



Corridor Management Committee

Meeting #12 | August 1, 2024

Call to Order, Welcome & Introductions

Charlie Zelle | CMC Chair

Returning CMC Members

- Welcome back Councilmember Yang!
- Welcome back Councilmember Goebel!

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
- Any suggested edits or corrections to June 6th draft meeting summary?

Today's Topics

- Community & Business Advisory Committee Report (5m)
- Community Outreach & Engagement Update (10m)
- White Bear Ave Corridor Northern Endpoint Recommendation (30m)
- Bus Lane Compliance & Enforcement Peer Review (30m)
- Next Steps (5m)
- Other Items/Around the Table (5m)
- Adjournment (5m)

Community & Business Advisory Committee Report

Ianni Houmas | CBAC Co-chair

Laurie Malone | CBAC Co-chair

June 28th and July 26th Meetings Highlights

- June CBAC:

- Discussed update on Johnson Pkwy crossing options and engagement with the community and Saint Paul District Councils and how that feedback will be incorporated into decision making.
- Discussed the corridor comparison information that is being presented for public feedback July-August and what project staff are hearing in terms of the two corridors.

- July CBAC:

- Discussed the two endpoint options at either Maplewood Mall Transit Center or County Rd. D, and shared feedback from project partner stakeholders and surrounding interested parties.
- Discussed the RMS Phase II corridor comparison, walked through information that is shared through public engagement, and discussed concerns around loss of vegetation in the corridors.

Community Outreach & Engagement Update

Liz Jones | Community Outreach & Engagement Lead

Corridor Comparison

Bruce Vento Regional Trail Corridor

Maryland Ave to Maplewood Mall via Bruce Vento Regional Trail and Beam Ave

9.5 miles | 17 stations | 15 minute frequency

3,800 projected riders

\$370 million estimated cost

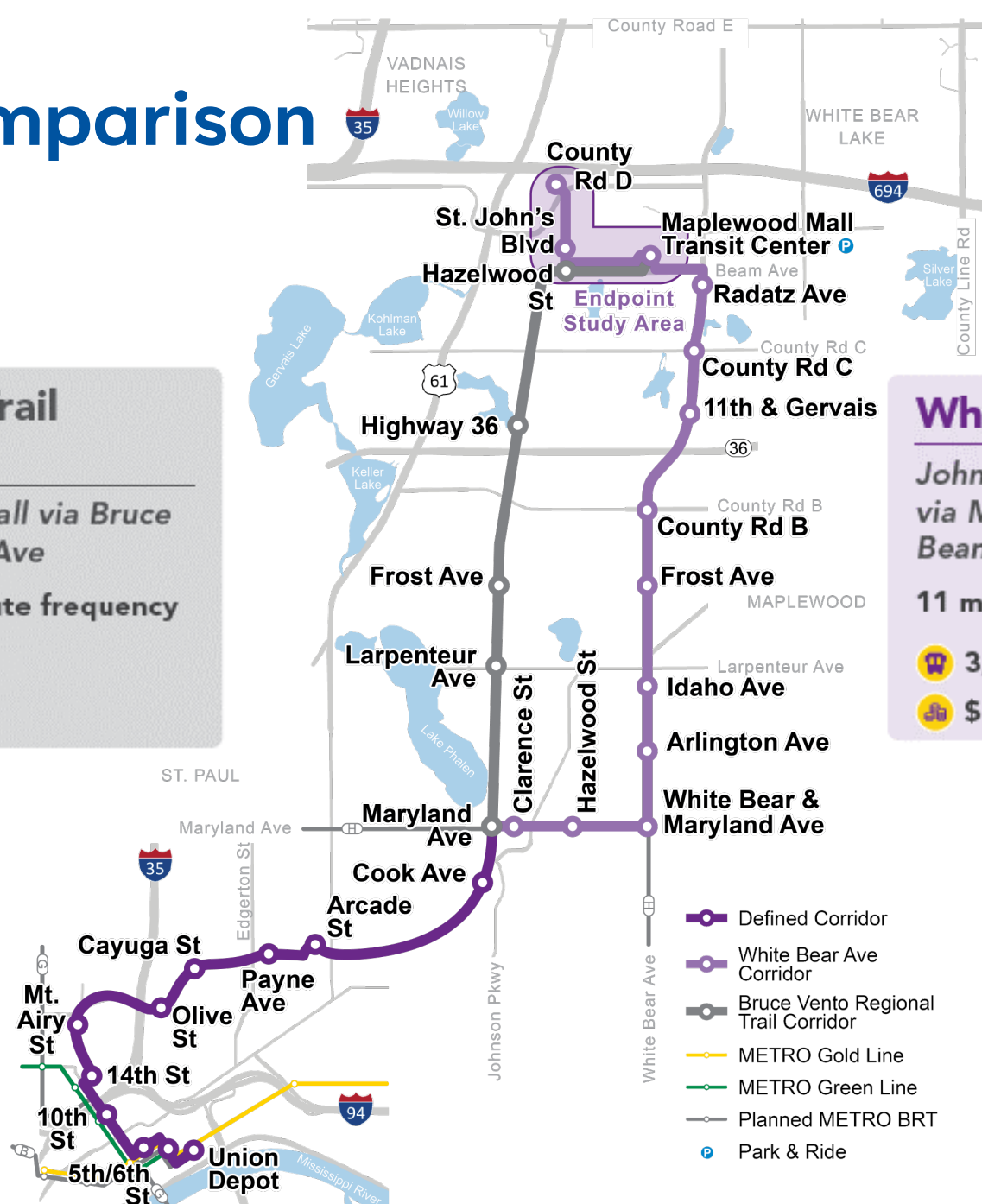
White Bear Ave Corridor

Johnson Pkwy to the Maplewood Mall area via Maryland Ave, White Bear Ave, and Beam Ave

11 miles | 24 stations | 15 minute frequency

3,900-4,900 projected riders

\$420-450 million estimated cost



Corridor Comparison

Bruce Vento Regional Trail Corridor

- ✓ Eligible for federal funding
- ✓ Fewer impacts to future traffic operations
- ✓ Fewer property impacts and quicker construction
- ✓ Shorter transit travel times from end to end
- ✓ Fewer destinations within a 10-minute walk or roll of stations
- ✓ Less transit-supportive development
- ✓ Change of trail character that include some pedestrian improvements at trail crossings and roadway intersections

Evaluation Background:
metrotransit.org/purple-line-project-route-modification-study

White Bear Ave Corridor

- ✓ Eligible for federal funding
- ✓ More impacts to future traffic operations
- ✓ More property impacts and slower construction
- ✓ Longer transit travel times from end to end
- ✓ More destinations within a 10-minute walk or roll of stations
- ✓ More transit-supportive development
- ✓ Roadway and pedestrian infrastructure improvements with full roadway reconstruction



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.
- **Events:**
 - 3 project-hosted community meetings
 - Pop-ups/tabling at community events
 - Canvassing
 - Stakeholder presentations
 - Property impact meetings with businesses and residents
- **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



Example Hello Lamp Post sign with QR code

Sample of July-Aug Notices

T METRO Purple Line

WE WANT YOUR FEEDBACK!
JOIN US AT UPCOMING COMMUNITY MEETINGS

The METRO Purple Line Bus Rapid Transit (BRT) project staff plan to engage the community over the Bruce Vento Regional Trail collocation and the White Bear Avenue Corridor route alternatives. Join us at upcoming in-person and virtual community meetings to learn more about the evaluation, benefits, and impacts of these two corridors. Your feedback will inform the selection of the best route for the Purple Line BRT at the end of the summer. Visit the project website to find more information, the latest newsletter, and ways to share feedback.

YOU'RE INVITED!

IN-PERSON MEETINGS
Maplewood YMCA Community Center
 Wednesday, July 17th • 5-7 p.m.
 2100 White Bear Ave, Maplewood, MN 55109
 Heritage Banquet Room D

Ames Lake Neighborhood Apartments
 Tuesday, April 2nd • 5-7 p.m.
 1144 Barclay St, St Paul, MN 55106
 Community Room

Come and go anytime. There will be no formal presentations during the in-person meetings.

VIRTUAL MEETING
Microsoft Teams Meeting
 Thursday, March 28th • 12 - 1:30 p.m.
 Visit the website for the meeting link.

