



# Midtown Corridor Alternatives Analysis

---

Policy Advisory Committee Meeting  
November 30, 2012



# Today's Agenda

- Introductions
- Roles and Responsibilities
- Alternatives Analysis Process Overview
- Outreach Overview
- Introduction to the Midtown Corridor
- Visioning Exercise



# Decision Making Process





## PAC Roles

- Policymakers from partner agencies including Metropolitan Council, Hennepin County, and the City of Minneapolis.
- Participate in the overall direction and guidance of the study process, discuss project alternatives, and make the final locally preferred alternative (LPA) recommendation to the Metropolitan Council.



# PAC Responsibilities

- Attend all PAC meetings or provide an alternate
- Review meeting materials prior to PAC meetings
- Review and provide input to all other project deliverables in a timely manner
- Attend at least one open house during each phase of the study
- Serve as a conduit for your constituents, both by providing study information to them and relaying their feedback back to the PAC and Project Management Team (PMT)
- Encourage constituents, neighbors, customers, employees, etc. to attend public meetings and provide input
- Make an LPA recommendation that is fairly balanced between public input, technical feasibility and project purpose and need



# Overview of Alternatives Analysis Process

---



# What is an AA?

- The purpose of an AA is to identify and analyze the **benefits, costs, and impacts** associated with various transit alternatives.
- Modes evaluated in an AA include:
  - Light rail transit (LRT)
  - Dedicated busway or bus rapid transit (BRT)
  - Enhanced bus
  - Streetcar





## What is the outcome of an AA?

- The AA will result in the selection of a **locally preferred alternative (LPA) that best meets the identified purpose and need** for the project.
- Although an AA is no longer a requirement of the FTA's Project Development Process as defined in MAP-21, before a project can move into Project Development, a thorough evaluation of alternatives should be completed.

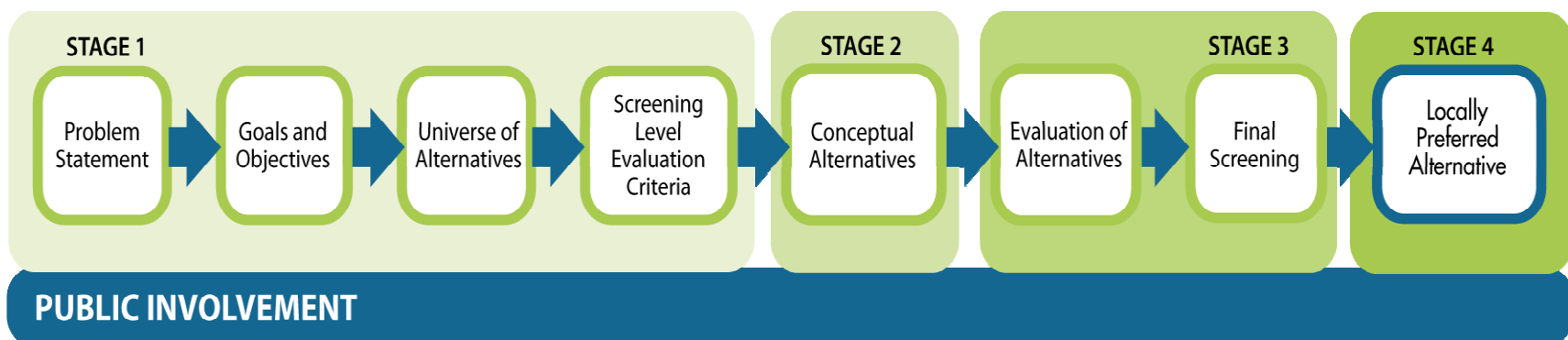




# AA Work Plan

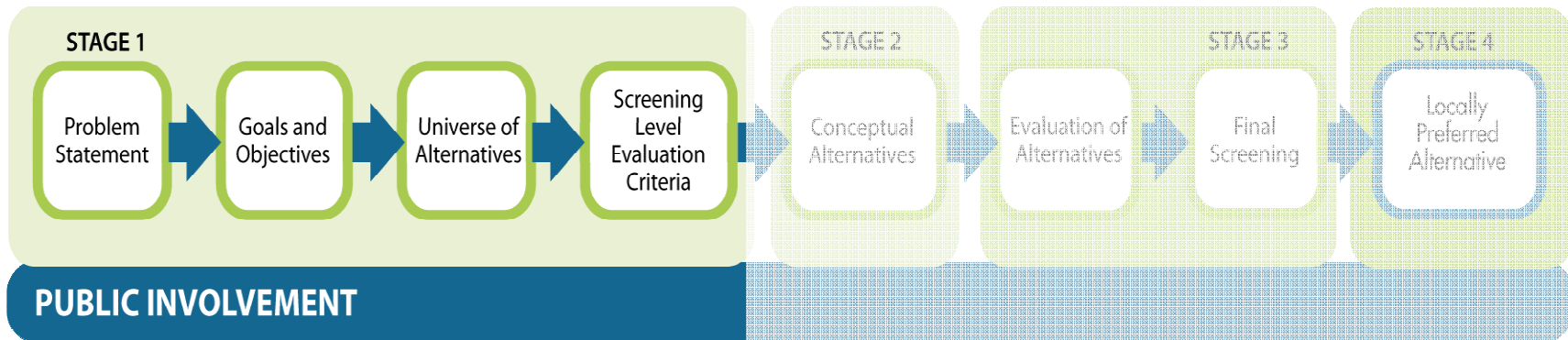
Four Stages in AA Process:

