A Comparative Review of Stakeholders and LRT Development Planning

Sam O’Connell, AICP
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Today’s Topics

• Overview of METRO’s Blue Line (Hiawatha LRT), Central Corridor LRT (Green Line) and Southwest LRT (Green Line Extension)
• Public Outreach and Engagement Planning
• Lessons Learned/ Learning
METRO Blue Line

- Opened: 2004
  - Warehouse District to Fort Snelling: June 24
  - Fort Snelling to MOA: Dec 4
- Number of Stations: 19
- Length: 12 Miles
- Daily Ridership: 34,000+
- Cost: $715 million
- Communities:
  - Minneapolis
  - Bloomington
METRO Blue Line
METRO Green Line

- Opening: Mid-2014
- Number of Stations: 18 new, 5 stations shared with METRO Blue Line
- Length: 11 Miles
- Daily Ridership: 40,000 (2030)
- Cost: $945 million
- Communities:
  - St. Paul
  - Minneapolis
METRO Green Line: Cedar North of 7th

March 2012

April 2013
METRO Green Line: Washington Avenue

March 2012

April 2013
Southwest LRT (METRO Green Line)

- Opening: 2018
- Number of Stations: 17
- Length: 15 Miles
- Daily Ridership: 30,000 (2030)
- Cost: $1.25 Billion
- Communities:
  - Eden Prairie
  - Minnetonka
  - Edina
  - Hopkins
  - St. Louis Park
  - Minneapolis
Public Outreach and Engagement Planning

Typical Plan “Drivers”:
• Transitway Demographics
• Project Development Status
• Agency Resources/Capacity

New “Drivers”:
• Global Perspective
• Local Community Building
• Collaboration for Results
Outreach Innovation: Global Perspective

“Improved transit provides greater efficiency to attract employees, enables them to connect with labor groups.”

“Our younger workers show a higher level of interest in transit.”

“60% of our downtown employees have a Metropass. We want to support that.”

“Transit comes up in every HR conversation with new employees.”

“Transit is important to attracting workers. Without it, working downtown would be very difficult.”

“We have a company priority to be green and socially-responsible. Supporting transit is important. We find that it gets a very positive reaction within our younger employees.”

“We worry about future commuting costs, as gas could be significantly more expensive.”

Source: Itasca Project ‘s “Regional Transit System: Return on Investment Assessment.” Quotes are from leaders from leading companies in Minneapolis-St. Paul Metro area including Target, UnitedHealth, US Bancorp, Xcel Energy, and Plymouth/Center National Bank.
Outreach Innovation: Local Community Building

St. Louis Park & Minneapolis
- Stations: Royallston, Van White, Penn, 2nd St, Wash Lake, Bedford, Vosedale, Louisiana
- Contact: Sophia Ginis
  - Phone: 612-373-3095
  - Email: sophia.ginis@metrotransit.org

Minnetonka, Hopkins & Edina
- Stations: Blake, Hopkins, Shady Oaks, Opus
- Contact: Dan Pfeiffer
  - Phone: 612-373-3897
  - Email: dan.pfeiffer@metrotransit.org

Eden Prairie
- Stations: City West, Golden Triangle, Eden Prairie Town Center, Southwest, Mitchell
- Contact: Daren Nyquist
  - Phone: 612-373-3094
  - Email: daren.nyquist@metrotransit.org

Community Outreach Coordinators

Updated February 2013
Outreach Innovation: Collaboration for Results
Business Resources Collaborative

The Central Corridor Light Rail Line will link Minneapolis and Saint Paul in 2014, and construction is under way. Go from here to find resources that will help you get your business ready for rail.

ReadyForRail.net is a Central Corridor Information hub provided by the Business Resources Collaborative.

Call the construction hotline with construction related comments or to report an incident:
651-602-1404

Sign up to get Central Corridor project updates from the Metropolitan Council:
Your Email Address

Outreach Coordinators
Your direct contacts for the construction project.

Schedules & Updates

Business Consultants
One-on-one help to strengthen your business.

Minneapolis Small Business Support Services
See help for Minneapolis businesses.

Saint Paul Small Business Support Services
See help for Saint Paul businesses.

Small Business Loan Program
Public Outreach Lessons Learned So Far

- Make it tangible
- Know and communicate your story: beginning, middle and end
- Allow others to realize their dreams
More Information

Online:
www.SWLRT.org

Email:
SWLRT@metrotransit.org

Twitter:
www.twitter.com/southwestlrt