Visit the project website for the latest information and to share your feedback on an interactive map: metrotransit.org/Purple-Line

Si necesita esta información en un formato o idioma alternativo, póngase en contacto con:
 Yög koj xav tau cov lus no txhais uas lus hmoob lossis xav tau ib tus neeg pab txhais cov lus no rau koj, tiv tauj:
 Haddii aad dooneyso in aad macluumaadkan ku hesho siyaabo kale ama afaf kale, la xiriir:
 Colin Owens
 Community Outreach Coordinator
 612-618-0495
 colin.owens@metrotransit.org

Flyer

Corridor wide postcard

T METRO Purple Line

METRO PURPLE LINE COMMUNITY MEETINGS

You're invited to attend community meetings taking place in July and August (see reverse side).

The METRO Purple Line Bus Rapid Transit (BRT) project staff plan to engage the community over the Bruce Vento Regional Trail collocation and the White Bear Avenue Corridor route alternatives. Join us at upcoming in-person and virtual community meetings to learn more about the evaluation, benefits and impacts of these two corridors. Your feedback will inform the selection of the best route for the Purple Line BRT at the end of this summer. Visit the project website to find more information, the latest newsletter, and ways to share feedback.

Visit metrotransit.org/Purple-Line

Social media and multi-cultural media

T METRO Purple Line

Provide your feedback on your preferred Purple Line route alternative now through August 30 on our website and at upcoming events.

Visit metrotransit.org/Purple-Line for more details.

Sample of July-Aug Materials

Corridor Comparison

Purple Line staff have studied several aspects of the White Bear Ave and Bruce Vento Regional Trail corridors to help inform the preferred route alternative. Below are some key characteristics of both corridors.

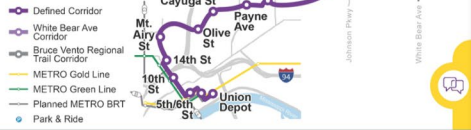
Bruce Vento Regional Trail Corridor

Maryland Ave to Maplewood Mall via Bruce Vento Regional Trail and Beam Ave

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Boards available:

- Printed for meetings
- Display boards at community locations
- Website

Bruce Vento Regional Trail Corridor Existing Conditions



The Bruce Vento Regional Trail Corridor is part of the 2017 Purple Line (formerly Rush Line) locally preferred alternative. This corridor is defined as the Ramsey County rail right-of-way (Bruce Vento Regional Trail) and Beam Avenue between Maryland Avenue in Saint Paul and the Maplewood Mall area.

Purple Line staff are comparing the Bruce Vento Regional Trail Corridor to the White Bear Ave Corridor in order to select a revised locally preferred alternative by Fall 2024.

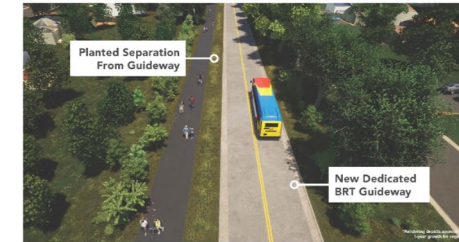


Trail Co-location

with Bruce Vento Regional Trail

If the Purple Line co-locates with the Bruce Vento Regional Trail, the trail will be reconstructed only through the portion of the Purple Line route that uses the Ramsey County rail right-of-way (Arcade St to Beam Ave).

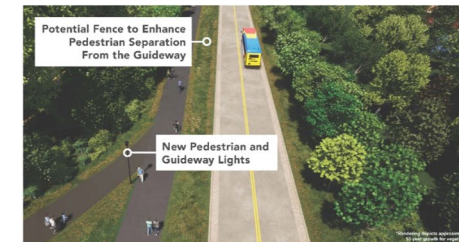
- ✓ The Ramsey County rail right-of-way is approximately 100 feet wide. The Bruce Vento Regional Trail will be 12 feet wide and the Purple Line guideway will be 26 feet wide in this segment of the route.
- ✓ The remaining space in the right-of-way will include vegetation, landscaping, stormwater facilities and buffer space separating the guideway, trail and adjacent properties.
- ✓ Purple Line in the Bruce Vento Regional Trail corridor will have quicker construction, with fewer impacts to traffic.



Adjacent to Hagen Drive



Adjacent to Lake Phalen



Adjacent to Lake Phalen

To comment:
metrotransit.org/purple-line-public-engagement

Diverse Engagement Media Outlets

Media Outlet	Media	Audience	Timeframe
Minnesota de Hoy	Digital	Spanish Communities in Minnesota	Jul. 22 to Aug. 19
Sahan Journal	Digital	Diverse Communities in Minnesota	Jul. 22 to Aug. 19
3 Hmong T.V.	Digital T.V.	Hmong	Jul. 22 to Aug. 19
Somali T.V.	Digital T.V.	Somali	Jul. 22 to Aug. 19
La Voz Latina	Digital & Print	Latino Community of the Twins Cities	Jul. 22 to Aug. 19
MN Spokesman Recorder	Digital	African American	Jul. 22 to Aug. 19
Access Press	Digital + Print	Minnesota's Disability Community	Aug. 1 to Aug. 31

Corridor Comparison Comment Form

- Which corridor would you like to see Purple Line travel on between Maryland to Beam avenues?
 - *White Bear Avenue Corridor*
 - *Bruce Vento Regional Trail Corridor*
- Why did you choose this corridor?
 - *Open-ended*
- What is important to you in selecting a corridor for Purple Line?
 - *Open-ended*
- Optional demographic questions:
 - Race, ethnicity, and/or origin, age, gender, access to a car, disability status, income
- How often do you use public transit?

Events

Community open houses:

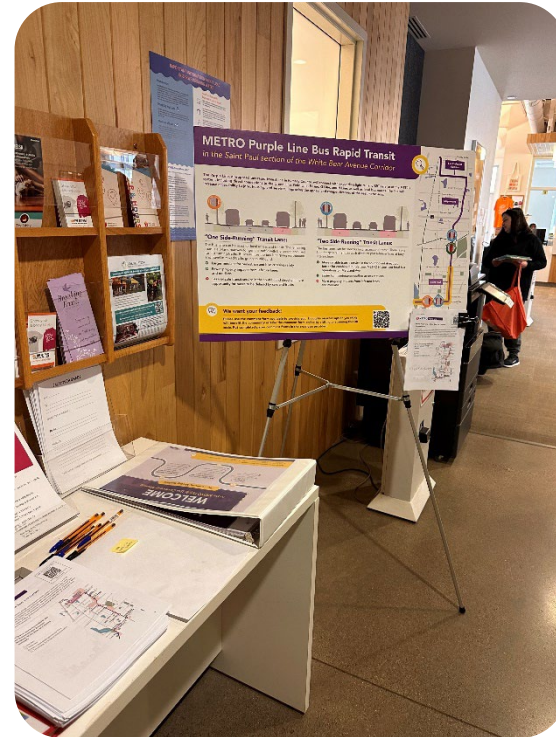
- **Maplewood:** YMCA Community Center on Wednesday, July 17 from 5 – 7 p.m.
- **St. Paul:** Hazel Park Rec Center on Tuesday, July 30 from 5 – 7 p.m.
- **Virtual:** Wednesday, August 14 from noon – 1:30 p.m.

Pop-ups at community events/locations:

- Union Gospel Mission (downtown)
- National Night Out (several locations)
- Dragon Fest (7/13)
- YMCA, Sun World, Centromex Supermercado (Arcade)
- Hmong Village
- Union Depot
- India Fest (8/17)
- Maplewood Mall
- Maplewood Celebrate Summer (7/24)
- Bruce Vento Regional Trail Walk/Rolls
- HealthPartners Clinic
- Iowa Hi-Rise

Display Boards at Libraries and Community Centers

- Distribute display boards to local libraries to catch visitors from the community
 - 30 locations throughout the entire corridor
- Materials: surveys (multiple languages), display boards, info books
- Sticker activity to select preferred corridor
- Boards will be collected at the end of the comment period



