Application

17064 - 2022 Travel Demand Management (TDM)

17563 - Metro Transit Wayfinding Project

Regional Solicitation - Transit and TDM Projects

Status:	Submitted
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Primary Contact

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What Grant Programs are you most interested in?	Regional Solicitation - Transit and TDM Projects			

Organization Information

Name:	Metro Transit
Jurisdictional Agency (if different):	

Organization Type:	Metropolitan Council
Organization Website:	
Address:	560 Sixth Avenue North
*	Minneapolis (City) / Minnesota (State/Province) / 55411 (Postal Code/Zip)
County:	Hennepin
Phone:*	651-602-1000 Ext.
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PeopleSoft Vendor Number	METROTRANSIT

Project Information

Project Name	Metro Transit Wayfinding Project
Primary County where the Project is Located	Hennepin, Ramsey
Cities or Townships where the Project is Located:	Bloomington, Maplewood, Minneapolis, Richfield, Saint Paul
Jurisdictional Agency (If Different than the Applicant):	N/A

Brief Project Description (Include location, road name/functional class, type of improvement, etc.)

Wayfinding is an important traveler information service, especially for new and infrequent riders, those with disabilities, and those with limited English proficiency (LEP). Metro Transit is developing a comprehensive, modern, and consistent wayfinding program that will improve the rider experience and make transit a more convenient, attractive transportation option in its service area. This program will direct transit riders to safe pedestrian crossings and active transportation options.

This project will build on previous engagement work and accessibility research to implement innovative approaches to static signage, tactile communication, new wayfinding technologies, and wayfinding data around popular destinations and high-traffic transfer points.

While specific improvements will depend on the context of each site, project activities will include:

--Engaging individuals and groups representing different mobility, ability, and language needs to determine the effectiveness of previously untested treatments.

--Replacing or adding signage that meets universal design and ADA best practices.

--Adding directional pavement markings and tactile surfaces where appropriate.

--Testing different map styles and orientation; evaluating the impact to customer comprehension and production effort.

--Testing new wayfinding technologies; evaluating the effectiveness, cost, and maintenance needs.

--Identifying data, data collection, and maintenance systems that could improve customer information about stop accessibility and pedestrian access.

The specific locations included in this project are:

--Downtown Minneapolis and Saint Paul

--Minneapolis East Hennepin and Central Ave

--METRO Green Line Stadium Village, Westgate, Raymond Ave, Snelling Ave, Capitol/Rice St, and Robert St Stations; METRO Blue Line 46th St Station

--METRO Orange Line I-35W & 98th St and Knox & 76th St Stations

--METRO C Line Penn & Golden Valley, Penn & Plymouth, and Olson & 7th St Stations

--Maplewood Mall and Uptown Transit Centers

The testing, iteration, and evaluation work accomplished by this project will allow Metro Transit to develop a set of transit wayfinding guidelines that can be used by any public or private

partner in the region. The improvements implemented during the project and best practices derived from it will be integrated with future transit expansion, reducing the navigational barriers to using transit. Through consistent wayfinding, potential new riders are more likely experience transit as a multipurpose network, rather than a single route, that can serve their travel needs.

(Limit 2,800 characters; approximately 400 words)

TRANSPORTATION IMPROVEMENT PROGRAM (TIP) DESCRIPTION - will be used in TIP if the project is selected for funding. See MnDOT's TIP description guidance.

Capital and operating funds to implement transfer point wayfinding improvements in the Metro Transit service area.

Include both the CSAH/MSAS/TH references and their corresponding street names in the TIP Description (see Resources link on Regional Solicitation webpage for examples).

Project Length (Miles)

0

to the nearest one-tenth of a mile

Project Funding

Are you applying for competitive funds from another source(s) to implement this project?

No

If yes, please identify the source(s)

N/A

Federal Amount

$400,000.00

Match Amount

$100,000.00

Minimum of 20% of project total

Project Total

$500,000.00

For transit projects, the total cost for the application is total cost minus fare revenues.

Match Percentage

20.0%

Minimum of 20%
Compute the match percentage by dividing the match amount by the project total

Source of Match Funds

Metro Transit local operating and capital improvement funds

A minimum of 20% of the total project cost must come from non-federal sources; additional match funds over the 20% minimum can come from other federal sources

Preferred Program Year

Select one:

2024

Select 2024 or 2025 for TDM and Unique projects only. For all other applications, select 2026 or 2027.

Additional Program Years:

2023

Select all years that are feasible if funding in an earlier year becomes available.

For All Projects

Identify the Transit Market Areas that the project serves: Transit Market Areas 1, 2, and 3

See the "Transit Connections" map generated at the beginning of the application process.

For Park-and-Ride and Transit Station Projects Only

County, City, or Lead Agency

Zip Code where Majority of Work is Being Performed

(Approximate) Begin Construction Date

(Approximate) End Construction Date

Name of Park and Ride or Transit Station:

e.g., MAPLE GROVE TRANSIT STATION

TERMINI: (Termini listed must be within 0.3 miles of any work)

From:
(Intersection or Address)

To:
(Intersection or Address)

DO NOT INCLUDE LEGAL DESCRIPTION

Or At:
(Intersection or Address)

Primary Types of Work

Examples: GRADE, AGG BASE, BIT BASE, BIT SURF, SIDEWALK, CURB AND GUTTER,STORM SEWER, SIGNALS, LIGHTING, GUARDRAIL, BIKE PATH, PED RAMPS, PARK AND RIDE, ETC.

Requirements - All Projects

All Projects

1.The project must be consistent with the goals and policies in these adopted regional plans: Thrive MSP 2040 (2014), the 2040 Transportation Policy Plan (2018), the 2040 Regional Parks Policy Plan (2018), and the 2040 Water Resources Policy Plan (2015).

Check the box to indicate that the project meets this requirement. Yes

2.The project must be consistent with the 2040 Transportation Policy Plan. Reference the 2040 Transportation Plan goals, objectives, and strategies that relate to the project.

Briefly list the goals, objectives, strategies, and associated pages:

Goal C. Access to Destinations (TPP 2.10)

Objective D: Increase the number and share of trips taken using transit, carpools, bicycling, and walking.
Objective E. Improve the availability and quality of multimodal travel options for people of all ages and abilities to connect to jobs and other opportunities, particularly for historically underrepresented populations.

Strategies C1, C3, C4, and C11

Goal E: Healthy and Equitable Communities (TPP 2.30)

Objective C. Increase the availability and attractiveness of transit, bicycling, and walking to encourage healthy communities through the use of active transportation options.

Objective D. Provide a transportation system that promotes community cohesion and connectivity for people of all ages and abilities, particularly for historically under-represented populations.

Strategies E3 and E6

Limit 2,800 characters; approximately 400 words

3.The project or the transportation problem/need that the project addresses must be in a local planning or programming document. Reference the name of the appropriate comprehensive plan, regional/statewide plan, capital improvement program, corridor study document [studies on trunk highway must be approved by the Minnesota Department of Transportation and the Metropolitan Council], or other official plan or program of the applicant agency [includes Safe Routes to School Plans] that the project is included in and/or a transportation problem/need that the project addresses.

List the applicable documents and pages: Unique projects are exempt from this qualifying requirement because of their innovative nature.

The Metro Transit Strategic Plan for 2021-2022, Pages 8-9: To make our service more reliable and easier to use, we will improve the customer experience at bus stops.

Minneapolis Comprehensive Plan "Minneapolis 2040"
Transportation section

p. 80: "The Transportation policies of this plan support a multimodal network that prioritizes waling, biking, and transit. The policies are intended to achieve outcomes that increase equity in our transportation system, address climate change and reduce carbon emissions, improve human health through improved air quality and increases in active travel, and enable the movement of people, goods, and services across the city."
p. 138 Policy 16: Environmental Impacts of Transportation: Reduce the energy, carbon, and health impacts of transportation through reduced single-occupancy vehicle trips and phasing out of fossil fuel vehicles.
p. 139 Action Step B: Increase availability and attractiveness of public transportation and nonmotorized modes and continue to disincentivize driving and driving alone. Action Step C: Support the education and outreach of transportation demand management organizations focused on reducing single occupancy trips.

Saint Paul 2040 Comprehensive Plan "Saint Paul for All"

Transportation section

p. 70: "The Transportation Chapter guides the creation of a safe, equitable and well-maintained multi-modal transportation system in Saint Paul that

supports the needs of all users, enhances vitality, and sets the stage for infill development to accommodate the city's projected growth."

p. 73 Goal 4: True transportation choice throughout the city, with a shift from single-occupant vehicles toward other modes. Policy T-22: Shift mode share towards walking, biking, public transit, carpooling, ridesharing, and carsharing in order to reduce the need for car ownership.

Limit 2,800 characters, approximately 400 words

4.The project must exclude costs for studies, preliminary engineering, design, or construction engineering. Right-of-way costs are only eligible as part of transit stations/stops, transit terminals, park-and-ride facilities, or pool-and-ride lots. Noise barriers, drainage projects, fences, landscaping, etc., are not eligible for funding as a standalone project, but can be included as part of the larger submitted project, which is otherwise eligible. Unique project costs are limited to those that are federally eligible.

Check the box to indicate that the project meets this requirement. Yes

5.Applicant is a public agency (e.g., county, city, tribal government, transit provider, etc.) or non-profit organization (TDM and Unique Projects applicants only). Applicants that are not State Aid cities or counties in the seven-county metro area with populations over 5,000 must contact the MnDOT Metro State Aid Office prior to submitting their application to determine if a public agency sponsor is required.

Check the box to indicate that the project meets this requirement. Yes

6.Applicants must not submit an application for the same project elements in more than one funding application category.

Check the box to indicate that the project meets this requirement. Yes

7.The requested funding amount must be more than or equal to the minimum award and less than or equal to the maximum award. The cost of preparing a project for funding authorization can be substantial. For that reason, minimum federal amounts apply. Other federal funds may be combined with the requested funds for projects exceeding the maximum award, but the source(s) must be identified in the application. Funding amounts by application category are listed below in Table 1. For unique projects, the minimum award is $500,000 and the maximum award is the total amount available each funding cycle (approximately $4,000,000 for the 2020 funding cycle).
***Transit Expansion:** $500,000 to $7,000,000*
***Transit Modernization:** $500,000 to $7,000,000*
***Travel Demand Management (TDM):** $100,000 to $500,000*

Check the box to indicate that the project meets this requirement. Yes

8.The project must comply with the Americans with Disabilities Act (ADA).

Check the box to indicate that the project meets this requirement. Yes

9.In order for a selected project to be included in the Transportation Improvement Program (TIP) and approved by USDOT, the public agency sponsor must either have a current Americans with Disabilities Act (ADA) self-evaluation or transition plan that covers the public right of way/transportation, as required under Title II of the ADA. The plan must be completed by the local agency before the Regional Solicitation application deadline. For the 2022 Regional Solicitation funding cycle, this requirement may include that the plan is updated within the past five years.

The applicant is a public agency that employs 50 or more people and has a completed ADA transition plan that covers the public right of way/transportation. Yes

Date plan completed: 03/01/2021

Link to plan: https://metrocouncil.org/About-Us/Publications-And-Resources/DIVERSITY-EQUITY/ADA-Transition-Plan.aspx

The applicant is a public agency that employs fewer than 50 people and has a completed ADA self-evaluation that covers the public right of way/transportation:

Date self-evaluation completed:

Link to plan:

Upload plan or self-evaluation if there is no link.

Upload as PDF

(TDM and Unique Project Applicants Only) The applicant is not a public agency subject to the self-evaluation requirements in Title II of the ADA.

10.The project must be accessible and open to the general public.

Check the box to indicate that the project meets this requirement. Yes

11.The owner/operator of the facility must operate and maintain the project year-round for the useful life of the improvement, per FHWA direction established 8/27/2008 and updated 6/27/2017. Unique projects are exempt from this qualifying requirement.

Check the box to indicate that the project meets this requirement. Yes

12.The project must represent a permanent improvement with independent utility. The term independent utility means the project provides benefits described in the application by itself and does not depend on any construction elements of the project being funded from other sources outside the regional solicitation, excluding the required non-federal match.
Projects that include traffic management or transit operating funds as part of a construction project are exempt from this policy.

Check the box to indicate that the project meets this requirement. Yes

13.The project must not be a temporary construction project. A temporary construction project is defined as work that must be replaced within five years and is ineligible for funding. The project must also not be staged construction where the project will be replaced as part of future stages. Staged construction is eligible for funding as long as future stages build on, rather than replace, previous work.

Check the box to indicate that the project meets this requirement. Yes

14.The project applicant must send written notification regarding the proposed project to all affected state and local units of government prior to submitting the application.

Check the box to indicate that the project meets this requirement. Yes

Requirements - Transit and TDM Projects

For Transit Expansion Projects Only

1.The project must provide a new or expanded transit facility or service. Applications cannot include the reinstation of service to routes that were reduced or suspended as a result of the COVID-19 pandemic. Transit Expansion projects must be proposing expanded service beyond what existed prior to March 2020 service changes.

Check the box to indicate that the project meets this requirement.

2. The applicant must have the capital and operating funds necessary to implement the entire project and commit to continuing to fund the service or facility project beyond the initial three-year funding period for transit operating funds if the applicant continues the project.

Check the box to indicate that the project meets this requirement.

Transit Expansion and Transit Modernization projects only:

3.The project is not eligible for either capital or operating funds if the corresponding capital or operating costs have been funded in a previous solicitation. However, Transit Modernization projects are eligible to apply in multiple solicitations if new project elements are being added with each application. Each transit application must show independent utility and the points awarded in the application should only account for the improvements listed in the application.

Check the box to indicate that the project meets this requirement.

4.The applicant must affirm that they are able to implement a Federal Transit Administration (FTA) funded project in accordance with the grant application, Master Agreement, and all applicable laws and regulations, using sound management practices. Furthermore, the applicant must certify that they have the technical capacity to carry out the proposed project and manage FTA grants in accordance with the grant agreement, sub recipient grant agreement (if applicable), and with all applicable laws. The applicant must certify that they have adequate staffing levels, staff training and experience, documented procedures, ability to submit required reports correctly and on time, ability to maintain project equipment, and ability to comply with FTA and grantee requirements.

Check the box to indicate that the project meets this requirement.

Travel Demand Management projects only:

The applicant must be properly categorized as a subrecipient in accordance with 2CFR200.330.

Check the box to indicate that the project meets this requirement. Yes

The applicant must adhere to Subpart E Cost Principles of 2CFR200 under the proposed subaward.

Check the box to indicate that the project meets this requirement. Yes

Specific Roadway Elements

CONSTRUCTION PROJECT ELEMENTS/COST ESTIMATES	Cost
Mobilization (approx. 5% of total cost)	$0.00
Removals (approx. 5% of total cost)	$0.00
Roadway (grading, borrow, etc.)	$0.00
Roadway (aggregates and paving)	$0.00
Subgrade Correction (muck)	$0.00
Storm Sewer	$0.00
Ponds	$0.00
Concrete Items (curb & gutter, sidewalks, median barriers)	$0.00
Traffic Control	$0.00
Striping	$0.00
Signing	$0.00
Lighting	$0.00
Turf - Erosion & Landscaping	$0.00
Bridge	$0.00
Retaining Walls	$0.00
Noise Wall (not calculated in cost effectiveness measure)	$0.00
Traffic Signals	$0.00

Wetland Mitigation	$0.00
Other Natural and Cultural Resource Protection	$0.00
RR Crossing	$0.00
Roadway Contingencies	$0.00
Other Roadway Elements	$0.00
Totals	**$0.00**

Specific Bicycle and Pedestrian Elements

CONSTRUCTION PROJECT ELEMENTS/COST ESTIMATES	Cost
Path/Trail Construction	$0.00
Sidewalk Construction	$0.00
On-Street Bicycle Facility Construction	$0.00
Right-of-Way	$0.00
Pedestrian Curb Ramps (ADA)	$0.00
Crossing Aids (e.g., Audible Pedestrian Signals, HAWK)	$0.00
Pedestrian-scale Lighting	$0.00
Streetscaping	$0.00
Wayfinding	$0.00
Bicycle and Pedestrian Contingencies	$0.00
Other Bicycle and Pedestrian Elements	$0.00
Totals	**$0.00**

Specific Transit and TDM Elements

CONSTRUCTION PROJECT ELEMENTS/COST ESTIMATES	Cost
Fixed Guideway Elements	$0.00
Stations, Stops, and Terminals	$0.00
Support Facilities	$0.00
Transit Systems (e.g. communications, signals, controls, fare collection, etc.)	$0.00
Vehicles	$0.00
Contingencies	$0.00
Right-of-Way	$0.00
Other Transit and TDM Elements	$500,000.00

Totals	**$500,000.00**

Transit Operating Costs

Number of Platform hours	0
Cost Per Platform hour (full loaded Cost)	$0.00
Subtotal	$0.00
Other Costs - Administration, Overhead,etc.	$0.00

Totals

Total Cost	$500,000.00
Construction Cost Total	$500,000.00
Transit Operating Cost Total	$0.00

Measure A: Project's Use of Existing Infrastructure

Response:

This project will capitalize on existing bus stops, transit centers, and transit stations throughout Hennepin and Ramsey Counties where three or more routes intersect. The highest priority project areas are those where riders must walk between stops or stations to transfer and where wayfinding will direct riders to safe pedestrian crossings.

Minneapolis Downtown: Wayfinding will support easier transfers between Northstar Commuter Rail; METRO Blue Line, Green Line, and C Line; 15 local bus routes and approximately 39 express/limited-stop bus routes.

Minneapolis East Hennepin and Central Ave: Wayfinding will support easier transfers between bus routes 2, 4, 6, 10, 11, 17, 25, 61, 250, 264, 270, and 824.

Saint Paul Downtown: Wayfinding will support easier transfers between METRO Green Line, 12 local bus routes and approximately 8 express/limited-stop bus routes.

METRO Station Areas:

Green Line Stadium Village Station, Westgate Station, Raymond Ave Station, Snelling Ave Station, Capitol/Rice St Station, and Robert St Station

Blue Line 46th St Station

Orange Line I-35W & 98th St Station and Knox & 76th St Stations

C Line Penn & Golden Valley, Penn & Plymouth, and Olson and 7th St Stations

Transit Centers: Maplewood Mall Transit Center and Uptown Transit Center

(Limit 2,800 characters; approximately 400 words)

Measure A: Average Weekday Users

Average Weekday Users

11114

Improved wayfinding at the transfer points locations selected for this project will create a more convenient experience for current and new transit riders, reducing navigation as a barrier to more regional destinations. The groups that directly benefit are residents who live or work close to the METRO Network; with express bus service to job concentration areas limited for the time being, those near a METRO line will be in the best position to use transit for commuting. However, their commute may require transfers they are not accustomed to navigating.

Response:

The exact impact of improved wayfinding is difficult to estimate. One case study from 2003 in Australia showed high quality navigation tools resulted in a 17 percent shift from SOV commuting (RTA, 2003). This shift also included an office relocation. Considering those caveats and the continued uncertainty of the pandemic, we estimate 10 percent of METRO and bus riders will move more efficiently between routes at transfer points as results of this project. The average weekday ridership on Green Line, Blue Line, BRT, and bus routes in 2020 was 111,139, making the estimated average weekday users 11,114.

(Limit 2,800 characters; approximately 400 words)

Measure A: Engagement

i.Describe any Black, Indigenous, and People of Color populations, low-income populations, disabled populations, youth, or older adults within a ½ mile of the proposed project. Describe how these populations relate to regional context. Location of affordable housing will be addressed in Measure C.

ii.Describe how Black, Indigenous, and People of Color populations, low-income populations, persons with disabilities, youth, older adults, and residents in affordable housing were engaged, whether through community planning efforts, project needs identification, or during the project development process.

iii.Describe the progression of engagement activities in this project. A full response should answer these questions:

Response:

i. The transfer points selected for this project serve many equity populations in the region. Downtown Minneapolis and Saint Paul are the primary hubs in the regions hub-and-spoke transit system, connecting residents from all communities to job opportunities and social services. Community profiles for the neighborhoods impacted by this project attached to this application. Some highlights include:

-20% of the residents near Capitol/Rice St and Robert St Stations identify as disabled, compared to less than 10% regionally.

-Neighborhoods served by the C Line along Penn Ave at Golden Valley Rd and Plymouth Ave are over 75% people of color, compared to 24% percent regionally.

-Raymond Ave Station is close to State Services for the Blind, a popular destination for residents with vision loss.

-Hennepin Ave E and Central Ave E is one of the most challenging locations for customers to navigate.

ii/iii. Transfer point wayfinding challenges have been identified in many community engagement efforts since 2015.

In 2015-2016 Metro Transit partnered with 12 community-based organizations that serve immigrants and refugees to better understand: (1) how they get transit information and (2) how transit information materials can be updated to be more

accessible to LEP riders. Staff interviewed 100 individuals and held two focus groups.

During Better Bus Stops (2016-2017) Metro Transit conducted extensive community engagement to inform bus stop investment decisions. Leaders from traditionally underrepresented communities engaged people from their communities, so survey participation was demographically representative of transit riders? as a whole. About 7,000 people participated and 185 community engagement events were held. Staff created public technical information in collaboration with subcontractors, increasing transparency around bus stop investment decisions.

In the Beacon Wayfinding Pilot (2021), Metro Transit partnered with U pf M researchers and ClickandGo Wayfinding to test the efficacy and usability of an beacon-based wayfinding system. Six participants, all blind or low vision provided feedback about the beacons and other challenges they encounter using transit. Similarly we are piloting the Aira livestream wayfinding service. Outreach and Engagement staff have accompanied customers using the app to understand how it serves them and if it is an effective tool for Metro Transit to maintain after the pilot ends in December 2022.

In 2019-2020 Metro Transit contracted with Alta Planning and Design to develop initial transfer point guidelines. The project steering committee included a customer with vision impairment and a representative from MN State Services for the Blind. Draft wayfinding concepts were tested by people with LEP and disabilities.

(Limit 2,800 characters; approximately 400 words):

Measure B: Equity Population Benefits and Impacts

Describe the projects benefits to Black, Indigenous, and People of Color populations, low-income populations, children, people with disabilities, youth, and older adults. Benefits could relate to:
This is not an exhaustive list. A full response will support the benefits claimed, identify benefits specific to Equity populations residing or engaged in activities near the project area, identify benefits addressing a transportation issue affecting Equity populations specifically identified through engagement, and substantiate benefits with data.
Acknowledge and describe any negative project impacts to Black, Indigenous, and People of Color populations, low-income populations, children, people with disabilities, youth, and older adults. Describe measures to mitigate these impacts. Unidentified or unmitigated negative impacts may result in a reduction in points.
Below is a list of potential negative impacts. This is not an exhaustive list.

The guiding framework of this project is a set of universal design principles to ensure wayfinding is "usable by all people, to the greatest extent possible, without adaptation or special design" (Center for Universal Design). This will improve the transit experience for all customers, but Metro Transit anticipates direct benefits to several Equity populations.

Through engagement, Metro Transit has learned inconsistent wayfinding makes it challenging for people with cognitive disabilities to navigate transfer points. A consistent and accessible wayfinding system will lessen these challenges and make it easier for these riders to get comfortable with new transitways in the future.

Response:

A 2019 audit of wayfinding at five transfer points found that some maps and signs are inaccessible for people using wheelchairs. Those design mistakes will be rectified through this project.

To date, Metro Transit has employed an inconsistent approach to tactile treatments and auditory wayfinding. A consistent approach, designed in collaboration with blind and low vision residents, will improve their safety and comfort while traveling on transit.

Through research and engagement, Metro Transit has developed a better understanding of the challenges people with LEP encounter while navigating the transit system. This project will better serve their needs by: (1) Providing information via auditory, visual, and virtual means; (2) using intuitively understandable symbols consistently; (3) using colors consistently; (4) orienting transit users with visually striking landmarks; and (5) using

legible fonts and simple text.

There are two potential negative impacts that may occur during implementation.

1. Installing new signage or other materials at transit stations can be disruptive to regular riders. Those disruptions have a disproportionate impact on people using a mobility device, people who are blind or have low vision, and people with cognitive disabilities. Disruptions from installation may include narrowed sidewalk access while working is being done, barriers in walking paths where concrete or other materials need to cure, and gaps in the availability of customer information when materials are being replaced.

2. Regular transit customers have formed mental models to navigate the Metro Transit system as it currently exists. To standardize the experience, it is likely that the wayfinding that exists at some transfer points will change. This will be most disruptive to current riders who have a vision impairment or a cognitive disability.

Metro Transit will work closely with established service and advocacy organizations during project planning and implementation to get a clear understanding of how those communities may be impacted and how best to limit disruptions.

(Limit 2,800 characters; approximately 400 words):

Measure C: Affordable Housing Access

Describe any affordable housing developmentsexisting, under construction, or plannedwithin ½ mile of the proposed project. The applicant should note the number of existing subsidized units, which will be provided on the Socio-Economic Conditions map. Applicants can also describe other types of affordable housing (e.g., naturally-occurring affordable housing, manufactured housing) and under construction or planned affordable housing that is within a half mile of the project. If applicable, the applicant can provide self-generated PDF maps to support these additions. Applicants are encouraged to provide a self-generated PDF map describing how a project connects affordable housing residents to destinations (e.g., childcare, grocery stores, schools, places of worship).
Describe the projects benefits to current and future affordable housing residents within ½ mile of the project. Benefits must relate to affordable housing residents. Examples may include:
This is not an exhaustive list. Since residents of affordable housing are more likely not to own a private vehicle, higher points will be provided to roadway projects that include other multimodal access improvements. A full response will support the benefits claimed, identify benefits specific to residents of affordable housing, identify benefits addressing a transportation issue affecting residents of affordable housing specifically identified through engagement, and substantiate benefits with data.

Response:

(Limit 2,800 characters; approximately 400 words):

According to the mapping application, 25,061 subsidized units exist within a half-mile of the locations selected for this project. Additionally, there are at least two developments under construction: The Highland Bridge site near Ford Parkway and Cleveland Ave (20 percent of units) and Minnehaha 46 at 46th Street and Minnehaha Ave in Minneapolis (54 units).

The neighborhoods in this project are well-served by transit; the routes that residents can access were designed to provide greater access to jobs, schools, and healthcare. Metro Transit continues to build out the METRO Network, which will connect a growing number of residents to the destinations they need and want to go. Therefore the benefits affordable housing residents will realize in this project are easier navigation between modes and a consistent experience across the transit network. Better maps at transfer points will direct transit riders to key community destinations like parks, schools, social services, and healthcare facilities. Wayfinding data improvements will make planning a trip online more efficient.

Measure D: BONUS POINTS

Project is located in an Area of Concentrated Poverty: Yes

Projects census tracts are above the regional average for population in poverty or population of color (Regional Environmental Justice Area):

Project located in a census tract that is below the regional average for population in poverty or populations of color (Regional Environmental Justice Area):

Upload the Socio-Economic Conditions map used for this measure.

1649909173070_Transit Wayfinding Project Socio-Economic Conditions Maps.pdf

Measure A: Areas of Traffic Congestion and Reduction in SOV Trips

Response:

All of the routes that serve the locations selected for this project were designed to be transit alternatives to congested roadways. METRO Blue Line, Green Line, and C Line serve trips that may otherwise occur on Interstate 94 in its most congested sections between Interstates 35E and 394. METRO Orange Line serves the Interstate 35W corridor south of downtown Minneapolis. Several local bus routes connect residents in northeast Minneapolis to jobs and services in downtown Minneapolis without adding single-occupancy vehicles (SOV) to Interstate 35W north of downtown. METRO A Line serves Snelling Avenue, a minor arterial.

The wayfinding improvements implemented in this project will make it easier for infrequent riders, like those attending special events in Downtown Minneapolis, Downtown Saint Paul, or the Capitol Area, to navigate the transit system. Special events create significant congestion around these areas, particularly when events coincide with peak commute hours. A more consistent, accessible transit experience may encourage more special event attendees to leave the car at home, reducing SOV trips during peak travel periods.

(Limit 2,800 characters; approximately 400 words)

Measure B: Emissions Reduction

Number of Daily One-Way Commute Trips Reduced:	22228
Average Commute Trip Length (Default 12.1):	12.1
VMT Reduction	268958.8
CO Reduced	642811.532
NOx Reduced	43033.408
CO2e Reduced	9.860029608E7
PM2.5 Reduced	1344.794
VOCs Reduced	8068.764

Two daily commute trips x 11,114 estimated average users = 22,228 daily one-way commute trips reduced.

