



West Broadway Transit Study

Policy Advisory Committee

September 25, 2015



Agenda

- Introductions
- Community Engagement
 - Summer Outreach
 - Fall Outreach
 - CAC Meeting Summary
- Technical Analysis
 - Process Update
 - Alternatives Review
 - Economic Development
 - Key evaluation factors
- Implementation Factors
- 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

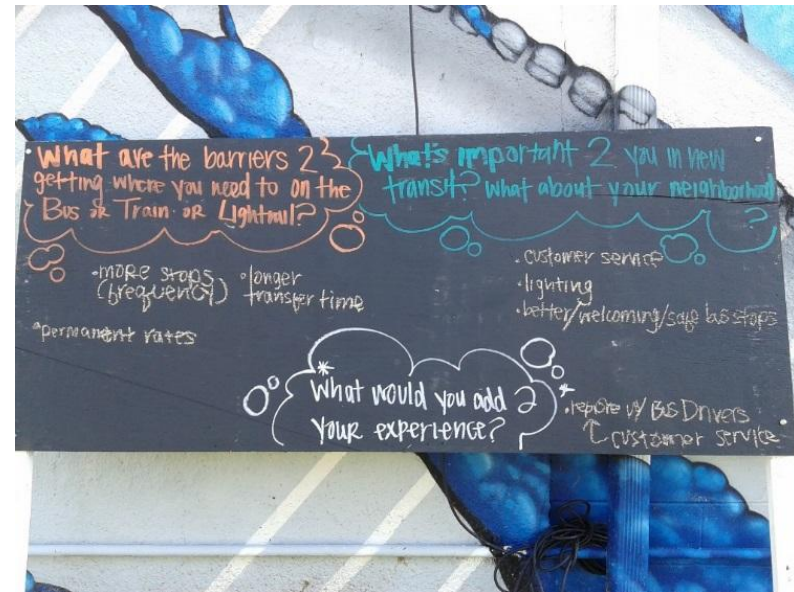
North Loop

- Close to downtown
- Bike/walk access



Barriers to Riding Transit

- Poor connections to desired destinations
- Long waits/poor frequency and reliability of service
- Safety/security at bus stops and on buses
- Fares too expensive
- Long walks to buses
- Lack of safe/convenient pedestrian access across streets
- Crowded buses
- Cleanliness of buses



Priorities for the Future Development

Robbinsdale

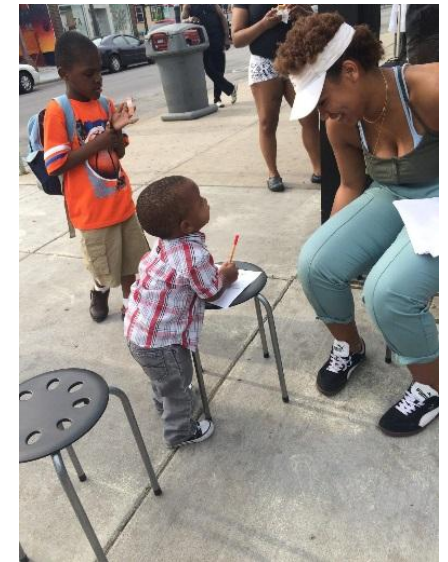
- Neighborhood scale development
- Vibrant downtown

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

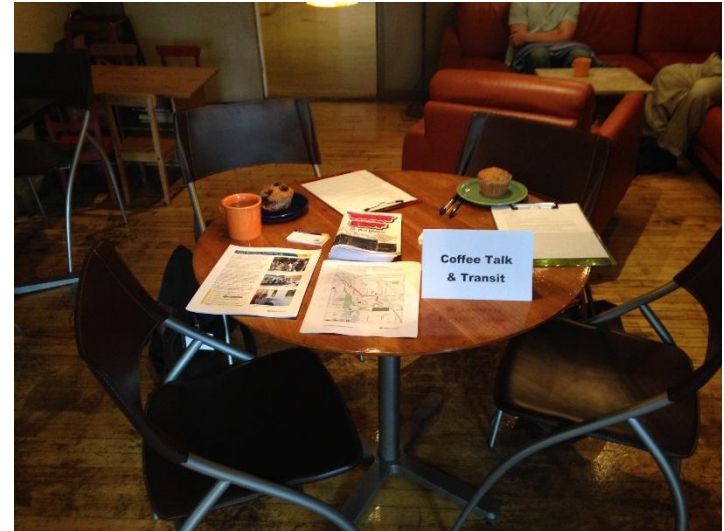
- Economic development (along West Broadway)



