



A Vision of High-Quality Transit for the East Metro

East Metro →
S T R O N G

June 10, 2015
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Today

- Who is East Metro Strong?
- What are we saying about the need for transit investment in East Metro?
- What are we doing to support and advance transit investment in the East Metro?



EAST METRO STRONG:

Public – private partnership

Business

- Saint Paul Area Chamber of Commerce
- 3M
- Health East

Cities

- Saint Paul
- West Saint Paul
- White Bear Lake
- Woodbury

Counties

- Ramsey
- Dakota
- Washington

Philanthropy

- Saint Paul Foundation



GOAL: Catalytic transit investments in the East Metro

Help draw investment that creates great places

- More transit investment
- More economic development



Our competition is ahead... and not waiting



Maps at same scale
Source: Bill Rankin, McKinsey



Our competitors are benefiting from their investments

Denver

10 years after building transit - ranked **#1** for Millennials

“They’re coming for **transit.**”

Denver Mayor

MPLS/Saint Paul

Millennial ranking **#39**

“We need better **transit** to recruit talent.”

3M



We lag in job access

And we have agreement that it matters



AVERAGE NUMBER
OF JOBS REACHABLE
WITHIN 30 MINUTES
BY PUBLIC TRANSIT
OR WALKING

17,651

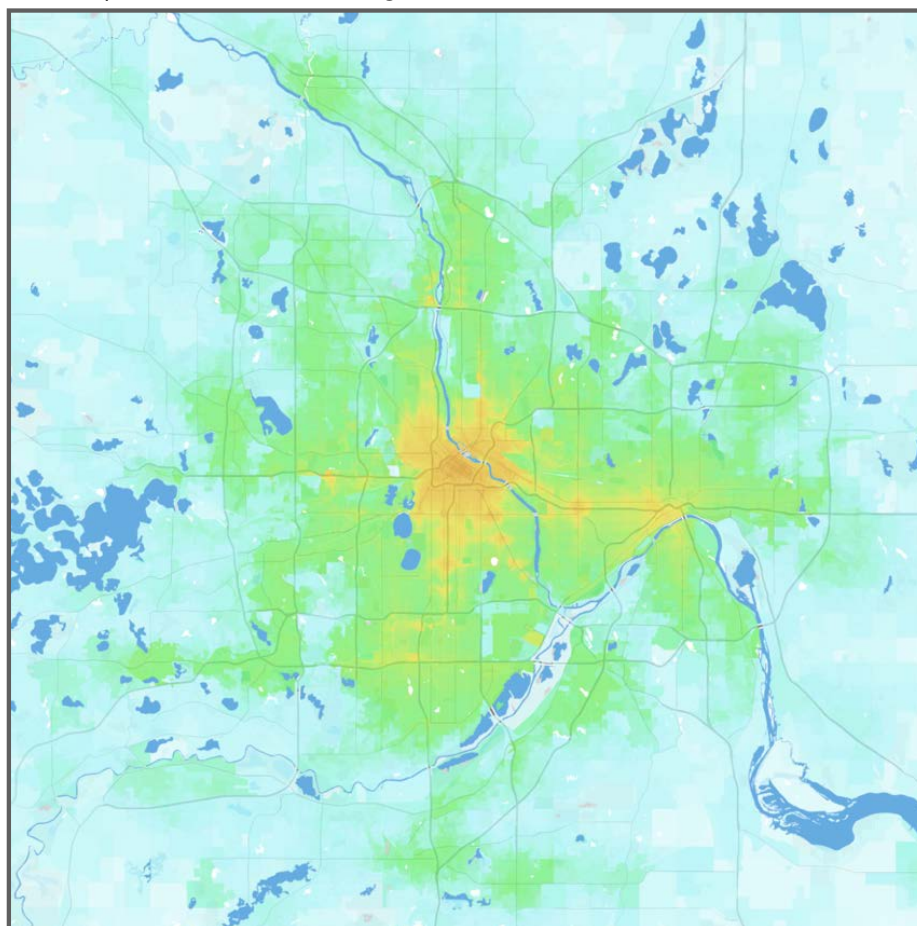
Rank 7 of 12

THIS REGIONAL INDICATORS DASHBOARD is a set of shared metrics that will track the region's change on critical economic, environmental, and social outcomes. Measuring change in the areas that matter most for continued long-term success will help improve our region's economic competitiveness.



