



# West Broadway Transit Study

## Policy Advisory Committee

April 15, 2016



# Agenda

1. Introductions
2. Study Results Refresher
3. Study Updates: Ridership and Economic Development
4. Community Engagement Report
5. CAC Update
6. Study Alternatives Discussion

# STUDY RESULTS

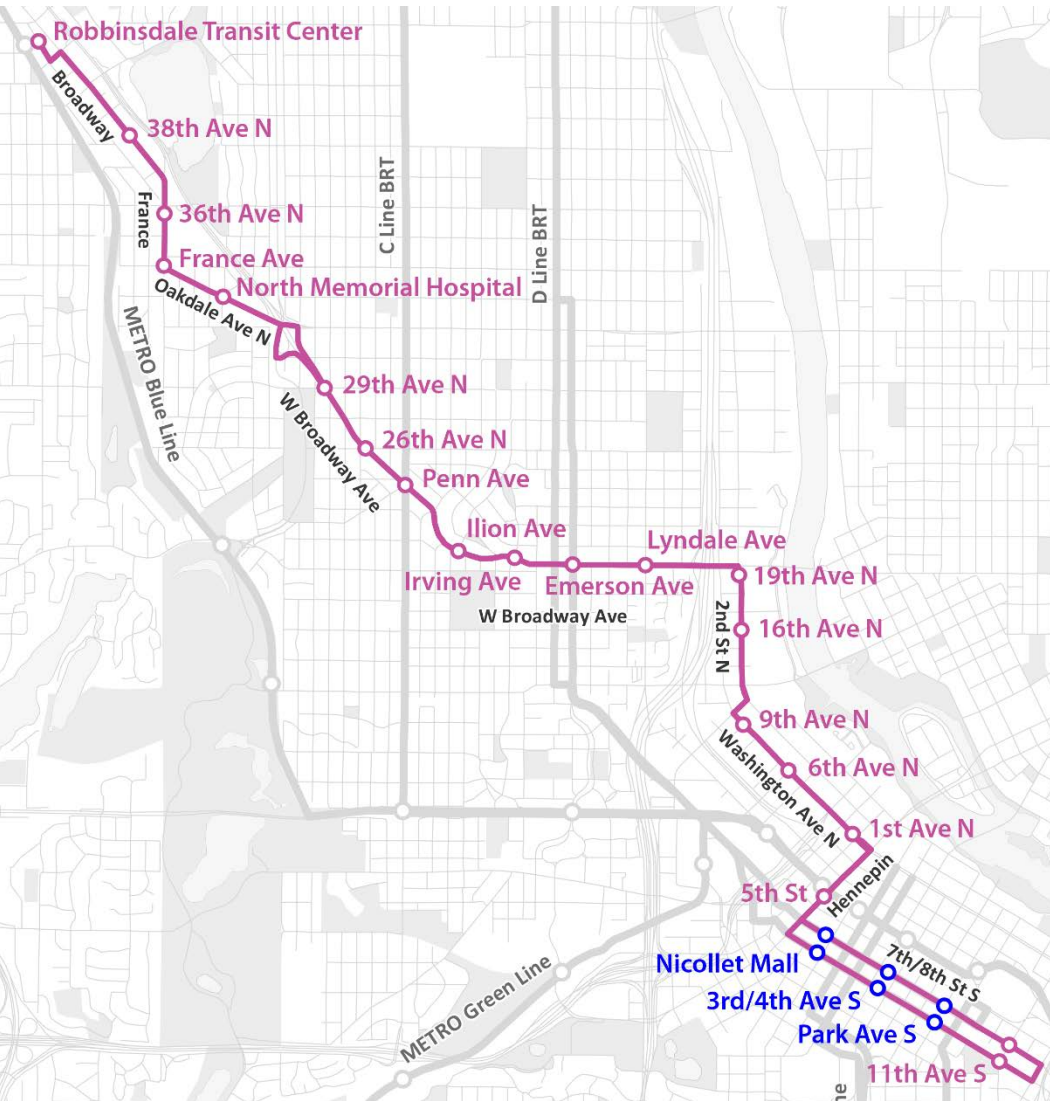
# Streetcar from Nicollet Mall to North Memorial Hospital



