

Land Use Advisory Committee

Updating the Transit Market Areas

March 20, 2014



Agenda

- Transit Market Areas
 - Purpose of Transit Market Areas
 - Transit Market Index
 - Current Market Area boundaries
- Updating the Transit Market Index
 - Why update the Market Index?
 - What should be included?
 - Proposed updated Index and Market Area boundaries
 - Changes from current boundaries

Transit Market Areas






- Regional tool used to:
 - Identify transit market strengths based on local characteristics
 - Guide planning appropriate types and levels of transit service for a given location.
- Basis for Transit Design Guidelines in Transportation Policy Plan

Transit Market Index - 2030 TPP

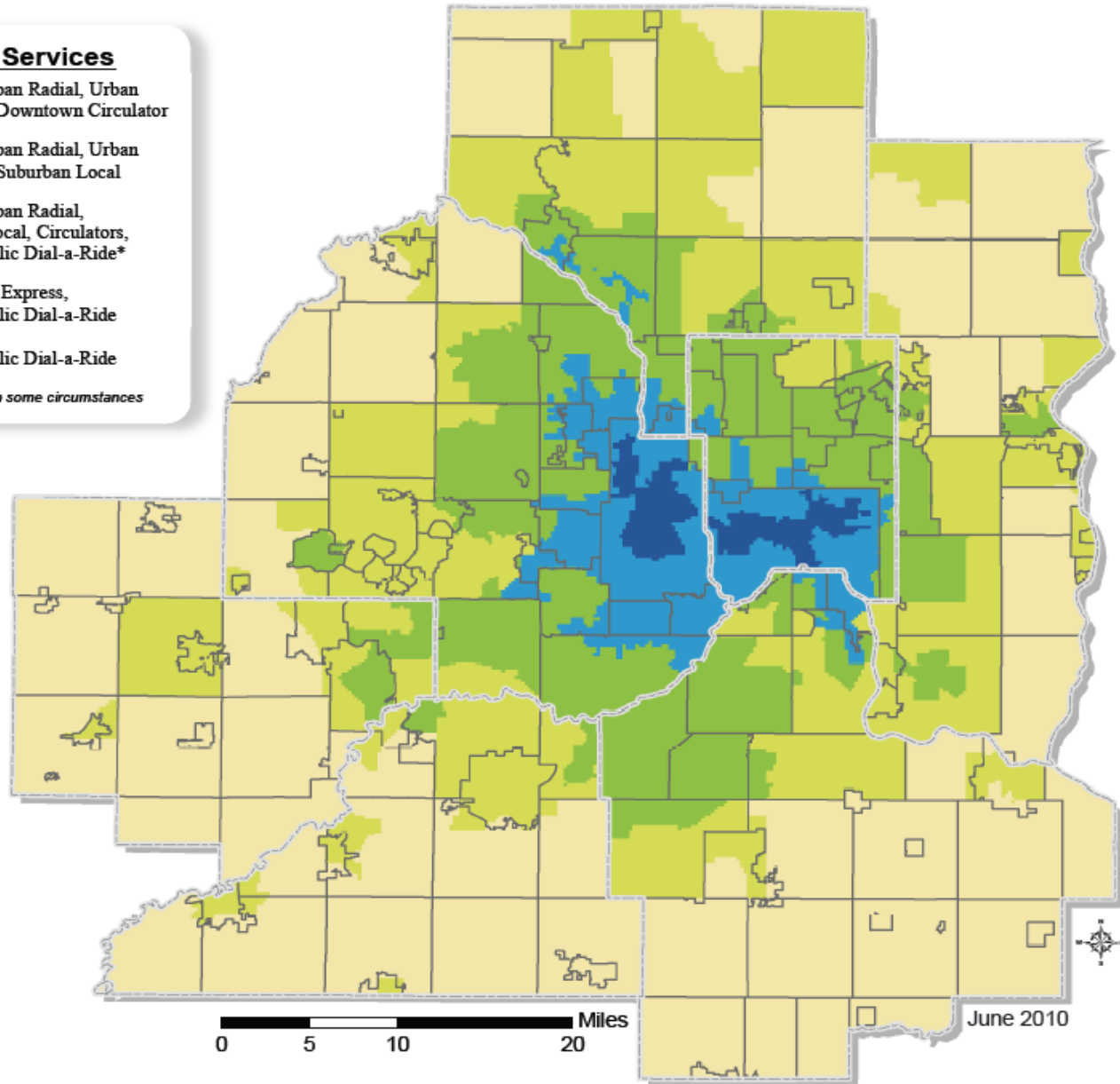
$$\text{TMI} = \frac{\text{Population} + 1/3(\text{Employment}) + \text{Auto Deficit}^*}{\text{Developed Acres}}$$