1. Project Initiation
2. Development and Screening of Alternatives
3. Evaluation of Alternatives
4. Final Assessment





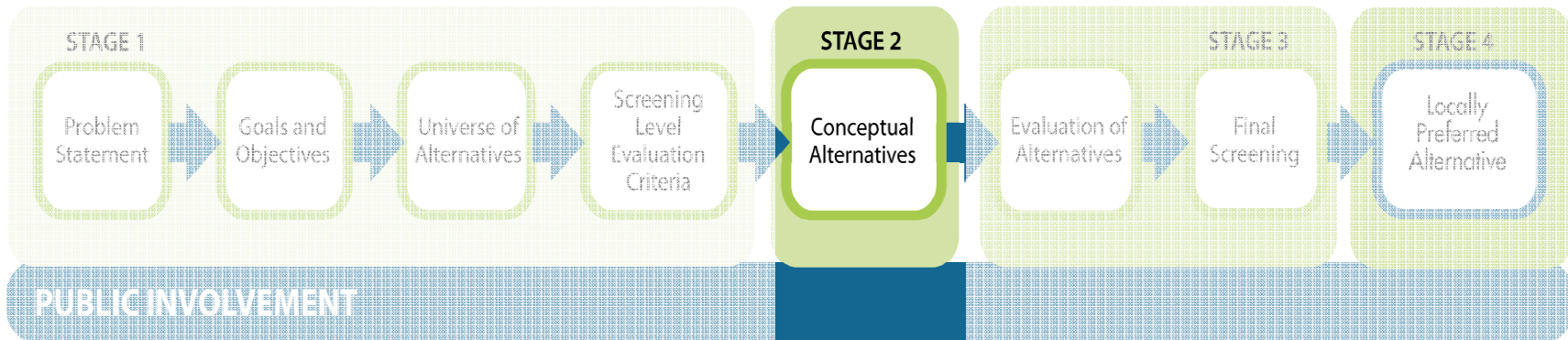
# Stage 1: Project Initiation



- Review and assess previously completed work
- Inventory physical features, utilities, land use, and travel patterns
- Identify universe of alternatives
- Identify deficiencies in study area
- Establish goals and objectives
- Define purpose and need



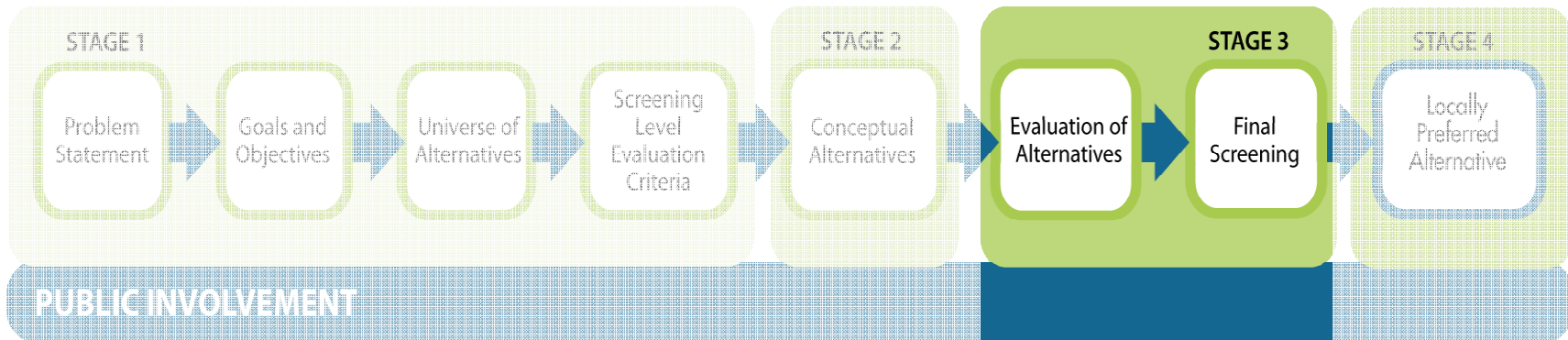
## Stage 2: Development and Screen of Alternatives



- Define a set of reasonable alternatives for more detailed analysis
- For each alternative define:
  - Mode
  - Alignment
  - Station locations
  - Span of service
  - Frequency



