



Community & Business Advisory Committee

Meeting #13 | August 23, 2024

Welcome & Introductions

Liz Jones | Senior Community Outreach Coordinator

Housekeeping

- Virtual meeting etiquette
 - Camera on
 - Microphone (muted when not speaking)
 - Raise hand (if you have a question)
 - Chat (feel free to ask questions in the chat)
- Meeting is being recorded
- Meeting agendas, summaries, and presentation materials are posted on the project website at metrotransit.org/purple-line-project-committees

Today's Topics

- 1) Arcade St. Station Update (15m)
- 2) Metro Transit's Network Now (15m)
- 3) Route Modification Study Update: Northern End Point Viability (20m)
- 4) Outreach & Engagement Update (10m)
- 5) Next Steps & Stay Connected (5m)

Arcade St Station Update & Next Steps

Stephen Smith | Deputy Project Manager

Site Redevelopment Feasibility Analysis – Project Scope

The Purple Line’s planning team at Metro Transit and Ramsey County engaged HR&A Advisors and 4RM+ULA Architects to explore the Arcade Street Station in terms of:

- **Transit-oriented development (TOD) potential**
- **Station location alternatives**

The analysis and recommendations consider input from community representatives, public agencies, private landowners, local developers, and local real estate market data.

Development Scenarios

HR&A considered three development scenarios:



A. Phased development: Start with **City-owned parcels** and **surface parking lots**, followed later by **Glimcher Group-owned buildings**

- with **A2 station option**.

B. Full, simultaneous development of highlighted parcels

- with **A2 station option**.

C. Full, simultaneous development of highlighted parcels

- with **A3 station option** and alignment through the Seeger Square site connecting to Mendota Circle.

Market Conditions

- HR&A analyzed the three development scenarios under a range of market conditions, with a spectrum of construction costs, interest rates, and mixes of affordable and market-rate units.
- The market analysis also assumed leveraging the following public subsidy programs:
 - 1. Low Income Housing Tax Credit (LIHTC)**
 - 2. Tax Increment Financing (TIF)**
 - 3. Metropolitan Council, Livable Communities Demonstration Grant (LCDA)**
 - 4. Minnesota Dept of Employment and Economic Development (DEED), Redevelopment Grant Program**
 - 5. Ramsey County Affordable Housing Infrastructure Investments**

Glimcher Group

Conversations with the Glimcher Group revealed potential opportunities and challenges with redevelopment of these privately-held sites.

- Glimcher Group has owned this site since 1996. Today, the property is a well-functioning asset for the Glimcher Group.
- Although Glimcher Group has recently divested of some of its properties in other states, it currently has no plans to sell this property because:
 - It is fully leased;
 - They recently invested in capital improvements and signed a long-term lease with anchor tenant;
 - They are able to operate this property efficiently in conjunction with their highly successful Rochester property.
- Glimcher Group does not have experience with mixed-use redevelopment and would be unlikely to lead a TOD project at Arcade as most of their assets are located in suburbs and smaller cities outside of Minnesota.

