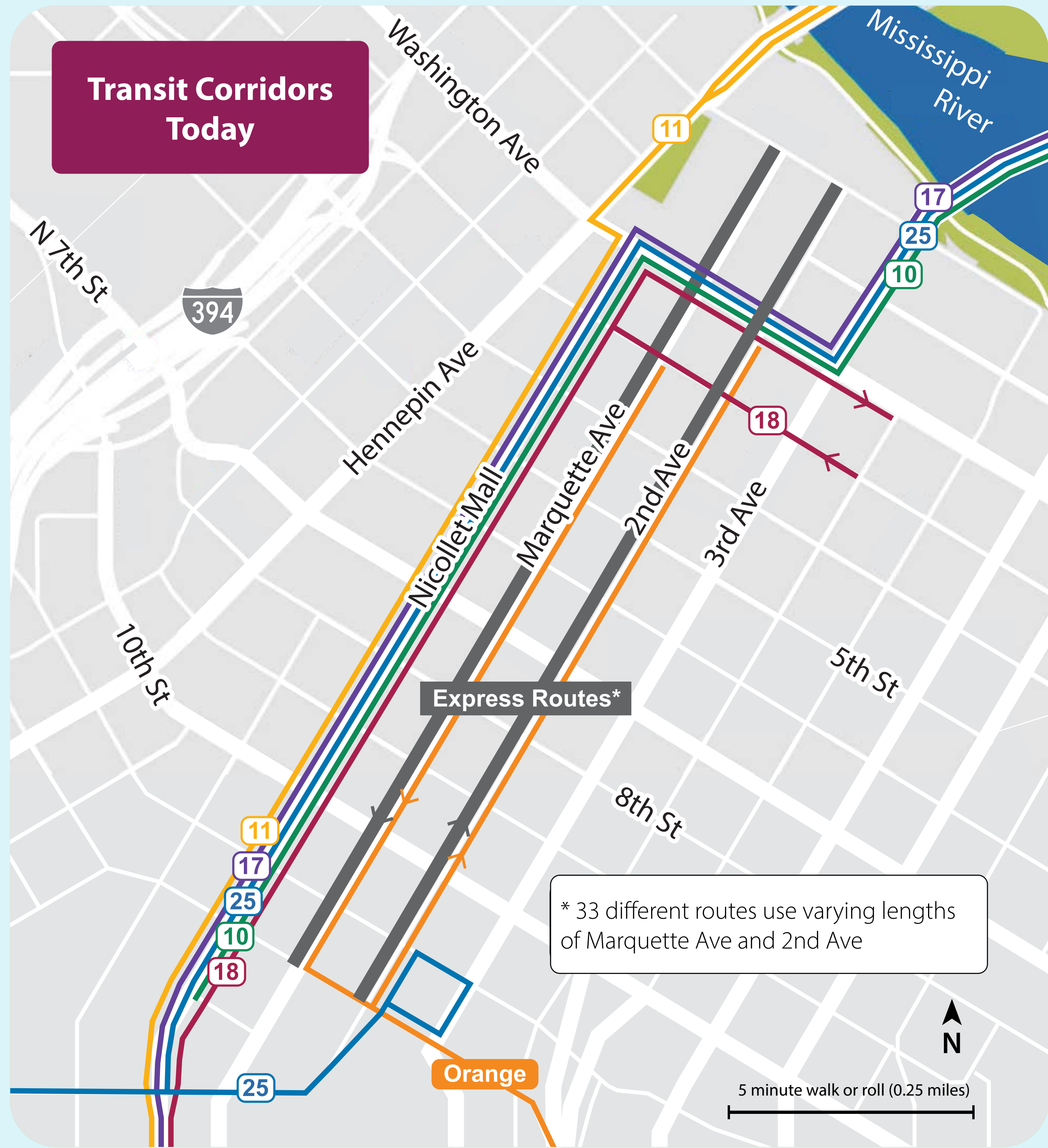


# Nicollet Mall & Downtown Transit

## 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.



# Nicollet Mall & Downtown Transit

Reimagining how people move to and through downtown

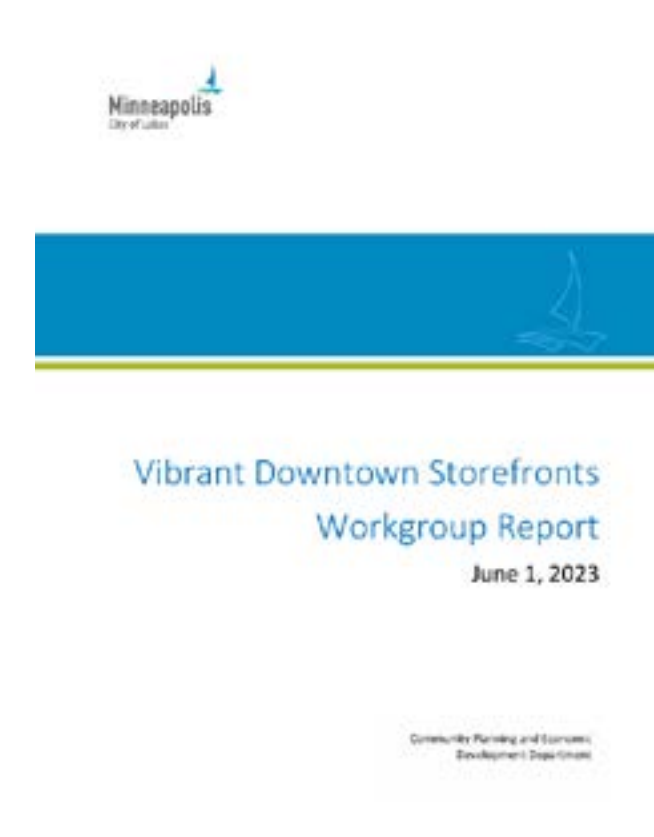
## This City-led project is informed by existing City transportation policy and recent recommendations for downtown vibrancy.



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

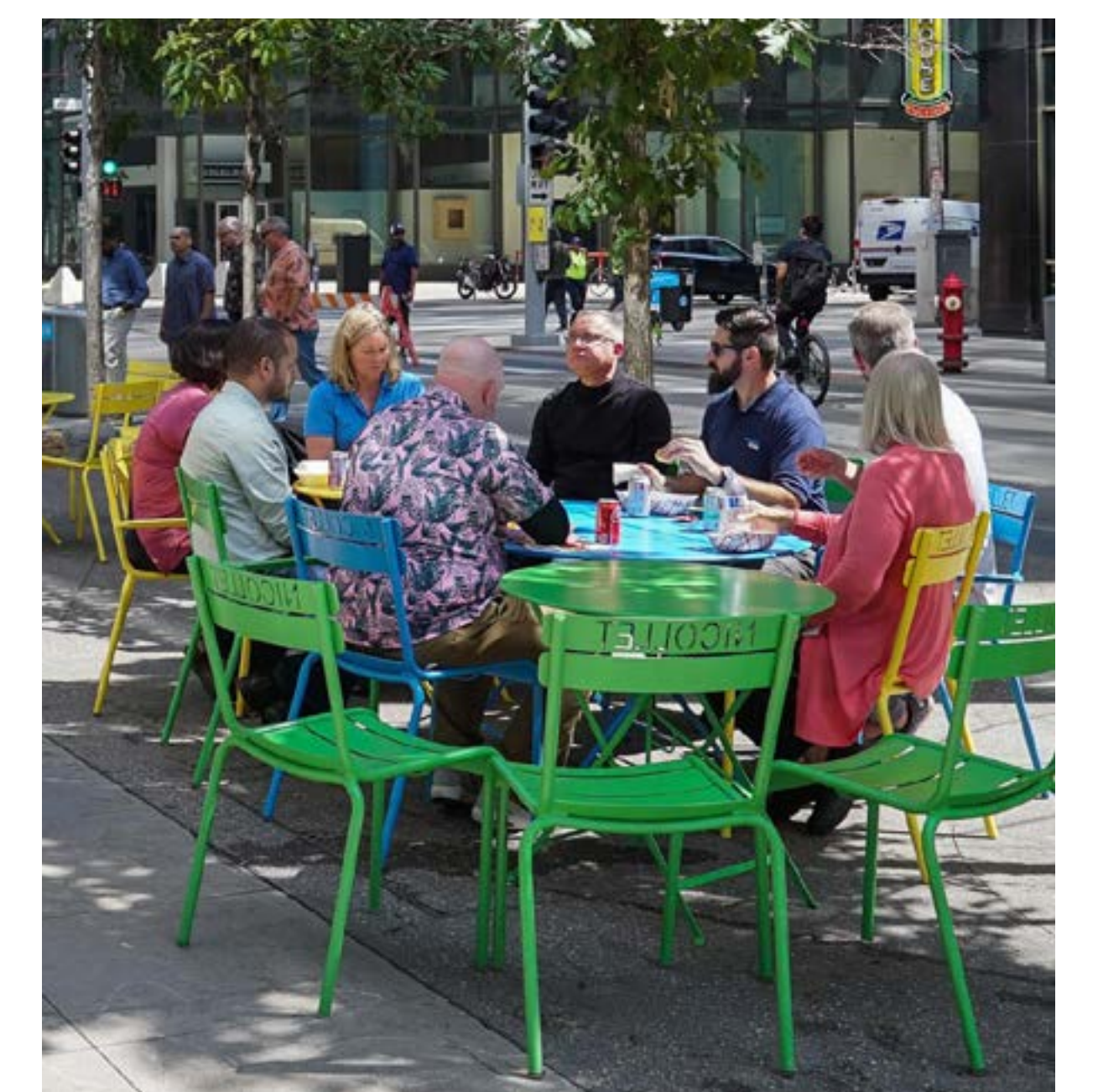
The resulting Transportation Action Plan outlines several strategies that inform the City’s work to improve downtown transit and Nicollet Mall:

- › **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.
  - › **Action 2.6:** Prioritize the use of curb space for transit operations and passengers and allow for dynamic flexibility depending on the time of day.
- › **Transit Strategy 4:** Partner with Metro Transit and other agencies to pursue new transit projects of high impact.
- › **Transit Strategy 6:** Support efforts to ensure transit is a safe, comfortable and affordable option for all city residents.
  - › **Action 6.4:** Work with partner agencies to improve customer comfort through clean waiting areas and upgraded amenities such as shelters, lighting, seating, heat and real-time schedule information.
- › **Design Strategy 2:** Foster vibrant public spaces for street life.

