

Nicollet Mall & Downtown Transit Changes

Phase 2 Open House Boards, January 2025

Nicollet Mall & Downtown Transit

Reimagining how people move to and through downtown

The City of Minneapolis is moving transit off Nicollet Mall. The goal is to improve transit service downtown and create a more flexible & dynamic Nicollet Mall.

Three options for transit service have been developed in partnership between Metro Transit and the City of Minneapolis.

Project Goals



Improve Downtown Transit

- » Improve the speed and reliability of downtown transit service
- » Provide convenient, safe, and comfortable access to destinations
- » Provide waiting experience that is safe, comfortable, and clean
- » Provide a transit experience that is simple and easy to use
- » Plan for growth of local, express, and future bus rapid transit (BRT) service in downtown

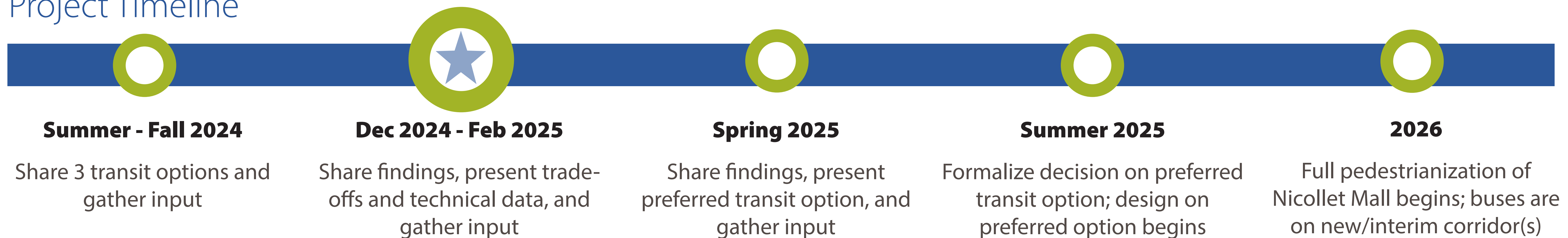


Increase Downtown Vibrancy

- » Improve walking, rolling, biking, and transit to and within downtown
- » Increase greening to support a comfortable experience
- » Improve curb space for activation and access
- » Maintain parking and delivery access to buildings on new routes
- » Improve perceived and real safety on the street

Objective: make transit as good or better than it is on Nicollet Mall today.

Project Timeline



Visit us online and take the survey:

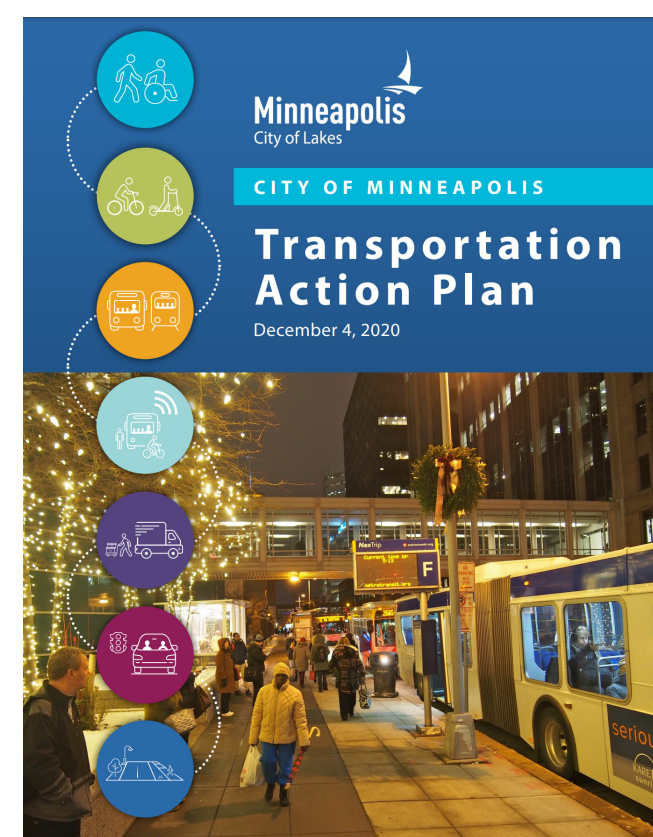
minneapolismn.gov/downtown-transit-changes



Nicollet Mall & Downtown Transit

Reimagining how people move to and through downtown

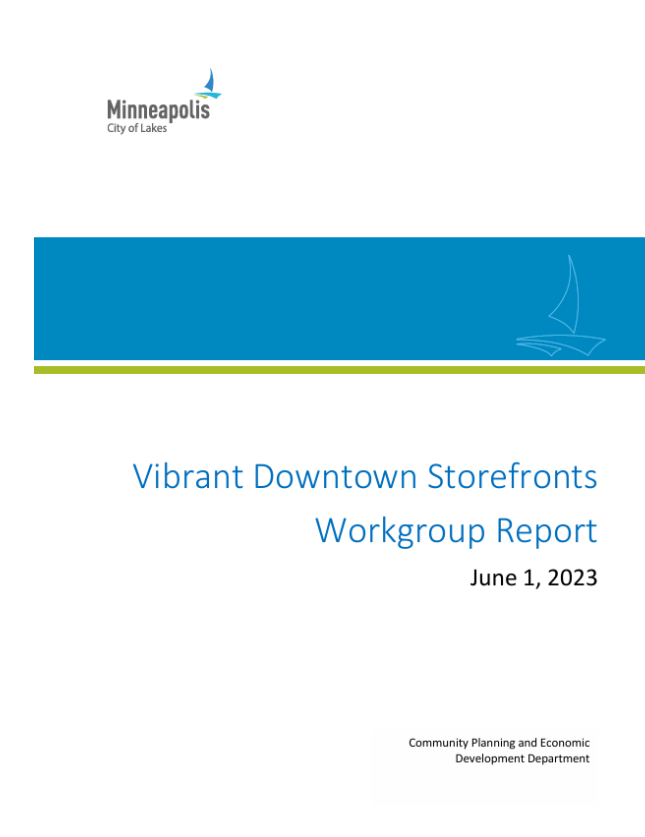
This City-led project is informed by existing City transportation policy and recent recommendations for downtown vibrancy.



In 2019, the City engaged the community on transportation needs while developing the Transportation Action Plan.

The 2020 Transportation Action Plan outlines several strategies that inform the City's work to improve downtown transit and Nicollet Mall:

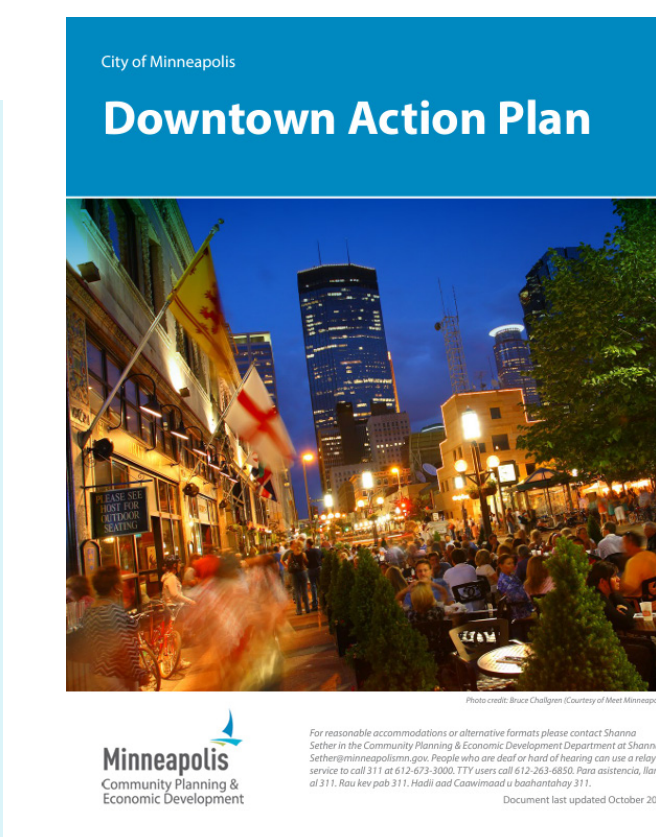
- › Transit Strategy 2: Increase the speed and reliability of transit.
- › Action 2.4: **Improve transit speed and reliability throughout downtown**; focus on Nicollet Mall and Marquette/2nd Avenue operations first.



Mayor Jacob Frey created the Vibrant Downtown Storefronts Workgroup in 2022, as a response to the increase

in vacant storefronts in the downtown core. In June 2023, the workgroup released a report. Recommendations related to the future of Nicollet Mall include:

- › Infrastructure D.8: Desired Uses: Evaluate the future of Nicollet Mall as a pedestrian-only zone.
- › **Explore alternative options for transit service elsewhere through downtown.** Engage stakeholders to understand full range of impacts.

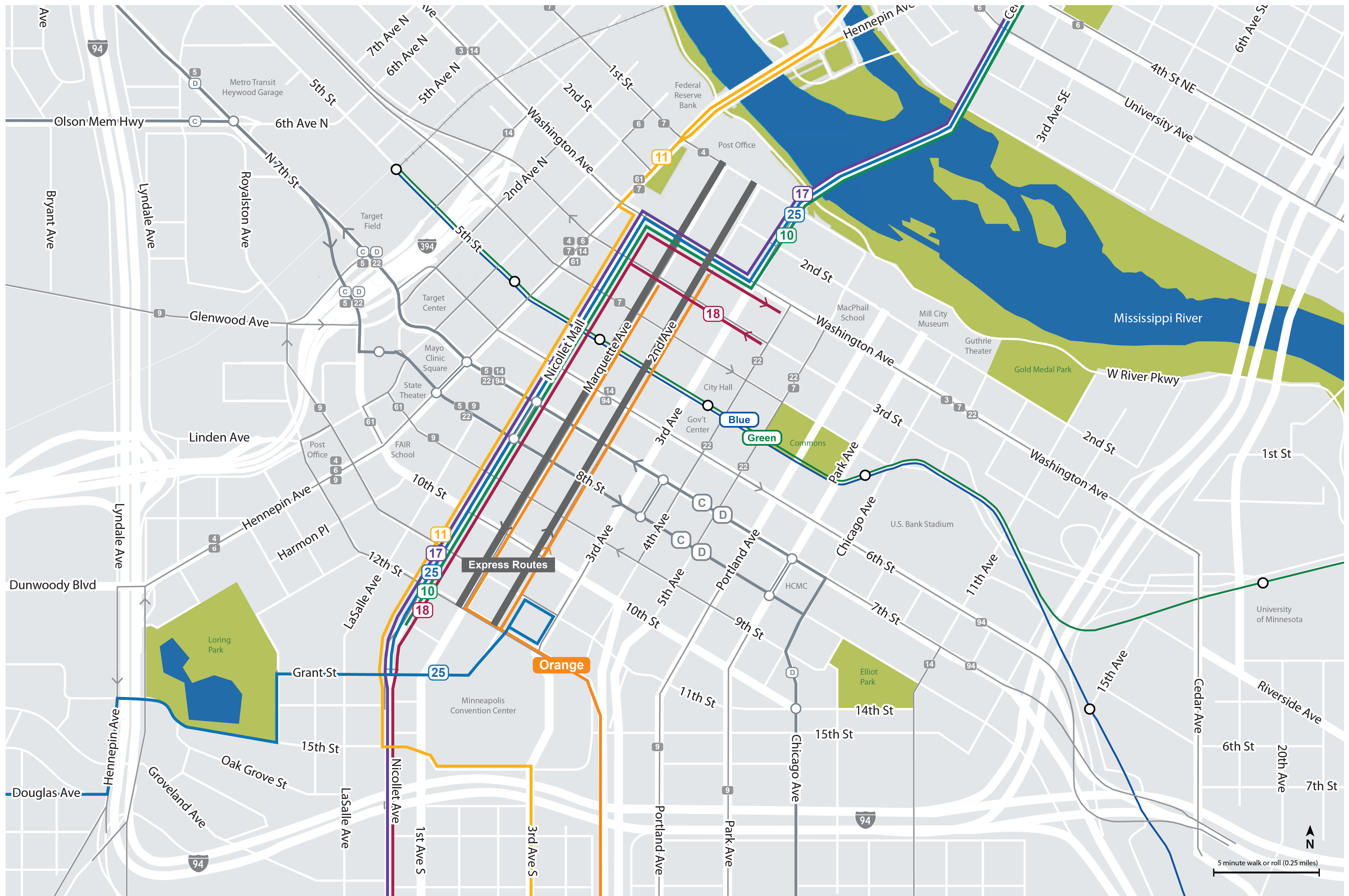


In 2024, the City published the Downtown Action Plan, which further develops the concept of Nicollet Mall as a pedestrianized space.

One of the key strategies set forth in the plan is:

- › **Elevate Nicollet Mall to a community-centered pedestrianized main street** by creating a plan for future activation, placemaking, programming, beautification, and infrastructure needs that enhance community connection, fun and play.

Downtown System Map



Nicollet Mall is a major destination for people, retail and transit. However it struggles with transit speed and reliability.

History of Nicollet Ave as a Transit & Destination Corridor



Nicollet Mall After Completion (1969)
Hennepin County Library

Since 1902 when Dayton's, Donaldson's and G.W. Hale Dry Goods located on Nicollet Ave, this street has been a primary retail corridor in Minneapolis.

In the 1960's there was a major redesign to transform Nicollet Ave from a traditional downtown street into a transit and pedestrian mall.

There was a cosmetic renovation in 1990 and the most recent reconstruction was completed in 2017.

Today Nicollet Mall remains a major concentration of retail destinations downtown, as well as a hub of office, residential and restaurant destinations.

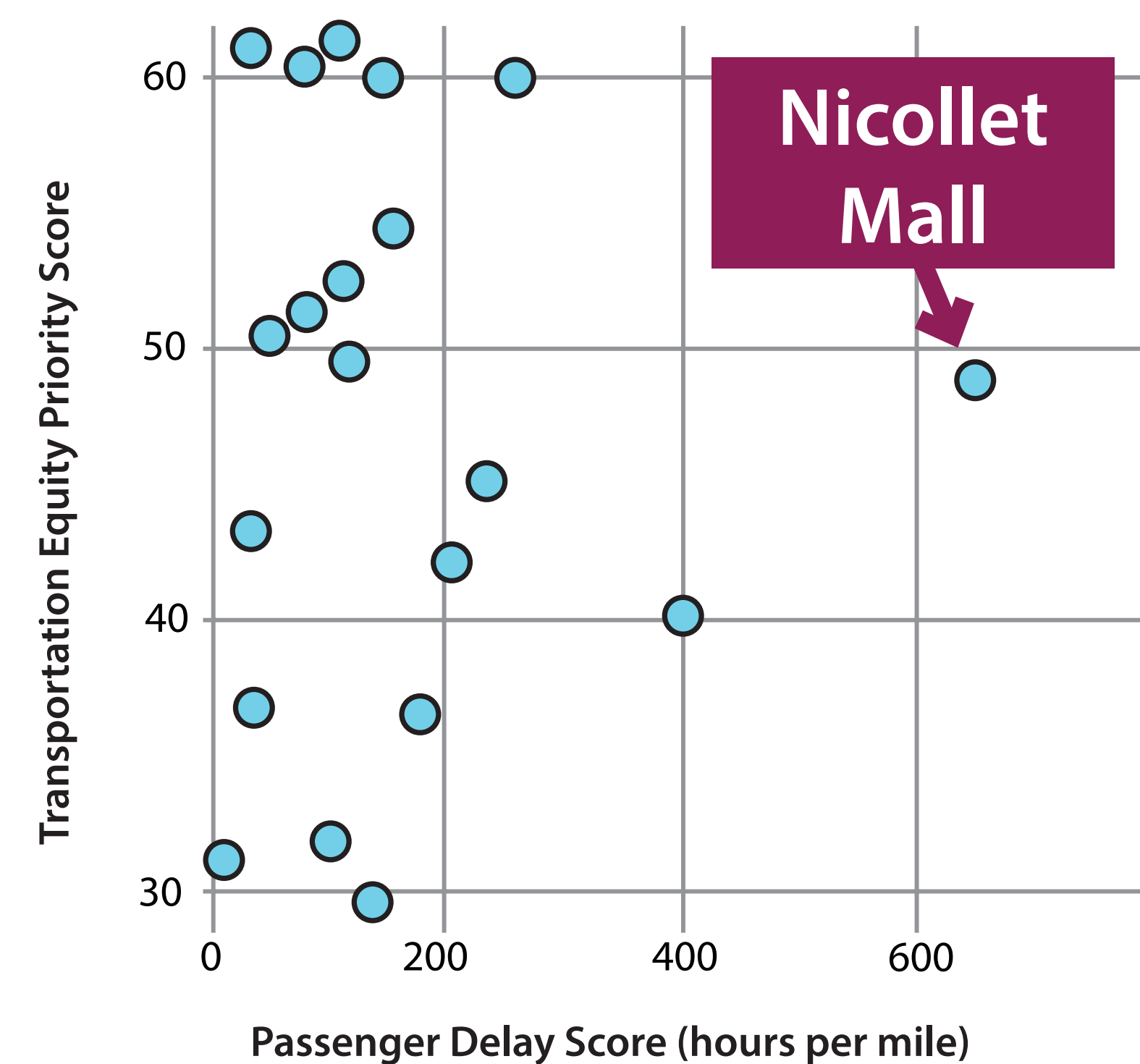
While the COVID-19 pandemic shifted demand for office space downtown, Nicollet Mall retains its identity as a destination Main Street for Minneapolis events and culture. During events, transit is frequently detoured to other streets.