- 19 stations
- 4.9 miles long
- 33 minute travel time
- \$239 million capital cost\*
- \$9.6 million annual operating
- 3,900 average weekday rides

\* Cost increases to \$256 million w/ Nicollet Mall Stations

# Arterial BRT from downtown to Robbinsdale Station



- 23 stations
- 7 miles long
- 44 minute travel time
- \$40 million capital cost
- \$5.5 million annual operating
- 4,800 average weekday rides

# RIDERSHIP “WHAT IF” TESTS

# Daily Ridership (2040)

Streetcar	Arterial BRT
3,900	4,800

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	-1,500

## Test 1- Extend Streetcar to Lake Street

- Frequency
  - 15 minutes for streetcar
  - 30 minutes for Route 14

## Test 2- Extend Streetcar to Lake Street with:

- Frequency
  - 15 minutes for streetcar
  - 30 minutes for Route 14
- Additional Streetcar Stations at Logan, 4<sup>th</sup> St, 3<sup>rd</sup> Ave N
- Route 14 operates Limited Stop from N. Memorial to downtown Minneapolis (5 stops)



## “What If” Test Results

	Ridership (2040)
Original Streetcar Alternative	3,900
Extend streetcar to Lake St	4,000
Extend streetcar to Lake St, add 3 stations, Route 14 limited stop bus service	4,100

- Test evaluates West Broadway Study area rides only
  - Nicollet Ave extension would carry additional rides that would otherwise be carried on Nicollet-Central streetcar
  - Revised Nicollet-Central forecasts underway, not yet published

## Review of “What If” Test Results

- West Broadway travel market is smaller than other corridors in North Minneapolis
  - Robust and growing transit options in North Minneapolis (Penn Avenue, Chicago-Emerson/Fremont Avenue)
  - Blue Line LRT Extension
- Transfer Analysis- low existing transfer activity between Route 14 and Route 18 (<40 per weekday with GoTo cards)

# ECONOMIC DEVELOPMENT IMPACTS OF ALTERNATIVES

# PAC Input on Projected Real Estate Values

- Economic impact of Arterial BRT overstated?
- Team reviewed two key assumptions:
  - Station Infrastructure (Amenity Benefit)
  - Service Frequency (Mobility Benefit)

