



DMC Transportation Plan

March 2018

Status Report & Next Steps

DMC Mission & Vision



DMC Mission

With Mayo Clinic at its heart, the Destination Medical Center (DMC) initiative will be the catalyst to position Rochester, Minnesota as the world's premier destination center for health and wellness; attracting people, investment and jobs to America's city for health and supporting the economic growth of Minnesota and its biosciences sector.

DMC Vision

To create the highest quality patient, companion, visitor and community resident experience.



DMC Priorities

Heart of the City



Discovery Square



Transportation



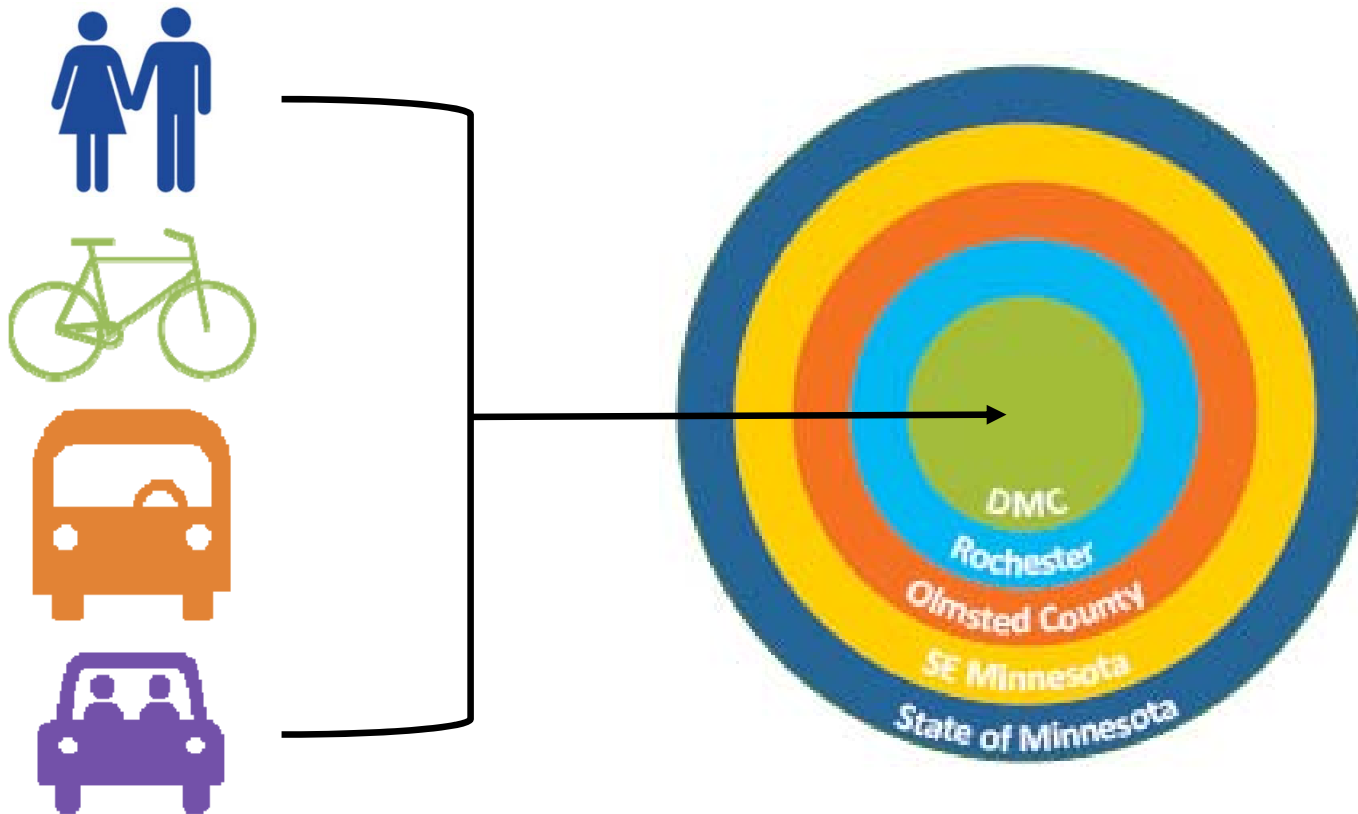
Purpose of the Studies



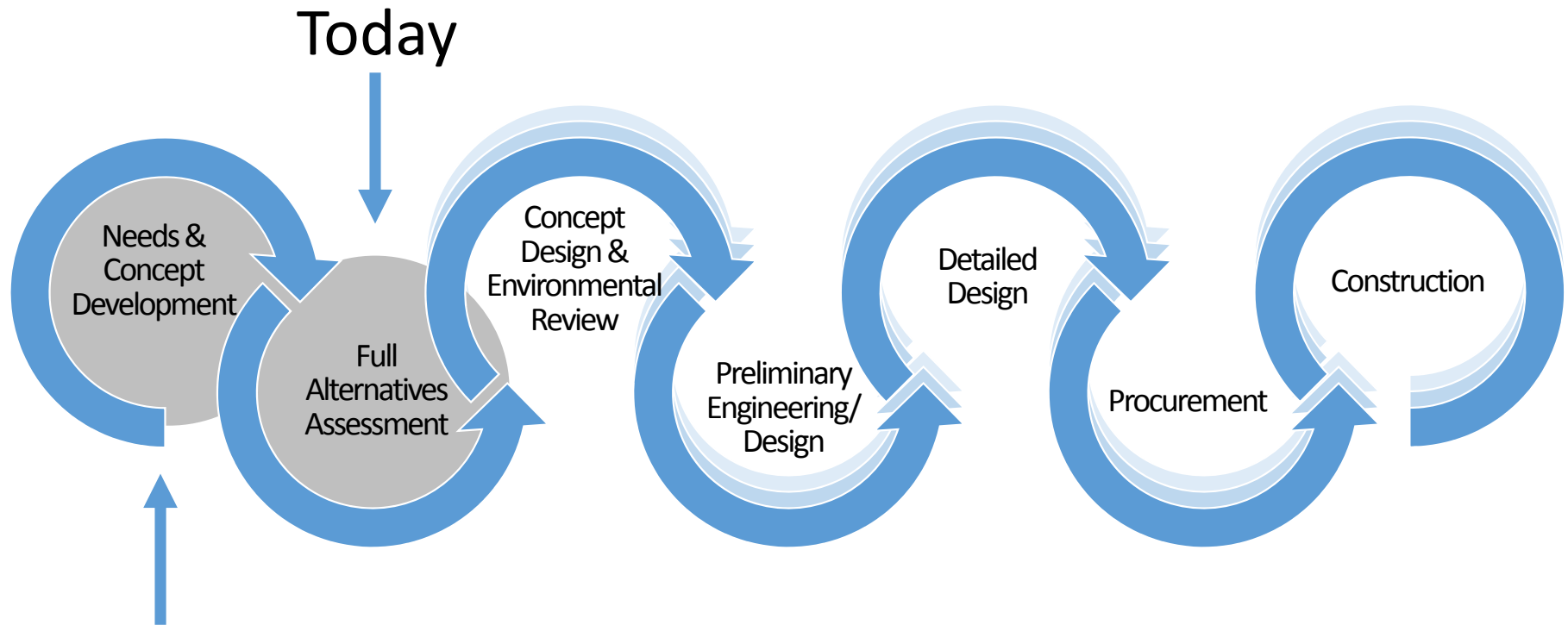