Spring 2024 Display Boards



Johnson Parkway Engagement Update and Next Steps

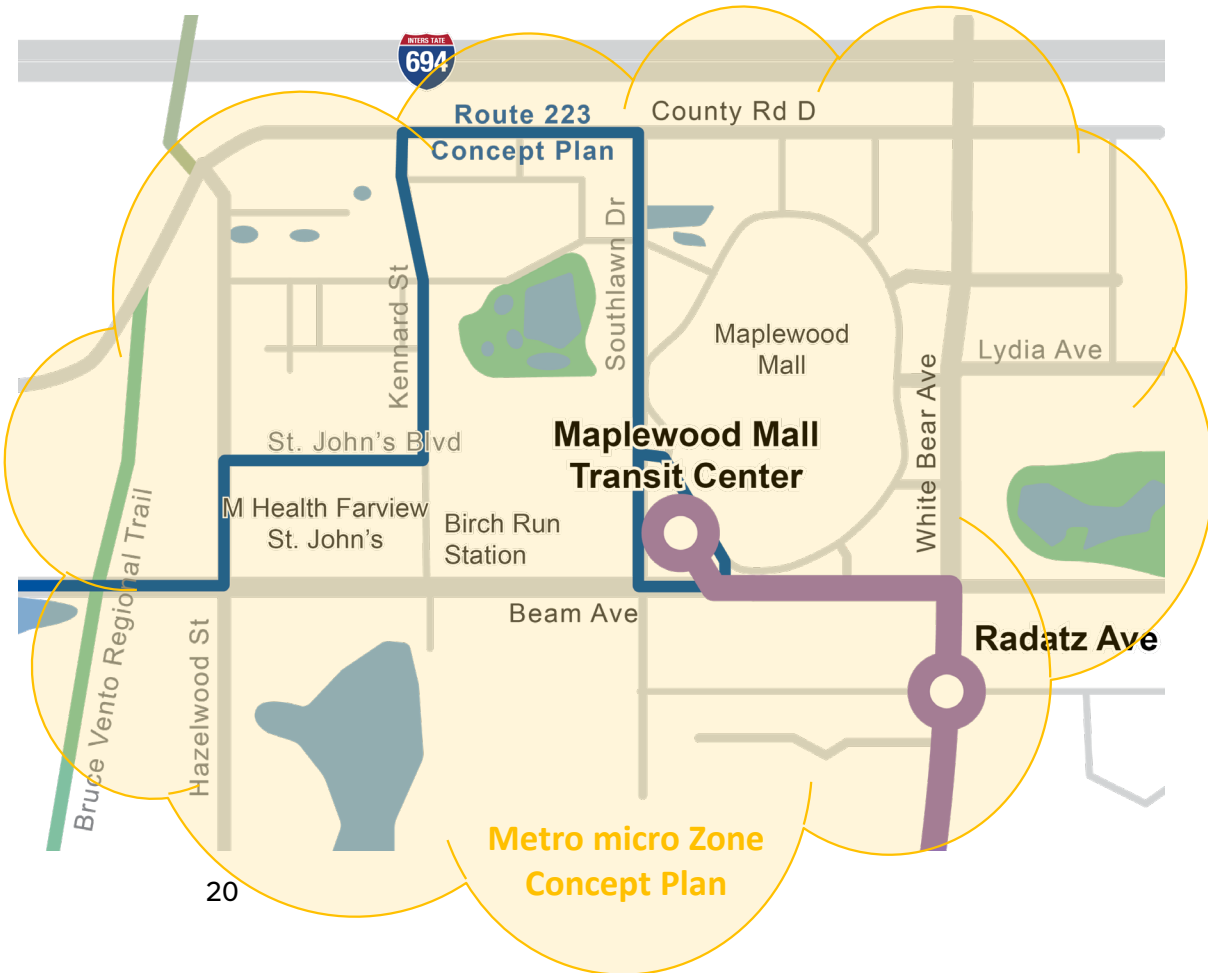
- Taking additional time for engagement and evaluation post October CMC/Purple Line LPA decision
- Johnson Parkway bridge may be able to stay in the project with the White Bear Ave alignment
 - Further conversation and analysis along with 15% design advancement process
- Sent communications to neighborhood and area stakeholders with schedule and next steps update