# Projected Real Estate Value Assumptions

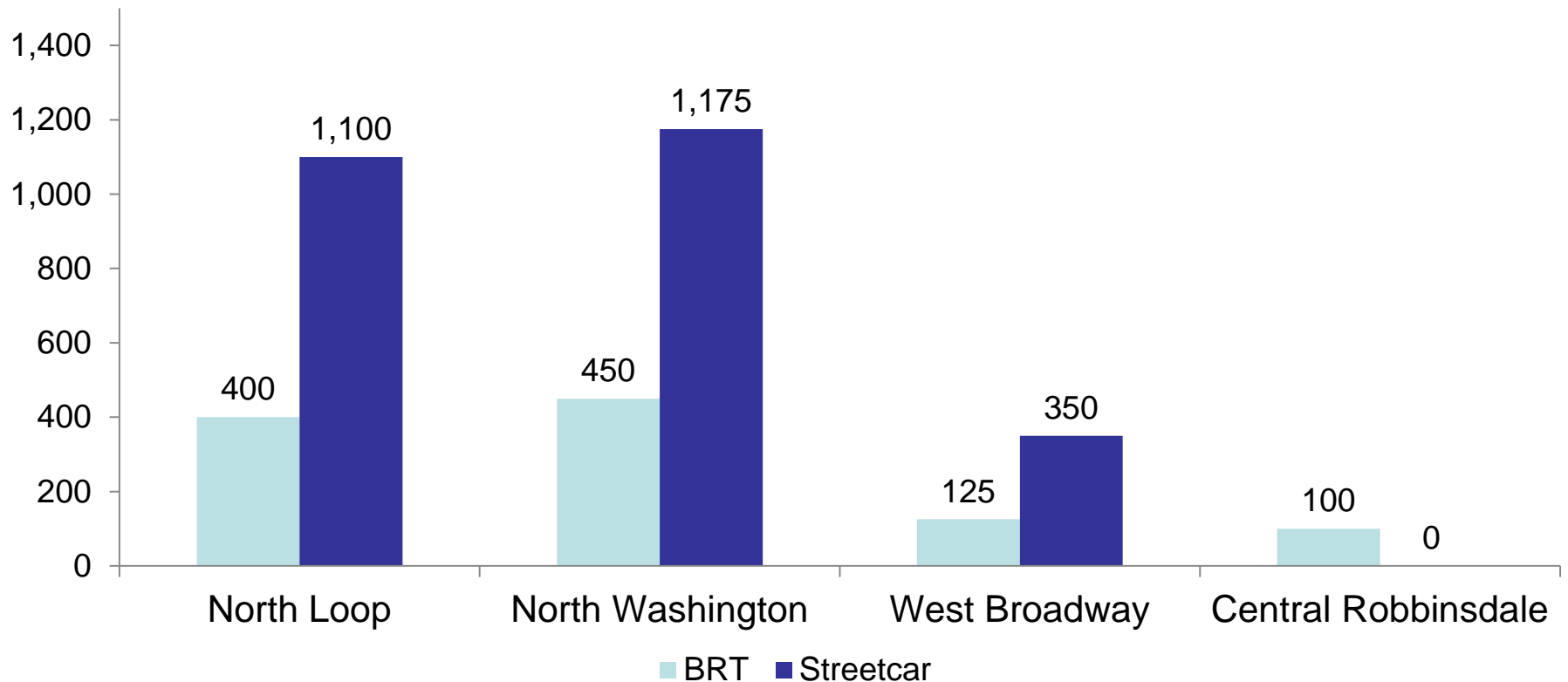
- Station Infrastructure (Amenity Benefit)
  - Station infrastructure envisioned for arterial BRT is generally comparable to streetcar; no change in analysis assumptions
- Service Frequency (Mobility Benefit)
  - Between Knox Ave and Robbinsdale: arterial BRT provides **significant** improvement in frequency over existing service
  - Between downtown and Knox Avenue: arterial BRT provides **marginal** improvement in frequency over existing service
  - Change in analysis assumption to reduce arterial BRT's property value premium and the quantity of residential, office, and retail build-out between downtown and North Minneapolis

# Adjusted Projected Real Estate Values

- Arterial BRT
  - Original: \$280-\$390M
  - Adjusted: \$220-300M
- No change to streetcar assumptions
  - Streetcar: \$480-\$640M

# Incremental Job Growth on Corridor

- Reduction in 325 jobs with revised Arterial BRT assumptions



# COMMUNITY ENGAGEMENT SUMMARY



# West Broadway Community Engagement By the Numbers

- 1,000 People provided input
- Over 30 events along and adjacent to the Corridor
- 2 Open Houses
- 1 Online Video Campaign
- 1 Video Premiere
- 400+ 'Zines distributed



## TRANSIT STUFF 2

ON WEST BROADWAY

same fare	pay fare before you get on
down town Minneapolis to North Memorial Hospital	about the same
with lights, arrival info, seating and other amenities	about the same
stop every 1/2 - 3/4 mile	about the same
stopping more frequent than the 14 bus	about the same
electric	electric with overhead wires
runs on rails in the street, with traffic	runs on rails in the street, with traffic
about 115-160 people per streetcar	about 115-160 people per streetcar
ends on	ends on
likely, but studies say streetcar will likely spur more development than BRT	likely, but studies say streetcar will likely spur more development than BRT
\$30-\$60 million per mile	\$30-\$60 million per mile