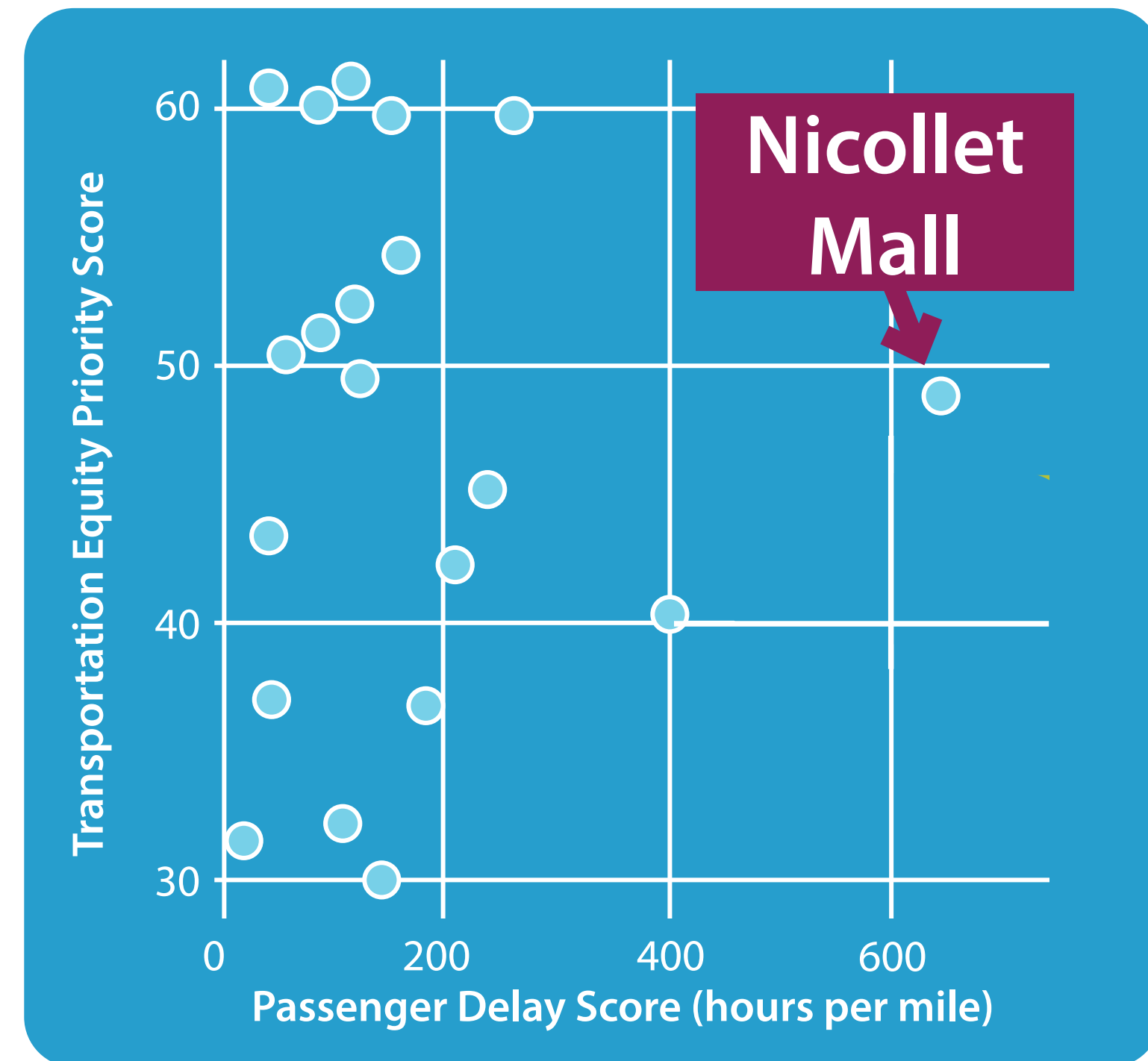


Mayor Jacob Frey created the Vibrant Downtown Storefronts Workgroup in December 2022, as a response to the increase in vacant storefronts in the downtown core. In June 2023, the workgroup released a report. Recommendations related to the future of Nicollet Mall include:

- › **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.
- › Consider consolidation of northern most block (3rd Street to Washington), joining RBC Gateway Plaza and Cancer Survivors Park as a demonstration project.
- › **Desired Uses A.5:** Embrace the seasons – Explore ways to continue promoting Minneapolis as a destination winter city.
  - › Plan and encourage events and festivals that highlight downtown, and specifically Nicollet Mall, as the “best winter place in the nation”.
  - › Leverage the “Bold North” brand. Create window and light display competitions among property and business owners.
  - › Bring holiday activities to Nicollet Mall. Host winter markets on the Mall.



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



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

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



Transit Corridor Snapshot	Nicollet Mall	Marq2 (Marquette Ave + 2nd Ave)
<b>Transit Routes</b>	5	34
<b>Buses per Day</b>	654	616
<b>Average Speed</b>	5 mph (10 mph speed limit)	7 mph (25 mph speed limit)

Demographic Profile	Nicollet Mall Transit Riders	Marq2 Transit Riders (Marquette Ave + 2nd Ave)	Minneapolis
<b>Total Riders per Day</b> <i>(getting on and off)</i>	11,700	3,600	
<b>Experiencing poverty</b>	41%	20%	30%
<b>Household income below:</b>			
<b>\$35,000 per year</b>	42%	19%	24%
<b>\$60,000 per year</b>	58%	30%	n/a
<b>No household vehicle</b>	63%	17%	15%
<b>With a disability</b>	18%	5%	11%
<b>Black, Indigenous, and People of Color (BIPOC)</b>	58%	37%	40%
<b>Male</b>	52%	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



# 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.**

**What's next**

### Summer-Fall 2024

Share 3 transit options and gather input

### Fall-Winter 2024

Share findings, present preferred transit option, and gather input

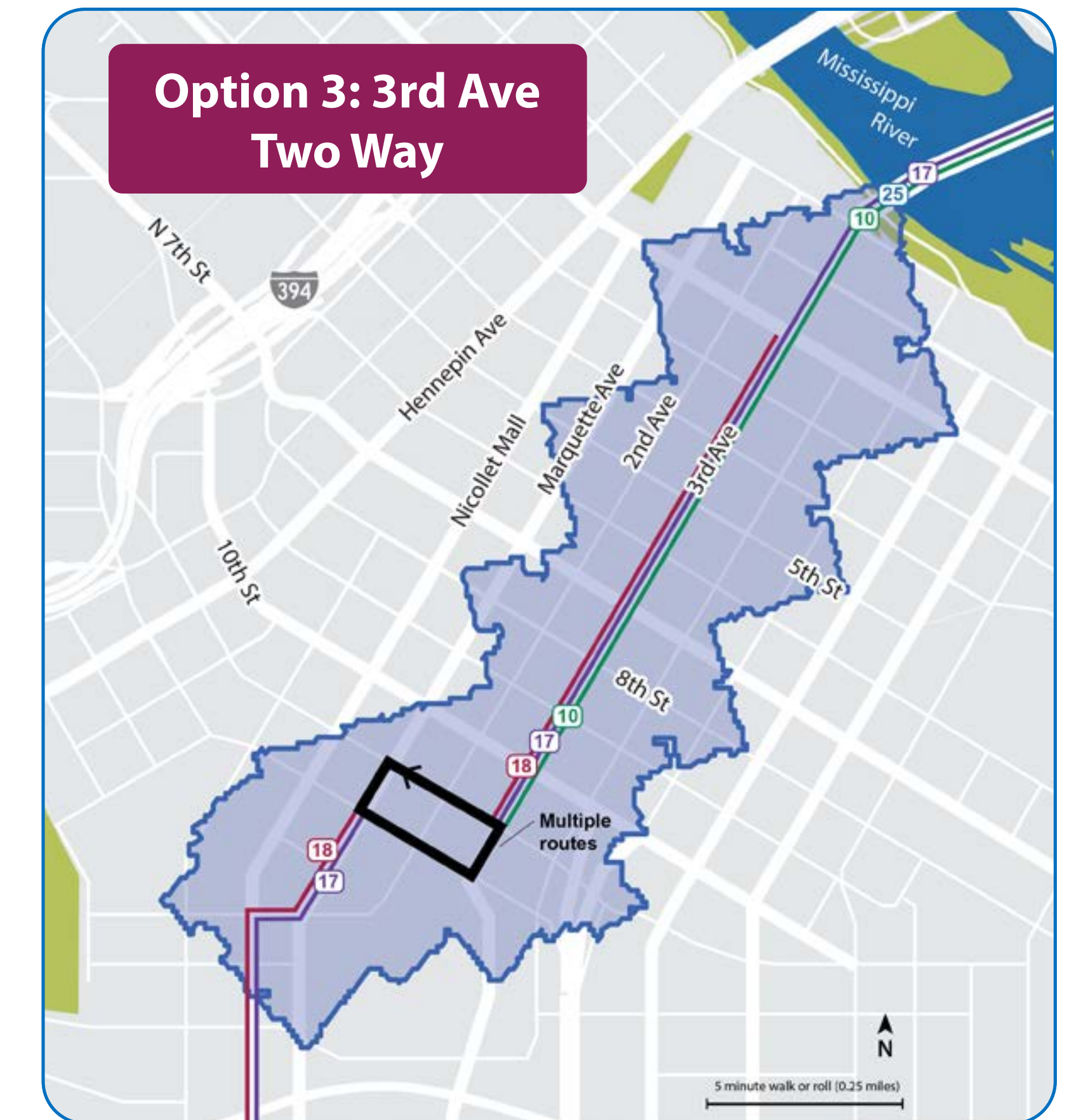
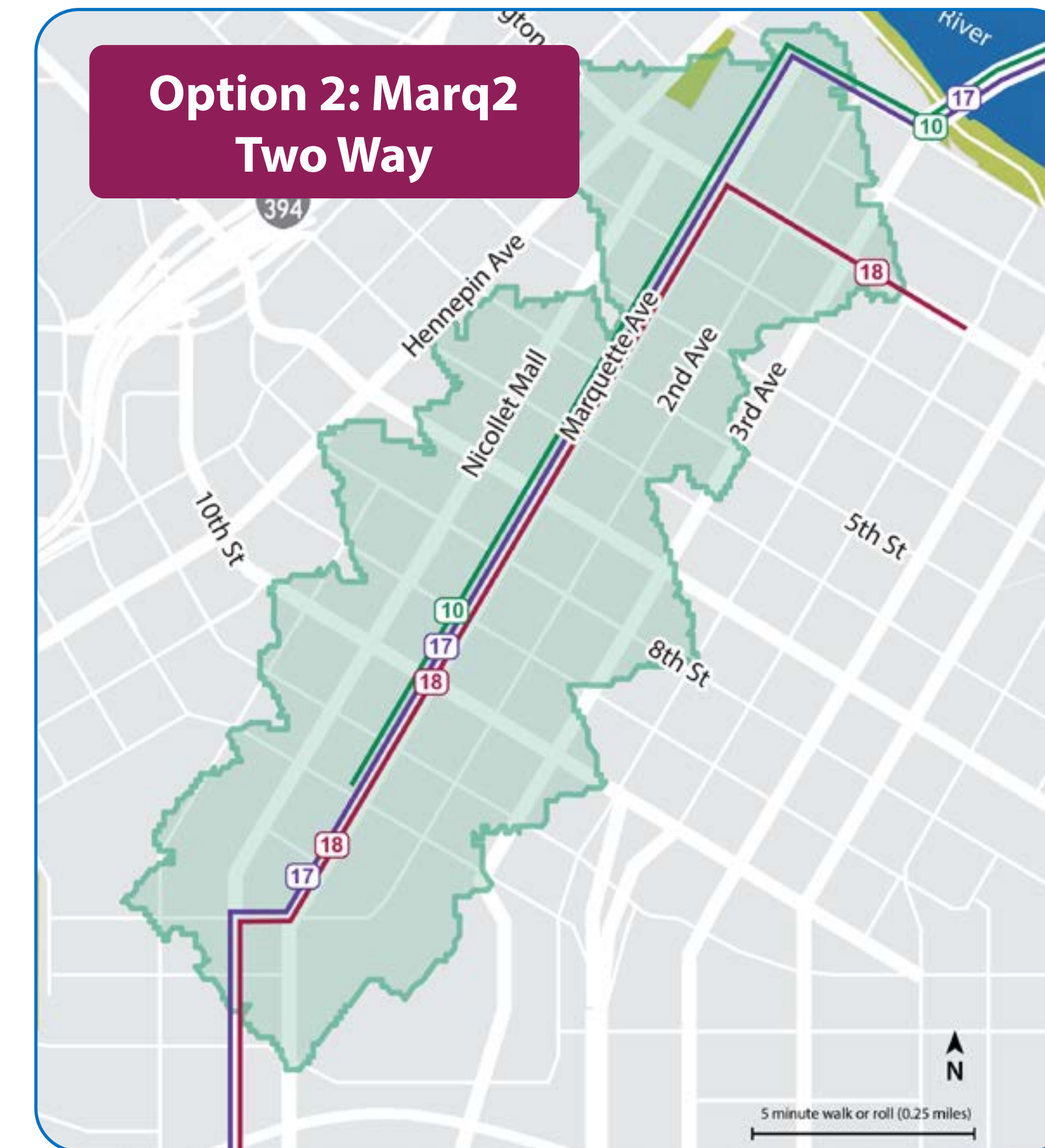
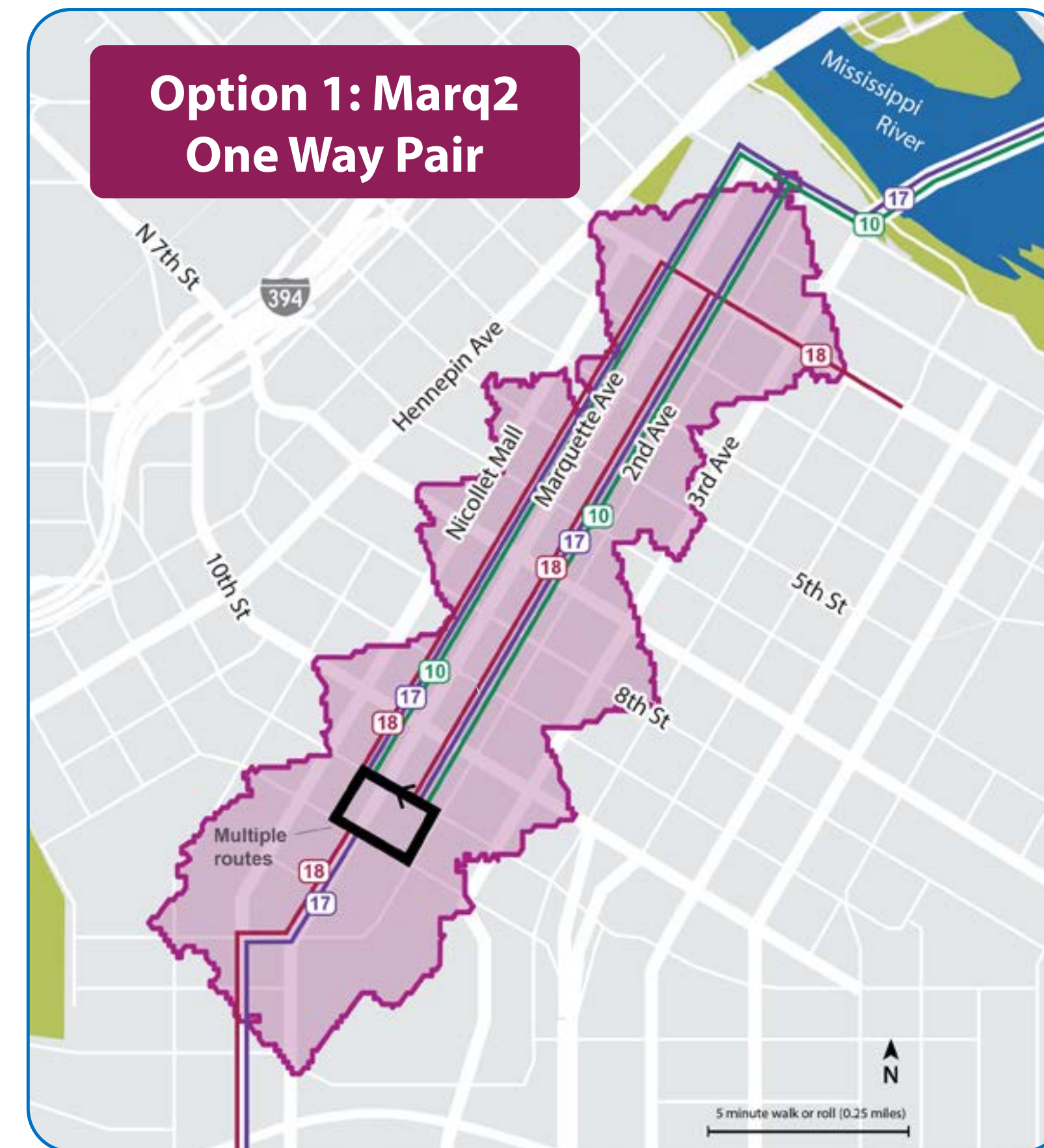
### Winter-Spring 2025

