



Regional Accessibility and Economic Competitiveness

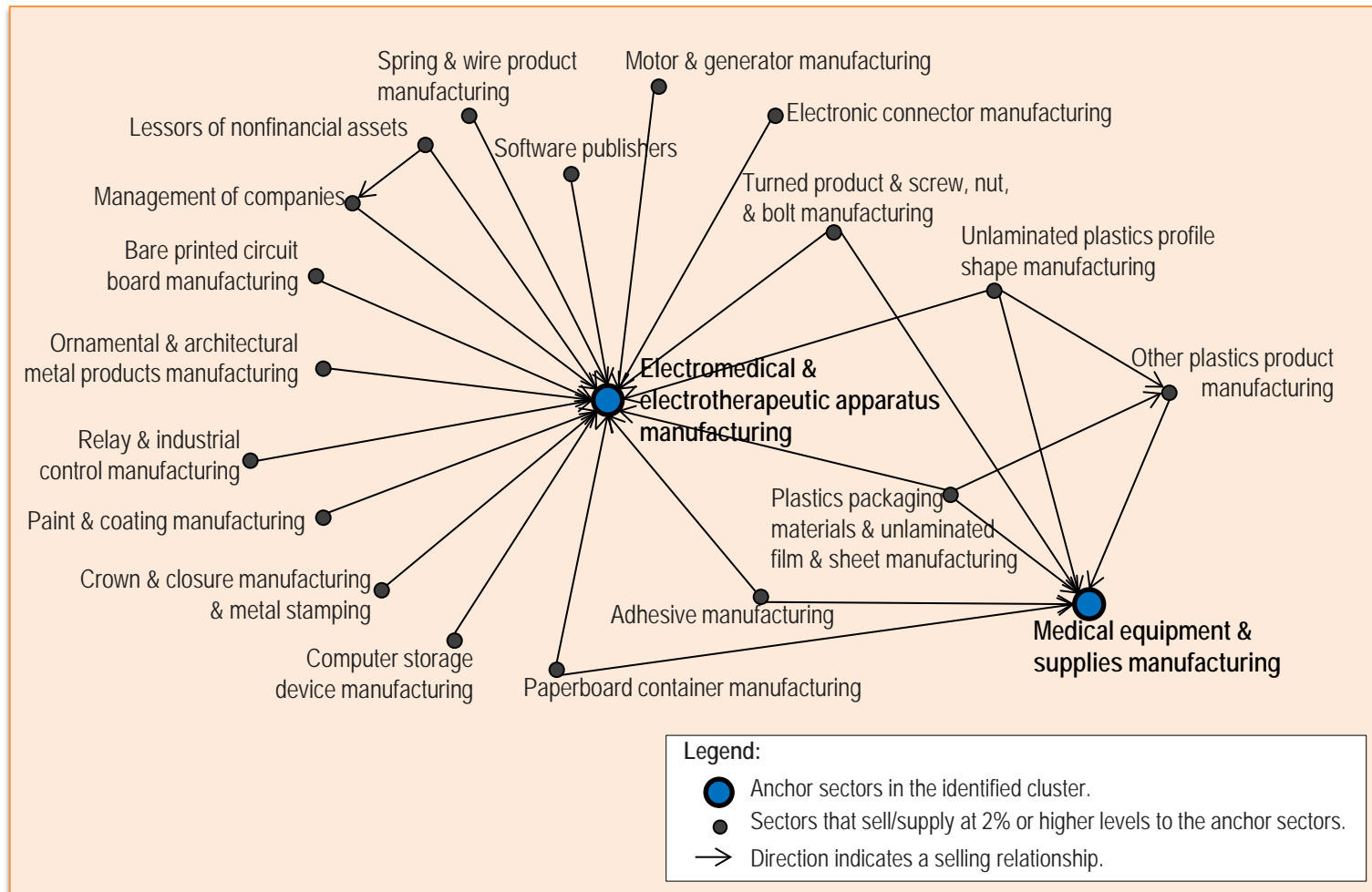
Yingling Fan

yingling@umn.edu

Twin Cities Competitive Clusters

- Interconnected industries key to regional development

The basic medical manufacturing cluster



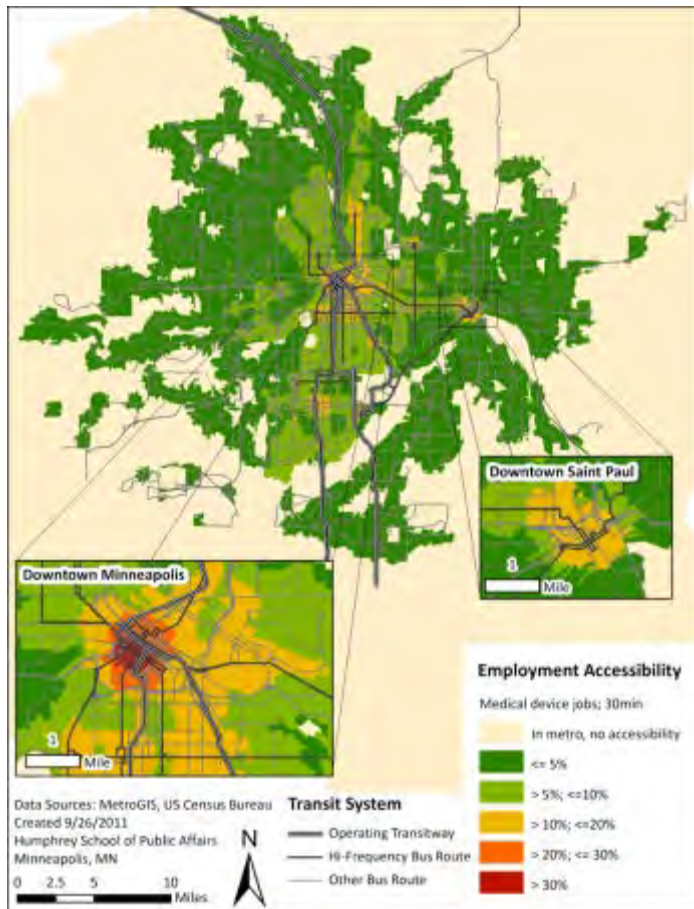
Nature of Twin Cities Clusters

Cluster	% of all metro jobs
Medical manufacturing	7.0%
Management of Companies	25.0%
Finance & Insurance	46.9%
Book Publishers & Printing Industries	12.8%
Lessors of Non-Financial Assets	6.9%

We use the broadest cluster definition possible.