Response:

Metro Transit plans to conduct observational evaluations at project locations to determine if wayfinding improvements lessen riders "friction" while moving between routes. Surveys will also be conducted to determine the impact of improvements on perceptions of transit connectivity and comfort.

(Limit 2,800 characters; approximately 400 words)

Measure A: Project Innovation

Response:

A standardized wayfinding experience across the transit system has not existed in the Twin Cities up to this point. The nature of transit system growth in the Twin Cities - individual projects planned, funded, and constructed by different entities - has created an inconsistent customer experience. New treatments and strategies have been tested in different projects, but a set of wayfinding standards has not been developed.

The pandemic's effect on commute patterns has forced regions across the country to reconsider where robust transit ridership growth can come from. Ridership on peak-hour, single direction express service that primarily serves the work commute is fragile and may never fully return to pre-2020 levels. Conversely, a network of frequent, all-day routes that serve multiple trip purposes has been shown to withstand the loss of 9-to-5 office commuters. A portion of those commuters will be able to transition from their previous express route to the METRO Network and local buses.

The need to transfer between routes will be unfamiliar to many workers who returning to the office some of the time in the coming months. Consistent and accessible wayfinding has been identified as a universal barrier to transit ridership and as such, several transit agencies have sought to improve it across their systems in recent years. The most notable is Southeastern Pennsylvania Transportation Authority (SEPTA), which released its Wayfinding Master Plan in 2021.

(Limit 2,800 characters; approximately 400 words)

Measure A: Organization's Experience and Resources

Response:

Metro Transit is responsible for maintaining maps and signage at 37 light rail stations, 24 transit center, and 11,600 bus stops. Transit Information Center Representatives assist more than 1,000 customers daily in planning trips; their experience helping transit riders navigate challenging transfer points is unparalleled. The Customer Relations and Outreach and Engagement Departments are dedicated to soliciting and receiving community feedback. The agency has the requisite experience and staff to carry out the activities in this project. Recent examples include:

In Better Bus Stops, Metro Transit received federal funding to improve amenities and customer information at bus stop in the region. The results were a nationally recognized community engagement effort and the installation of hundreds of new bus stop shelters across the region.

The Bus Stop Sign Replacement Project was a multi-year undertaking to replace nearly 12,000 bus stop signs. In that process Metro Transit developed a database and application to collect bus stop sign data, track maintenance needs, and make possible regular audits of all signs in the system. Finally, the agency created a new work unit in 2021 dedicated to the installation and maintenance of static and digital signage; Transit Information Field Operations has an organizational foundation that can be built out to meet the needs of this project.

(Limit 1,400 characters; approximately 200 words)

Measure B: Project Financial Plan

Project funding sources are identified and secured to continue the project past the initial funding period, and/or carry on the project to a future phase:

25 Points

Yes

Applicant has identified potential funding sources that could support the project beyond the initial funding period:

15 Points

Applicant has not identified funding sources to carry the project beyond the initial funding period:

0 Points

Response:

When this project is complete, the result will be a set of wayfinding standards that will be applied to new and existing transfer points throughout the service area. Future wayfinding improvements will be funded by the Metro Transit capital improvement program, local operating funds, or included with new transitway project scopes.

(Limit 2,800 characters; approximately 400 words)

Measure A: Cost Effectiveness

Total Project Cost (entered in Project Cost Form):	$500,000.00
Enter Amount of the Noise Walls:	$0.00
Total Project Cost subtract the amount of the noise walls:	$500,000.00
Points Awarded in Previous Criteria	
Cost Effectiveness	$0.00

Other Attachments

File Name	Description	File Size
1 MT Wayfinding Project One Page Summary.pdf	One-page project summary with example existing conditions photo	107 KB
2A Transit Wayfinding Project Socio-Economic Conditions Maps.pdf	Maps: Project Area Socio-Economic Conditions	37.6 MB
2B Transit Wayfinding Project Regional Economy Maps.pdf	Maps: Project Area Regional Economy	34.8 MB
3A Hennepin Sites Demographic Profiles.pdf	Demographic profiles of project locations in Hennepin County	2.1 MB
3B Ramsey Sites Demographic Profiles.pdf	Demographic profiles for project locations in Ramsey County	1.8 MB
4 MT Wayfinding Project Budget.pdf	Proposed project budget	87 KB
5 Sample Static Sign Design Concepts.pdf	Sample improved wayfinding static signage design concepts	494 KB

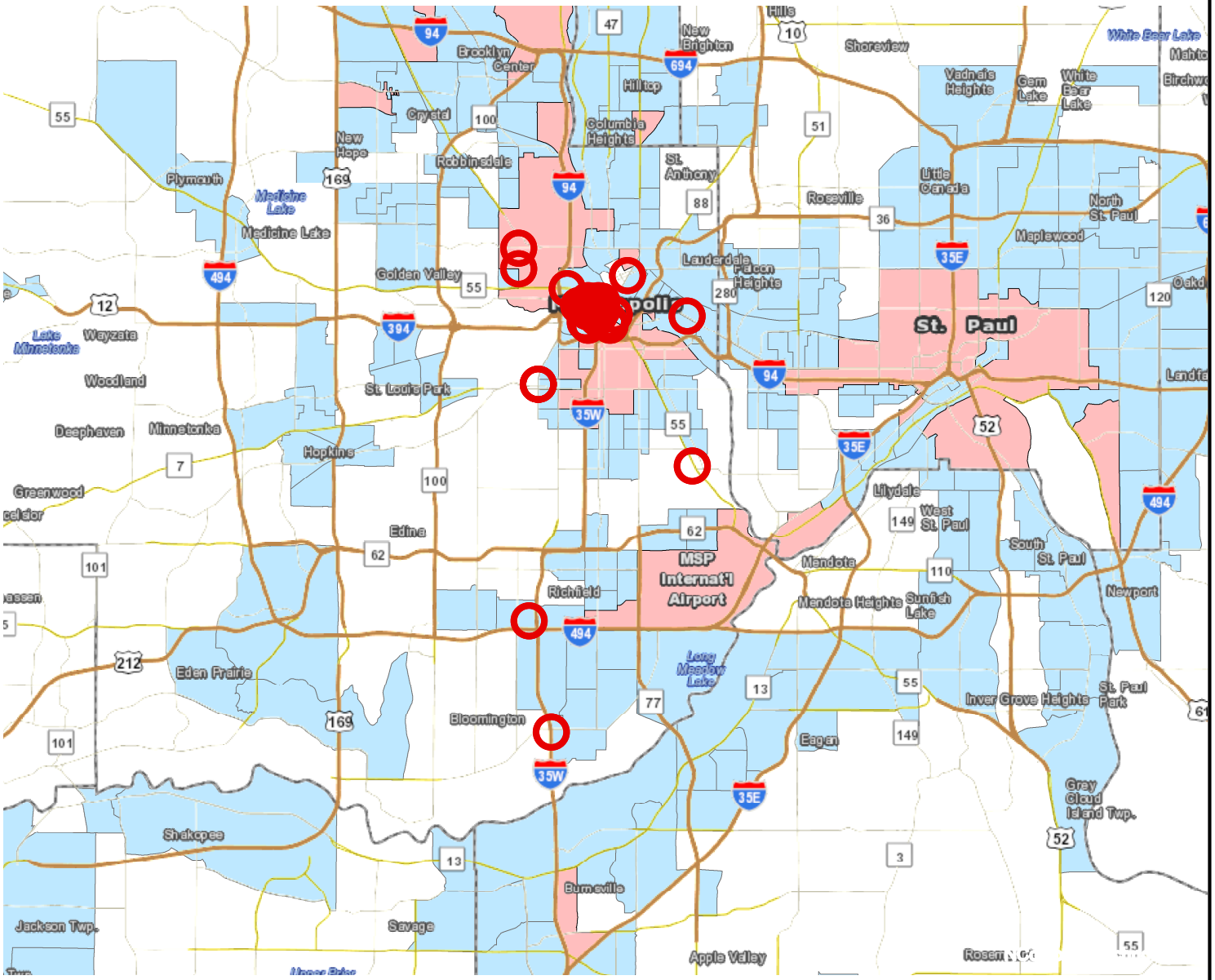
Socio-Economic Conditions

Travel Demand Management Project: Wayfinding Improvements Hennepin County | Map ID: 1649704592919

Results

Total of publicly subsidized rental housing units in census tracts within 1/2 mile: 16100

Project located IN an Area of Concentrated Poverty.



Points

Area of Concentrated Poverty

Regional Environmental Justice Area

0 2.25 4.5 9 13.5 18 Miles

Created: 4/11/2022
LandscapeRSA2

For complete disclaimer of accuracy, please visit http://giswebsite.metc.state.mn.us/gissite/notice.aspx

METROPOLITAN COUNCIL

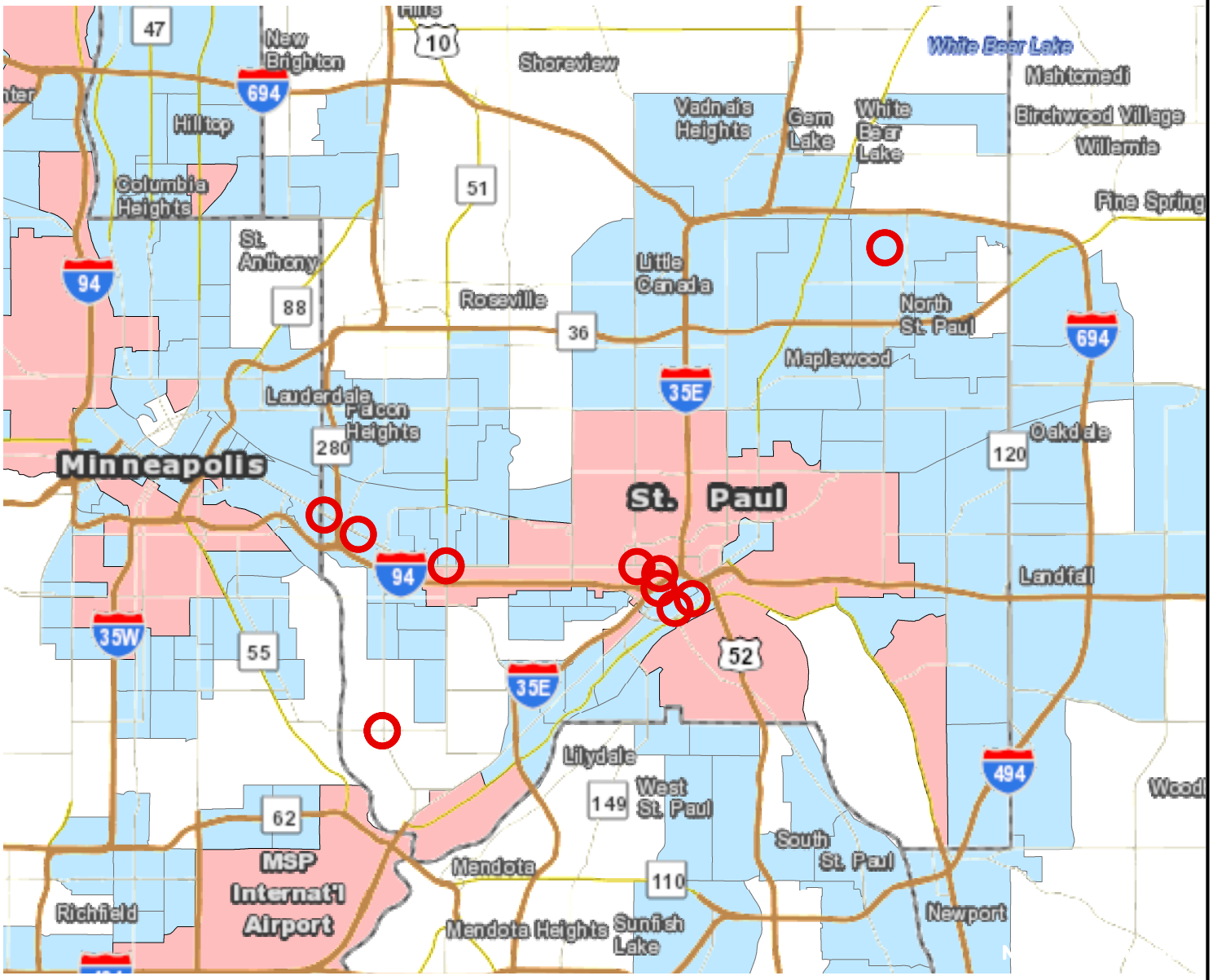
Socio-Economic Conditions

Travel Demand Management Project: Wayfinding Improvements Ramsey County | Map ID: 1649705150156

Results

Total of publicly subsidized rental housing units in census tracts within 1/2 mile: 8961

Project located IN an Area of Concentrated Poverty.



Points

Area of Concentrated Poverty

Regional Environmental Justice Area

0 1.5 3 6 9 12 Miles

Created: 4/11/2022

LandscapeRSA2

For complete disclaimer of accuracy, please visit http://giswebsite.metc.state.mn.us/gissite/notice.aspx

METROPOLITAN COUNCIL

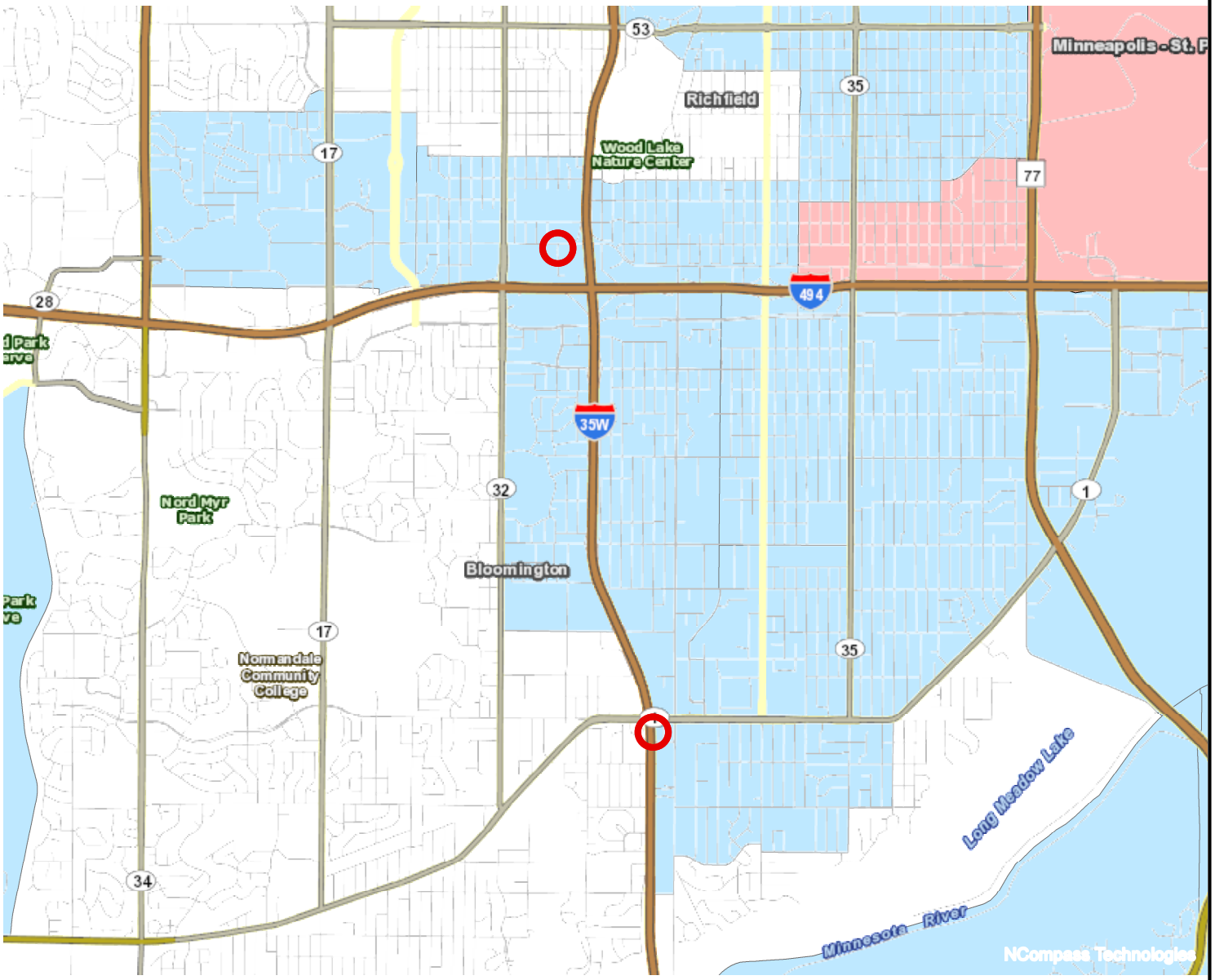
Socio-Economic Conditions

Travel Demand Management Project: Bloomington and Richfield | Map ID: 1649900687528

Results

Total of publicly subsidized rental housing units in census tracts within 1/2 mile: 716

Project located in census tract(s) that are ABOVE the regional average for population in poverty or population of color.



Points

Regional Environmental Justice Area

Area of Concentrated Poverty

0 0.5 1 2 3 4 Miles

Created: 4/13/2022
LandscapeRSA2

For complete disclaimer of accuracy, please visit http://giswebsite.metc.state.mn.us/gissite/notice.aspx

METROPOLITAN COUNCIL

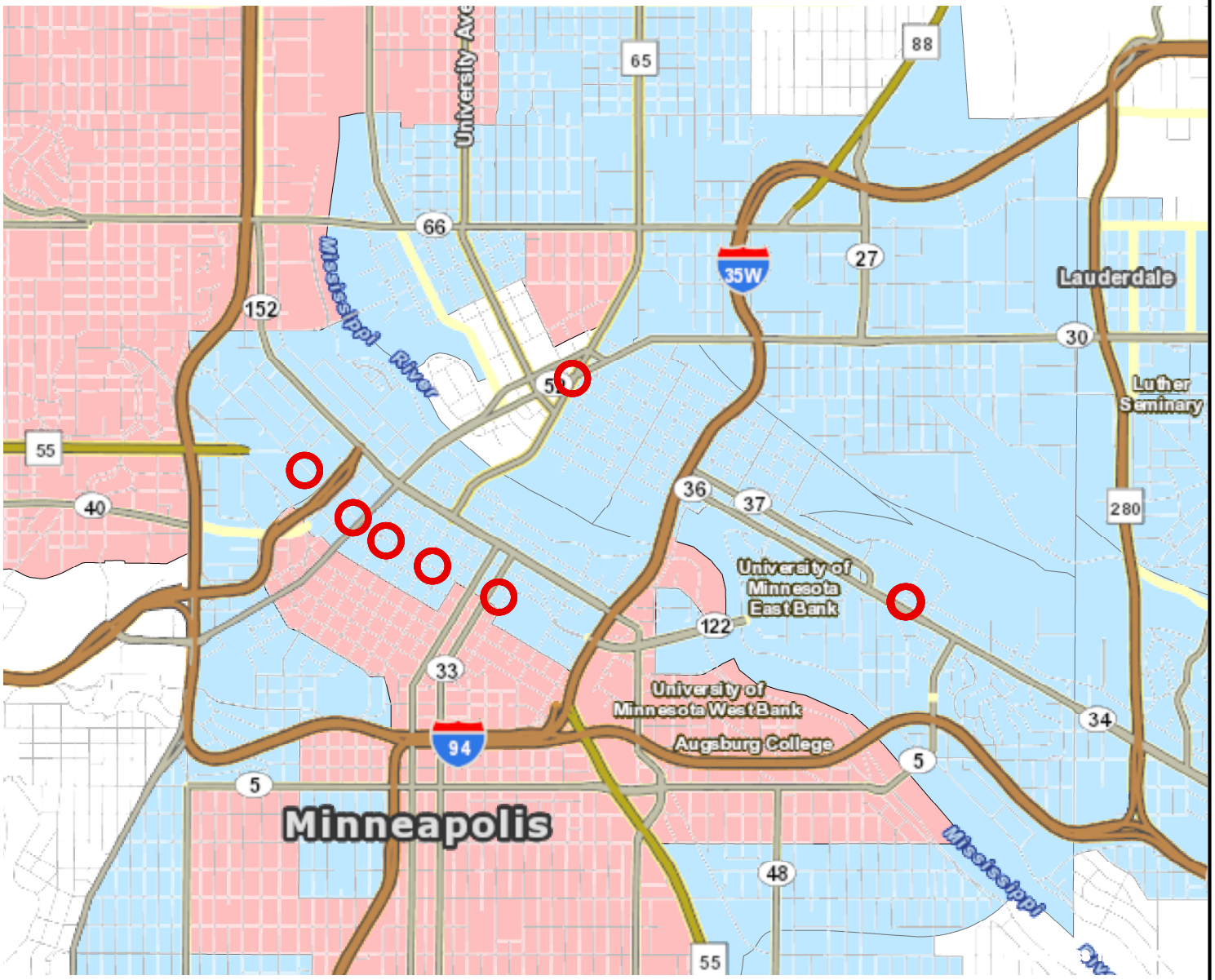
Socio-Economic Conditions

Travel Demand Management Project: Minneapolis Downtown, E Hennepin/Central, Stadium Village | Map ID: 1649901309951

Results

Total of publicly subsidized rental housing units in census tracts within 1/2 mile: 8975

Project located in census tract(s) that are ABOVE the regional average for population in poverty or population of color.



Points

Area of Concentrated Poverty

Regional Environmental Justice Area

0 0.425 0.85 1.7 2.55 3.4 Miles

Created: 4/13/2022
LandscapeRSA2

For complete disclaimer of accuracy, please visit http://giswebsite.metc.state.mn.us/gissite/notice.aspx

METROPOLITAN COUNCIL

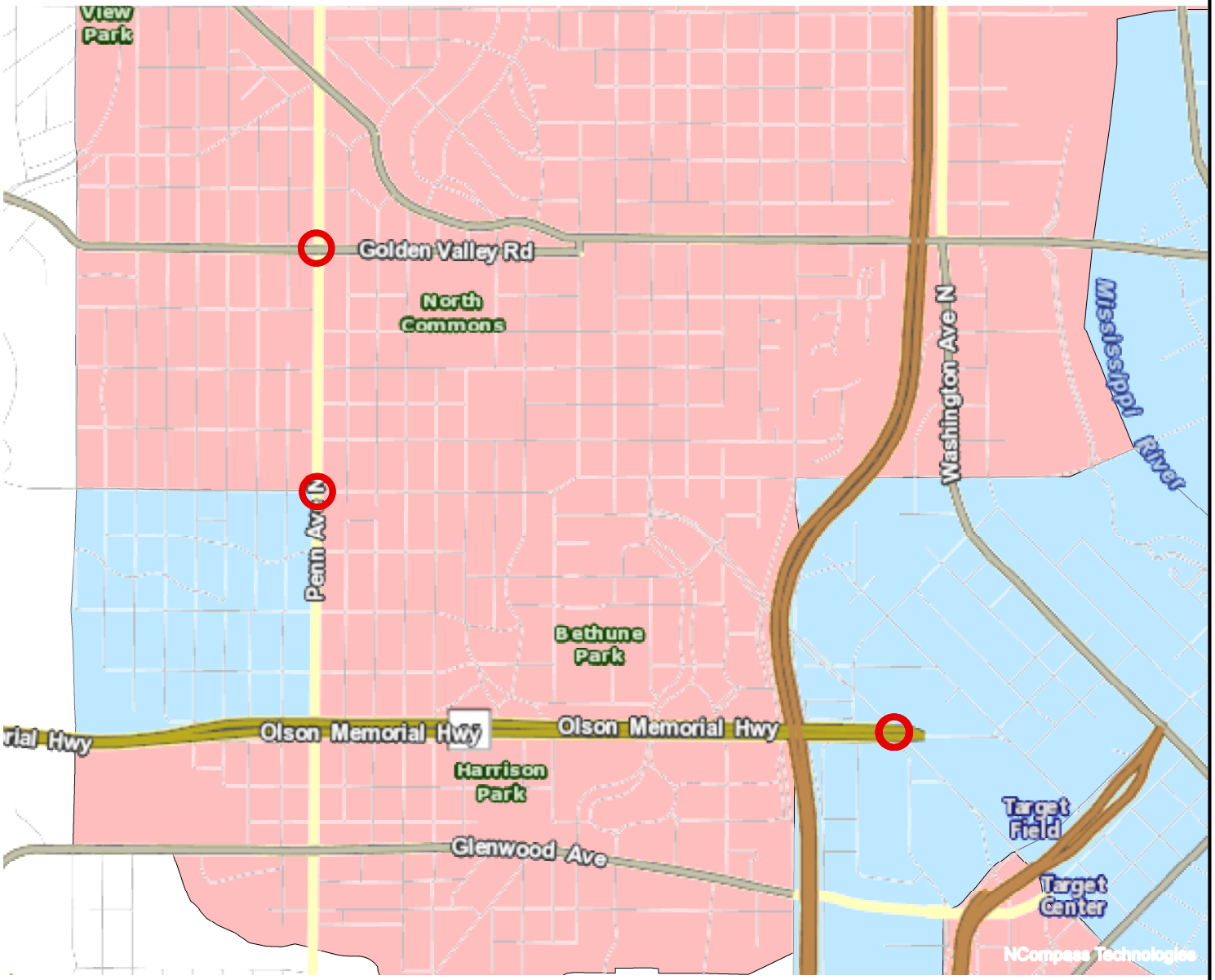
Socio-Economic Conditions

Travel Demand Management Project: Minneapolis North | Map ID: 1649901594892

Results

Total of publicly subsidized rental housing units in census tracts within 1/2 mile: 4469

Project located IN an Area of Concentrated Poverty.



Points

Area of Concentrated Poverty

Regional Environmental Justice Area

0 0.2 0.4 0.8 1.2 1.6 Miles

Created: 4/13/2022
LandscapeRSA2

For complete disclaimer of accuracy, please visit http://giswebsite.metc.state.mn.us/gissite/notice.aspx

METROPOLITAN COUNCIL

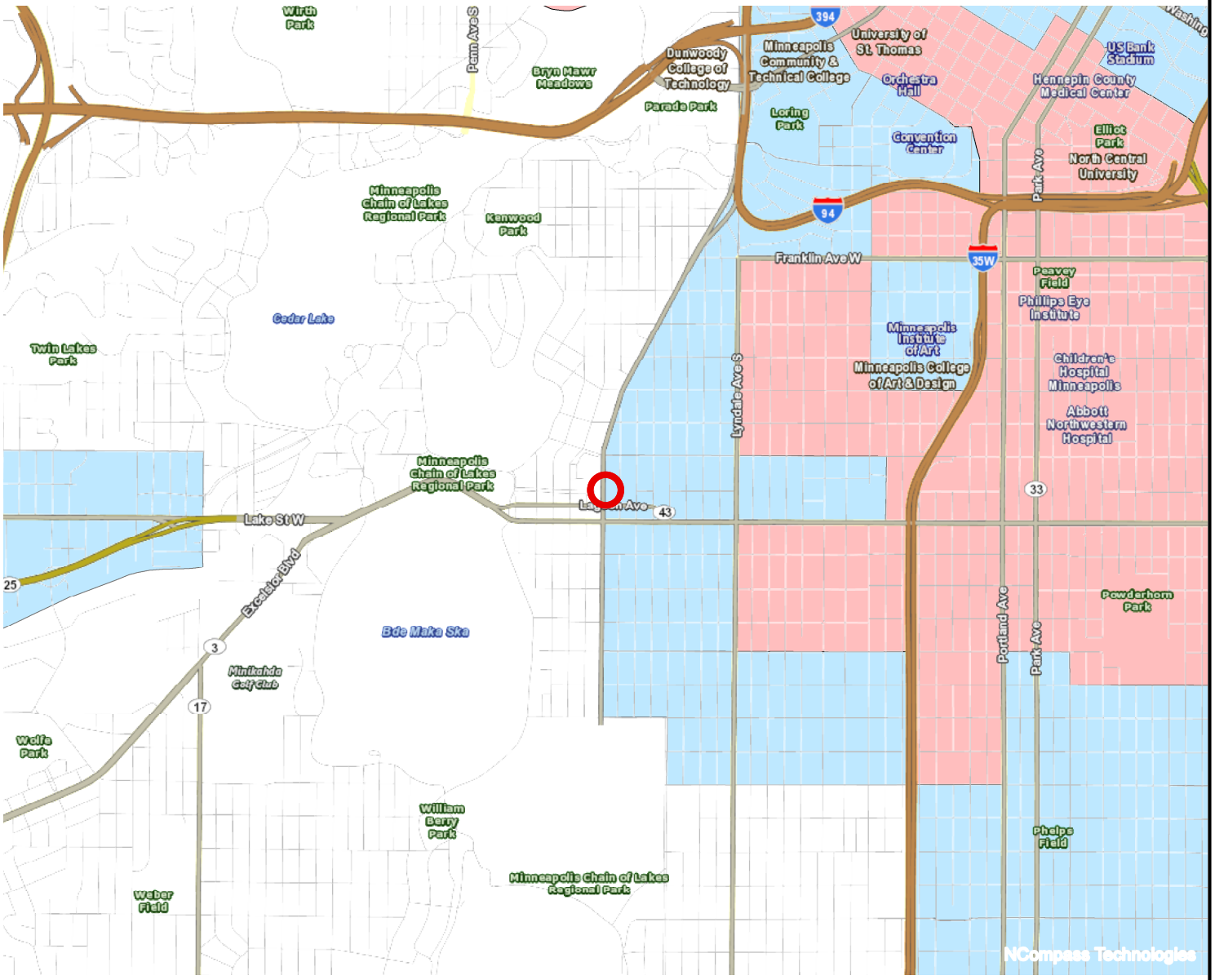
Socio-Economic Conditions

Travel Demand Management Project: Uptown Transit Center | Map ID: 1649901789620

Results

Total of publicly subsidized rental housing units in census tracts within 1/2 mile: 418

Project located in census tract(s) that are ABOVE the regional average for population in poverty or population of color.