Transit Speed & Reliability on Nicollet

Nicollet Mall is the busiest transit corridor in the region – but is also one of the slowest and least reliable.

The chart to the right shows Nicollet Mall is an outlier in Minneapolis, with both a high Passenger Delay Score and high Transportation Equity Priority Score.

One of the major challenges to operating a high volume transit corridor on a narrow street like Nicollet Mall is that buses cannot pass each other, leading to “bus bunching” or cascading delays if one bus gets behind schedule.



Source: Metro Transit, Fall 2023 route data; and City of Minneapolis TEP score data.

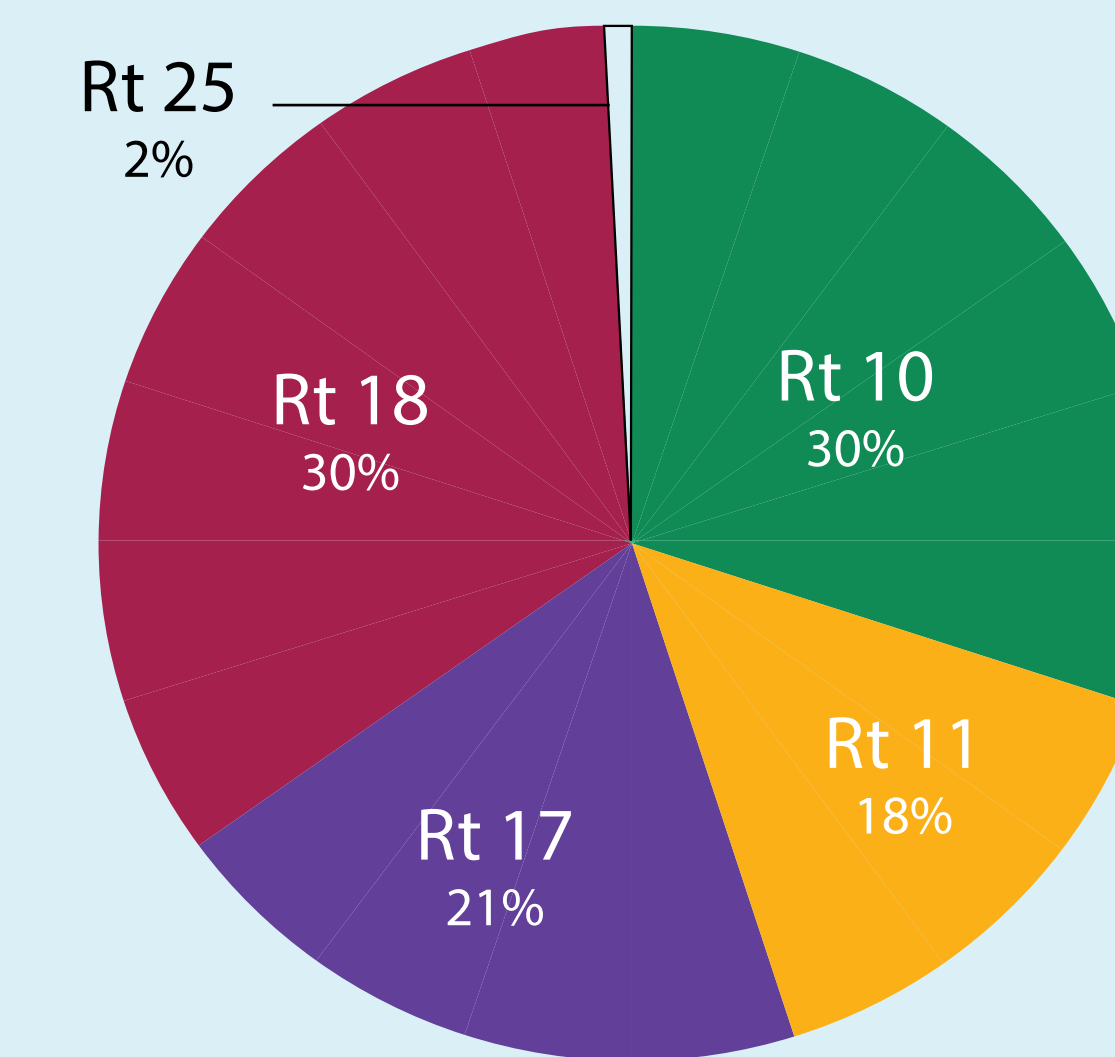


On Nicollet Mall, buses are moving under 50% of the time.

moving stopped at signal
boarding other

Nicollet Mall Corridor Snapshot

Percent of Ridership by Route



The **10** and the **18** are the most used routes on Nicollet Mall, with the **11** and **17** coming next in number of passenger trips per day.

Number of transit routes

5

Buses per day

654

Average speed

5 mph (10 mph speed limit)

Weekday ridership

11,700 (ons and offs)

Speed Improvements Made

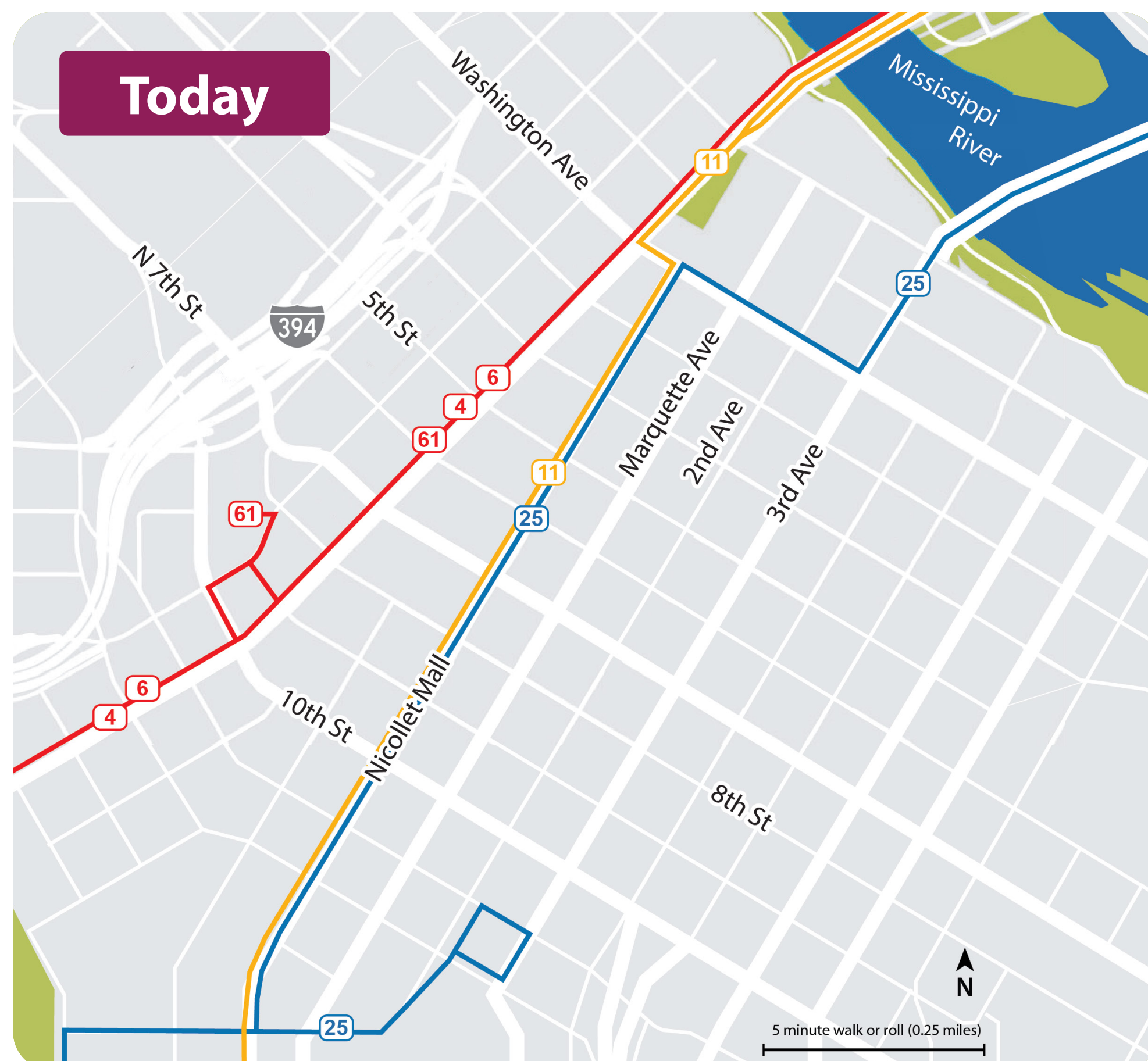
Metro Transit and the City of Minneapolis have previously implemented transit speed and reliability improvements on Nicollet Mall and evaluated others. In 2019 the agencies considered the following improvements for transit speed and reliability, and implemented most of them:

- ✓ Eliminated mid-route change of operators on Nicollet Mall
- ✓ Adjusted schedules to avoid “bus bunching” (bus catching up with delayed bus ahead of it)
- ✓ Go-To Card promotion campaign
- ✓ Ad campaign to encourage riders to exit from the back door
- ✓ Ad campaign to not chase the bus
- ✗ All-door boarding and off-board fare payment
- ✗ Signal adjustments (not pursued due to pedestrian and light rail signal priority)

Routes 11 and 25 are planned to move to Hennepin Ave. This is to preserve simple routing over the river and maintain efficient operations.

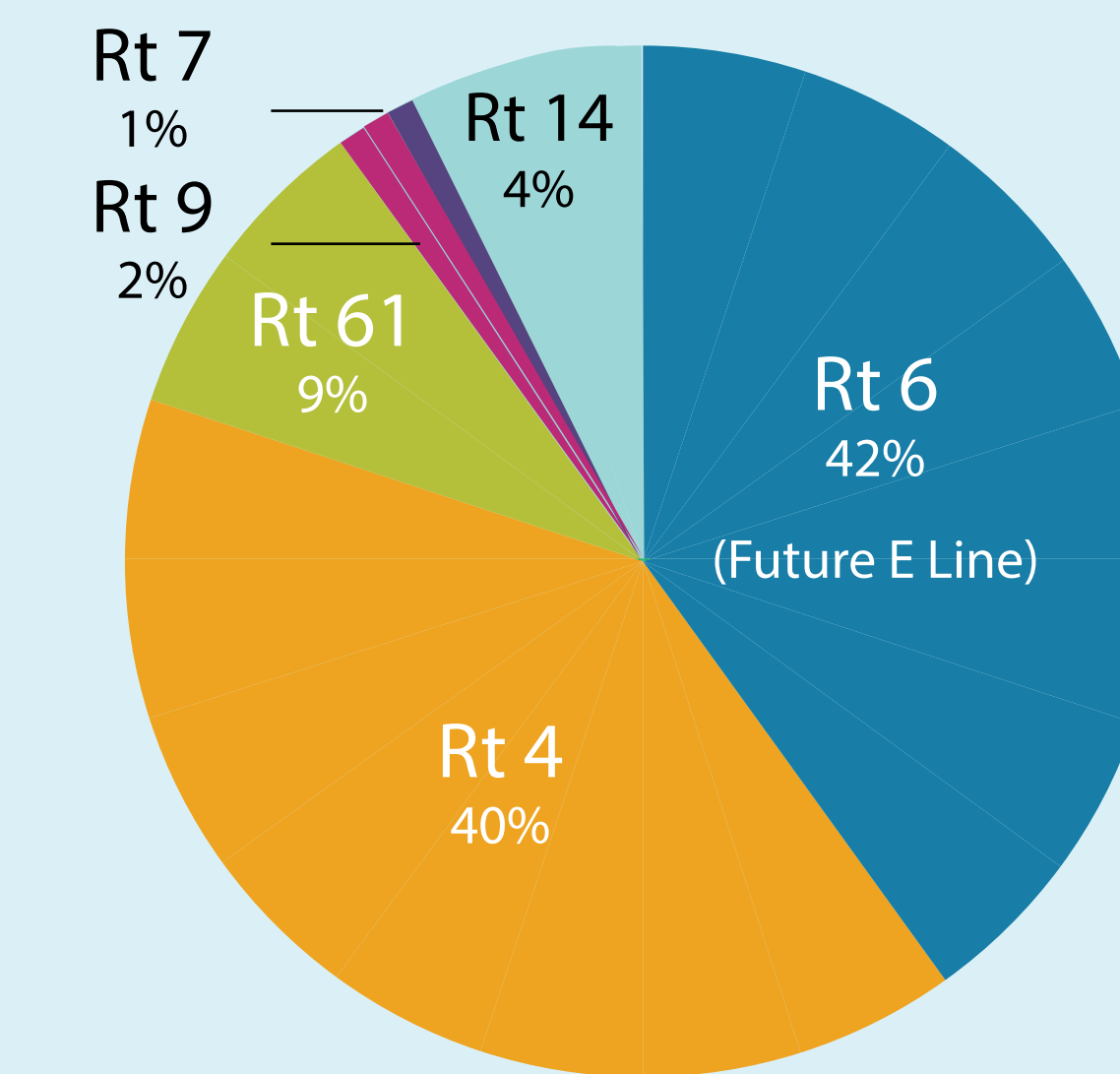
Hennepin Ave Routes

Hennepin Ave carries three routes today, including the future E line. Routes 11 and 25 are planned to move to Hennepin from Nicollet Mall as part of this project.



Hennepin Ave Corridor Snapshot

Percent of Ridership by Route



The **6** makes up 42% of bus trips on Hennepin. The E Line is scheduled to open at the end of 2025, replacing the current Route 6 service.

Number of transit routes
3 at all stops, 6 total

Buses per day
342

Average speed
7 mph (25 mph speed limit)

Weekday ridership
4,500 (ons and offs)

Are there related improvements you'd like to see on Hennepin Ave, given the move of Routes 11 and 25 in all three options?

What concerns do you have about moving Routes 11 and 25 to Hennepin, if any?

Maintaining Speed & Reliability

Hennepin will continue to play a major role in Minneapolis' downtown transit infrastructure.

- » The E Line is planned to complete major construction in 2025 and improvements to other routes will be considered in the future.
- » Transit priority treatments will be evaluated on Hennepin Ave (starting in 2025).

Phase 1 Engagement Results:

Engagement to Date (2024)

During Phase 1, the City of Minneapolis and Metro Transit shared project information with the public via promotions along and adjacent to Nicollet Mall transit stops, at pop-up events downtown, and through an Open House. Feedback was collected at those in-person events and via an online survey.