Decision on preferred transit option



# These maps show the area within a short walk or roll of bus stops on each downtown transit corridor option.

## Area within a five-minute (1/4 mile) walk or roll of local transit in both directions



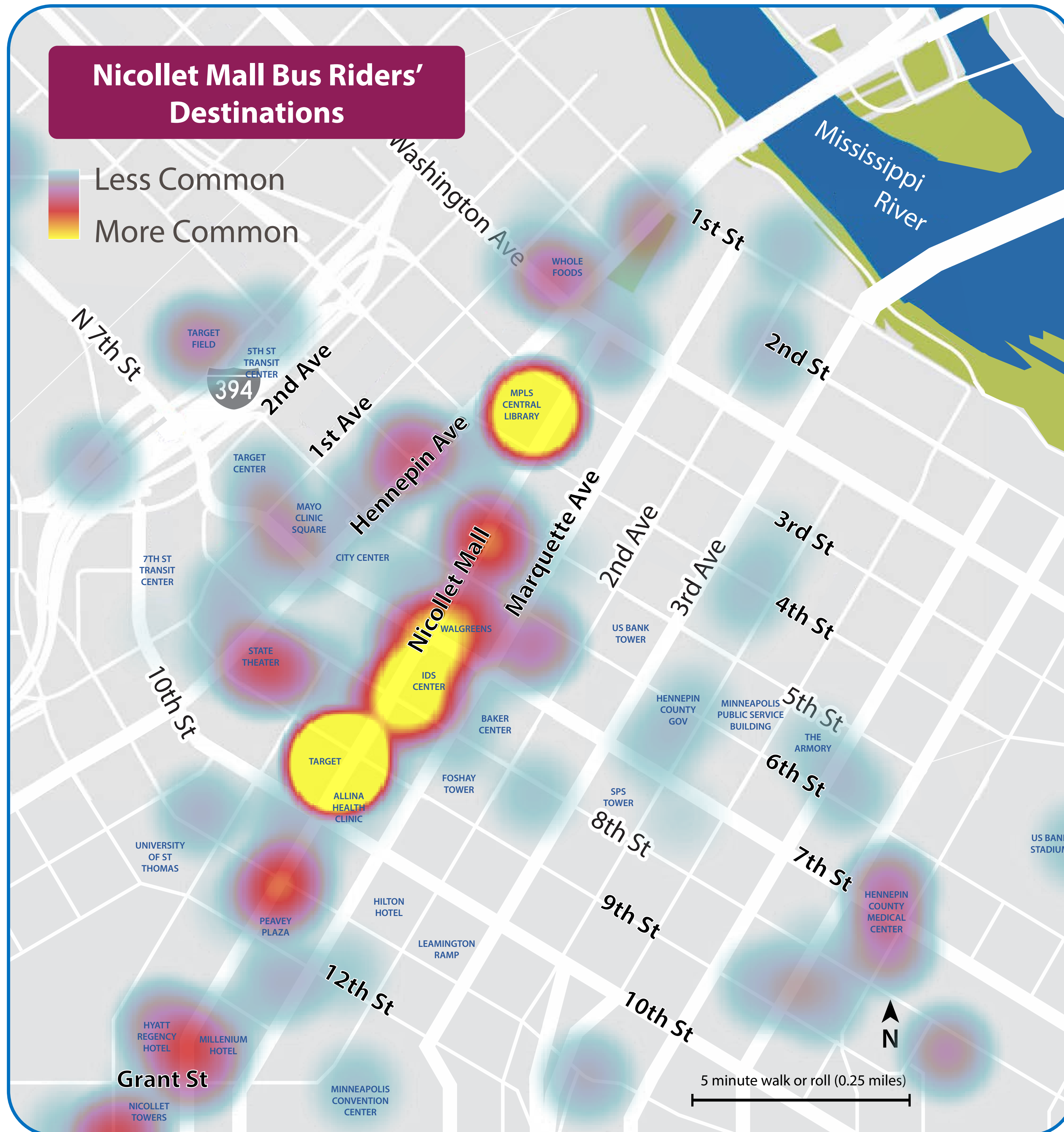
### Data on residents and jobs within a five-minute walk or roll:

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

Source & Method: 2018-2022 ACS 5-year estimate; block group-level data summarized based on geographic apportionment with walkshed 2021. LODS (all jobs, work location); block-level data summarized based on centroid+100' intersect with walkshed



# This data shows where Nicollet Mall bus riders are going today.

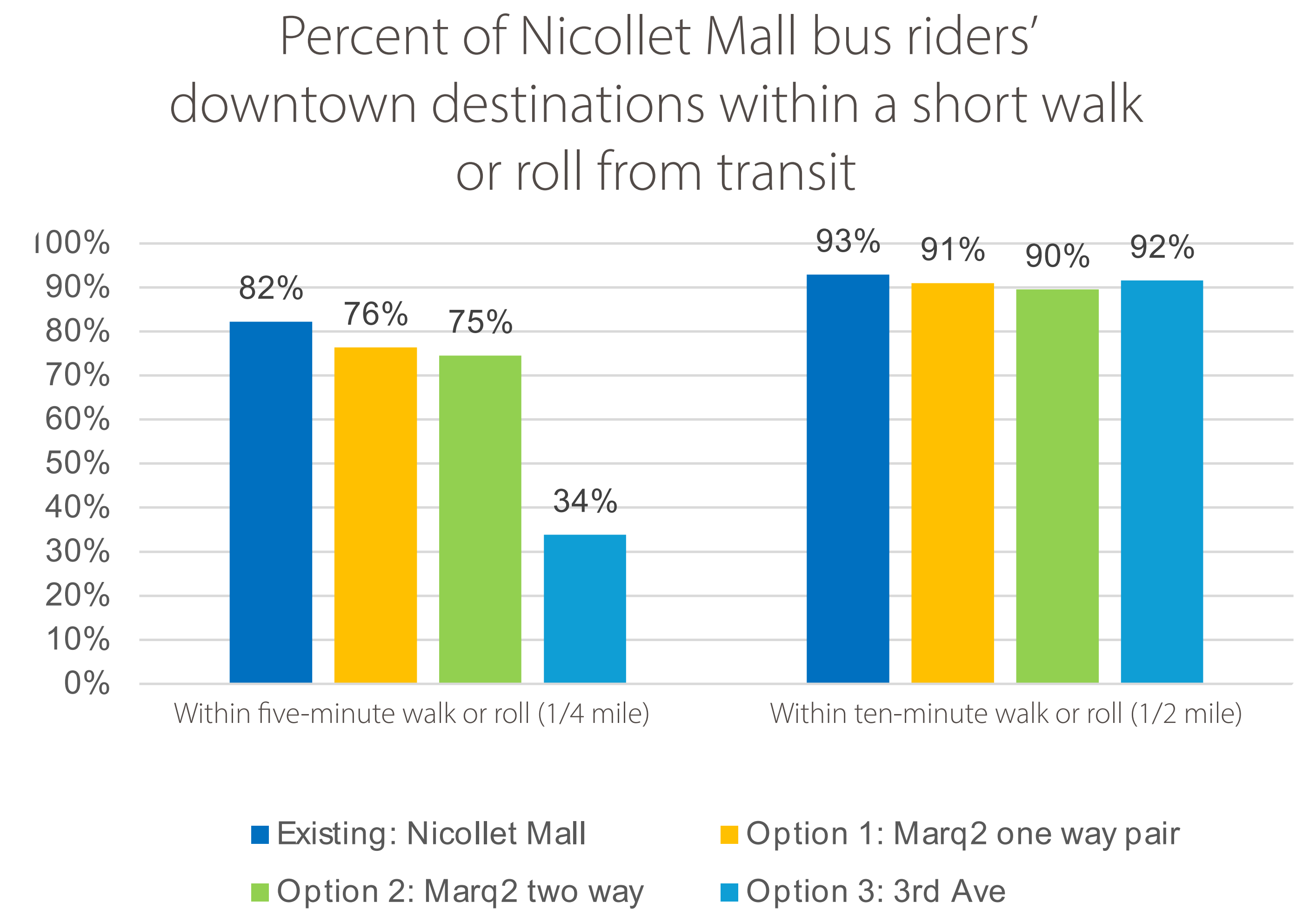


Source: 2022 Travel Behavior Inventory Onboard Transit Survey; Routes 10, 11, 17, 18, and 25

## Where are riders going?

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.

The chart below shows the percent of Nicollet Mall bus riders' destinations within a short walk or roll of transit for each downtown transit option.