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



Please Join Us at the
CAPRI THEATRE for a
VIDEO PREMIERE
of the
West Broadway Transit Study
★ Tuesday, November 3rd, 6-8 PM ★

Metro Transit, in partnership with Hennepin County and the City of Minneapolis, is conducting a transit study to identify possible transit improvements along West Broadway. We will be premiering a video about the study, featuring people in the community! Please join us to learn about the streetcar and bus rapid transit alternatives.

Capri Theatre
2027 W Broadway Ave
Minneapolis, MN 55411

www.metrotransit.org/west-broadway-transit-study

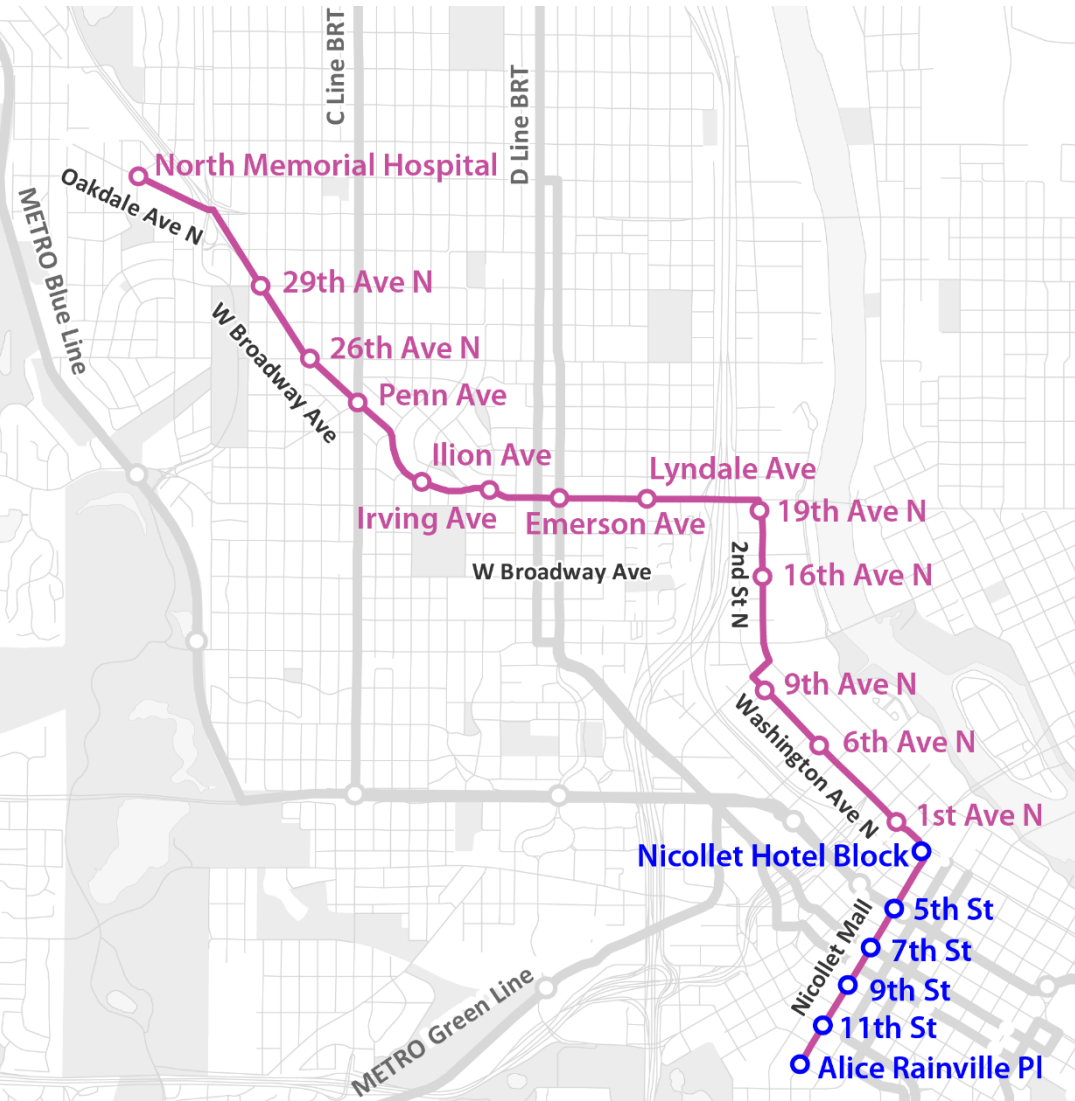


September 17th CAC Meeting Summary

- Presentation of technical analysis

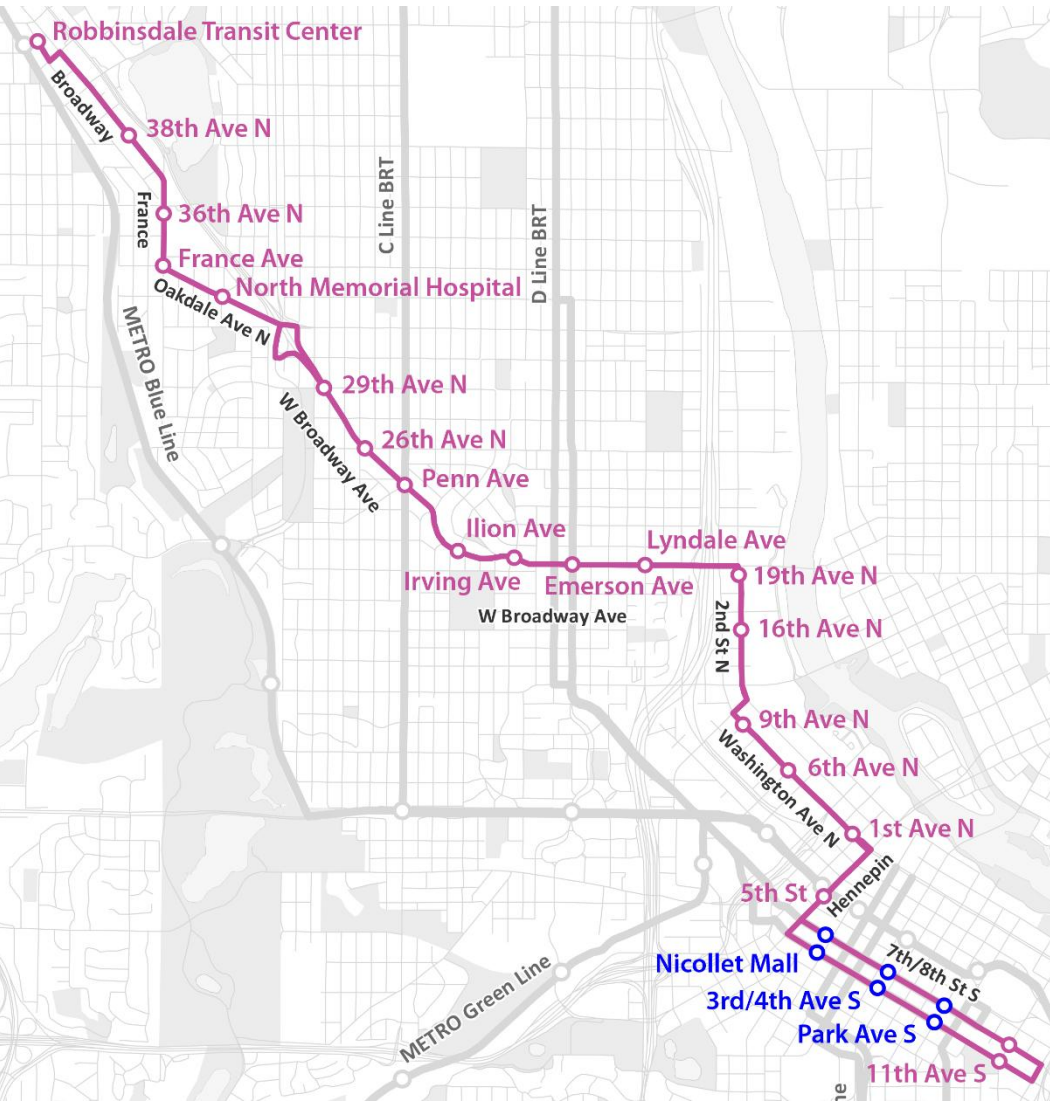
TECHNICAL ANALYSIS

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	15*	20	-	-	-	-
Streetcar	30	30	15	15	-	-
Arterial BRT	60	60	-	-	15	15