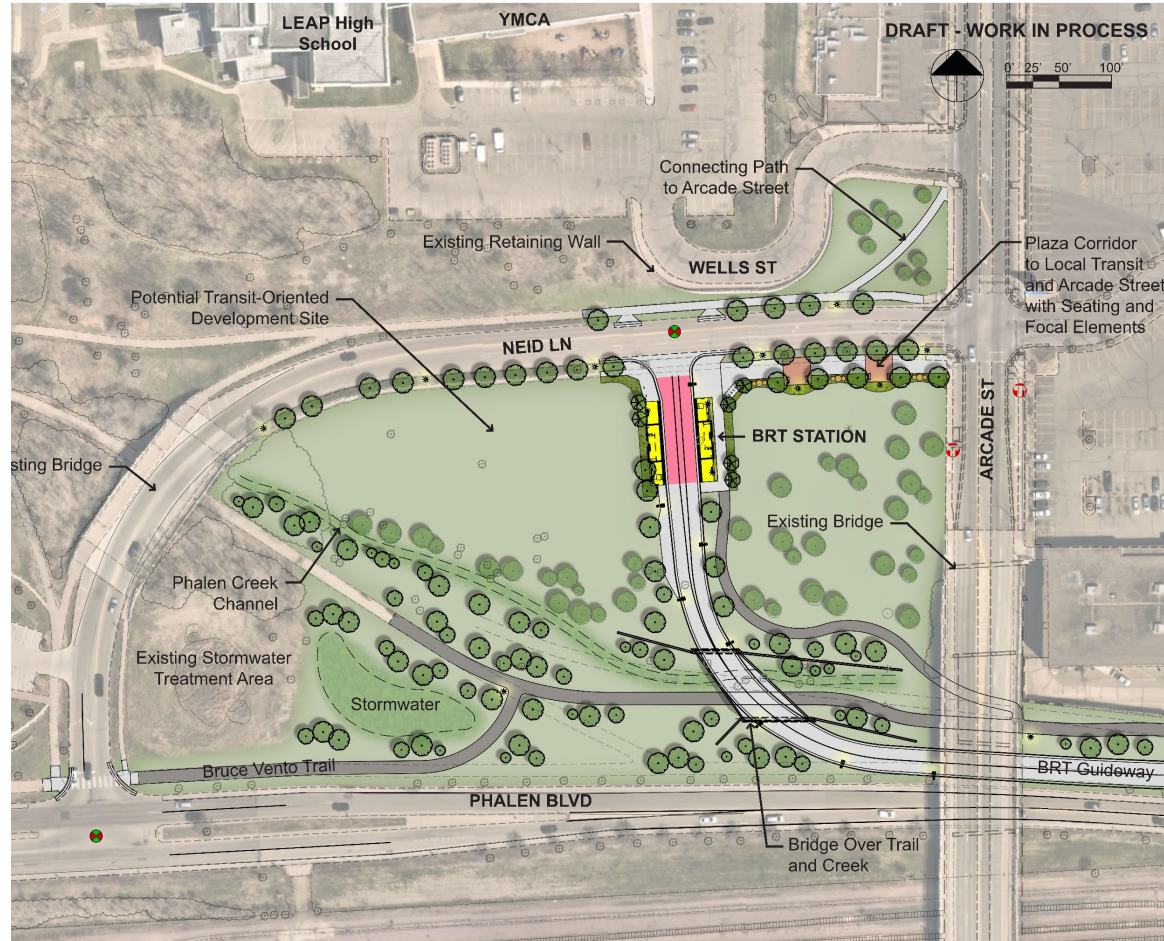
Feasibility Findings

- The current value of Glimcher Group-owned parcels is significantly higher than the anticipated private return of redevelopment at the site.
- Because of the feasibility gap and that Glimcher Group is not in the business of developing mixed-use projects, it is neither likely that Glimcher Group would pursue redevelopment of its properties itself, nor would a private developer buy out the Glimcher Group for a privately-led development.

Feasibility Findings

- The current value of Glimcher Group-owned parcels is significantly higher than the anticipated private return of redevelopment at the site.
- Because of the feasibility gap and that Glimcher Group is not in the business of developing mixed-use projects, it is neither likely that Glimcher Group would pursue redevelopment of its properties itself, nor would a private developer buy-out the Glimcher Group for a privately-led development.
- Redevelopment in the near-term would require significant public agency intervention but could deliver significant value to the community. Full-buildout of this development program could result in 700 - 1,100 units of much needed new housing units for the Payne-Phalen neighborhood.
- Because this commercial property is fully-leased, the politics of a public agency purchasing this site are challenging.

Arcade St Station (Option A2)



- April 2023: CMC endorsed as preferred location
- July 2024: Preliminary (30%) Design completed
 - Accommodates Wakan Tipi Awanyankapi Daylighting Phalen Creek Project

Bird's eye view of Arcade St Station (looking northeast)



Next Steps

- Design and environmental review will continue to advance for **Arcade St Station (Option A2)** as the best of the technical feasible and financially fundable options.
- Met Council (Metro Transit) is **committed** to working with the City of St. Paul, Ramsey County, and others to **relocate** the Arcade St Station to the intersection of Neid and Arcade, **if and when** Seeger Square is redeveloped and Neid Lane is extended through the site down to Phalen Blvd.
- Project Team will continue to **engage** project partners, stakeholders, interested parties, and the public about the **outcome of the site redevelopment feasibility analysis** and **Arcade St Station design advancement**.