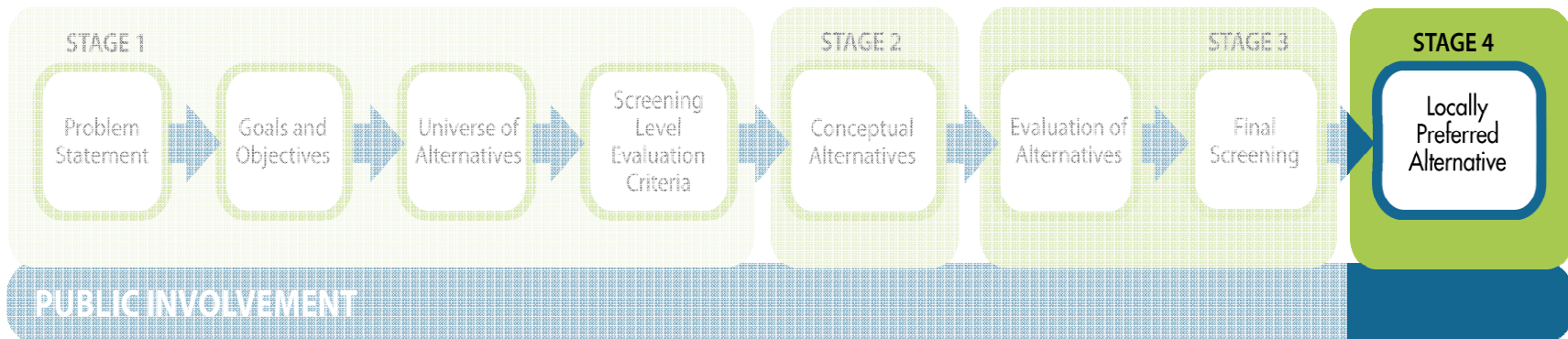
## Stage 3: Evaluation of Alternatives



- Refinement and detailed evaluation of the most promising alternatives
- Details include:
  - Ridership forecasts
  - Capital and operations & maintenance costs
  - Environmental resource impacts



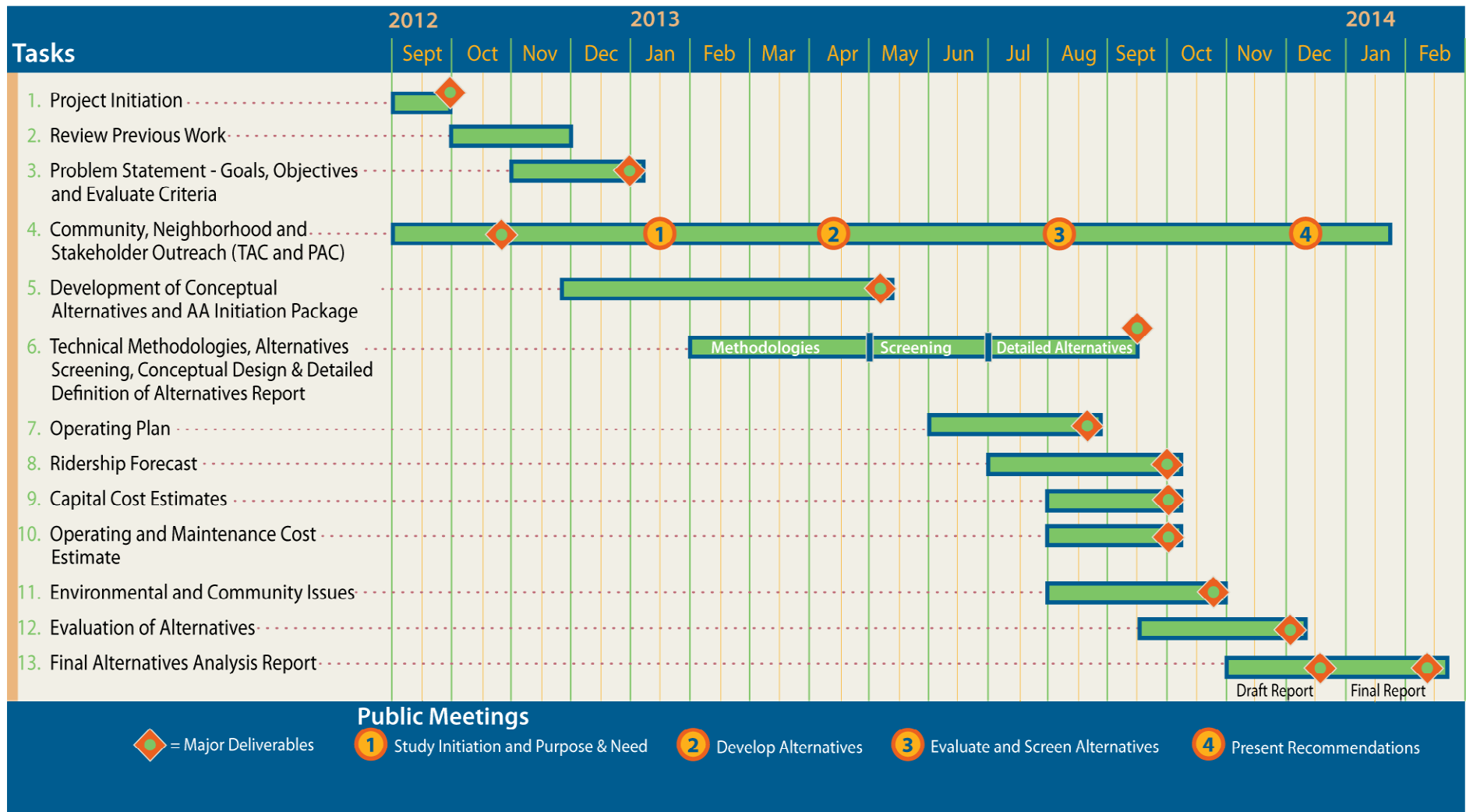
## Stage 4: Final Assessment



- Final assessment of alternatives
- Complete evaluation to identify the alternatives that best meet goals and objectives and purpose and need for the project
- Prepare AA document
- PAC recommendation of LPA



# Project Schedule





# Introduction to the Midtown Corridor

---



## Study Area

- The Midtown Corridor runs about 4.4 miles between the Blue Line (Hiawatha) Lake Street/Midtown Station and the Green Line (SW) West Lake Station.
- Two alignments are under study:
  - Midtown Greenway
  - Lake Street







## Study Area

- Dense urban corridor
- Several locations along the corridor are major retail centers, activity centers, and sites targeted for growth and transit-oriented development.