- Refine the vision of the DMC Transportation Plan
- Rigorous study of the alternatives
- Answer key questions:
 - What will fit in the available space?
 - Best, most cost-effective use of public dollars?
 - Public supportive of significant change?
- Prepare for design, procurement, and access to state & federal funds



Scope



Where We Are



DMC Development Plan
April 2015



Key Findings



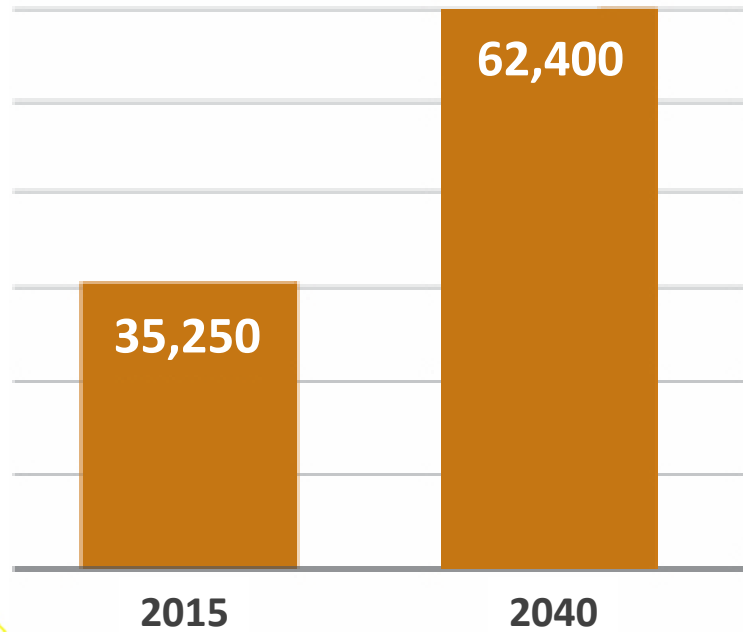
- **There is a need for a new transportation solution**
- **Best solution is an integrated one**
- **A combination of infrastructure and policies, programs, and incentives**
- **Phased approach based on measurable demand triggers**
- **Diverse funding is required**