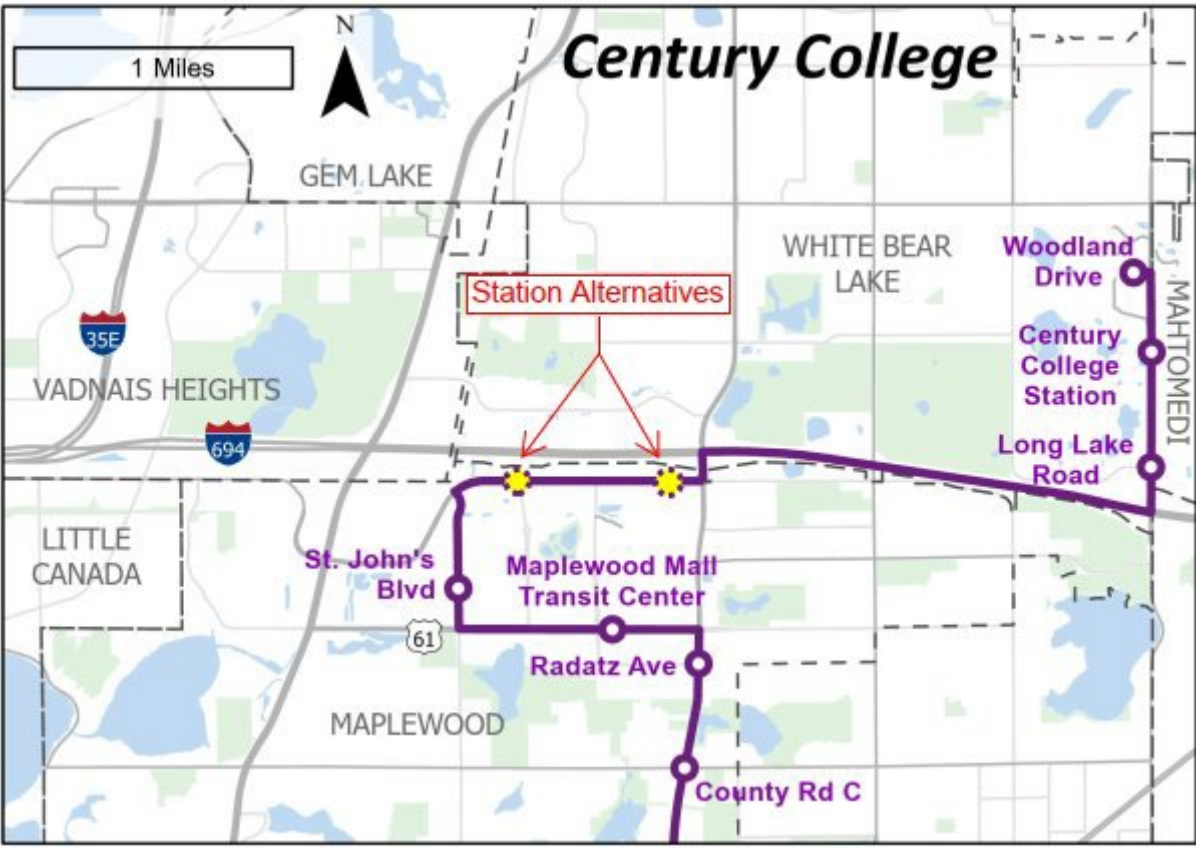
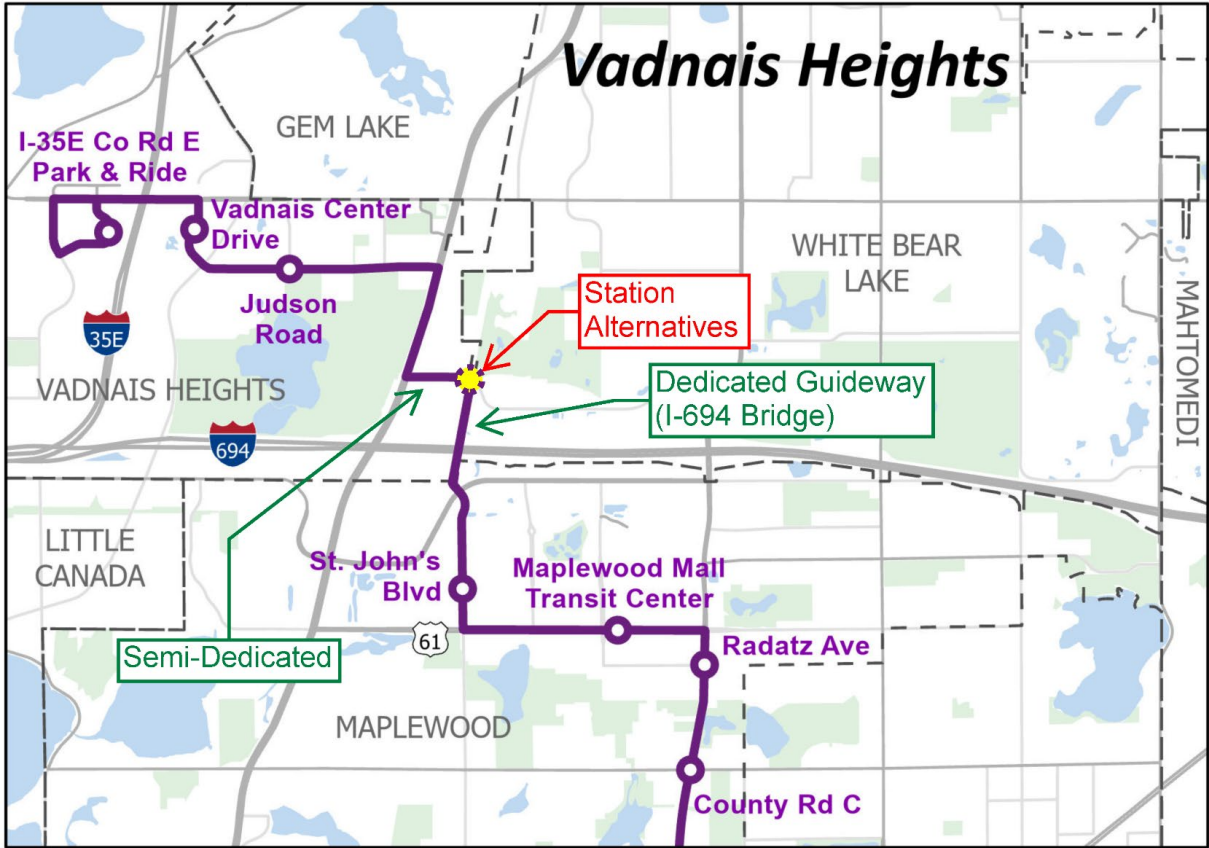
Network Now

