

## 4 DEMOGRAPHICS AND LAND USE

Transit ridership levels are affected by population and employment densities, major generators such as shopping malls, schools and universities, as well as population groups most likely to use transit such as youth, seniors, and lower income households. This section of the report outlines the existing demographics in the Study Area.

### POPULATION AND EMPLOYMENT DENSITY

#### Population Density

The Study Area has one of the densest areas of residential population in the region as seen in Figure 23. Within Minneapolis, there is continuous high density residential area extending east of downtown to the University of Minnesota in the Cedar-Riverside neighborhood, and then east of the campus as far as the city limits with St. Paul. The majority of the residential density within St. Paul extends east-west due to the geographic layout of the city. The higher density residential area in the Study Area extends west of the State Capitol to Lexington Parkway and south of Minnehaha Avenue, north of Summit Avenue. There are additional pockets of residential density centered on Energy Park Drive east of Snelling Avenue, along Rice and Jackson streets, near the St. Paul Campus of the University of Minnesota, at Cleveland and Marshall avenues (near the University of St. Thomas) and along West 7th Street near Sibley Plaza Shopping Center.

#### Employment Density

The majority of the employment density in the region focuses on downtown Minneapolis and St. Paul. Within the Study Area, the corridors with significant employment density are Lake Street in Minneapolis, and University Avenue, 7th Street and Energy Park Drive in St. Paul, as shown in Figure 24. The University of Minnesota and the five schools that make up the Associated Colleges of the Twin Cities (ACTC): Augsburg, Hamline, Macalester, St. Catherine, and St. Thomas are also significant employers in the Study Area.

#### Retail Centers

Retail centers, like other major activity centers, are large trip generators that usually serve as focal points for transit service. Figure 25 shows the location of shopping centers in the Study Area. Most of the retail shopping centers are community and neighborhood retail centers. They are mainly located along University Avenue, Grand Avenue, and Ford Parkway. The closest regional retail center is Rosedale. It is complemented by the nearby HarMar Mall shopping area in Roseville, just outside the limits of the Study Area. The next closest regional retail center is the Mall of America located to the south. However, both downtown Minneapolis and St. Paul have subregional retail as well as the area around Midway Shopping Center along University Avenue east of Snelling. Recent research has shown that there is more retail area in the Midway area than at Rosedale. Highland Village on Ford Parkway and Unidale Mall at Dale Street and University Avenue has a concentration of community retail.

#### Colleges, Universities and Secondary Schools

The Study Area is particularly known for its concentration of post-secondary educational campuses. See Figure 26 for a map of their locations and the concentrations of student populations, persons aged 20 – 24 years. These are the post-secondary schools in the Study Area, with full time students, both under-graduate and graduate level: The University of Minnesota – Minneapolis, University of Minnesota – St. Paul, the Associated Colleges of the Twin Cities (ACTC): Augsburg College, Hamline University, Macalester College, St. Catherine’s University - St. Paul, St. Catherine’s University – Minneapolis, University of St. Thomas – Minneapolis, and St. Thomas – St. Paul. Other significant educational institutions include the College of Visual Arts, Concordia College, William Mitchell College of Law, and St. Paul Vocational Technical Institute. As summarized in Figure 27, there are a total of about 91,542 students at all the post secondary schools in the Study Area and in, or close to Transit Market Area I.

