

SOUTHWEST

Green Line LRT Extension



Business Advisory Committee

October 1, 2013



Today's Topics

- Hennepin County Community Works Update
- Project Development Update
 - Ridership
 - Next Steps
- Success Measures Update
- Member and Committee Reports/Public Forum
- Adjourn



Project Development Update

Ridership

Ridership Refresh

Description	2030 Ridership
LPA	29,660
LPA Refresh*	34,000 – 36,000

*Continue refinement based on final project scope. Project ridership to be reviewed approved by the Federal Transit Administration.

Why Ridership Forecasts Change?

- Regional Travel Demand Model evolution
 - Base year data sets
 - Horizon year data sets
 - Travel behavior patterns
- Project refinement during Project Development
 - Physical characteristics
 - Operational characteristics

LPA vs. LPA Refresh

- Regional Travel Demand Model evolution
 - Replace 2000 Census with 2010 Census in base year
 - Replace prior Comp Plans with current Comp Plans in horizon year
 - Change in rail bias
- Project refinement during Project Development
 - Change in number of park-and-rides
 - Updated Bus Concept Plan
- Subject to FTA review and concurrence

Future Ridership Forecasts

- Incorporate changes from further project refinement
 - Physical Characteristics
 - Stations
 - Park-and-rides
 - Operational Characteristics
 - End-to-end run time
 - Train Frequency
- Subject to FTA review and concurrence

SWLRT Corridor Management Committee

- Meetings:
 - August 7
 - August 14
 - August 28
 - September 4
 - September 11
 - September 25
 - October 2



September 4, 2013 CMC Meeting

Technical Issue #1: Eden Prairie Alignment

- At its September 4 meeting, the CMC voted to recommend to the Council the Eden Prairie Alignment: Comp Plan Alignment through Southwest Station

Technical Issue #21: Freight Rail

- At its September 4 meeting, the CMC voted to recommend to the Council removal of the Deep Bore LRT Tunnel option from further consideration
- Two design options moving forward:
 - Brunswick Central
 - Shallow LRT Tunnel

Technical Issue #23: Operations and Maintenance Facility

- At its September 11 meeting, the CMC voted to recommend to the Council the location of the OMF site: Hopkins Site 9A

Success Measures Update

Southwest LRT Business Advisory Committee

Success Criteria for near term
impact and long term results

DRAFT

September, 2013

BAC Success Criteria

BAC Scope

The Southwest Light Rail (SWLRT) Business Advisory Committee (BAC) is established to promote business community involvement in the SWLRT project. BAC input to the SWLRT process is beneficial to adjacent businesses, properties, and communities and the SWLRT Project Office.

BAC Success Criteria

BAC Purpose

The SWLRT BAC will serve as the voice for the business community and address concerns during the engineering and construction phases of the light rail line. It shall be composed of business leaders representing businesses and property owners impacted by the light rail route. The BAC will report to the SWLRT Corridor Management Committee on light rail design and construction issues and will report to the SWLRT Community Works Steering Committee on issues related to land use and transit oriented development. The purpose of establishing a BAC for the SWLRT is to:

1. Identify business related concerns/issues related to construction and operation of the light rail line
2. Identify strategies to avoid, minimize and mitigate the impacts of LRT construction on residences and businesses
3. Provide input on station location, design, and construction to reflect the needs of the business community (e.g., employees, customers, deliveries, etc.)
4. Provide input on station area (1/2 mile radius of stations) vision and character for development from a business perspective with a specific focus on business retention and expansion
5. Advise on communications and outreach strategies focused on the business community
6. Review and comment on major initiatives and actions of the Southwest Community Works initiative
7. Serves as an information resource and liaison to the corridor business community

BAC Success Criteria

BAC Member Expectations

- **Attend a majority of the meetings**
- **Identify and respond to issues that affect businesses along the corridor**
- **Assist in the development of recommendations to minimize the impacts on businesses during the construction phase of the project**
- **Actively participate in the discussion by sharing ideas and expertise**

BAC Success Criteria

Long Term Goals

- **Understand the impact of SWLRT to the region**
- **Advocate for and support increased transit ridership as SWLRT project advances**
- **Improve regional economic development and business retention opportunities**
- **Develop an advisory committee model that can be used in other transit projects, helping to build an integrated transit system in the metro region**

BAC Work Plan – Long Term Goals

Understand SWLRT Impact to the Region

- **Advance economic growth opportunities and business retention**
 - Develop recommendations with a long-term vision
- **Connect new job opportunities with the broader region**
 - Identify opportunities to maximize the connection between potential employers and employees in the corridor
- **Communicate the benefits of the project**
 - Access to 210,000 jobs with additional 62,000 new jobs by 2030

BAC Work Plan – Long Term Goals

Advocate for and support increased ridership
as the SWLRT project advances

- **Work with communities to support and increase ridership**
- **Identify opportunities and foster relationships within the business community to increase commuting via SWLRT.**

BAC Work Plan – Long Term Goals

Improve Regional Economic Development and Business Retention Opportunities

- **Support municipalities and development companies**
 - Provide access to construction and development RFPs
- **Approach development opportunities holistically and leverage local input**

BAC Work Plan – Long Term Goals

Develop an advisory committee model that can be used in other transit projects

- **Focus on SWLRT opportunities and advocate regionally for integrated transit**
- **Foster positive relationships within the committee and broader community**
- **Measure and evaluate progress**

BAC Work Plan

Short Term Goals

- **Provide relevant feedback to other advisory committees and the SWLRT Project Office**
- **Provide opportunities for meaningful, active input throughout process**
- **Develop mitigation strategies for businesses affected by construction**

BAC Work Plan – Short Term Goals

Provide relevant feedback to other advisory committees and the SWLRT Project Office

- **Be informed of current information**
- **Provide accurate meeting minutes**
- **Proactively provide agenda information prior to meetings**
 - Provide such information that can be easily and readily disseminated to respective constituents
 - Inform members of relevant, real-time information as appropriate

BAC Work Plan – Short Term Goals

Provide opportunities for meaningful, active input throughout process

- **Develop timely agenda topics that support active BAC input and discussions**
- **Develop meaningful agenda topics with SWLRT Project Office based on SWLRT initiatives and activities**
- **Solicit input of BAC members on timely discussion topics**

BAC Work Plan – Short Term Goals

Develop mitigation strategies for businesses affected by construction

- **Identify the areas where negative construction impacts could occur**
- **Understand the engineering and design issues in affected areas**
- **Leverage Chambers of Commerce in each community along the LRT corridor to develop a mitigation campaign**

2013 BAC Meeting Schedule

2013 BAC Meeting Schedule

Scheduled	Proposed
Wednesday, October 30	Wednesday, November 6
Wednesday, November 27	Wednesday, December 4
Wednesday, December 18	Cancel

Member and Committee Reports and Public Forum

More Information

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