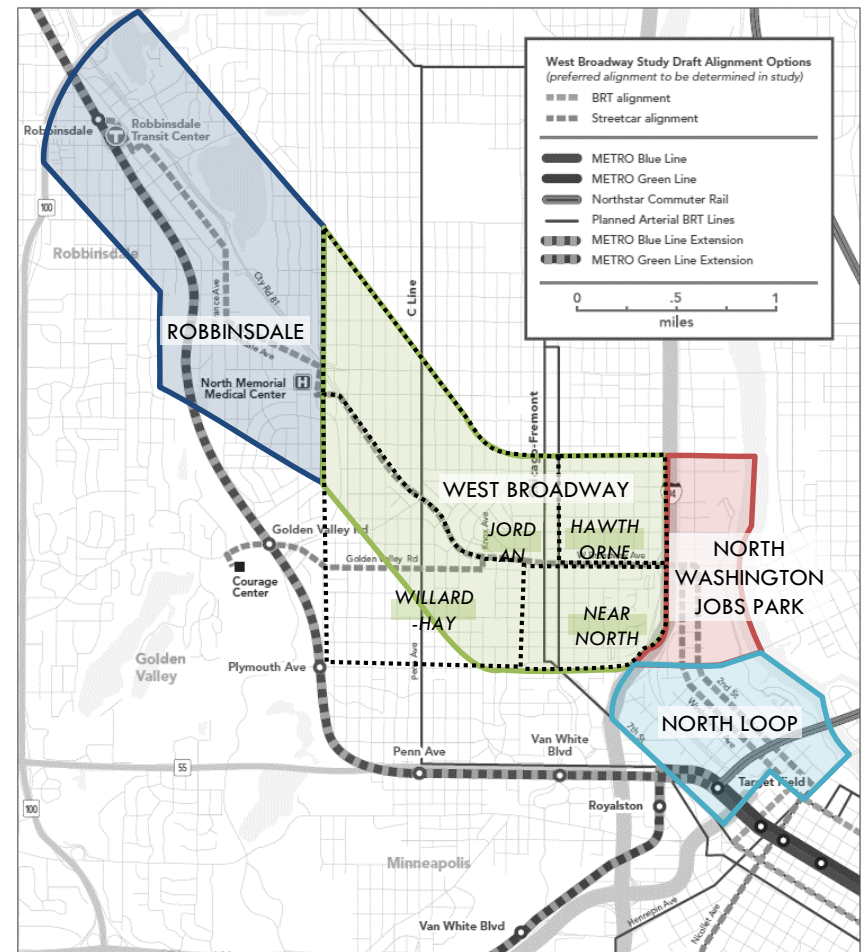
(figures in millions)

** Cost increases to \$256 million when Nicollet Mall Streetcar stations are included*

ECONOMIC DEVELOPMENT IMPACTS OF ALTERNATIVES

Analyzed the projected impact of enhanced bus versus streetcar service with regards to:

- Real estate value appreciation
- Quantity and timing of new real estate development
- Form of new development
- Employment growth



To assess the impacts of transit investment, we:

Analyzed corridor real estate market conditions



Assessed local developer perceptions of the corridor and transit investment



Analyzed actual real estate impacts of existing transit systems



Synthesized findings to build model of streetcar and enhanced bus impacts

Literature review and case study findings: *New transit-oriented development*

- Transit investment is most likely to catalyze development when coordinated with **supportive public policy** and when located in corridors with **favorable market conditions**
- Generally, fixed rail is more impactful than BRT, but **market strength** and **public interventions** are the **strongest predictors of development**.
- In weak markets, institutional or **philanthropic investment** can catalyze growth.

Literature review and case study findings: *Value premiums*

- **Light rail systems and streetcars** have generated significant value premiums for multifamily and commercial uses.
- **BRT** with dedicated lanes can create value premiums comparable to fixed rail premiums. However, BRT without a dedicated lane will be less impactful.