Figure 23-Map of Residential Density

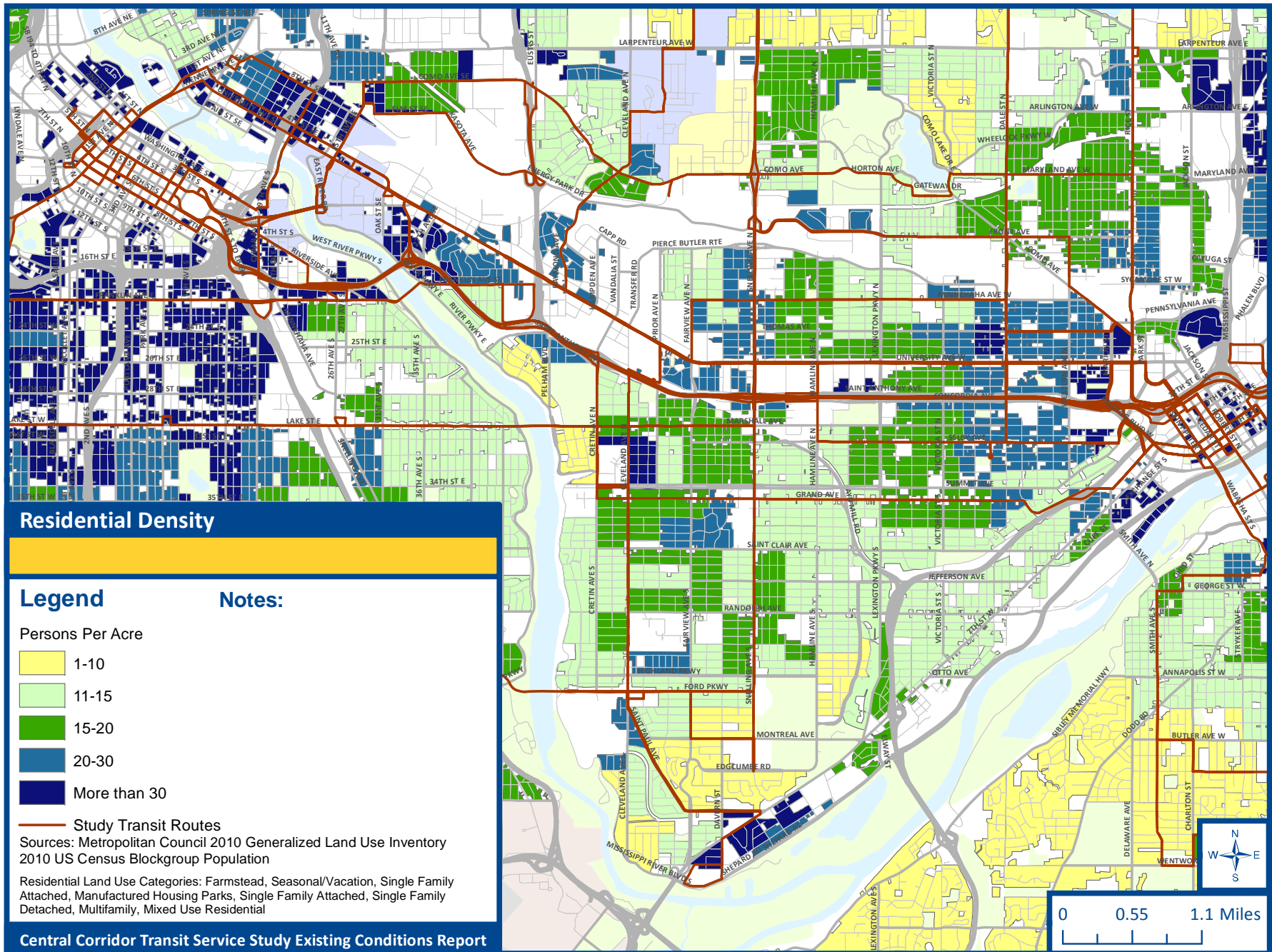


Figure 24-Map of Employment Density

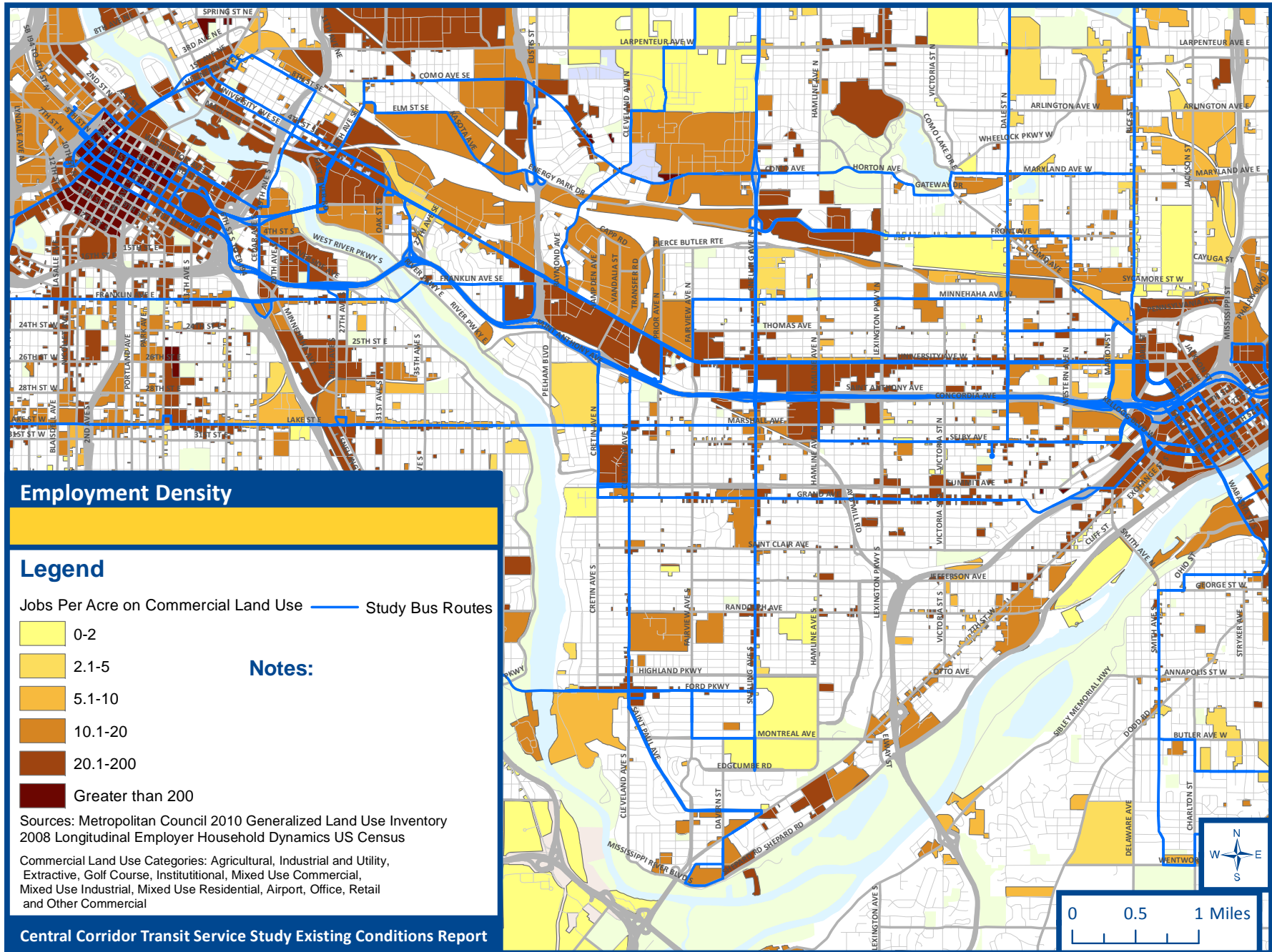