MSP lags peers, East Metro lags West Metro

Minneapolis-St. Paul-Bloomington, MN-WI



Jobs within 30 minutes
by transit, averaged 7 - 9 AM

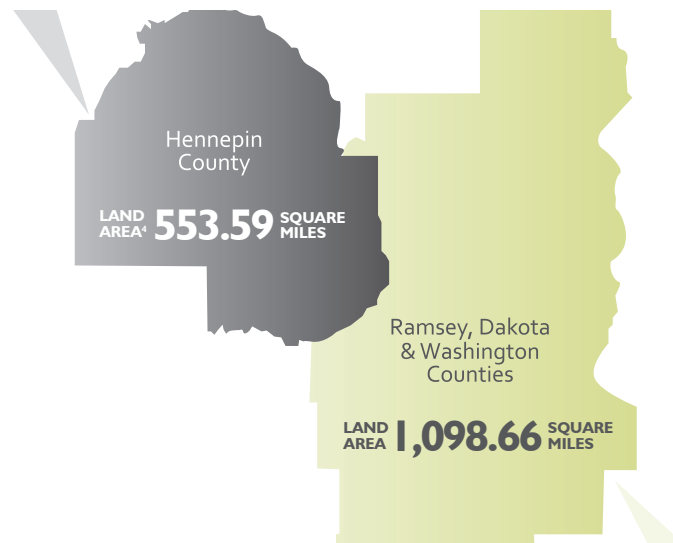


Source: UM Accessibility Observatory

A critical part of the region, and growing faster

Hennepin

	Current	Projected 2040	
Population	1,152,452	1,427,800	+23.9%
Jobs	805,089	1,072,200	+33.2%



East Metro

	Current	Projected 2040	
Population	1,145,328	1,466,160	+28.0%
Jobs	559,026	757,660	+35.5%



High-quality transit is working in the East Metro

Green Line

- Ridership **35% above** 2015 projections
- **50% ridership increase** on University Ave corridor
- **\$2.5 billion** of related development and counting
- Developer Jim Stolpestad, lofts & downtown tower “*wouldn't have happened without light rail*”



How to support expanded transit investment in the East Metro?

1. Lead stakeholders to create a Vision
2. Support others in implementing that Vision
3. Work with others to educate / advocate



1. Vision

How to best serve East Metro growth?

Up to **300,000** new residents

Up to **190,000** new jobs

Planned Transitways

Gold Line (Gateway)