# Future planning for a pedestrianized Nicollet Mall will build 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.

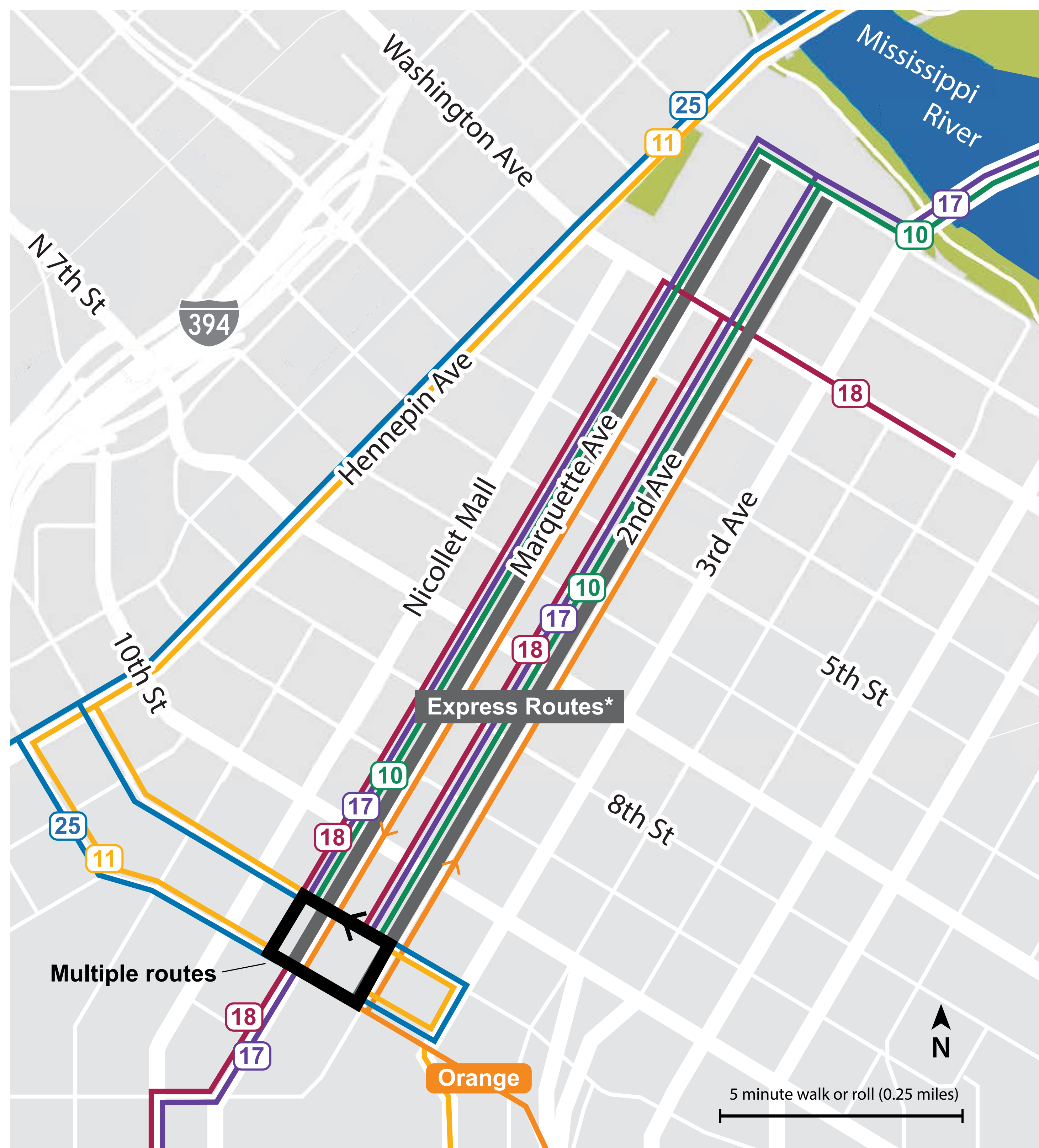


# Marquette & 2nd Aves - One Way Pair

## Option 1



Note: 2nd Ave Street Layout would be similar to the image shown above, but in the reverse direction.



### Street Changes

- 1 Lane configuration: no change to two lane, one way traffic
- 2 Behind the curb work to rearrange express bus stop groups and partial reconstruction to add future BRT stations

### Transit Changes

- 3 Routes 11 and 25 use Hennepin Ave
- 4 Routes 10, 17, 18 and future BRT use Marq2
- 5 Orange Line stays on Marq2
- 6 33 express routes stay on Marq2





# Marquette & 2nd Aves - Two Way

## Option 2



Note: 2nd Ave Street Layout would be similar to the image shown above, but in the reverse direction.



### Street Changes

- 1 Lane configuration:
  - > Curbside bus-only lanes
  - > 2-way, 2-lane traffic
- 2 Behind the curb work and partial reconstruction to add future BRT stations on Marquette Ave and southbound bus stops on 2nd Ave

### Transit Changes

- 3 Routes 11 and 25 use Hennepin Ave
- 4 Routes 10, 17, 18 and future BRT use Marquette Ave (Two way)
- 5 Orange Line uses Marquette Ave (Two way)
- 6 33 express routes use 2nd Ave (Two way)



# 3rd Ave - Two Way

## Option 3

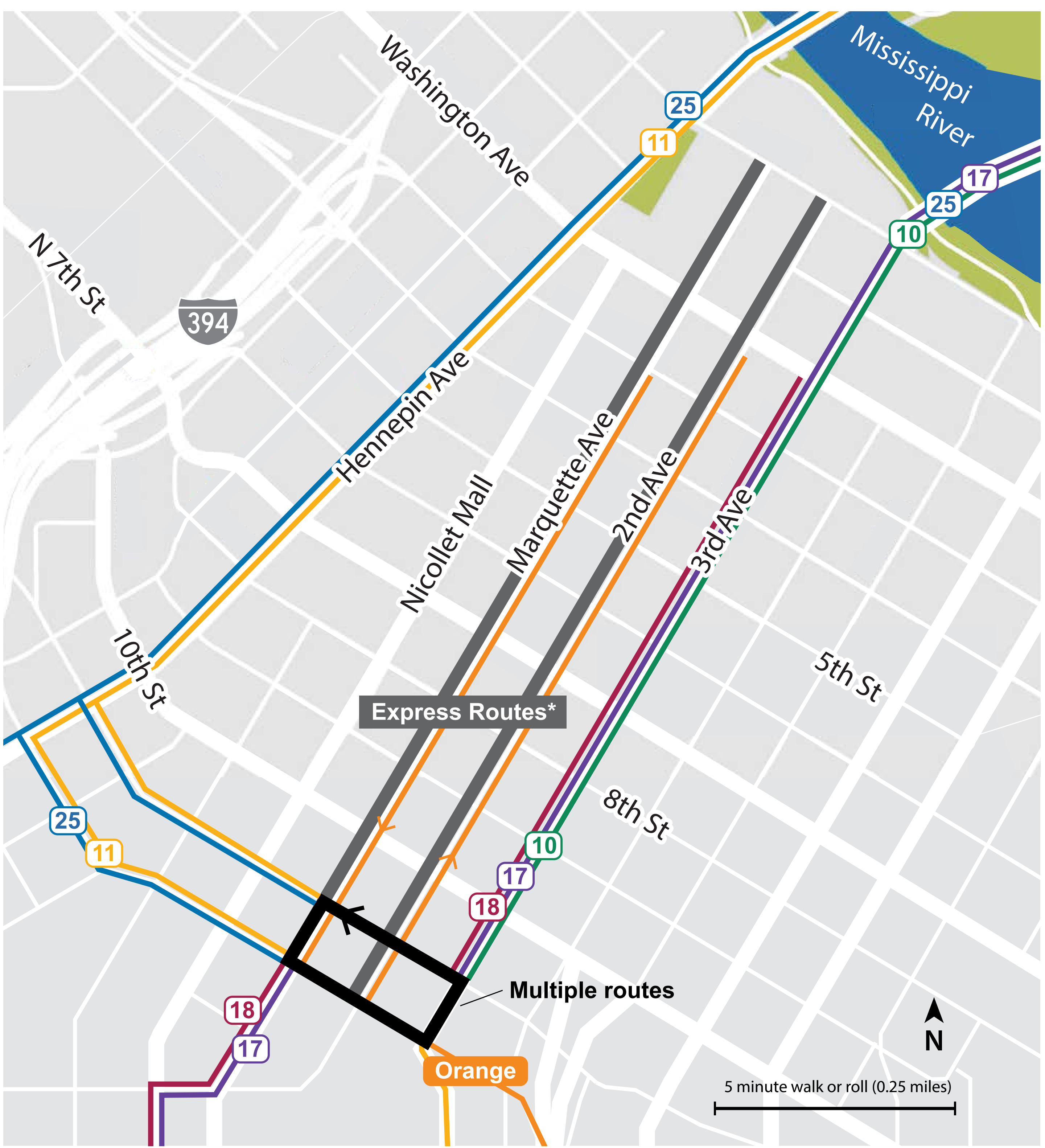


### Street Changes

- 1 Lane configuration:
  - > Curbside, bus-only lanes
  - > Two way, 1 or 2-lane traffic
  - > Two way, sidewalk-level bikeway
- 2 Full reconstruction

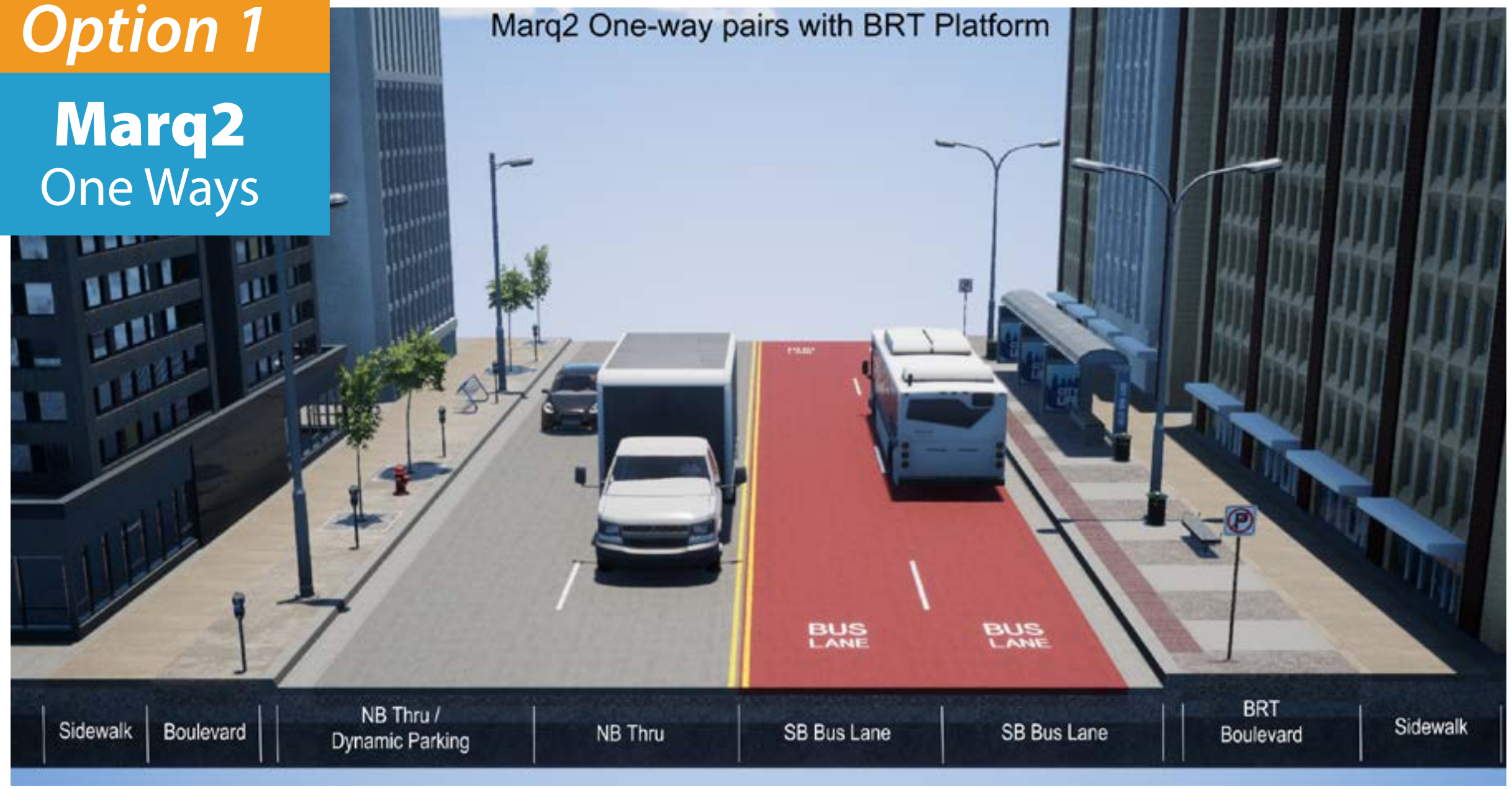
### Transit Changes

- 3 Routes 11 and 25 use Hennepin Ave
- 4 Routes 10, 17, 18 and future BRT use 3rd Ave
- 5 Orange Line stays on Marq2
- 6 33 express routes stay on Marq2