White Bear Ave Corridor Northern Endpoint

Craig Lamothe | Project Manager

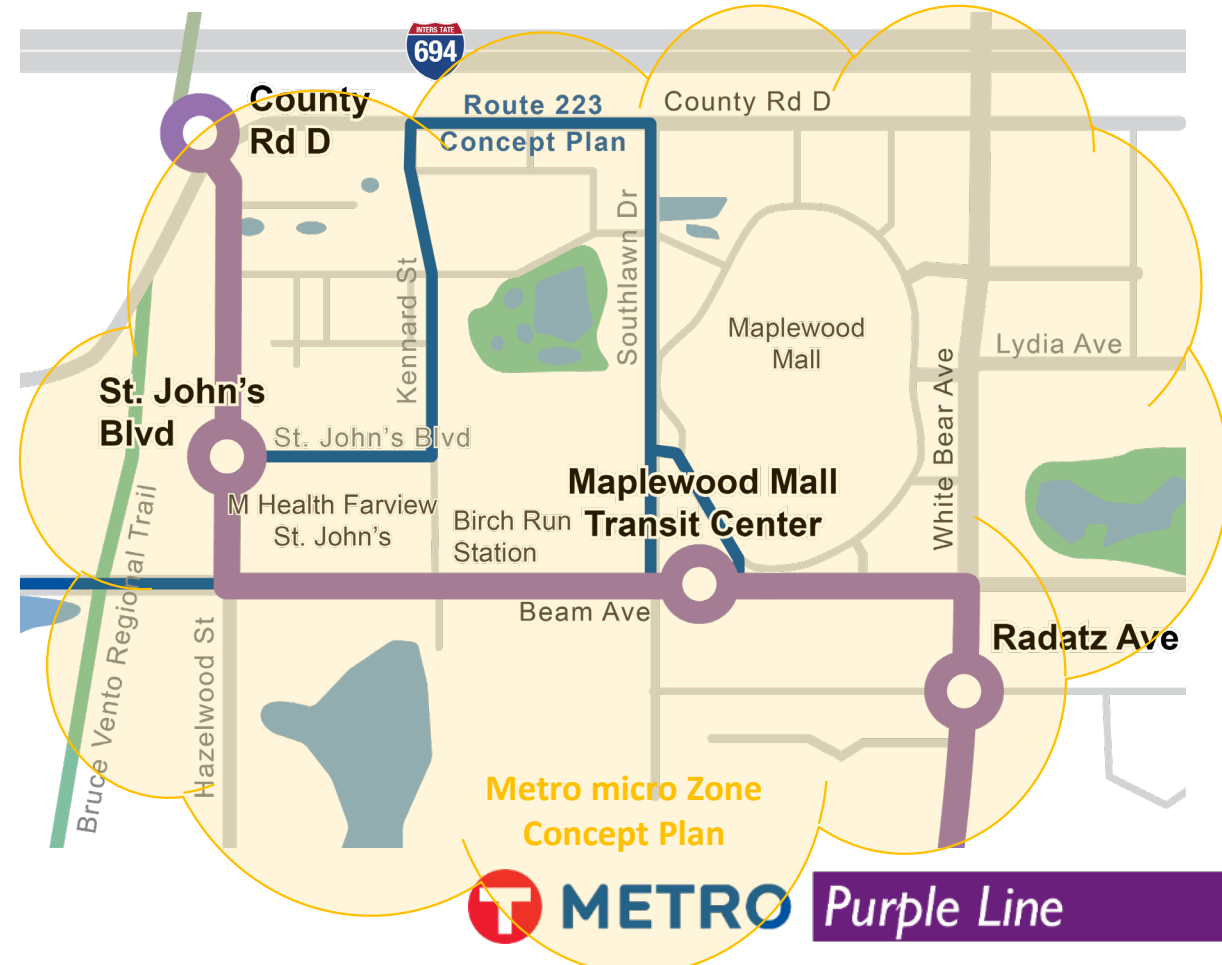
Endpoint Option 1

End at Maplewood Mall Transit Center



Endpoint Option 2

End at County Rd D and Hazelwood Street



\$10,000,000 YOE

MAPLEWOOD
MALL
TRANSIT
CENTER

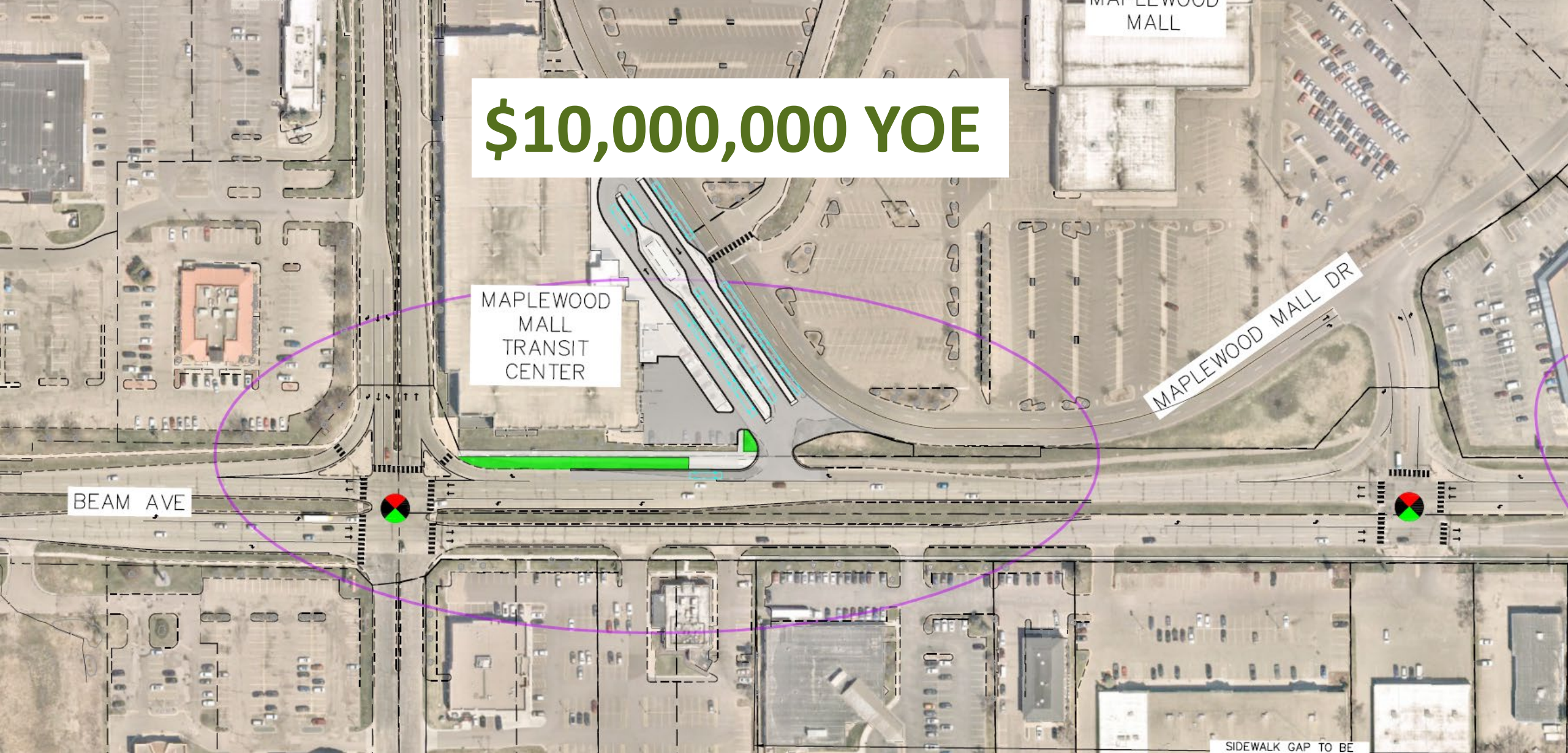
MAPLEWOOD
MALL

MAPLEWOOD MALL DR

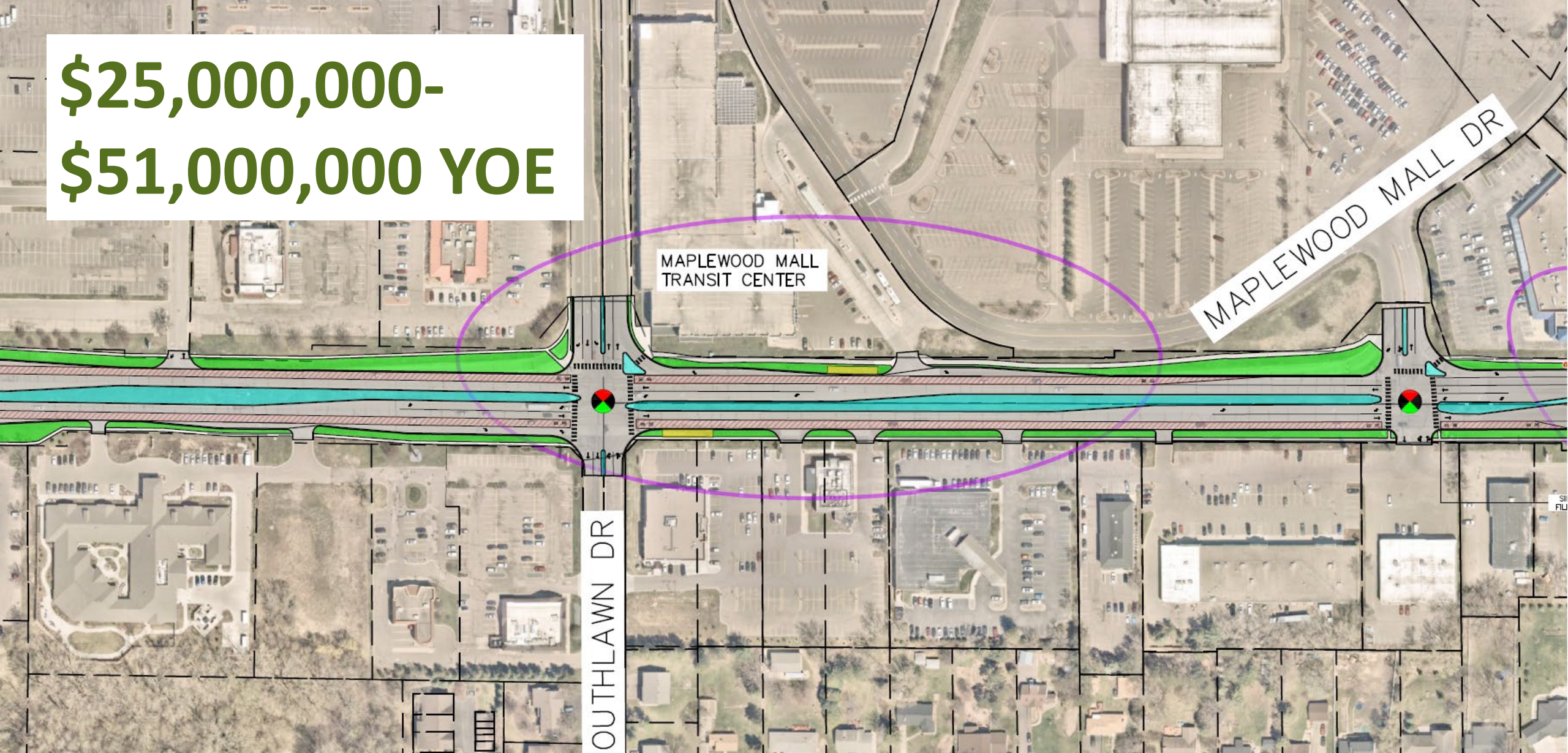
BEAM AVE

SIDEWALK GAP TO BE

Route Ending at Maplewood Mall - Mixed Traffic

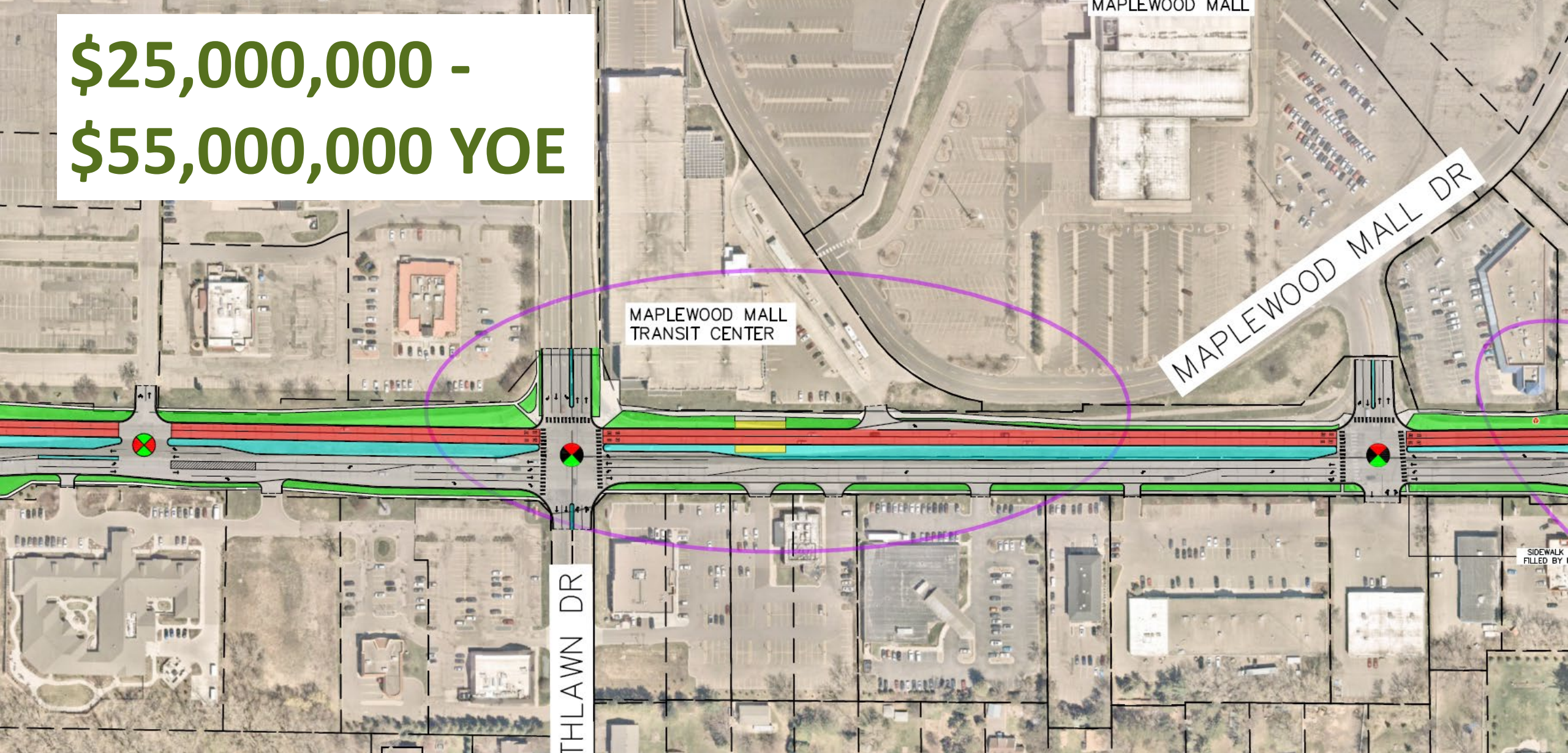


**\$25,000,000-
\$51,000,000 YOE**



Route Continuing West – Side Running Transit Lanes

**\$25,000,000 -
\$55,000,000 YOE**



Route Continuing West – Side Running Guideway

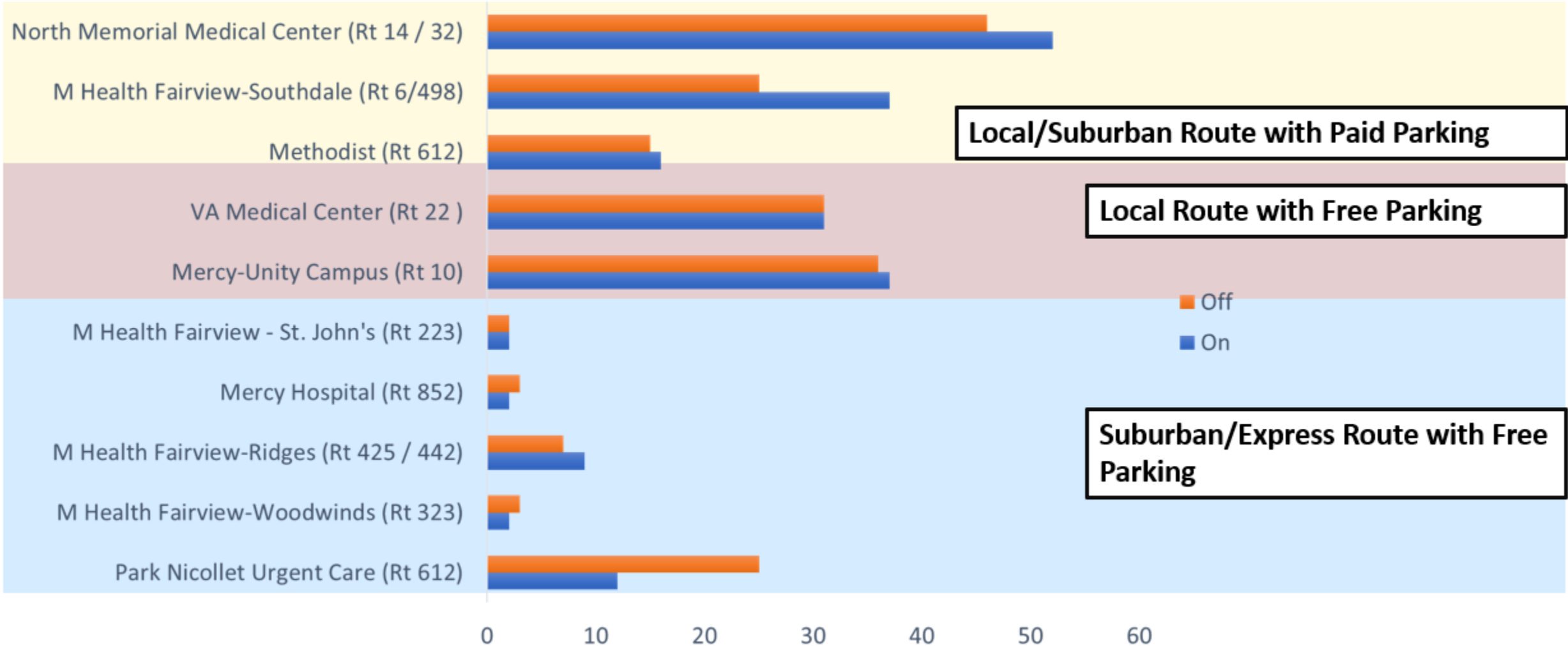
Project Partners & Stakeholders Feedback

- Metro Transit Operations/Maintenance/Route & System Planning
 - Preference for ending at Maplewood Mall Transit Center → ridership vs. operations/maintenance costs, facility duplication, safety and security
- Maplewood City Council
 - 4 to 1 straw vote (4/22) indicates preference for ending at Co. Rd. D → St. John's Hospital
- M Health Fairview Administration Staff
 - Preference for ending at Co. Rd. D → St. John's Hospital expansion
- Vadnais Heights Staff
 - Preference for ending at Co. Rd. D → proposed housing development

Metro Transit Impacts as Owner & Operator

- Ending at Co. Rd. D instead of Maplewood Mall Transit Center (MMTC)
 - Additional facilities (5 more BRT platforms, layover/turnaround, driver restroom, 1 more mile of exclusive/semi-exclusive bus lanes, more traffic signals) → higher maintenance cost and more workforce demands
 - Duplicates layover/turnaround and driver restroom found at MMTC
 - Additional route length → another bus operated by multiple drivers
 - Less active neighboring uses → fewer “eyes on the facility” (safety and security)

Regional Hospitals as Ridership Generators



Maplewood North End Stations - Ridership

Average Daily Boarding in 2045

- County Rd D Station: 50*
- St. John's Blvd Station: 25**
- Maplewood Mall Transit Center: 375