Developer interview findings

- Developers generally believe both streetcar and BRT would have a positive impact, but **6 out of 9 developers thought that streetcar would be more transformative.**
- The **permanence of the infrastructure associated with streetcar** as well as their stronger brand is a driving factor for developers.
- Transit investment would affect each submarket differently, with West Broadway standing to benefit. However, **transit is not a “silver bullet.”**

Baseline and alternative development scenarios for the corridor were established

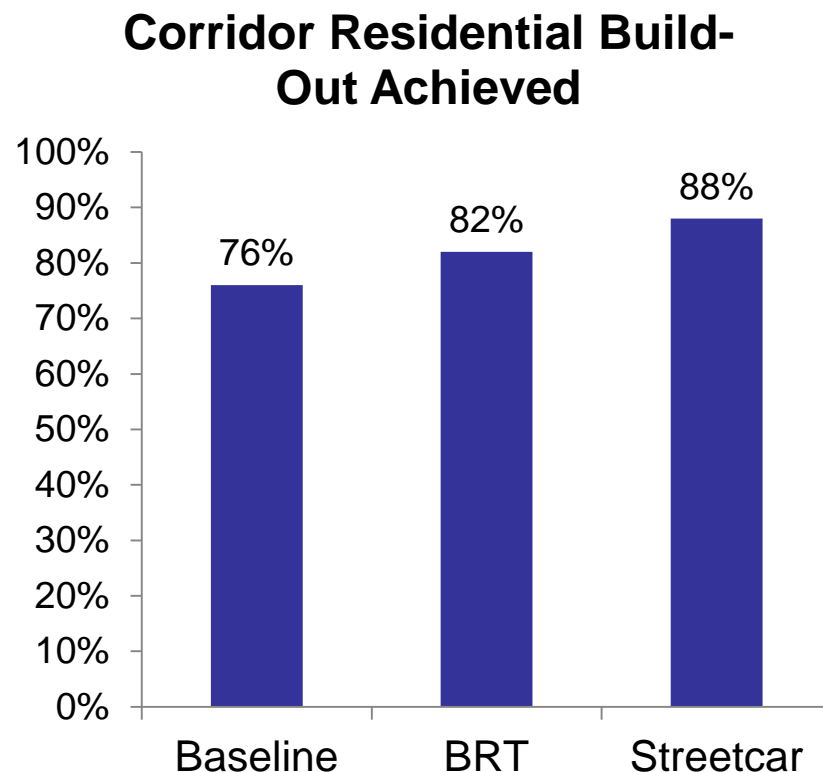
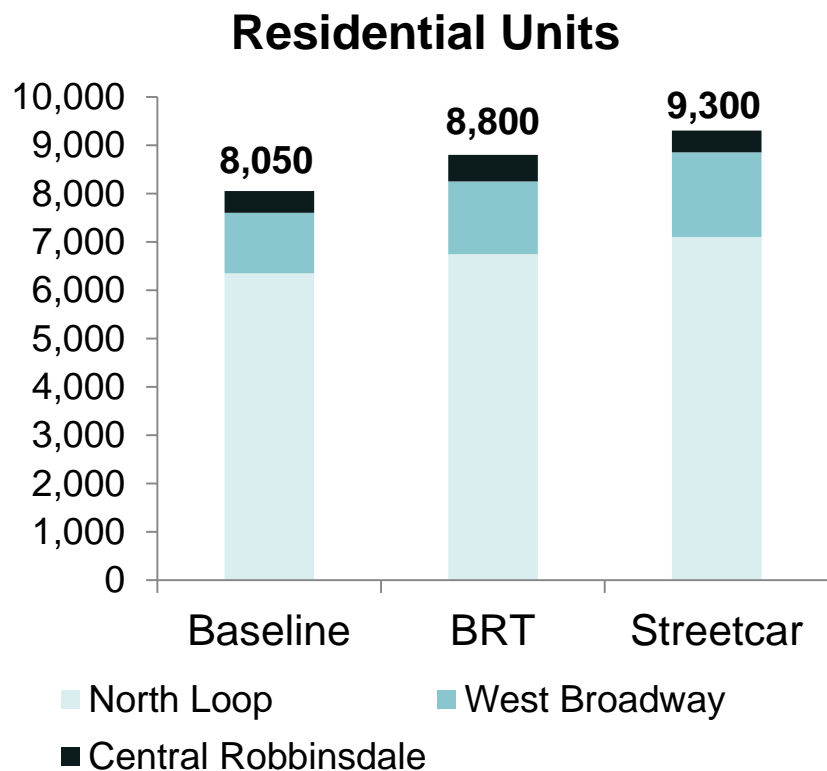
1) Project total corridor land-use capacity for redevelopment