Cyndi Harper | Manager, Route & System Planning

Alternative Northern Endpoints/Extensions Update & Discussion

Stephen Smith | Deputy Project Manager

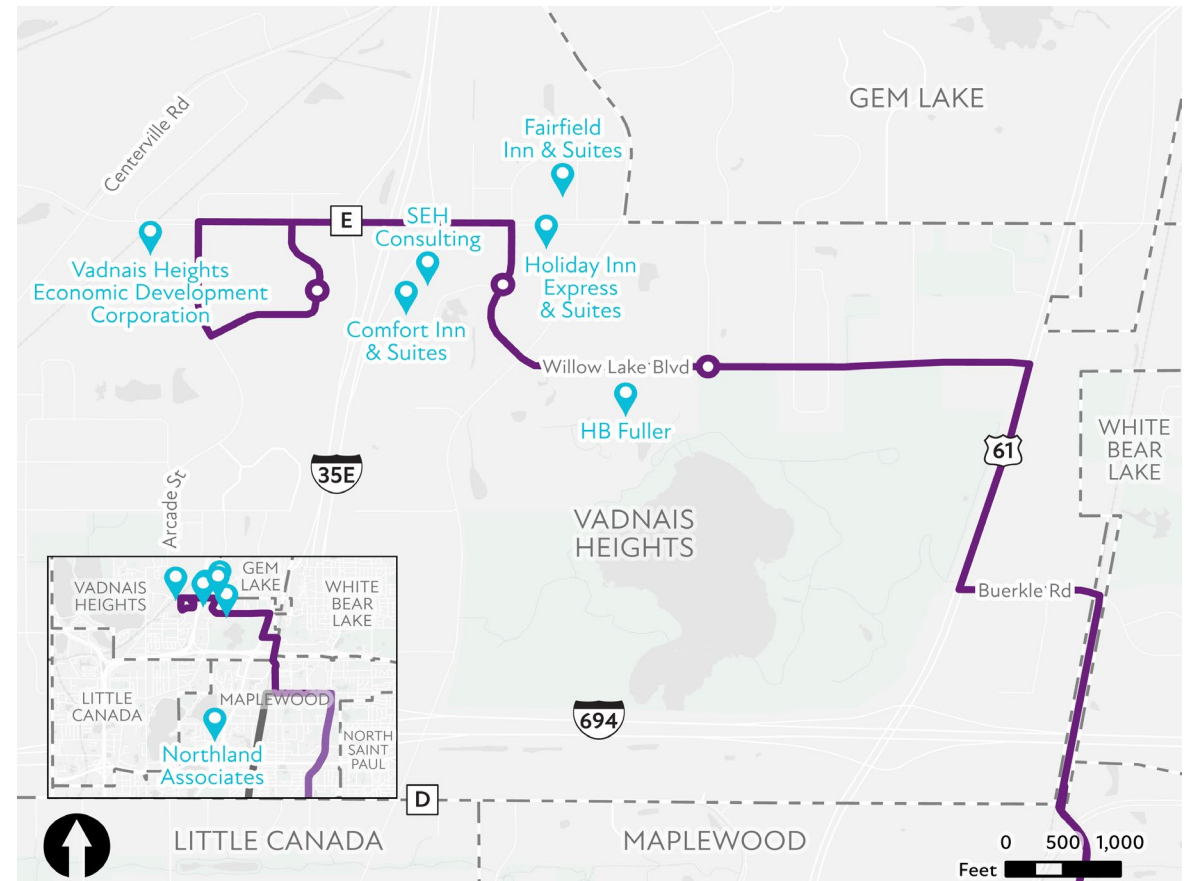
Alternative Northern Endpoints/Extensions



Vadnais Heights Endpoint/Extension Outreach & Engagement (July – August 2022)

- Engaged Vadnais Heights businesses about the value of having a Purple Line terminus in Vadnais Heights via one-on-one presentations/meetings
 - HB Fuller, SEH Consulting, Comfort Inn & Suites, Fairfield Inn, Holiday Inn, Vadnais Heights Economic Development Corporation, Northland Associates
- Key takeaways:
 - Saw potential for Purple Line to support business activities/employees
 - Most discussion around route options, schedule considerations, future coordination

X Outreach & Engagement suspended in 2022.