Points

Regional Environmental Justice Area

Area of Concentrated Poverty

0 0.35 0.7 1.4 2.1 2.8 Miles

Created: 4/13/2022

LandscapeRSA2

For complete disclaimer of accuracy, please visit http://giswebsite.metc.state.mn.us/gissite/notice.aspx

METROPOLITAN COUNCIL

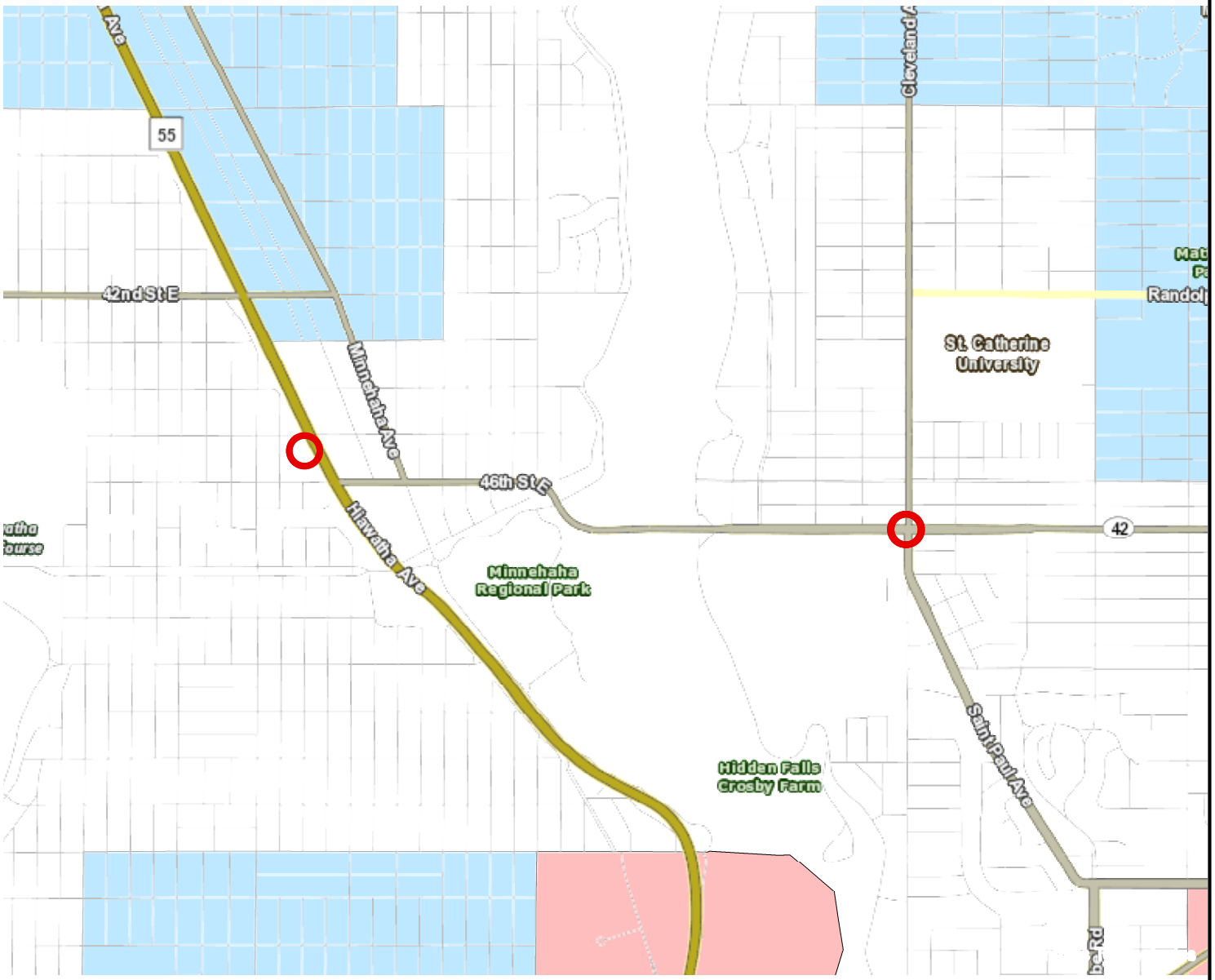
Socio-Economic Conditions

Travel Demand Management Project: 46th Street Station and Ford Pkwy/Cleveland Ave | Map ID: 1649900873016

Results

Total of publicly subsidized rental housing units in census tracts within 1/2 mile: 575

Project located in census tracts that are BELOW the regional average for population in poverty or population of color.



Points

Regional Environmental Justice Area

Area of Concentrated Poverty

0 0.25 0.5 1 1.5 2 Miles

Created: 4/13/2022
LandscapeRSA2

For complete disclaimer of accuracy, please visit http://giswebsite.metc.state.mn.us/gissite/notice.aspx

METROPOLITAN COUNCIL

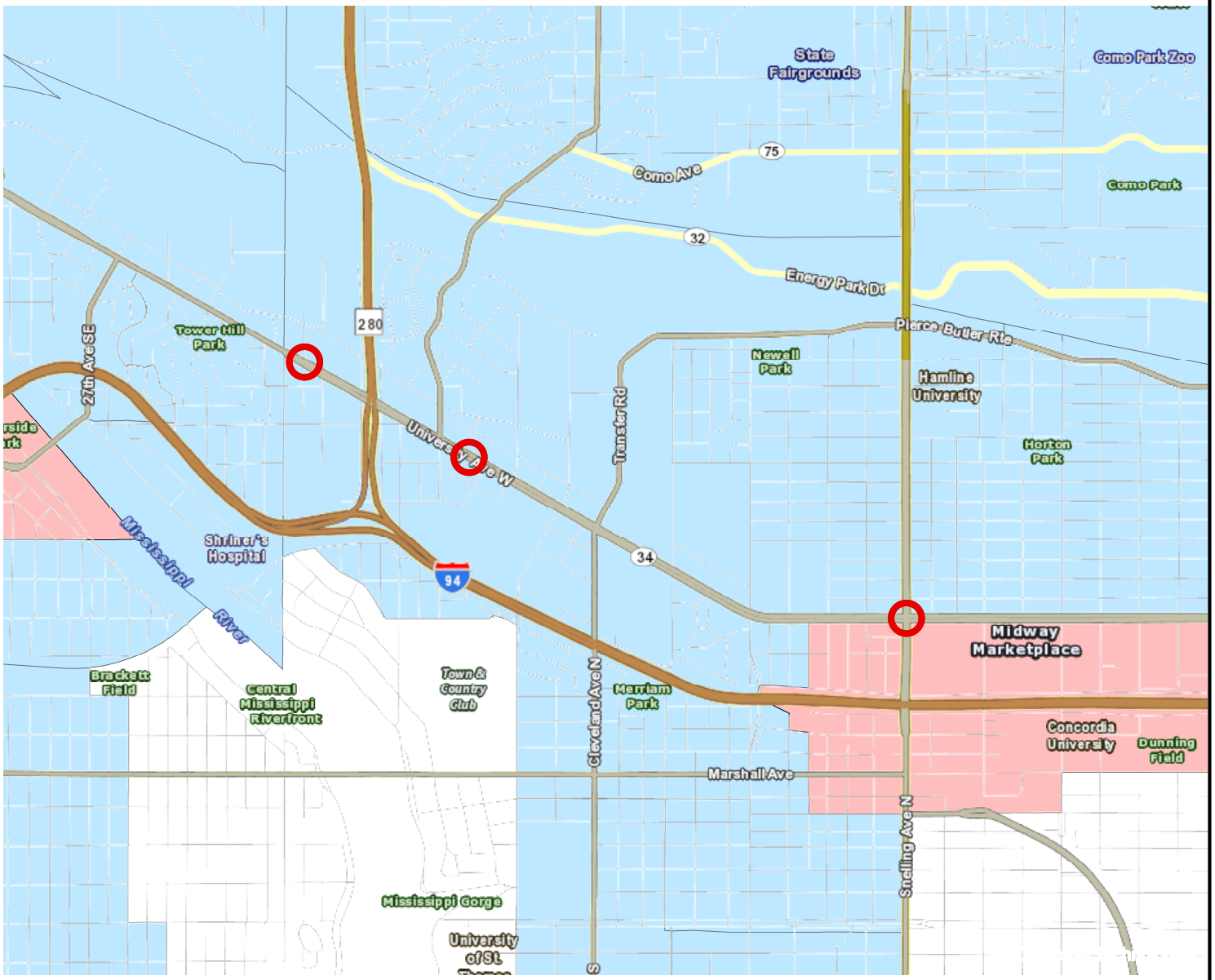
Socio-Economic Conditions

Travel Demand Management Project: Green Line Westgate, Raymond, and Snelling Stations | Map ID: 1649902154840

Results

Total of publicly subsidized rental housing units in census tracts within 1/2 mile: 3312

Project located IN an Area of Concentrated Poverty.



Points

Regional Environmental Justice Area

Area of Concentrated Poverty

0 0.3 0.6 1.2 1.8 2.4 Miles

Created: 4/13/2022
LandscapeRSA2

For complete disclaimer of accuracy, please visit http://giswebsite.metc.state.mn.us/gissite/notice.aspx

METROPOLITAN COUNCIL

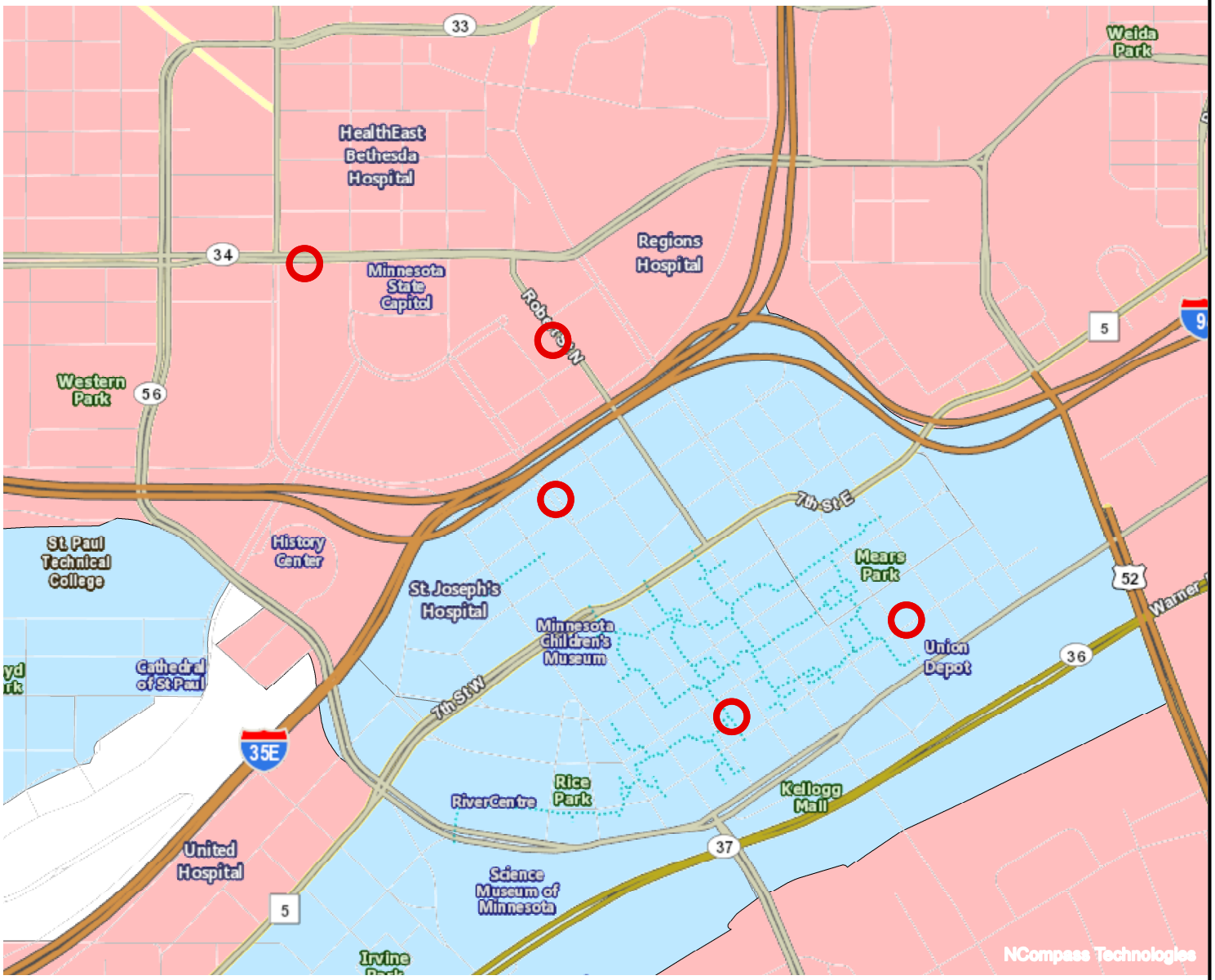
Socio-Economic Conditions

Travel Demand Management Project: Saint Paul Dowtown, Capitol/Rice, and Robert St | Map ID: 1649902332725

Results

Total of publicly subsidized rental housing units in census tracts within 1/2 mile: 4869

Project located IN an Area of Concentrated Poverty.



Points

Regional Environmental Justice Area

Area of Concentrated Poverty

0 0.125 0.25 0.5 0.75 1 Miles

Created: 4/13/2022
LandscapeRSA2

For complete disclaimer of accuracy, please visit http://giswebsite.metc.state.mn.us/gissite/notice.aspx

METROPOLITAN COUNCIL

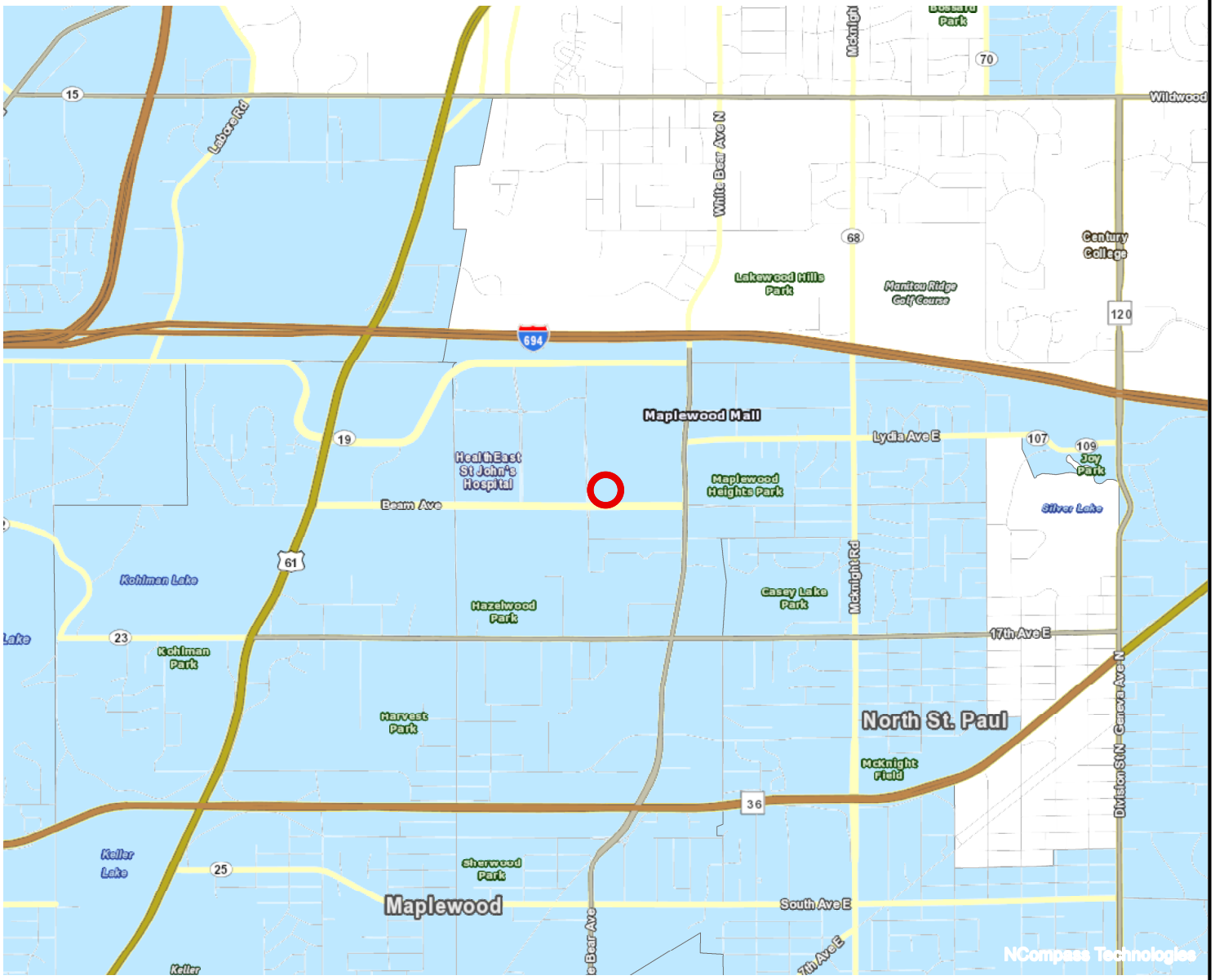
Socio-Economic Conditions

Travel Demand Management Project: Maplewood Mall Transit Center | Map ID: 1649901983200

Results

Total of publicly subsidized rental housing units in census tracts within 1/2 mile: 963

Project located in census tract(s) that are ABOVE the regional average for population in poverty or population of color.



Points

Area of Concentrated Poverty

Regional Environmental Justice Area

0 0.35 0.7 1.4 2.1 2.8 Miles

Created: 4/13/2022
LandscapeRSA2

For complete disclaimer of accuracy, please visit http://giswebsite.metc.state.mn.us/gissite/notice.aspx

METROPOLITAN COUNCIL

Project Name: Metro Transit Wayfinding Project
Applicant: Metro Transit
Project Location: Bloomington, Maplewood, Minneapolis, Richfield, and Saint Paul
Requested Amount: $400,000
Total Project Cost: $500,000

Project Description and Benefits

Wayfinding is an important traveler information service that makes transit more user friendly, especially for new and infrequent riders, those with disabilities, and those with limited English proficiency (LEP). Metro Transit is developing a comprehensive, modern, and consistent wayfinding program that will improve the rider experience and make transit a more convenient, attractive transportation option in its service area.

This project will build on previous engagement work and accessibility research to implement innovative approaches to static signage, tactile communication, new technologies, and wayfinding data around popular destinations and high-traffic transfer points. Implemented elements will direct customers to safe pedestrian crossings and active transportation options.

The specific locations included in this project are:

- Downtown Minneapolis and Saint Paul
- Minneapolis East Hennepin and Central Ave area
- METRO Green Line Stadium Village, Westgate, Raymond Ave, Snelling Ave S, Capitol/Rice Street, and Robert Street Stations; METRO Blue Line 46th Street Station
- METRO Orange Line I-35W & 98th Street and Knox & 76th Street Stations
- METRO C Line Penn & Golden Valley, Penn & Plymouth, and Olson & 7th Street Stations
- Maplewood Mall and Uptown Transit Centers

Based on requests the agency has received over the years, there are jurisdictions and organizations that also want to make transit an easier and more attractive option through effective wayfinding. The testing, iteration, and evaluation work accomplished by this project will allow Metro Transit to develop a set of transit wayfinding guidelines that can be used by any public or private partner in the region. The improvements implemented during the project and best practices derived from it will be integrated with future transit expansion, reducing the navigational barriers to using transit. Through consistent wayfinding, potential new riders are more likely experience transit as a network, rather than a single route, that can serve their travel needs.

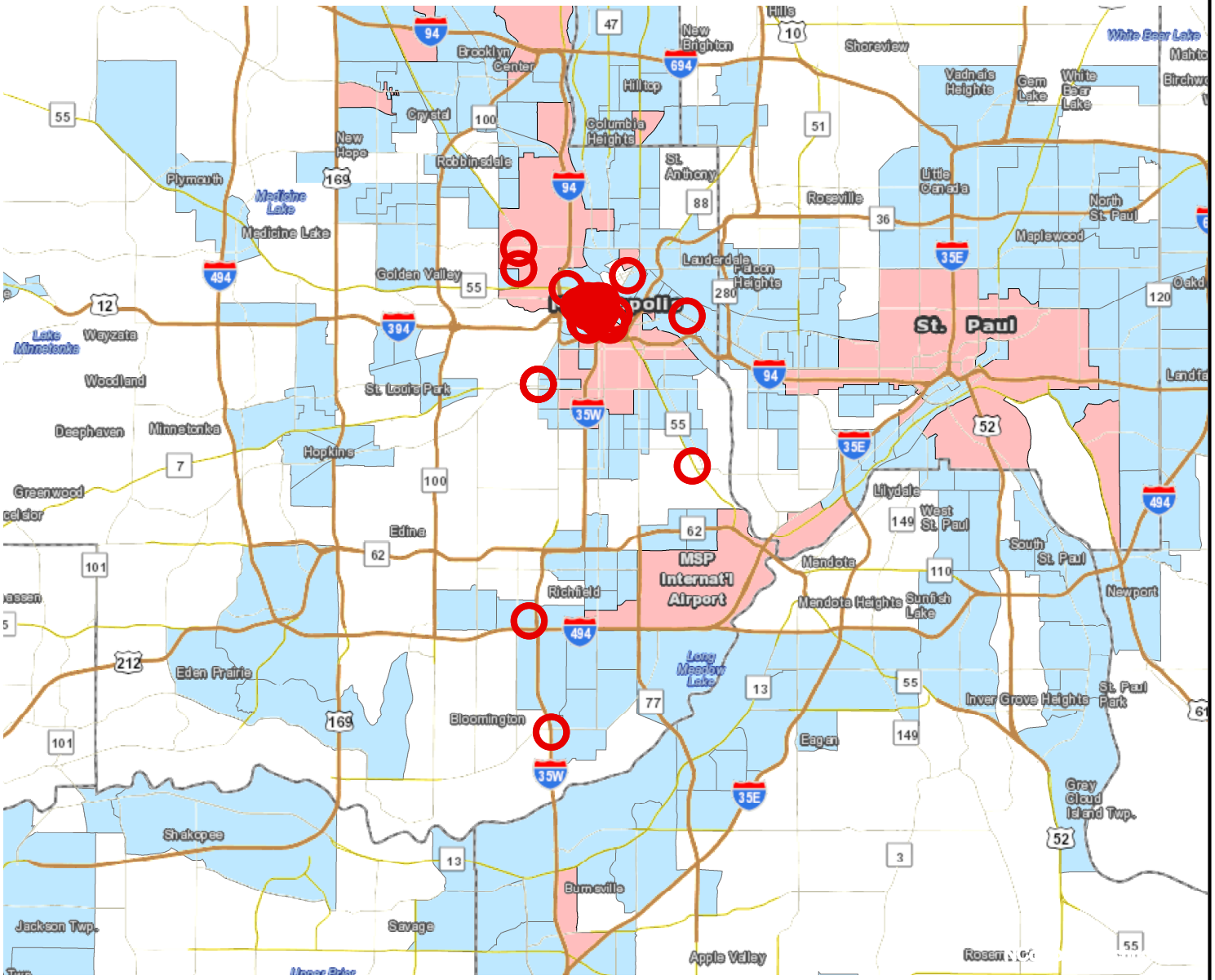
Socio-Economic Conditions

Travel Demand Management Project: Wayfinding Improvements Hennepin County | Map ID: 1649704592919

Results

Total of publicly subsidized rental housing units in census tracts within 1/2 mile: 16100

Project located IN an Area of Concentrated Poverty.



Points

Area of Concentrated Poverty

Regional Environmental Justice Area

0 2.25 4.5 9 13.5 18 Miles

Created: 4/11/2022
LandscapeRSA2

For complete disclaimer of accuracy, please visit http://giswebsite.metc.state.mn.us/gissite/notice.aspx

METROPOLITAN COUNCIL

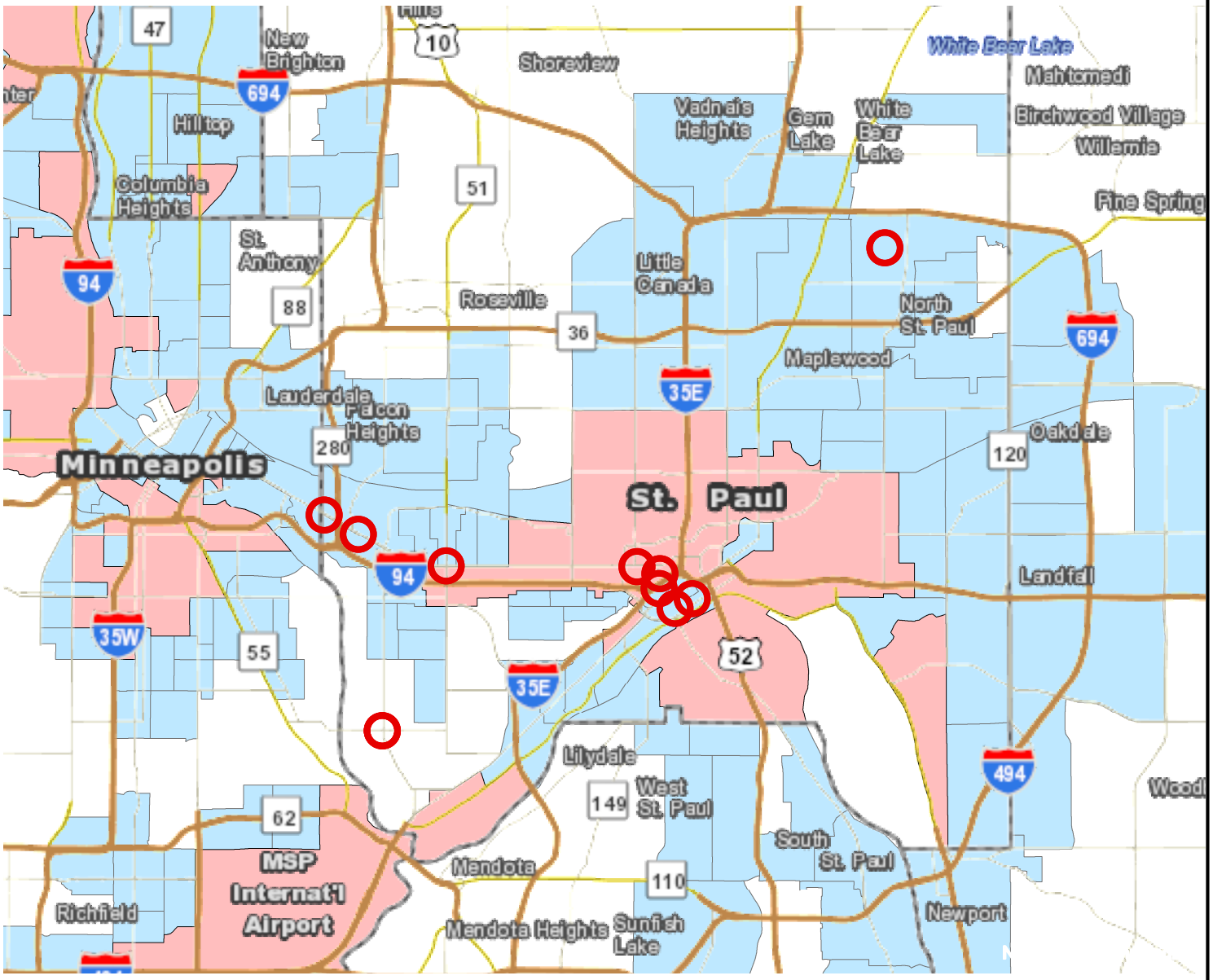
Socio-Economic Conditions

Travel Demand Management Project: Wayfinding Improvements Ramsey County | Map ID: 1649705150156

Results

Total of publicly subsidized rental housing units in census tracts within 1/2 mile: 8961

Project located IN an Area of Concentrated Poverty.