# Alignments

## Lake Street



## Midtown Greenway







# Existing Conditions

## Lake Street

- Busy arterial road with 2 travel lanes per direction and on-street parking
- 16k-22k average daily traffic volumes
- Bus routes and rides:

Route	Ridership
Rt 21 Weekday	13,850
Rt 53 Weekday	750
Rt 21 Saturday	11,250
Rt 21 Sunday	7,650

## Midtown Greenway

- Former railroad corridor
- Currently being used as a bicycling and walking trail
- Up to 3,000 daily bicyclists
- Grade separated from street grid

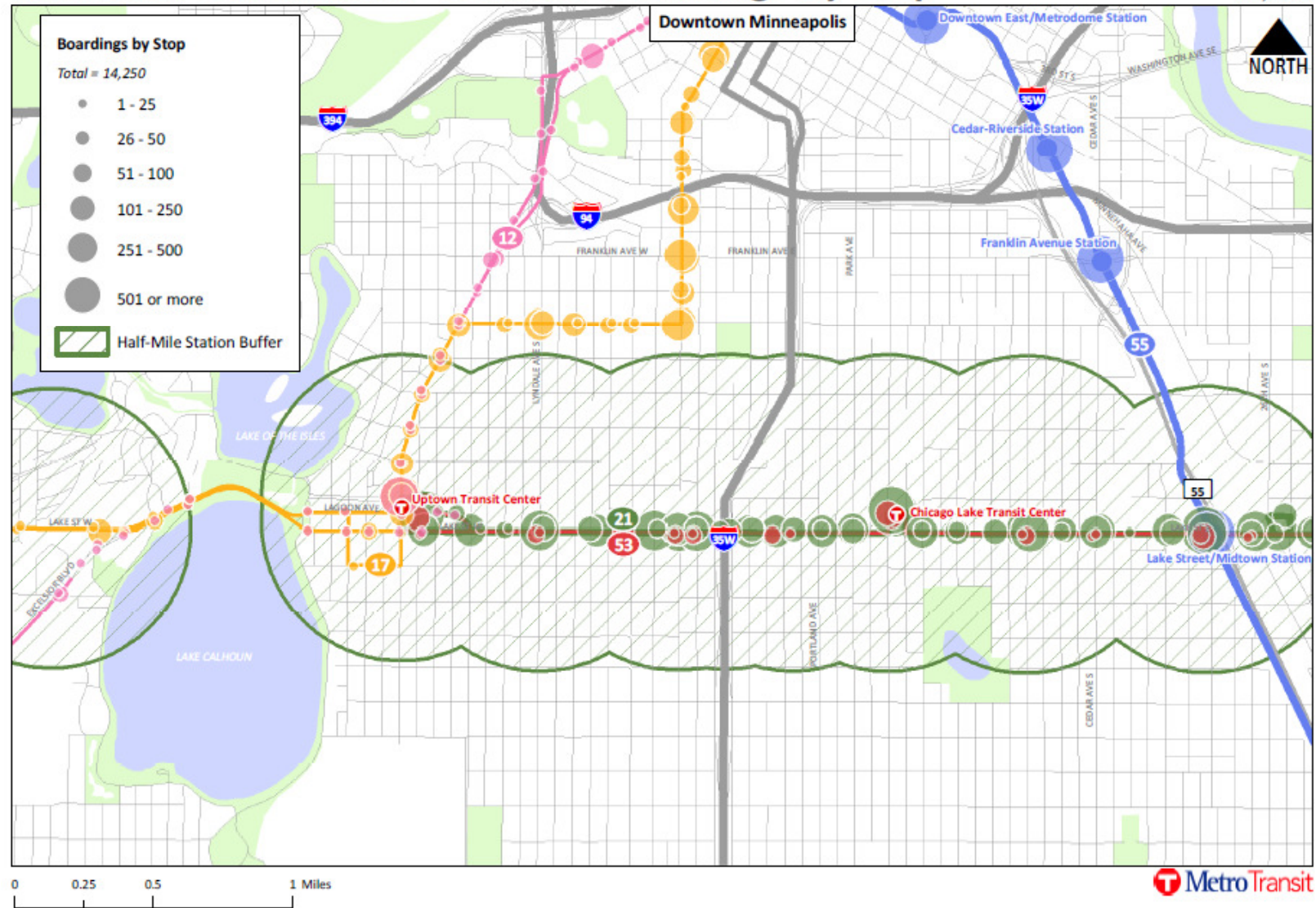


# Existing Transit Boardings

Attachment B

## Midtown Corridor AA - Corridor Boardings by Stop

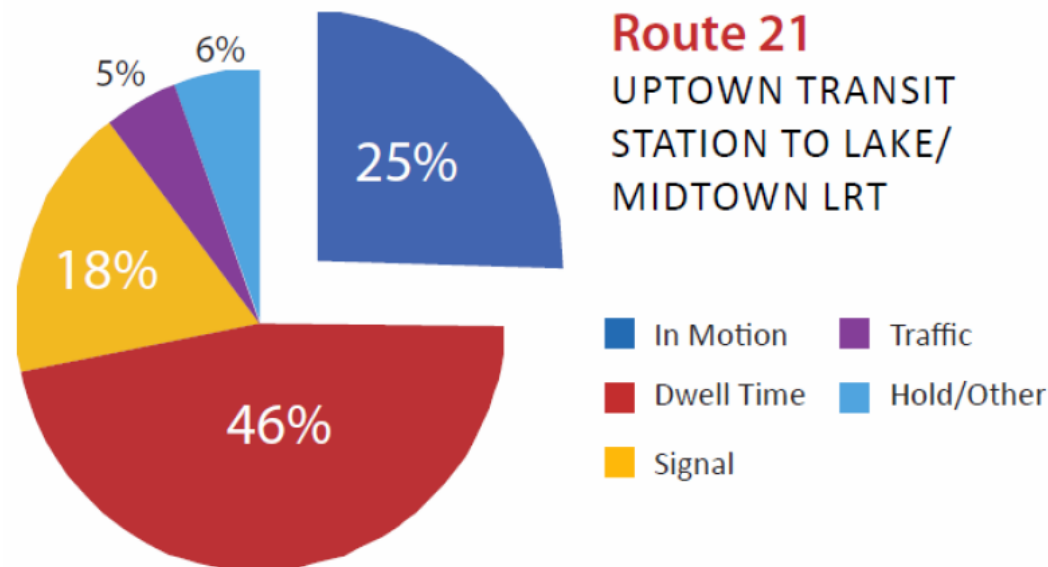
July 2011





## Existing Transit Travel Times

- On the Route 21, buses are moving only **25%** of the time
- It takes 39 minutes to travel from the Uptown Transit Center to Lake Street/Midtown LRT Station





