

Section I. Applicant Information

Is this a resubmission due to an invalid/error message from FTA? No

Organization Legal Name: City of Rochester

Section II. Comprehensive Planning Project Background

Project Title: Rochester Downtown Circulator Transit-Oriented Development Planning

Specify the transit project with which the proposed comprehensive planning work is associated. The Rochester Downtown Transit Circulator is a 3.5-mile exclusive-guideway BRT project proposed for downtown Rochester and its adjacent neighborhoods.

Is the transit project a current or past New Starts, Core Capacity, or fixed-guideway Small Starts project? No

If you answered No to the previous question, please explain how the transit project meets the definition of a new fixed guideway project or core capacity improvement project as outlined in the Notice of Funding Opportunity.

Branded, ADA-compliant BRT will operate in a two-lane exclusive center-running guideway with TSP. Stations will have heat and lighting, offboard fare payment, real-time schedule info, level boarding. Bidirectional service will operate 5am-11pm every 7.5 min during peak, 10 min other times.

Summarize the work plan for the comprehensive planning work by task. Be sure to address:

- How the work plan addresses all six aspects of the general authority stipulated in MAP-21 Section 20005(b)(2).
- The schedule for each task, major milestones and the overall planning effort, including the anticipated date for incorporation of the planning effort into the region's unified planning work program and demonstration that work will be complete within 36 months of grant execution.
- Partner entities (including key staff with job titles) and their roles and responsibilities for each task.
- Substantial deliverables from the planning effort and the point at which each will be provided to FTA.

The Circulator is a key investment in achieving the City's goal of a 30% work/10% non-work transit mode share for downtown. Grant funds will facilitate a process for increasing walkability and building dense neighborhoods in and around downtown, growing transit ridership and economic opportunity. The City of Rochester, Olmsted County, Rochester-Olmsted Council of Governments, and the Destination Medical Center Economic Development Agency have been active partners in development of BRT and will continue to work together on TOD planning. As an FTA recipient, the City is the grant applicant. In-kind contributions will be provided by City, Olmsted County, ROCOG, DMC EDA, and Mayo Clinic staff. Partner contributions and the schedule are included in Attachments 1 and 2.

1: Public Engagement

1a: PE Plan and Execution PE will involve people who live and work in the corridor, business and property owners, and elected and appointed officials. The process will include preparation and execution of a PE plan that will articulate goals, conduct targeted outreach, gather input, and tailor engagement methods specific to the geography and demographics in the corridor.

1b: Stakeholder Engagement An advisory committee will meet monthly throughout the planning process. Members will review deliverables, provide technical and community based advice, gather data, and build capacity to advance plan outcomes within their organizations.

2: Corridor Understanding

2a: Existing Conditions Analysis

The three analyses in task 2 will be completed within ½ mile of the corridor, to facilitate station location decisions along the full length of the corridor and the 16th Avenue option. Mapping and information will be developed for roadways; transit; bicycle infrastructure; sidewalks, trails, pedestrian subways and skyways; land use and development potential; community assets, character, destinations; historic/cultural assets; parks/open space.

2b: Real Estate Market Analysis

Current uses, land availability, vacancy rates, land prices, rents, and price points will be evaluated. Focus groups and one-on-one interviews will be conducted with local real estate brokers, City and DMC EDA staff, potential developers, Mayo Clinic, and other property owners to evaluate real estate potential, as well as TOD and joint development opportunities. Using pro-forma analyses, potential gaps between feasible development and available resources will be identified and used to recommend tools to incent and facilitate development. Future (re)development opportunities will be identified for both short-term pre-BRT 2020-2028 and long term post-BRT 2028-2040.

2c: Affordable Housing Inventory and Analysis

The current mix of housing types in the study area with attention to affordable housing (legally-binding affordability-restricted and market-rate affordable housing) will be identified and current needs determined. If appropriate, targets will be developed for the preservation and addition of units within the study area that are affordable at a range of incomes below AMI, with established metrics used for evaluating progress toward meeting these needs. This information could guide public and private investments for preservation of existing and construction of new housing. Prioritization may include the demand for specific unit sizes, senior housing and housing affordable to 30% AMI and below.

Strategies will be recommended for expanding the supply of affordable and mixed-income housing. This may include promotion of mixed-income development with residential types and density levels supportive of TOD within the station areas. Mechanisms such as reduction in parking minimums or unbundling of parking costs to improve affordability of downtown housing will be considered.

The City and its partners will coordinate with the Coalition for Rochester Area Housing, Rochester Community Housing Partnership, and other housing partners to explore funding models and opportunities to increase the supply of affordable and mixed income housing.

Task 3: Visioning

3a: Visioning

For corridor segments outside downtown, a visioning process will be conducted with public and agency stakeholders regarding station character. The visioning process will identify walk up vs park & ride station type, areas of change and stability, appropriate scale of development, and current/ future prevailing land uses. For stations within downtown, the visioning process will reaffirm or adjust the 2014 DMC Development Plan, Downtown Master Plan, and 2040 Comprehensive Plan vision.