Century College Endpoint/Extension Outreach & Engagement (August – November 2022)

- May 2022: Century College Executive Leadership requested Century College be considered as an endpoint for Purple Line.
- Engaged students, faculty and staff on the value of having a Purple Line terminus at Century College via pop-ups, surveys, one-on-one presentations/meetings
- Key takeaways from this phase:
 - **Century College executive leadership expressed strong support for Purple Line**
 - **Majority (82%) use a personal vehicle to travel to Century College**, while 11% use Metro Transit or Metro Mobility.
 - **29% use transit to get to Century College** or other destinations at some level of frequency throughout the year.
 - If transit service were improved, **67% said they would use transit** at some level of frequency, indicating that if a higher level of service were available at Century College, more people would use it.

X Outreach & Engagement suspended in 2022.

Project Rating → Viable for Future Federal Funding

✗ Neither alternative endpoint/extension viable under current guidance

✓ Both alternative endpoints/extensions viable under proposed guidance

Rating Measure	Maplewood	Vadnais Heights		Century College	
Mobility Improvements	Medium (3.2 million)	Medium (3.5 million)	300k more	Medium (3.3 million)	100k more
Cost Effectiveness	Medium (\$19)	Medium-Low (\$22)	\$3 more	Medium-Low (\$23)	\$4 more
Congestion Relief	Medium-Low (760)	Medium-Low (775)	15 more	Medium-Low (575)	185 less
Environmental Benefits	Medium (3.4%)	Medium (3.1%)	0.2% less	Medium (1.9%)	1.5% less
Land Use	Medium (3.2)				
Economic Development	Medium				
OVERALL	MEDIUM	MEDIUM		MEDIUM	

Forecasted Project Ridership (2045)

- ✓ Both alternative endpoints/extensions will ***increase overall project ridership*** and ***serve more transit reliant customers*** from zero car households.
- ✓ Vadnais Heights: More new trips leading to more VMT reduced.
- ✗ Century College: Less new trips leading to less VMT reduced.

	Maplewood	Vadnais Heights		Century College	
All Trips	3,512	3,766	7% more	3,575	2% more
Transit Reliant Trips*	1,922	2,016	3% more	1,954	2% more
New Trips	727	1,045	19% more	712	2% less
Vehicle Miles Traveled Reduced	4,374	6,788	20% more	4,343	1% less

* Trips from zero car households

Forecasted Daily Boardings by Station (2045)

X Concern over relatively low, forecasted station platform usage.

Union Depot to St. John's Hospital

- 15 stations with boardings exceeding 100
- 8 stations with boardings **between 50-100**
- 0 stations with **less than 50 boardings**