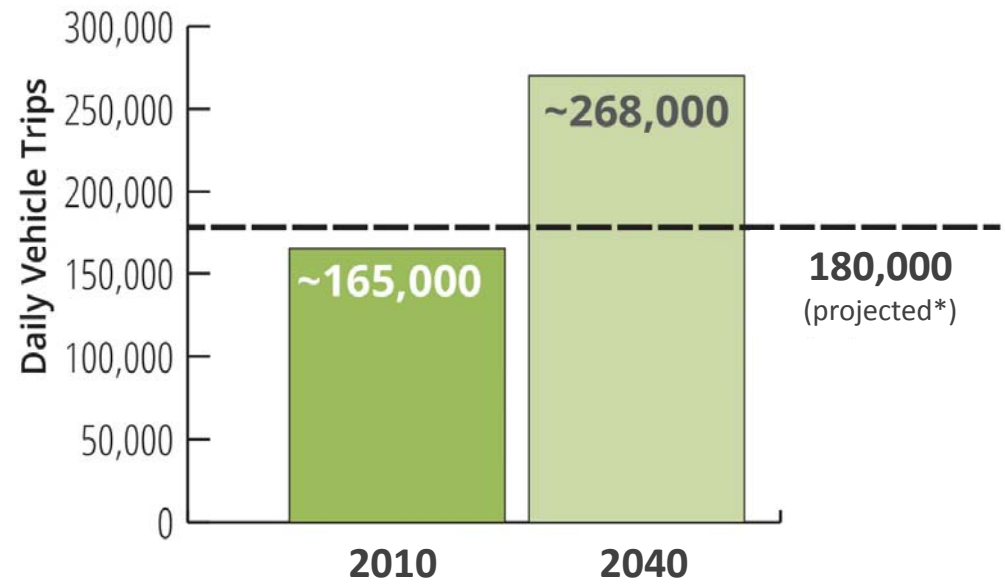
There is a Need

Growth in the DMC District

EMPLOYMENT:



VEHICLE TRIPS IN/OUT OF DMC DISTRICT



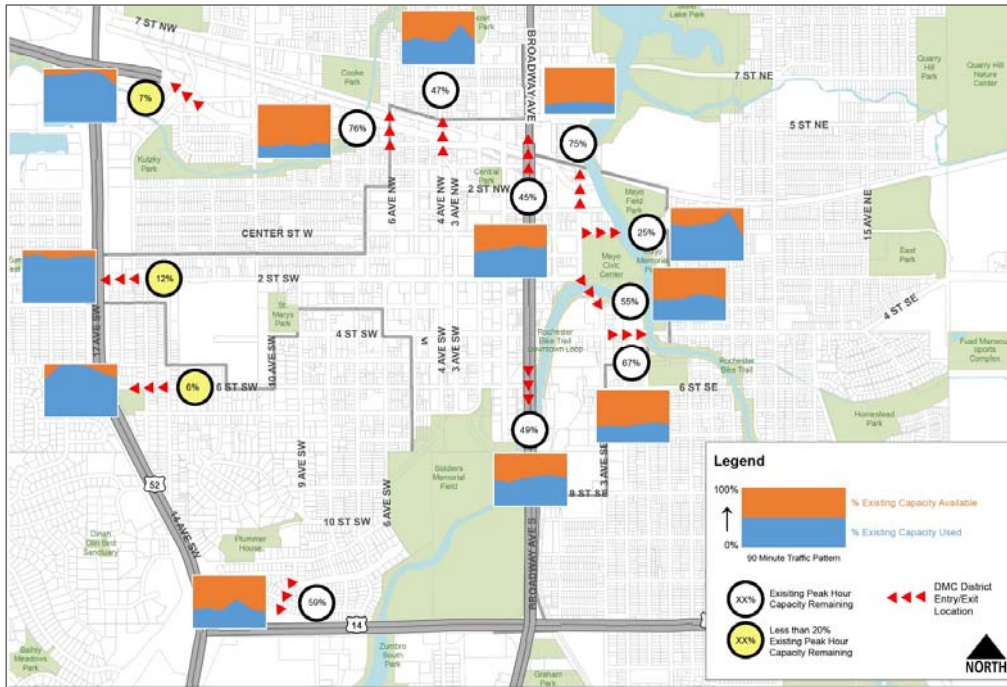
**Projected vehicle trips in 2040 assuming implementation of DMC and Comprehensive Plan transit and land use programs.*