** Frequency on trunk portion of the route*

Daily Ridership (2040)

	Local Bus (Existing-2014)	(No Build)	Streetcar	Arterial BRT
Station-to-Station			3,900	4,800
Route 14*	3,800	3,000	1,700	1,200

** Includes ridership on 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

Differences in Ridership

- Connectivity to METRO Blue Line
- Service area

Sensitivity Tests

- Completed six sensitivity tests to allow us to better understand how certain assumptions would affect ridership results

Sensitivity Tests

- Sensitivity Tests for Streetcar
 - North 2nd Street / Washington Avenue couplet
 - Increase frequency from 4 trips per hour to 6 trips per hour
 - Increase speed by 15 percent
- Sensitivity Tests for Arterial BRT
 - Increase frequency from 4 trips per hour to 6 trips per hour
 - Eliminate northern section of route 14 between 5th Street Garage and Robbinsdale Transit Center
 - Test arterial BRT on exact alignment as streetcar

Daily Ridership Summary for Sensitivity Tests

	Sensitivity Test	Station-to-Station	Difference
Streetcar	Two-Way couplet	4,000	+100
	Increased frequency	5,400	+1,500
	Increased speed	4,300	+400
Arterial BRT	Increased frequency	6,500	+1,700
	Eliminate north section of route 14	5,100	+300
	Streetcar alignment	3,300	-900

Cost Estimates

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

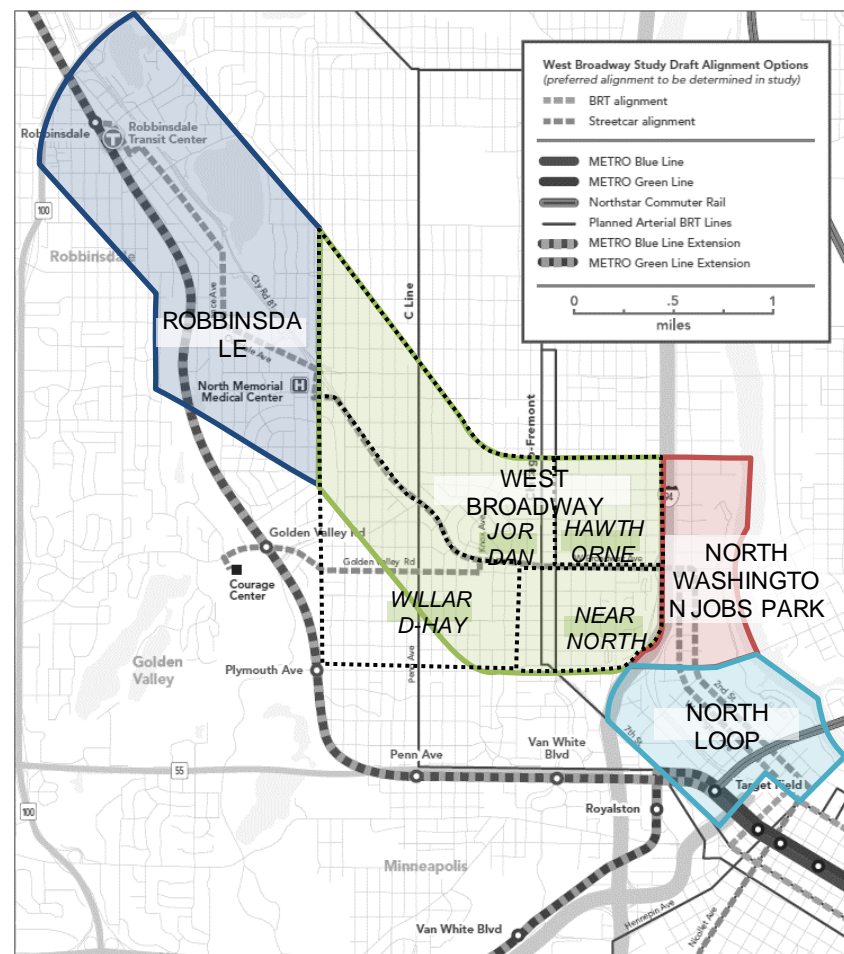
(figures in millions)

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

ECONOMIC DEVELOPMENT IMPACTS OF ALTERNATIVES

Analyzed the projected impact of arterial BRT 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 BRT impacts

Four case studies on development impacts



Portland Yellow Line LRT



Boston Silver Line BRT



Denver D Line LRT



Kansas City MAX BRT

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**.