Figure 25-Map of Retail Centers

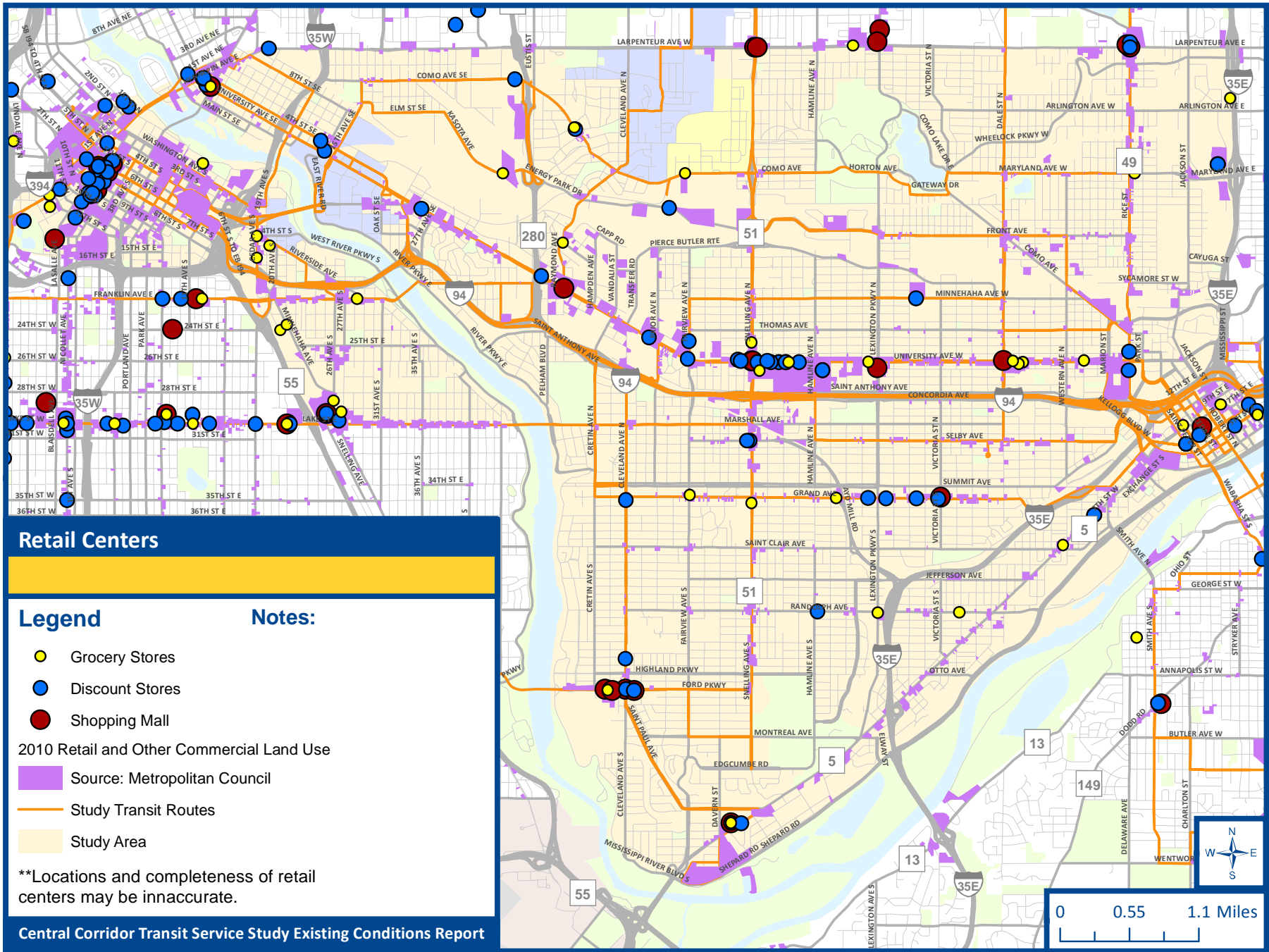
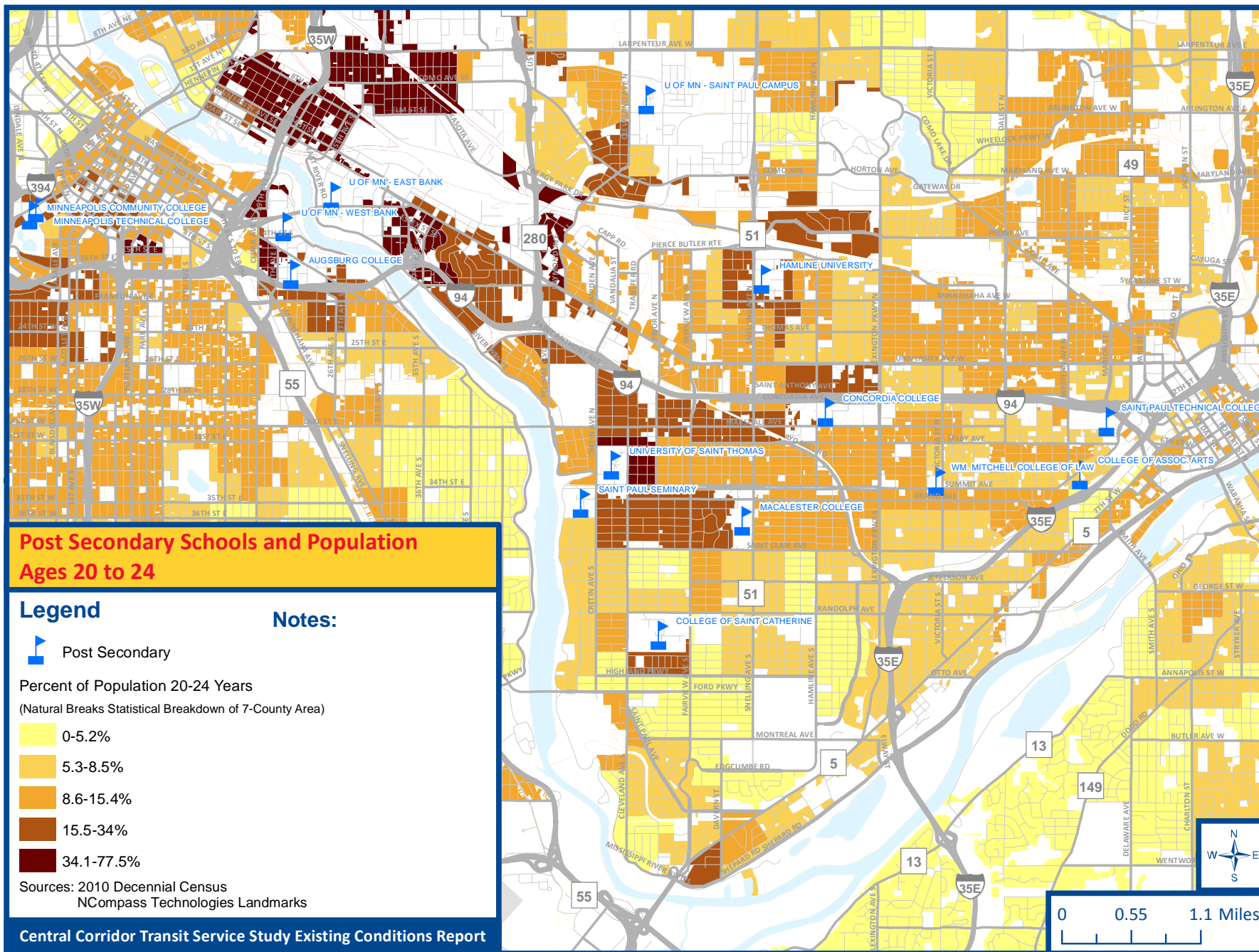