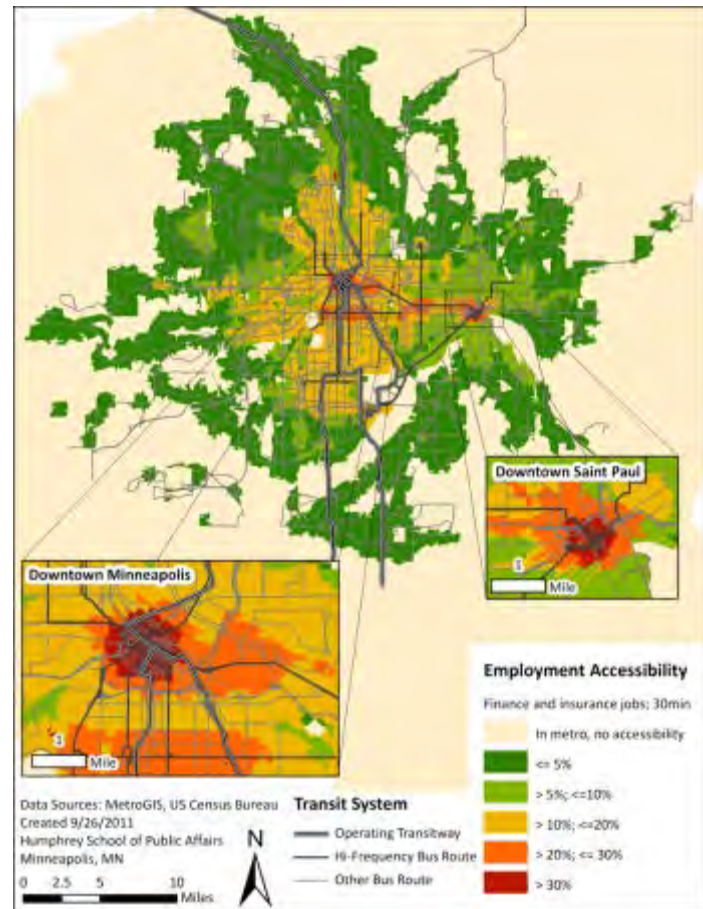
Access to Cluster Jobs

Medical Manufacturing



Employment Accessibility - Expanded Cluster:
Medical device manufacturing jobs within 30 minutes