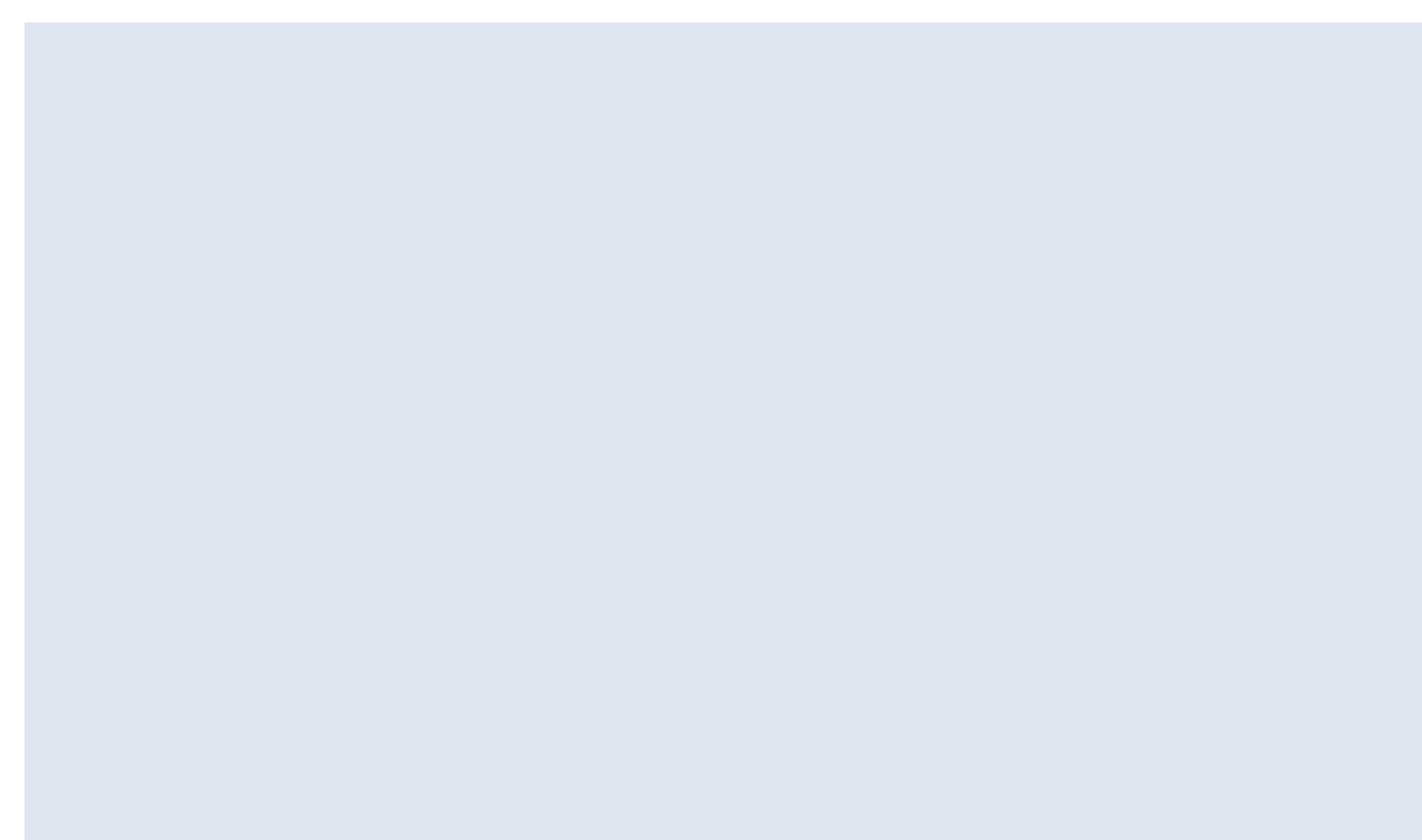


# What do you like and dislike about each Option?

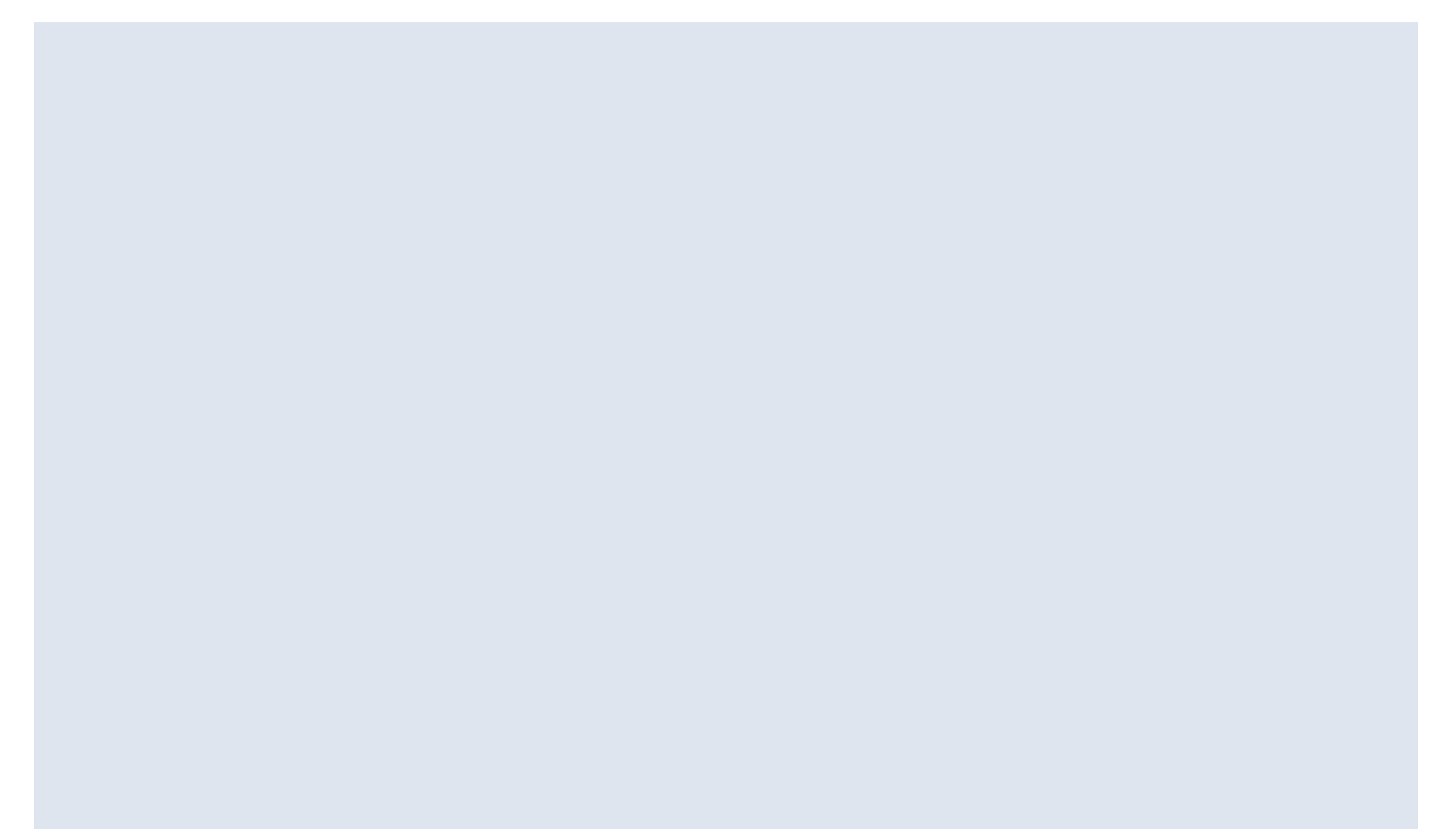