Figure 26-Map of Post-Secondary Schools and Population Ages 20 – 24 Years Old



**Figure 27-Enrollments in Post-Secondary Schools - Fall 2011**

Post-secondary Schools	Weekday Students	Weekend Classes?
Augsburg College, Riverside Ave., Minneapolis	3,936	Minor
Hamline University, Hewitt Ave., St. Paul	4,871	Yes*
Macalester College, Grand Ave., St. Paul	1,987	Minor
St. Catherine's University, Randolph Ave., St. Paul	2,932	Yes
St. Catherine's University, Riverside Ave., Minneapolis	964	Yes
University of St. Thomas, Summit Ave., St. Paul	7,348	Yes
University of St. Thomas, S. 10th St., Minneapolis	3,152	Yes *
Concordia University, Concordia Ave., St. Paul	2,842	Yes
St. Paul College (Technical), Marshall Ave., St. Paul	9,728	Minor
William Mitchell College of Law, Summit Ave., St. Paul	1,025	None
College of Visual Arts, Summit Ave., St. Paul	200	None
University of Minnesota, Minneapolis ( <i>estimate</i> )	42,440	Yes
University of Minnesota, St. Paul ( <i>estimate</i> )	10,117	Yes
Total University of Minnesota	52,557	Yes
<b>Total post-secondary schools</b>	<b>91,542</b>	