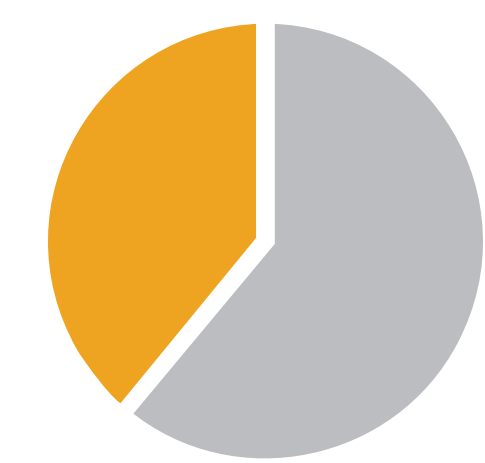


Highlights from Online Survey Data

In the Phase 1 survey, questions covered the experience today on Nicollet Mall, riding transit and feedback on the corridor options. This feedback supported the development of trade-off information on each option, shared in Phase 2.

AS A TRANSIT RIDER, WHAT IS MOST IMPORTANT TO YOU?

In order of highest average rank to lowest:



Feeling Safe
ranked #1
by 39%

- **Feeling safe** (58% top 3)
- **Bus service that is more likely to be on time** (53% ranked top 3)
- **Easy transfers to connecting buses or rail lines** (52% ranked top 3)

HOW WOULD THE THREE TRANSIT OPTIONS IMPACT YOUR ACCESS TO DESTINATIONS?

- **Takes me further from my destination** (#1 answer for all three options from respondents who said they ride transit almost every day)

RELATED TO NICOLLET MALL, WHAT IS MOST IMPORTANT TO YOU?

In order of highest average rank to lowest:



Feeling Safe
ranked #1
by 66%

- **Feeling safe** (66% ranked top 3)
- **More activities and things to see on a daily basis** (58% ranked top 3)
- **More places to sit and hang out** (43% ranked top 3)

HOW WOULD THE THREE TRANSIT OPTIONS IMPACT YOUR TRANSFERS?

- **Makes it more difficult to transfer to other routes** (#1 answer for all three options from respondents who said they ride transit almost every day)

Who responded?

The survey demographics overall demonstrate a sample that captures both transit riders and non-transit riders, but is not fully representative of the diversity of Minneapolis.

MPLS RESIDENT

- Yes (78%)
- No (22%)

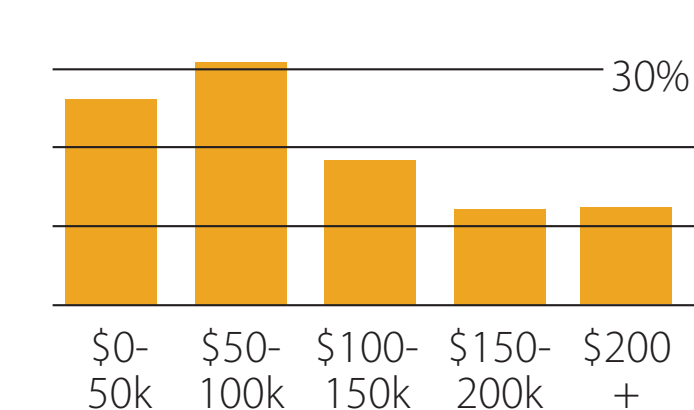
AGE

18-24 (25%); 35-44 (21%);
44-54 (13%); 55-64 (13%);
65+ (16%)

IDENTIFY AS DISABLED

- No (80%)
- Yes (17%)

HOUSEHOLD INCOME



RIDE BUS ON MALL

- Almost every day (21%)
- Few times a week (20%)
- Few times a year (18%)

RACE/ETHNICITY

White (84%)
African American, African, or Black (7%)
Asian/Pacific Islander (5%)
Latino/a/x (4%)

Phase 1 Key Themes

We tagged each open house, pop-up and online survey comment by theme to track the top ideas as they emerged. Each comment could have multiple themes, and they are listed in order of frequency. Key themes that inform the current phase of planning include:

1 | Distance to Destinations

The walking distance to destinations is a top priority for transit riders. Many riders are concerned with moving transit further from key destinations like Target, the library, and clinics.

"We are nurses at the clinic on Nicollet and lots of other people work on Nicollet. Our patients rely on easy access to the services at our clinic and many of them have mobility issues that would make it hard to go further."

2 | Pedestrian First Street

People shared excitement for a vision for a pedestrianized street in downtown Minneapolis.

"Buses absolutely need to be removed from Nicollet in order to bring vibrancy back to that street."

"Get buses off Nicollet Mall to make it more pedestrian-friendly as other major cities have done."

3 | Familiar & Convenient

People like the way Nicollet Mall operates today with familiar bus routes and easy access to downtown places.

"Like how it is now - it's convenient. You can't control how fast the bus comes, I'm not really sure it'd be faster on these other streets with the traffic and everything."

4 | Bus Riders Help Nicollet Mall

People see bus riders as foot traffic that supports Nicollet Mall vibrancy. There is concern that removing bus routes and bus riders from Nicollet would affect safety by diminishing activity on the Mall.

"On weekends no one is here without the bus. Bus keeps Nicollet busy. Without it, Nicollet would get dangerous after 5pm after office workers leave and on the weekends."

5 | Address Negative Activity

A top concern with Nicollet Mall today is the presence of negative activity, and there's desire to address that to bring vibrancy downtown.

"It's a good effort, but how would that not just increase the actual issues of no one being down here and all this bad stuff being here?"

6 | Places on Transit Route

The top concern with the new transit corridors centered on the lack of service and retail destinations on Marquette, 2nd, and 3rd Avenues.

"People are not traveling to the areas in Options 1, 2, or 3--they need to get along Hennepin, Nicollet, the streets between... If you don't put transit where the people are and where they want to go, then it's gonna fail."

7 | Nicollet Future Needs Retail

The most popular desire for the future of Nicollet Mall is the addition of more ground floor retail.

"Nicollet Mall provides people no reason to visit currently - not enough shops, restaurants, green space. And one off festivals won't do the trick or create a sustainable model for downtown life. Focus on developing small businesses and housing and people will gladly mill about in the area."

8 | Transit Speed Improvement*

Many comments on improving transit speed downtown voiced support for additional transit signal priority measures or light timing.

"What about transit signal priority? Not currently on Nicollet. We should try more on Nicollet before moving the buses."

*Note: This theme combines the 8th & 9th top ranked themes from analysis.

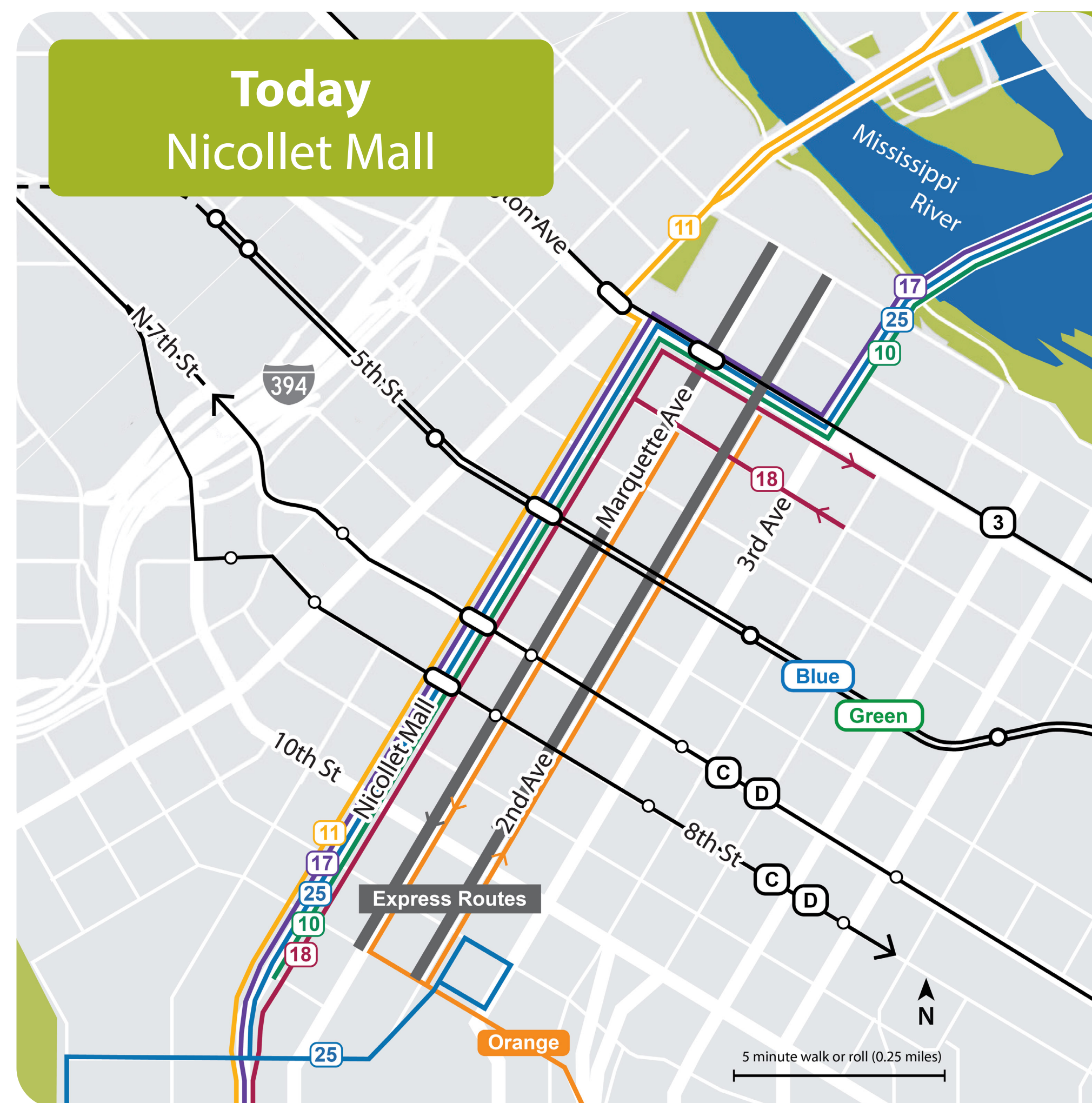
9 | Improve Safety

People want to see safety improved broadly - in downtown, on Nicollet Mall, on transit, and at transit stops. Many commentors noted that streets with more people on them feel safer.

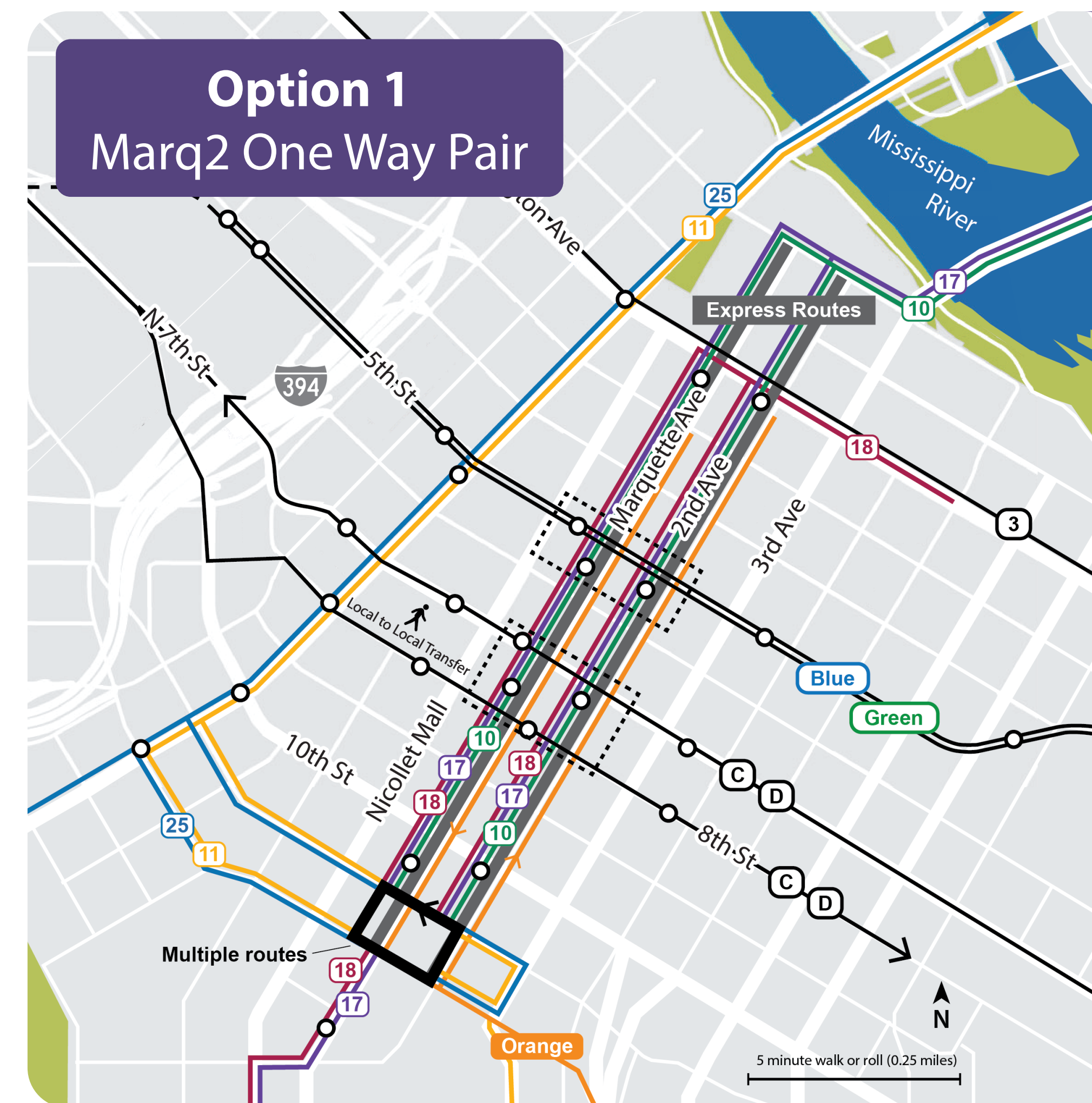
"I have visited Nicollet Mall with the buses present, and also at times that the buses were detoured away and am sure that I always felt safer and more welcome with the buses present."

Phase 1 Engagement showed that the distance between transfers is a top priority for riders who use downtown stops as transfer points to other routes.