★ Policymakers will especially be looking at how the new transportation options create or support:

- Better access to opportunities for people of color living in the corridor
- A corridor that is greener, safer and more walkable
- More businesses and more housing options
- Improved transit service
- More transit riders

# 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

## Focus of Engagement

- Assets along the Corridor
- Barriers to Transit Use



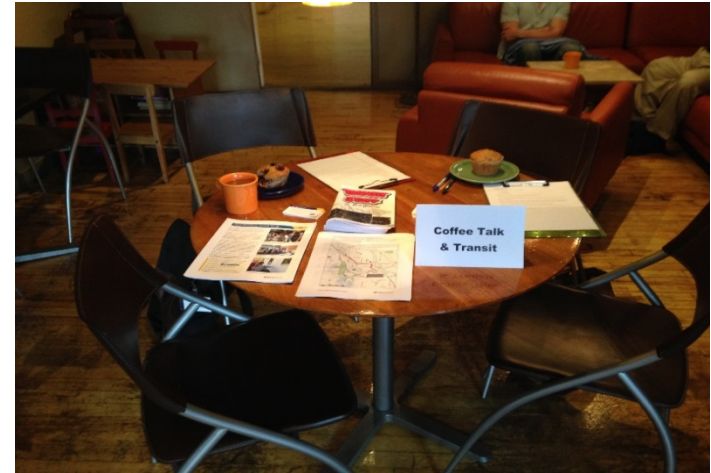
# Phase 2 Activities (18 Events)

## September – November:

- Bus stops (8)
- Farmers Market (4)
- Open Streets (1)
- North Loop Whole Foods Pop-Up
- Mosque Day of Dignity
- North Memorial Vendor Fair
- Open House #2 – Video Premiere
- Coffee Talk – Corner Coffee

### Focus of Engagement

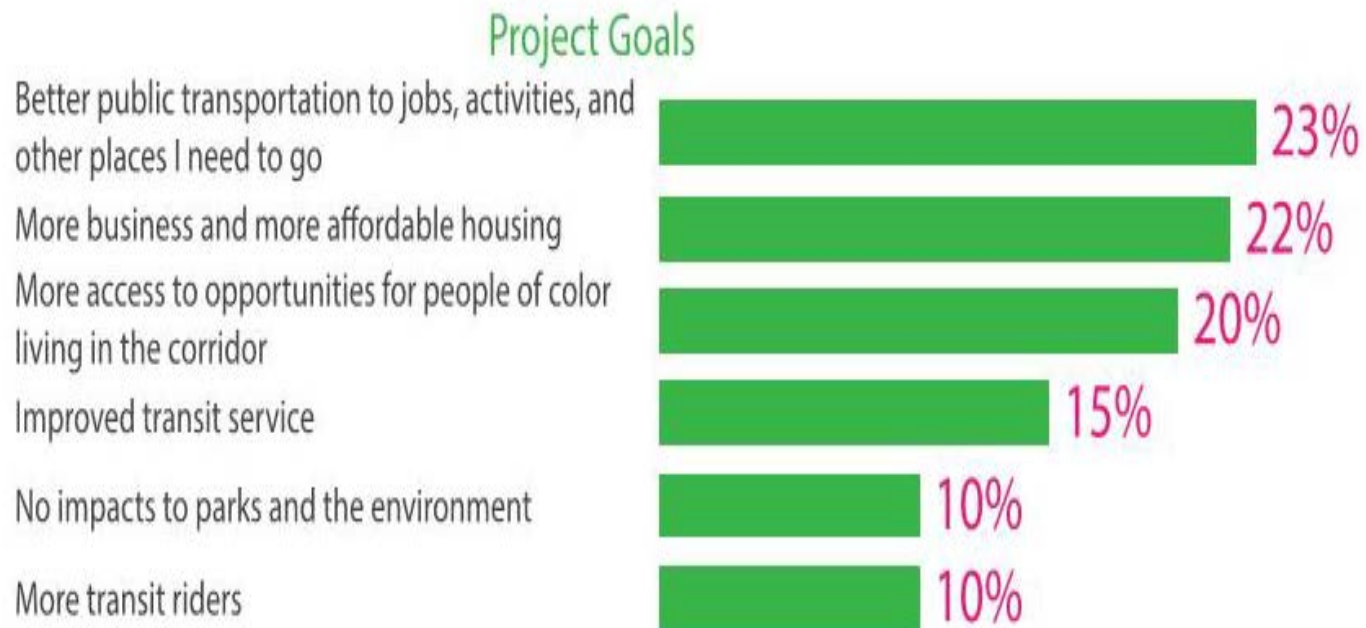
- Importance of Project Goals
- Importance of Transit Improvements