There is a Need

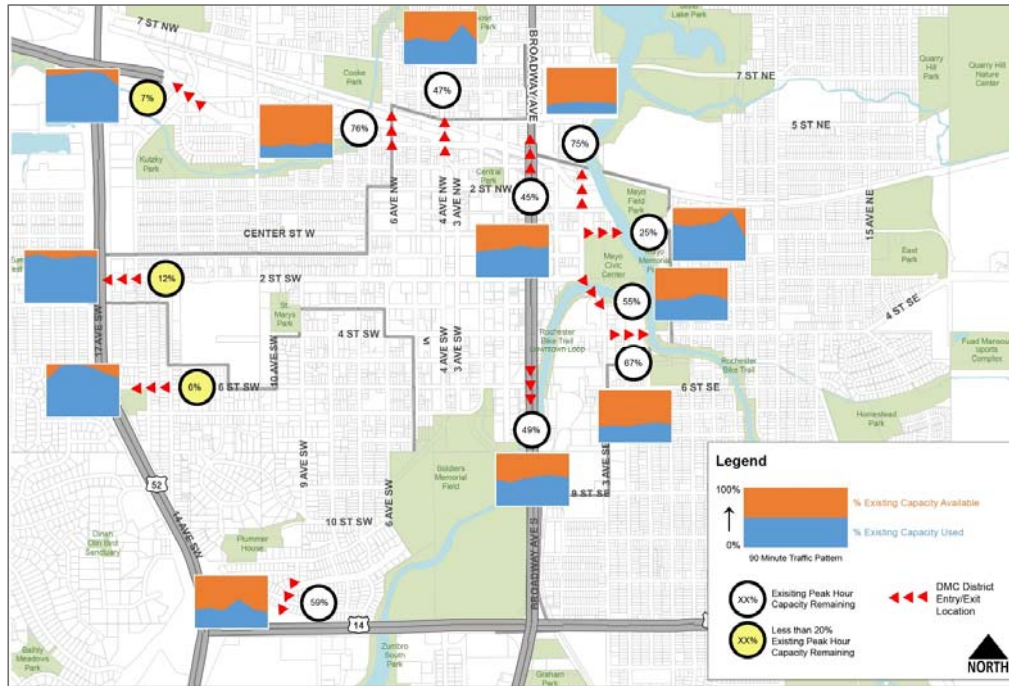


Limited street capacity

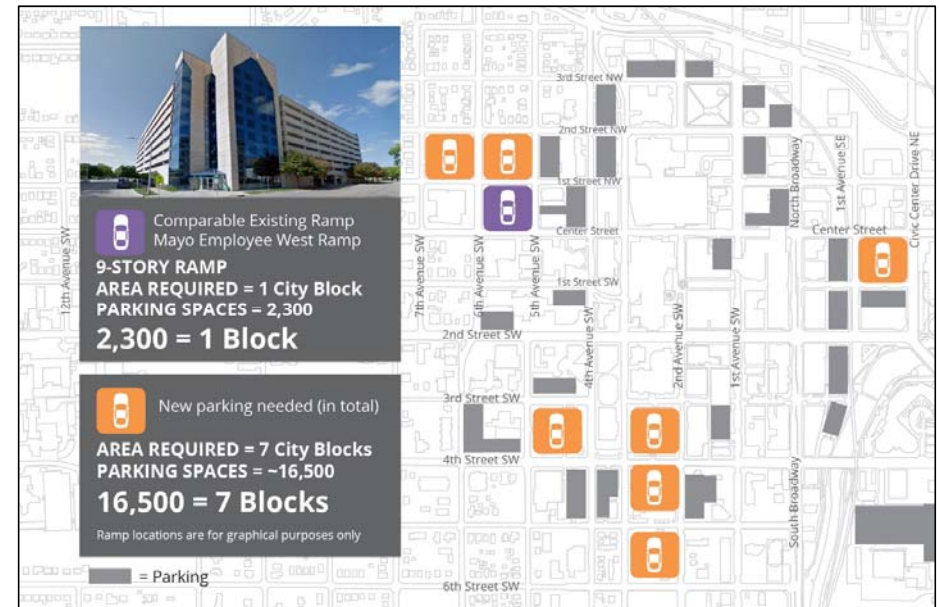


There is a Need

Limited street capacity



Higher land use priorities



There is a Need



Do we agree...

- 1. Population and employment growth**
- 2. Limited street capacity**
- 3. Higher land use priorities**

Warrant a new transportation solution?