Points

Area of Concentrated Poverty

Regional Environmental Justice Area

0 1.5 3 6 9 12 Miles

Created: 4/11/2022

LandscapeRSA2

For complete disclaimer of accuracy, please visit http://giswebsite.metc.state.mn.us/gissite/notice.aspx

METROPOLITAN COUNCIL

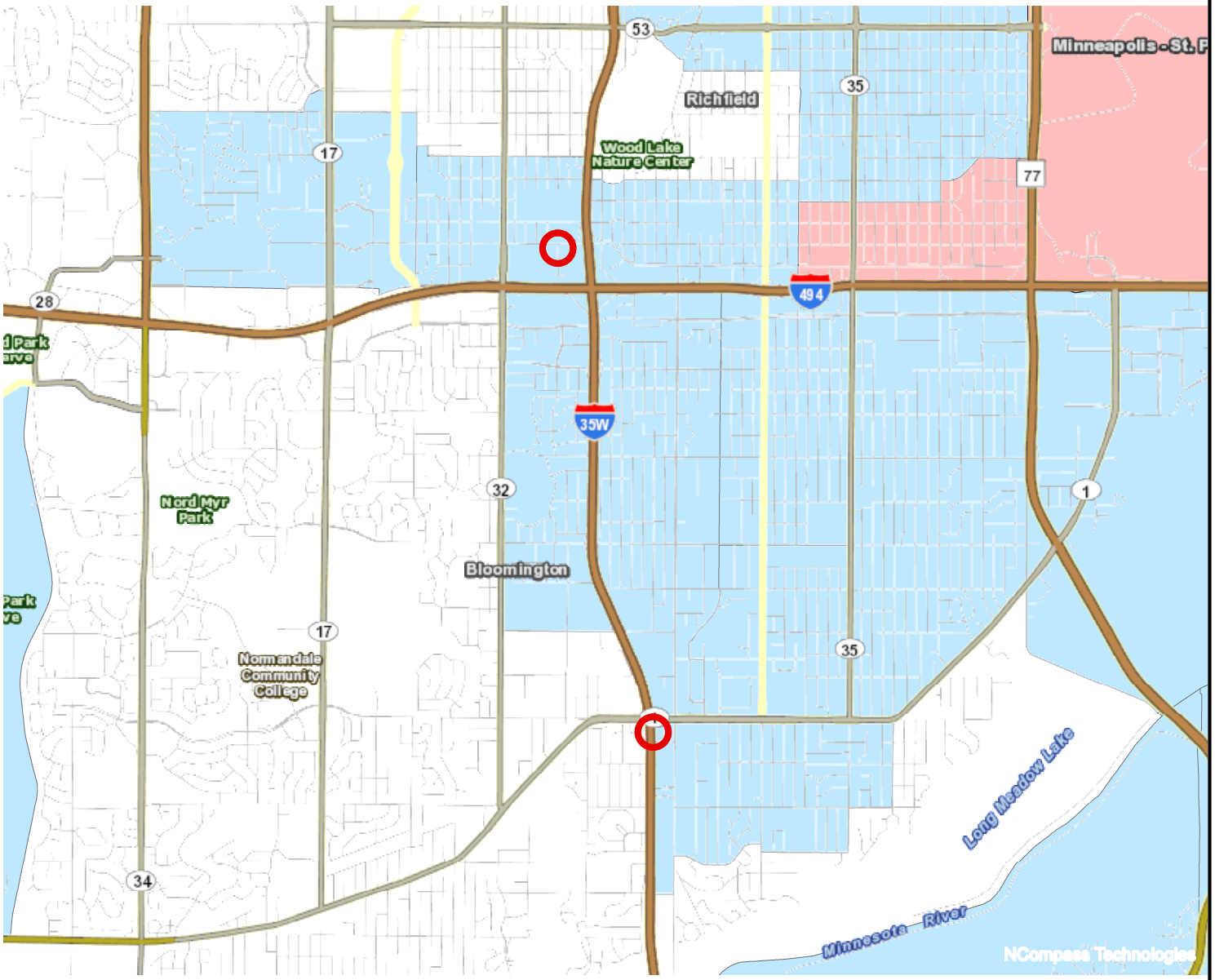
Socio-Economic Conditions

Travel Demand Management Project: Bloomington and Richfield | Map ID: 1649900687528

Results

Total of publicly subsidized rental housing units in census tracts within 1/2 mile: 716

Project located in census tract(s) that are ABOVE the regional average for population in poverty or population of color.



Points

Regional Environmental Justice Area

Area of Concentrated Poverty

0 0.5 1 2 3 4 Miles

Created: 4/13/2022
LandscapeRSA2

For complete disclaimer of accuracy, please visit http://giswebsite.metc.state.mn.us/gissite/notice.aspx

METROPOLITAN COUNCIL

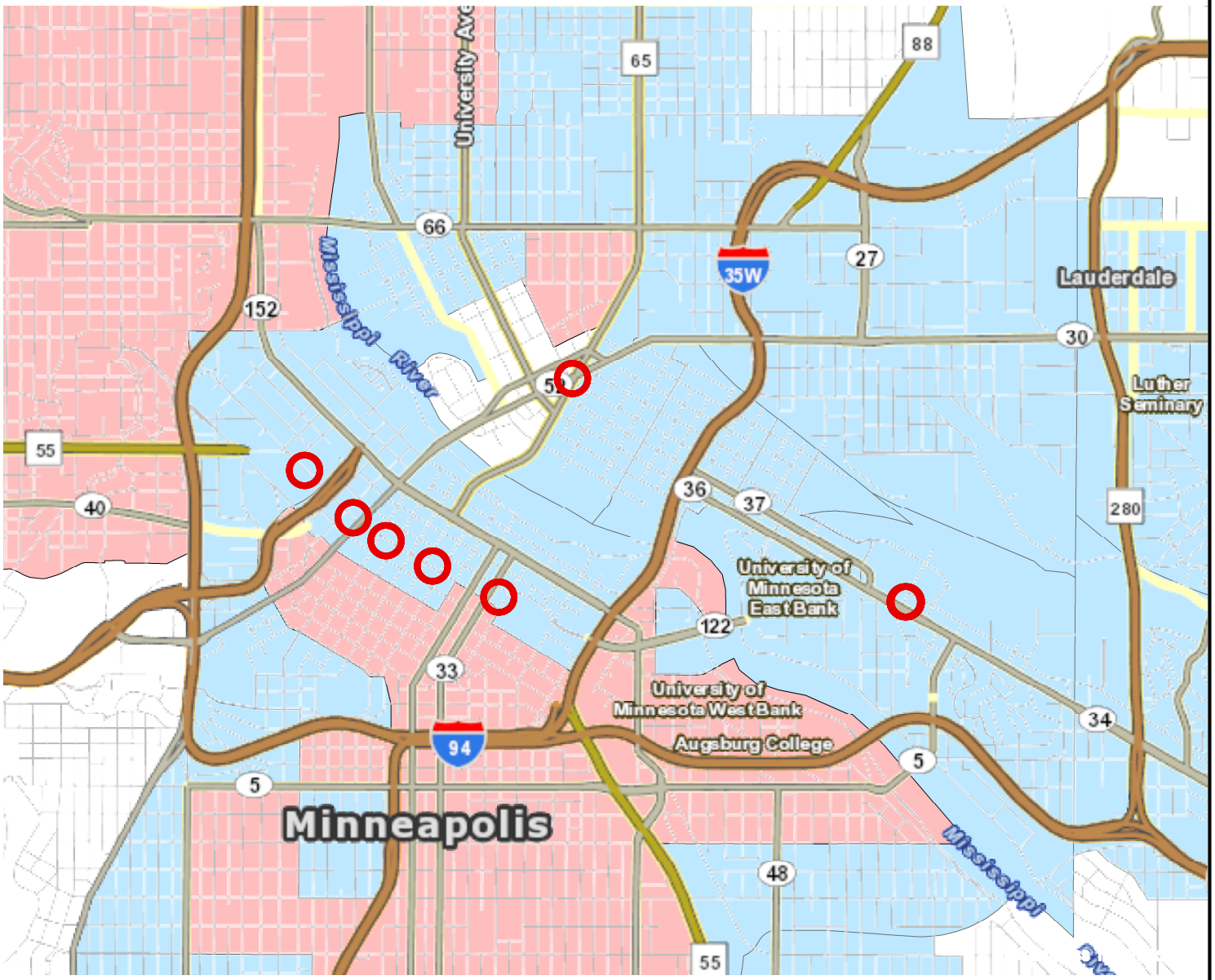
Socio-Economic Conditions

Travel Demand Management Project: Minneapolis Downtown, E Hennepin/Central, Stadium Village | Map ID: 1649901309951

Results

Total of publicly subsidized rental housing units in census tracts within 1/2 mile: 8975

Project located in census tract(s) that are ABOVE the regional average for population in poverty or population of color.



Points

Area of Concentrated Poverty

Regional Environmental Justice Area

0 0.425 0.85 1.7 2.55 3.4 Miles

Created: 4/13/2022
LandscapeRSA2

For complete disclaimer of accuracy, please visit http://giswebsite.metc.state.mn.us/gissite/notice.aspx

METROPOLITAN COUNCIL

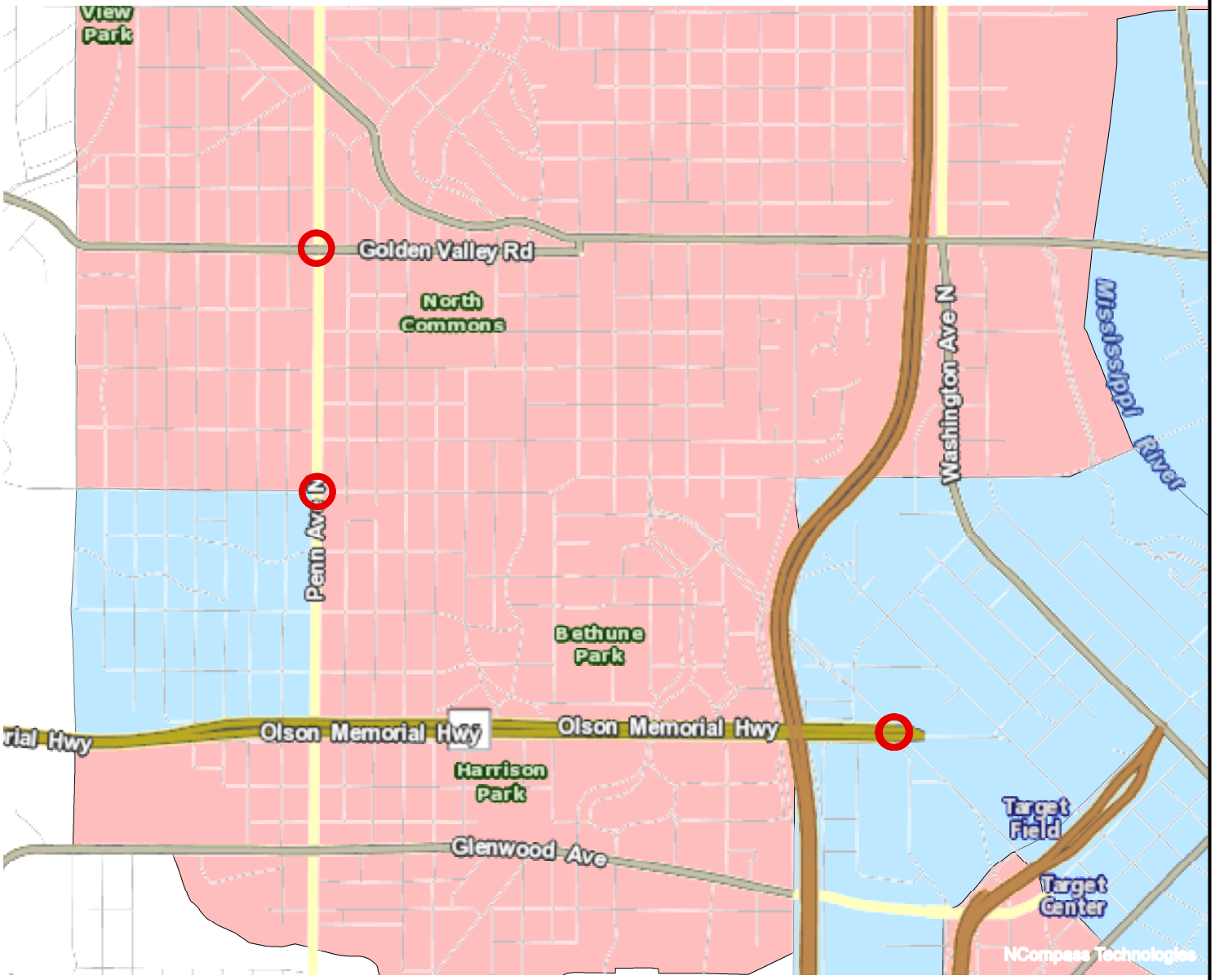
Socio-Economic Conditions

Travel Demand Management Project: Minneapolis North | Map ID: 1649901594892

Results

Total of publicly subsidized rental housing units in census tracts within 1/2 mile: 4469

Project located IN an Area of Concentrated Poverty.



Points

Area of Concentrated Poverty

Regional Environmental Justice Area

0 0.2 0.4 0.8 1.2 1.6 Miles

Created: 4/13/2022
LandscapeRSA2

For complete disclaimer of accuracy, please visit http://giswebsite.metc.state.mn.us/gissite/notice.aspx

METROPOLITAN COUNCIL

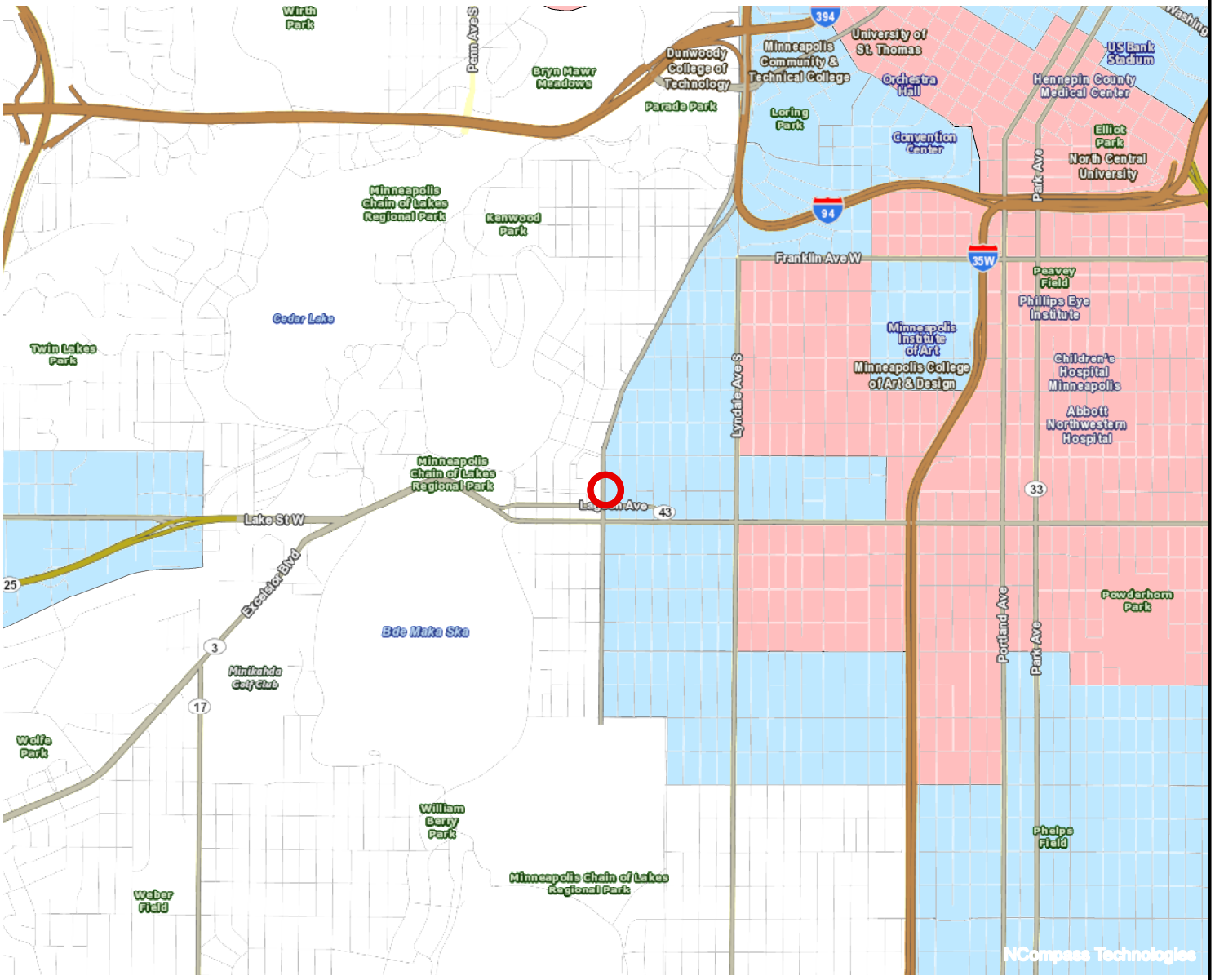
Socio-Economic Conditions

Travel Demand Management Project: Uptown Transit Center | Map ID: 1649901789620

Results

Total of publicly subsidized rental housing units in census tracts within 1/2 mile: 418

Project located in census tract(s) that are ABOVE the regional average for population in poverty or population of color.



Points

Regional Environmental Justice Area

Area of Concentrated Poverty

0 0.35 0.7 1.4 2.1 2.8 Miles

Created: 4/13/2022

LandscapeRSA2

For complete disclaimer of accuracy, please visit http://giswebsite.metc.state.mn.us/gissite/notice.aspx

METROPOLITAN COUNCIL

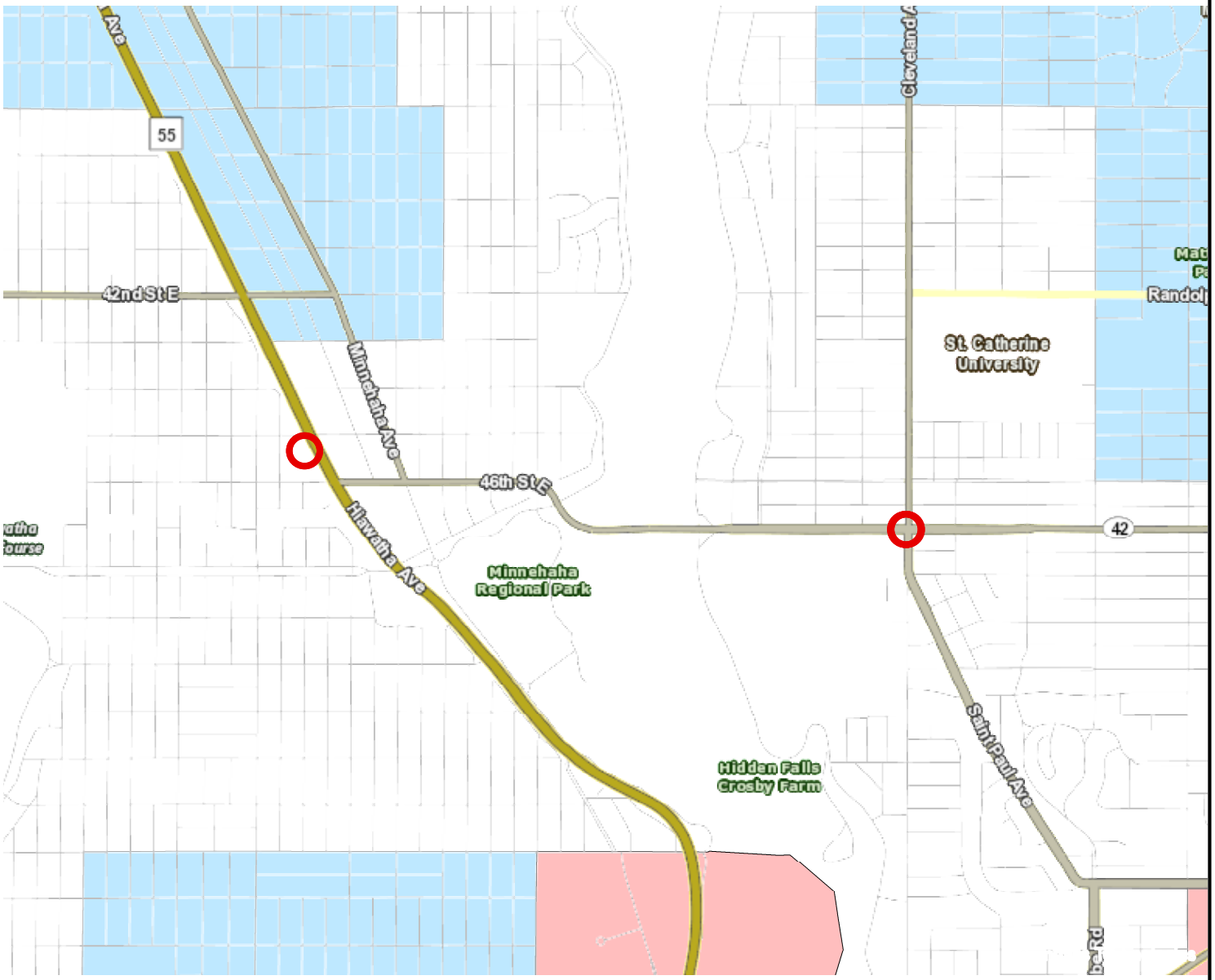
Socio-Economic Conditions

Travel Demand Management Project: 46th Street Station and Ford Pkwy/Cleveland Ave | Map ID: 1649900873016

Results

Total of publicly subsidized rental housing units in census tracts within 1/2 mile: 575

Project located in census tracts that are BELOW the regional average for population in poverty or population of color.



Points

Regional Environmental Justice Area

Area of Concentrated Poverty

0 0.25 0.5 1 1.5 2 Miles

Created: 4/13/2022
LandscapeRSA2

For complete disclaimer of accuracy, please visit http://giswebsite.metc.state.mn.us/gissite/notice.aspx

METROPOLITAN COUNCIL

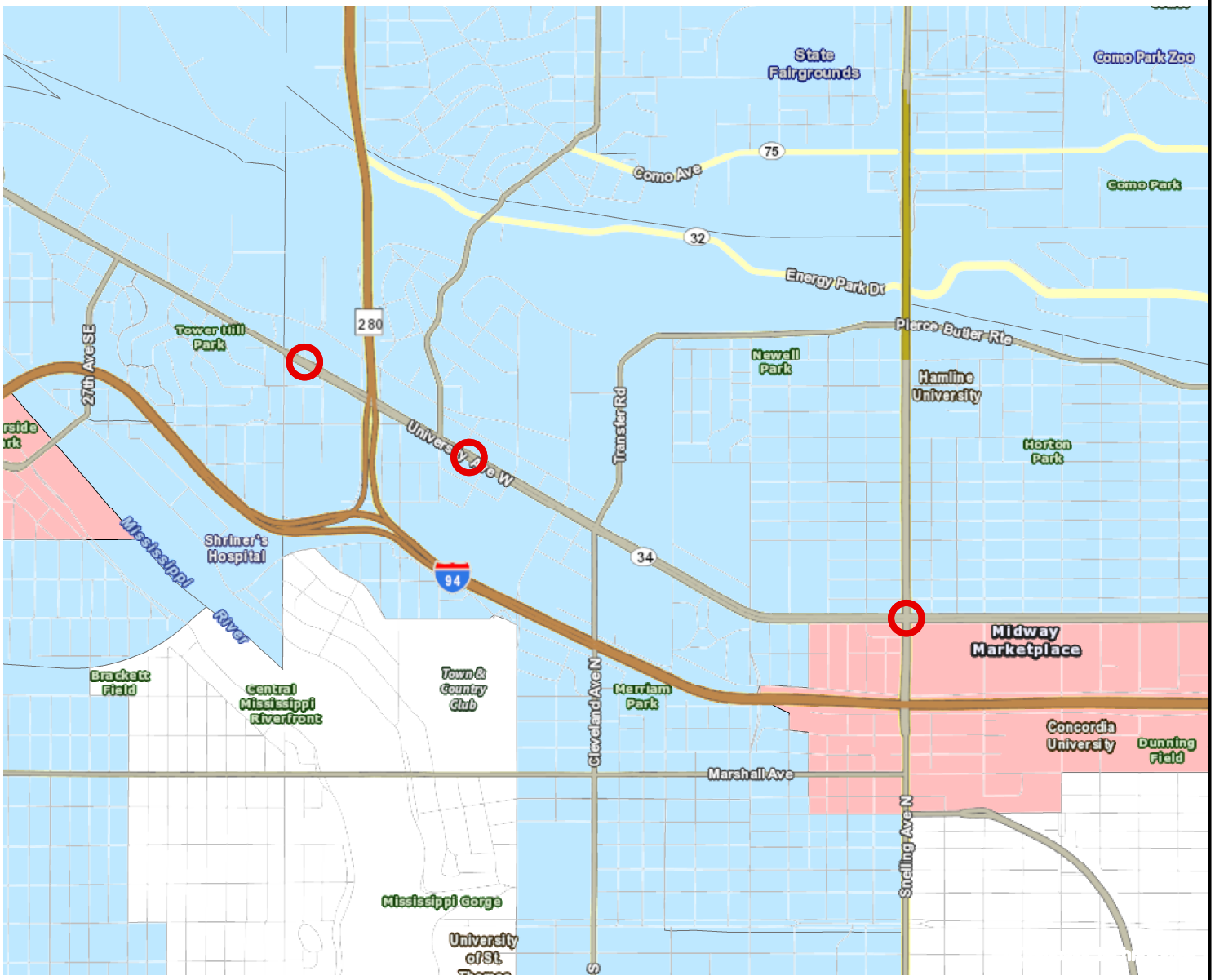
Socio-Economic Conditions

Travel Demand Management Project: Green Line Westgate, Raymond, and Snelling Stations | Map ID: 1649902154840

Results

Total of publicly subsidized rental housing units in census tracts within 1/2 mile: 3312

Project located IN an Area of Concentrated Poverty.