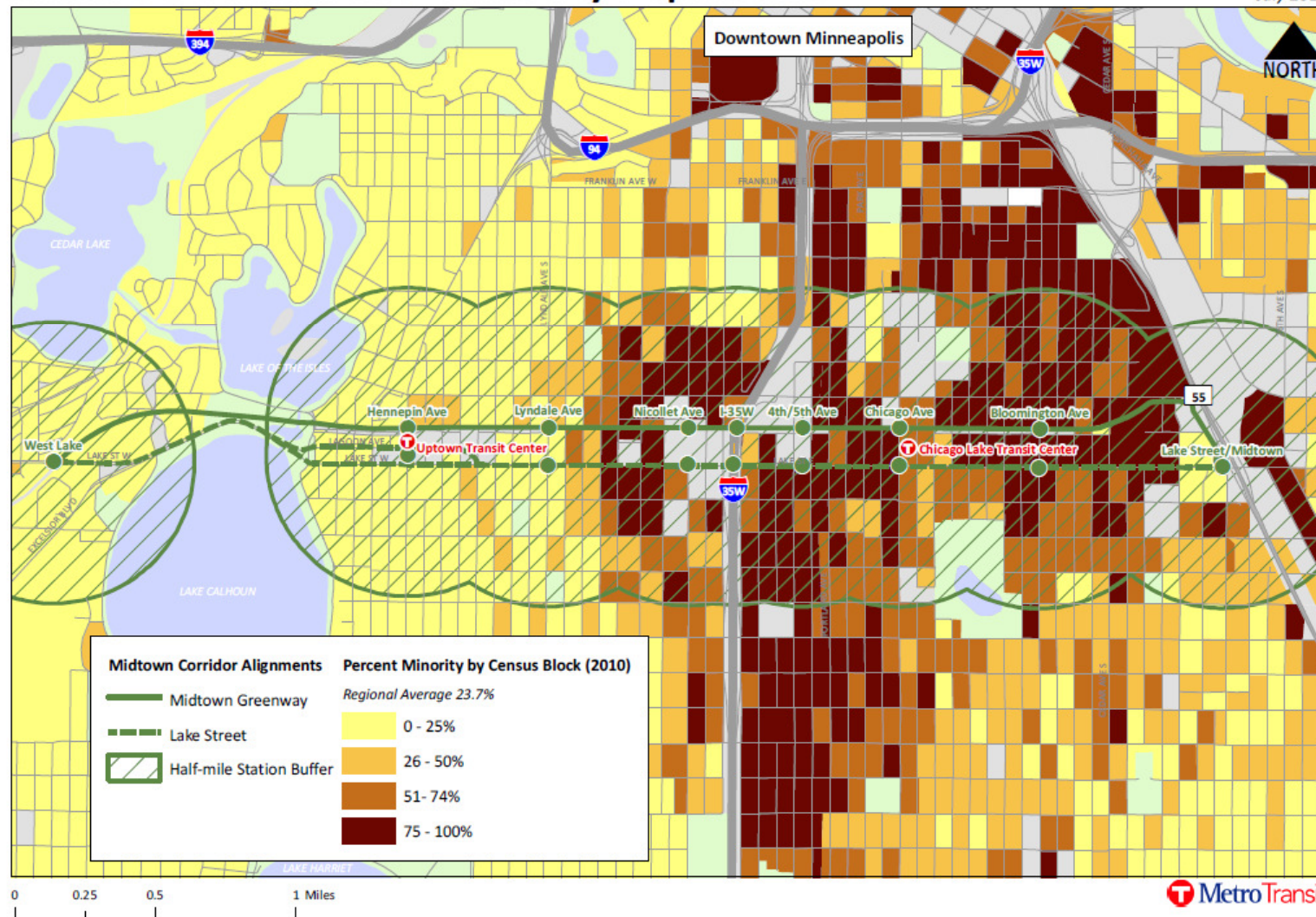


# Existing Demographics

Attachment D

