Railvolution Conference

Los Angeles, CA
October 2012
Projected to serve 30,000 passenger trips/day (2030)
Connects job centers
Serves community amenities
Provides a new critical link in the regional transit system
High reverse commute ridership at over 7,000 trips/day
Strong opportunity for development/redevelopment
Corridors of Opportunity (CoO) Vision

Transitway corridors will guide our region’s growth, vitality, and competitiveness. Development along transitways will create distinctive places and strengthen local assets while increasing ridership and expanding access to jobs, affordable housing, and essential services for residents of all incomes and backgrounds.

Southwest LRT will become a model for the nation for the early integration of LRT engineering and land use planning so that the region’s investments benefit residents, businesses, and communities, providing opportunities for all.
Hennepin Community Works was created in the mid 1990s

**Mission**

To enhance how the communities of Hennepin County work together to create good jobs, provide access to employment, and build the long term value of communities by investing in infrastructure, public works, parks, and the natural environment and by improving the existing implementation systems.

**Principles**

- Stimulate employment development
- Build bridges for effective planning and implementation
- Maintain and improve natural systems
- Strengthen communities through connections
- Enhance the tax base
Efficient Connections
An on-time, on-budget LRT project that improves regional mobility, increases regional transit ridership, and provides better connections to employment, housing, and natural spaces.

Leveraged Resources
Robust private investment in the Southwest LRT corridor, as a result of coordinated public and philanthropic investment.

Great Places
Quality, accessible station areas that enhance existing business and quality of life, and attract new residential, commercial, and retail development.

Land Use/Development & LRT Design Integration
Major Integration Accomplishments

• Adopted a Shared Vision & Goal Statement

• Implemented Systemic Organizational Change

• Conducted Cross Discipline Educational Activities

• Established Station Area Vision/Typologies
Vision:
connecting people to jobs, housing, shopping, and fun

Economic competitiveness and job growth
Promoting opportunities for business and employment growth

Housing choices
Positioning the Southwest LRT communities as a place for all to live

Quality neighborhoods
Creating unique, vibrant, safe, beautiful, and walkable station areas

Critical connections
Improving affordable regional mobility for all users
Shared Committee Structure

- SW LRT Community Works Steering Committee
- Community Advisory Committee
- Business Advisory Committee
- Land Use Advisory Committee
- Communications Steering Committee
- SW LRT Corridor Management Committee
Southwest Project Design Exchange

In house design exchange where on a daily basis engineers, planners, architects, and others share ideas and collaborate on solutions.
Community Works/Land Use Division

Assistant Southwest LRT Project Director for Community Works

- Liaison between the Southwest LRT Project Office and Southwest LRT Community Works Project to ensure direct collaboration between engineering & land use planning.
- Position housed within the SWPO to facilitate communications/interactions with SWPO staff and to further the Corridors of Opportunity concept to provide for systemic change to integrate land use planning & LRT engineering.
- Through an on site “design exchange” facilitate the two-way exchange of accurate and timely information, including engineering and land use plans.
- Identify LRT and Community Works projects that need collaboration between both offices and facilitate processes to reach mutually beneficial outcomes (ie, access/circulation within station areas, station design & platform placement, public art, siting of LRT infrastructure, etc...)
Cross Function/Jurisdiction Workshops/Training

Infrastructure & Public Realm

EPA Parking Audit

TOD + Walkable Communities

Financing TOD & PPPs

Development & LRT basics

Transit/Land Use Connection

Equitable Development/Community Benefits
Station Area Vision/Typologies

Mainstreet charm in the urban backyard

Hopkins Station offers small town charm along Mainstreet while metropolitan amenities remain nearby. The station is located a short walk from Hopkins Center for the Arts, Hopkins Library, and the Hopkins Center for the Arts. Mainstreet restaurants and shops are within walking distance of the regional trail, providing easy access to regional and public transportation. Mainstreet is a two-block stretch of Hopkins Avenue between 30th and 31st Avenues, which is ideal for small town charm and urban beach access.

Fast facts
- Population: 3,293
- Households: 1,730
- Employment: 5,196

For more information, visit www.hopkinsmn.com
Major **Accomplishments**

- Conducted Corridor Market Assessment
- Completed an Infrastructure Inventory (existing & 2030)
- Received Grants (Met Council & Henn Co TOD, CoO Local Implementation Capacity)
- Conducting Corridor-Wide Development Tools/Authority Analysis
- Developing Transitional Station Area Action Plans (TSAAP)
- Preparing a Corridor-wide Housing Strategy
Creative Tensions

- Lack of a Shared, Common Vision & “Buy In” from all partners
- Number of Jurisdictions/Players Involved
- Language/Professional Discipline
- Communications & Organizational Cultures
- Lack of Clarity on Federal Rules/Regulations (Conflict of Interest & Acquisition Issues)
- Differing Expectations
- Reconcile “time to do it right” with “on-time & on-budget”
- How to structure trade-off discussions – higher cost, but may reap greater long-term development and sustainability benefits
Lessons Learned:

- Shared Goals
- Patience
- Listening
- Learning
- Experiment
- Respect
- Persistence
- Hard Work
- Change is Difficult and Slow, but Worth it
- Champions and Leadership are Critical
For more information on Southwest LRT Community Works (beyond the rails), please visit

www.southwesttransitway.org