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| Location: | HERC Admin Building  435 5th Street North, Minneapolis, MN 55401 |
| Client: | Metro Transit |
| Date: | March 17, 2016 |
| Subject: | West Broadway Transit Study  TAC Meeting #9 |
| Attendees: | Kelly Hoffman-Orth, Hennepin County; Jim Voll, City of Minneapolis; Casey Dzieweczynski, 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; Marcia Glick, City of Robbinsdale; Cole Hiniker, Metropolitan Council; Mona Elabbady, SRF Consulting |

## Reminder of Study Results

* A brief review of the streetcar and arterial BRT alternatives was provided.
  + Streetcar Alternative:
    - 19 stations
    - 4.9 miles long
    - 33 minute travel time
    - $229 Million capital cost; $9.6 Million operating cost
    - 3,900 riders
  + Arterial BRT Alternative:
    - 23 stations
    - 7 miles long
    - 44 minute travel time
    - $40 Million capital cost; $5.5 Million operating cost
    - 4,800 riders
* The original ridership sensitivity tests that were completed were also reviewed. There was a question about the frequency assumed for both the streetcar and arterial BRT “Increased Frequency” tests. **Charles and Mona reviewed the assumptions after the meeting and confirmed the test had used 10 minute frequencies for BRT and Streetcar.**

## Ridership What If Tests

* At the last PAC meeting, PAC members requested additional ridership sensitivity tests to be completed for the streetcar alternative. The tests included 1) extending the West Broadway streetcar down to Lake Street, and 2) extending the West Broadway streetcar down to Lake Street and adding three additional streetcar stations. This second test also modified the Route 14 service plan and assumed it would operate as a limited stop route.
* The results showed that for the first sensitivity test (extending the West Broadway streetcar down to Lake Street, that an additional 100 riders would use the West Broadway streetcar. The results for the second sensitivity test (extending the West Broadway streetcar down to Lake Street and adding three additional streetcar stations) would generate an additional 200 riders.
* The team analyzed the results to understand the outcome. Because there is a robust transit network in north Minneapolis, often with routes that provide more direct and frequent options, the West Broadway travel market is not as big as some of the other corridors. The team also analyzed the existing number of transfers that occur between the Route 14 and the Route 18 by looking at GoTo card information. This number was relatively small, indicating that this is not a significant travel pattern.

## Economic Development Impacts of Alternatives

* The PAC had many questions regarding the economic development analysis. They thought that the economic impact of arterial BRT was overstated. The technical team went back and reviewed the assumptions (amenity and mobility benefits) and adjusted the analysis.
* The rationale for reducing the economic development impact of the arterial BRT alternative is that the service increases in the trunk portion of the line do not represent a major change over today’s service, thus resulting in a reduction in the mobility benefit for arterial BRT.
* The adjusted projected real estate value for arterial BRT was reduced from $280 Million-$390 Million to $220 Million-$300 Million. This also reduced the number of jobs in the corridor by 325.

## Community Engagement Summary

* An overview of the final community engagement results was provided to the TAC. This included:
  + 1,000 people provided input
  + 38 events along and adjacent to the corridor
  + Study video was created
  + “Zines” created by JXTA was distributed
* The main goal of the second phase of outreach was to get input on the importance of the study goals, and to hear which transit improvements were most important.
* A question was asked regarding what was going to be done with the input heard. Charles’ explained that Metro Transit is initiating several initiatives that will address some of the input heard.
* The team did not ask for input regarding a preferred alternative because of the limited time available for on-street engagement. It was a conscious decision to focus more input on hearing which goals were most important to people, rather than an identification of a preferred alternative.

## 2016 Transit Improvements

* Charles provided an overview of new initiatives that Metro Transit is undertaking in response to input received through this study as well as other engagement efforts. These initiatives include:
  + Improved shelters (13 in North Minneapolis and 3 in Robbinsdale) with lights
  + Improved transit connections with enhanced service on several routes in the study area
  + Improved signage and real time information
  + Up to 20 new transit shelters with heat

Potential LPA Recommendation

* The TAC discussed next steps towards completion of the West Broadway Transit Study.
* TAC members will check in with their respective policymakers prior to the PAC meeting on the PAC’s interest in concluding the study with an LPA recommendation.
* It was suggested that some slides that explain future funding opportunities and implementation steps get incorporated into the PAC presentation
* The TAC members agreed that concluding the study with a recommendation, but not a formal adoption of an alternative (LPA light) would be a good way to conclude this study.

## Final Committee Meetings: CAC- Tuesday, March 22, 2016, PAC- April, 15, 2016