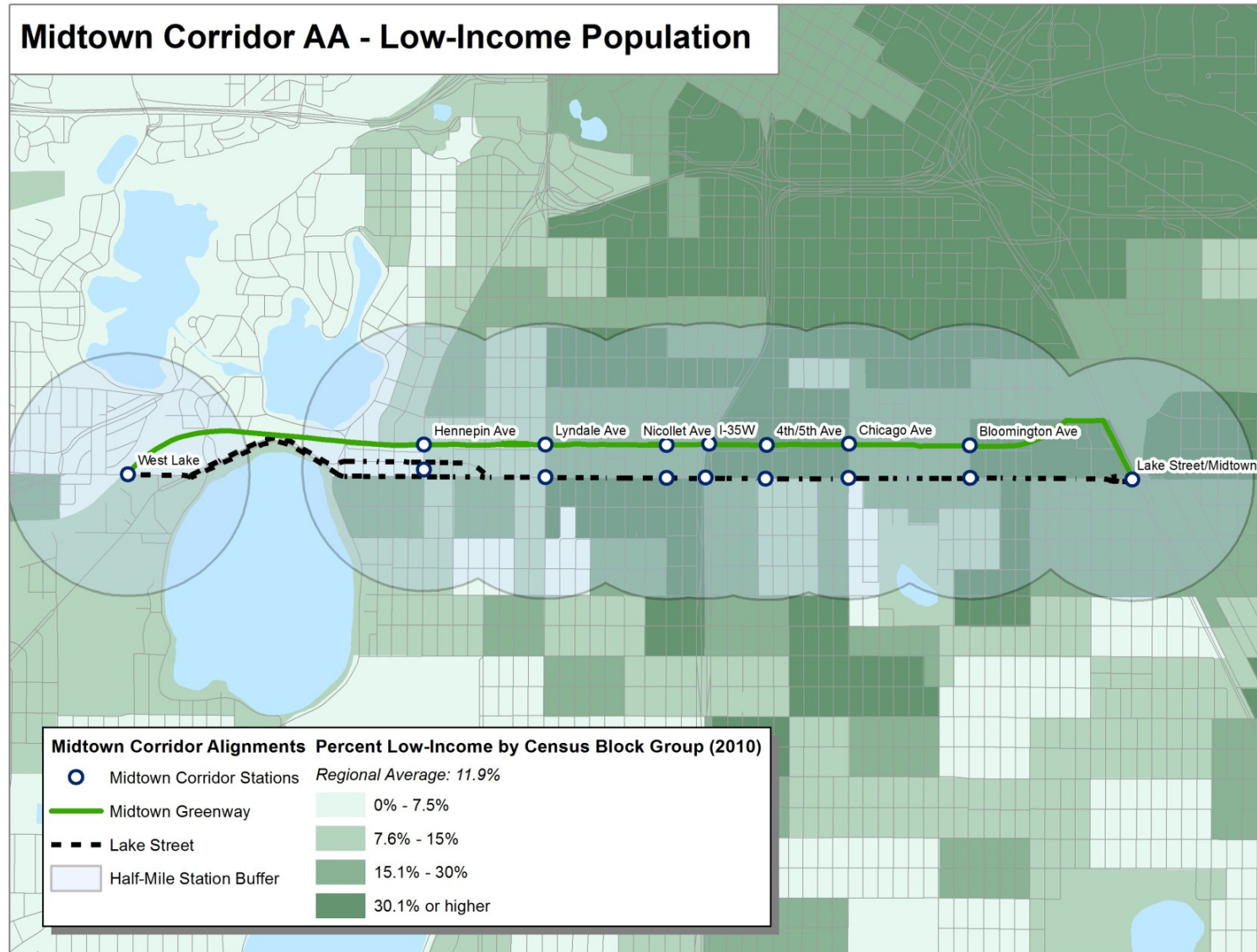
## Midtown Corridor AA - Minority Population