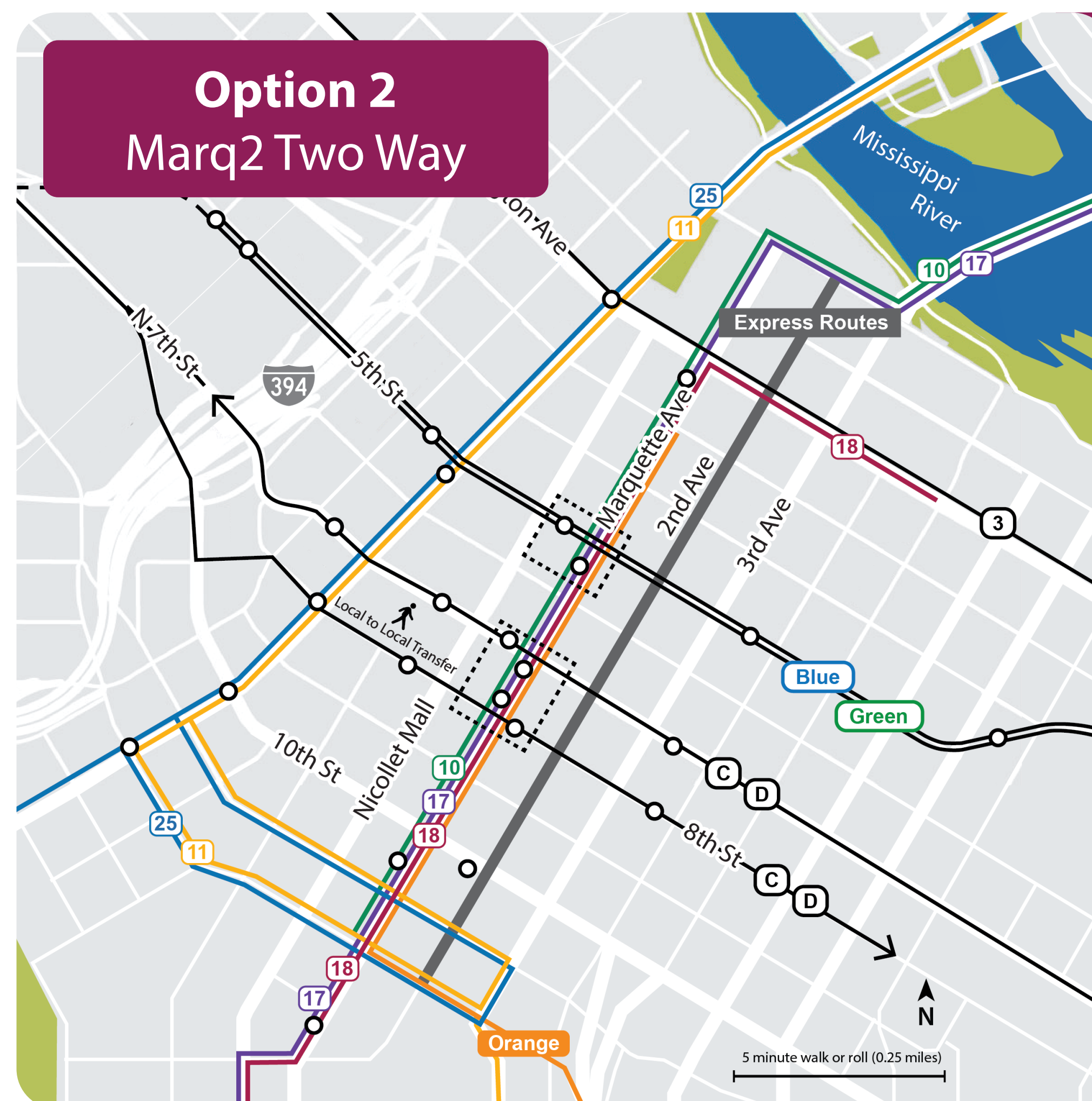
Transfer Points by Option



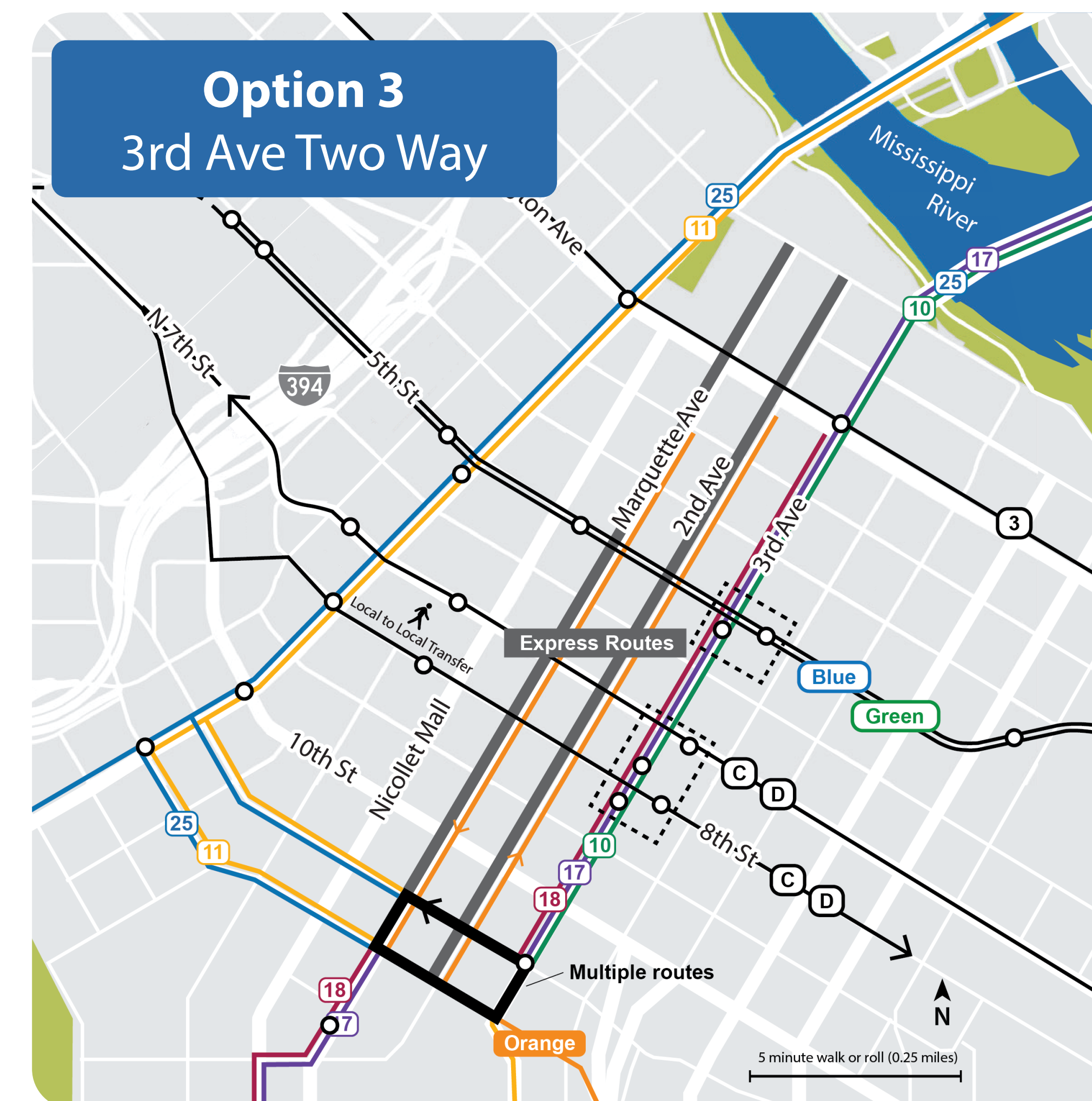
Convenient transfers from Nicollet to C Line, D Line, Blue Line and Green Line.



Transfers are more complex with northbound and southbound bus stops on separate streets. Adding a C and D Line station on 7th and 8th between Marquette and 2nd Ave reduces the added distance between transfers. The walk to connections remains longer than today and other options.



Adding a C and D Line station on 7th and 8th between Marquette and 2nd Ave maintains convenient transfer options.



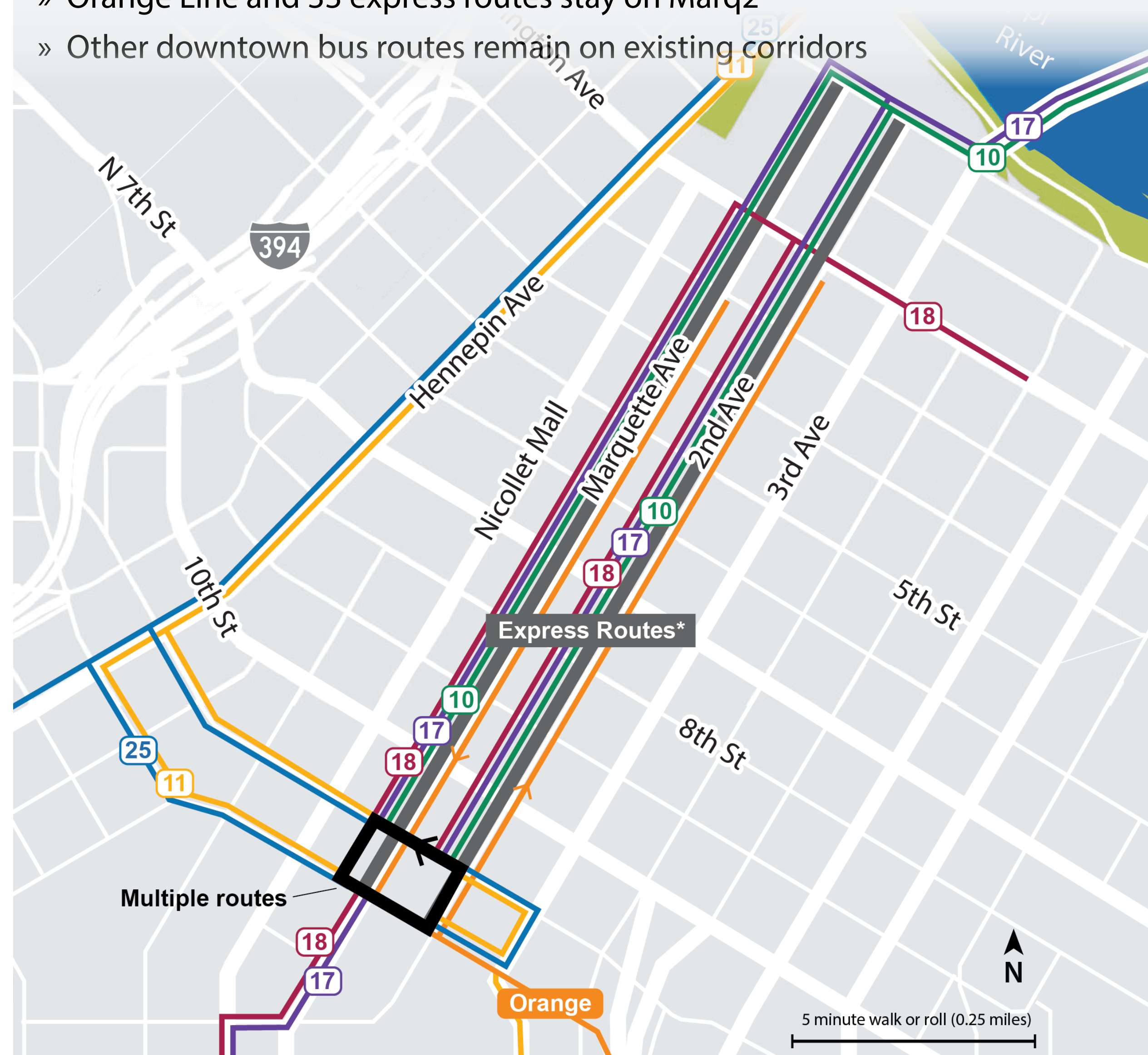
Convenient transfers from 3rd Ave to C Line, D Line, Blue Line and Green Line.

Marquette & 2nd Avenues - One Way Pair

Option 1

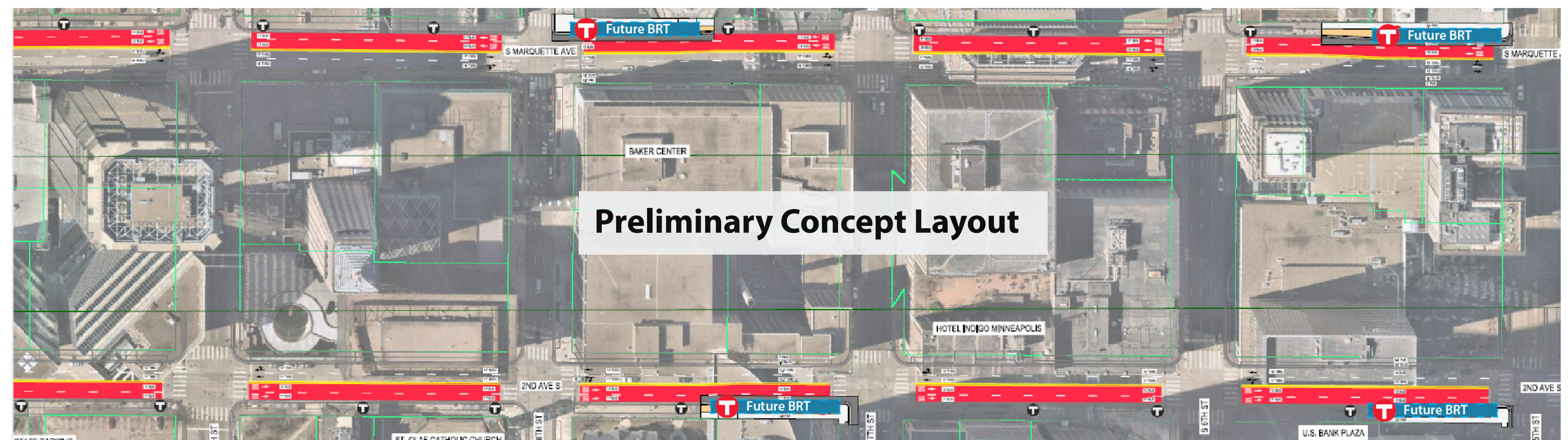
Transit Changes

- » Routes 11 and 25 use Hennepin Ave
- » Routes 10, 17, 18 and future BRT use Marquette & 2nd (Marq2)
- » Orange Line and 33 express routes stay on Marq2
- » Other downtown bus routes remain on existing corridors



Street Changes

- » Uses the existing lane configuration to maintain two lane, one way traffic flow
- » Behind the curb express bus stop groups are rearranged
- » Partial reconstruction to add future BRT stations



Travel Time

Trip Time - Washington to 12th St

6 minutes

Average Speed

7 miles per hour



Option 1 saves about 4 minutes for riders traveling from Washington Ave to 12th St compared to bus service on Nicollet today.

Benefits

- Trip time** - this option shortens the average transit travel time between Washington Ave and 12th St from 10 minutes to 6 minutes
- Transit reliability** - two lanes of all-day bus only lanes are ideal for buses being able to pass each other; new routing eliminates event related detours
- Comfort** - existing sidewalk widths are comfortable for transit passengers waiting and queuing
- Curbside use** - Parking, loading and delivery remains relatively the same as today

Challenges

- Complexity** - split transit service on two one-way streets is harder for riders to use
- Transfers** - transfers are more complex, longer walk even with new BRT stations added at 7th and 8th Streets
- Access to destinations** - fewer jobs, units of housing and retail destinations are located within a five minute walk of this corridor as compared to Nicollet Mall
- Eyes on the street** - limited active storefronts and pedestrian activity

How well do you think this option will increase downtown vibrancy?

Not at all Very well

How well do you think this option will improve downtown transit?

Not at all Very well

How much do you like or dislike this option?