*Auto Deficit = Total population over 16 – available automobiles

Transit Market Areas - 2030 TPP

Market Area	Typical Services
 Area 1	Express, Urban Radial, Urban Crosstown, Downtown Circulator
 Area 2	Express, Urban Radial, Urban Crosstown, Suburban Local
 Area 3	Express, Urban Radial, Suburban Local, Circulators, General Public Dial-a-Ride*
 Area 4	Peak Period Express, General Public Dial-a-Ride
 Area 5	General Public Dial-a-Ride

* Market Area 3 Dial-a-Ride is appropriate in some circumstances



- ADA paratransit service follows federal and state regulations in the regular route service area

- Additional details on market areas and service standards are available in **Appendix G**

- Market area geography was calculated at the census block group level.

Figure 7-19: Transit Market Areas

Transit Market Areas – 2030 TPP

Five distinct areas characterized by differing potential transit ridership based on the Transit Market Index:

- **Market Area 1:** Can support a dense network of high-capacity, high-frequency local routes.
- **Market Area 2:** Supports regular-route service but at lower service levels than Market Area 1.
- **Market Area 3:** Can support some less frequent or peak-period local service.
- **Market Area 4:** Little to no local service. Potential for siting of park-and-rides and peak-period express.
- **Market Area 5:** Primary focus on public Dial-a-Ride.

2040 TPP Update

Does the current Transit Market Index best capture the local potential for transit ridership?

- Are *population*, *employment*, and *automobile deficit* the best available factors of transit readiness; and the *best indicators of potential ridership*?
- Should *additional factors* be considered – particularly relating to the built form?
- Are the specific factors equal in importance – *or should they be weighted*, when considered together?

Testing Ridership Factors

Council Research analyzed the impact of a number of factors on transit ridership while controlling for the level of current transit service.

- Employment density
- Population density -or- Net housing density
- Automobile deficit -or- No vehicle households per developed acre
- Commercial buildings floor area ratio
- Intersection density
- Land use diversity index
- Centrality – number of jobs within a 5 mile radius