Points

Regional Environmental Justice Area

Area of Concentrated Poverty

0 0.3 0.6 1.2 1.8 2.4 Miles

Created: 4/13/2022
LandscapeRSA2

For complete disclaimer of accuracy, please visit http://giswebsite.metc.state.mn.us/gissite/notice.aspx

METROPOLITAN COUNCIL

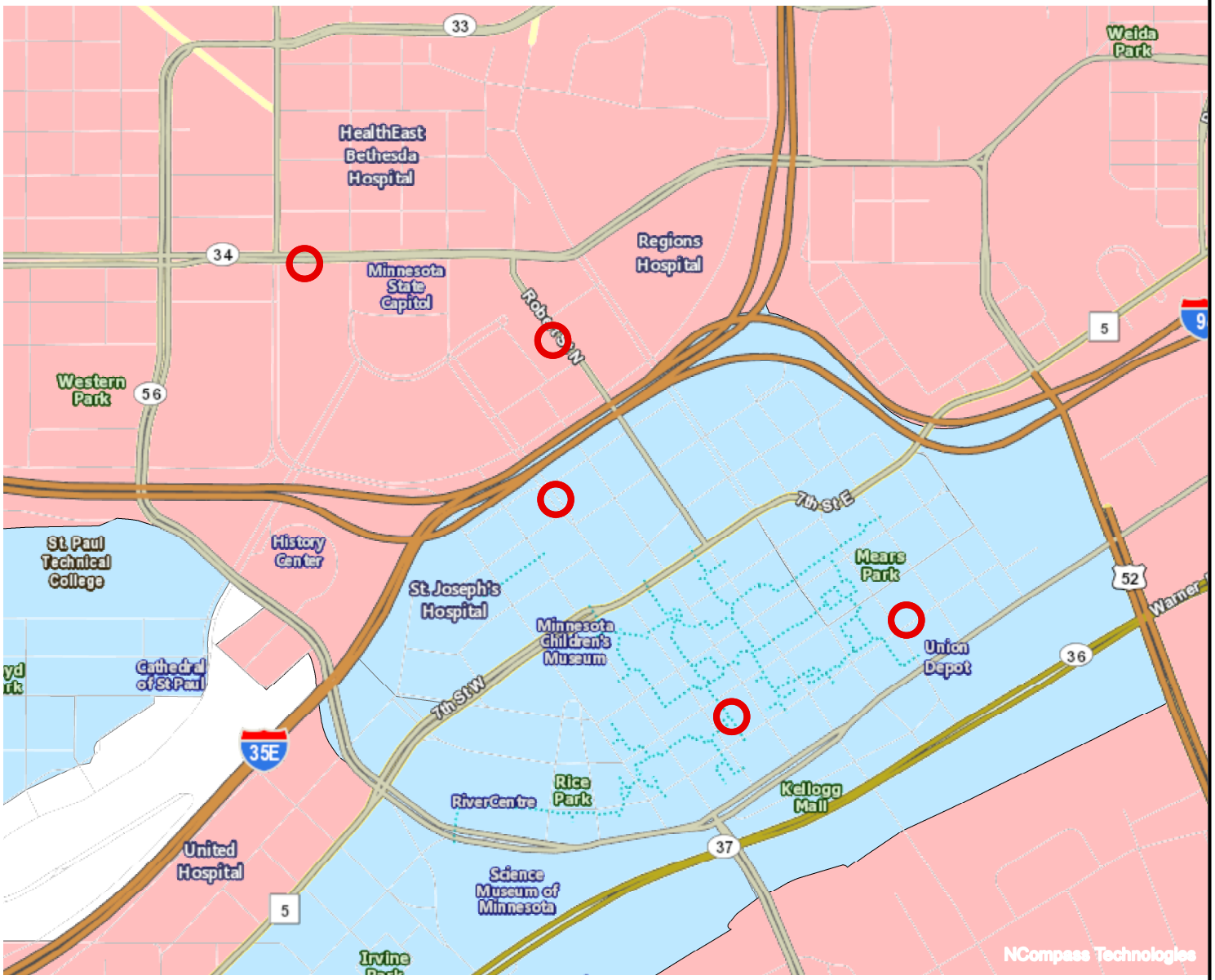
Socio-Economic Conditions

Travel Demand Management Project: Saint Paul Dowtown, Capitol/Rice, and Robert St | Map ID: 1649902332725

Results

Total of publicly subsidized rental housing units in census tracts within 1/2 mile: 4869

Project located IN an Area of Concentrated Poverty.



Points

Regional Environmental Justice Area

Area of Concentrated Poverty

0 0.125 0.25 0.5 0.75 1 Miles

Created: 4/13/2022
LandscapeRSA2

For complete disclaimer of accuracy, please visit http://giswebsite.metc.state.mn.us/gissite/notice.aspx

METROPOLITAN COUNCIL

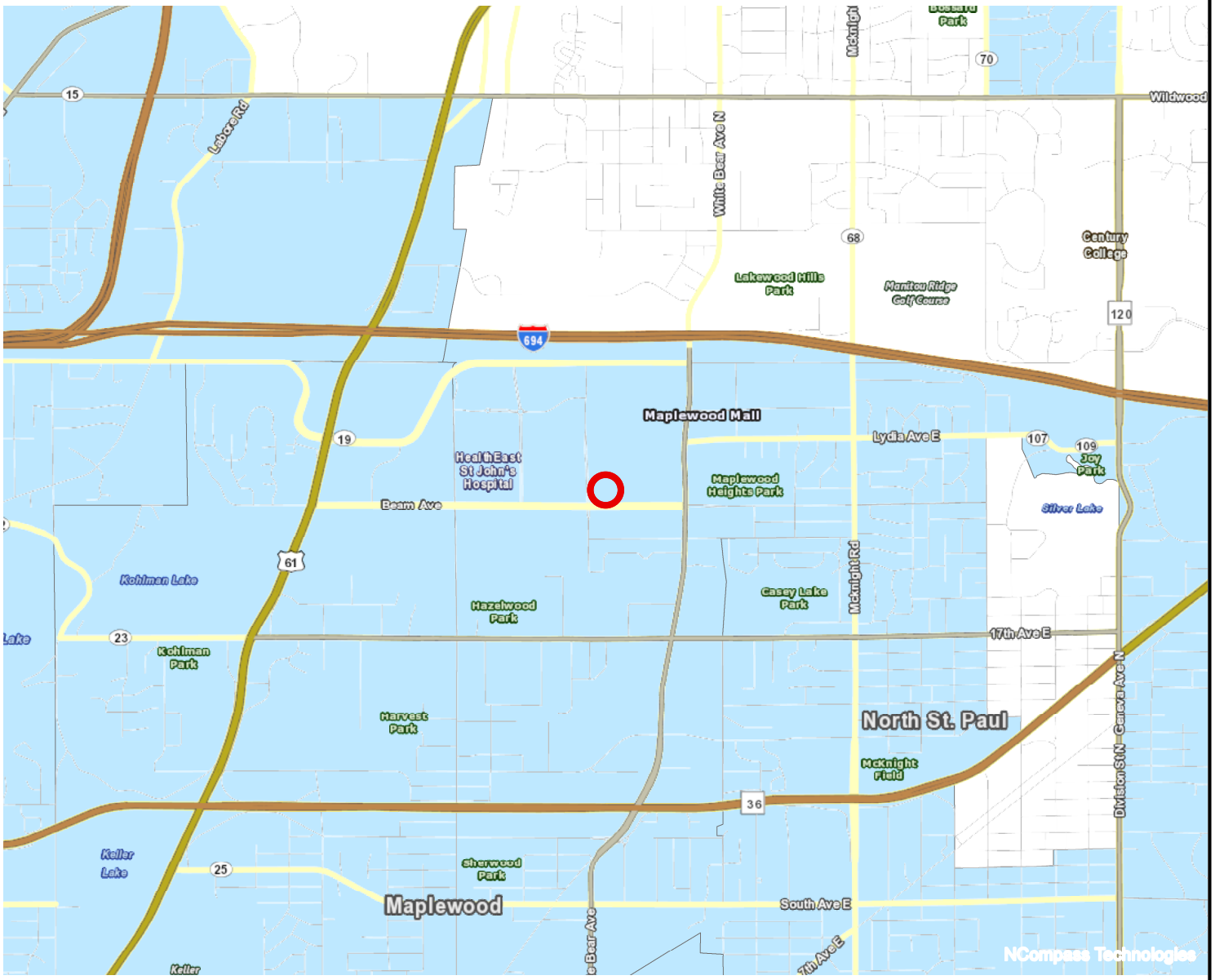
Socio-Economic Conditions

Travel Demand Management Project: Maplewood Mall Transit Center | Map ID: 1649901983200

Results

Total of publicly subsidized rental housing units in census tracts within 1/2 mile: 963

Project located in census tract(s) that are ABOVE the regional average for population in poverty or population of color.



Points

Area of Concentrated Poverty

Regional Environmental Justice Area

0 0.35 0.7 1.4 2.1 2.8 Miles

Created: 4/13/2022
LandscapeRSA2

For complete disclaimer of accuracy, please visit http://giswebsite.metc.state.mn.us/gissite/notice.aspx

METROPOLITAN COUNCIL

Results

Regional Economy

WITHIN ONE MI of project:
Postsecondary Students: 62927

Totals by City:

Bloomington
Population: 25851
Employment: 34271
Mfg and Dist Employment: 6449

Edina
Population: 3532
Employment: 7388
Mfg and Dist Employment: 238

Golden Valley
Population: 3106
Employment: 6166
Mfg and Dist Employment: 763

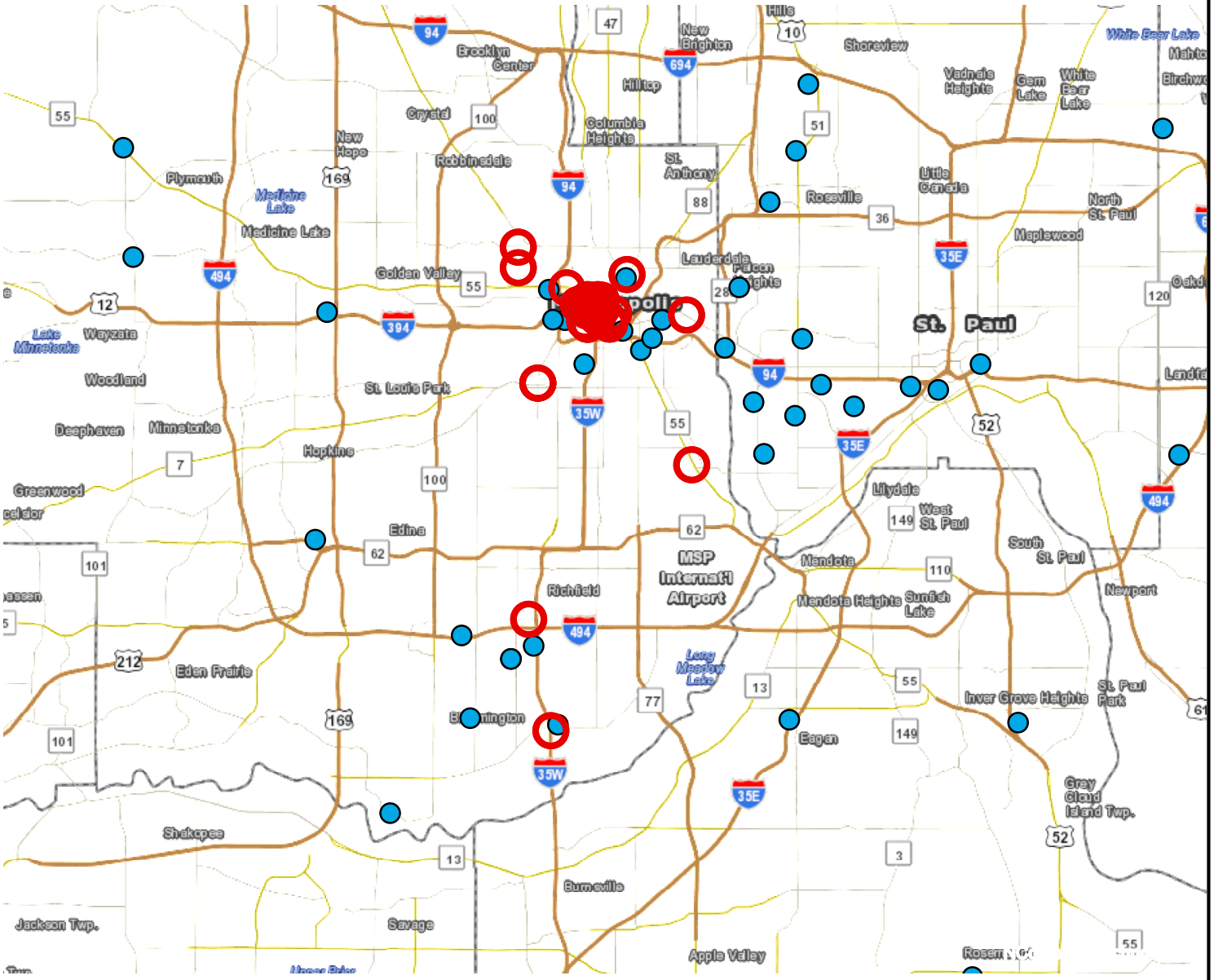
Minneapolis
Population: 215759
Employment: 270750
Mfg and Dist Employment: 17800

Richfield
Population: 14029
Employment: 9736
Mfg and Dist Employment: 465

Robbinsdale
Population: 3573
Employment: 4099
Mfg and Dist Employment: 5

St. Paul
Population: 4858
Employment: 4843
Mfg and Dist Employment: 969

Travel Demand Management Project: Wayfinding Improvements Hennepin County | Map ID: 1649704592919



Project Points

Postsecondary Education Centers

0 2.25 4.5 9 13.5 18 Miles

Created: 4/11/2022
LandscapeRSA5

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METROPOLITAN COUNCIL

Regional Economy
Results

Travel Demand Management Project: Wayfinding Improvements Ramsey County | Map ID: 1649705150156

WITHIN ONE MI of project:
Postsecondary Students: 26497

Totals by City:

Fort Snelling (unorg.)
Population: 133
Employment: 74
Mfg and Dist Employment: 0

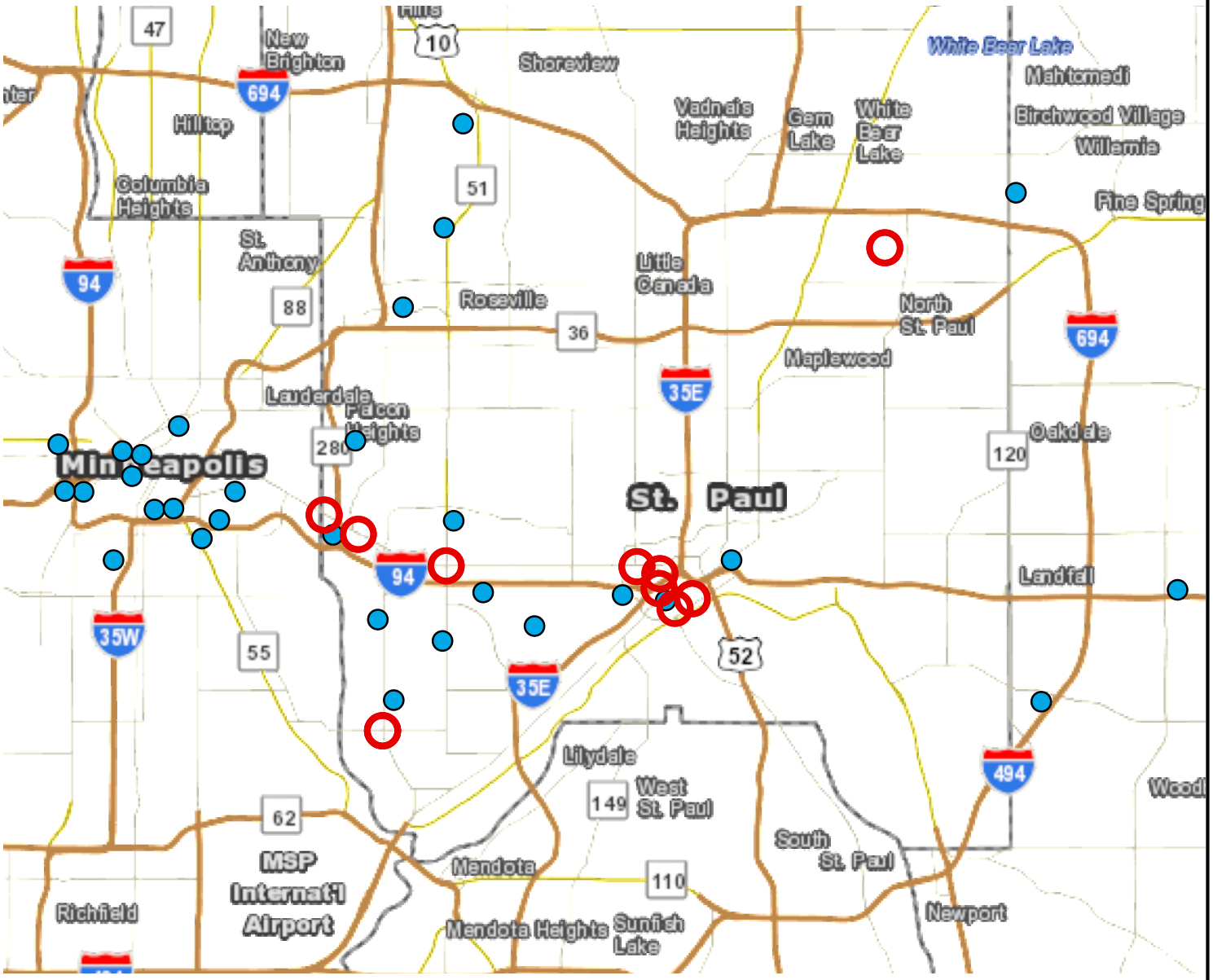
Maplewood
Population: 5851
Employment: 8230
Mfg and Dist Employment: 461

Minneapolis
Population: 24760
Employment: 42232
Mfg and Dist Employment: 2136

North St. Paul
Population: 4040
Employment: 1617
Mfg and Dist Employment: 18

St. Paul
Population: 118579
Employment: 156608
Mfg and Dist Employment: 12134

White Bear Lake
Population: 2647
Employment: 4239
Mfg and Dist Employment: 564



Project Points

Postsecondary Education Centers

0 1.5 3 6 9 12 Miles

Created: 4/11/2022
LandscapeRSA5

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METROPOLITAN COUNCIL

Regional Economy

Travel Demand Management Project: Bloomington and Richfield | Map ID: 1649900687528

Results

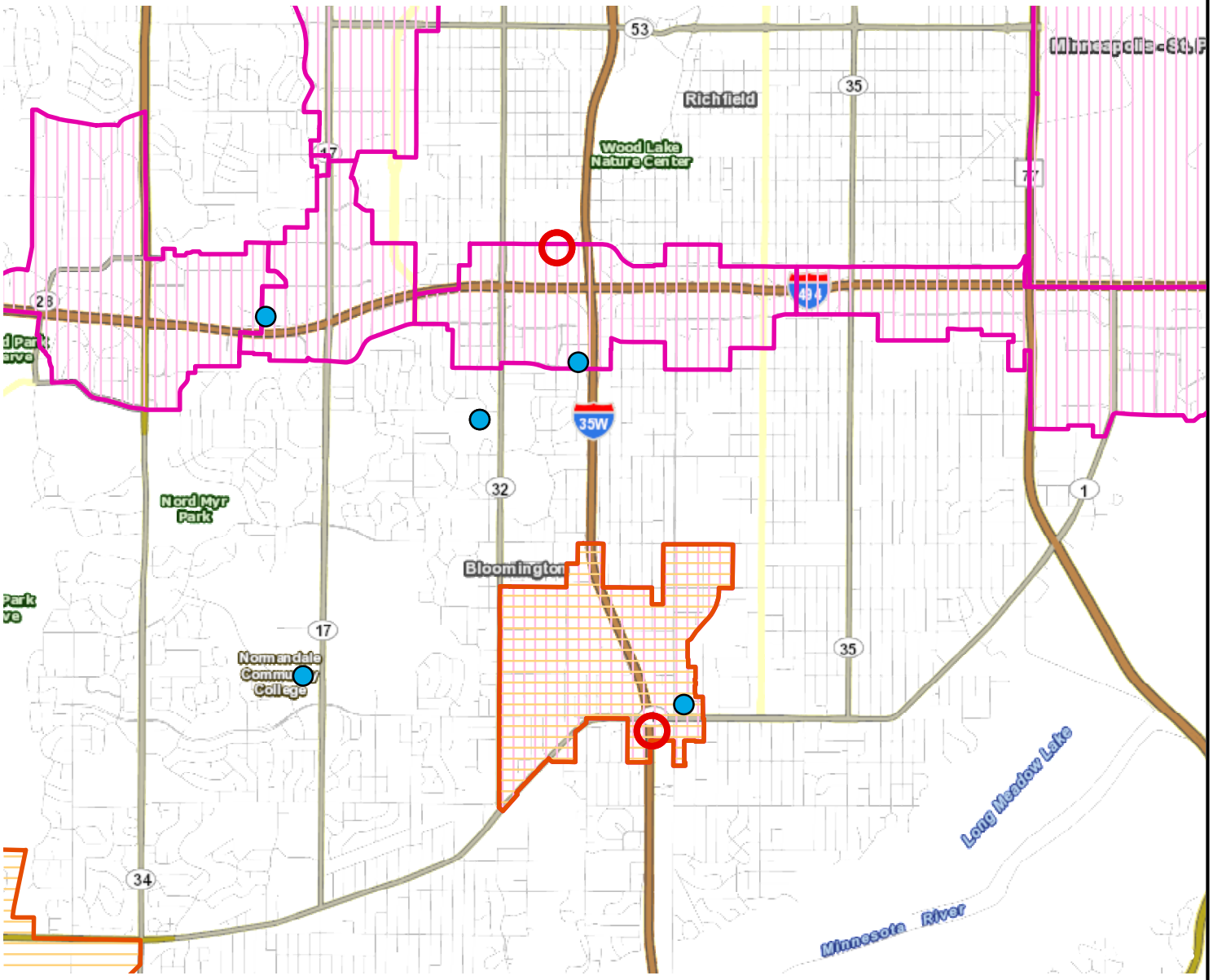
WITHIN ONE MI of project:
Postsecondary Students: 224

Totals by City:

Bloomington
Population: 25851
Employment: 34271
Mfg and Dist Employment: 6449

Edina
Population: 3532
Employment: 7388
Mfg and Dist Employment: 238

Richfield
Population: 12984
Employment: 9159
Mfg and Dist Employment: 460



Project Points
Postsecondary Education Centers
Manfacturing/Distribution Centers
Job Concentration Centers

0 0.5 1 2 3 4 Miles

Created: 4/13/2022
LandscapeRSA5

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METROPOLITAN COUNCIL

Regional Economy

Travel Demand Management Project: Minneapolis Downtown, E Hennepin/Central, Stadium Village | Map ID: 164990

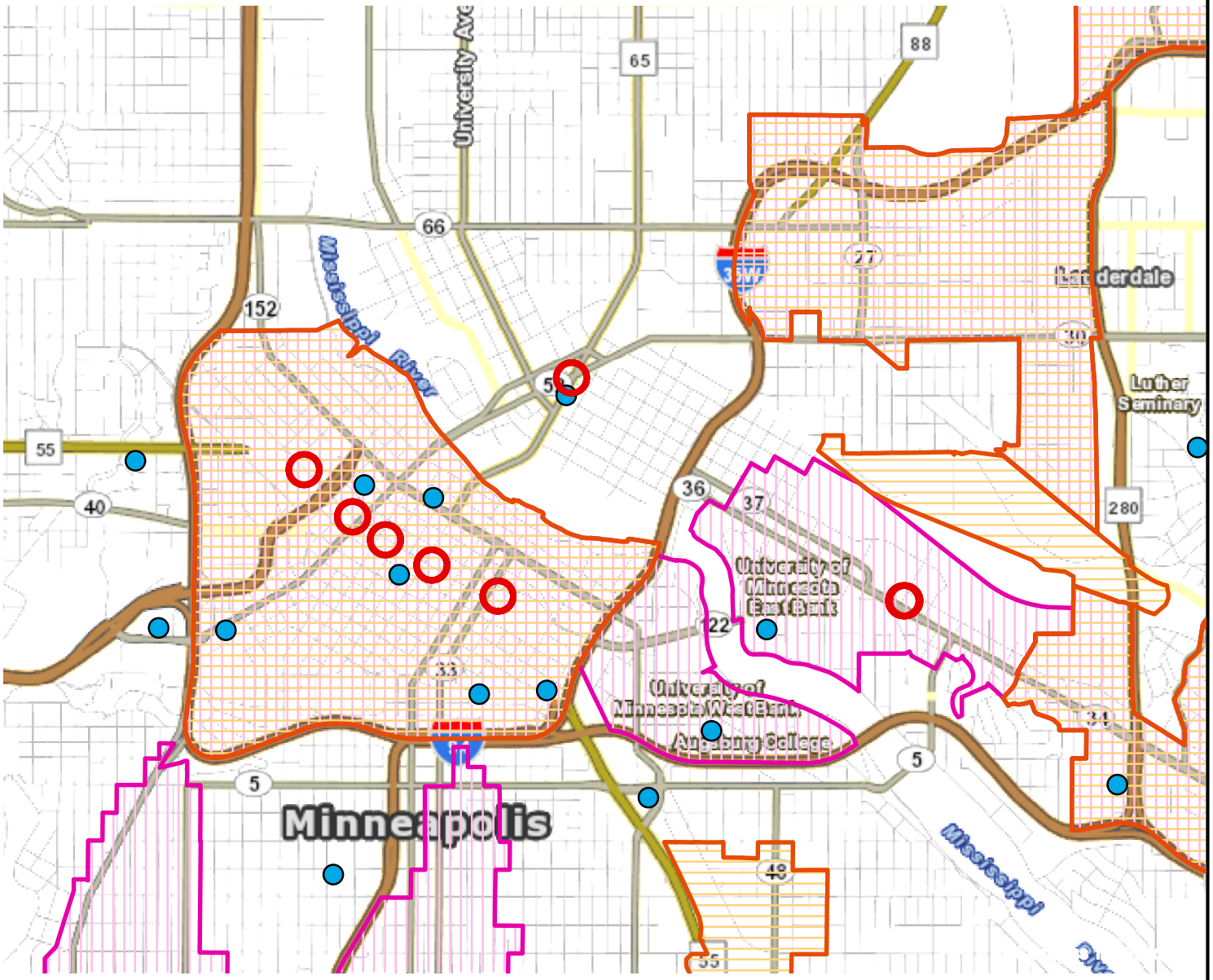
Results

WITHIN ONE MI of project:
Postsecondary Students: 61943

Totals by City:

Minneapolis
Population: 108077
Employment: 242863
Mfg and Dist Employment: 16055

St. Paul
Population: 1579
Employment: 3517
Mfg and Dist Employment: 951



Project Points
Postsecondary Education Centers
Manfacturing/Distribution Centers
Job Concentration Centers

0 0.425 0.85 1.7 2.55 3.4 Miles

Created: 4/13/2022
LandscapeRSA5

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METROPOLITAN COUNCIL

Regional Economy

Travel Demand Management Project: Minneapolis North | Map ID: 1649901594892

Results

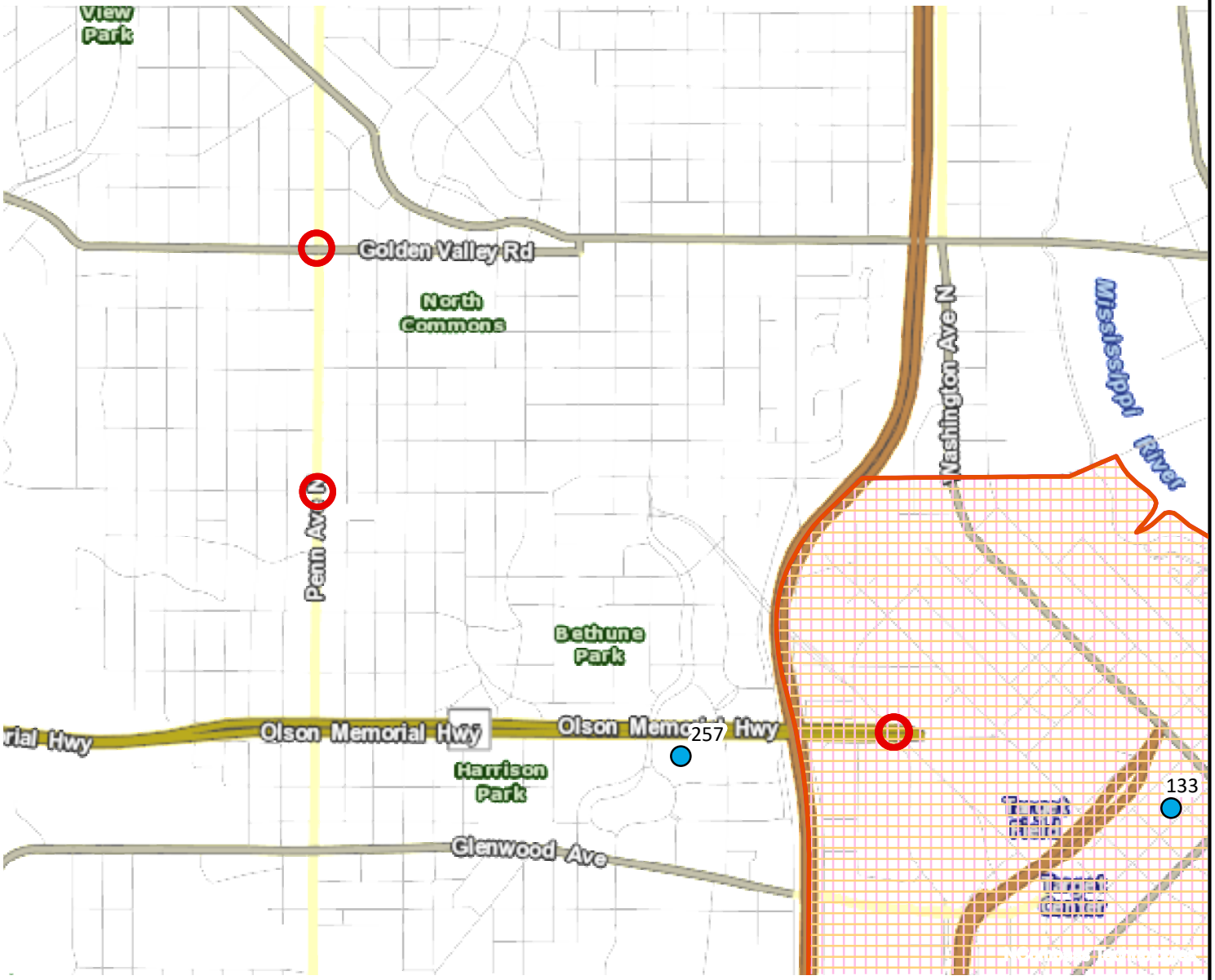
WITHIN ONE MI of project:
Postsecondary Students: 8100

