SHARING TO GROW
Economic Activity associated with Nice Ride Bike Share Stations

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Active Living Hennepin County Meeting
16 June 2014

Photo: niceridemn.org

Funding & Research Partners

Bikes Belong

Photo: niceridemn.org
15-minute travel time buffer to Birchwood Café by a combination of walking to stations and bicycling

Assumes walking 3mph & biking 10mph

Nice Ride makes it easier to get to certain destinations
Study Design

Are Bike Share Stations Associated with Local Economic Activity?

- Business Owner Interviews (June 2012)
- Trips and Station Area Regression (2011 Season)
- Subscriber Survey
**Trips and Station Area Regression**

**Selected Variables Associated with More Trips**

<table>
<thead>
<tr>
<th>Variable</th>
<th>Incidence Rate Ratio</th>
<th>Sig</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Transportation Infrastructure</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Trail</td>
<td>1.467</td>
<td>***</td>
</tr>
<tr>
<td>Dist. To Next Station</td>
<td>2.656</td>
<td>***</td>
</tr>
<tr>
<td><strong>Economic Activity</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Job Accessibility</td>
<td>1.001</td>
<td>**</td>
</tr>
<tr>
<td>Food Businesses</td>
<td>1.017</td>
<td>***</td>
</tr>
</tbody>
</table>

Pseudo-$R^2 = 0.111$
Business Perspectives on Nice Ride

- Do business owners and managers notice Nice Ride users visiting their business?

  Short answer: Not really

So why bother?

- Values, local business culture, advertising space, and industry-specific reasons
Business Perspectives on Nice Ride

How close do you want a station? Would you give up parking for it?
## Projected Total Spending

<table>
<thead>
<tr>
<th>Assume an average of $7.00 on shopping, dining, and entertainment per trip</th>
<th>2012 Survey: Avg. Trip Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trip Rate (per week)</td>
<td>2.0</td>
</tr>
<tr>
<td>Estimated total trips in the past 7 days</td>
<td>2,436</td>
</tr>
<tr>
<td>Estimated past 7 days spending for 1,197 respondents</td>
<td>$17,067</td>
</tr>
<tr>
<td>Projected past 7 days spending for all 3,693 subscribers</td>
<td>$52,623</td>
</tr>
<tr>
<td><strong>Projected 30-week spending for all 3,693 subscribers in 2011</strong></td>
<td><strong>$1,578,699</strong></td>
</tr>
</tbody>
</table>
Mode & Destination Shift

* Car includes driving alone, getting a ride from somebody else, and taking a taxi.

<table>
<thead>
<tr>
<th>Category</th>
<th>Would not have made this trip</th>
<th>Car*</th>
<th>Use my own bike</th>
<th>Transit</th>
<th>Walk</th>
</tr>
</thead>
<tbody>
<tr>
<td>All Shopping</td>
<td>6%</td>
<td>37%</td>
<td>8%</td>
<td>20%</td>
<td>29%</td>
</tr>
<tr>
<td>All Dining</td>
<td>9%</td>
<td>34%</td>
<td>8%</td>
<td>15%</td>
<td>34%</td>
</tr>
<tr>
<td>All Entertainment</td>
<td>2%</td>
<td>32%</td>
<td>9%</td>
<td>27%</td>
<td>31%</td>
</tr>
<tr>
<td>OVERALL</td>
<td>6%</td>
<td>35%</td>
<td>8%</td>
<td>19%</td>
<td>31%</td>
</tr>
</tbody>
</table>

* Car includes driving alone, getting a ride from somebody else, and taking a taxi.
Are bike share stations associated with local economic activity?

- **Yes**
  - **Station activity** associated with job accessibility and food businesses

- **Probably**
  - **Business Perceptions** are favorable but reserved

- **Yes**
  - **User Survey** suggests small, frequent spending (~$7 per trip)
Ask me questions!
Regional Trail Network
John Gunyou
Three Rivers Park & Trail System

- 22 parks
- 27,000 acres
- 6 million visits
- 125 miles RTs
- 4 million & grow
- 76% biking
- half metro RTs
Planned Trail Network

400 miles
Double now planned
Incorporate existing

Accessibility
Every 2-3 miles
Cross hwys & rivers

Connectivity
People to places
Tri-modal system
Regional Trail Network Objectives

Connections to parks, schools, employment, retail & transit

Component of public multi-modal transportation infrastructure

Safe, multi-uses for all skill levels

Close to home convenience that spans jurisdictional boundaries
Hopkins Connections:
- 4 existing regional trails
- Valley Park
- SWLRT Green Line Extension

Minnetonka Connections:
- OPUS Office Park
- SWLRT Green Line

Edina Connections:
- Bredesen, Walnut Ridge, Heights, Edina Promenade, other local parks
- France Ave (Southdale & Hospital)
- 3 schools