July 2011





# Existing Demographics





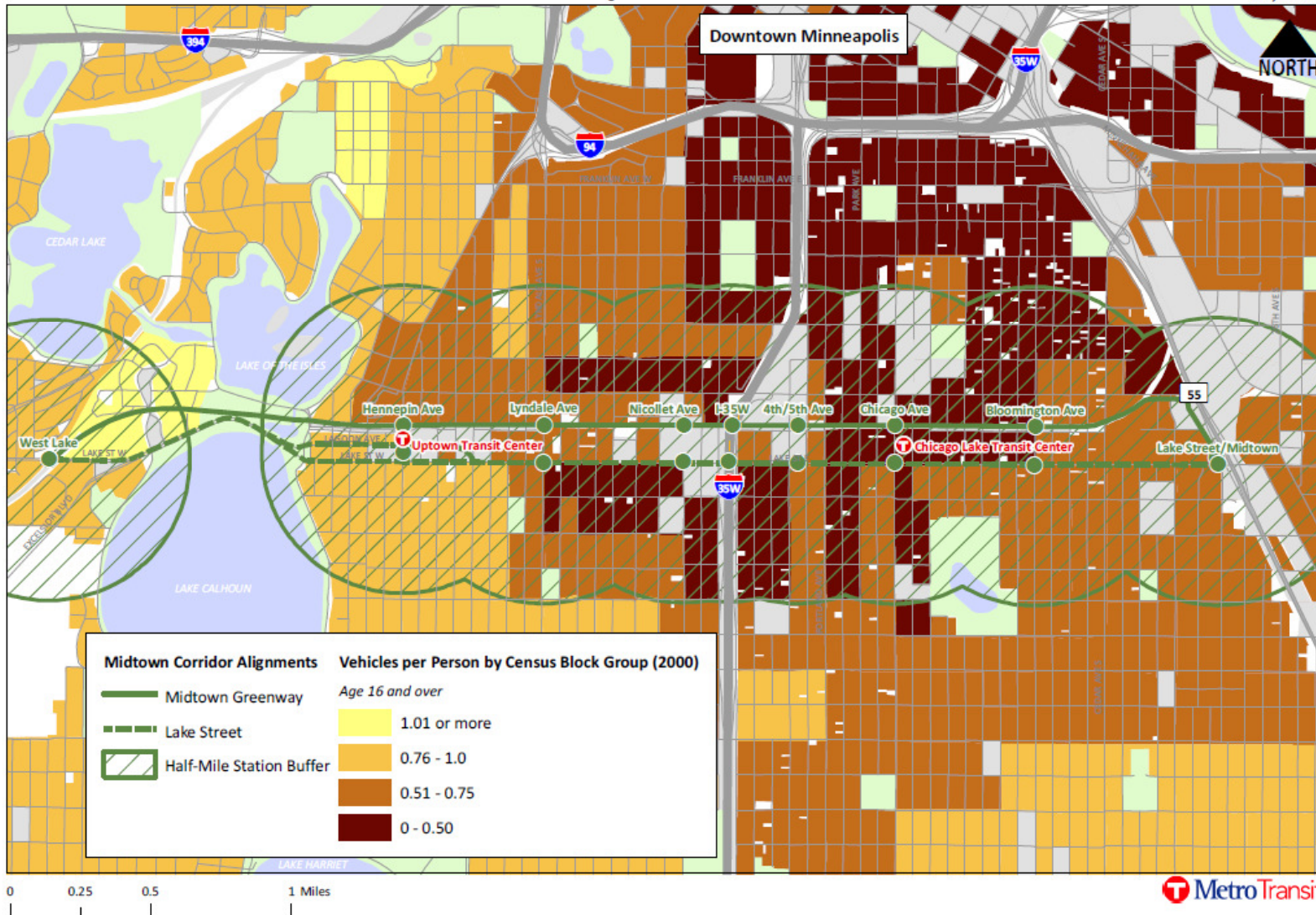


# Existing Demographics

Attachment F

## Midtown Corridor AA - Vehicles per Person

July 2011







## What are the Desired Outcomes of a Midtown Corridor Transitway?

- Increase ridership through high quality, frequent and reliable transit service
- Enhance connections with the region's system of transitways and regular route bus service
- Improve mobility by offering more attractive choices on the corridor
- Catalyze transit-oriented development along a key commercial corridor.



# Outreach Overview

---



## Outreach Goals

- Manage expectations
- Build understanding
- Involve under-represented populations
- Increase understanding of Midtown Corridor's role in regional transit system
- Build relationships and trust
- Build support for the project and consensus on a locally preferred alternative (LPA)



## Outreach Process

- Provide timely, clear and comprehensive information
- Early and continuous participation of stakeholders
- Actively recruit stakeholders
- Ensure all interested stakeholders have opportunity to participate
- Reasonable availability of technical and other project information
- Open access to the decision-making process
- Proactive efforts to engage the public in the process, particularly under-represented groups



# Stakeholders

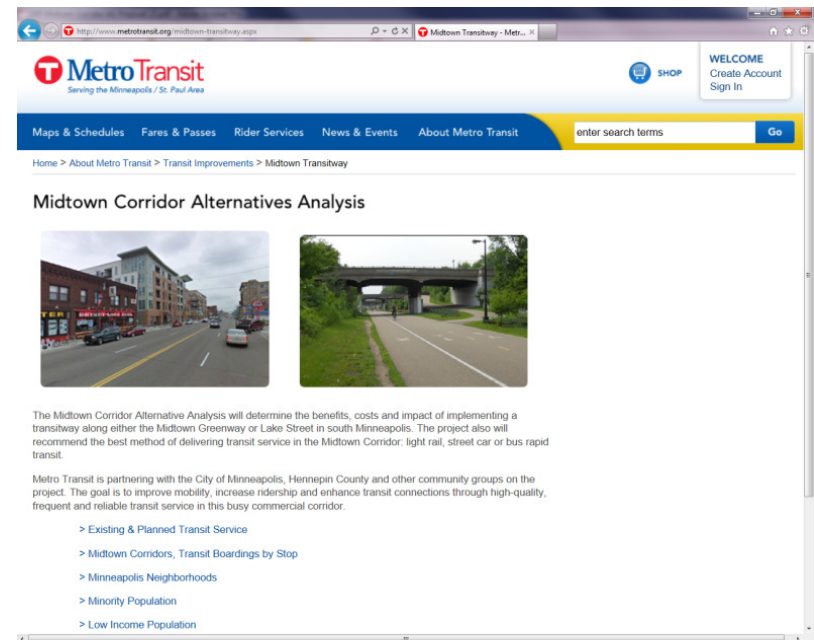
- Residents and neighborhoods
- General public
- Non-profit organizations and institutions
- Businesses and business associations
- Federal, state, regional and local agencies