Totals by City:

Golden Valley
Population: 3106
Employment: 6166
Mfg and Dist Employment: 763

Minneapolis
Population: 54059
Employment: 156988
Mfg and Dist Employment: 6545

Robbinsdale
Population: 3573
Employment: 4099
Mfg and Dist Employment: 5



Project Points
Postsecondary Education Centers
Manfacturing/Distribution Centers
Job Concentration Centers

0 0.2 0.4 0.8 1.2 1.6 Miles

Created: 4/13/2022
LandscapeRSA5

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METROPOLITAN COUNCIL

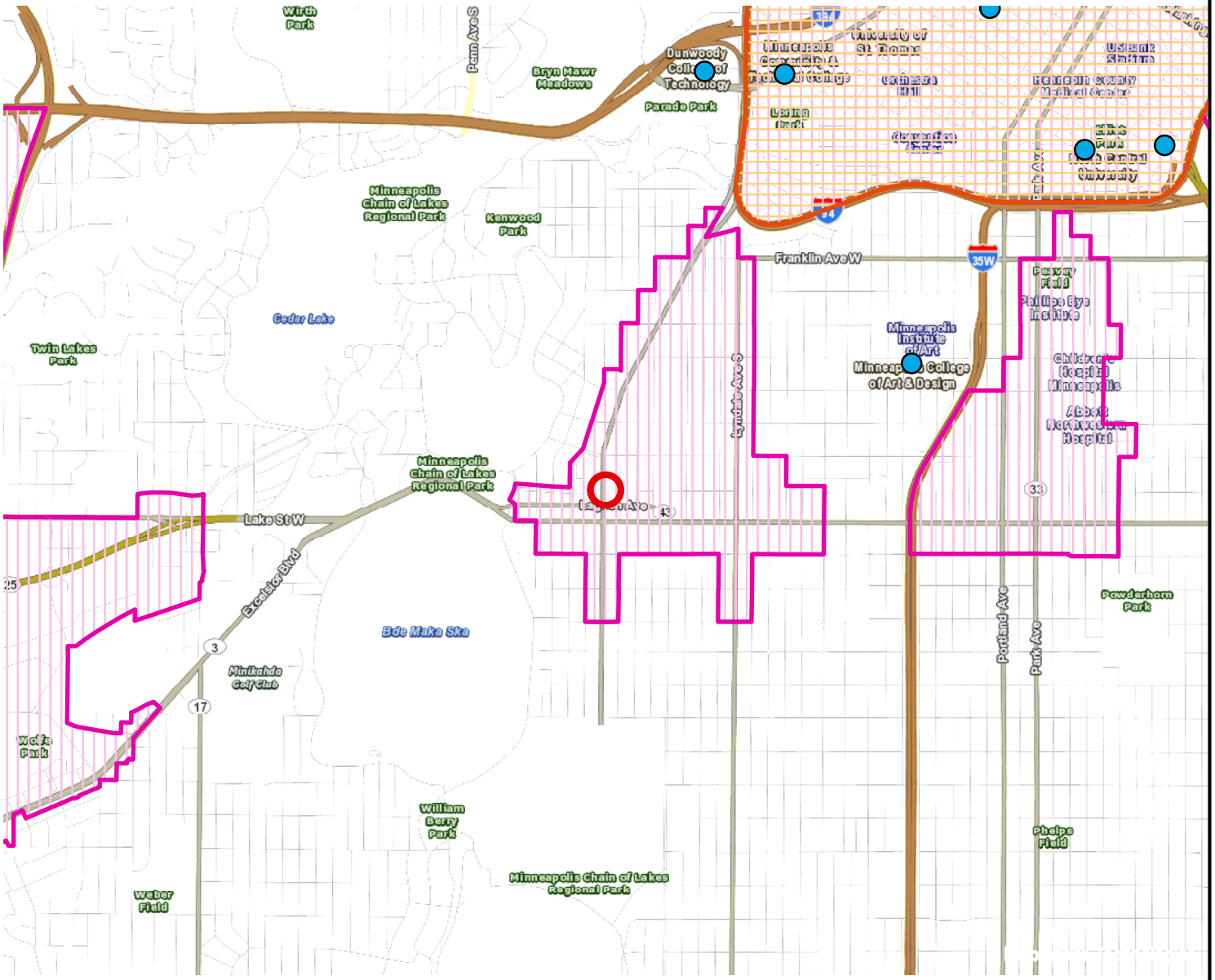
Regional Economy

Travel Demand Management Project: Uptown Transit Center | Map ID: 1649901789620

Results

WITHIN ONE MI of project:
Postsecondary Students: 0

Totals by City:
Minneapolis
Population: 49914
Employment: 17716
Mfg and Dist Employment: 751



Project Points
Postsecondary Education Centers
Manfacturing/Distribution Centers
Job Concentration Centers

0 0.35 0.7 1.4 2.1 2.8 Miles

Created: 4/13/2022
LandscapeRSA5

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METROPOLITAN COUNCIL

Regional Economy

Travel Demand Management Project: 46th Street Station and Ford Pkwy/Cleveland Ave | Map ID: 1649900873016

Results

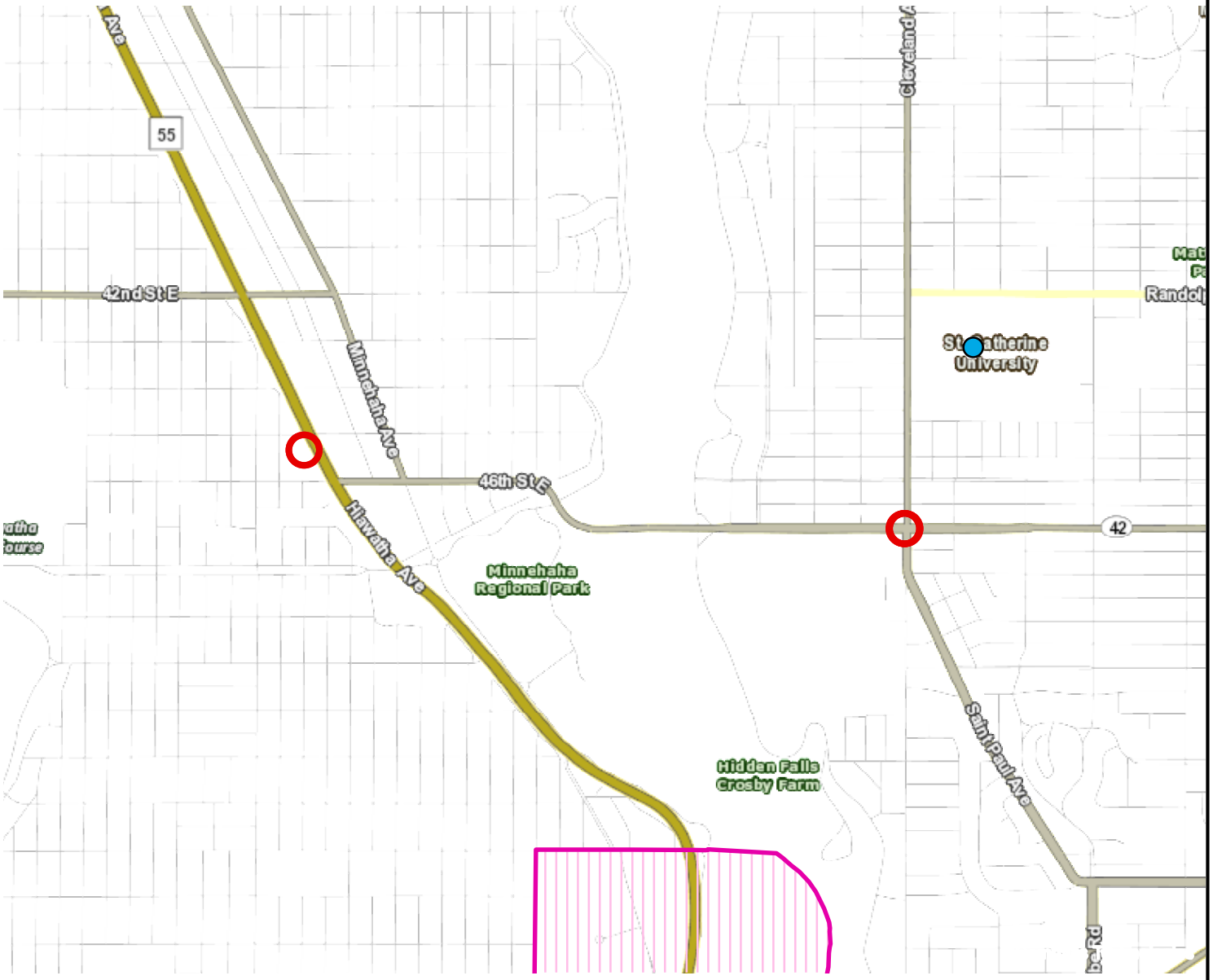
WITHIN ONE MI of project:
Postsecondary Students: 4277

Totals by City:

Fort Snelling (unorg.)
Population: 133
Employment: 74
Mfg and Dist Employment: 0

Minneapolis
Population: 29915
Employment: 4442
Mfg and Dist Employment: 616

St. Paul
Population: 19826
Employment: 4958
Mfg and Dist Employment: 59



Project Points
Postsecondary Education Centers
Manfacturing/Distribution Centers
Job Concentration Centers

0 0.25 0.5 1 1.5 2 Miles

Created: 4/13/2022
LandscapeRSA5

For complete disclaimer of accuracy, please visit
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METROPOLITAN COUNCIL

Regional Economy

Travel Demand Management Project: Green Line Westgate, Raymond, and Snelling Stations | Map ID: 16499021548

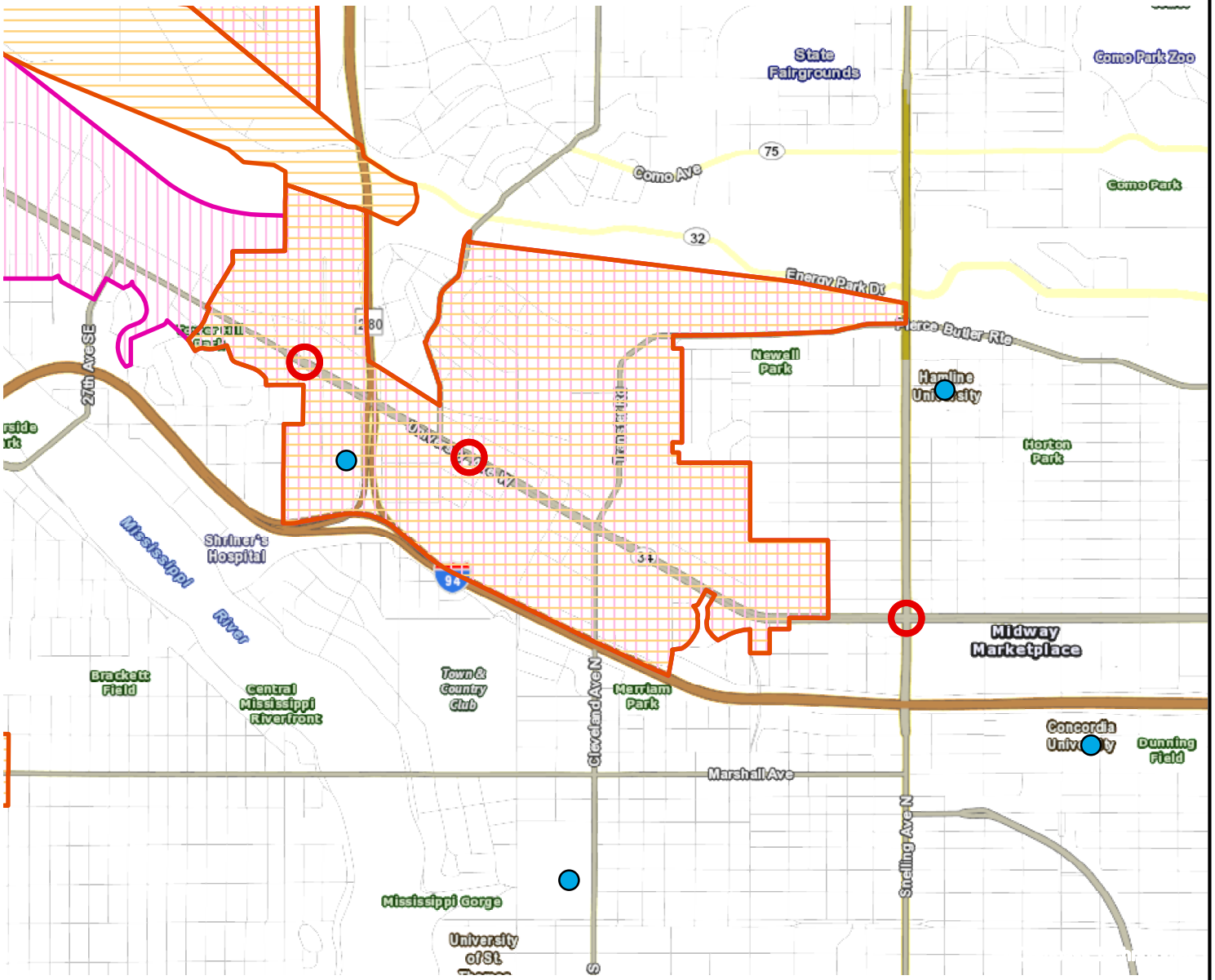
Results

WITHIN ONE MI of project:
Postsecondary Students: 8845

Totals by City:

Minneapolis
Population: 20834
Employment: 41014
Mfg and Dist Employment: 2099

St. Paul
Population: 39802
Employment: 45486
Mfg and Dist Employment: 7310



Project Points
Postsecondary Education Centers
Manfacturing/Distribution Centers
Job Concentration Centers

0 0.3 0.6 1.2 1.8 2.4 Miles

Created: 4/13/2022
LandscapeRSA5

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METROPOLITAN COUNCIL

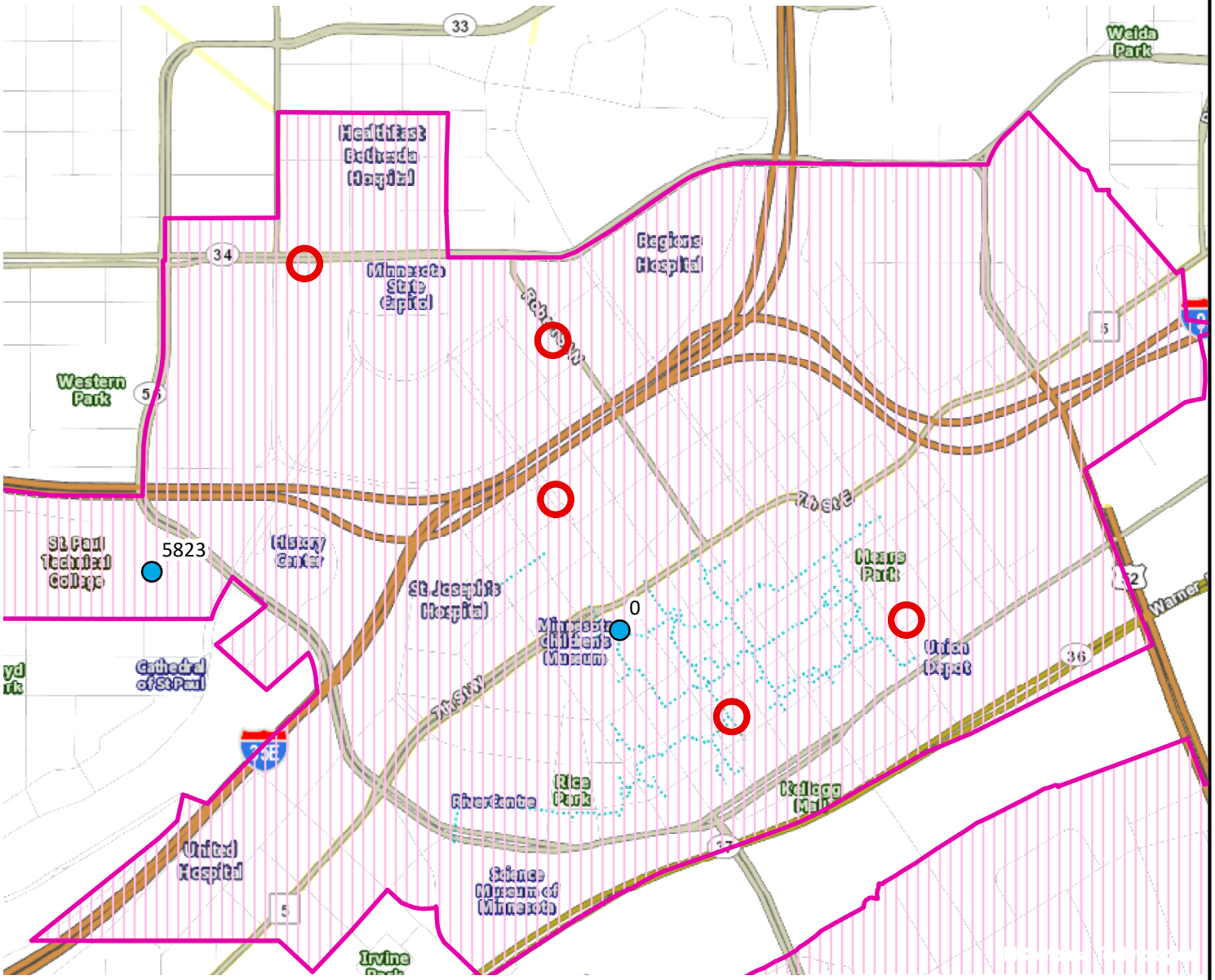
Regional Economy

Travel Demand Management Project: Saint Paul Dowtown, Capitol/Rice, and Robert St | Map ID: 1649902332725

Results

WITHIN ONE MI of project:
Postsecondary Students: 13375

Totals by City:
St. Paul
Population: 56697
Employment: 105765
Mfg and Dist Employment: 4759



Project Points
Postsecondary Education Centers
Manfacturing/Distribution Centers
Job Concentration Centers

0 0.125 0.25 0.5 0.75 1 Miles

Created: 4/13/2022
LandscapeRSA5

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METROPOLITAN COUNCIL

Regional Economy

Travel Demand Management Project: Maplewood Mall Transit Center | Map ID: 1649901983200

Results

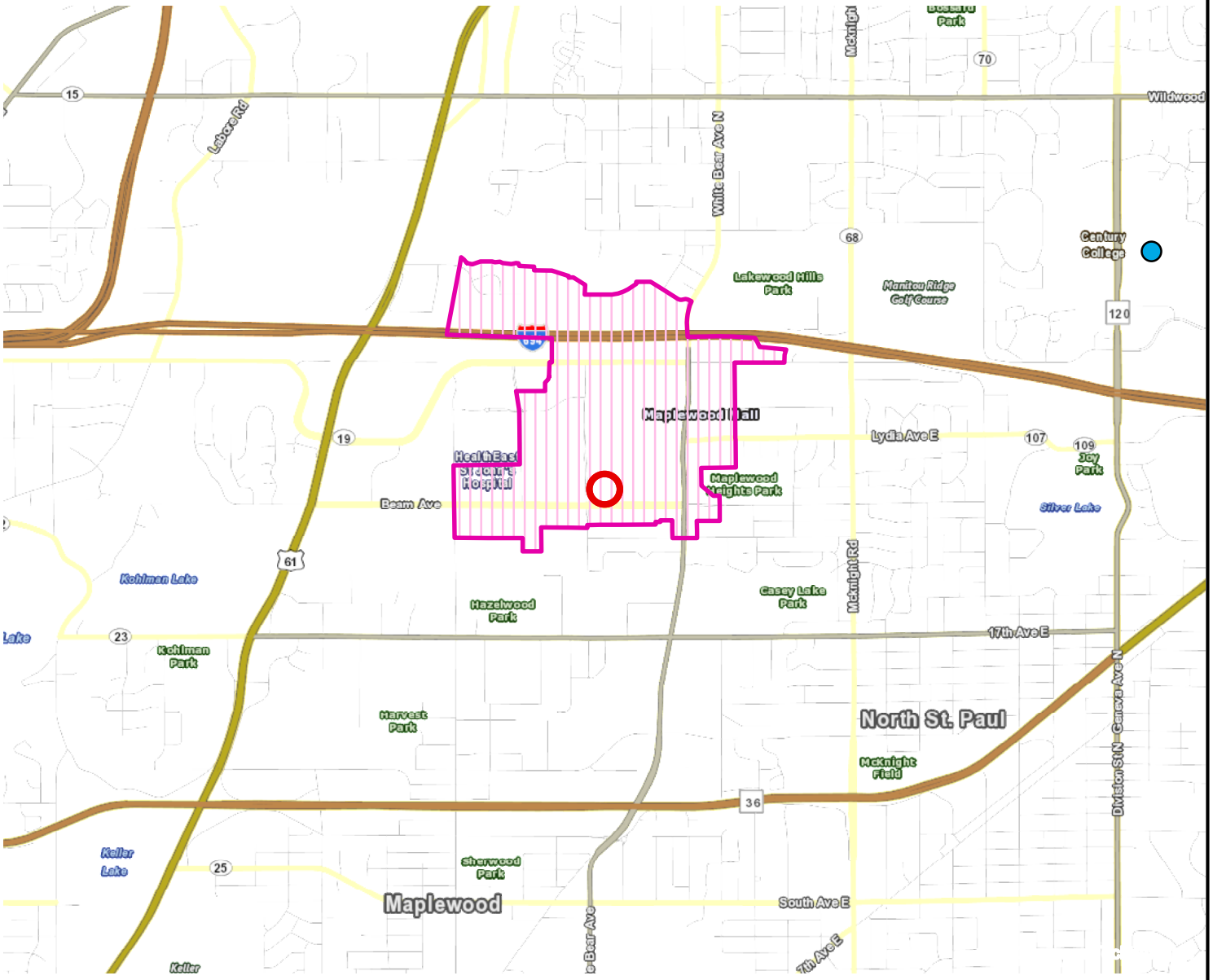
WITHIN ONE MI of project:
Postsecondary Students: 0

Totals by City:

Maplewood
Population: 5851
Employment: 8230
Mfg and Dist Employment: 461

North St. Paul
Population: 4040
Employment: 1617
Mfg and Dist Employment: 18

White Bear Lake
Population: 2647
Employment: 4239
Mfg and Dist Employment: 564



Project Points
Postsecondary Education Centers
Manfacturing/Distribution Centers
Job Concentration Centers

0 0.35 0.7 1.4 2.1 2.8 Miles

Created: 4/13/2022
LandscapeRSA5

For complete disclaimer of accuracy, please visit
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METROPOLITAN COUNCIL

Metro Transit Wayfinding Project Demographic Information: Hennepin County Sites

Regional Solicitation 2022

TDM Category

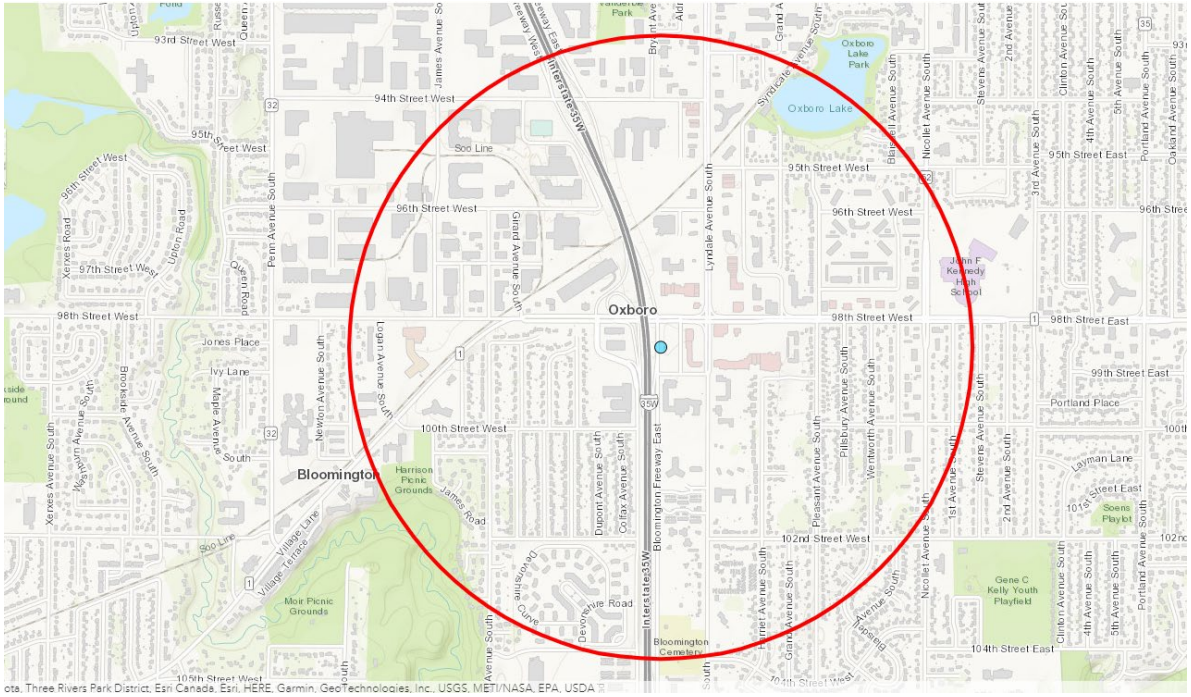
All data represented was compiled using the MN Compass Build Your Own Profile tool, an at-a-glance facts about residents, households, and workforce. Data are largely derived from the U.S. Census Bureau. When a data point is missing or considered unreliable, it will be labeled as “No reliable data” or “Reliable data not available.”

Regional Comparison – Hennepin County Sites

Area	Area Median Income (2019 dollars)	Percent under 18	Percent 65 and older	Percent People of Color	Percent speaks English less than "very well"	Percent with a disability
7 County Region	$86,036	23.5%	13.5%	23.9%	6.5%	9.8%
I-35W and 98th Street Station, Bloomington	$57,163	18.6%	17.5%	32.5%	9.3%	17.4%
Knox Ave and 76th St Station, Richfield	$69,119	17.3%	11.7%	31.2%	8.3%	10.2%
Downtown Minneapolis	$41,605	7.3%	1.8%	33.8%	7.2%	20.9%
46th Street Station, Minneapolis	$75,521	19.5%	16.2%	17.8%	3.5%	10.5%
E Hennepin Ave and Central Ave, Minneapolis	$47,490	6.8%	10.6%	22.8%	3.3%	12.7%
Olson Memorial Hwy and 7th St N, Minneapolis	$45,833	15.4%	No reliable data	40.0%	7.4%	14.1%
Penn Ave and Plymouth Ave N, Minneapolis	$38,819	33.3%	3.4%	77.6%	15.7%	17.3%
Penn Ave and Golden Valley Ave N, Minneapolis	$39,961	34.8%	7.7%	76.9%	14.9%	18.0%
Uptown Transit Center, Minneapolis	$58,325	8.5%	10.1%	21.3%	4.9%	9.2%
Stadium Village Station, Minneapolis	$33,080	No reliable data	No reliable data	34.5%	9.3%	7.4%

Population representation in the area is higher than the region overall.