Regional Transitway/Transit Guidelines

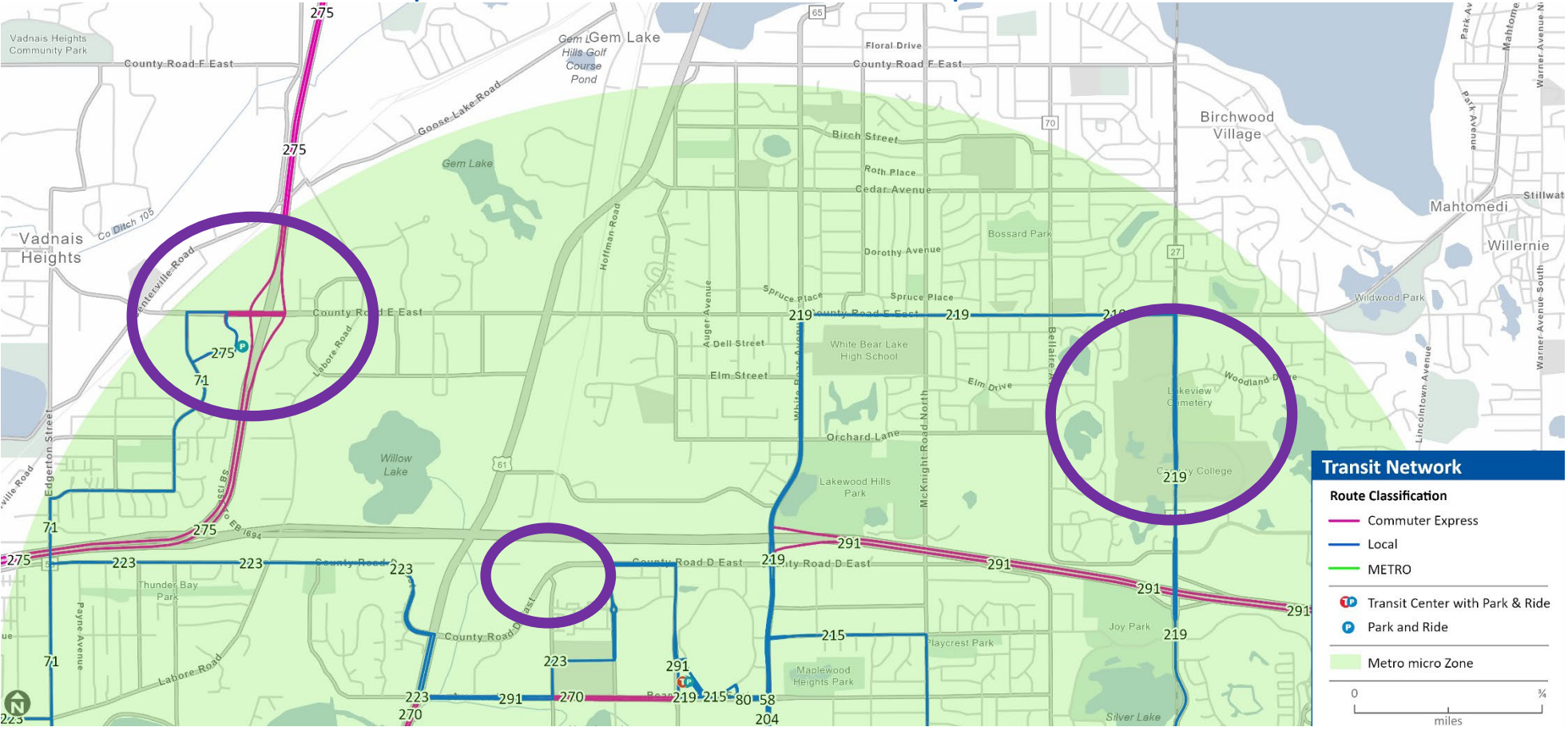
- **50 or more** boardings for Arterial BRT stations
- 30 or more boardings for shelter at bus stop
- 100 or more boardings for heat at bus stop

Station	Vadnais Heights
Buerkle Rd	60
International Dr	40
Vadnais Center Dr	30
I-35E Park & Ride	50
TOTAL	180

Station	Century College
Kennard St	40
E. Co. Rd. D	50
Long Lake Rd	10
Century College	10
Woodland Dr	10
TOTAL	120

Network Now Draft Concept Plan – Northeast Metro

- ✓ Transit service that best meets the needs of our region and our residents through 2027
- ? With Network Now improvements, is an extension of Purple Line needed?



Network Now – Proposed Changes

- **Route 71:** Remove 71K branch from Little Canada, extend to I-35E & Co Rd E Park & Ride in Vadnais Heights; improve frequency from 120' to 60' WK, SAT
- **Route 219:** Restructured routing serves White Bear Ave; improve SAT frequency from 60' to 30'; longer SAT span; add 60' SUN
- **Route 223:** Restore generally along previous alignment on WK; improve frequency from 90' to 60', longer span (planned to be implemented prior to and independent of Purple Line)
- **Maplewood micro zone:** estimated to start 2025-2026

Some of the Open Questions and Considerations for Discussion beyond Federal Funding Eligibility

- Is the ridership gained worth the additional capital, and operations and maintenance costs?
- Do proposed Network Now service improvements north of I-694 offset the need for Purple Line?
- Will municipalities commit to transit supportive land use changes in proposed station areas?
- Is Purple Line a better option to serve Century College's catchment area than other transit services?
- Would FTA accept a variable BRT service plan (i.e., reduced service to Century College in summer)?
- Is there a willing owner for the new bridge over I-694 to Vadnais Heights?