\* School of Law

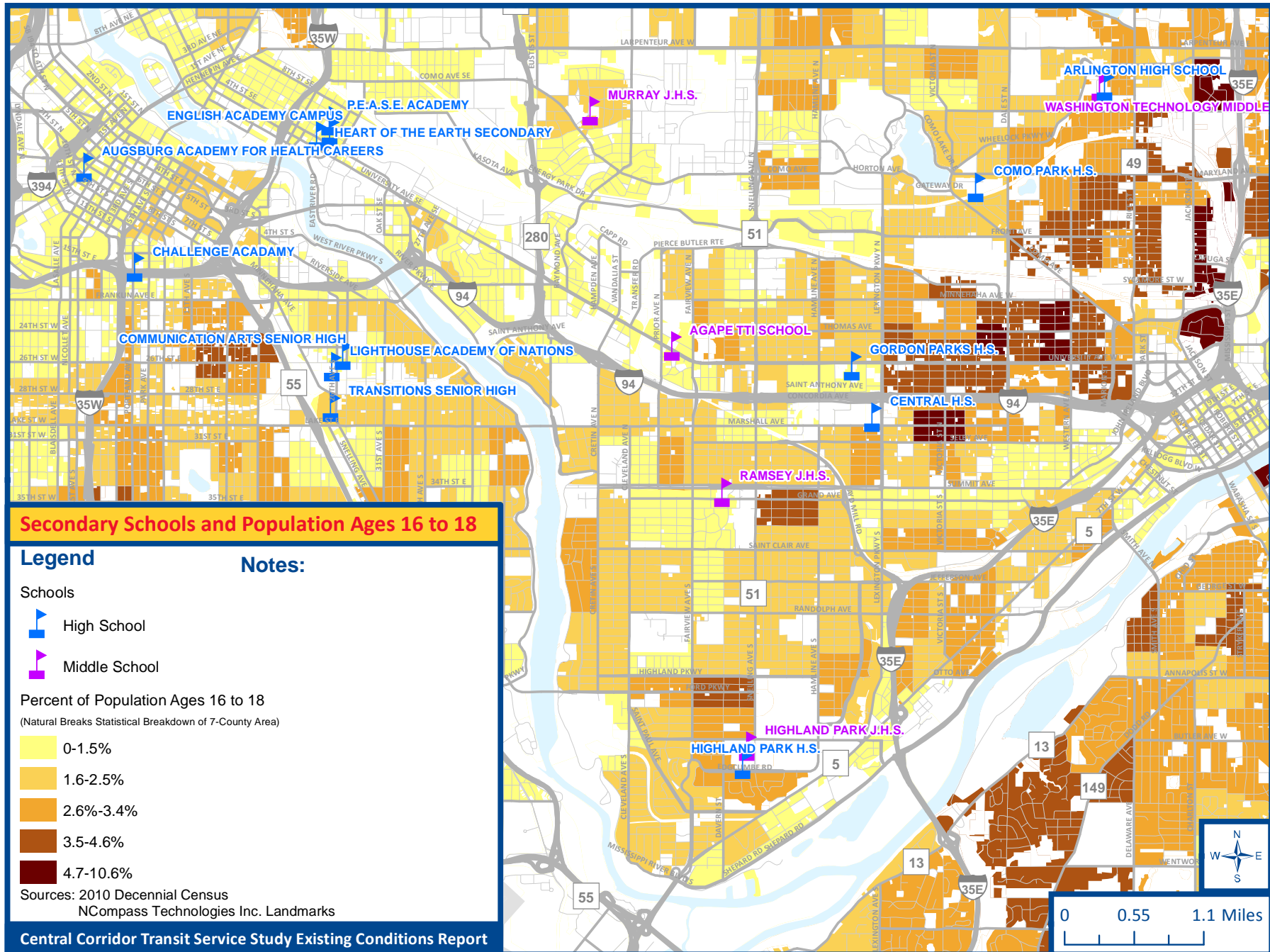
### Youth Population

School-aged children are major contributors to transit ridership, mainly because their mobility needs are dependent on others. **Figure 28** presents the current locations of secondary schools, as well as the percentage of the population in the older high school age category, 16 years to 18 years of age. There are four large High Schools in the Study Area. These include “Central” on Lexington Parkway at Marshall Avenue, “Como Park” on Como at Grotto Street, “Highland Park” on Snelling Avenue near Highland Parkway in St. Paul, and “South” on 31<sup>st</sup> Street, just west of Hiawatha Avenue in Minneapolis. Other secondary St. Paul schools in the Study Area include “AGAPE”, “Gordon Parks High School” and “Washington Tech Secondary Magnet” (ex-Arlington High School). **Figure 29** shows Fall 2010 enrollment of 4,415 at all St. Paul secondary schools in the Study Area for the 10<sup>th</sup> – 11<sup>th</sup> – 12<sup>th</sup> grades. The 9<sup>th</sup> grade counts indicate that student population will remain stable for the next four years overall for these schools. The school districts in both cities are considering moving toward transportation of high school students via city bus rather than school bus so there is a potential for higher ridership during the school year on Metro Transit bus lines that serve these schools.