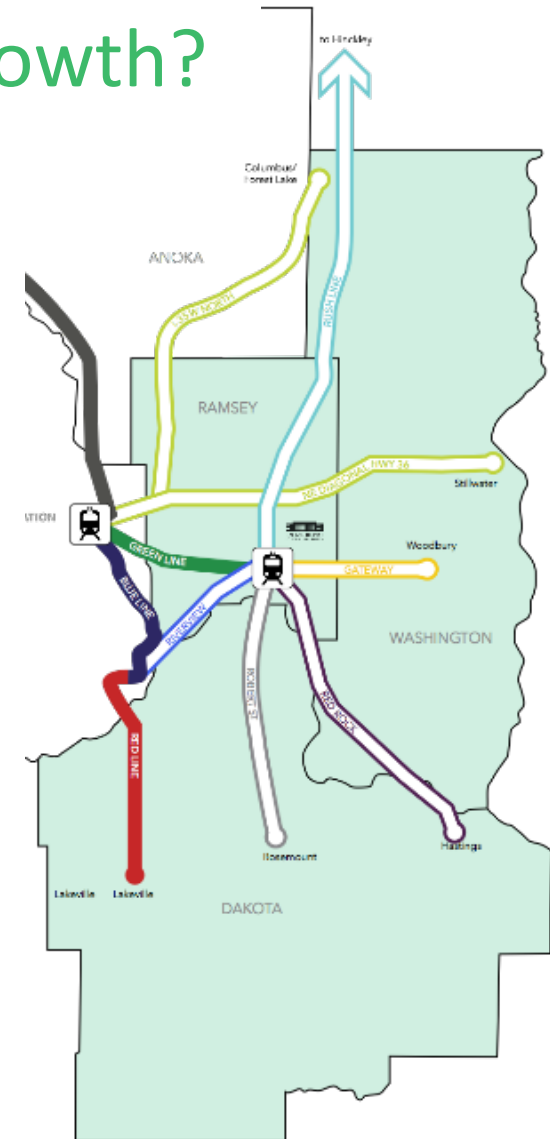
Red Line

Red Rock

Robert Street

Riverview

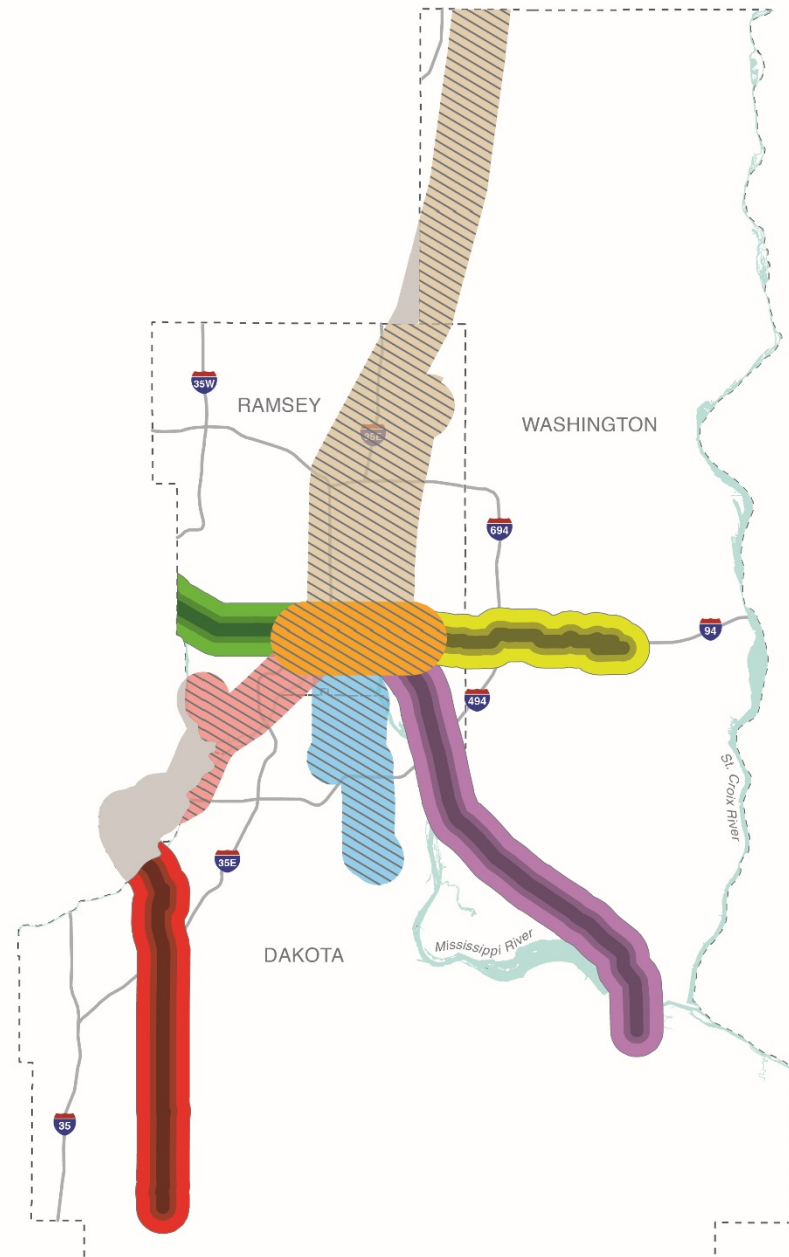
Rush Line



The Vision Area

Transit corridors total
200 sq miles

	sq mi
Central	17
Gateway	16
Green	8
Red	28
Red Rock	35
Riverview	12
Robert	19
Rush	65