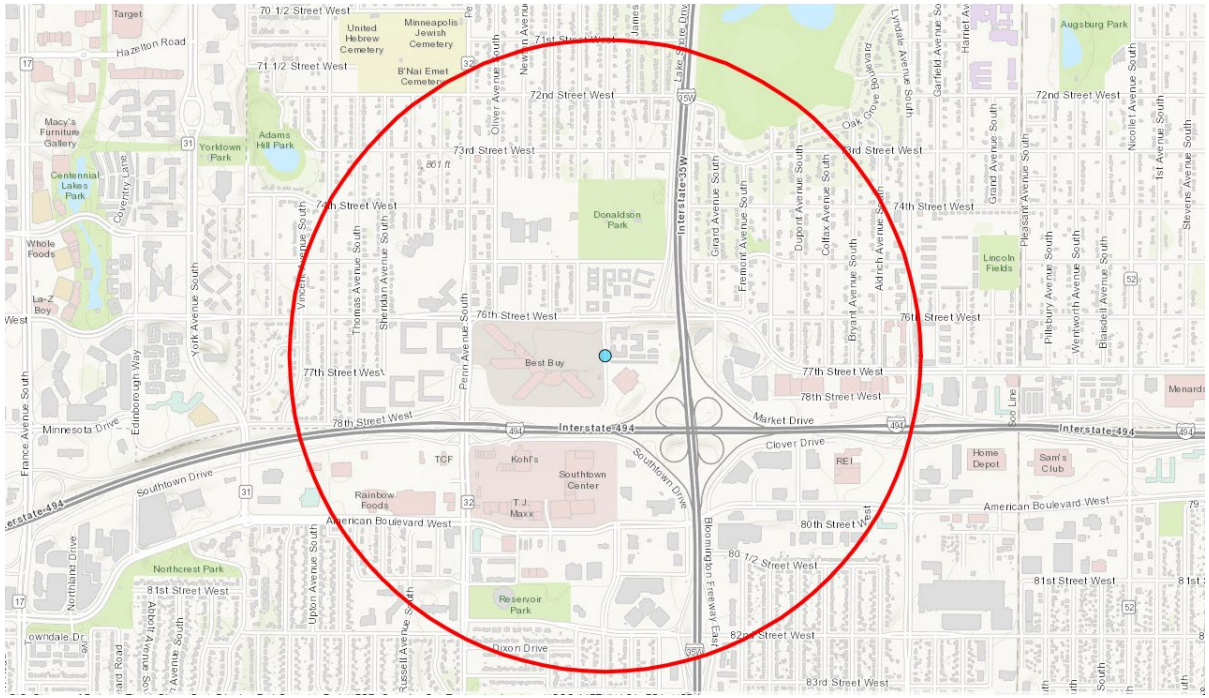
I-35W and 98th St Station, Bloomington



Group	Percentage of Area Population
Age under 18	18.6%
Age 65 and over	17.5%
People of color	32.5%
Speaks English less than “very well”	9.3%
With a disability	17.4%
Low-income households (less than $50,000)	43.1%
ACP or ACP50	No

*This is an estimate. According to MN Compass, the median household income (AMI) in this area (2019 dollars) is $57,163. The Metropolitan Council defines low income as household income less than 80% of AMI; that is $45,730 in this area. The two categories that fell at or below this number were “less than $35,000” and “$35,000-$49,999.”

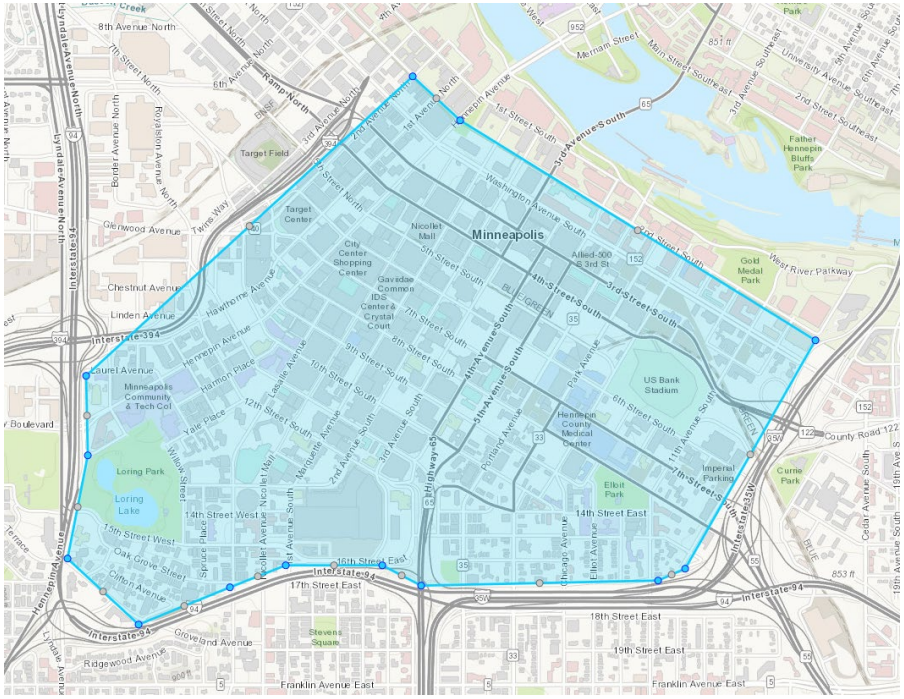
Knox Ave and 76th St Station, Richfield



Group	Percentage of Area Population
Age under 18	17.3%
Age 65 and over	11.7%
People of color	31.2%
Speaks English less than “very well”	8.3%
With a disability	10.2%
Low-income households* (less than $50,000)	33.4%
ACP or ACP50	No

*This is an estimate likely undercounting low-income households. According to MN Compass, the median household income (AMI) in this area (2019 dollars) is $69,119. The Metropolitan Council defines low income as household income less than 80% of AMI; that is $55,295 in this area. The two categories that fell at or below this number were “less than $35,000” and “$35,000-$49,999.”

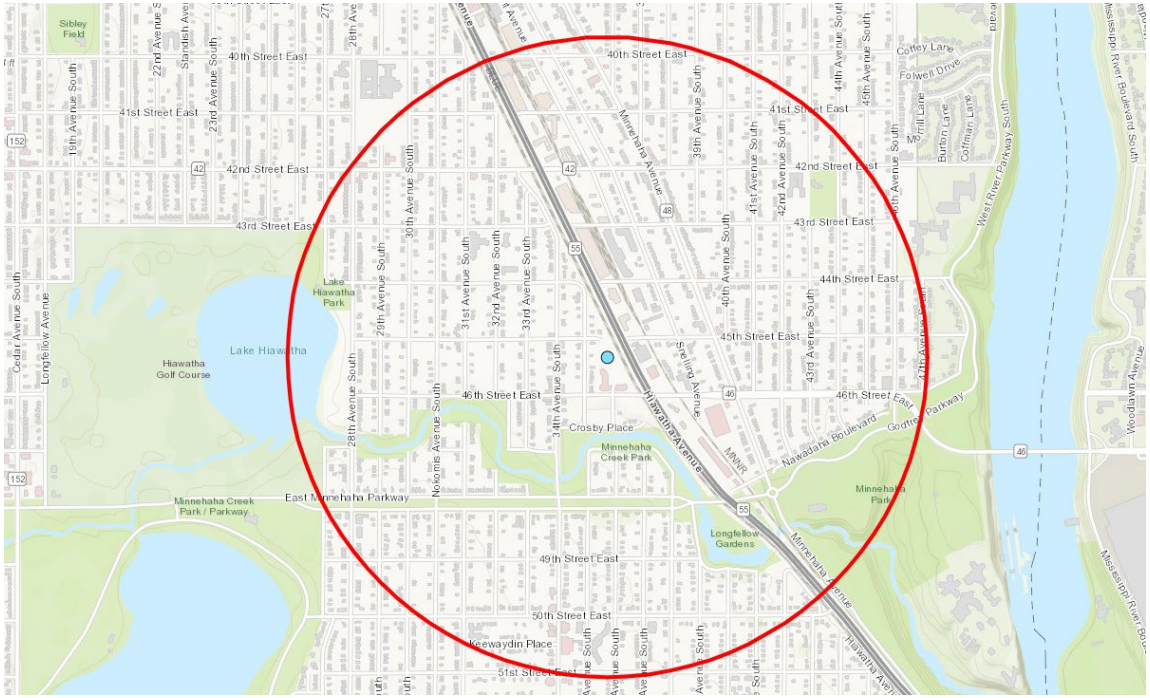
Downtown Minneapolis



Group	Percentage of Area Population
Age under 18	7.3%
Age 65 and over	1.8%
People of color	33.8%
Speaks English less than “very well”	7.2%
With a disability	20.9%
Low-income households* (less than $35,000)	40.8%
ACP or ACP50	Partial

*This is an estimate likely overcounting low-income households. According to MN Compass, the median household income (AMI) in this area (2019 dollars) is $41,605. The Metropolitan Council defines low income as household income less than 80% of AMI; that is $33,284 in this area. The only category that fell at or below this number was “less than $35,000.”

46th St Station, Minneapolis



Group	Percentage of Area Population
Age under 18	19.5%
Age 65 and over	16.2%
People of color	17.8%
Speaks English less than “very well”	3.5%
With a disability	10.5%
Low-income households* (less than $50,000)	30.4%
ACP or ACP50	No

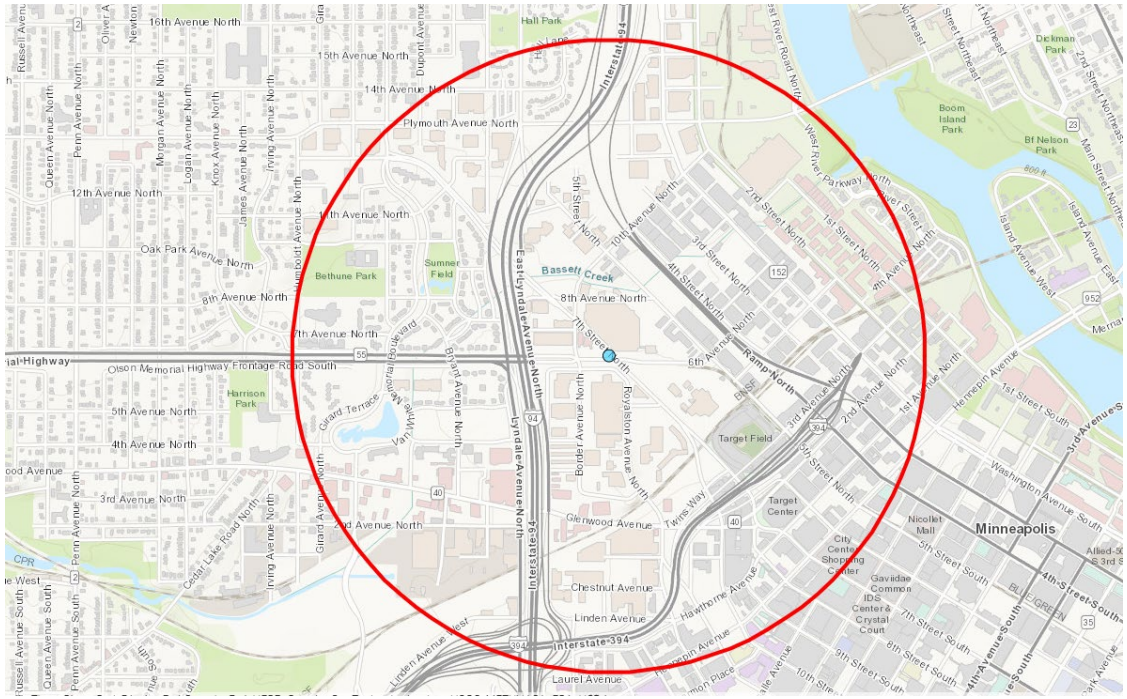
*This is an estimate likely undercounting low-income households. According to MN Compass, the median household income (AMI) in this area (2019 dollars) is $75,521. The Metropolitan Council defines low income as household income less than 80% of AMI; that is $60,416 in this area. The two categories that fell at or below this number were “less than $35,000” and “$35,000-$49,999.”

E Hennepin Ave and Central Ave, Minneapolis

Group	Percentage of Area Population
Age under 18	6.8%
Age 65 and over	10.6%
People of color	22.8%
Speaks English less than “very well”	3.3%
With a disability	12.7%
Low-income households* (less than $35,000)	32.6%
ACP or ACP50	No

*This is an estimate likely undercounting low-income households. According to MN Compass, the median household income (AMI) in this area (2019 dollars) is $47,490. The Metropolitan Council defines low income as household income less than 80% of AMI; that is $37,992 in this area. The only category that fell at or below this number was “less than $35,000.”

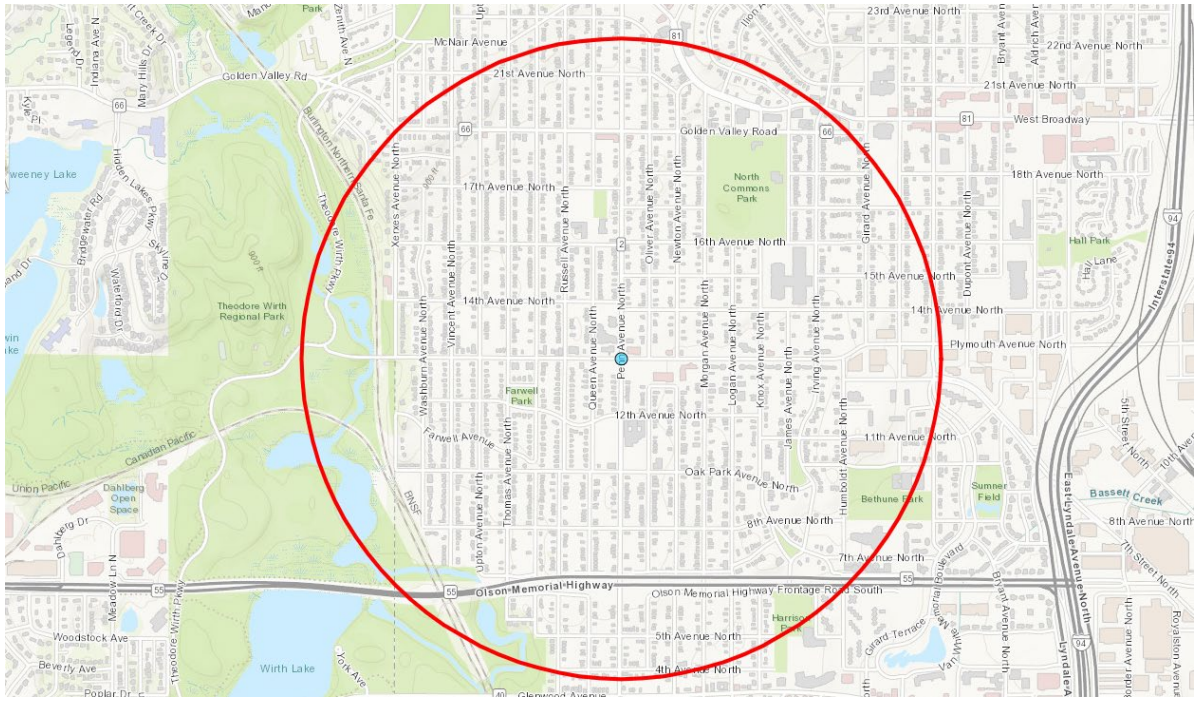
Olson Memorial Hwy and 7th St N, Minneapolis



Group	Percentage of Area Population
Age under 18	15.4%
Age 65 and over	Reliable data not available
People of color	40.0%
Speaks English less than “very well”	7.4%
With a disability	14.1%
Low-income households* (less than $35,000)	25.4%
ACP or ACP50	No

*This is an estimate likely undercounting low-income households. According to MN Compass, the median household income (AMI) in this area (2019 dollars) is $45,833. The Metropolitan Council defines low income as household income less than 80% of AMI; that is $36,666 in this area. The only category that fell at or below this number was “less than $35,000.”

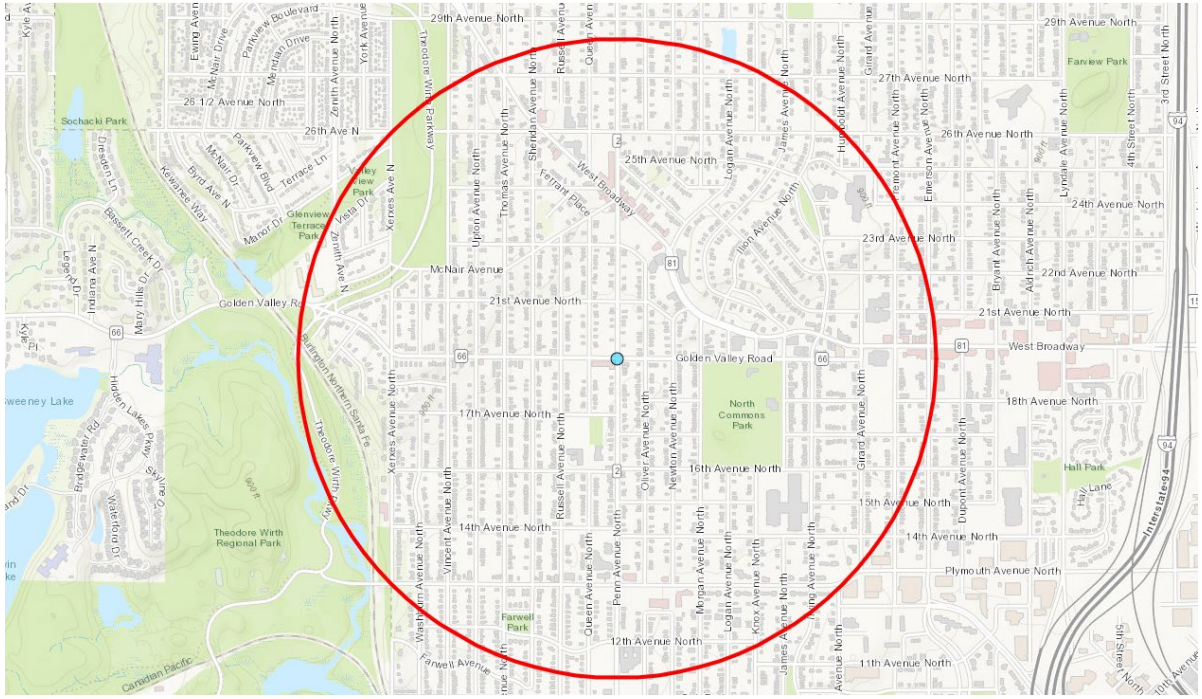
Penn Ave N and Plymouth Ave N, Minneapolis



Group	Percentage of Area Population
Age under 18	33.3%
Age 65 and over	3.4%
People of color	77.6%
Speaks English less than “very well”	15.7%
With a disability	17.3%
Low-income households* (less than $35,000)	40.3%
ACP or ACP50	Yes

*This is an estimate likely overcounting low-income households. According to MN Compass, the median household income (AMI) in this area (2019 dollars) is $38,819. The Metropolitan Council defines low income as household income less than 80% of AMI; that is $31,055 in this area. The only category that fell at or below this number was “less than $35,000.”

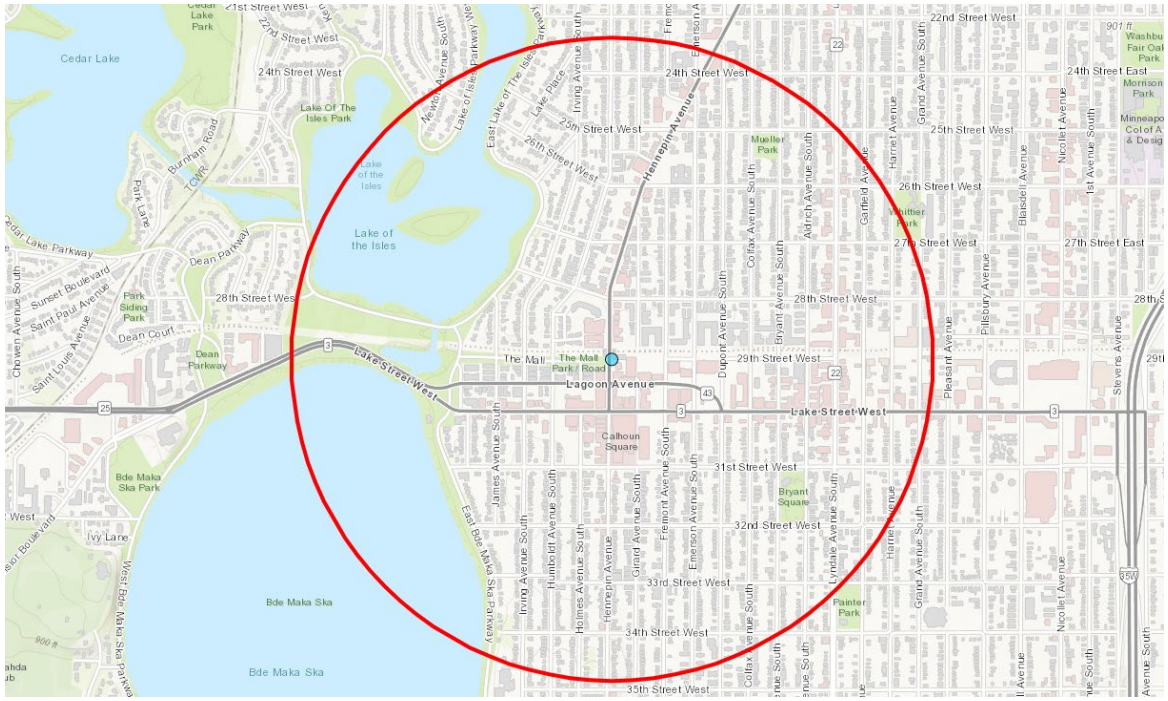
Penn Ave N and Golden Valley Rd, Minneapolis



Group	Percentage of Area Population
Age under 18	34.8%
Age 65 and over	7.7%
People of color	76.9%
Speaks English less than “very well”	14.9%
With a disability	18.0%
Low-income households* (less than $35,000)	39.1%
ACP or ACP50	Yes

*This is an estimate likely overcounting low-income households. According to MN Compass, the median household income (AMI) in this area (2019 dollars) is $39,961. The Metropolitan Council defines low income as household income less than 80% of AMI; that is $31,969 in this area. The only category that fell at or below this number was “less than $35,000.”

Uptown Transit Center, Minneapolis



Group	Percentage of Area Population
Age under 18	8.5%
Age 65 and over	10.1%
People of color	21.3%
Speaks English less than “very well”	4.9%
With a disability	9.2%
Low-income households* (less than $35,000)	20.5%
ACP or ACP50	Partial

*This is an estimate likely undercounting low-income households. According to MN Compass, the median household income (AMI) in this area (2019 dollars) is $58,325. The Metropolitan Council defines low income as household income less than 80% of AMI; that is $46,660 in this area. The only category that fell at or below this number was “less than $35,000.”

Stadium Village Station, Minneapolis

Group	Percentage of Area Population
Age under 18	Reliable data not available
Age 65 and over	Reliable data not available
People of color	34.5%
Speaks English less than “very well”	9.3%
With a disability	7.4%
Low-income households* (less than $35,000)	54.0%
ACP or ACP50	No

*This is an estimate likely overcounting low-income households. According to MN Compass, the median household income (AMI) in this area (2019 dollars) is $33,080. The Metropolitan Council defines low income as household income less than 80% of AMI; that is $26,464 in this area. The only category that fell at or below this number was “less than $35,000.”

Metro Transit Wayfinding Project Demographic Information: Ramsey County Sites

Regional Solicitation 2022

TDM Category

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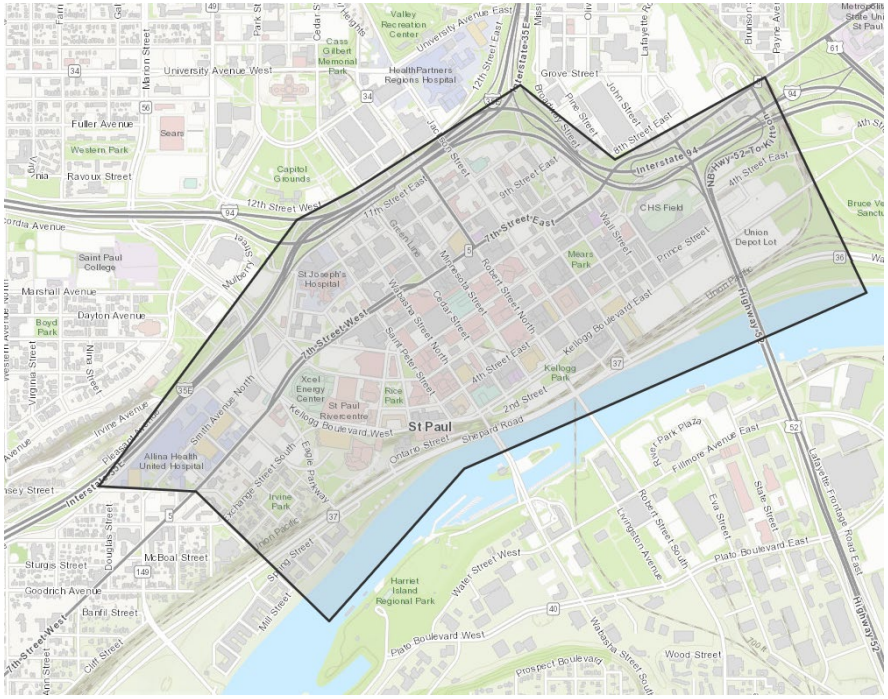
Regional Comparison – Ramsey County Sites

Area	Area Median Income (2019 dollars)	Percent under 18	Percent 65 and older	Percent People of Color	Percent speaks English less than "very well"	Percent with a disability
7 County Region	$86,036	23.5%	13.5%	23.9%	6.5%	9.8%
Downtown Saint Paul	$53,894	No reliable data	13.0%	30.1%	1.3%	15.9%
Westgate Station, Saint Paul	$55,682	8.0%	8.3%	30.3%	8.8%	11.6%
Raymond Ave Station, Saint Paul	$60,510	No reliable data	13.2%	28.0%	9.0%	14.5%
Snelling Ave Station, Saint Paul	$68,000	16.8%	9.3%	27.8%	6.7%	16.1%
Capitol/Rice St Station, Saint Paul	$36,065	25.7%	10.9%	62.3%	23.0%	22.4%
Robert St Station, Saint Paul	$47,546	16.6%	11.3%	46.7%	10.7%	18.2%
Ford Pkwy and Cleveland Ave, Saint Paul	$72,318	20.4%	17.3%	11.6%	4.0%	10.2%
Maplewood Mall	No recent or reliable data available for this area					

Population representation in the area is higher than the region overall.