Literature review and case study findings: *Value premiums*

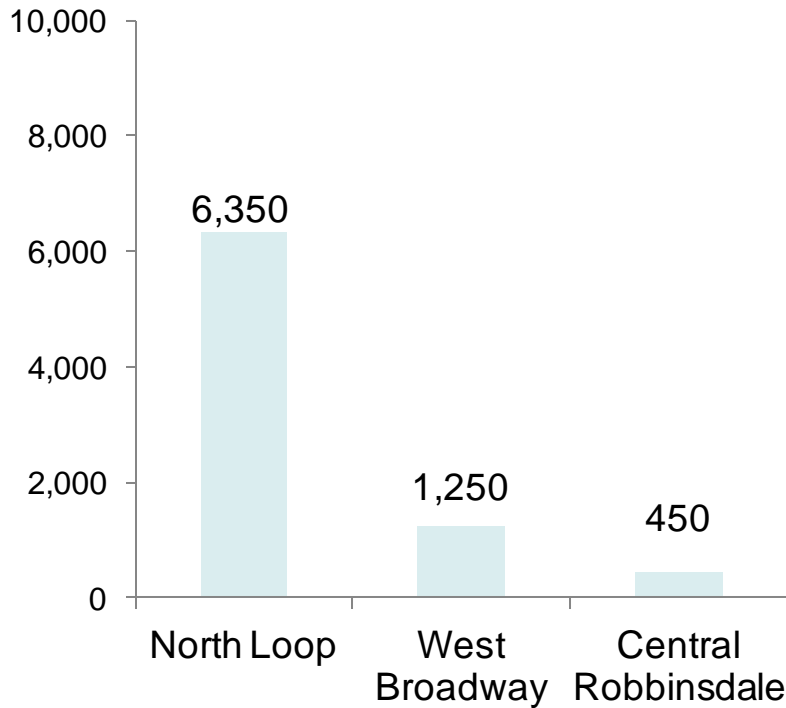
- **Light rail systems and streetcars** have generated significant value premiums for multifamily and commercial uses.
- **BRT** with dedicated lanes can create value premiums comparable to fixed rail premiums. However, BRT without a dedicated lane will be less impactful.

Minneapolis developer interview findings

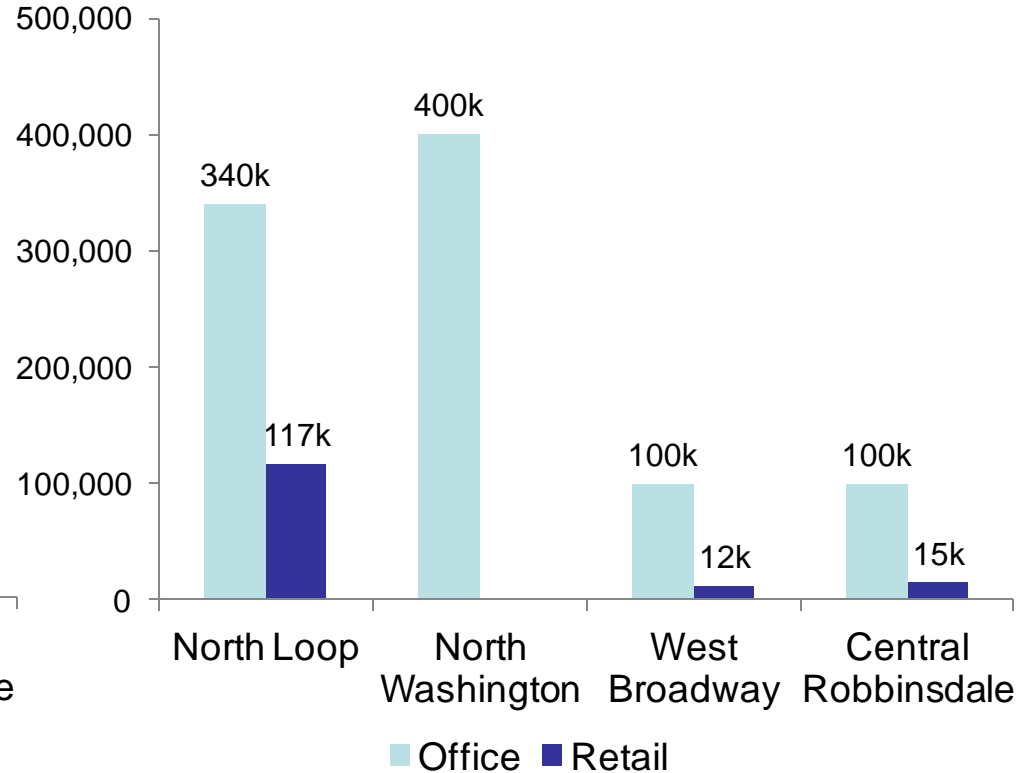
- Developers generally believe both streetcar and BRT would have a positive impact, but **6 out of 9 developers thought that streetcar would be more transformative.**
- The **permanence of the infrastructure associated with streetcar** as well as their stronger brand is a driving factor for developers.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