The exhibit indicates the highest concentration of youth population is located in St. Paul along the east end of University and Marshall avenues and also along Jackson Street north of downtown. As expected, school enrollment appears to closely match the youth population distribution. The youth market is particularly important to transit in both the short term and long term. In the short term, youth are dependent on others for mobility making them a prime market for transit, especially with after-school travel. The long term potential is based on retaining them as riders into their adult lives by providing superior service that meets their changing mobility needs. The Minneapolis school district is considering regular route bus service for middle and high school students to replace yellow school bus service. A key element for refining transit service in this sector will be consideration that universities, colleges, and senior high schools have good connections to their student communities.



Figure 28-Map of Secondary Schools and Population Ages 16 to 18 Years Old



**Figure 29-Enrollments in St. Paul Secondary Schools - Fall 2010**

<b>Students in 10th, 11th and 12th grades ages about 16 - 18 years.</b>	
<b>Secondary Schools in St. Paul CC Study Area</b>	<b>Weekday Students</b>
AGAPE Teen Parent High School, Prior Ave.	104
Central High Senior School, Lexington Ave. S.	1,665
Como Park Senior High School, Maryland Ave. W.	1,200
Highland Park Senior High School, Snelling Ave. S.	1,125
Gordon Parks High School	247
Washington Tech Secondary Magnet School, Arlington*	74
<b>Total secondary schools in CC Study Area =</b>	<b>4,415</b>

Note\* Washington Technical Secondary was Arlington High School until 2010.

**Senior Population**

Like the youth population, the senior population is a market segment that has special mobility needs that can be served well by transit. Transit can replace the personal vehicle when driving is no longer possible or available and transit is much less costly for those on fixed incomes. The areas with the greatest senior population density are primarily in the more suburban areas of the region. **Figure 30** shows the senior population concentrations within the Study Area as well as senior housing sites.

It is evident that the majority of these housing sites account for much of the senior population density in a given location. St. Paul has a notable concentration of seniors living along the southern end of Lexington Parkway in high-rise residential centers as well as south of the West 7<sup>th</sup> Street corridor and west of I-35E. Como, Minnehaha Avenue, Franklin Avenue SE and the east end of University Avenue also have concentrations of senior population. The principal mobility focuses for seniors are good access by transit to community activities, medical appointments, and shopping.

**Households in Poverty**

The areas with greatest amount of poverty are situated near the downtown/urban core of both Minneapolis and St. Paul. **Figure 31** shows the greatest concentrations are located just south of downtown Minneapolis as well as north of downtown St. Paul and along 7th Street and University Avenue in St. Paul. These areas of high poverty are also known for their ethnic diversity and are often homes to first generation immigrants. Effective transit can be the substitute for the expense of automobile ownership and contribute in a strong way to the climb out of poverty. **Figure 32** maps household incomes to complete the picture of the economic situation of residents in all parts of the Study Area.

**Minority Population**

The Federal Transit Administration defines minority persons as persons who identify themselves as American Indian and Alaska Native, Asian, Black or African American, Hispanic or Latino Populations, and Native Hawaiian and Other Pacific Islander. **Figure 33** shows the greatest concentrations of minority populations are located west and north of downtown St. Paul along with areas south and east of downtown Minneapolis.