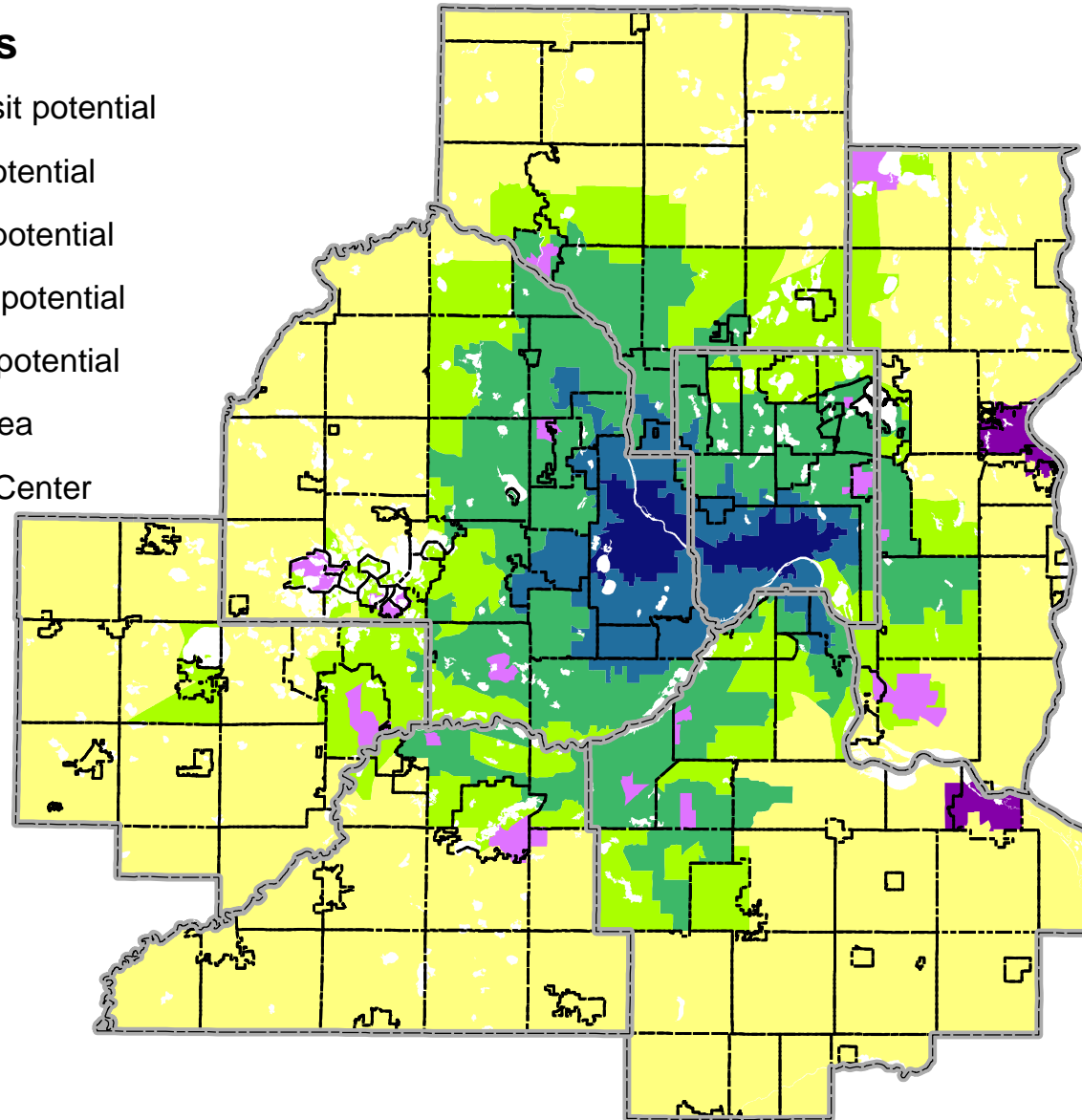
Updated Transit Market Index

$$\text{TMI} = \left\{ \begin{array}{l} 0.64 * \text{LN Population Density} \\ + \\ 0.23 * \text{LN Intersection Density} \\ + \\ 0.20 * \text{LN Employment Density} \\ + \\ 0.11 * \text{LN Auto Deficit Density} \end{array} \right.$$

Updated Transit Market Areas

Transit Market Areas

- Area I: Highest transit potential
- Area II: 1/2 Area I potential
- Area III: 1/2 Area II potential
- Area IV: 1/2 Area III potential
- Area V: 1/2 Area IV potential
- Emerging Market Area
- Freestanding Town Center



Special Cases

Emerging Market Areas



- Areas with higher transit potential than surrounding area
- Smaller in size and non-contiguous
- Appropriate level of service is lower than market index suggests