Not at all Very much

Marquette & 2nd Avenues - Two Way

Option 2

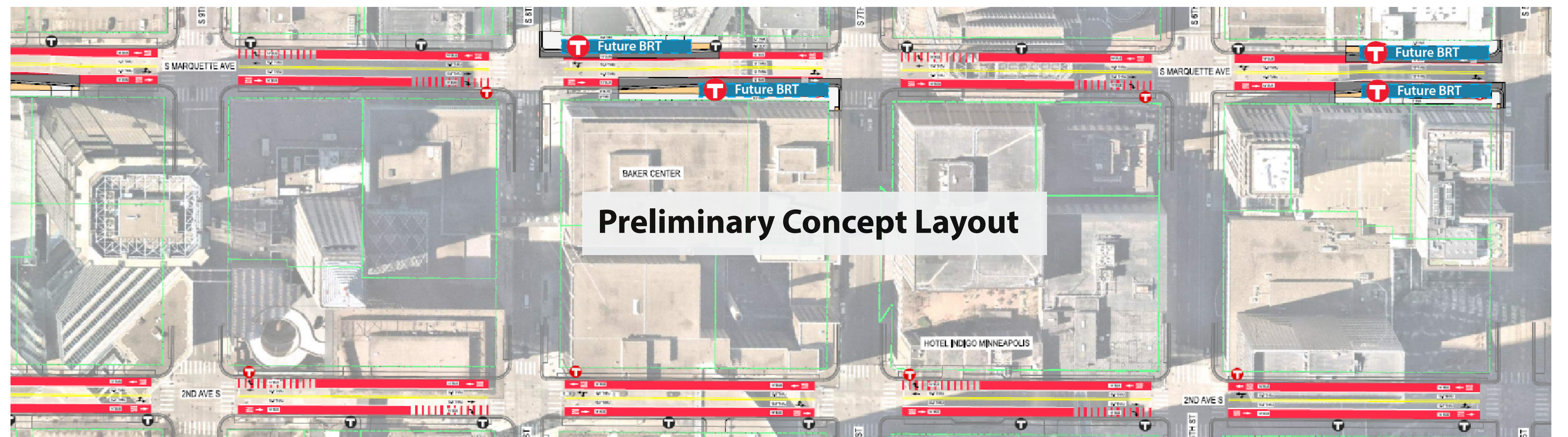
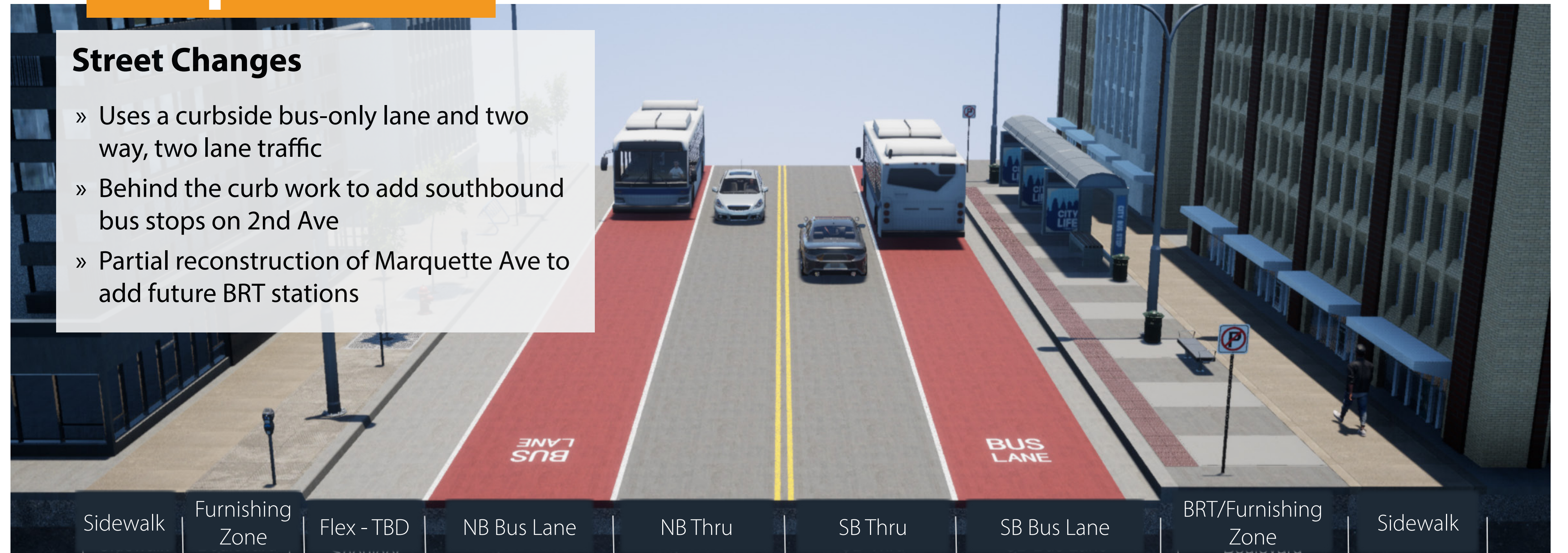
Transit Changes

- » Routes 11 and 25 use Hennepin Ave
- » Routes 10, 17, 18 and future BRT use Marquette Ave (2-way)
- » Orange Line uses Marquette Ave (2-way)
- » 33 express routes use 2nd Ave (2-way)
- » Other downtown bus routes remain on existing corridors



Street Changes

- » Uses a curbside bus-only lane and two way, two lane traffic
- » Behind the curb work to add southbound bus stops on 2nd Ave
- » Partial reconstruction of Marquette Ave to add future BRT stations



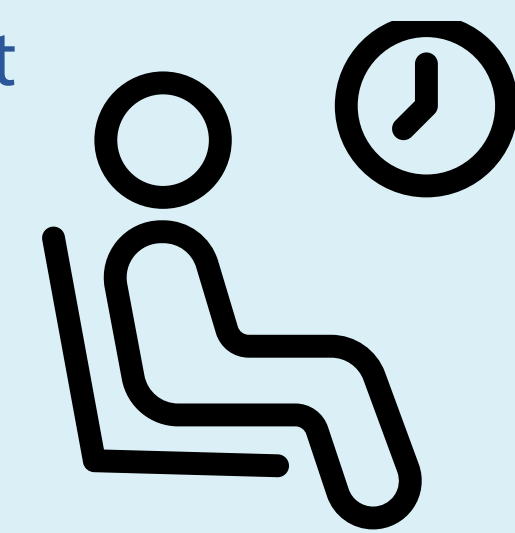
Travel Time

Trip Time - Washington to 12th St

6 minutes

Average Speed

7 miles per hour



Option 2 saves about 4 minutes for riders traveling from Washington Ave to 12th St compared to bus service on Nicollet today.

Benefits

- Ease of access to Nicollet** - this option has the shortest walk between local routes and popular Nicollet destinations
- More familiar** - stops for local routes going both directions are located on one street
- Trip time** - this option shortens the average transit travel time from 10 minutes to 6 minutes
- Local/BRT reliability** - buses can pass each other as traffic allows; route eliminates event related detours

Challenges

- Access to destinations** - fewer jobs, units of housing and retail destinations are located within a five minute walk
- Eyes on the street** - limited storefronts, pedestrian activity
- Parking removal** - will require removal of all parking on Marquette and significant parking reduction on 2nd Ave
- Express service impact** - decrease in service for express routes, which previously operated with 2-lanes of dedicated transit space
- Space constrained** - limited space for wider sidewalks, left turn lanes, full-width bus shelters

How well do you think this option will increase downtown vibrancy?

Not at all Very well

How well do you think this option will improve downtown transit?

Not at all Very well

How much do you like or dislike this option?

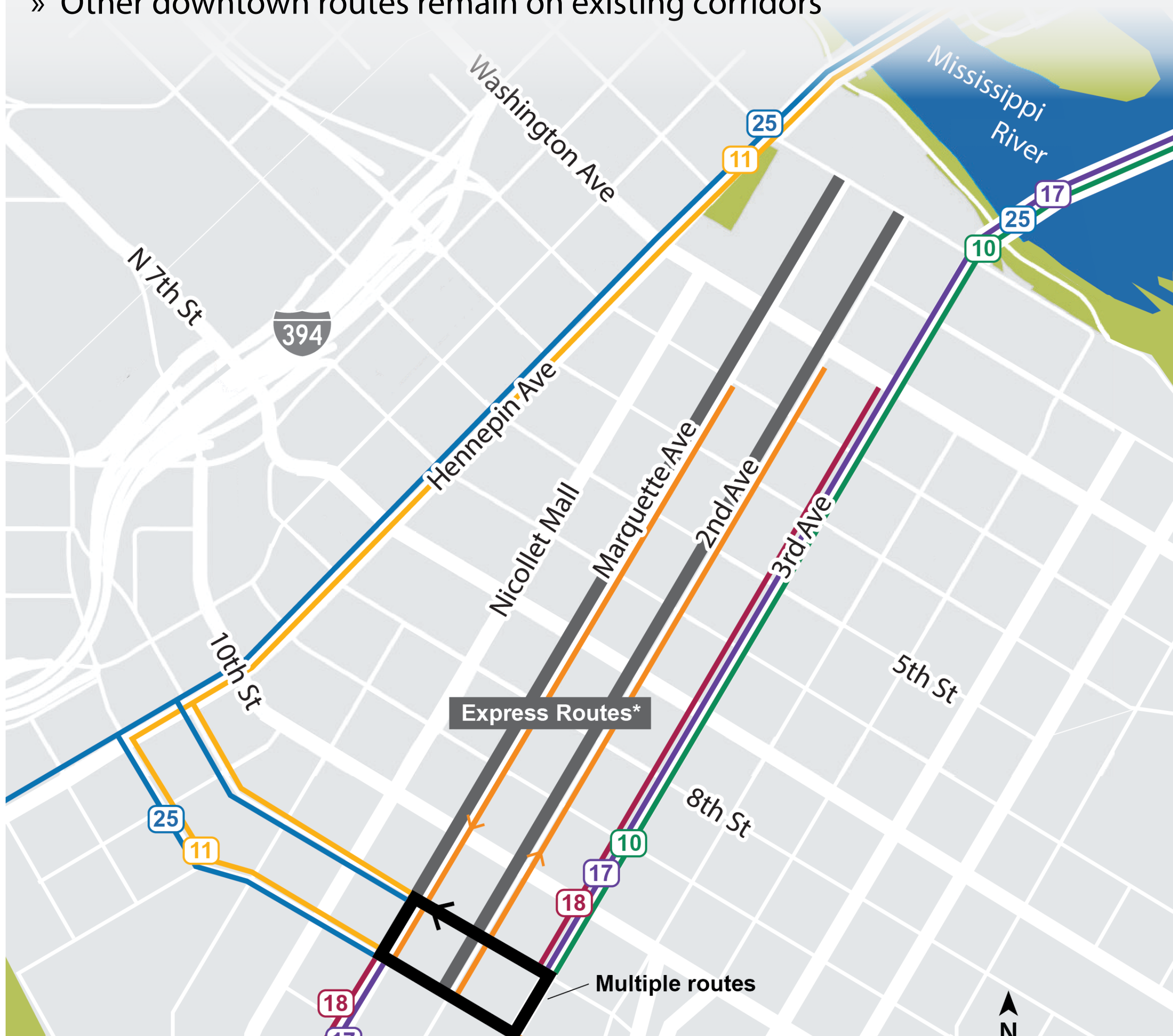
Not at all Very much

3rd Ave - Two Way

Option 3

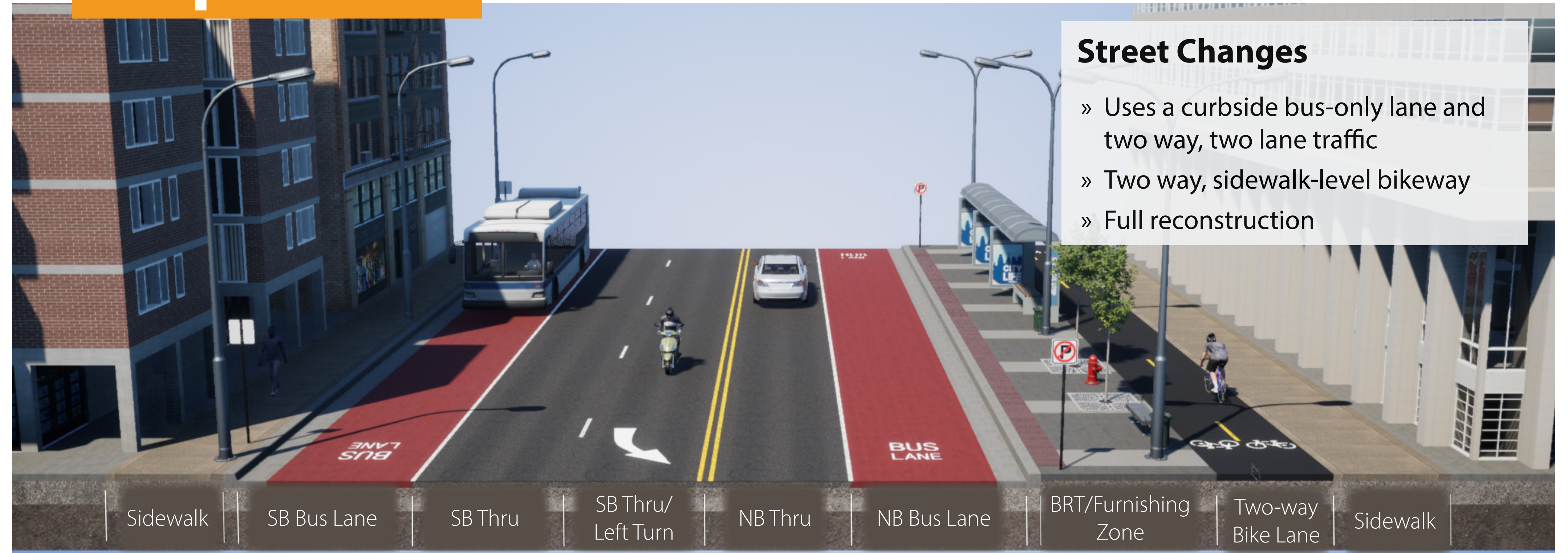
Transit Changes

- » Routes 11 and 25 use Hennepin Ave
- » Routes 10, 17, 18 and future BRT use 3rd Ave
- » Orange Line and express stays on Marquette and 2nd Ave
- » Other downtown routes remain on existing corridors



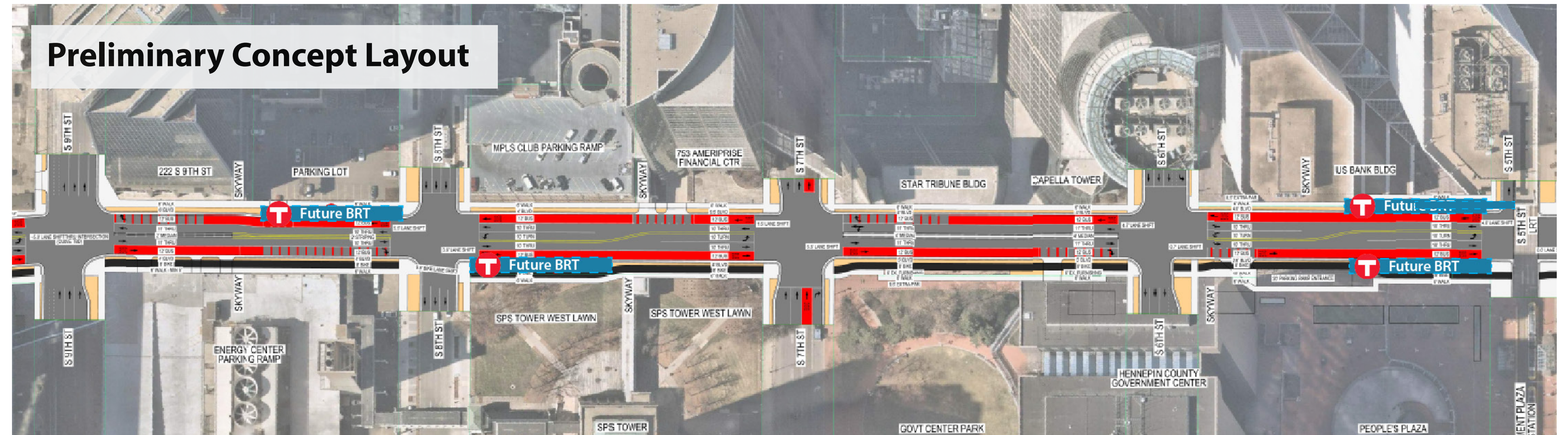
Street Changes

- » Uses a curbside bus-only lane and two way, two lane traffic
- » Two way, sidewalk-level bikeway
- » Full reconstruction



Sidewalk | SB Bus Lane | SB Thru | SB Thru/Left Turn | NB Thru | NB Bus Lane | BRT/Furnishing Zone | Two-way Bike Lane | Sidewalk

Preliminary Concept Layout



Travel Time

Trip Time - Washington to 12th St
6 minutes

Average Speed
7 miles per hour



Option 3 saves about 4 minutes for riders traveling from Washington Ave to 12th St compared to bus service on Nicollet today.