**Option 1**  
**Marq2**  
One Way



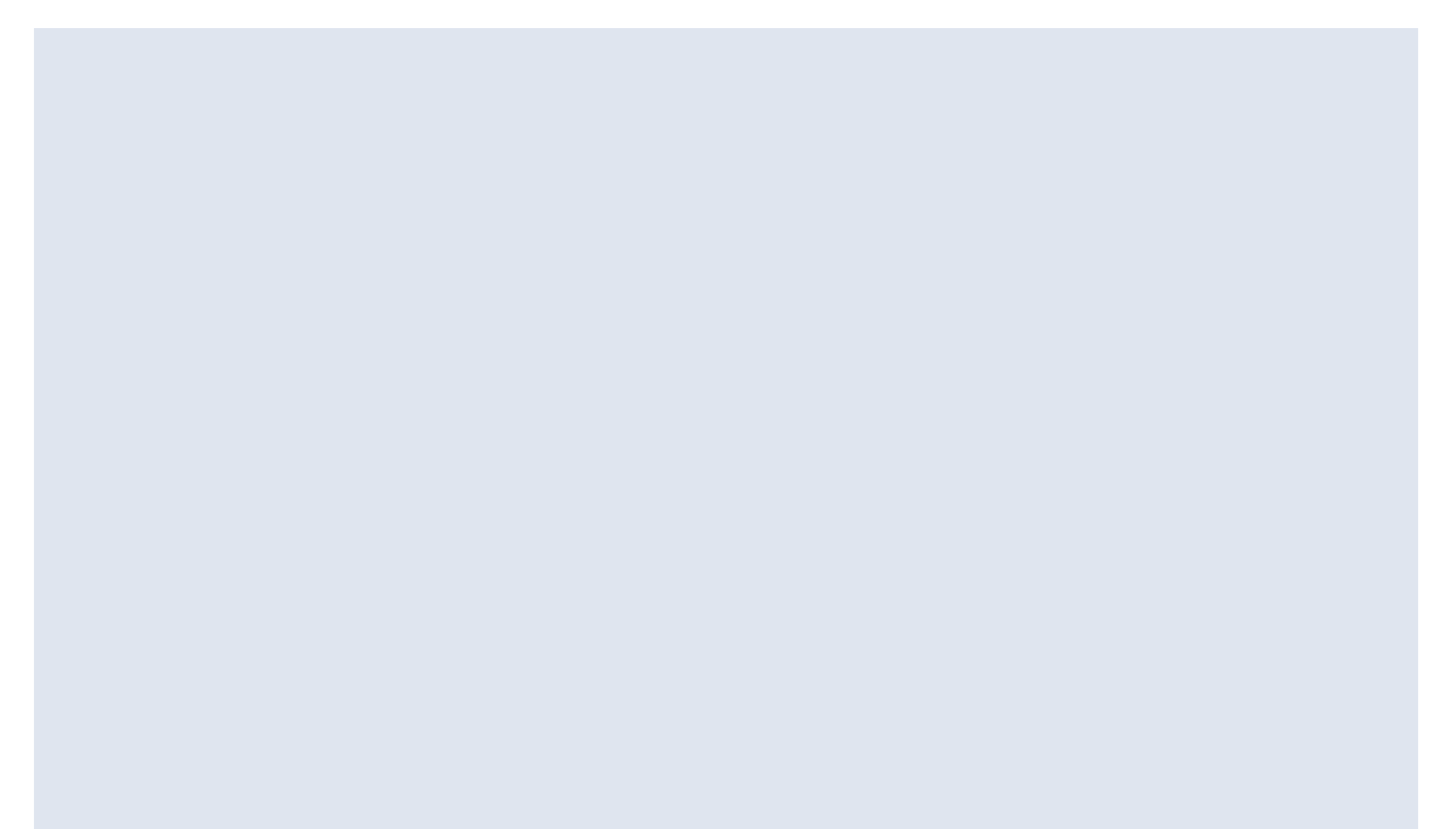
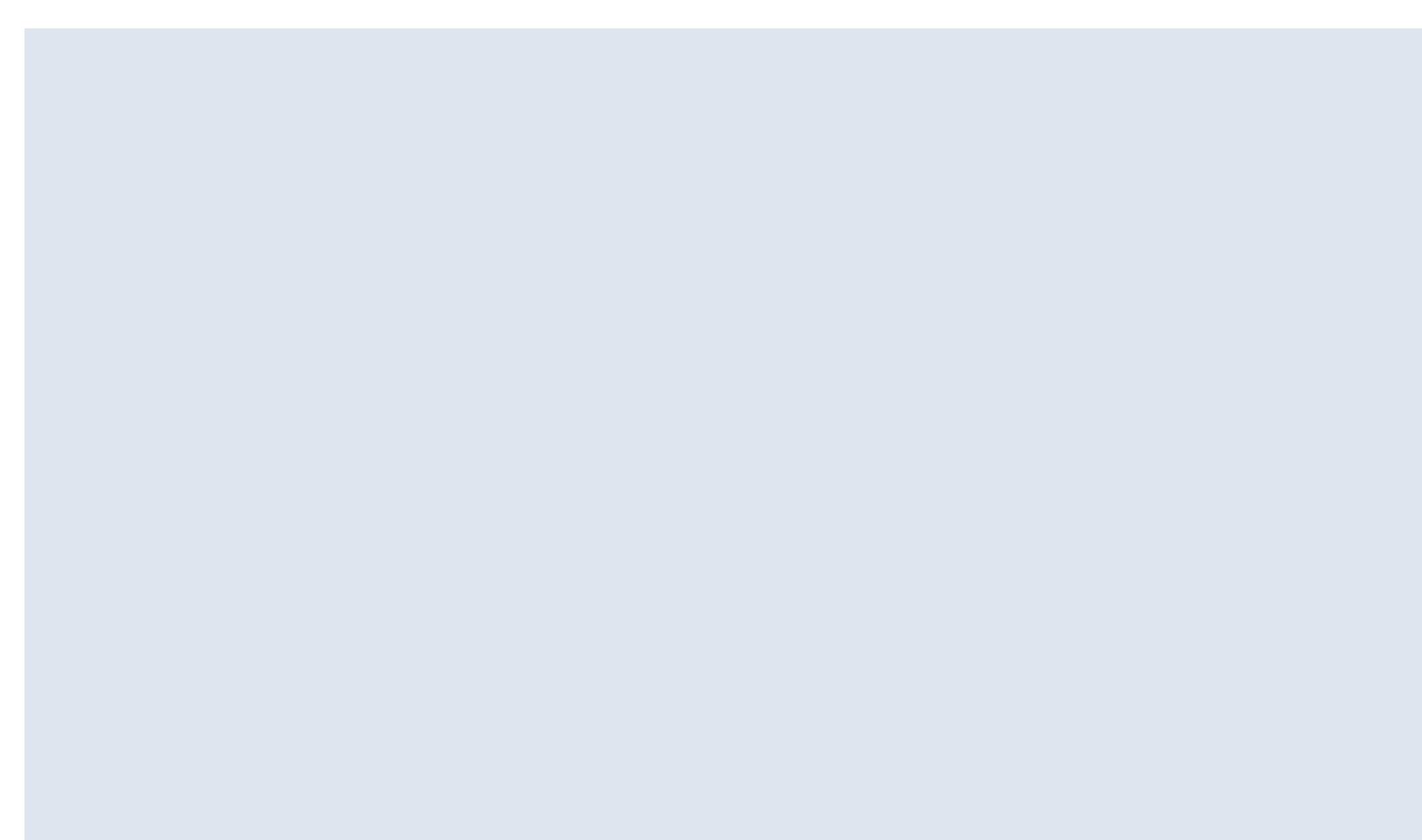
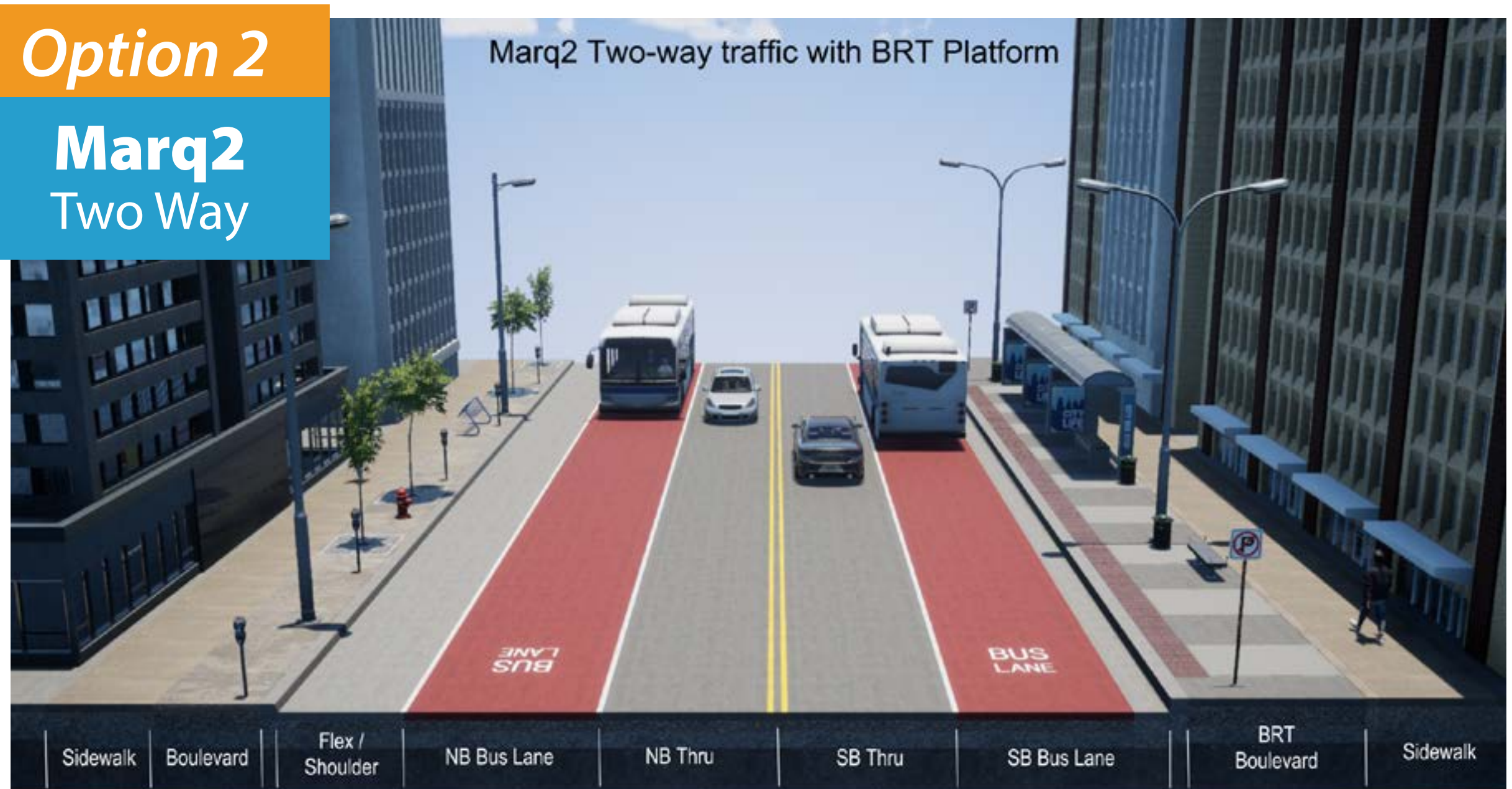
Like