Constructed baseline development representing the corridor's 25 year build out

Residential Units



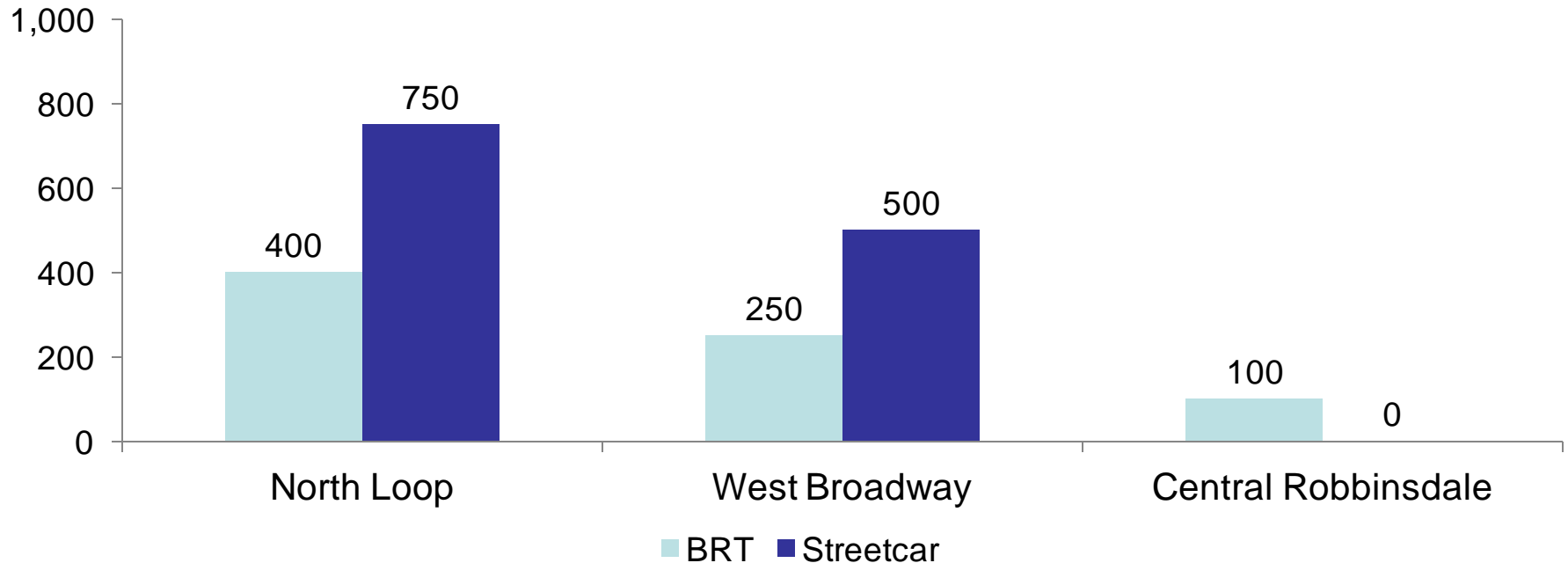
Office and Retail SF



Office Retail

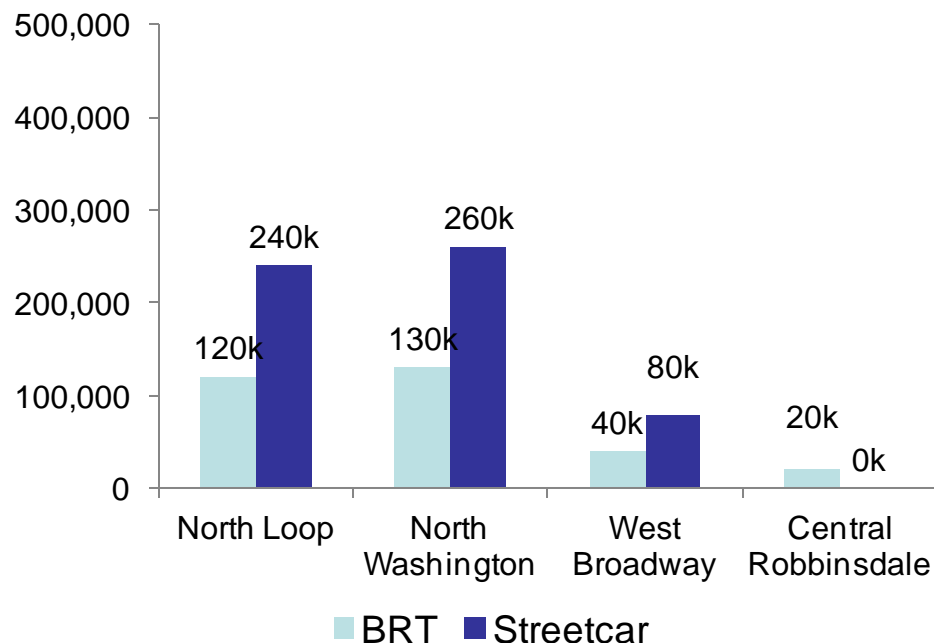