Benefits

Trip time - this option shortens the average travel time through downtown between Washington Ave and 12th St from 10 minutes to 6 minutes

Transit reliability - the general traffic lane enables buses to pass each other as traffic allows; new routing eliminates event related detours

Challenges

Longest walk to Nicollet destinations - key destinations like key retail destinations, clinics, and library are several blocks away

Access to destinations - fewer jobs, units of housing and retail destinations are located within a five minute walk of this corridor as compared to Nicollet, Option 1 and Option 2

Eyes on the street - limited active storefronts and pedestrian activity

Space constrained - limited space resulting in narrow sidewalks, below recommended minimum bikeway widths, and narrower than desired shelters

How well do you think this option will increase downtown vibrancy?

Not at all Very well

How well do you think this option will improve downtown transit?

Not at all Very well

How much do you like or dislike this option?

Not at all Very much

PROJECT GOALS TRADEOFFS

● MEETS PROJECT GOAL
 ● MEETS PROJECT GOAL WITH LESS THAN IDEAL CONDITIONS
 ● DOES NOT MEET PROJECT GOAL

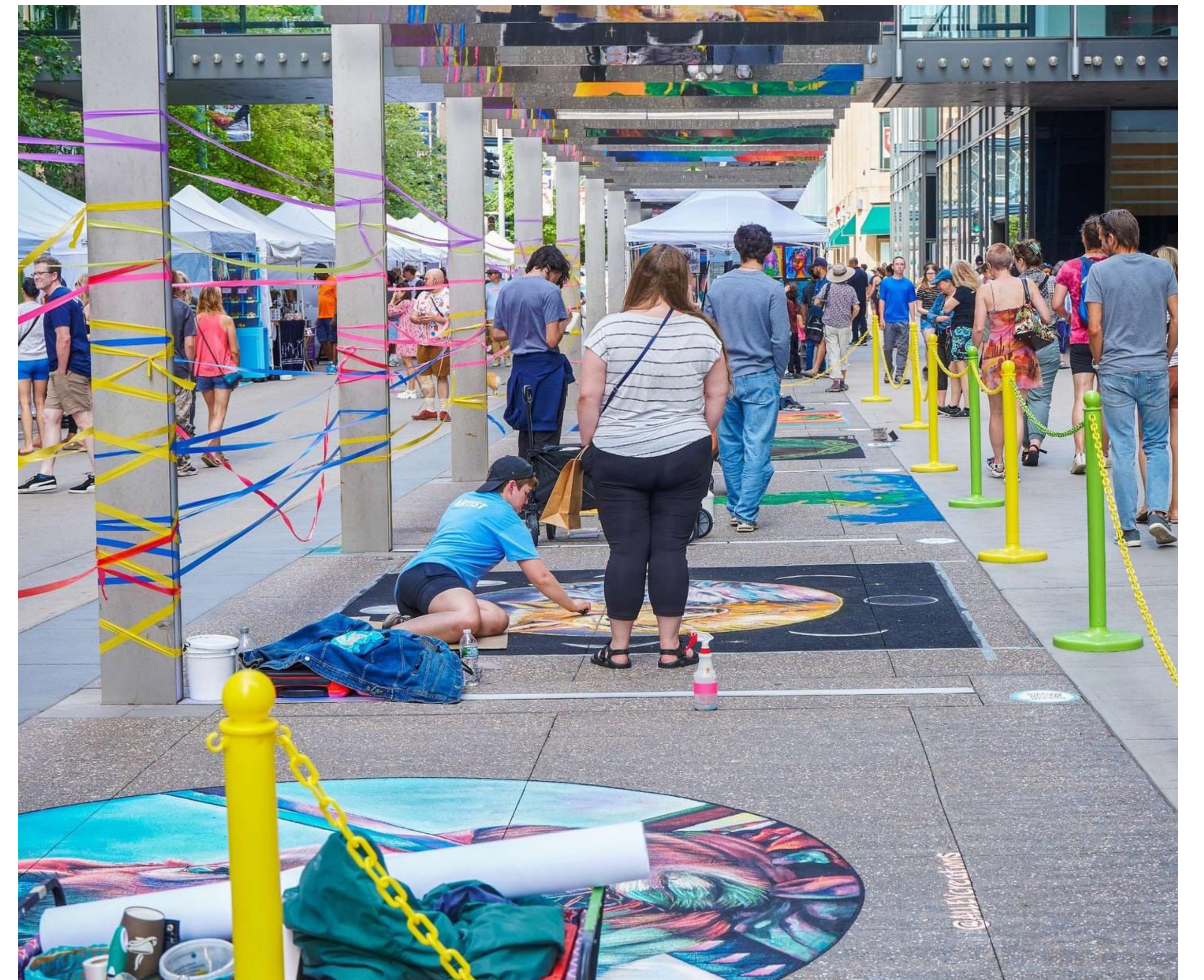
VIBRANCY GOAL	METRIC	FUTURE NICOLLET	ALTERNATIVES		
			OPTION 1	OPTION 2	OPTION 3
A Improve walking, rolling, biking, and transit to and within downtown	1 Provide dedicated space for transit	Existing transit will be moved to one of the three option corridors	● Full time transit priority lanes included	● Full time transit priority lanes included on Marquette Ave; transit priority lanes included on 2nd Ave during major hours of express route service. Details to be determined through analysis.	● Full time transit priority lanes included
	2 Ensure a comfortable walking and rolling environment	Pedestrian use on Nicollet Mall to remain; improvements to comfort anticipated	● Space for people to walk and roll comfortably	● Space for people to walk and roll comfortably	● Sidewalk widths do not consistently meet recommended minimum design width for downtown streets; some require easements on private property
	3 Upgrade existing bicycle facilities	Bicycle use on Nicollet Mall to remain; improvements to comfort anticipated	● Option does not include bicycle facilities on Marquette or 2nd Ave; preserves opportunities to upgrade 3rd Ave bikeway via different project	● Option does not include bicycle facilities on Marquette or 2nd Ave; preserves opportunities to upgrade 3rd Ave bikeway via different project	● Two-way, sidewalk level bikeway on east side of 3rd Ave is included; bikeway does not meet recommended width
B Increase greening for a comfortable experience	1 Provide room for plantings and trees	Opportunities for increased plantings and trees (long term)	● Maintains existing space for plantings and trees	● Increased space for plantings and trees on Marquette; impacts to existing plantings and trees on 2nd Ave	● Increased space for plantings or trees on select blocks; some impacts to existing trees
C Improve curb space for activation and access	1 Curb space available for events and activities (e.g. food trucks, etc.)	Increases space for events and activities	● Curb uses are for transit priority lanes on west side of Marquette Ave and east side 2nd Ave only; flexibility on opposite sides of each corridor	● Curb uses are for transit priority lanes on Marquette only; retains some potential weekend opportunities on 2nd Ave	● 3rd Ave curbside use is for transit priority only
D Maintain parking and delivery access to buildings on new routes	1 Maintain existing parking, loading, and delivery	Not applicable; no parking on Nicollet Mall	● Maintains off-peak parking and loading on east side of Marquette Ave and west side of 2nd Ave	● Removal of all parking on Marquette Ave; removes daytime parking on 2nd Ave, potential to retain some weekend parking on 2nd Ave	● Removes majority of limited existing loading/drop offs; retains parking near City Hall
	2 Preserve existing driveways that provide parking and delivery access to buildings	Not applicable; no driveways or deliveries on Nicollet	● All existing driveways maintained	● All existing driveways maintained	● All existing driveways maintained
E Improve perceived and real safety on the street	1 Provide short crossing distances for pedestrians at intersections	Remains as is; no adjustments to curbs on Nicollet	● Shortens crossing distances at intersections at transit station locations	● Shortens crossing distances at intersections at transit station locations	● Crossing distances remain relatively similar to today
	2 Provide dedicated turn lanes where left turns are permitted	Not applicable; no driving on Nicollet	● Same conditions as today; no dedicated left turn lanes. A second lane is available to pass vehicles waiting to turn left	● No dedicated left turn lanes and no second lane available to pass vehicles waiting to turn left	● Potential for left turn lanes at all intersections; subject to securing easements
	3 Perceived security	Varies by personal opinion	● Limited active storefronts and pedestrian activity, potentially making the street feel less safe for people walking, rolling, biking, and taking transit	● Limited active storefronts and pedestrian activity, potentially making the street feel less safe for people walking, rolling, biking, and taking transit	● More limited existing storefront and pedestrian activity, potentially making the street feel less safe for people walking, rolling, biking, and taking transit

TRANSIT GOALS	METRIC	TODAY / NICOLLET	ALTERNATIVES		
			OPTION 1	OPTION 2	OPTION 3
A Provide fast and reliable service on downtown's north/south transit corridors	1 Speed and reliability of local and bus rapid transit (BRT) service	Current transit speed and reliability on Nicollet Mall is poor	● All day bus only lanes with lanes for passing will provide fast and reliable service for transit riders	● All day bus only lanes with lanes for passing will provide fast and reliable service for transit riders	● All day bus only lanes with lanes for passing will provide fast and reliable service for transit riders
	2 Speed and reliability of express service	Does not change express route speed and reliability	● Likely to be less impact on express route speed and reliability	● Express service with both directions on 2nd Avenue is likely to be slower than today	● Express service does not change; does not change express route speed and reliability
	3 Competition between buses and other curbside uses like parking and loading	No competition between buses and other curbside uses	● Using existing bus only lanes will not add new competition with curbside uses	● New all-day bus only lanes will compete with existing curbside uses and will require enforcement to maintain effectiveness	● New all-day bus only lanes will compete with potential loading along curbside and will require enforcement to maintain effectiveness
B Provide convenient, safe, and comfortable access to destinations	1 Convenient access to most common destinations for Nicollet Mall riders today	Provides the shortest walk to most common destinations	● Retains a short walk to most common destinations for Nicollet Mall riders today	● Retains a short walk to most common destinations for Nicollet Mall riders today	● Requires the longest walk to most common destinations for Nicollet Mall riders today
	2 Convenient transit access for people and jobs in downtown	Provides access to most people and jobs within a short walk	● Provides access to fewer people and jobs within a short walk compared to other options	● Provides access to most people and jobs within a short walk compared to other options	● Provides access to fewer people and jobs within a short walk compared to other options
C Provide waiting experience that is safe, comfortable, and clean	1 Safe and comfortable waiting environment on corridor and at local and BRT stations	Transit riders waiting on a street with other activity throughout the day, with most eyes on the street	● Transit riders will be waiting on a street with some other activity throughout other times of day, increasing the eyes on the street	● Transit riders will be waiting on a street with some other activity throughout other times of day, increasing the eyes on the street	● Transit riders will be waiting on a street with limited other uses and pedestrian activity through all times of day
	2 Adequate space for local and BRT stations	Space for standard-sized BRT and local shelters is available	● Space for standard-sized BRT and local shelters is available at all locations	● Several local and BRT stations will require narrower shelters	● Several local and BRT stations will require narrower shelters
	3 Safe and comfortable waiting environment on corridor and at express bus stops	Does not change transit rider experience waiting environment at express service stops	● Does not change transit rider experience waiting environment at express service stops	● Does not change transit rider experience waiting environment at express service stops	● Does not change transit rider experience waiting environment at express service stops
	4 Adequate space for express stops	Does not change express stops	● Space for standard sized shelters matches existing condition	● Space for standard sized shelters only can be accommodated by expanding sidewalks on west side of 2nd Ave	● Does not change express stops
D Provide a transit experience that is simple and easy to use	1 Convenient transfer connections to other transit services downtown	Has short walk to light rail and BRT stations for easy connections to other transit service	● Requires an additional station on 7th/8th Streets to minimize walk to light rail and BRT stations, walk to connections remains longer than other options	● Requires an additional station on 7th/8th Streets to retain a short walk to BRT stations for easy connections to other transit service	● Retains a short walk to light rail and BRT stations for easy connections to other transit service
	2 Simplicity and legibility of transit service	Known routing through downtown is easy to know where to get on the bus	● More complicated routing (split corridors for BRT, local and express service) through downtown makes it harder to know where to get on the bus	● Retains simple routing through downtown so it is easy to know where to get on the bus	● Retains simple routing through downtown so it is easy to know where to get on the bus
	3 Consistency and availability of transit service	Transit service is regularly detoured to accommodate planned events and unplanned detours on Nicollet Mall	● Transit service will no longer be detoured to accommodate planned events. Minor unplanned detours (lane closures, etc.) will not disrupt transit routing	● Transit service will no longer be detoured to accommodate planned events. Minor unplanned detours (lane closures, etc.) will not disrupt transit routing	● Transit service will no longer be detoured to accommodate planned events. Minor unplanned detours (lane closures, etc.) will not disrupt transit routing
E Plan for growth of local, express, and future bus rapid transit (BRT) service in downtown	1 Ability to accommodate planned BRT and local service	Existing and planned BRT and local service volumes can be accommodated	● Existing and planned BRT and local service volumes can be accommodated	● Existing and planned BRT and local service volumes can be accommodated	● Existing and planned BRT and local service volumes can be accommodated
	2 Ability to accommodate planned express service	Does not change express service	● Total number of express bus trips that street can accommodate likely reduced; street can accommodate anticipated express service growth	● Total number of express bus trips that street can accommodate likely reduced. Street can accommodate anticipated express service growth	● Does not change express service



Share your vision for downtown transit.

Share your vision for Nicollet Mall.



Future planning for a pedestrianized Nicollet Mall is building on the success of recent downtown activations.

Downtown Minneapolis Street Art Festival



The Downtown Minneapolis Street Art Festival, launched in 2019, infuses Nicollet Mall with the dynamic energy of street art each summer. Featuring a diverse lineup of local and national artists, the festival transforms the city's central artery into an open-air gallery, where creativity unfolds live before an engaged audience. Attendees can watch artists bring their visions to life up-close, immersing themselves in the artistic process. Beyond the art itself, the festival offers a full cultural experience, with local vendors, food trucks, live music, and more, creating a lively and welcoming atmosphere. This celebration is a testament to the thriving arts and culture scene of the region.

Street Show Program



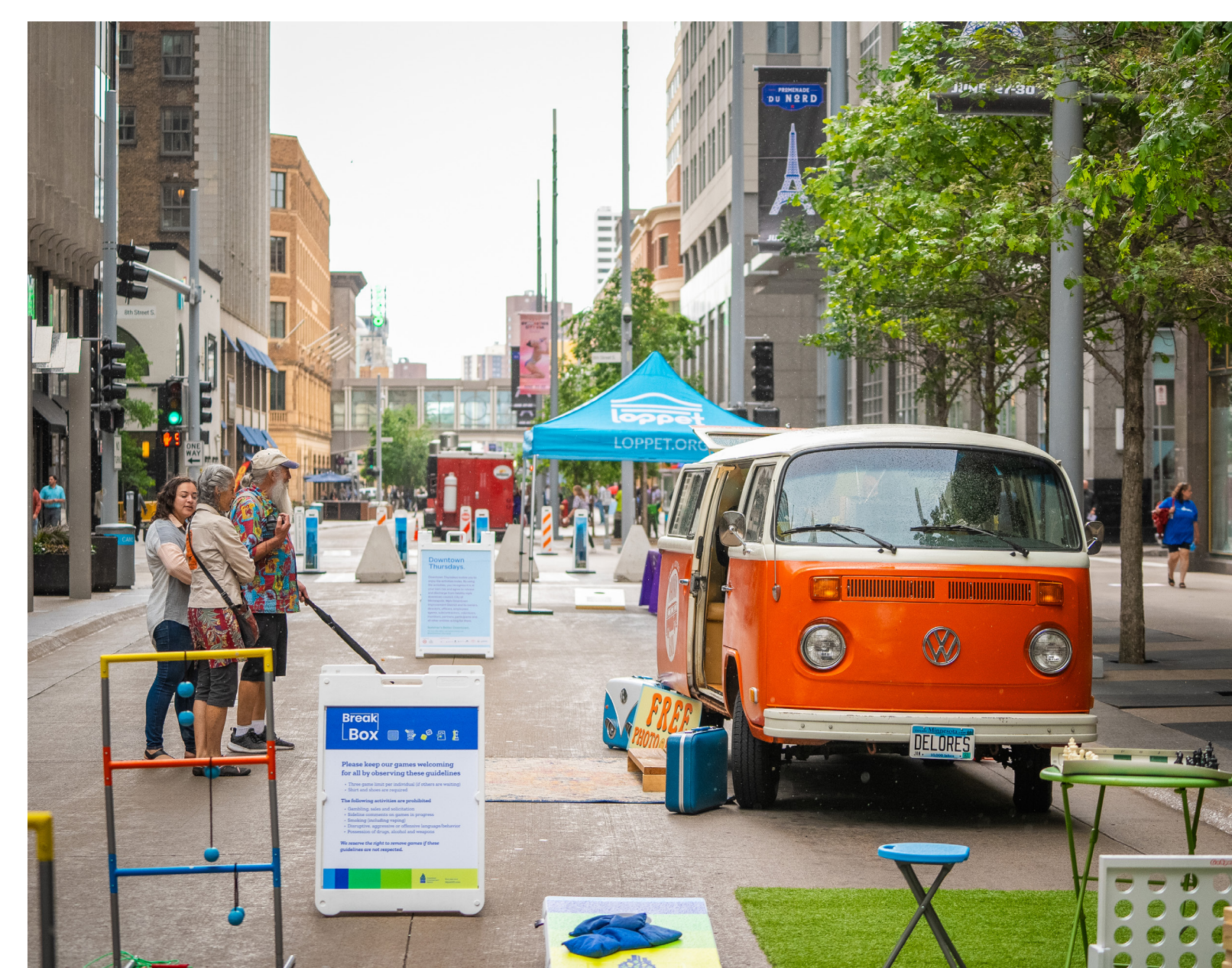
Since 2017, Street Show has transformed the Nicollet Mall pedestrian experience by infusing the downtown streets with live performances that captivate and entertain. This initiative brings together a diverse array of local musicians, artists, and performers for weekly showcases. By turning Nicollet into an ever-changing stage, Street Show adds an artistic pulse to the heart of downtown, creating a lively and engaging atmosphere that enhances both the pedestrian experience and the cultural fabric of the city.