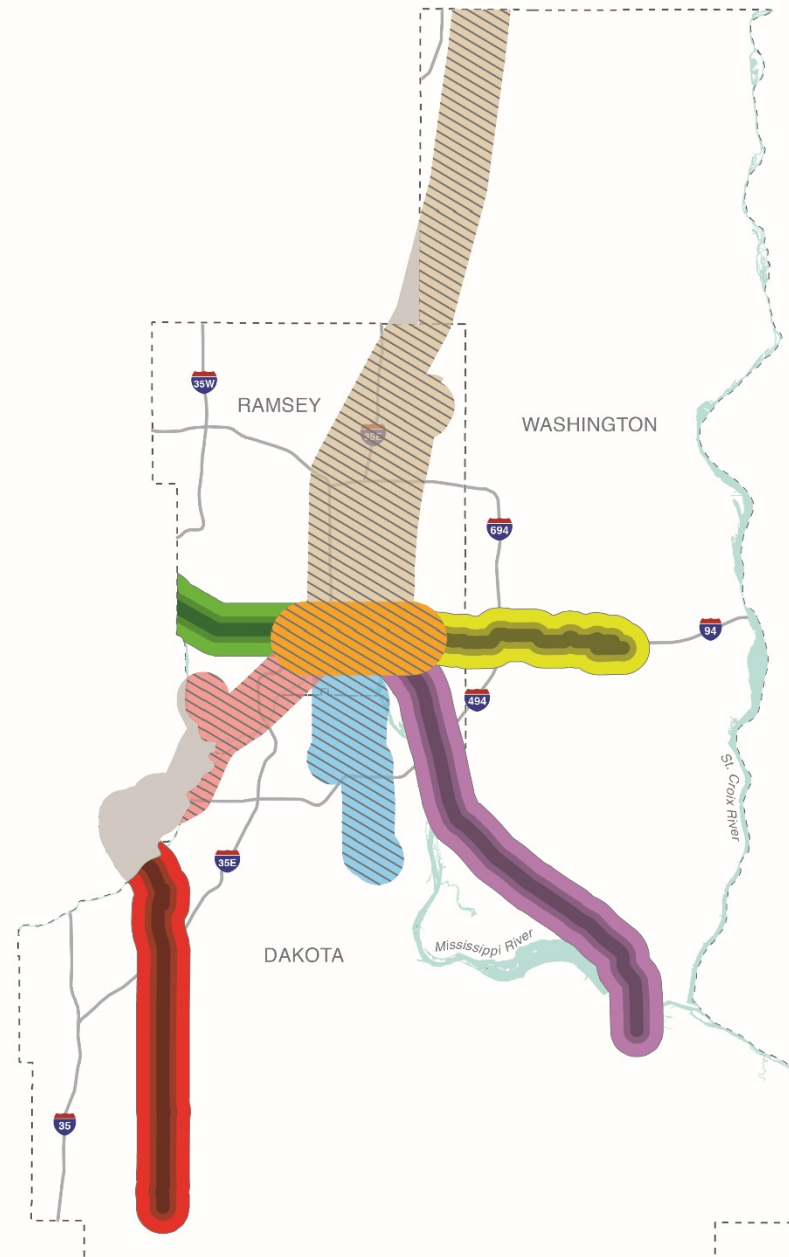


The Vision Area

Who's here?

