

Location: HERC Admin Building
435 5th Street North, Minneapolis, MN 55401

Client: Metro Transit

Date: October 6, 2015

Subject: West Broadway Transit Study
TAC Meeting #8

Attendees: Jim Voll, City of Minneapolis; Steve Hay, City of Minneapolis; Emily Goellner, City of Golden Valley; Charles Carlson, Metro Transit; Michael Mechtenberg, Metro Transit; C Terrence Anderson, Metro Transit; Cameran Bailey, Metro Transit; Marcia Glick, City of Robbinsdale; Brent Rusco, Hennepin County; Karen Lyons, Metropolitan Council; Mona Elabbady, SRF Consulting; Adele Hall, SRF Consulting; Lyssa Washington, 4RM+ULA

Introductions

CAC and PAC Meeting Recap

CAC Meeting

- Attendance at the September CAC meeting was low at approximately eight members. Angela Williams, one of the co-chairs, did not attend. There are some non-members that have been attending the meetings consistently. C Terrence will follow up with members to see if they are still interested and to encourage attendance at the October meeting.
- There will be no new information to present at the October CAC meetings, rather there will be small-group discussion of the technical results presented at the September meeting, and an update on the PAC meeting.

PAC Meeting

Economic Development Conclusions

- The PAC had many questions regarding the economic development analysis. In short, they thought that streetcar should outperform arterial BRT by a larger margin. They requested that HR&A recalculate the economic development benefits of arterial BRT. HR&A has done so and the revised calculations and rationale are provided in the memo that was distributed to the TAC.
- The rationale for reducing the economic development impact of the ABRT alternative is that the service increases in the trunk portion of the line do not represent a major change over

today's service, as it does on the Robbinsdale portion of the line. In their initial calculations, HR&A had applied the service increase across the entire corridor. Streetcar service represents the same marginal increase in service on the trunk portion of the line, but because its economic development value lies more heavily in its amenity and less in the service it provides, its value was not reduced.

- The TAC agreed that it would be helpful to understand what the millions of dollars in economic development translate to in terms of buildings/real estate.
- Jim noted that City of Minneapolis staff is reviewing the memo. Mona responded that the team will not finalize the revised values or the memo until they have heard from city staff. The revised values likely will not be ready for the CAC meeting on October 20 but it would be ideal to have the revised values for the November 3 open house.

Ridership Conclusions

- SRF staff will do a sensitivity test that assumes build out of Nicollet-Central but this test is conditional on the Nicollet-Central forecast, which will not be complete until mid to late November.
- At the PAC meeting Mayor Hodges requested study of a “dual” option that includes local bus service between Robbinsdale Transit Center and North Memorial transitioning to limited stop service between North Memorial and downtown Minneapolis, and local streetcar from North Memorial to downtown Minneapolis with several additional stops so that local bus service can be eliminated. Frequencies and run times for the dual alternative will need to be confirmed before the test is run.
- Charles proposed that a subset of the PMT meet on Thursday during the PMT time slot to work out the details of the sensitivity tests.

Fall Outreach and Open House Information

- The outreach team is beginning to share results of the technical information at bus stops, farmers markets, and other community events. They are also asking people about which of the project goals are most important to them, and which transit amenities are most desirable. This outreach will culminate in the November 3 open house and video premiere.
- The team will begin distributing flyers about the open house next week. There will also be online advertising of the project and the open house on you tube videos accessed by Comcast users in North Minneapolis and Robbinsdale. A press release has been sent to the media and County, City, and Metro Transit communications, as well as to Minneapolis City Councilmembers offices. It would be ideal to have many PAC members at the open house.
- At the PAC meeting Councilmember Cunningham requested that the PAC view the video before the event. The intent of the event is to be a premiere of the video, but if PAC members need to see it, the PMT will see it first. At the least, the video will be reviewed by

Metro Transit staff before the event. The video will also be posted on the website on the evening of the event so that anyone can access it from then on.

- Boards and a handout with all of the technical information will also be available at the event. PMT will review boards at their next meeting.

Evaluation Table

- Mona asked for suggestions on how to share all of the technical information in the evaluation table. Mike suggested a pro/con list, or maybe just a “pro” list that also includes cost and ridership numbers. The focus will be on positive results toward each of the goals and objectives.
- Charles noted that he is opposed to doing any additional interpretation of the raw results because they are going to be perceived as biased. The group agreed that a “by the numbers”/“pros” approach is best.
- Jim noted that the goal of the evaluation was to determine whether the alternatives meet the goals of the study. This has been done and both alternatives meet the goals.
- Mike asked if the “dual” option suggested by Mayor Hodges will be carried through the full analysis like an alternative, and suggested that at the very least ridership and cost would need to be presented at the next PAC meeting. Marcia noted that this option presents questions that cannot be answered in the time available. Karen suggested addressing its cost, ridership, and—loosely—how it would perform on the goals.
- The group acknowledged that the PAC has four options regarding the LPA decision:
 - Select the arterial BRT alternative
 - Select the streetcar alternative
 - Select the streetcar alternative with different underlying bus service (the “dual” option)
 - Do not select a LPA
- At the next PMT on October 22 this issue will need to be resolved.

Next TAC Meeting: Tuesday, November 3, 2015