Task 3b: Station Platform Locations

Station platform locations in the Downtown Transit Circulator Final Report will be modified as needed to account for anticipated (re)development and ease of access by multiple modes. Additional stations and the 16th Avenue segment will be considered, which would require a different routing by the BRT project. (The City is committed to a dedicated guideway along either route; BRT alignment development is not part of this scope of work.)

Task 4: Station Area Plans

4a: Land Use Plans

Land use and development policy changes will be recommended, with the intention of driving investment in mid- to high-density mixed-use development along the corridor and especially at station locations. A TOD ordinance for an arterial BRT system being planned by the city, currently in draft form, will be reviewed for its applicability; modifications will be suggested as needed to adapt the ordinance to the circulator corridor.

4b: Connectivity Plan

Missing network links and impediments to an optimal walking, biking, or rolling experience will be identified along with recommend improvements to the network that reduce barriers to accessing the corridor for people with disabilities, pedestrians, bus riders, and bicyclists.

4c: Station Area Concepts

Public and agency stakeholders will be engaged to develop concept alternatives that will illustrate station locations, land use alternatives, future (re)development sites, minimum development densities, diagrams of access routes and circulation patterns for each mode, facilities/infrastructure, wayfinding, and recommendations for improvements for BRT opening day.

Task 5: Implementation Plan

A phased implementation and feasibility strategy will be developed that corresponds to the preferred station area concepts. The implementation plan will include potential actions, responsible agencies, and planning and finance tools for achieving desired outcomes.

MAP-21 Aspects and Tasks:

Enhances economic development, ridership, and other project goals: all tasks

Facilitates multimodal connectivity and accessibility: 1b, 1c, 2a, 3a, 3b, 4b, 4c, 5

Increases access to transit hubs for pedestrians and bikes: 1b, 1c, 2a, 3a, 3b, 4b, 4c, 5

Enables mixed-use development: 1b, 1c, 2a, 2b, 2c, 3a, 3b, 4a, 4c, 5

Identifies infrastructure needs associated with the eligible project: 1b, 1c, 2a, 3a, 3b, 4a, 4b, 4c, 5

Includes private sector participation: 1b, 1c, 2b, 2c, 3a, 3b, 4a, 4b, 4c, 5

Identify specific goals in the metropolitan transportation plan and existing local plans in the transit project corridor that the proposed planning work supports:

The ROCOG 2040 Transportation Plan is the MPO Plan for the Rochester area and has also been adopted by the City of Rochester. Relevant Policy Directions and Objectives to this project include:

Encourage land use patterns that maximize access while minimizing SOV travel by

- a) Support or facilitation of infill and redevelopment;
- b) Intensification of activity in the Rochester CBD area;
- c) Promoting corridor development that will support use of high capacity transit service

Increase the level of amenity associated with alternative modes of travel

- a) improve the comfort/ambiance of transit vehicles
- b) provide safe and secure facilities for pedestrians and bicyclists through design
- c) provide higher frequency transit service along select high demand corridors

Use Parking Policy to influence individual travel choice by integrating transit and parking policy

The City adopted a Downtown Master Plan which set a goal to reduce SOV commute trips by 23-30% and non-work trips by 10% for travel downtown.

Is the applicant the sponsor of the transit project? Yes.

Is the applicant responsible for land use planning in at least a portion of the transit project corridor? Yes.

Project Budget

Major Task	Pilot Program for TOD Planning Request	Other Federal	Local Match	Total Cost by Task
Public Engagement	\$200,000	\$0	\$106,250	\$306,250
Understanding the Corridor	\$185,000	\$0	\$65,625	\$250,625
Visioning	\$80,000	\$0	\$62,500	\$142,500
Station Area Plans	\$235,000	\$0	\$87,500	\$322,500
Implementation Plan	\$65,000	\$0	\$45,625	\$110,625
Total	\$765,000	\$0	\$367,500	\$1,132,500

Congressional Districts Affected by the Project: MN CD 1 Congressman Tim Walz

Section III. Evaluation Criteria

Demonstrated Need

What potential state, local or other impediments to implementation of the products of the comprehensive planning effort, and how will the workplan overcome them?

Availability of Public Programs, Policies, and/or Financial Resources: Federal, State and Local decisions are subject to change with changes in the political climate, competing needs for resources, and priorities favored by decision makers. The planning process will better position the community to leverage both public and private funds for implementation and may encourage private participation in catalyzing investment to accelerate positive transformation. The planning process will also better position the City to compete for funds that may be available.

Property Owner/Investor Decisions: Properties that may be promising for (re)development are often subject to the will of the owners or investors. Engaging these stakeholders, and developing appropriate communication to convey the opportunities to advance the corridor, will facilitate more informed discussions and decisions. Engagement throughout the planning effort will provide a vision and an understanding of the proposed BRT.