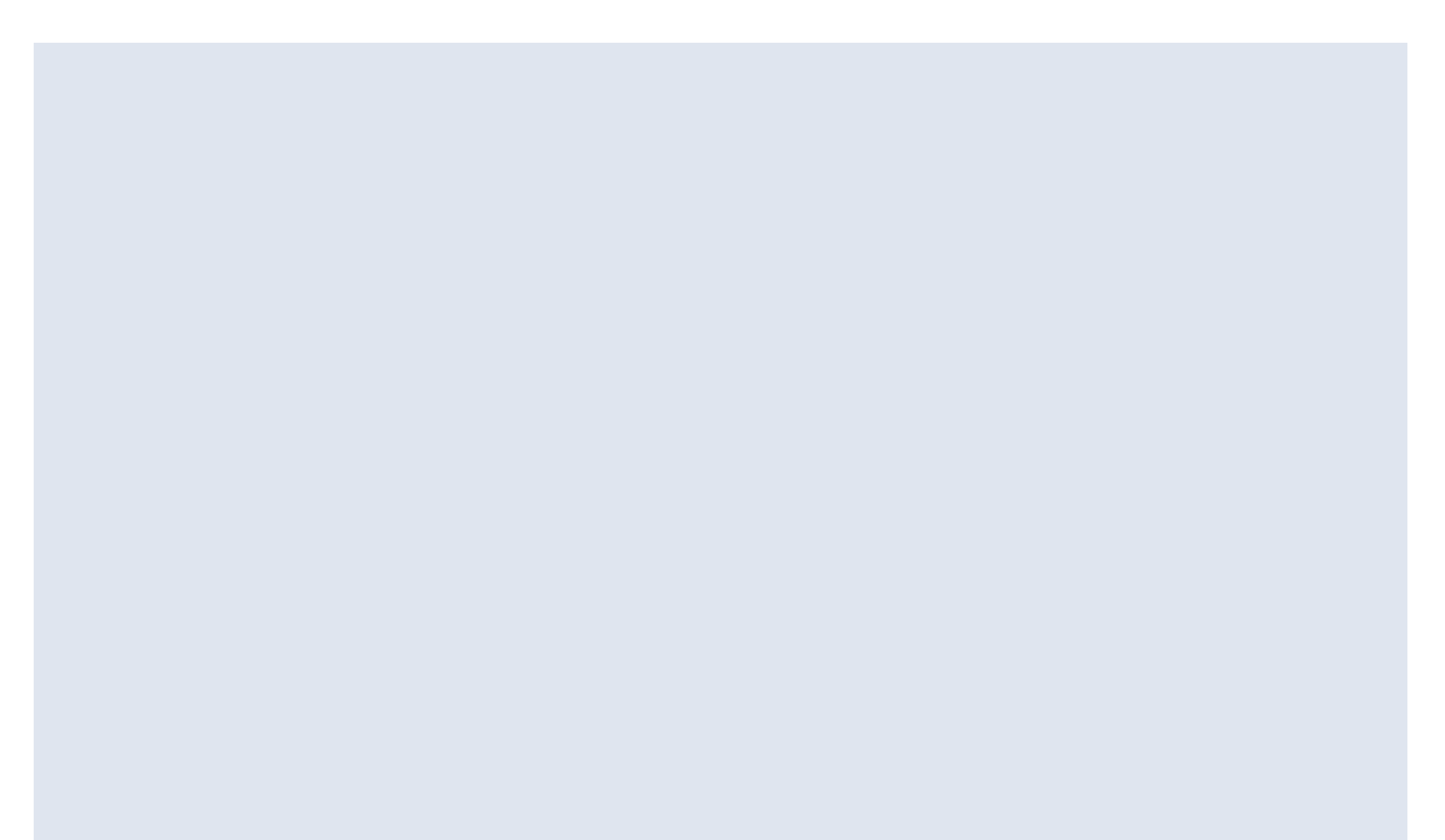
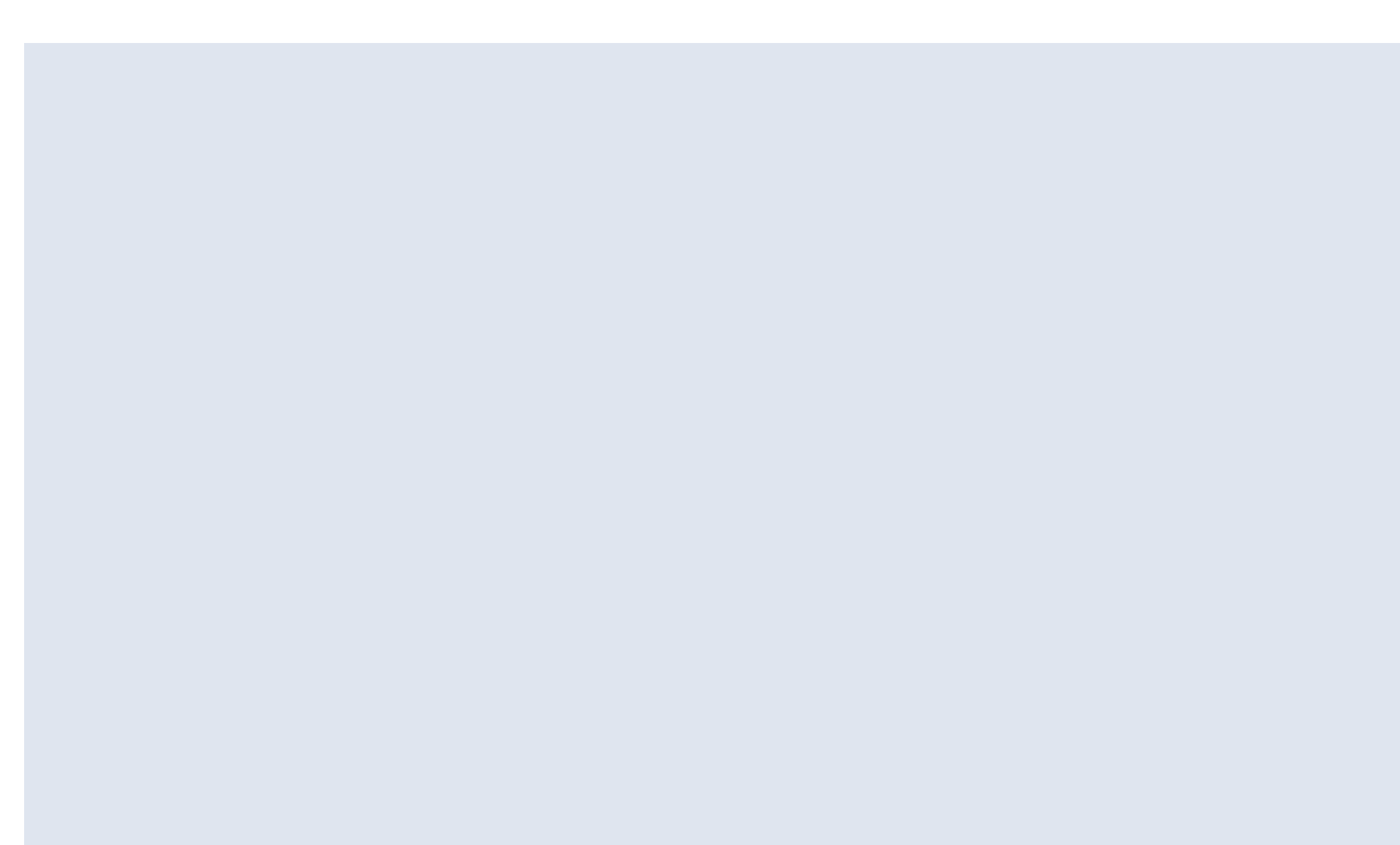
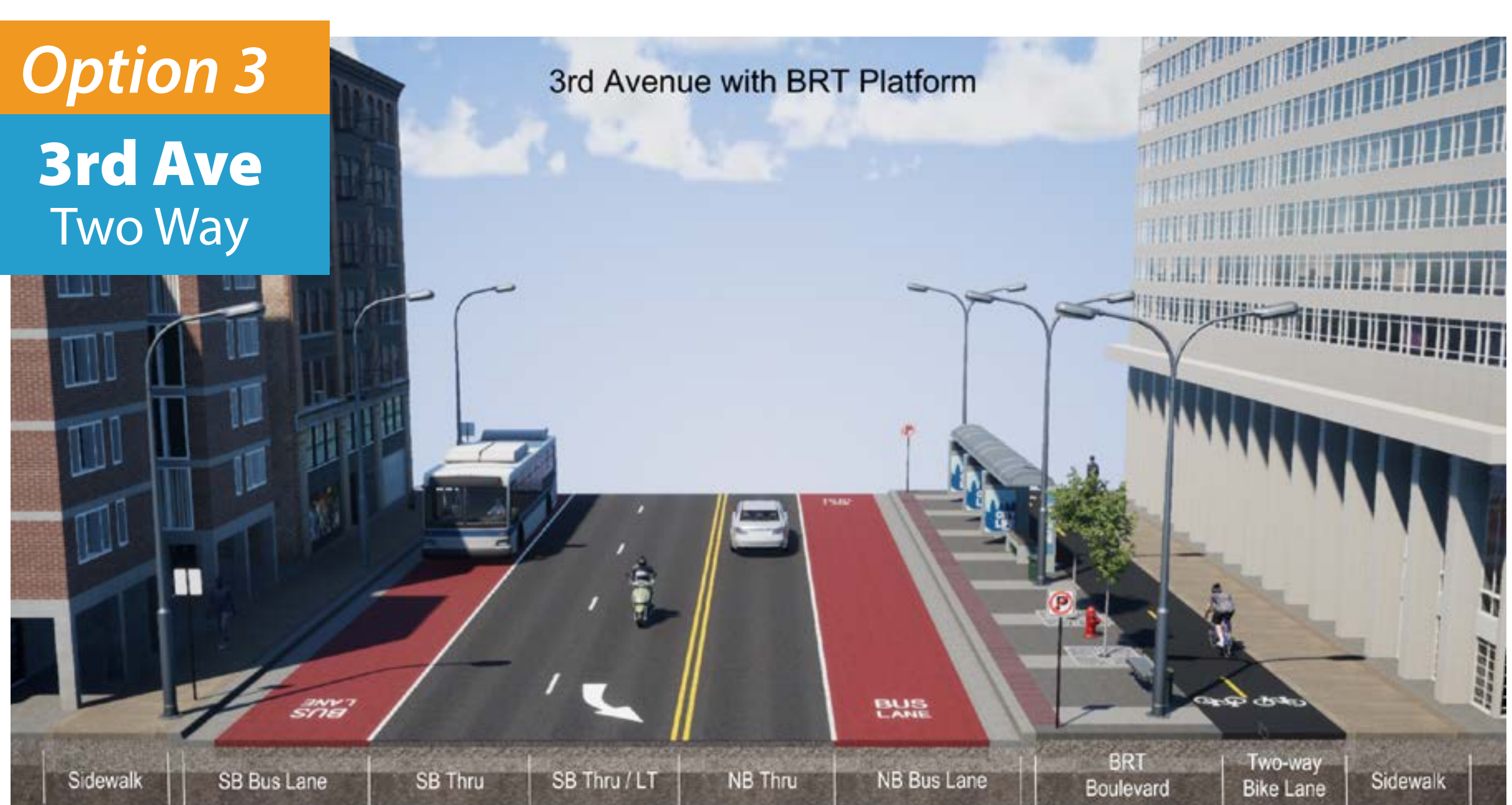
Dislike