Best Solution is an Integrated Solution



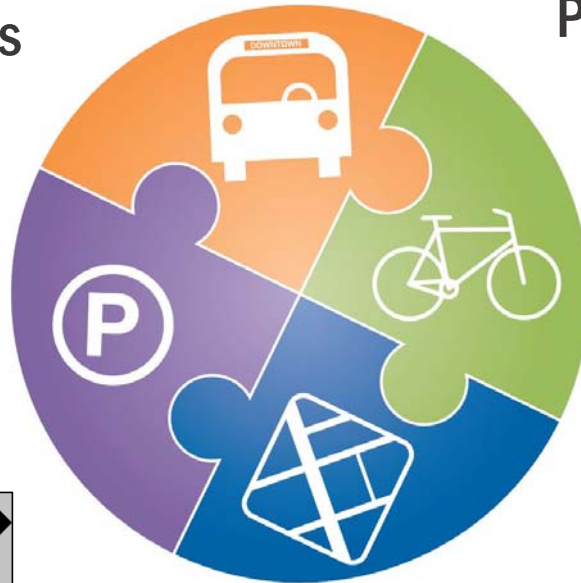
Pedestrians



Programs



Transit



Bikes



Policies

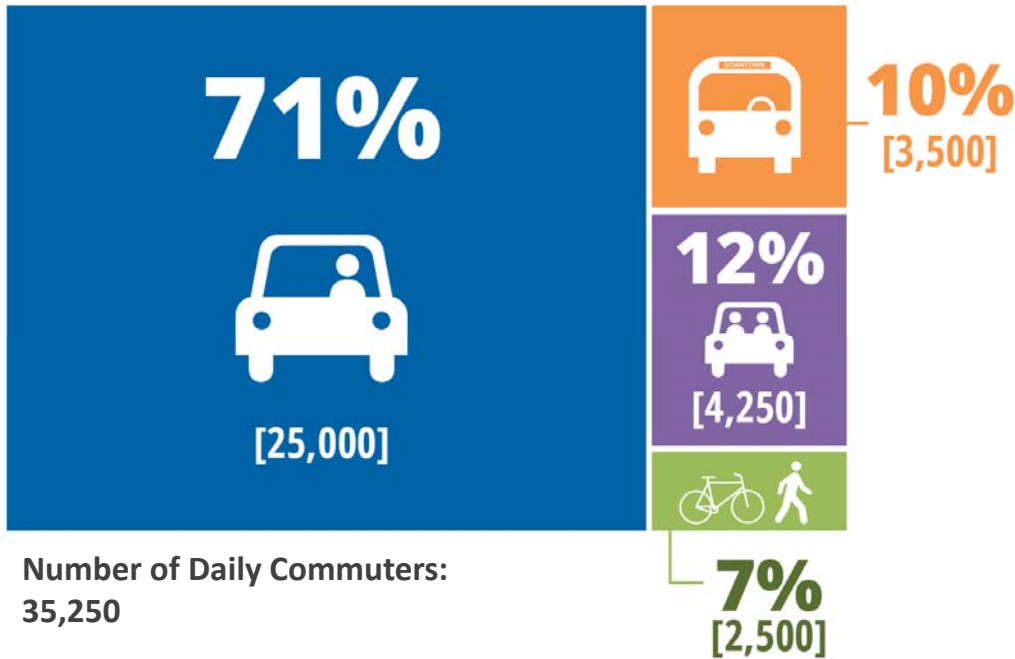


Cars

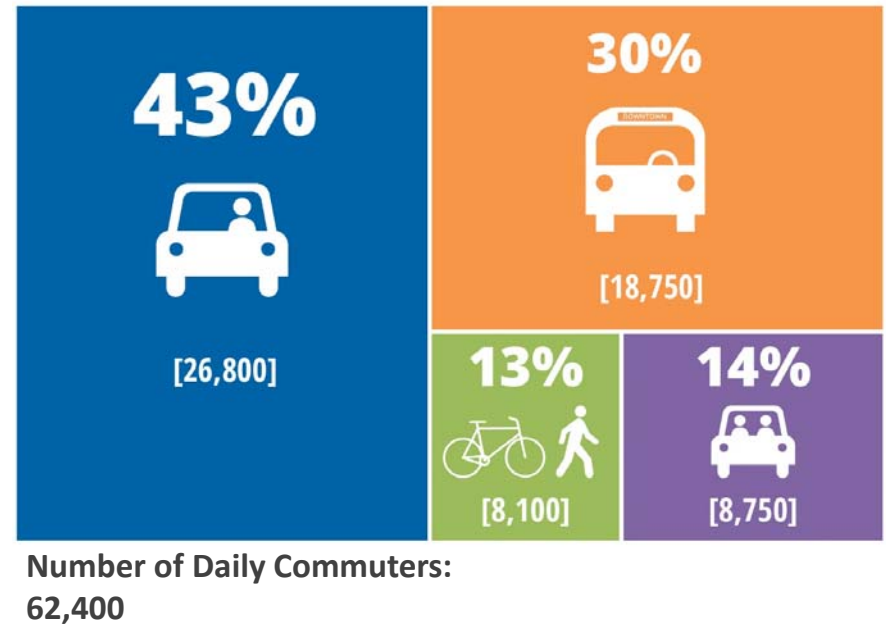


Best Solution is an Integrated Solution

TODAY

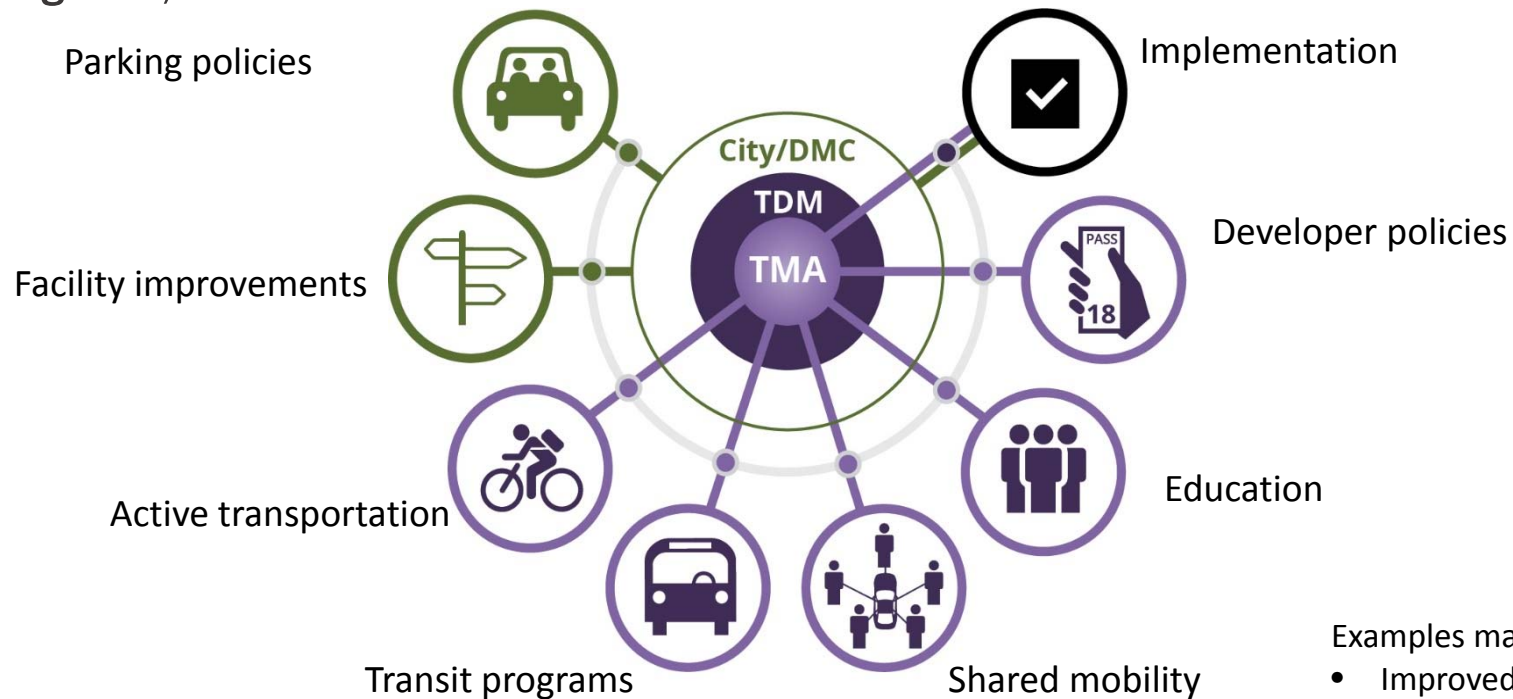


2040 TARGET



Policies and Infrastructure

Policies, programs, and incentives



Examples may include:

- Improved wayfinding
- Free transit passes
- Trip planning & ride matching
- On-site showers & bike parking