* Does not account for proposed workforce housing development

** Does not account for proposed hospital expansion

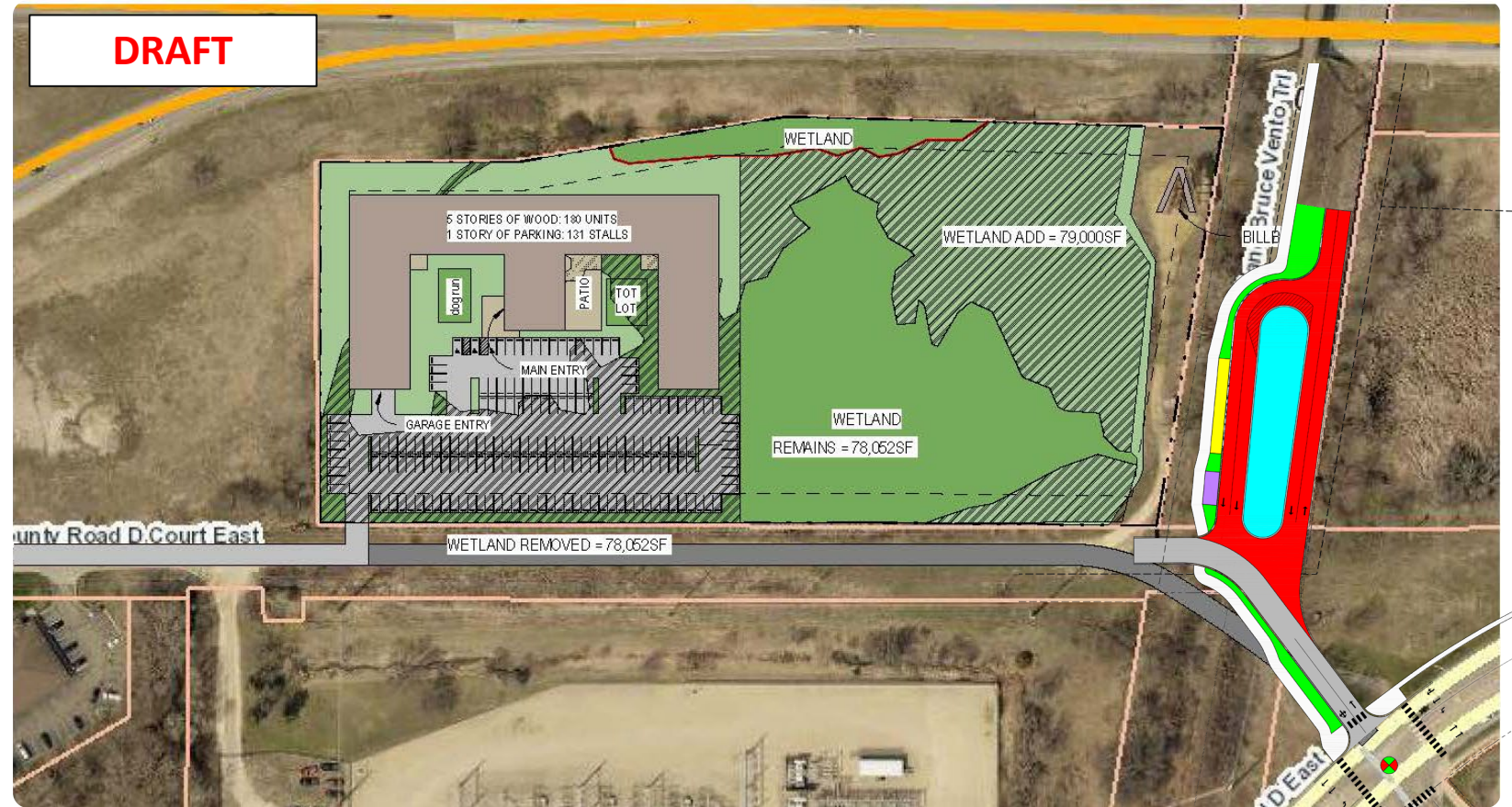
M Health Fairview St. John's Hospital Expansion

- Currently, 2nd largest employer in Maplewood (2,800 employees)
- 350,000 sq. ft. addition (approx. doubling facility space inc. 68 beds), south of St. John's Blvd and east of Hazelwood St
- Parking structure, north of St. John's Blvd and east of Hazelwood St
- Construction start pending full funding



Vadnais Heights Workforce Housing Development

- Affordable housing development proposal by Real Estate Equities
- 180 units (60% AMI)
- 1st reviewed at a May 7th City Council Workshop
- County Rd D Station overlaid on the right



Interested Parties Feedback

- Cardinal Point Senior Cooperative Living Community Residents (5/15)
 - Preference for ending at Maplewood Mall Transit Center → Traffic on Hazelwood
- Legacy Village Residents/HOA
 - Preference for ending at Maplewood Mall Transit Center → Traffic on Hazelwood
- Real Estate Equities Project Staff
 - Preference for ending at Co. Rd. D → Affordable Workforce Housing Project

Community Feedback

- People with Disabilities and Seniors
 - Not in favor of gaining a one seat ride to the hospital if it comes at a cost of a less accessible user experience at Maplewood Mall Transit Center to other transit services
- General Public (primarily from Spring 2024 targeted engagement)
 - Mixed support for both endpoints
 - Some support for restoring local service that served the hospital
 - Some support for having direct transit access to the hospital

Key Considerations for a Recommendation

- Federal funding eligibility? → both endpoints are viable.
- Additional ridership (75+ average daily boardings) against the additional one-time capital costs (\$15M-\$45M) and additional ongoing operations and maintenance costs (\$1M - \$1.5M annually)
- Trades offs and concerns leading to mixed preference from project partners and stakeholders, interested parties, and community members
- Connections to health care facilities/employment centers has been a long-term goal of Purple Line and has become more of a priority for FTA (proposed federal funding program guidance)

Path to an Endpoint Recommendation

- Non-Public Meetings
 - July 17th: Issue Resolution Team
 - July 19th: Strategic Management Team
 - July 23rd: Technical Advisory Committee
- Public Meetings
 - July 22nd: Maplewood City Council Workshop
 - July 26th: Community & Business Advisory Committee
 - **Today: Corridor Management Committee**

White Bear Avenue Corridor Route Alternative Endpoint Recommendation – County Road D Station

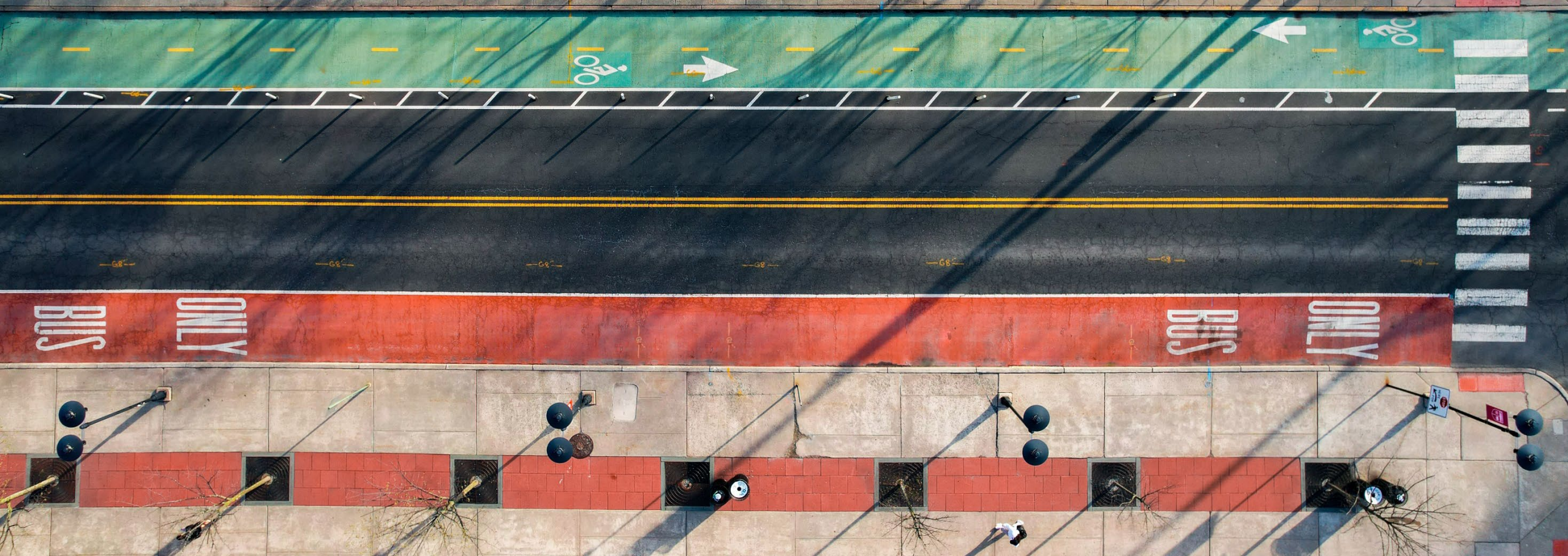
“If, during a future committee action, the Purple Line route is recommended to operate in the White Bear Avenue Corridor and not be collocated with the Bruce Vento Regional Trail, then the ***contingent preferred*** northern endpoint in Maplewood is recommended to be **County Road D Station.**”

Contingencies are noted on the following slide.



White Bear Avenue Corridor Route Alternative Endpoint Recommendation (Co. Rd. D Station) Contingencies

- 1) Real Estate Equities is successful in implementing the proposed Workforce Housing Project near Co. Rd. D Station which should result in “more eyes on the station” and higher station usage.
- 2) M Health Fairview implements priced parking and engages the Metro Transit Employer Services team (commuter benefits programs) which should result in higher station usage.
- 3) Maplewood Mall Transit Center Station design advancement focuses first and foremost on maximizing usability for mobility impaired customers.