Incremental residential development: *Arterial BRT and Streetcar versus Baseline*

25-Year Incremental Residential Development Over Baseline Scenario

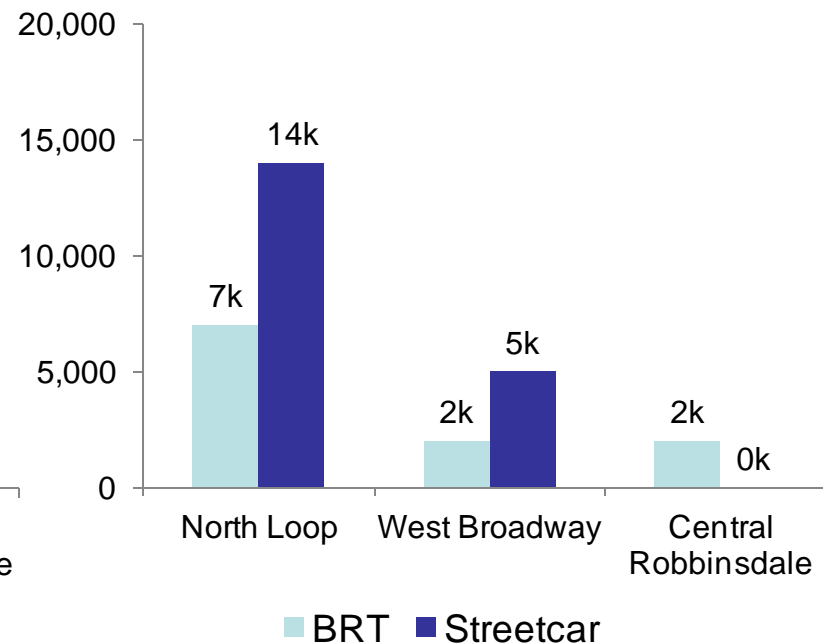


Incremental office and retail development: *Arterial BRT and Streetcar versus Baseline*