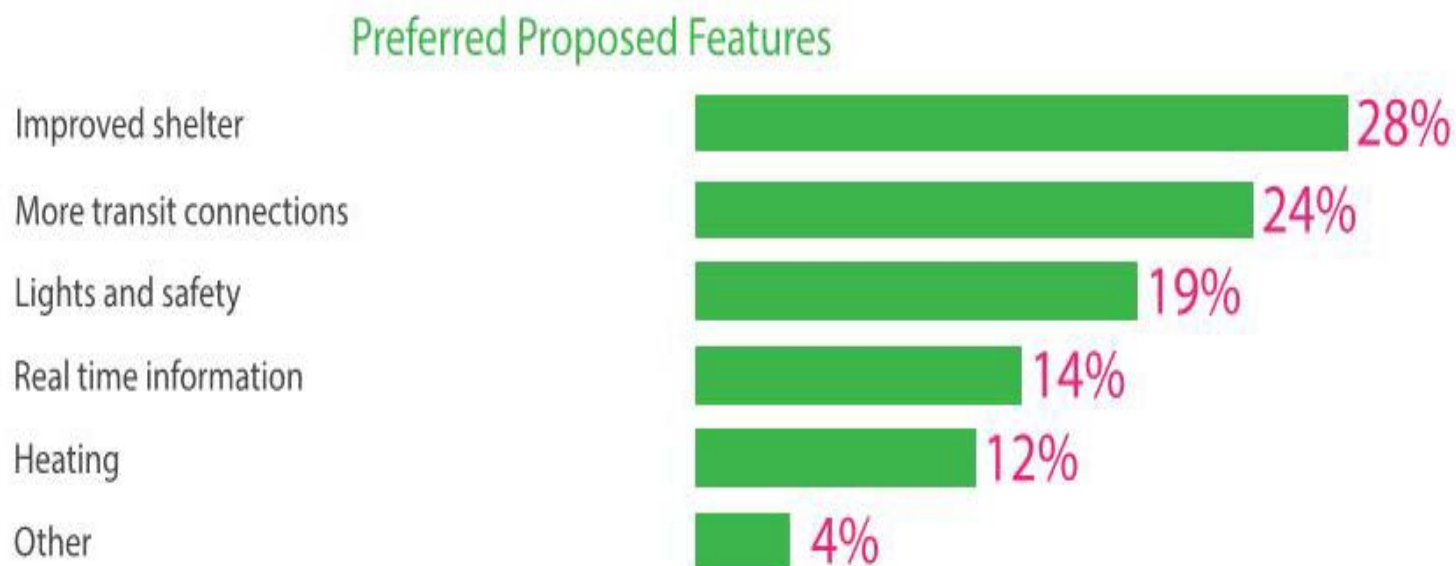
## Study Video

- [https://www.youtube.com/watch?v=yGkMqQ-G\\_7Q&index=1&list=PLn7xhrjfCr0H4IAStO9YxIZKKS2ejhnK](https://www.youtube.com/watch?v=yGkMqQ-G_7Q&index=1&list=PLn7xhrjfCr0H4IAStO9YxIZKKS2ejhnK)