Richfield Connections:
- Donaldson, Roosevelt, Washington Parks
- Best Buy Headquarters
- MSP Airport opportunity
- Intercity Regional Trail

Bloomington Connections:
- MN Valley National Wildlife Refuge
- Mall of America
- Hiawatha LRT Blue Line
- South Loop District
- Future Minnesota Valley State Trail
- Intercity Regional Trail

Seamless Connectivity

Nine Mile Creek Regional Trail | Overview
Collaborative Trail Development

Public-private partnerships

Opportunistic investments

Federal, regional, county, city, Three Rivers cost sharing
Public-Private Partnerships

Twin Lakes RT Realignment
- Substandard along 53rd & France Ave
- Relocate thru edge of Apt redevelopment
- Brooklyn Center front cost with payback

Rush Creek RT - Elm Creek Park to Crow Hassan Park
- Development rights transfer for trail
- Developer retains same economic value thru density
A little bit of everything . . .

Nine-Mile Creek RT

✓ Metro sewer & local street reconstruction
✓ Creek restoration
✓ Road & bridge reconstruction
✓ Private development
✓ Federal trail funds
✓ Public bonding
Even more of everything . . .

Link Luce Line, Dakota Rail & Lake Mtda RTs

- Kingswood Park purchase
- Three-party land exchanges
- Developer pay for purchase & basic trail with upgrade
- Developer easement & basic trail with upgrade
- Allow existing park road access for TH 7 underpass
Questions?
Land Use Planning and Development on the Midtown Greenway

June 16, 2014

Paul Mogush, AICP
Principal City Planner
City of Minneapolis
The Midtown Greenway

- Trench constructed in 1910
- Listed on National Register of Historic Places
- Hennepin County Regional Railroad Authority
  Purchased in 1993
- 5.5-mile trail constructed in four phases beginning in 2000
The Midtown Greenway

- Total cost $36 million
- $5.5 million cable-stay bridge over Hiawatha Ave
- 4,110 daily cyclists
- 550 daily pedestrians
- Features lighting, emergency call boxes, community gardens – and plows
3,000 New Housing Units

2004-2014
Economic Development
Call number. Get tacos.

612-723-5388

We are Taco Cat, a bike-only taco delivery service in Minneapolis, MN.

Call 612-723-5388 to place an order. We take cash, credit, or barter.
How Did it Happen?
Early Catalytic Development
Planning

Future Land Use Categories:
- Low-density housing (up to 15 DU/acre)
- Medium-density housing (16-50 DU/acre)
- High-density housing (40-120 DU/acre)
- Very high-density housing (over 120 DU/acre)
- Commercial
- Public/Institutional
- Transportation/Communications/Utilities
- Light/medium industrial
- General industrial
- Parks, open space
- Preferred mixed-use

Midtown Greenway Land Use and Development Plan
FUTURE LAND USE: CENTRAL SUBAREA
Figure 3
Planning

DEVELOPMENT DISTRICT: CENTRAL SUB-AREA

Figure 9

<table>
<thead>
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<th>DEVELOPMENT DISTRICTS</th>
<th>BUILDING TYPE</th>
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<tr>
<td>1</td>
<td>Single Family, Rowhouse, Townhouse</td>
</tr>
<tr>
<td>2</td>
<td>Small Apartment, 1st Floor Apartment</td>
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Type V

Tall Apartment

HEIGHT
- exceeds 5 stories
- setbacks should be adequate to maintain solar access to Greenway

ELEMENTS
- balconies, porches, and entrances should be oriented to public streets and Greenway
- fences, walls, and landscape should not obscure building elements from Greenway

PARKING
- located on-street
- located under building
- not allowed on site

Development District: Sub-Area 1
Planning

- 12’ R.O.W.
- 8’ Path
- 4’
- Pedestrian-Level Lighting
- Proposed Lookout
- Paved Promenade
- Existing/Future Development
Rezoning
City Councilman Unearths Magical Zoning Amulet
Site Availability
The Greenway
The Future
Transit Improvements
Transit Improvements
Reopen Nicollet
Eastward Development Momentum
Lessons for Other Cities
Lessons for Other Cities

• Choose the right trail
• Be bold with planning and zoning
• Regulate trail-facing building frontage and the space in between
• Ensure easy connectivity between development and the trail
• The trail isn’t enough – Add amenities
Project Highlights

- Opened Fall 2013
- 204 units
- Bike maintenance shop
- Bike storage
- Walk out units
- Boulevard plantings

Project Hurdles

- Heritage Street Plan
- Swedish drainage system
71 France | Edina

- Building A – 109 units
- Walk out units
- Direct access to Promenade
Thank you!

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sjproppe@sr-re.com