2) Estimate portion of capacity built-out in baseline scenario over 25 years

3) Estimate additional build-out of corridor given BRT or streetcar investment

4) Determine present value of real estate value created over 25 years in baseline vs. BRT vs. streetcar scenario

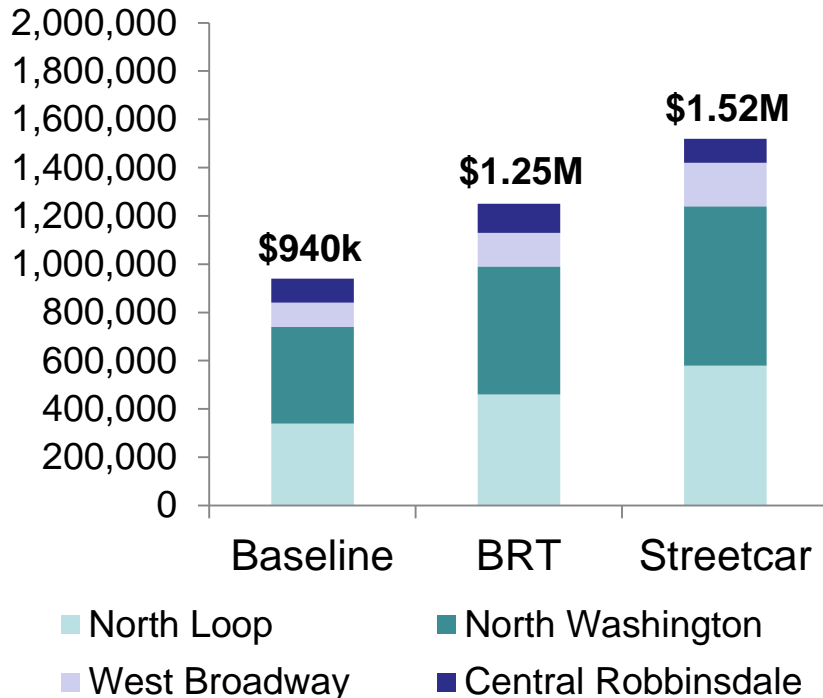
Streetcar is expected to drive more residential development than BRT