- Guaranteed ride home

**A Transportation Management Association (TMA) is an organized body that facilitates and encourages alternate modes of transportation that are defined in a Transportation Demand Management (TDM) strategy.*



Policies and Infrastructure

Infrastructure

New Transit Services



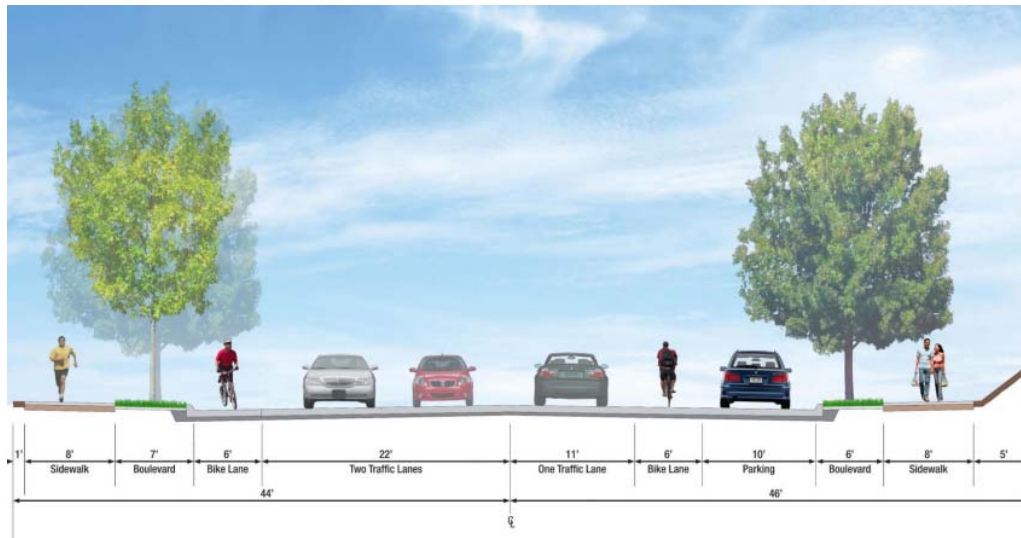
Integrated Mixed Use Park & Ride Facilities



Policies and Infrastructure

Infrastructure

Street Improvements



New Walking & Biking Facilities



Policies and Infrastructure



Do we agree...