Next Steps

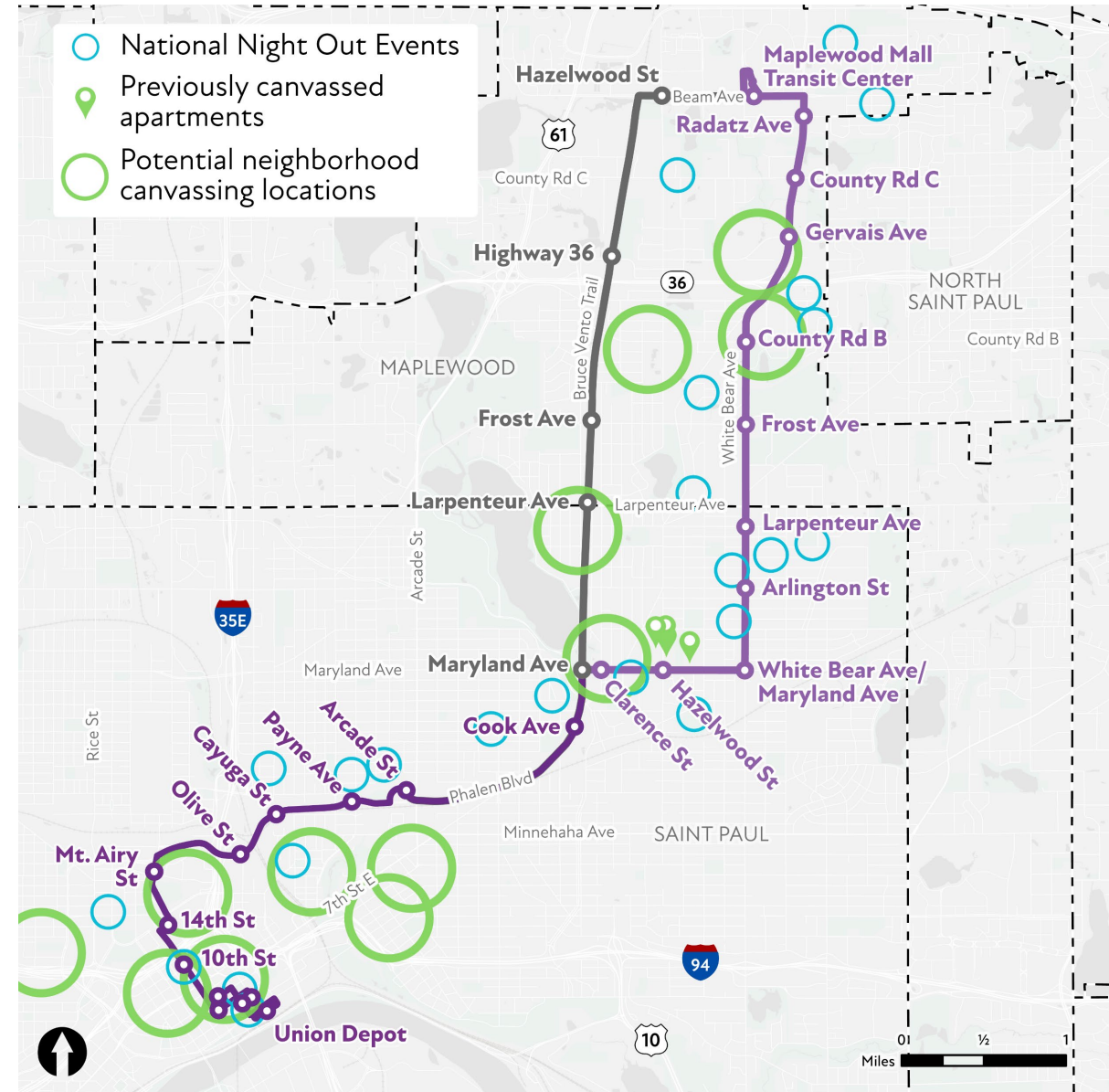
- **Delay** Corridor Management Committee action on a **full** revised Locally Preferred Alternative recommendation from October 14th to December 5th.
 - Allows for any necessary, additional technical analysis and outreach/engagement (9/9 – 11/8)
- Further **explore** and **answer** open questions to inform decision-making.
 - E.g., Variable BRT Service Plan Discussion with FTA (8/22)
- **Engage** with project partners, stakeholders, interested parties and the public about the value and considerations of extending Purple Line north of Maplewood.
 - E.g., Vadnais Heights City Council Workshop (9/3)

Outreach & Engagement Update

Liz Jones | Senior Community Outreach Coordinator

Recent Canvassing Efforts

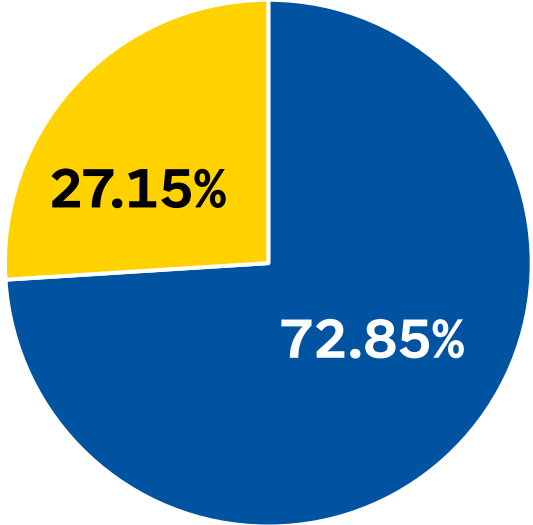
- Visited 23 National Night Out events along the corridor on August 6
 - Dropped off flyers and paper surveys for organizers to distribute to attendees
- Spoke with residents at apartment complexes along the corridor
 - Project team has identified other areas for future canvassing opportunities
- Most people have heard of the Purple Line with a mixture of support and opposition