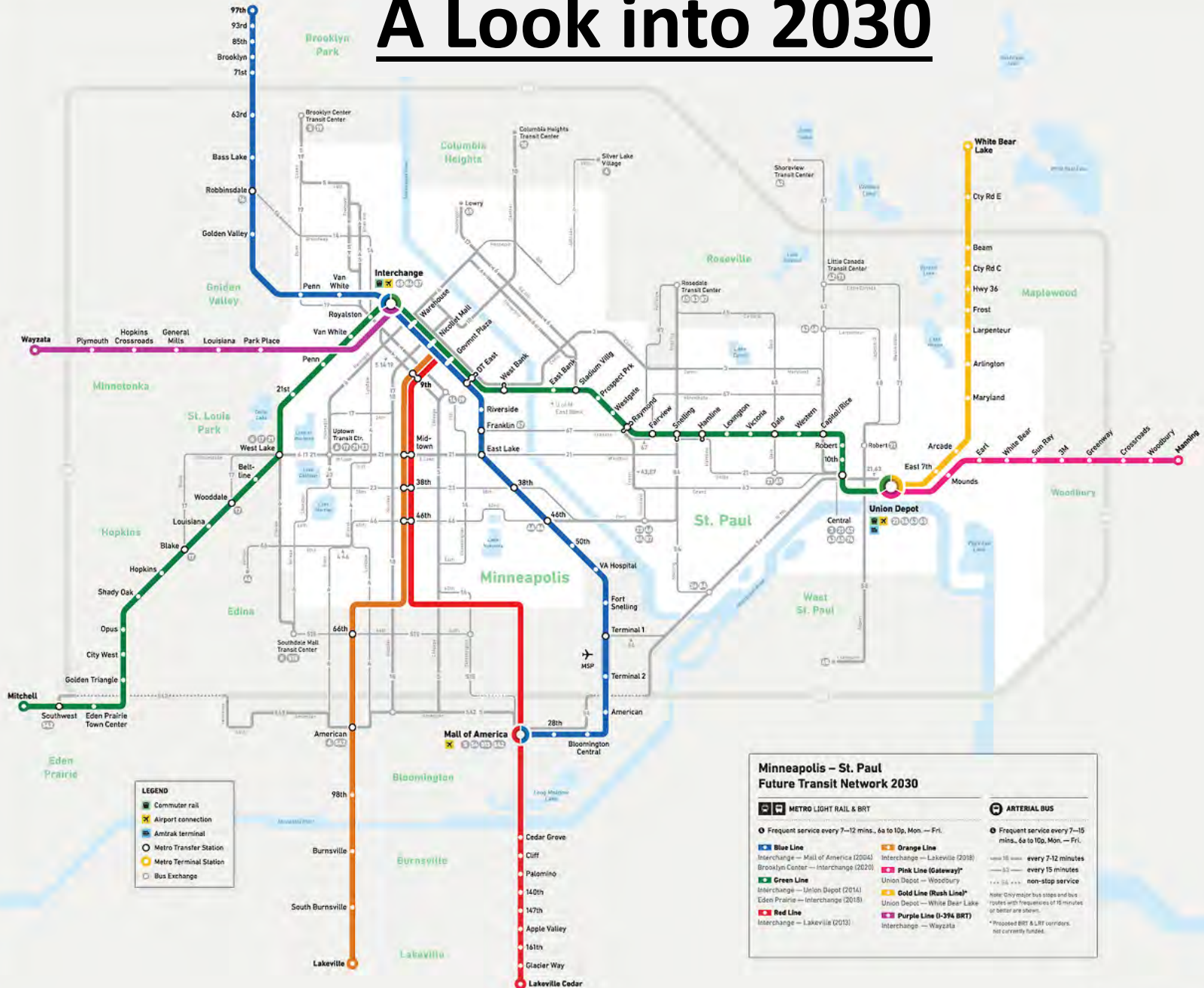
Finance and Insurance



Employment Accessibility - Expanded Cluster:
Finance and insurance jobs within 30 minutes

Illustrated the varying degrees of access by transit to the different clusters.

A Look into 2030



LEGEND

- Commuter rail
- Airport connection
- Amtrak terminal
- Metro Transfer Station
- Metro Terminal Station
- Bus Exchange

**Minneapolis – St. Paul
Future Transit Network 2030**

METRO LIGHT RAIL & BRT

- Blue Line**
Interchange — Mall of America (2024)
Brooklyn Center — Interchange (2020)
- Orange Line**
Interchange — Lakeville (2018)
- Green Line**
Interchange — Union Depot (2014)
Eden Prairie — Interchange (2018)
- Red Line**
Interchange — Lakeville (2013)
- Purple Line (I-394 BRT)**
Interchange — Wayzata
- Pink Line (Gateway)***
Union Depot — Woodbury
- Gold Line (Rush Line)***
Union Depot — White Bear Lake

ARTERIAL BUS

- Frequent service every 7–12 mins., 6a to 10p, Mon. — Fri.
- Frequent service every 7–15 mins., 6a to 10p, Mon. — Fri.
- every 15 minutes
- every 15 minutes
- non-stop service

*Note: City major bus stops and bus routes with frequencies of 15 minutes or better are shown.
*Proposed BRT & LRT corridors, not currently funded.

Map created by Kyril Negoda

Expected 2010-2030 changes in job accessibility by transit

- Given the new system in 2030 and the forecasted land use changes by the Met Council.
 - the average 30-min job accessibility by transit in 2030 will be 126,219 jobs, compared to 117,611 jobs in 2010:
 - A net positive increase of 8,808 (6.8%)
 - This increase is resulted from transitway investment only, assuming no additional land use policy change on top of the Met Council forecasts.

Testing Alternative Growth Scenarios

2030 Scenario Analysis Combinations				
		Employment Scenarios		
		Centralizes at transitways	MC 2030 forecasts	Growth at fringe
Population Scenarios	Centralizes at transitways	+6.9%*	+2.2%	+0.89%
	MC 2030 forecasts	+4.5%	Base case 126,419	-1.29%
	Growth at fringe	+4.3%	-0.18%	-1.47%

*Note: Non-transitway focused centralization of population and employment is only associated with a +2.74% increase.