Unanticipated community concerns: The process will allow for a better understanding of the project among stakeholders which may unveil concerns or opportunities. Working regularly with stakeholders throughout the process should minimize unanticipated issues in later stages of developing the corridor.

How will the proposed work advance TOD implementation in the corridor and region?

This Planning effort could have significant and transformative influence in advancing transit and TOD development in the corridor, as well as within the greater Rochester community. The City recently adopted a new Comprehensive Plan for the community that identifies a primary transit network, potential future arterial BRT alignments, and goals and policies to support TOD, and corridor redevelopment and reinvestment. Additionally, the City, in partnership with the Destination Medical Center Corporation, recently completed a set of integrated transit studies examining downtown transportation options that will support expanded access to the downtown and facilitate considerable growth in employment, downtown living, and visitors (medical, convention, events, recreation). Securing a grant for small area plans, station locations and further developing the concepts already identified will serve to catalyze actions advancing policy, design and funding commitments as well as private property investment/reinvestment.

Why are Pilot Program for Transit-Oriented Development Planning funds needed to realize the expected outcomes of the planning work?

Rochester is a thriving regional center, with an employment base of 116,500 jobs. Destination Medical Center (DMC), a state-authorized economic development initiative anchored by the Mayo Clinic, looks to create 30,000 jobs over the next 20 years through \$3.5 billion in new private investment, concentrated in downtown Rochester. This investment is expected to double the number of visitors, convention/event traffic and patients downtown. More efficient transportation will be needed to serve this growth without compromising quality of life or economic development opportunities.

Rochester adopted a new Comprehensive Plan in 2018 with policies intended to reduce the share of SOV travel and increase the use of transit, walking and biking for downtown trips. To achieve this, more

downtown residential development, expanded transit options, shared use parking and more aggressive deployment of TDM strategies are recommended.

Expanding transit options will involve transitioning from reliance on a fixed-route local bus service to a system organized around a network of BRT services supported by TOD. Advancing BRT concepts and developing TOD plans around transit has not yet been done in Rochester. While common in the Twin Cities, the examples are unfamiliar to many in Rochester. Advancing TOD planning with Federal funds is necessary to develop the local capacity to successfully implement plans and create knowledge about the processes that will advance BRT and TOD toward implementation.

Provide the approximate current population and employment of the area that the workplan will address:

Population: 18,061 (within ½ mile, 2016)

Employment: 49,139 (within ½ mile, 2016)

Describe ongoing transit-oriented development activity in the area that the workplan will address:

The Rochester Comprehensive Plan, DMC Development Plan, and DMC Integrated Transit Studies identify higher frequency enhanced transit as essential to the community's future, and to supporting expanded access and economic development within the core of the community. Further study of the project corridor, future station areas, and development and connectivity opportunities is needed to advance existing plans to potential projects.

Several sites near future station locations present significant opportunities for infill or re-development. These sites include large parcels with either weekday employee surface parking, or underdeveloped properties. Bringing consultants to the community who can help shape the conversation, convey best practices, and develop a vision for TOD development in Rochester would be a significant advancement of the Community vision and would build local capacity to bring that vision into reality.

Small area and TOD Planning has been recognized by the City as needed for implementing the City's Comprehensive Plan, that was adopted in Spring 2018. This grant presents a unique opportunity to leverage local and federal funds in a way that will bring new concepts to the community through industry experts experienced in TOD planning and policy.

Strength of the Work Plan, Schedule and Process

If the proposed workplan does not cover the entire transit project corridor, why not?

The proposed workplan covers the entire transit project corridor.

Identify performance measures for the proposed planning work.

Performance measures will be developed to track the outcomes of this work plan and will also be included as part of the TOD Plans for long-term goal tracking. The measures for this work plan will include: number of community members engaged, in-kind dollars leveraged and capacity built with local stakeholders, adoption of policy changes into City documents, incorporation of infrastructure improvements into CIPs, and additional potential ridership gains from proposed development.

The performance measures included in the TOD Plans may include: jobs/housing balance in the corridor; achievement of minimum population and employment densities in and outside of downtown; redevelopment activity; tax base growth; housing supply by market segment.

Identify the sources of all matching funds. For each source, indicate whether the funds are already committed. Attach documentation of all funding commitments to your SF424 application:

- Committed cash match from the City of Rochester: \$130,000
- Committed in-kind matches using estimated 2019 rates:
 - City of Rochester: \$94,167
 - Olmsted County: \$49,167
 - Olmsted County Housing and Redevelopment Authority: \$5,000
 - Rochester-Olmsted Council of Governments: \$49,167
 - Destination Medical Center Economic Development Agency: \$28,750
 - Mayo Clinic: \$11,250

In-kind match includes dedicated staff time and expertise.