Nicollet xChange



The Nicollet xChange, a sustainable community marketplace launched in 2023, returned for another successful season in the summer of 2024. Held weekly on the sidewalks of Nicollet Mall, the initiative created a vibrant pedestrian experience aimed at fostering community and revitalizing the downtown area with a sense of renewal and reinvention. Each week, the marketplace provided a carefully curated rotating collection of experiences, including food trucks, local vendors, information booths, and the xChange. The xChange, a one-for-one exchange of fashion, home, sports, or media items, encouraged participants to shop sustainably. Beyond promoting community engagement, the Nicollet xChange prioritized sustainability by reducing waste, fostering a culture of reuse, and minimizing the environmental impact of consumption.

Downtown Thursdays



Downtown Thursdays played a key role in revitalizing the pedestrian experience on Nicollet Mall this summer, turning the heart of downtown into a vibrant, walkable space. Each Thursday, from June through August, Nicollet came alive from 11:30 a.m. to 1:30 p.m. with concerts, games, giveaways, food trucks, and other engaging activities. By pedestrianizing Nicollet and filling it with dynamic programming, Downtown Thursdays transformed the street into a lively social hub, inviting workers, residents, and visitors alike to enjoy the open-air environment. Supported by the business community's collective efforts to create a more vibrant downtown, these events helped drive foot traffic and encouraged a third in-office day in addition to Tuesday and Wednesday, showcasing the potential of Nicollet Mall as a pedestrian-first space.



In 2024, the City published the Downtown Action Plan, which further develops the concept of Nicollet Mall as a pedestrianized space.

Strategy:

Elevate Nicollet Mall to a community-centered pedestrianized main street by creating a plan for future activation, placemaking, programming, beautification, and infrastructure needs that enhance community connection, fun and play.



Action Steps:

The Mayor will create a public and private workgroup to plan for the future of Nicollet Mall, with the following objectives:

- › Establish a tactical plan for **placemaking and programming** of a pedestrianized Nicollet Mall.
- › Collaborate and strategize on **storefront activation**, skyway use, and wayfinding.
- › Identify opportunities and target **areas for investment** along Nicollet Mall.
- › Identify innovative strategies and opportunities for **marketing** Nicollet Mall.
- › Generate a long-term **infrastructure plan** for improvements, including but not limited to, green infrastructure, ice skating, and additional landscaping.



Success Metrics:

- › **New activations**, festivals, and street fairs along Nicollet Mall.
- › **Reduced residential, commercial, and office vacancies** along Nicollet Mall.
- › Improved **economic landscape**, including reduction in distressed sales, short sales, and foreclosures.
- › **Increased tax revenue** generated by downtown properties and businesses.
- › **New development** and investments downtown



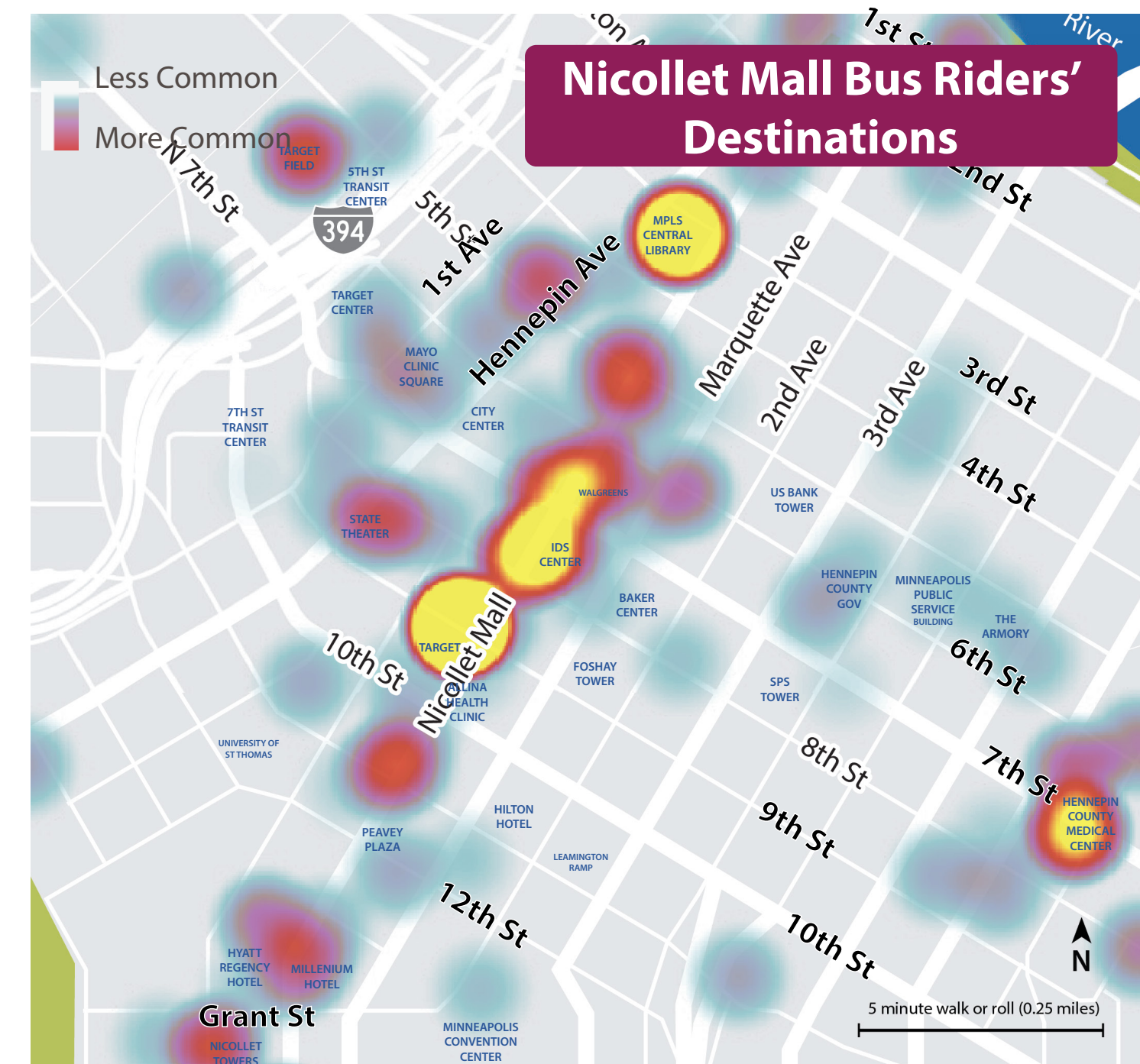
Partners:

- › Metro Transit
- › Minneapolis Foundation
- › Minneapolis Downtown Council
- › Downtown Improvement District
- › Meet Minneapolis
- › Minneapolis Regional Chamber of Commerce
- › Greater Minneapolis Building Owners and Managers Association
- › Downtown Minneapolis Neighborhood Association
- › Target
- › City of Minneapolis Public Works
- › Arts and Cultural Affairs
- › Community Planning and Economic Development



Transit Data Deep Dive

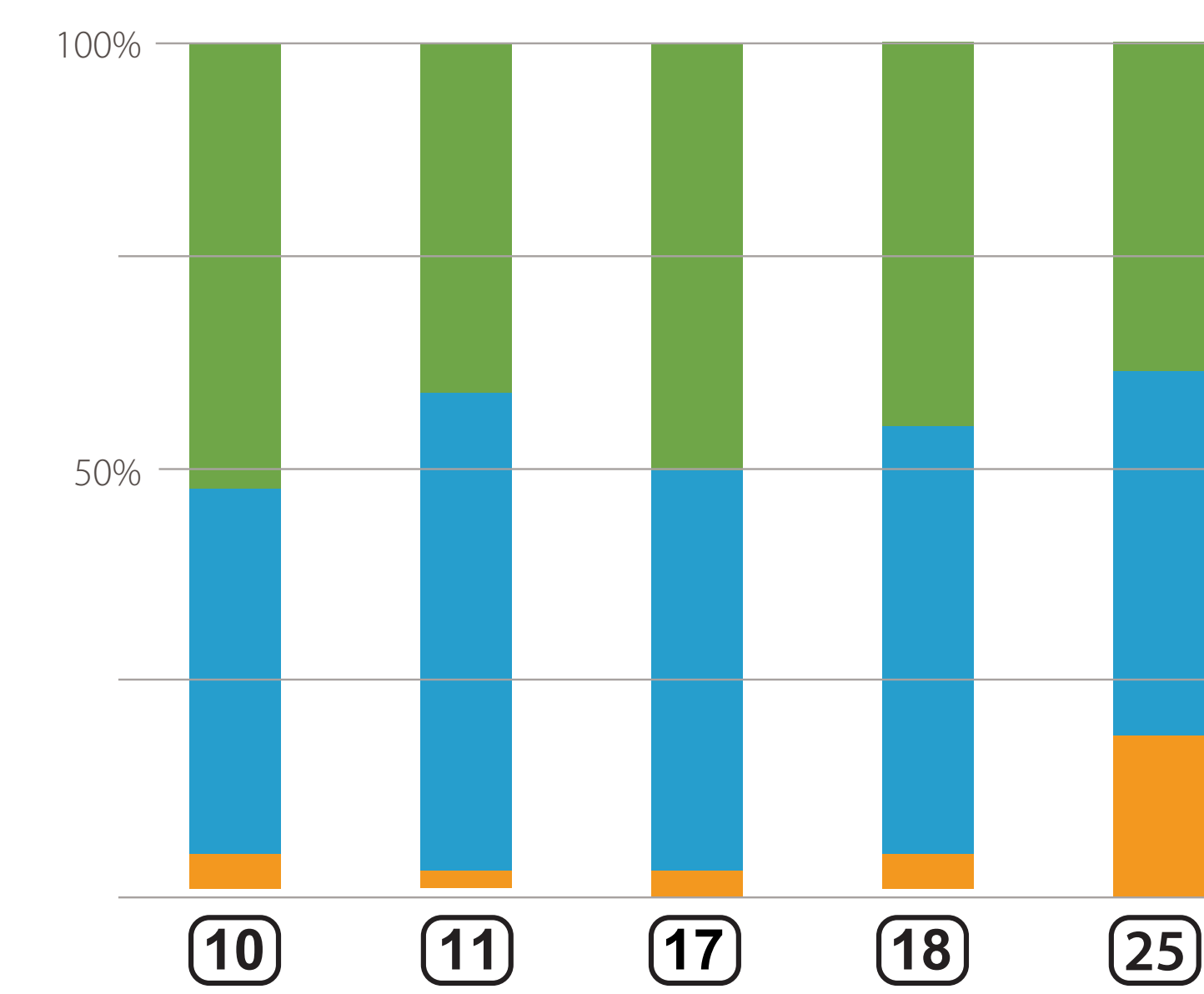
January 2025 Open House



This map shows where riders on buses that use Nicollet Mall today are going most often in downtown. Bright yellow shows places that a lot of riders go to today.