Figure 30-Map of Population Aged 65+

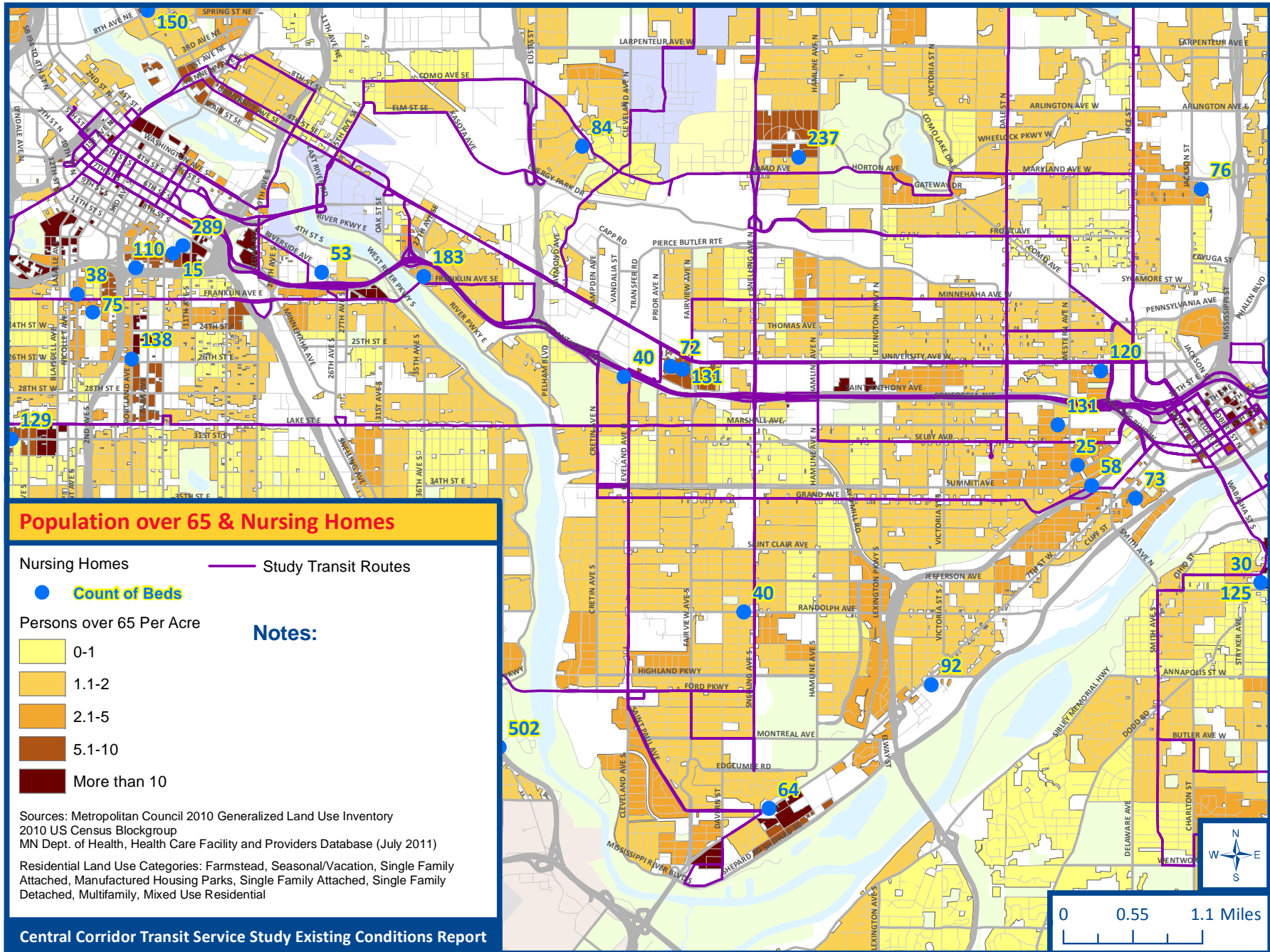


Figure 31-Map of Population in Poverty