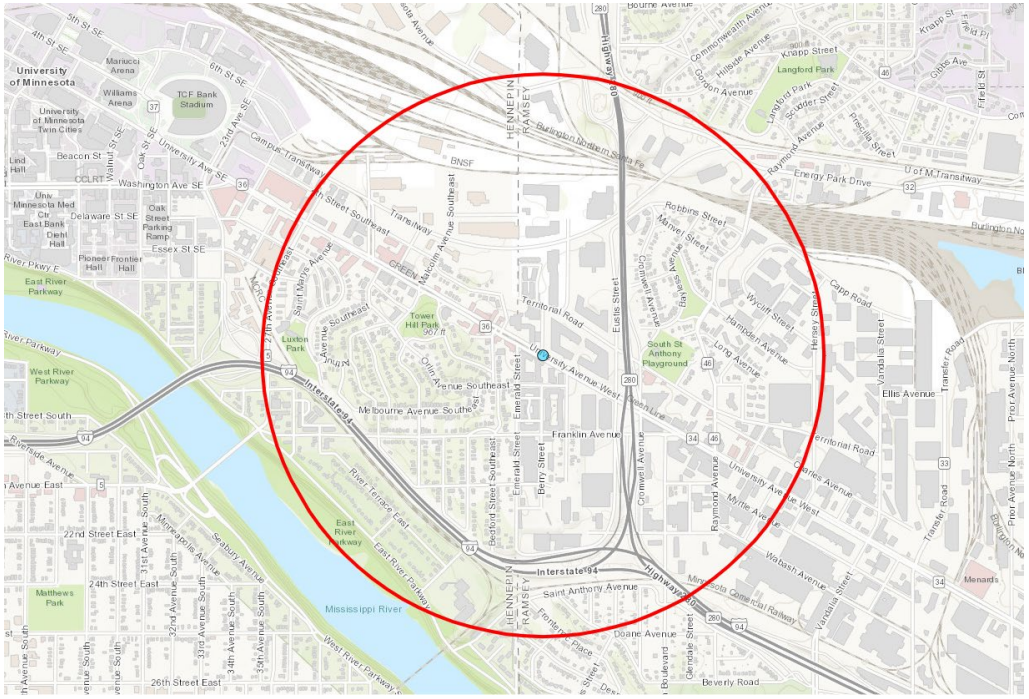
Downtown Saint Paul



Group	Percentage of Area Population
Age under 18	No reliable data available
Age 65 and over	13.0%
People of color	30.1%
Speaks English less than “very well”	1.3%
With a disability	15.9%
Low-income households* (less than $35,000)	32.8%
ACP or ACP50	Partial

*This is an estimate likely undercounting low-income households. According to MN Compass, the median household income (AMI) in this area (2019 dollars) is $53,894. The Metropolitan Council defines low income as household income less than 80% of AMI; that is $43,115 in this area. The only category that fell at or below this number was “less than $35,000.”

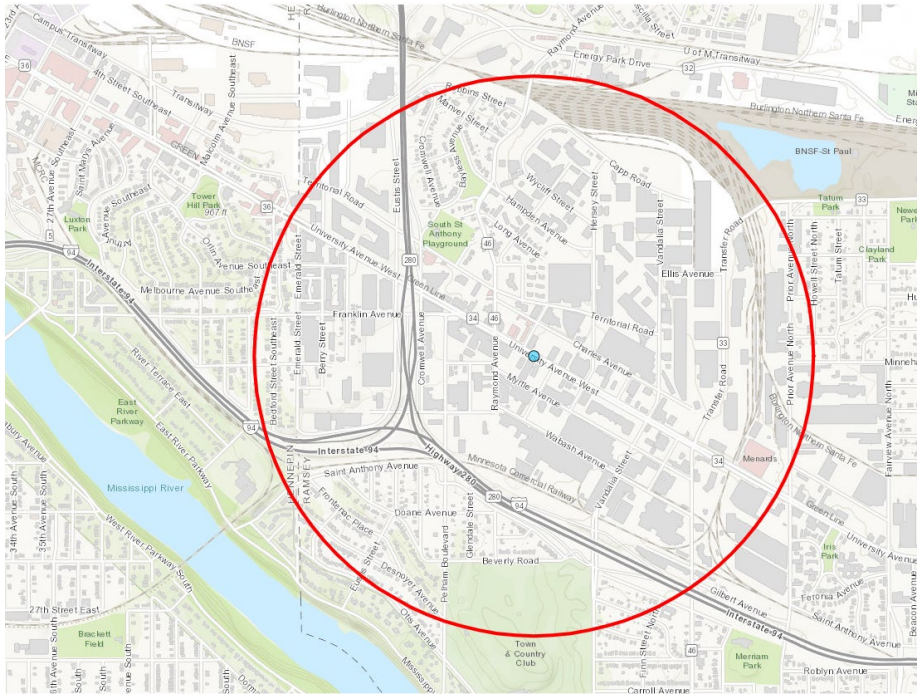
Westgate Station, Saint Paul



Group	Percentage of Area Population
Age under 18	8.0%
Age 65 and over	8.3%
People of color	30.3%
Speaks English less than “very well”	8.8%
With a disability	11.6%
Low-income households* (less than $35,000)	34.1%
ACP or ACP50	Partial

*This is an estimate likely undercounting low-income households. According to MN Compass, the median household income (AMI) in this area (2019 dollars) is $55,682. The Metropolitan Council defines low income as household income less than 80% of AMI; that is $44,546 in this area. The only category that fell at or below this number was “less than $35,000.”

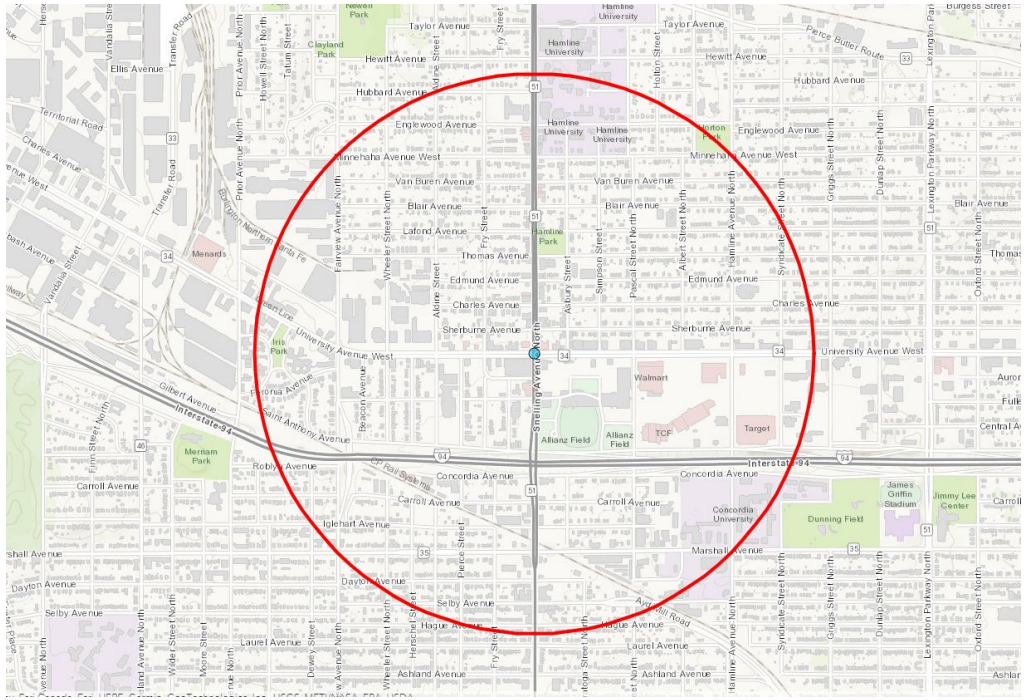
Raymond Ave Station, Saint Paul



Group	Percentage of Area Population
Age under 18	No reliable data available
Age 65 and over	13.2%
People of color	28.0%
Speaks English less than “very well”	9.0%
With a disability	14.5%
Low-income households* (less than $50,000)	41.0%
ACP or ACP50	Partial

*This is an estimate likely overcounting low-income households. According to MN Compass, the median household income (AMI) in this area (2019 dollars) is $60,510. The Metropolitan Council defines low income as household income less than 80% of AMI; that is $48,408 in this area. The two categories that fell at or below this number were “less than $35,000” and “$35,000-$49,999.”

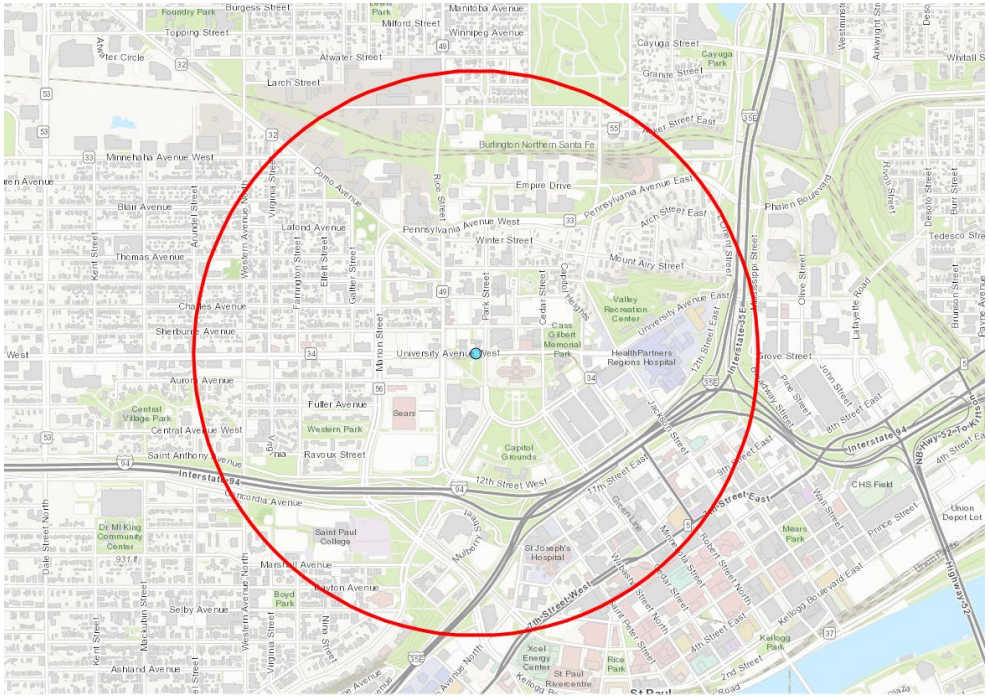
Snelling Ave Station, Saint Paul



Group	Percentage of Area Population
Age under 18	16.8%
Age 65 and over	9.3%
People of color	27.8%
Speaks English less than “very well”	6.7%
With a disability	16.1%
Low-income households* (less than $50,000)	46.1%
ACP or ACP50	Partial

*This is an estimate likely undercounting low-income households. According to MN Compass, the median household income (AMI) in this area (2019 dollars) is $68,000. The Metropolitan Council defines low income as household income less than 80% of AMI; that is $54,400 in this area. The two categories that fell at or below this number were “less than $35,000” and “$35,000-$49,999.”

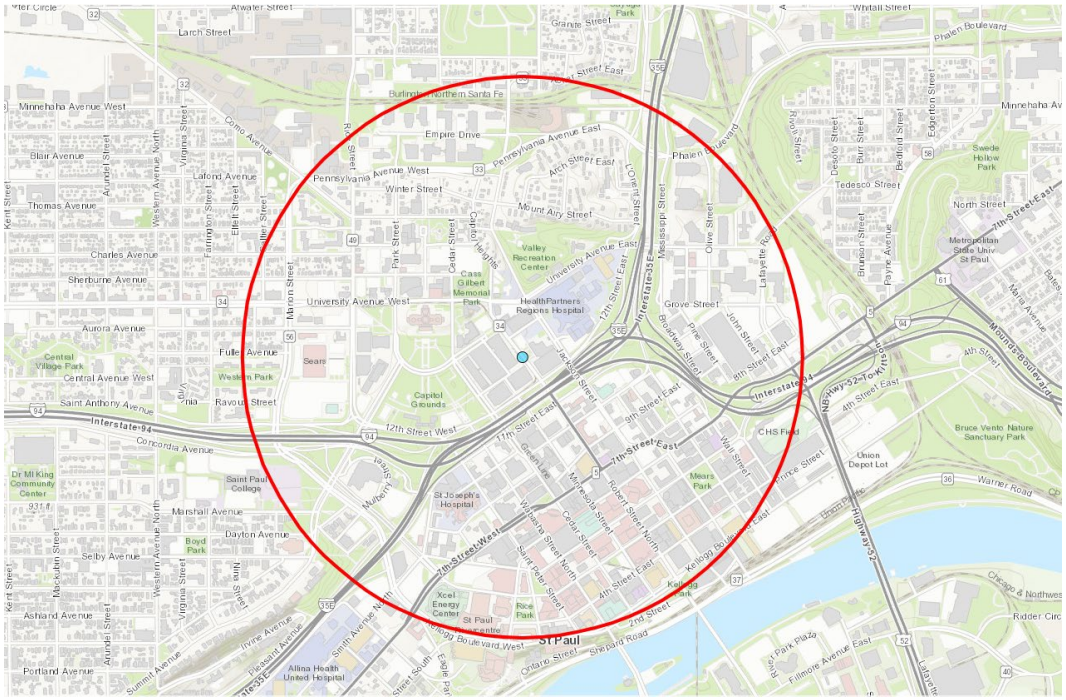
Capitol/Rice St Station, Saint Paul



Group	Percentage of Area Population
Age under 18	25.7%
Age 65 and over	10.9%
People of color	62.3%
Speaks English less than “very well”	23.0%
With a disability	22.4%
Low-income households* (less than $35,000)	46.7%
ACP or ACP50	Yes

*This is an estimate likely overcounting low-income households. According to MN Compass, the median household income (AMI) in this area (2019 dollars) is $36,065. The Metropolitan Council defines low income as household income less than 80% of AMI; that is $28,852 in this area. The only category that fell at or below this number was “less than $35,000.”

Robert St Station, Saint Paul



Group	Percentage of Area Population
Age under 18	16.6%
Age 65 and over	11.3%
People of color	46.7%
Speaks English less than “very well”	10.7%
With a disability	18.2%
Low-income households* (less than $35,000)	37.6%
ACP or ACP50	Yes

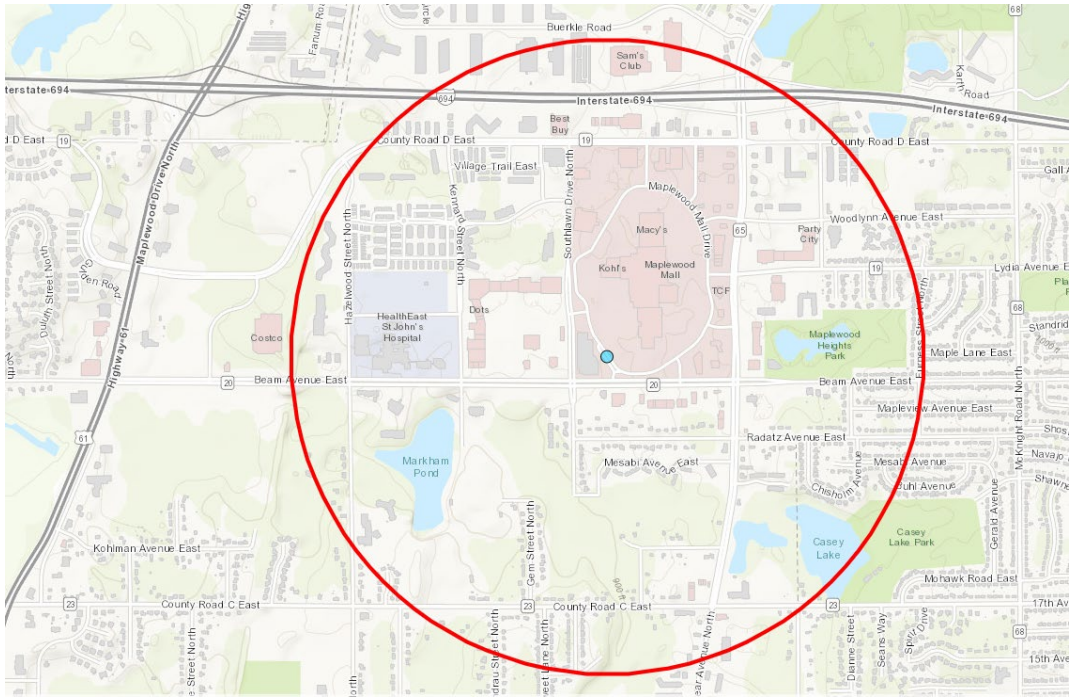
*This is an estimate likely undercounting low-income households. According to MN Compass, the median household income (AMI) in this area (2019 dollars) is $47,546. The Metropolitan Council defines low income as household income less than 80% of AMI; that is $38,037 in this area. The only category that fell at or below this number was “less than $35,000.”

Ford Pkwy and Cleveland Ave, Saint Paul

Group	Percentage of Area Population
Age under 18	20.4%
Age 65 and over	17.3%
People of color	11.6%
Speaks English less than “very well”	4.0%
With a disability	10.2%
Low-income households* (less than $50,000)	25.2%
ACP or ACP50	No

*This is an estimate likely undercounting low-income households. According to MN Compass, the median household income (AMI) in this area (2019 dollars) is $72,318. The Metropolitan Council defines low income as household income less than 80% of AMI; that is $57,854 in this area. The two categories that fell at or below this number were “less than $35,000” and “$35,000-$49,999.”

Maplewood Mall Transit Center, Minneapolis



MN Compass does not have recent demographic for this area.

Metro Transit
a service of the Metropolitan Council

Metro Transit Wayfinding Project Budget

Income

Regional Solicitation Grant	$400,000
Metro Transit Local Operating and Capital Improvement Funds	$100,000
Total Income	$500,000

Expense

Direct Expenses

Static signage (printed signs, kiosks, vinyl floor clings, etc)	$190,000
Contracting and consulting[1]	$190,000
Salary and Fringe[2]	$100,000
Community engagement/user testing materials	$20,000
Total Expenses	$500,000
Net	$0

Notes

1. Contracting and consulting services will be used in several project activities, including:
    - Sign design and fabrication
    - User testing and evaluation with targeted communities
    - Piloting new technologies like auditory navigation applications
    - Wayfinding standards development

    The allocation of funds between these activities will be determined as the project plan develops.

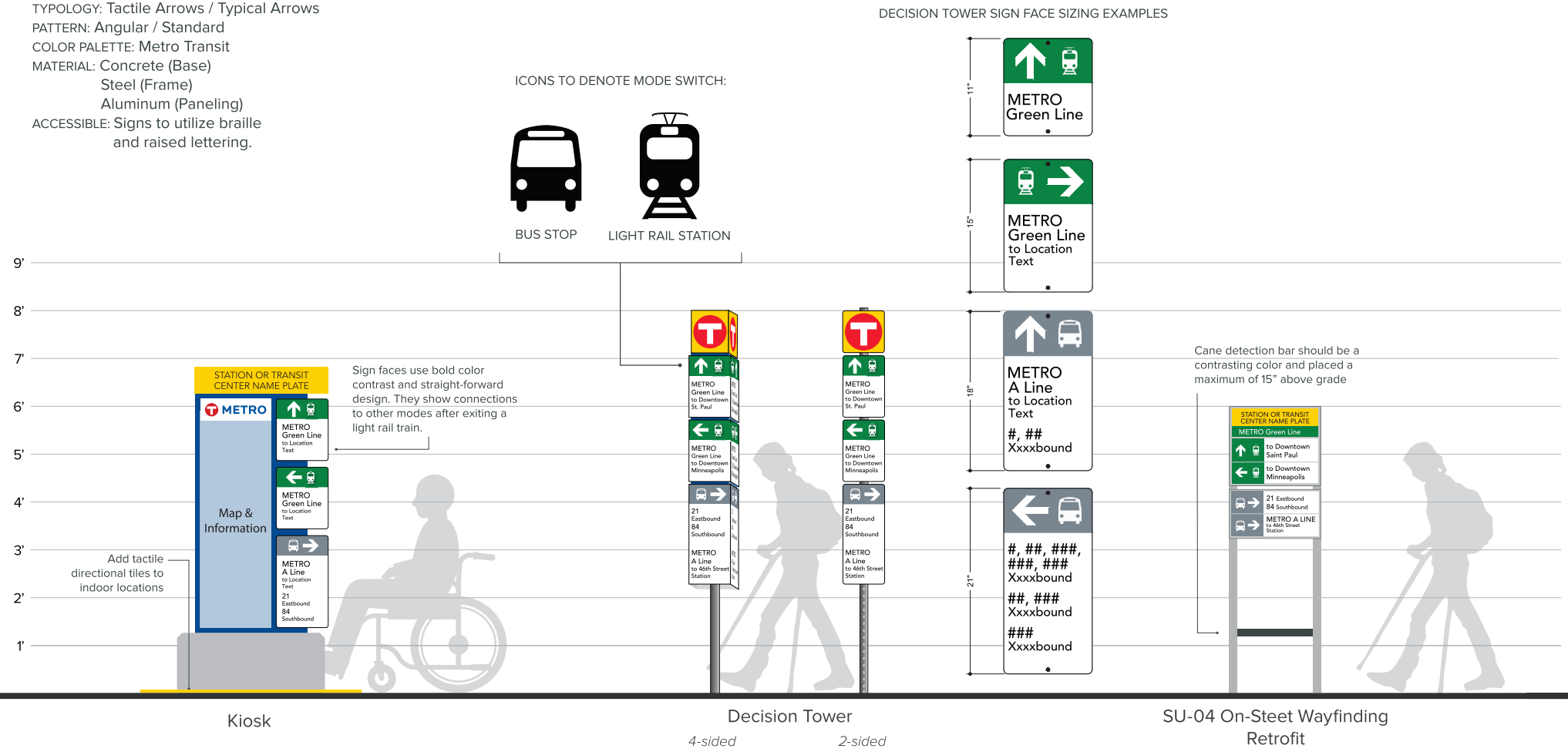
2. Metro Transit may need to hire additional resources for sign installation and maintenance, but their time will not be full dedicated to this project. Their time spent on this project will be identified as the project plan develops.

Design Concept

01 Metro Transit Better Bus Stops

Navigational Elements

TYPOLOGY: Tactile Arrows / Typical Arrows
PATTERN: Angular / Standard
COLOR PALETTE: Metro Transit
MATERIAL: Concrete (Base)
Steel (Frame)
Aluminum (Paneling)
ACCESSIBLE: Signs to utilize braille and raised lettering.



Kiosk

Decision Tower

4-sided *2-sided*

SU-04 On-Steet Wayfinding Retrofit

Metro Better Bus Stops

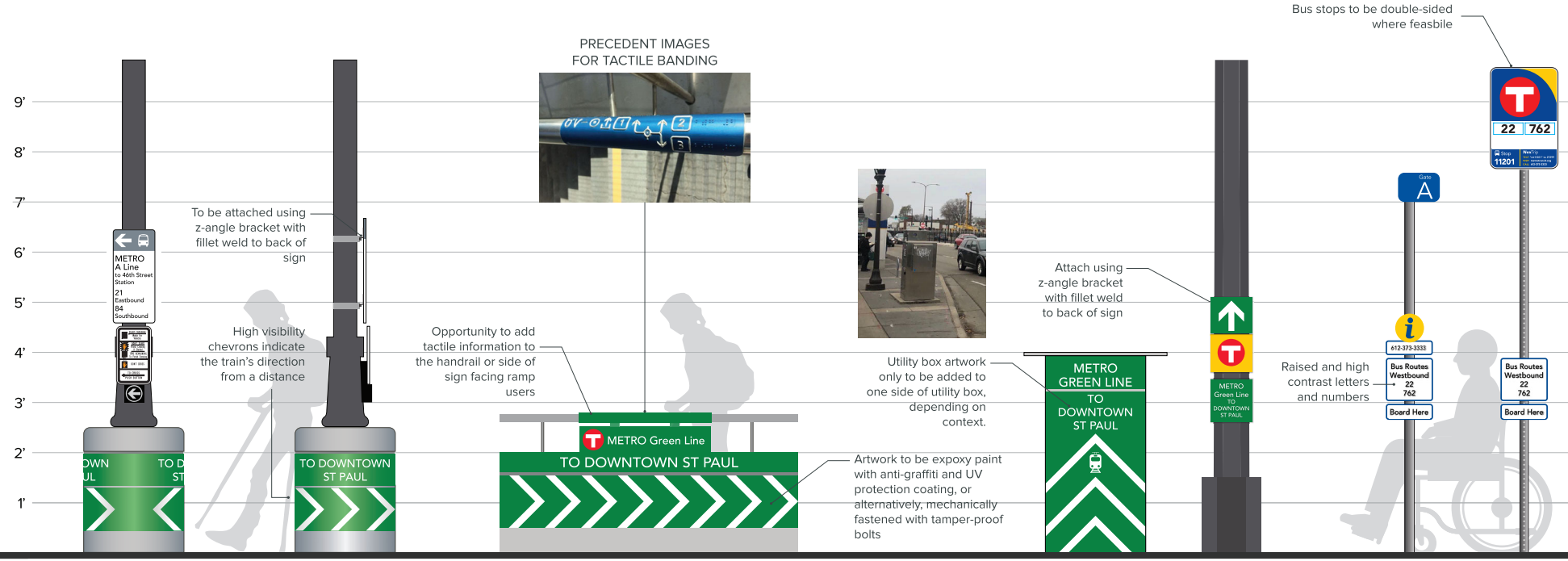
Wayfinding Concept Design 4.10.2020

DESIGN CONCEPT

SHEET 1

Navigational Elements

TYPOLOGY: Tactile Arrows / Typical Arrows
PATTERN: Angular / Standard
COLOR PALETTE: Metro Transit
MATERIAL: Concrete (Base)
Steel (Frame)
Aluminum (Paneling)
ACCESSIBLE: Signs to utilize braille and raised lettering.



Confirmation Sign
Front View *Side View*

Tactile Banding on Railing

Utility Retrofit
Utility Box *Signal Pole*

Existing Signage Retrofit

Metro Better Bus Stops

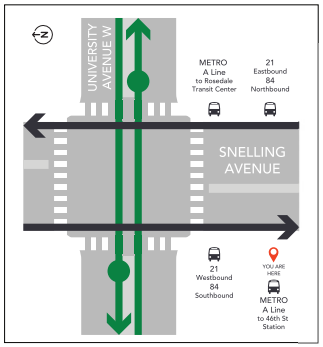
Wayfinding Concept Design 4.10.2020

DESIGN CONCEPT

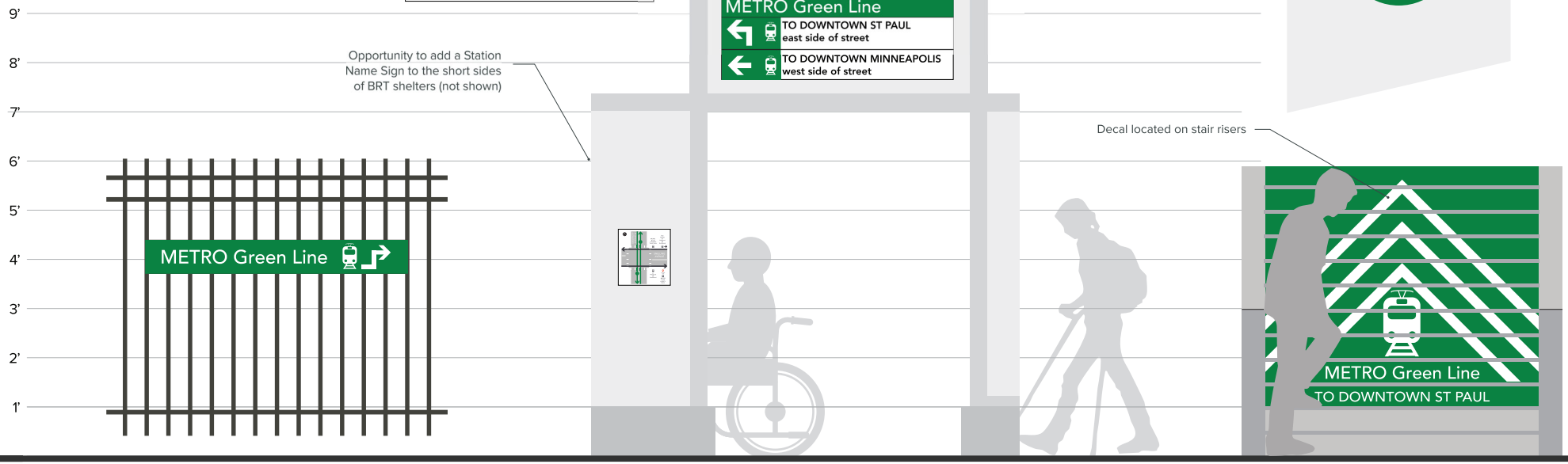
SHEET 2

Navigational Elements

TYPOLOGY: Tactile Arrows / Typical Arrows
PATTERN: Angular / Standard
COLOR PALETTE: Metro Transit
MATERIAL: Concrete (Base)
Steel (Frame)
Aluminum (Paneling)
ACCESSIBLE: Signs to utilize braille and raised lettering.



LOCATION FOR
BUS SHELTER GATEWAY



Transit Line Name Plate

Bus Shelter Gateway

Pavement Marking
Located in covered areas or on stairway treads