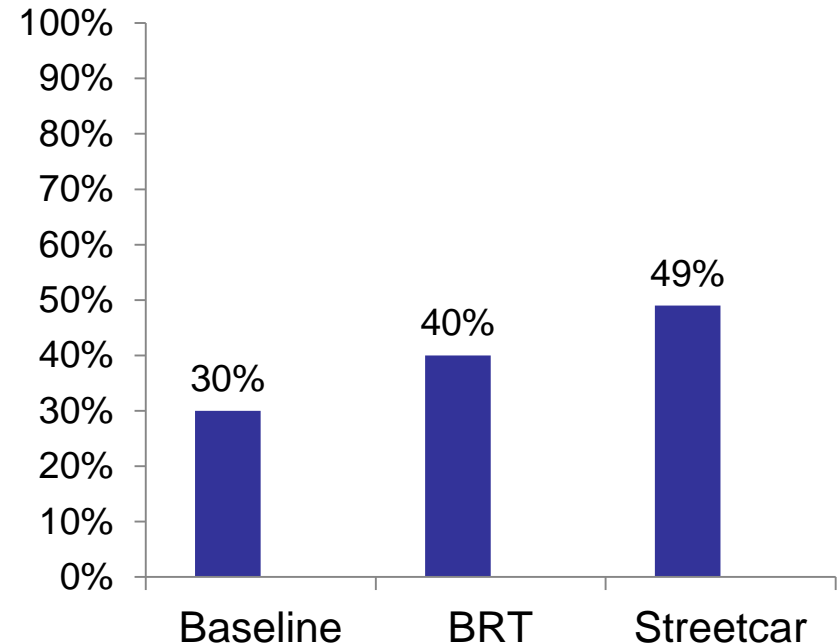
Corridor build out is over 25 years

Streetcar is also expected to drive more office development than BRT

Office SF



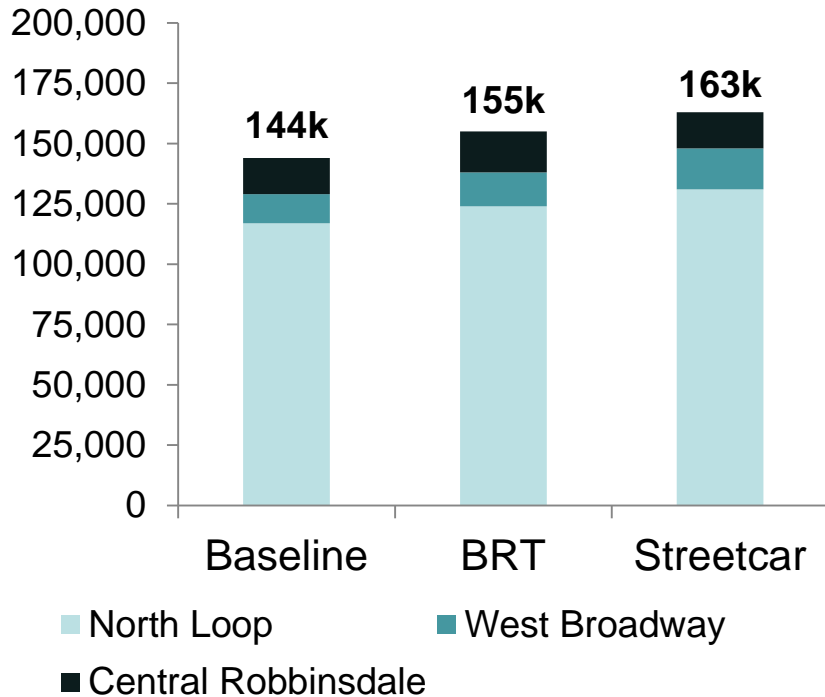
Corridor Office Build-Out Achieved



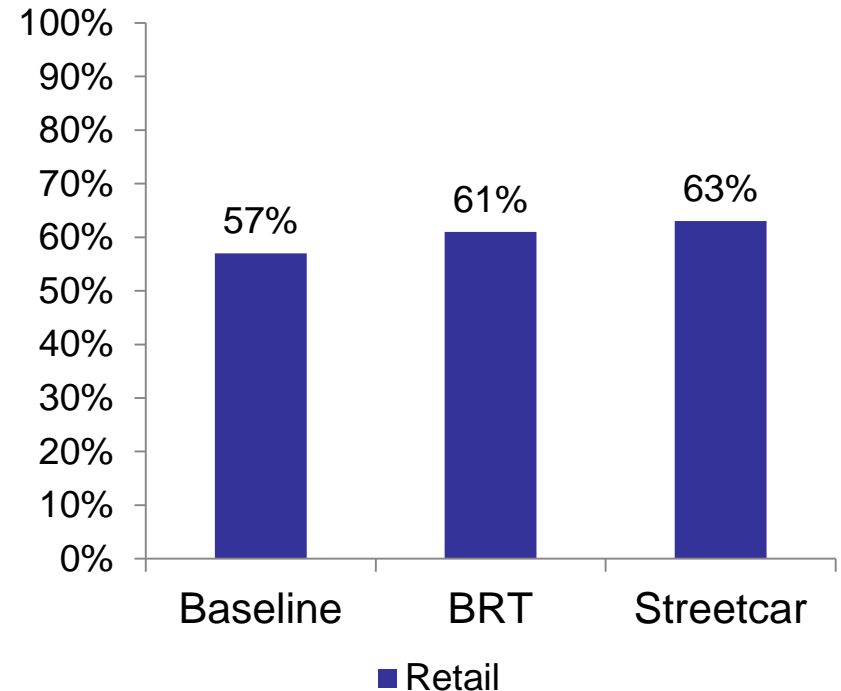
Corridor build out is over 25 years

Retail build-out is anticipated to coincide with residential build-out

Retail SF



Retail Build-Out Achieved



Corridor build out is over 25 years

Projected development impacts: *Value and Jobs*

- **Incremental Real Estate Value Generated*:**
 - BRT: **\$280-\$390M**
 - Streetcar: **\$480-\$640M**
- **Incremental Jobs Supported:**
 - BRT: **1,400**
 - Streetcar: **2,600**

**Applies discount rate of 3% to 7% to future incremental real estate value*

EVALUATION MEASURES

Evaluation Measures

- Tie back to goals and objectives identified in the Problem Statement as adopted by PAC on April 8, 2015
- Are a mix of qualitative and quantitative information
- Used to differentiate amongst alternatives
 - *See Evaluation Measure handout*

Evaluation Measures

- Little difference in:
 - Demographic factors
 - Service improvements (span, frequencies, station amenities)



Differentiating Evaluation Measures

- New commercial development/job creation
- Underused land available for TOD
- Connections to existing and planned transitways
- Potential business impacts
- Potential impacts to historic and cultural resources, and parkland
- Potential right-of-way impacts
- Capital costs
- Ridership

Criteria	Streetcar Alternative	Arterial BRT Alternative