In these corridors:

- 598,000 persons
/ 1.1 million 3-county
= 54%
- 305,000 jobs
/ 559,000 3-county
= 54%



+ Room to grow
at strategic locations

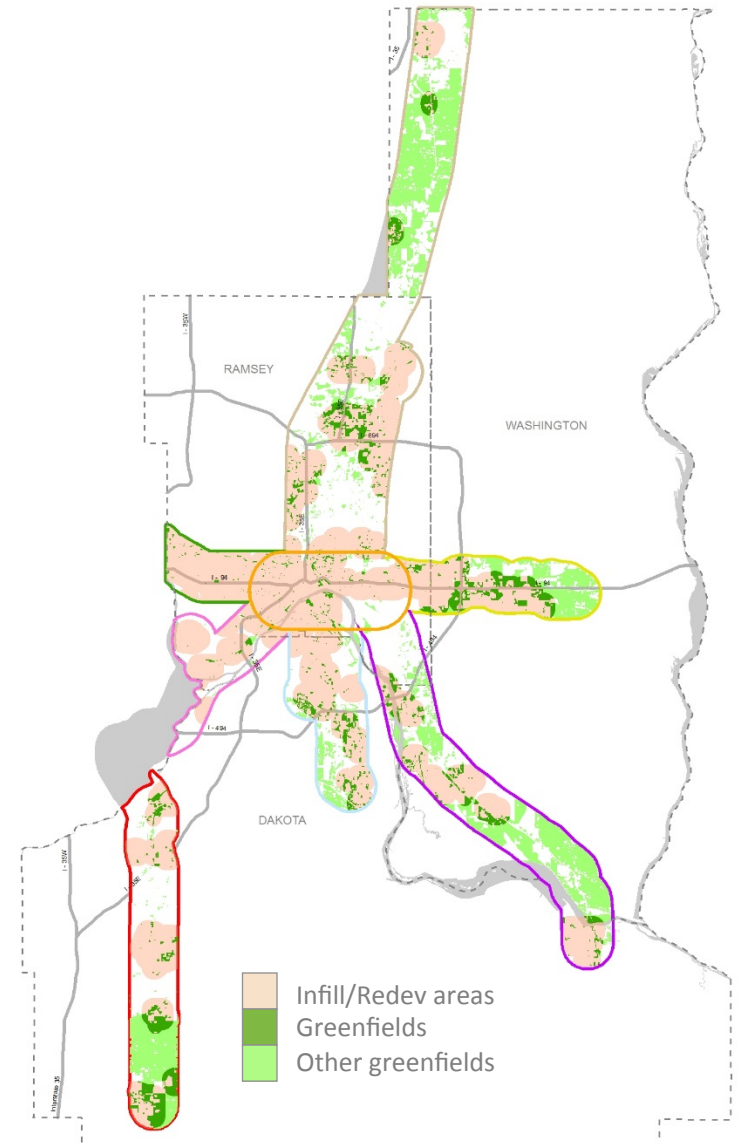
Greenfields

24% of area - 41 sq. miles

Major Assets

60 major asset centers

50% of area within ½ mi of asset



2. *Support* others in implementing that Vision and in other transit-supportive economic development

- East Metro Strong will *support* the institutions developing and advancing these projects for the East Metro
- Deliver technical assistance to East Metro projects / stakeholders who request it.



3. Support advocacy & education

1. Presentations like this
2. Support others in advocacy

http://www.twincities.com/opinion/columnists/ci_27882370/kramer-weik:-an-urgent-need-in-the-east-metro:-better-transit

Kramer, Weik: An urgent need in the East Metro: better transit

By Matt Kramer and Lisa Weik

Updated: 04/09/2015 05:53:15 PM CDT

TwinCities.com

http://www.twincities.com/columnists/ci_28100581/mary-giuliani-stephens-east-metro-house-transportation-bill

Mary Giuliani Stephens: For the East Metro, House transportation bill would be the end of new transit

By Mary Giuliani Stephens

Updated: 05/12/2015 02:29:16 PM CDT

TwinCities.com

MINNPOST

Keep the Gold Line moving, so it can keep us moving

By Sen. Susan Kent, Sen. Karin Housley, Rep. JoAnn Ward and Rep. Kelly Fenton | 05/08/15



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