Corridor Comparison Survey Updates (as of 8/22/24)

- 1,024 total responses
 - English: 1,022
 - Spanish: 2
 - Somali, Hmong, Karen: 0

Purple Line BRT Preferred Corridor



- White Bear Avenue Corridor
- Bruce Vento Regional Trail

Engagement Plan (July-August)

- **Purpose:** Focused engagement on narrowed center running option in St. Paul and corridor wide engagement of Bruce Vento Regional Trail Co-location and the White Bear Avenue Corridor Route Alternatives.
- **Collecting feedback and sharing information via:**
 - [Comment forms/surveys](#)
 - [Interactive Map](#) and [Story Map](#)
 - Direct mail, phone, [email](#)
 - Display boards and surveys at libraries and community centers
 - Print, digital and social media ads
 - Hello Lamp Post: a two-way communication platform via signage and user's cell phone on signs and sidewalk decals posted along the Purple Line corridor
- **Events:**
 - 3 project-hosted community meetings
 - Pop-ups/tabling at community events
 - Canvassing
 - Stakeholder presentations
 - Property impact meetings with businesses and residents



Example Hello Lamp Post sign with QR code

Hello Lamp Post

- New feedback option
 - Two-way communication platform via signage and user's cell phone on signs and sidewalk decals posted along the Bruce Vento Regional Trail and White Bear Ave corridors
- 294 conversations, 1383 messages from “players” (respondents)
 - As of 8/21/24



Hello Lamp Post signs at a stop near Payne Ave/Phalen Blvd (left) and Bruce Vento Regional Trail (right).

Recent Events

- Sun World Supermarket
 - August 1, 3-4:30 PM
- Centromex Supermercado
 - August 1, 5-6:30 PM
- MN Philippine Center
 - August 4, 11 AM – 1:30 PM
- Cochran Rehabilitation Tabling
 - August 7, 1-2:30 PM
- Union Depot – Depot Days
 - August 13, 10 AM – 12 PM
- Bruce Vento Trail Pop-ups
 - August 9, 11 AM – 1 PM | Lake Phalen Trail/BVT
 - August 15, 4-6 PM | Frost Ave/BVT
- Virtual Community Meeting
 - August 14, 12-1:30 PM
- Bus Stop Canvassing @ MMTC
 - August 14, 3:30-5 PM
- India Fest
 - August 17, 11 AM – 5 PM

Upcoming Events

- Union Depot Bus Station Outreach
 - August 19, 11:30 AM – 1:30 PM | Union Depot
- Maplewood Celebrate Summer
 - August 21, 6-7:30 PM | Edgerton Park
- Bruce Vento Trail Pop-up
 - August 22, 11 AM – 1 PM | Gateway Trail/BVT
- Residential and Transit Rider Canvassing
 - August 21, 22, and 26 | Various locations
- D2/WBABA/ESABA/Purple People Open House
 - September 21, 12-3 PM | Cups and Cheers

Next Steps & Stay Connected

Craig Lamothe | Project Manager

Anticipated Upcoming CMC Actions

- **October 14th CMC**

- **ACTION:** Partial Revised Locally Preferred Alternative (route alignment between Maryland Ave and Beam Ave) Recommendation → Bruce Vento Regional Trail Colocation Alternative or White Bear Ave Corridor Alternative
- **ACTION (Tentative):** Preferred White Bear Ave Corridor Design Concept (Side or Center Running Bus Lanes) – IF WHITE BEAR AVE CORRIDOR IS RECOMMENDED

- **November 7th CMC → Cancel**

- **December 5th CMC**

- **ACTION:** Full Revised Locally Preferred Alternative (northern endpoint) Recommendation → Maplewood, Vadnais Heights, or Century College
- **ACTION (if not in October):** Preferred White Bear Ave Corridor Design Concept (Side or Center Running Bus Lanes) – IF WHITE BEAR AVE CORRIDOR IS RECOMMENDED IN OCTOBER

CBAC Meeting Look Ahead

- Meetings have been scheduled through the end of 2024
- Agenda topics for each meeting will be shared in advance

Dates of Upcoming Meetings
10/11
10/25
11/22

Contact Us

For more information:

www.metrotransit.org/purple-line-project

[Facebook](#) and [Twitter](#) @PurpleLineBRT

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