# Communication Strategies

- Project website
- Social media
- Email updates
- Project updates and factsheets
- Posters, display boards and maps







# Public Open Houses

- Four rounds of open houses:
  - Purpose and Need - January 2013
  - Develop Alternatives - April 2013
  - Evaluate and Screen Alternatives - August 2013
  - Present Recommendations - December 2013





# Outreach to Under-Represented Populations

- Meeting notices and project information translated to non-English languages
- News releases to non-English language media outlets (print, radio, television)
- Interpreters or bi-lingual staff at public meetings
- Attend meetings of established organizations
- Attend local events and festivals
- Work with community leaders, designated “ambassadors”, and/or ethnic organizations to help improve access to, and communication with, specific ethnic communities
- Accessible meeting locations



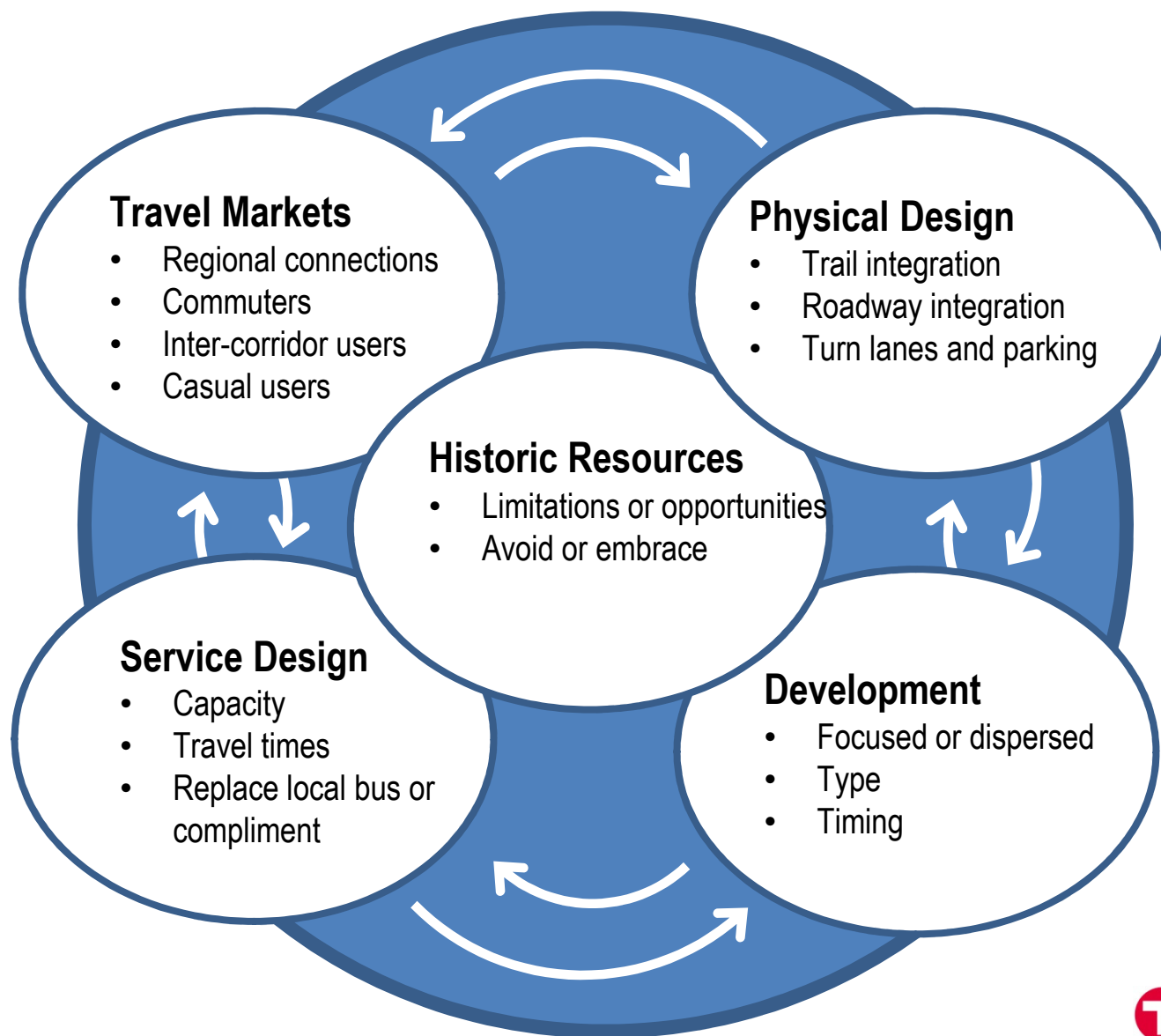


# Visioning Exercise

---



## Influencing Factors and Potential Tradeoffs





# Questions?

---