EastMetroStrong.com



A Vision of High-Quality Transit for the East Metro

East Metro

June 10, 2015 Will Schroeer, Executive Director

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

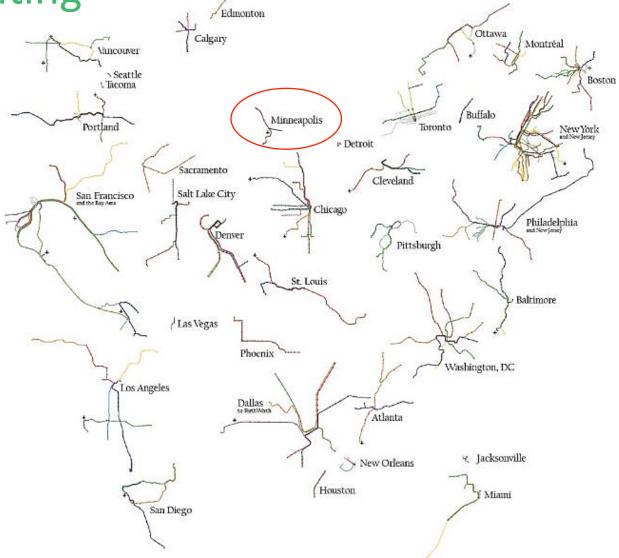
More transit investment

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."



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

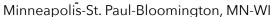
17,651

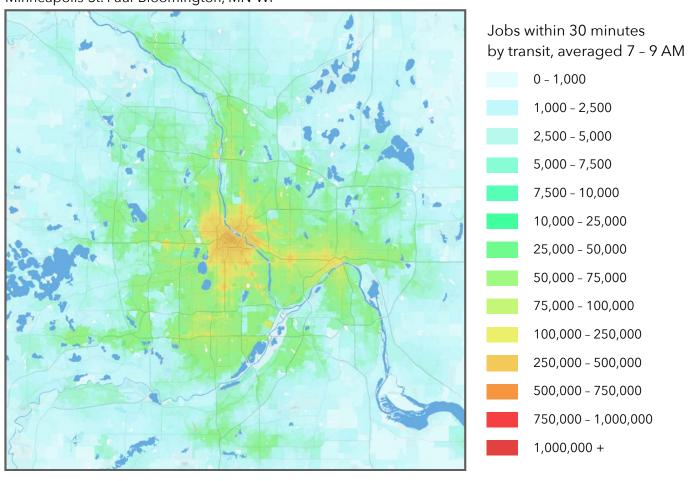
Rank **7 of 12**



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





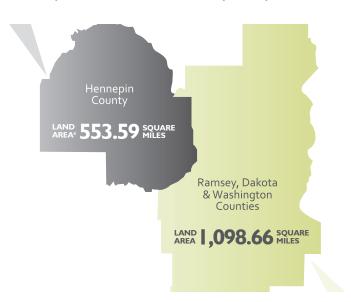


Source: UM Accessibility Observatory

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)

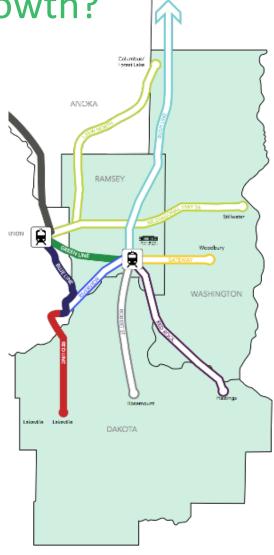
Red Line

Red Rock

Robert Street

Riverview

Rush Line



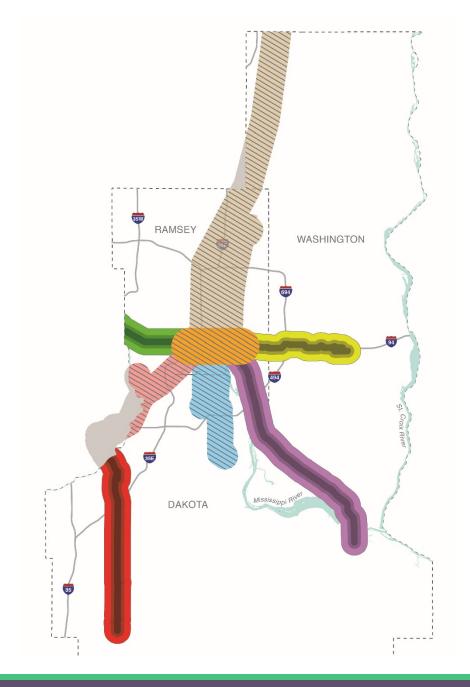


The Vision Area

Transit corridors total **200 sq miles**

sq mi

	1
Central	17
Gateway	16
Green	8
Red	28
Red Rock	35
Riverview	12
Robert	19
Rush	65



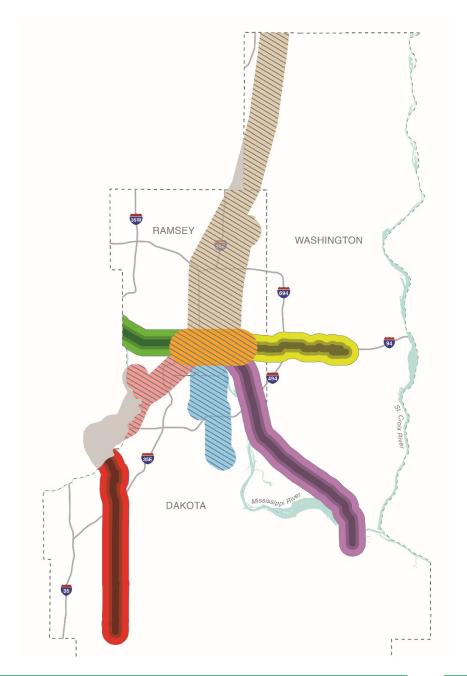


The Vision Area

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

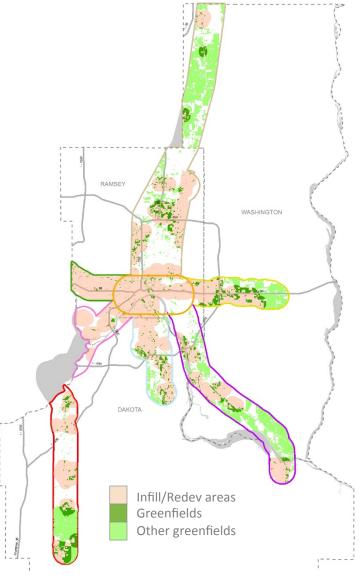
Greenfields

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 I 05/08/15

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