Bus Lane Compliance & Enforcement Peer Review

Galen Ryan | Transit Planner

Effective Bus Lane Management (3)

- Stakeholder Coordination
- Enforcement
- Legislation
- Education
- Monitoring



Impact of Bus Lanes: Hennepin Ave S (5)

Adding a *new* bus lane with red paint:

- Decreases travel time,
 - By 15 – 18% during typical rush hour
 - By 53% on snow days
- Decreases passenger delay,
 - By 27 – 36% during typical rush hour
 - By 31 – 81% on snow days
- and Increases reliability.
 - By 8 – 24% during typical rush hour
 - by up to 41% on snow days
- Impact of new bus lanes is demonstrated around the country



Impact of Red Paint

- San Francisco ⁽⁷⁾
 - Decreased violations by 51% despite modest growth in traffic volumes
 - Had positive impact on rate of collisions
 - Regression analysis found red paint to have the largest impact
- New York City ⁽⁴⁾
 - Decreased moving violations by 55%
 - Decreased standing violations by 35%



- Chicago ⁽²⁾
 - Decreased violations by over 60%
- Portland ⁽²⁾
 - Decreased violations, often by at least 50%

Enforcement Terminology

- Type of Violation: Moving vs Standing
- Type of Punishment: Civil Infraction vs. Administrative Citation
- Location of Cameras: On-board vs Stationary
- Generating Tickets: Automated vs Manual

Enforcement Strategies (3)(8)

- Through Personnel
- Through Design
- Through Cameras (Automated)
- Enforcement typically improves return on investment
- Increasing permitted uses can complicate enforcement and compliance



What is the automation?

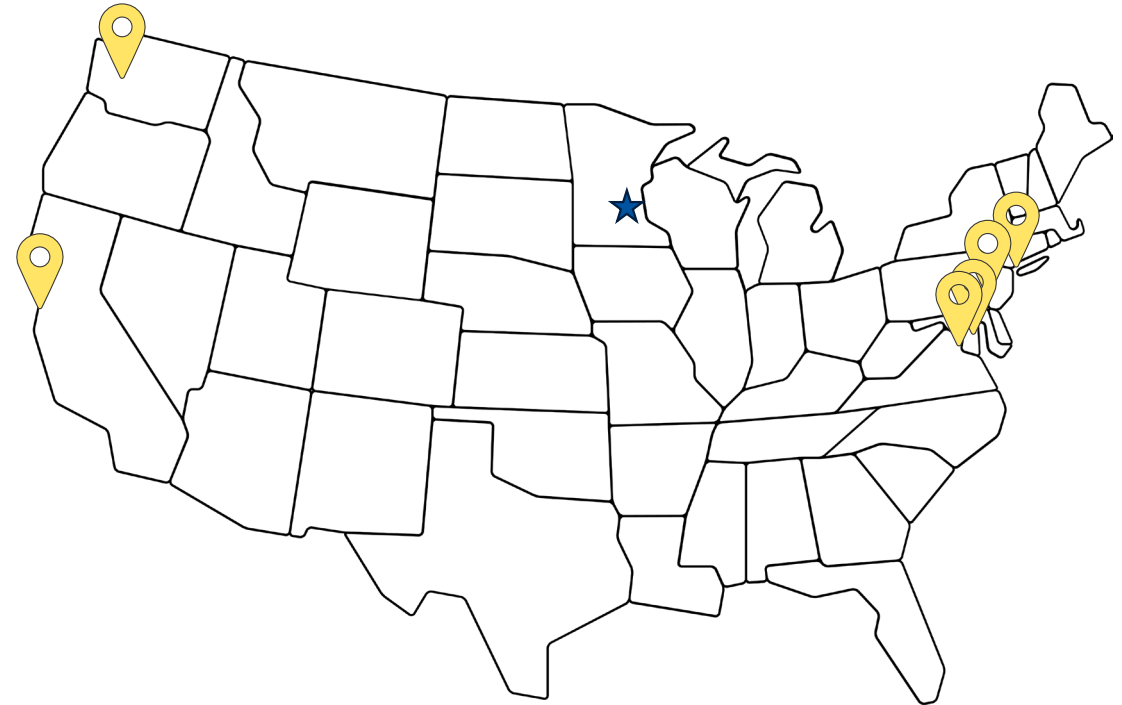
- Review of camera footage and compiling tickets
 - Scrubbing Faces
- Sensing parked vehicle and recording the violation
- Mapping violations
- Personnel support is still important
 - Maintenance
 - Verifying citations
 - Resolution
 - Oversight

Early Findings: Impact of Automated Enforcement

- A study in New York found:⁽¹⁾
 - Transit Speed increased 19%
 - Reliability increased 55% (perceived by riders)
 - Ridership increased 10.6%
- A study in San Francisco found:⁽¹⁾
 - Violations dropped 47% during an on-board camera pilot (2012)



- MDOT Maryland Transit Authority | Baltimore, MD
- SEPTA | Philadelphia, PA
- Seattle DOT | Seattle, WA
- SFMTA | San Francisco, CA
- WMATA & District DOT | Washington, DC
- NYC DOT | New York City, NY



Key Discussion Themes



Momentum Toward Automated Enforcement



Designing the Operations and Maintenance Framework



Criteria for Vendor Selection



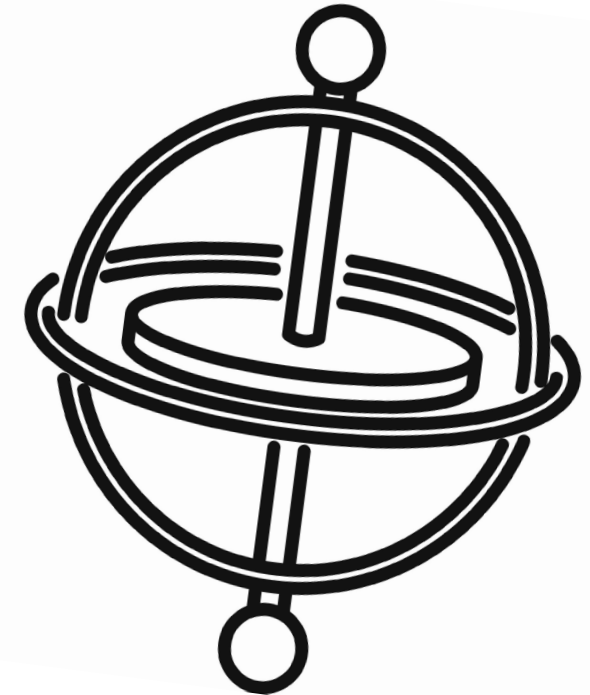
Outreach and Engagement Methods



Developing Legislation

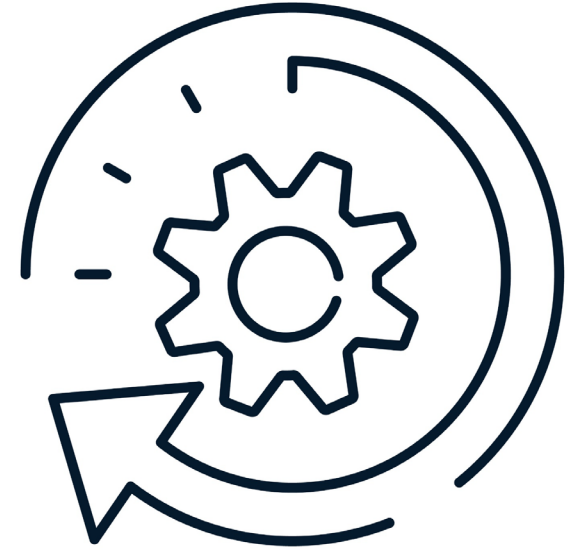
Momentum toward Automated Enforcement

- Consistent enforcement is important.
 - Difficult to sustain necessary level of enforcement through personnel.
 - Difficult to enforce moving violations through personnel.
- Incorrect ticketing (e.g., human error).
- Hard to objectively monitor violations
 - Heavily correlated with enforcement timing and location.



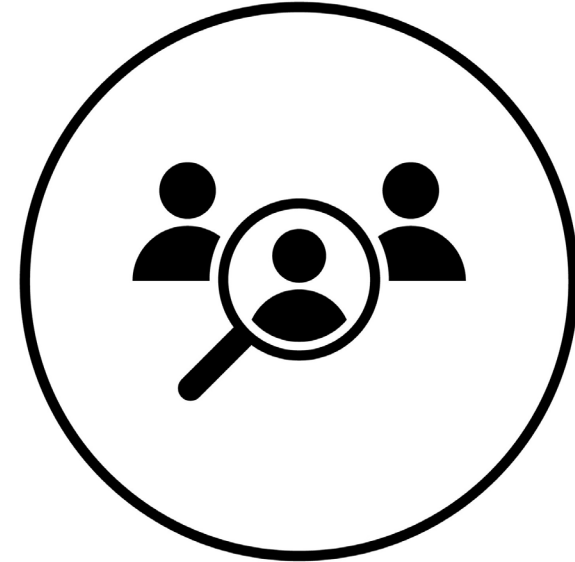
Designing Operations and Maintenance Framework

- Who has institutional knowledge of traffic enforcement and ticketing?
 - Many agencies had an existing camera-based program of some kind
- Who has primary jurisdiction?
 - Preventing duplicate citations for the same violation
- How will cameras be maintained?
- What violations are you trying to address (aggressive driving, parking)?
- How will curb space be managed?
- If operated by a third party, how often will service procurement be renewed?