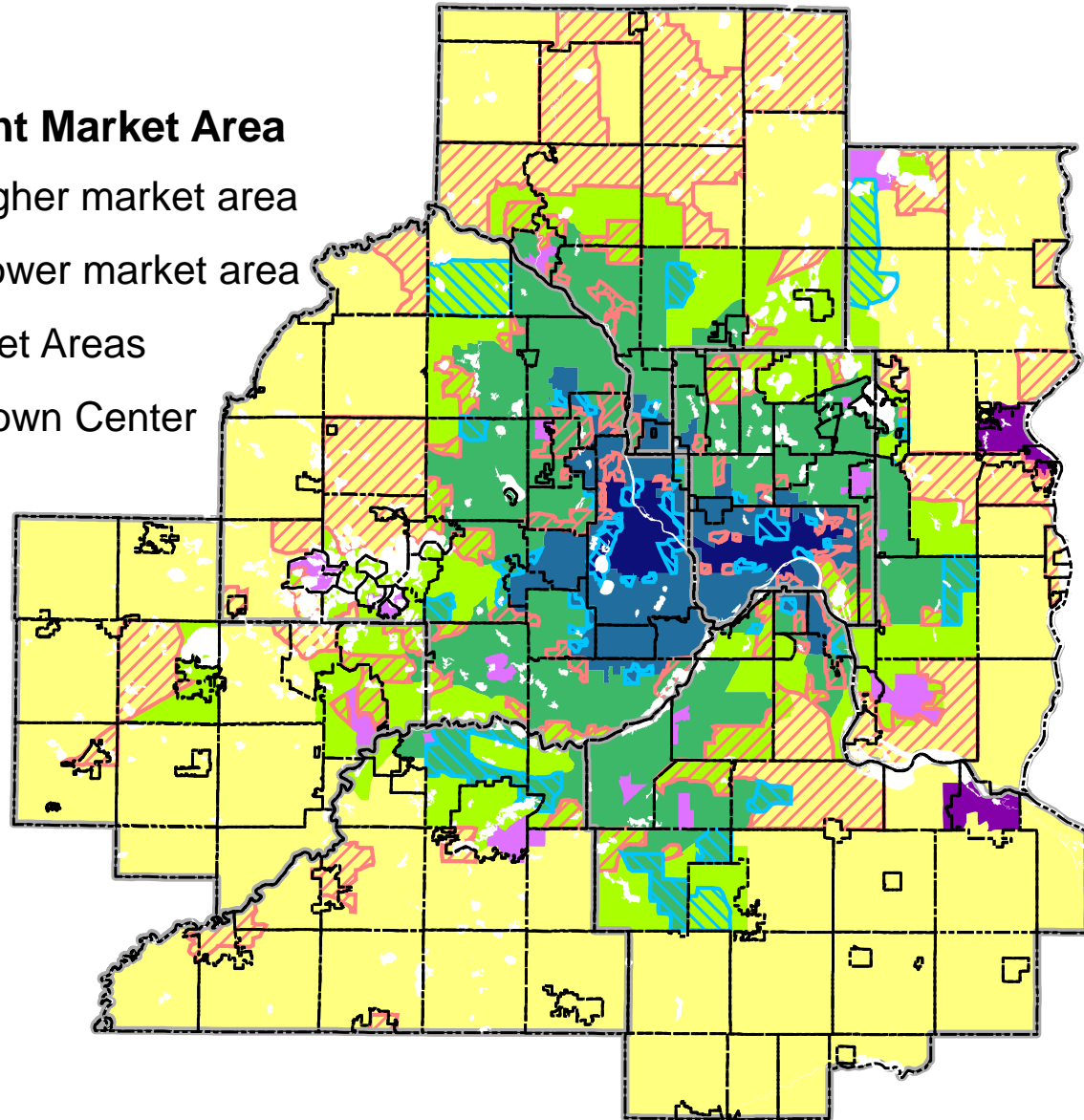
Freestanding Town Centers

- Grew independently of Minneapolis-St. Paul and are still outside the contiguous developed area
- Peak-period express and/or community circulator may be appropriate

Change from Current Market Areas

Change from Current Market Area

-  Increased to higher market area
-  Decreased to lower market area
-  Emerging Market Areas
-  Freestanding Town Center



Why will the Market Areas change?

- Demographic Changes
 - Current Transit Market Areas are based on year 2000 U.S. Census data
 - Proposed Market Areas are based on year 2010 U.S. Census data.
- New Transit Market Index
 - Adds intersection density to the index, better reflecting the factors that drive transit demand
 - Factors are more precisely weighted to reflect their impact on potential transit ridership

Questions?

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