Goal 1: Catalyze and support housing and economic development along the corridor		
Opportunities for new commercial development/job creation	★ ★ ★	★
Foster transit-oriented development	★ ★ ★	★
Goal 2: Improve local and regional mobility with improved access to jobs and activities		
Connections to existing & planned transitways	★ ★	★ ★ ★
Forecasted change in employment	★ ★	★ ★ ★
Number of jobs within a 45 minute transit ride	★ ★	★ ★ ★
Goal 3: Address equity issues in the West Broadway Corridor to ensure that corridor residents as well as patrons of area businesses and institutions have access to opportunities for success, prosperity, and quality of life		
Potential business impacts	★	★ ★ ★
Potential impacts to business revenue	★ ★ ★	★
Employment and population densities served	★ ★ ★	★ ★
Goal 4: Build upon the vibrancy and diversity of the corridor by supporting healthy, active communities and the environment		
Potential impacts to historic and cultural resources	★	★ ★
Potential impacts to park land	★ ★	★ ★ ★
Potential right-of-way impacts	★ ★	★ ★ ★
Goal 5: Improve upon existing transit service in the corridor		
Capital cost of the Project	★	★ ★ ★
Goal 6: Increase transit use among corridor residents, employees, and visitors		
Daily Trips on West Broadway and connecting transit routes	★ ★	★ ★ ★
Daily Trips by new transit riders	★	★ ★
Daily Trips by transit-dependent riders	★	★ ★



STUDY NEXT STEPS

Study Next Steps

- Fall community engagement
 - November 3, 2015 Open House
 - CAC meetings on October 20, 2015 and November 30, 2015
- Recommend locally preferred alternative at December 11th PAC meeting