# Input on Project Goals



# Input on Preferred Proposed Features



West Broadway Transit Study

# UPCOMING 2016 TRANSIT IMPROVEMENTS

# 2016 Metro Transit Initiatives- Improve Shelters

- Up to 150 new bus shelters region-wide
- Emphasis on Areas of Concentrated Poverty with >50% people of color
- Community engagement focused on bus stop improvements and shelters

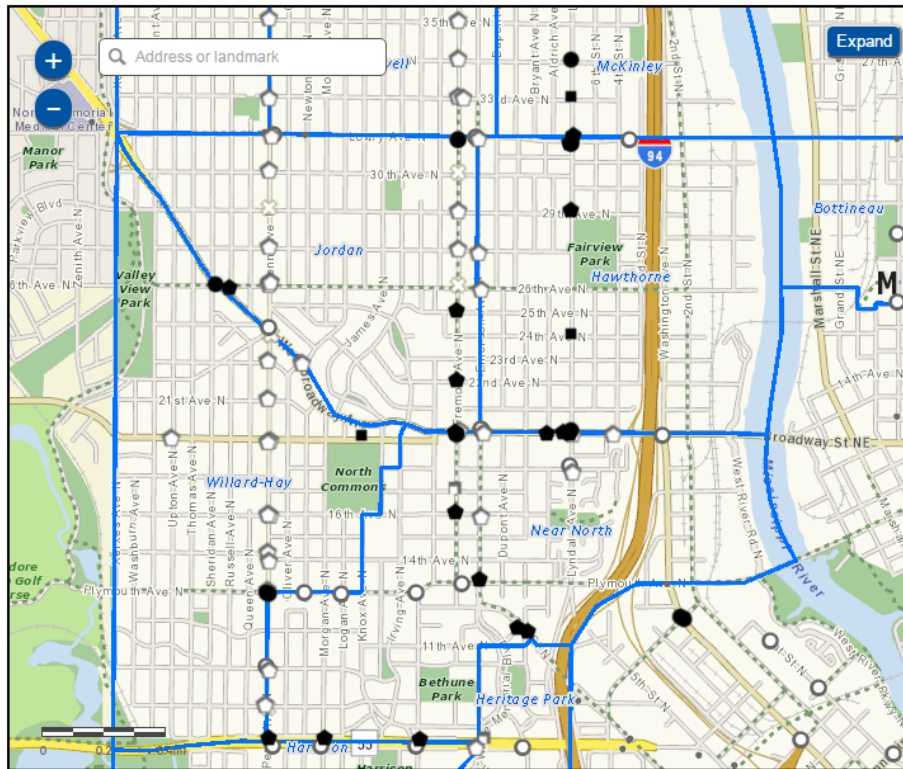
## Bus Stop Improvements

Click map symbols to see the latest information about that stop.

### Legend

- ◆ New shelter installed
- Existing shelter improved
- ADA landing pad installed
- ⬡ Consider adding shelter
- Consider improving shelter
- Consider adding ADA landing pad
- ✘ No longer considered for improvements
- Bus Stop Shelters
- ▭ Better Bus Stops Neighborhoods

Bus stops considered for improvements meet Metro Transit's shelter placement guidelines.