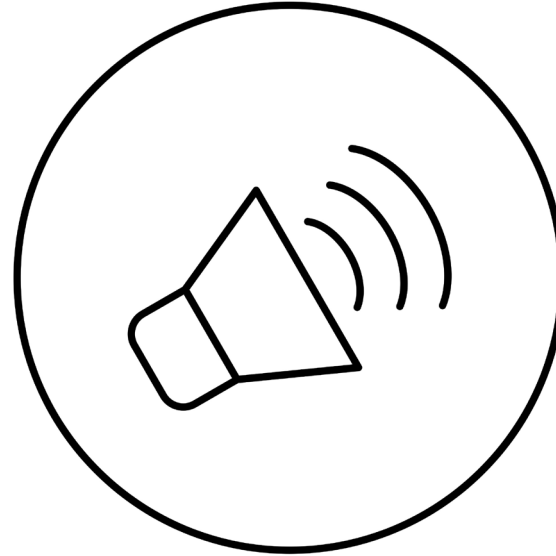
Vendor Criteria

- Level of integration with existing systems
 - Preventing interference
- Automation and management capabilities of vendor/software
 - Mapping and data availability
- Abilities to audit vendor activities
- Supply chain strengths and weaknesses
- International Parking and Mobility Institute Conference



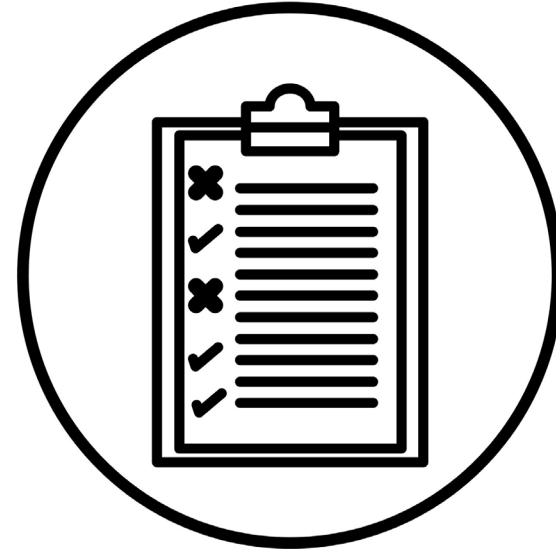
Outreach and Engagement

- Prior to implementation
 - Canvassing businesses
 - Press releases and media buzz
- After implementation
 - Issuing pamphlets with warning tickets
 - Temporary banners over the street
 - Permanent signs on corridors and buses
- Messaging about transit reliability and traffic safety



Developing Legislation

- Duration and location of authorization.
- Just count or issue tickets.
- Potential schedule for legislative reporting
 - 1 year to implement
 - 1 year to operate
 - Plus time to submit annual report after first year of operation
- “Important to get your foot in the door”
 - Refine legislation through annual program review/annual reports



Next Steps for Bus Lane Enforcement

NOW

Develop a final report with program recommendations

SOON

Metro Transit will take time to evaluate the report and consider pilot logistics

THEN

Metro Transit will engage regional partners to authorize a pilot

Formally through legislation or informally through a counting exercise

Big Picture

Metro Transit could look to move forward with a pilot in 1–2 years

Bus Lane Research Citations

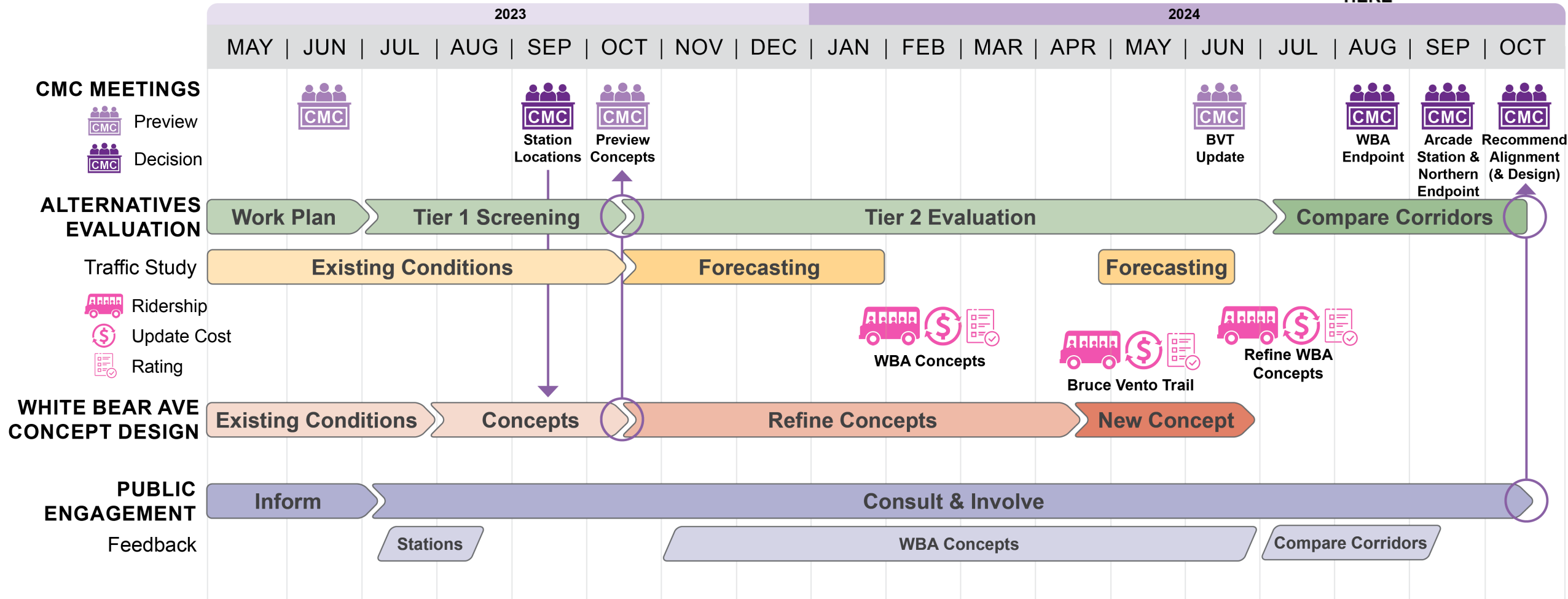
1. Heaslip et al. (2019). *Automated Enforcement of Bus Lanes and Zones: Final Report*. Heaslip Education Consulting and District Department of Transportation
2. McNeil, N., Monsere, C., & Dill, J. (2023). Evaluation of Driver Comprehension and Compliance of Red-Colored Pavement Markings for Transit Lanes in Portland, Oregon. *Transportation Research Record*.
3. National Capital Region Transportation Planning Board. (2017). [Bus Lane Enforcement Study](#). Metropolitan Washington Council of Governments.
4. New York City Department of Transportation. (2011). [Report on the Efficacy of Red Bus Lanes as A Traffic Control Device](#).
5. Reid, J. (2020). *Draft Hennepin Ave S Bus Lane Report*. Metro Transit.
6. Rennert, L. (2023). [Perceptions of Surveillance: Exploring Feelings Held by Black Community Leaders in Boston Toward Camera Enforcement of Roadway Infractions](#). *Cities*, 137.
7. San Francisco Municipal Transportation Agency. (2017). [Red Transit Lanes Final Evaluation Report](#).
8. Weinstein Agrawal, A., Goldman, T., & Hannaford, N. (2012). *Shared Use Bus Priority Lanes on City Streets: Case Studies in Design and Management*. Mineta Transportation Institute

Next Steps

Craig Lamothe | Project Manager

Revised RMS Phase II Schedule

WE'RE
HERE



Upcoming CMC Meetings

- **September 5th CMC**
 - Network Now (Info Item)
 - Arcade Street Station Location(s)
 - Alternative Northern Endpoints Viability (Vadnais Heights and Century College)
- **October 3rd CMC → To Be Rescheduled**
 - Preferred White Bear Ave Corridor Design Concept (center or side running)
 - Revised Locally Preferred Alternative (route alignment)

Other Items / Around the Table

Charlie Zelle | CMC Chair

Adjournment

Charlie Zelle | CMC Chair

Contact Us

For more information:

www.metrotransit.org/purple-line-project

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

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Liz Jones
Community Outreach & Engagement Lead
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