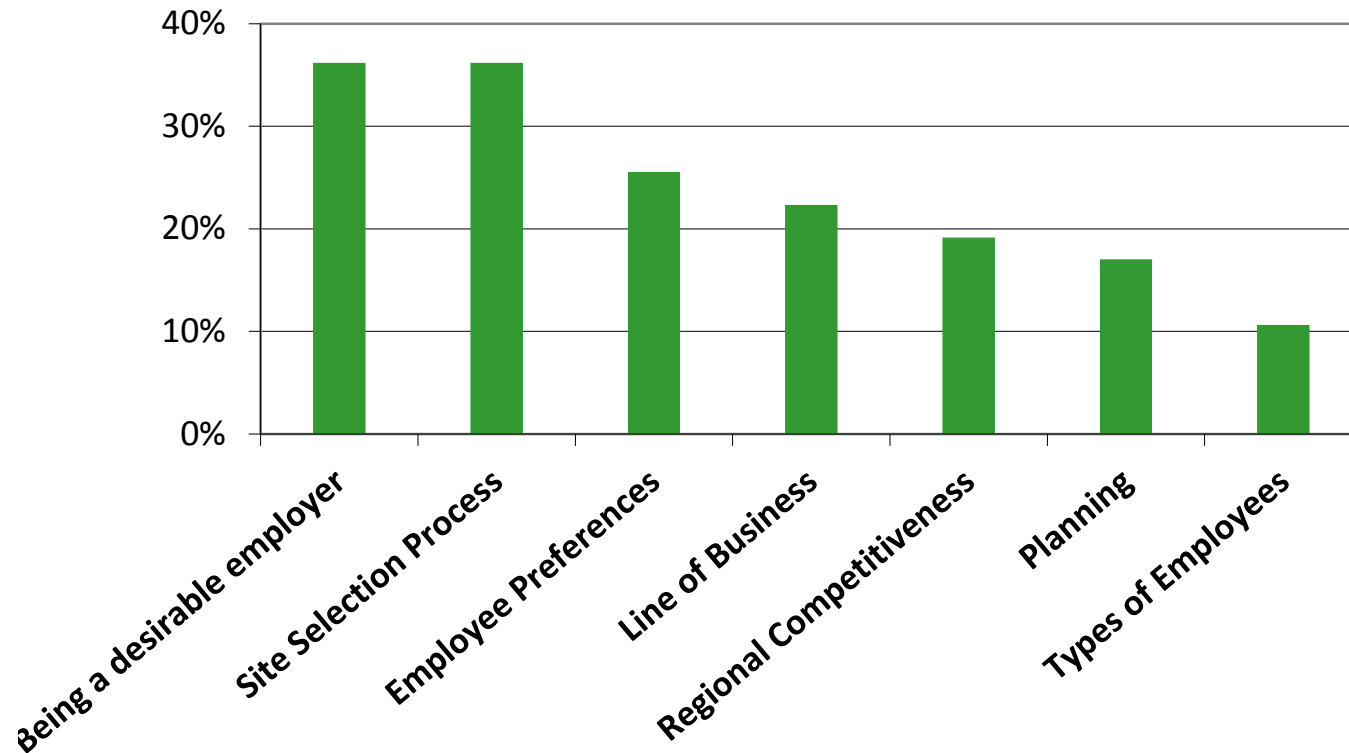
Interviews of Business Leaders in Twin Cities Competitive Clusters

- Semi-structured Interviews in 2012 (Open-ended; 20-40 mins)
- 19 business leaders
 - C-suite executives
 - Human resource directors
 - Corporate real estate directors
- Key interview questions
 - What the interviewees see as crucial location factors
 - Where transportation and transit access fit into that set of factors

100 Most Frequent Words in the Business Leader interviews

able access also anything area around back building bus
business campus certain cities city client clients close come coming
commute companies company cost day decision definitely
different downtown else employees even factor
factors far good great high important incentives issue jobs
know like line live located location
long look looking lot make many mean metro minneapolis
move near need new now obviously office parking part paul
people place play point process public
question rail see sense service site sort space specific sure system take talk
talking terms think time transit
transportation trying twin use want way work years yes

When business leaders mention transit access, they also mention...



The Take-Away Messages

- 1. Twin Cities business leaders in competitive clusters are supportive of transitway developments.**
- 2. Business leaders see stronger connections between transitways and long-term regional competitiveness to attract talented young professionals.**
- 3. Locating new jobs near transitways is especially important for maximizing the positive impact of current and future Twin Cities transitways.**