- 1. Infrastructure alone won't cause a mode shift**
- 2. We should launch a TMA in Rochester**
- 3. All types of users and modes should be accommodated**
- 4. Increase bike and pedestrian network without reducing traffic lanes**
- 5. Transit should be at grade, rubber-tired, and Bus Rapid Transit**

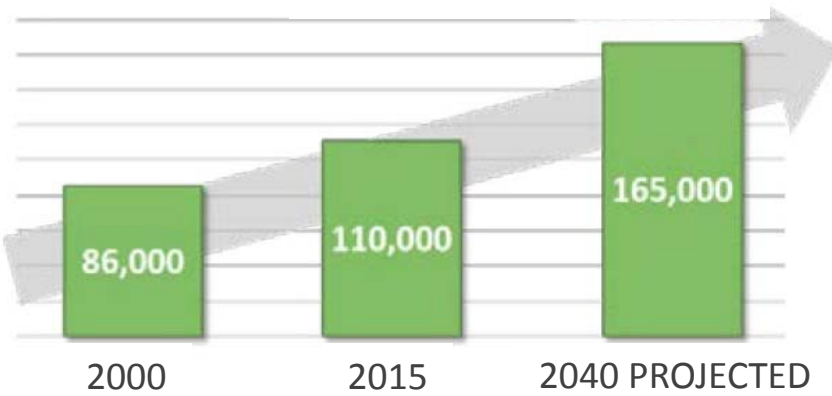
A combination of infrastructure and policies, programs, and incentives is required?



Phased Approach Based on Demand

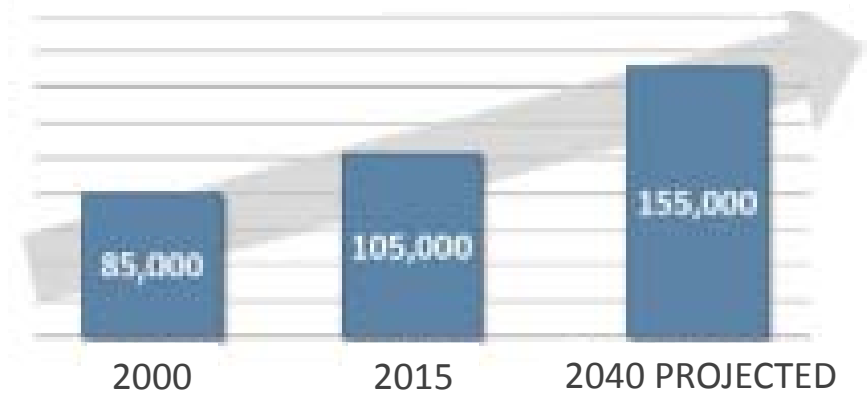
POPULATION:

55,000 new residents

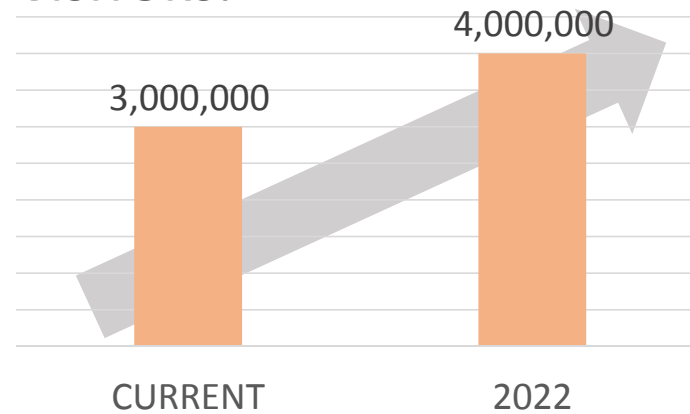


EMPLOYMENT:

50,000 new jobs



VISITORS:



Phased Approach Based on Demand



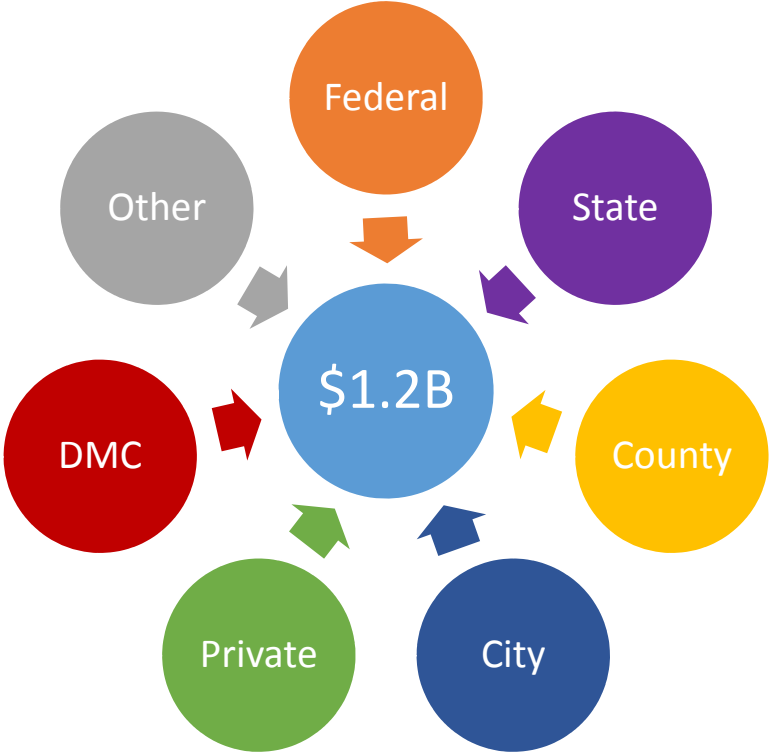
Do we agree...

- 1. That transportation program should be phased**
- 2. That phasing metrics are based on population, employment, and visitor growth**
- 3. Initial phasing and prioritization should be determined in 2018**

A phased approach should be based on measurable demand triggers?



Diverse Funding is Required



Diverse Funding is Required



Do we agree...

- 1. Multiple sources of funding will be needed**
- 2. We should develop a plan that allows us to pursue federal and state funding**
- 3. We should engage with potential funders/developers at this stage of the project**

Diverse funding is required?



Key Findings



- 1. There is a need for a new transportation solution**
- 2. Best solution is an integrated one**
- 3. A combination of infrastructure and policies, programs, and incentives**
- 4. Phased approach based on measurable demand triggers**
- 5. Diverse funding is required**



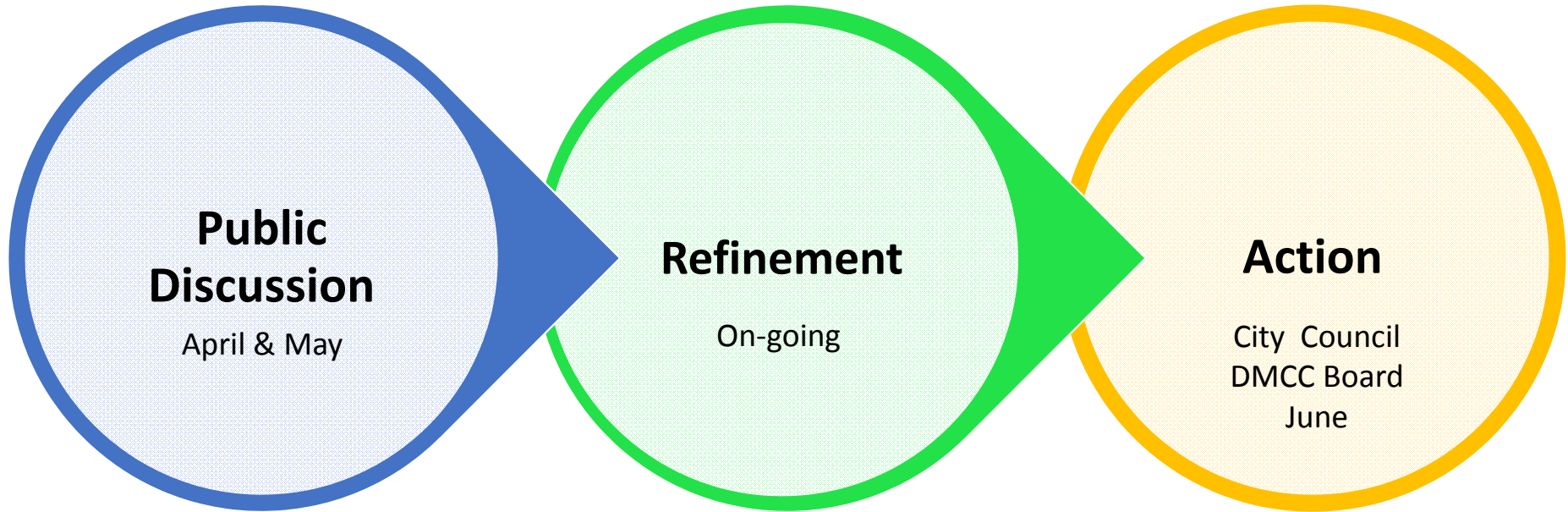
Moving Forward



1. All types of users and modes accommodated
2. Launch a TMA in Rochester
3. Increase bike and pedestrian network without reducing traffic lanes
4. Transit at-grade, rubber-tired, and Bus Rapid Transit
5. Initial phasing and prioritization determined in 2018
6. Engage with potential funders/developers at this stage of the project



Next Steps



Upcoming Public Engagement Opportunities:

- April 23, 2018: Public Open House
- May 2, 2018: Developers Workshop
- May 2018: Public Engagement Campaign