**Option 2**  
**Marq2**  
Two Way

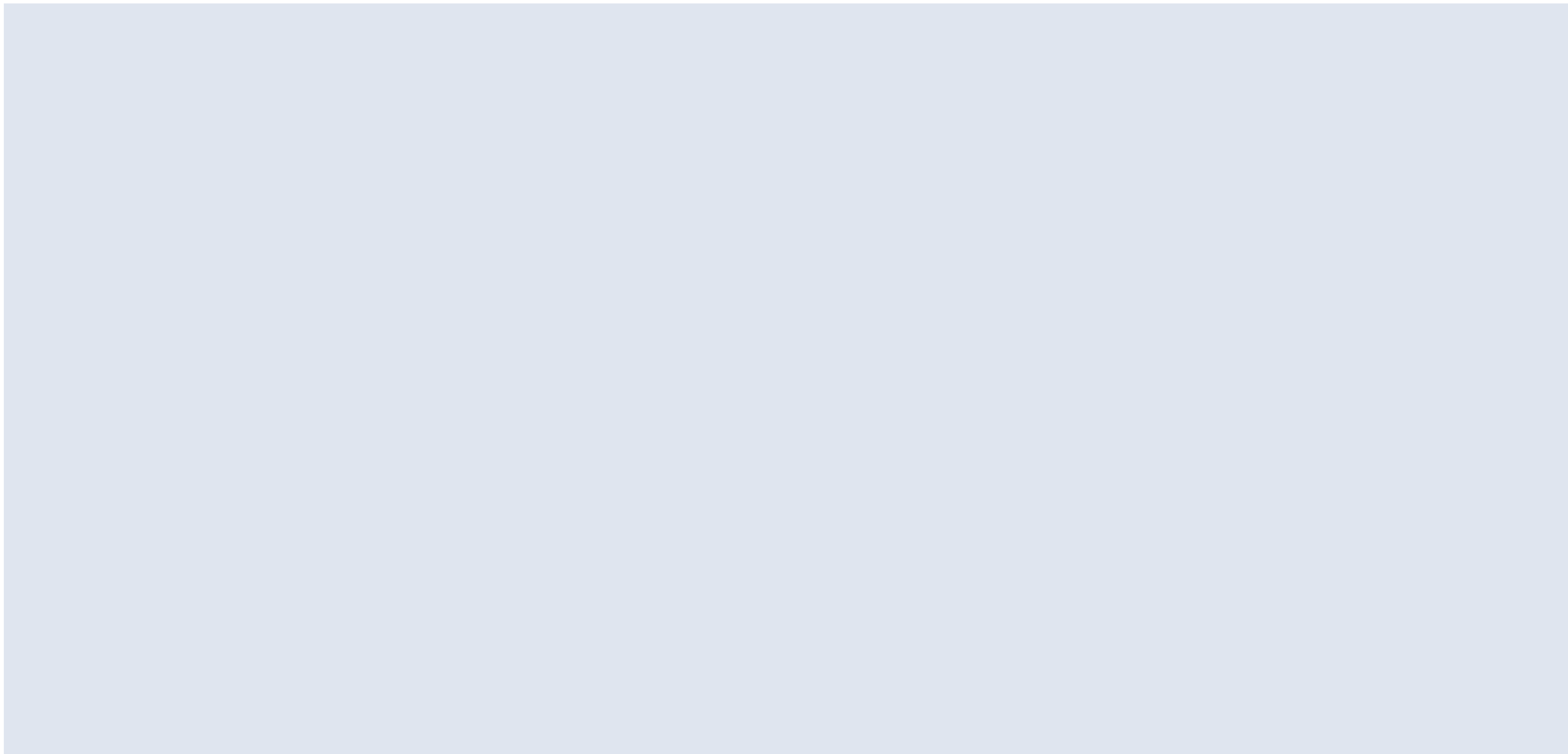


**Option 3**  
**3rd Ave**  
Two Way

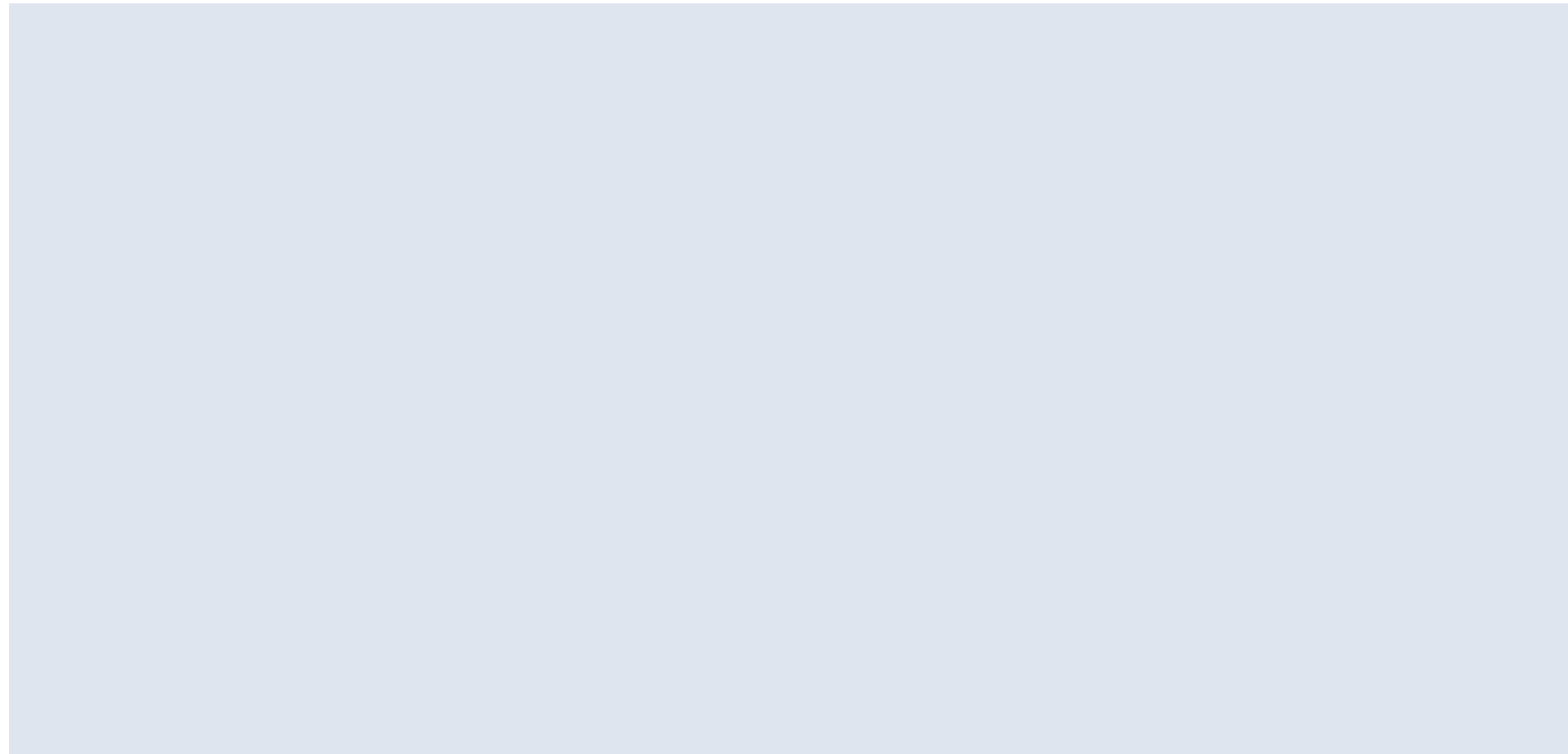




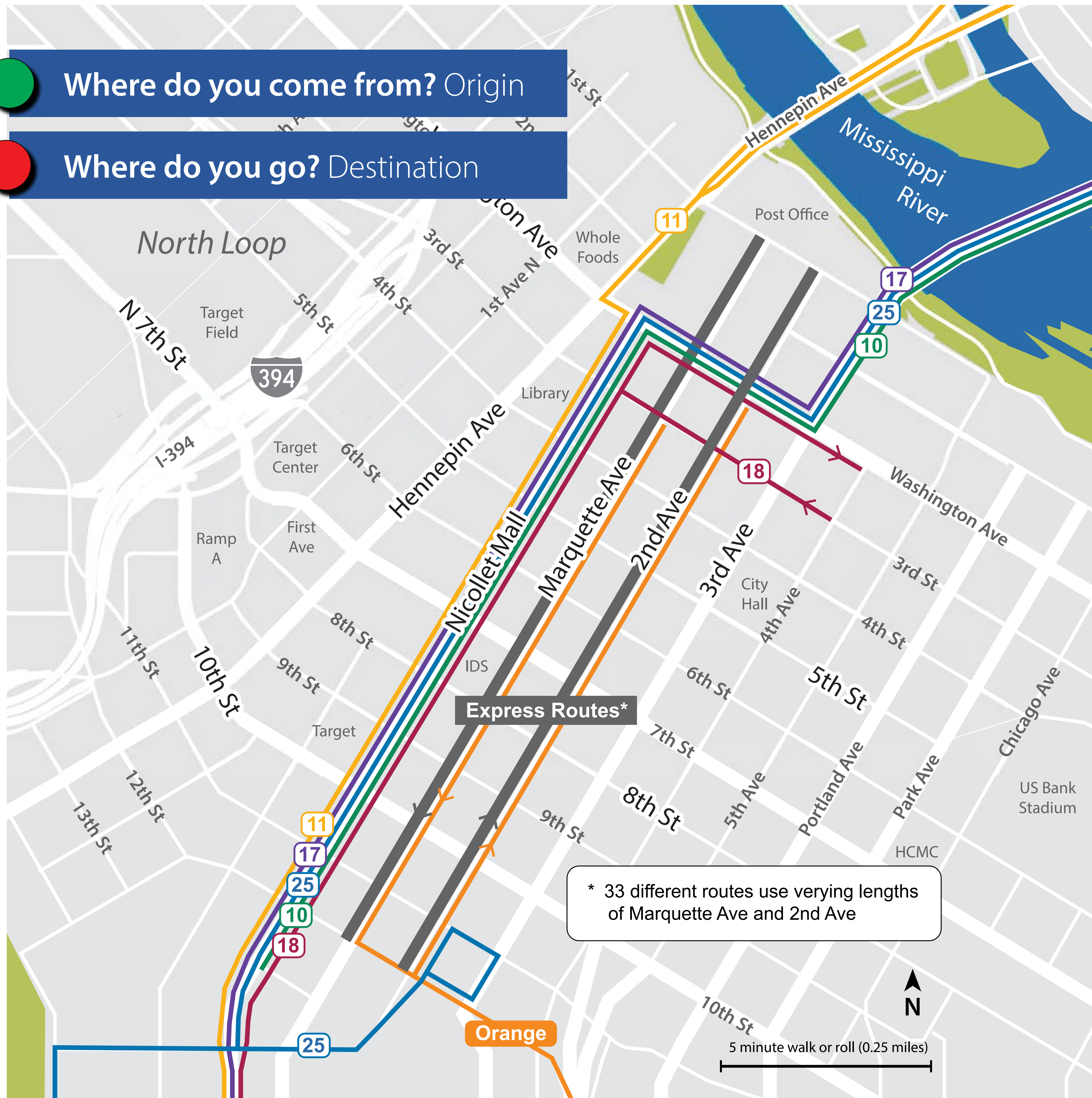
Share your vision for **downtown transit.**



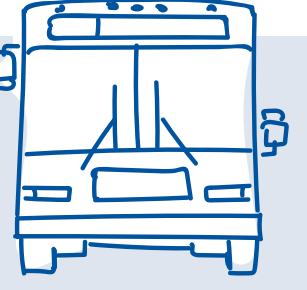
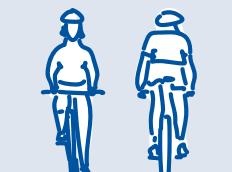



Share your vision for **Nicollet Mall.**



- Where do you come from? Origin
- Where do you go? Destination

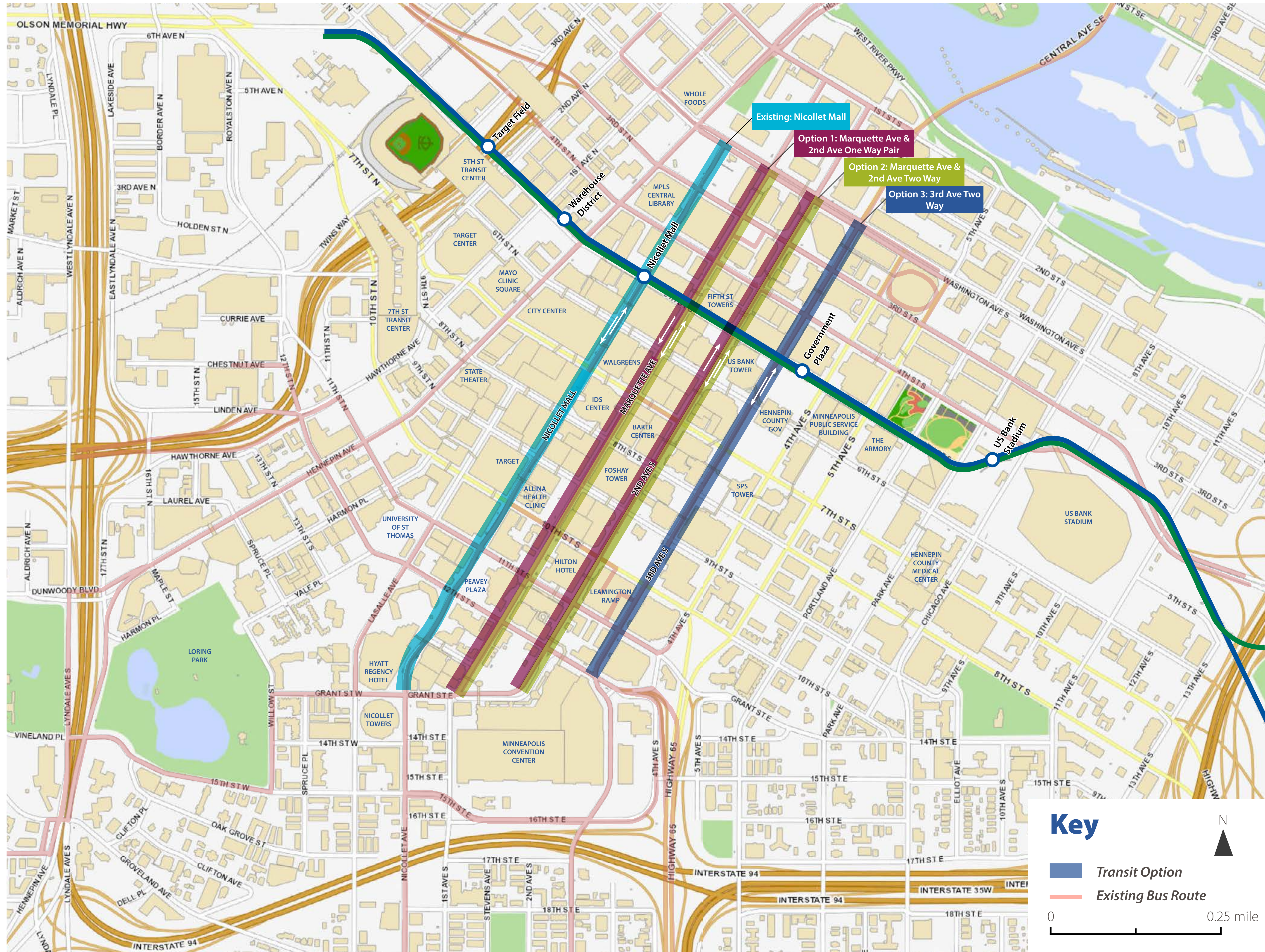


## How do you get downtown?

 <b>Transit</b>	 <b>Bicycle</b>	 <b>Walking</b>	 <b>Driving</b>	 <b>Other</b>
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# Downtown Minneapolis Map



Note: the map represents the locations of the three streets proposed to move transit off Nicollet Mall. The exact routing will be determined through additional technical and community engagement.