Comments? Are you interested in adopting a shelter? Email [busstops@metrotransit.org](mailto:busstops@metrotransit.org) or call 612-373-3333

BETTER BUS STOPS

<http://www.metrotransit.org/betterstopmap>



# 2016 Metro Transit Initiatives- More Transit Connections

- Recent and upcoming bus service enhancements
  - **Route 32** (Robbinsdale/Lowry): Sunday service began in December
  - **Route 19** (Penn Ave): Improved Sunday frequency began March 19
  - **Route 30** (W Broadway/NE Mpls/St. Paul) NEW weekend service coming June 2016
  - **C Line BRT** planning (Penn Ave)
  - Ongoing planning for BLRT and SWLRT **connecting bus service**



## 2016 Metro Transit Initiatives- Lights and Safety

- Up to 19 new north Minneapolis shelters with lights, including 10 solar lights
- Add light at up to 6 existing north Minneapolis shelters
- 3 new Robbinsdale shelters with lights (W Broadway Corridor)
- North Mpls MTPD police beat continues work, safety improvements recognized along W. Broadway bus stops



## 2016 Metro Transit Initiatives- Real time info



- Significant signage improvements coming to all routes in study area
- Real time sign project scope work beginning for higher ridership locations
- Metro Transit Mobile App in development

## 2016 Metro Transit Initiatives- Heating

- Up to 19 new north Minneapolis heated shelters coming 2016
- C Line BRT station design beginning 2016; will have heated shelters



# Planned 2016 W. Broadway Improvements



Street	Dir	At	New Light?	New Heat?	Shelter?
Lyndale	NB	W. Broadway	Yes	Yes	New
Lyndale	SB	W. Broadway	Yes	Yes	Existing
W. Broadway	EB	Aldrich	Yes	Yes	Existing
W. Broadway	WB	5 <sup>th</sup> St./4 <sup>th</sup> St.	Yes	No	New
W. Broadway	WB	Lyndale/Aldrich	Yes	Yes	New
W. Broadway	EB	Lyndale	Yes	Yes	Existing
W. Broadway	EB	Fremont	Yes	Yes	Existing
Fremont	SB	W. Broadway	Yes	Yes	Existing
France	SB	34 <sup>th</sup> Ave	Yes	No	New
France	SB	36 <sup>th</sup> Ave	Yes	No	New
W. Broadway	SB	#3815	Yes	No	New
W. Broadway	WB	Fremont	Yes	No	New
W. Broadway	EB	Oliver/Logan	No	No	New
W. Broadway	WB	Emerson	Yes	Yes	Existing
26 <sup>th</sup> Ave	EB	W. Broadway	Yes	No	Existing



# CAC MEETING RECAP

- Discussion about the ridership sensitivity test results and the assumptions and inputs to the ridership model
- CAC members stated their preferences on alternatives and other aspects of the West Broadway Transit Study:
  - Concerns about train safety and visibility
  - Preferences for streetcar for its positive economic impacts
  - Preference for more social media as part of community engagement
  - Preference for arterial BRT for its feasibility
  - Need for advocacy for neighborhood transformation
- Some CAC members and other community members proposed a resolution but the group decided not to take action on the resolution

# STUDY ALTERNATIVES DISCUSSION



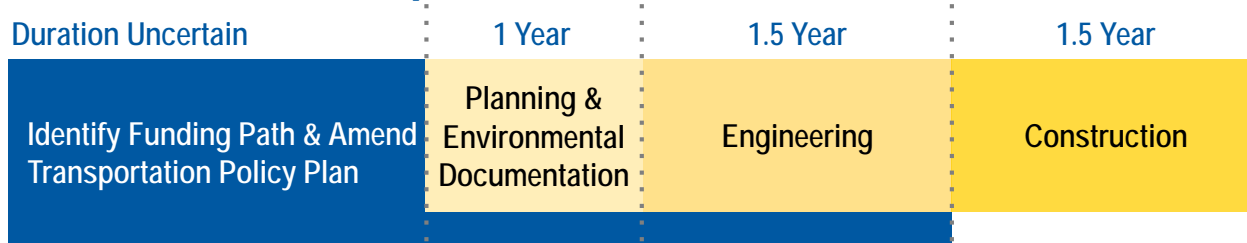
## Funding

- 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





# FINAL REPORT

West Broadway Transit Study


# West Broadway Transit Study

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## Final Report

3/1/2016

Prepared by the  
SRF Consulting Group Team  
for



**Metro Transit**