25-Year Incremental Office SF Over Baseline Scenario

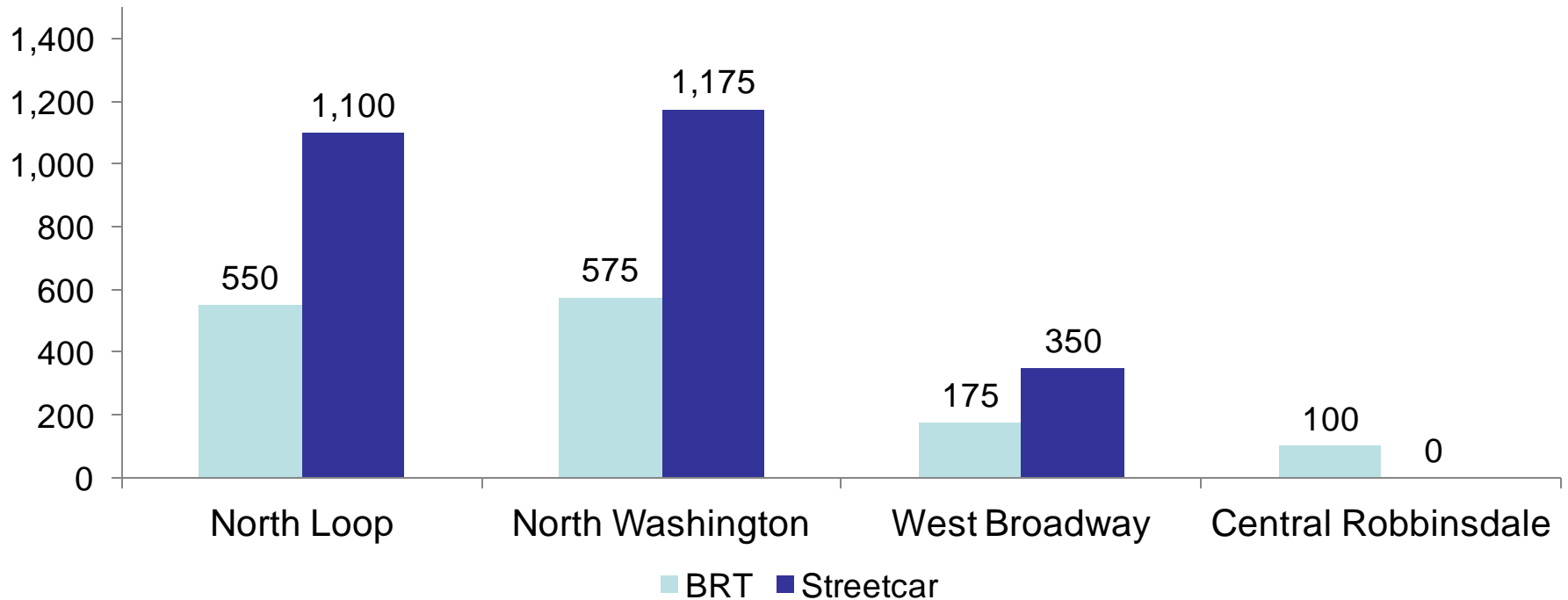


25-Year Incremental Retail SF Over Baseline Scenario



Incremental job growth on corridor: *Arterial BRT and Streetcar versus Baseline*

Incremental Job Growth in Corridor



Projected real estate values and capital costs

- **Incremental Real Estate Value Generated:**
 - Arterial BRT: **\$280-\$390M**
 - Streetcar: **\$480-\$640M**
- **Capital Cost:**
 - Arterial BRT: **\$40M**
 - Streetcar: **\$229M**

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

IMPLEMENTATION FACTORS

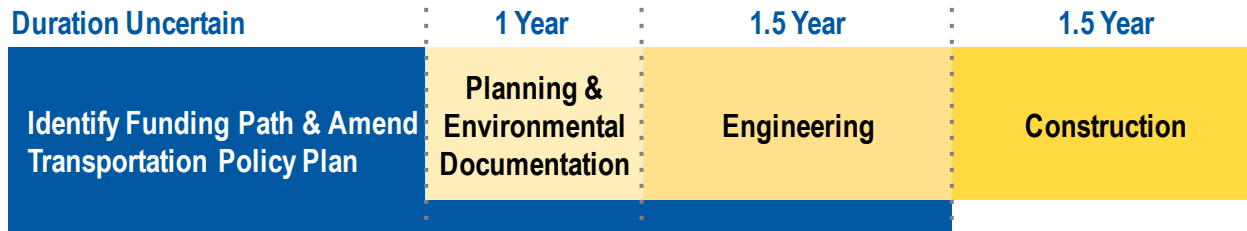
Funding

- Currently, the West Broadway Transitway is identified under the “Additional Transitways under Increased Revenue Scenario,” in the Metropolitan Council’s Transportation Policy Plan
- No funds have been identified for this project



Implementation Timeline

Arterial BRT Development Timeline



Streetcar Development Timeline



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