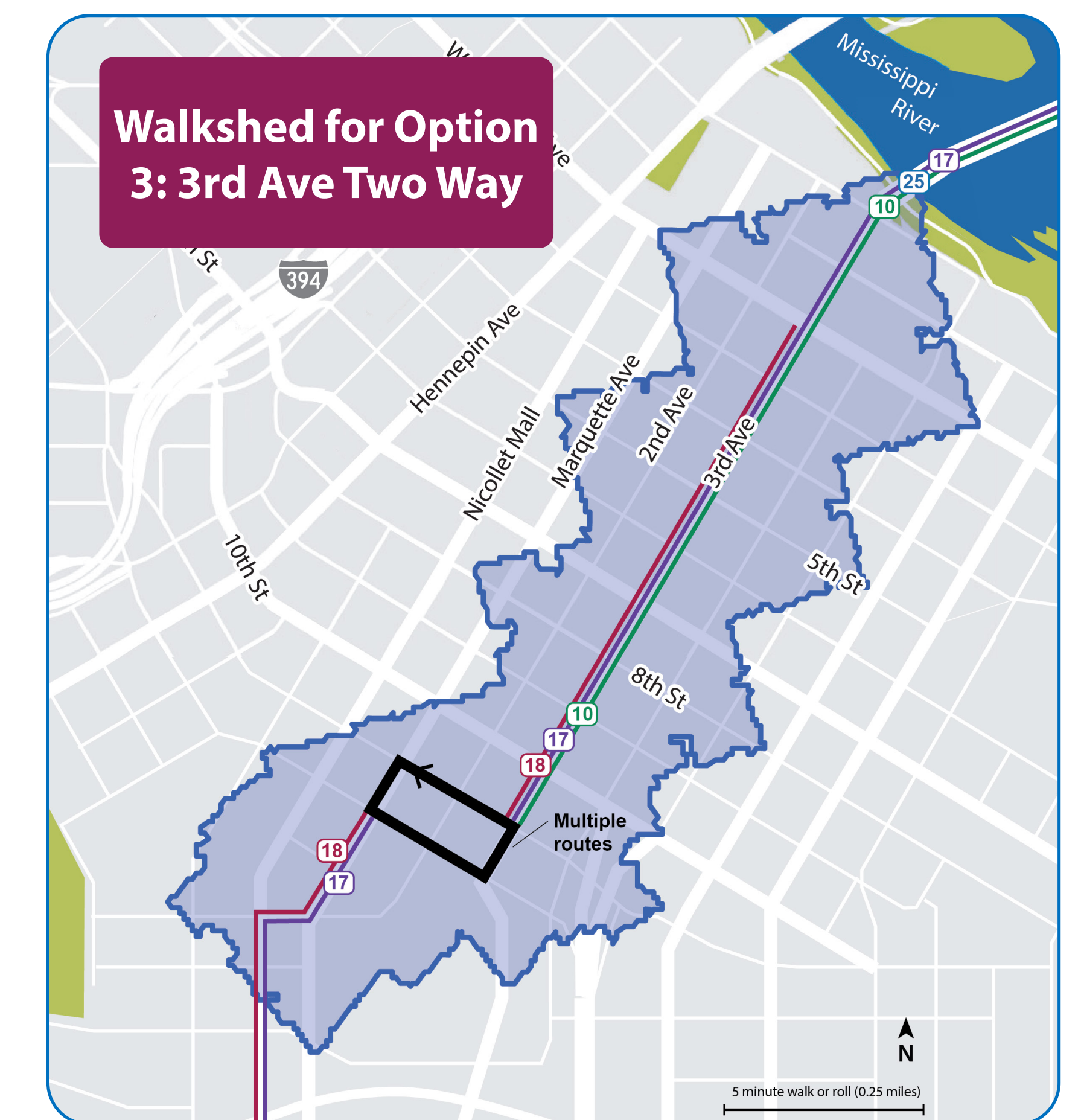
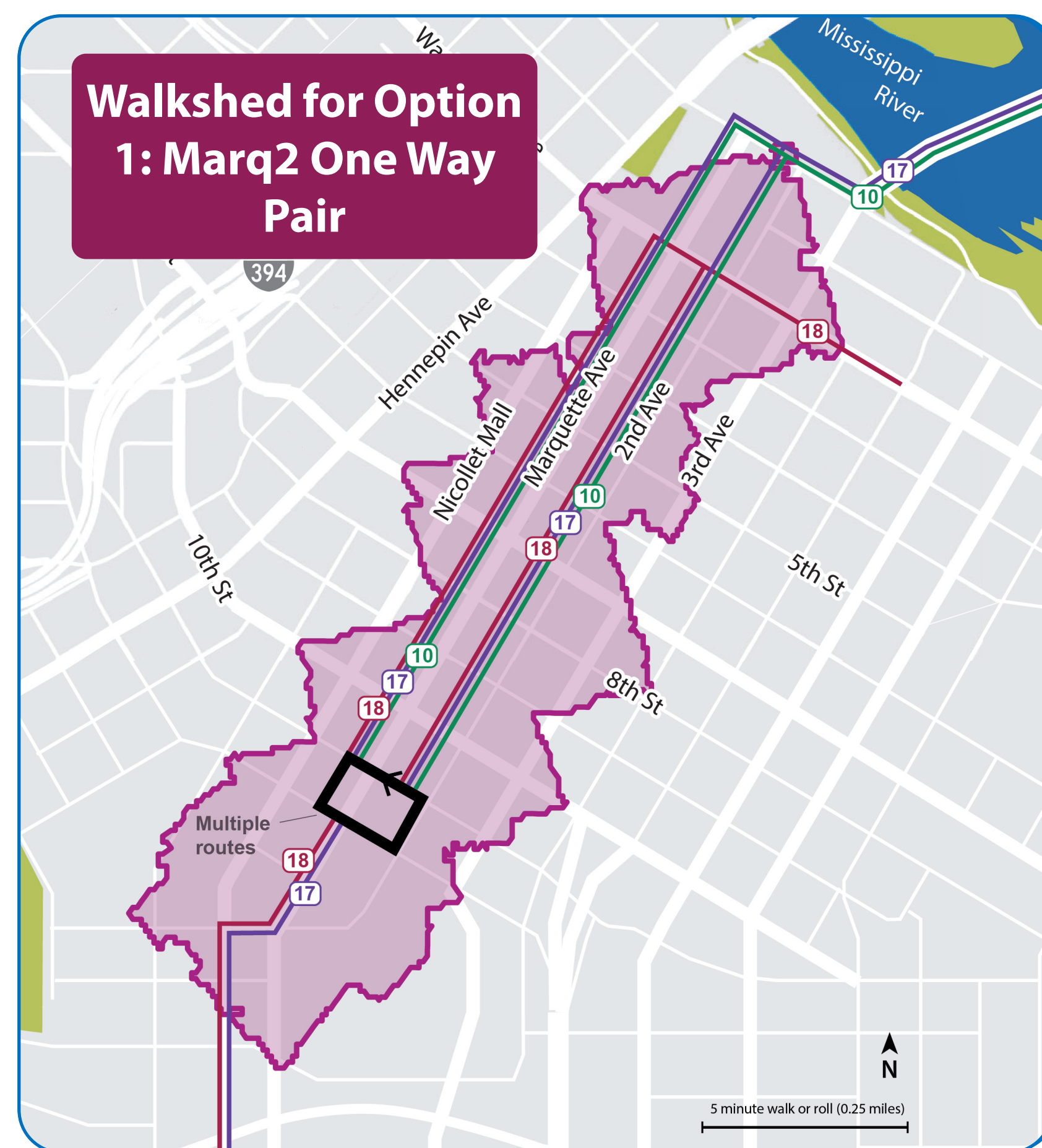
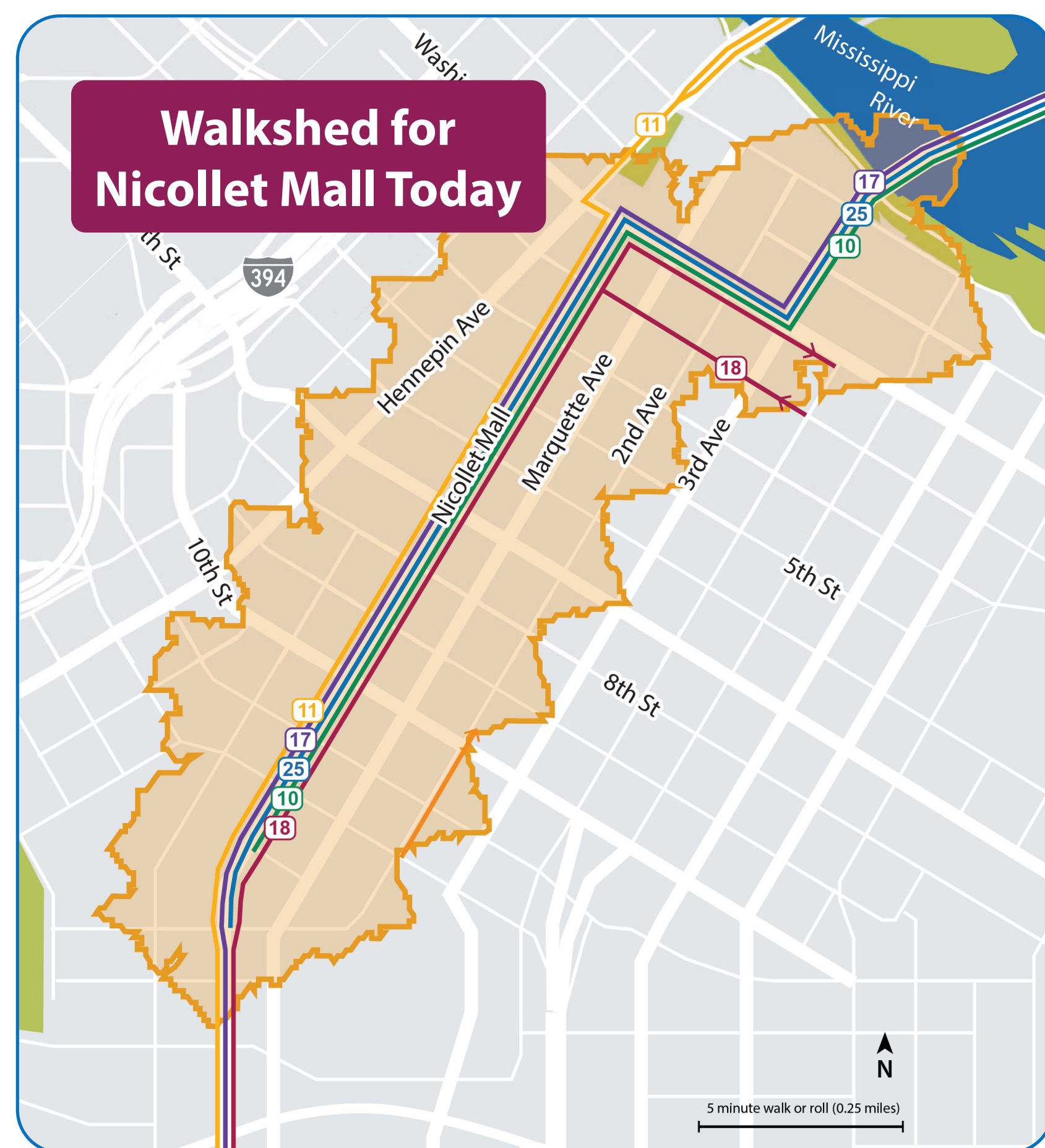
Source: 2022 Travel Behavior Inventory Onboard Transit Survey; Routes 10, 11, 17, 18, and 25

Passenger Travel Relative to Downtown by Route



■ Within Downtown
 ■ Begin, transfer or end in Downtown
 ■ Through Downtown

About half of riders' trips on these local routes begin, end, or involve a transfer to another route in downtown, or are entirely within downtown.

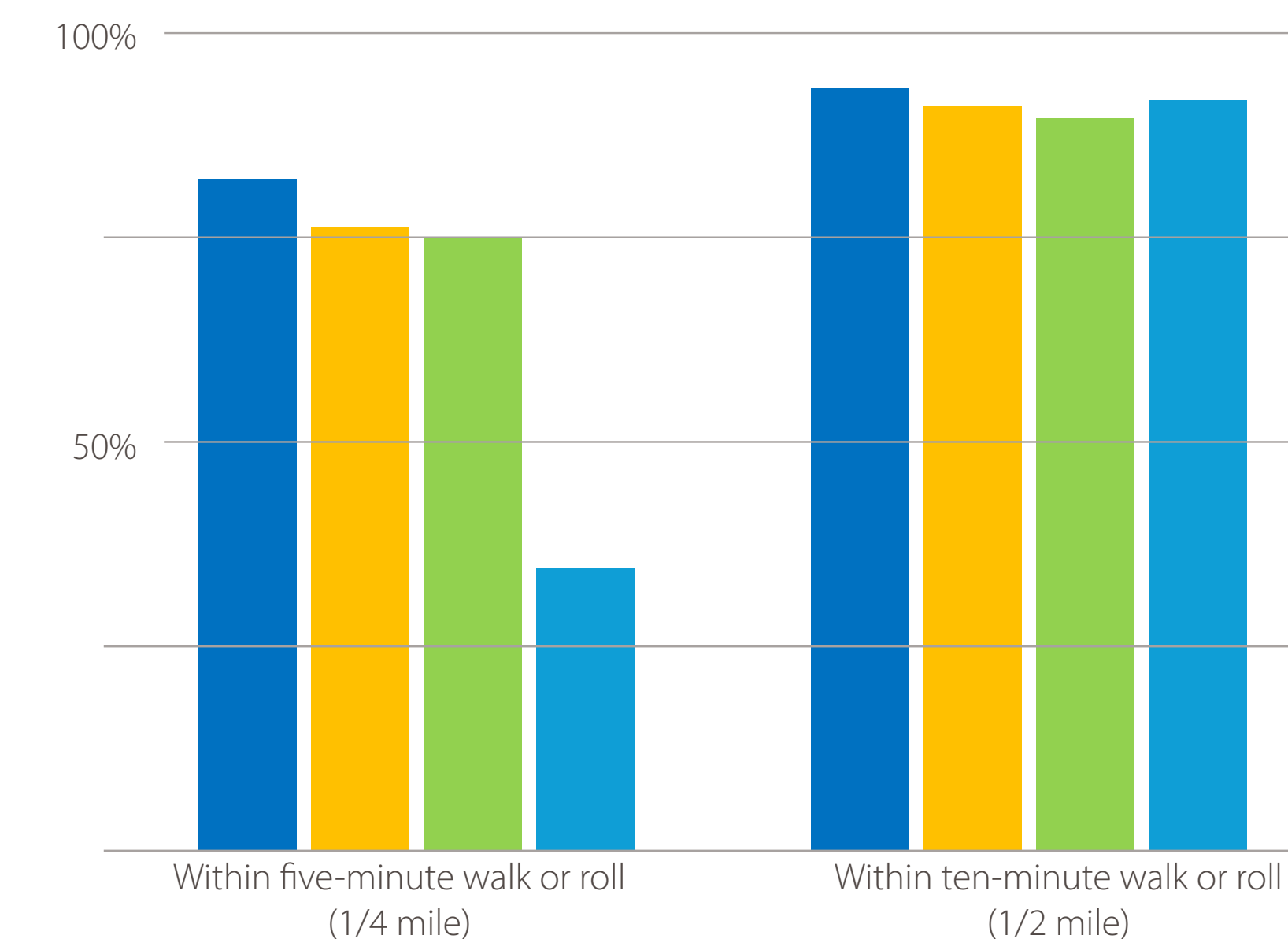


Residents and jobs within a five-minute walk or roll of bus stops

	Existing: Nicollet Mall	Option 1: Marq2 One Way Pair	Option 2: Marq2 Two Way	Option 3: 3rd Ave Two Way
Total population	6,300	4,000	4,900	4,600
Population experiencing poverty	1,200	800	900	1,000
Zero-vehicle households	1,200	800	1,000	800
BIPOC population	1,900	1,300	1,600	1,500
Population age 65 and over	900	500	700	500
Total jobs	75,500	66,000	74,700	68,700
Lower-wage jobs (<\$3,333/month)	13,200	10,400	12,100	10,800

Source & Method: Area within a five-minute (1/4 mile) walk or roll of local transit in both directions 2018-2022 ACS 5-year estimate; block group-level data summarized based on geographic apportionment with walkshed. 2021 LODES (all jobs, work location); block-level data summarized based on centroid+100' intersect with walkshed

Percent of Nicollet Mall bus riders' downtown destinations within a short walk or roll from transit



■ Today: Nicollet Mall
 ■ Option 1: Marq2 One Way Pair
 ■ Option 2: Marq2 Two Way
 ■ Option 3: 3rd Ave Two Way

Most Nicollet Mall bus riders' destinations are within a ten-minute walk from bus stops on each Option corridor. Over 75% are within a five-minute walk from bus stops on Option 1 and 2.

Streets & Rider Data Deep Dive

January 2025 Open House

Existing conditions on corridor streets

	Nicollet Mall	Hennepin	Marquette Ave	2nd Ave	3rd Ave
Existing street cross section	2 lanes undivided, bus-only	4 lanes undivided with left turn lanes, sidewalk-level bikeway	4 lanes undivided, bus only for southbound lanes	4 lanes undivided, bus only for northbound lanes	4 lanes undivided, on-street delineator protected bikeway
High Injury Street	No	Yes	No	No	Yes
Existing networks					
All Ages & Abilities Bicycle	Yes, connector bikeway	Yes, low stress bikeway	Yes, connector/long term low stress bikeway	Yes, connector/long term low stress bikeway	Yes, low stress bikeway
Pedestrian Priority	Yes	Yes	Yes	Yes	Yes
Transit Priority Corridor	Yes	Yes	Yes	Yes	No
Last reconstruction	2015-2017	Reconstructed 2019-2022	2009	2009	Reconstructed 2002, sealcoat 2017
User volume estimates					
Pedestrians	2,834	1,024	2,156	1,190	505
Bicycles	270	200	204	113	113
Motor Vehicles	N/A	8,121	5,582	4,042	10,641

Source: 2022 City of Minneapolis

Rider demographic profile

	Nicollet Mall Transit Riders	Hennepin Ave Transit Riders	Marq2 Transit Riders (Marquette Ave + 2nd Ave)	Minneapolis
Total riders per day <i>(getting on and off)</i>	11,700	4,500	3,600	
Experiencing poverty	41%	36%	20%	30%
Household income below:				
\$35,000 per year	42%	39%	19%	24%
\$60,000 per year	58%	55%	30%	n/a
No household vehicle	63%	53%	17%	15%
With a disability	18%	13%	5%	11%
Black, Indigenous, and People of Color	58%	46%	37%	40%
Male	52%	50%	47%	51%

Sources: 8/17/24 pick schedules, APC Report Archive 3/16/24 pick (M-Th avg), Speed Viz tool (April 15-26), 2022 Travel Behavior Inventory On Board Survey, 2018-2022 ACS 5-year estimates