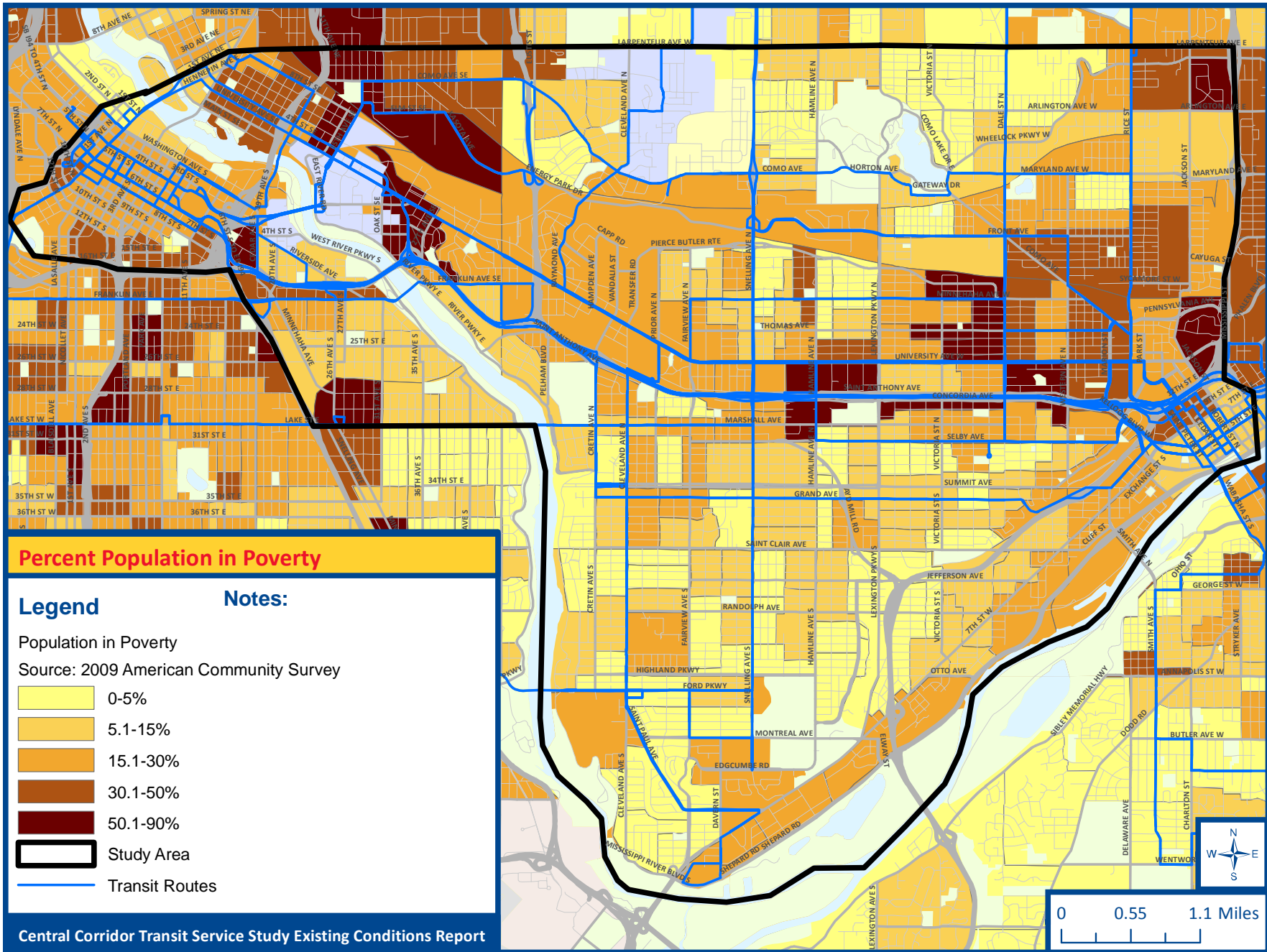


Figure 32-Map of Household Income

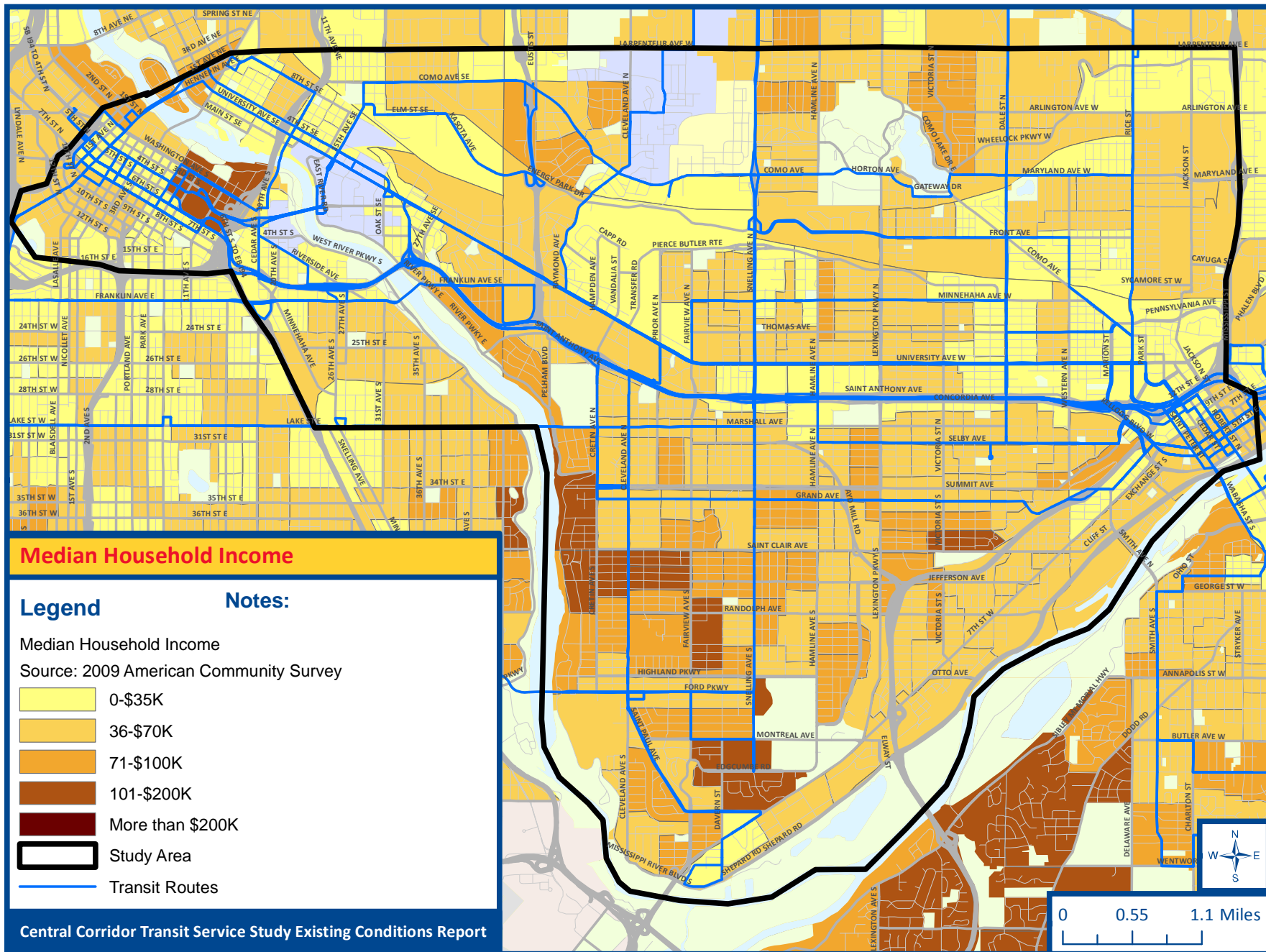




Figure 33-Map of Minority Population

