

# **NORTHSIDE-SOUTHSIDE STUDY**

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**FINAL**

May 2017



## PURPOSE AND NEED REPORT

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PM: Dan Meyers

Principal: Ken Kinney

**Originator:** Julia Suprock

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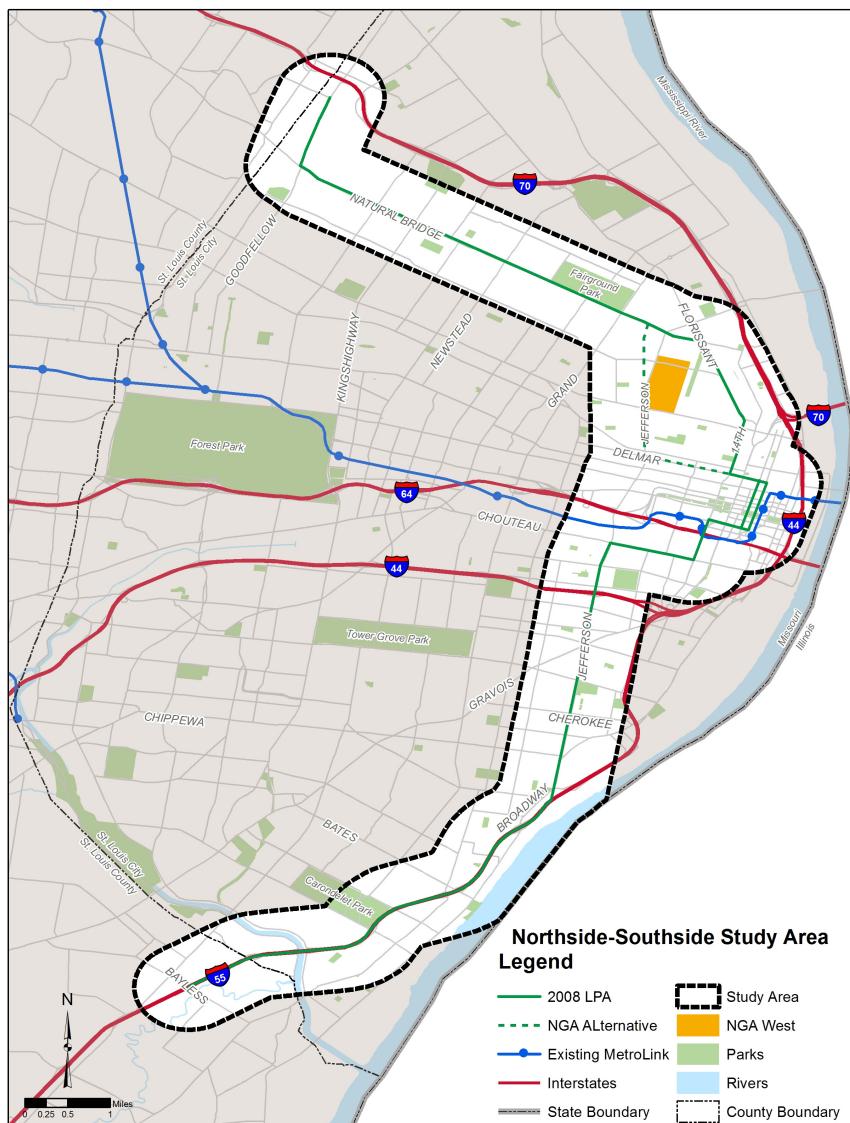


## 1.0 Introduction

The Northside-Southside MetroLink Conceptual Design Study (Northside-Southside Study) is being led by East-West Gateway Council of Governments (EWGCOG) with support from the City of St. Louis. The Northside-Southside Study builds upon the 2008 Northside-Southside study, which included a previously-adopted locally-preferred alternative (LPA), as shown in Figure 1.

Since the proposed Northside-Southside MetroLink expansion line was first explored in the late 1990s and then studied in 2008, the City of St. Louis and its neighborhoods have changed considerably. New development has transformed much of the central corridor. South St. Louis, along Broadway Street and Jefferson Avenue, has enjoyed grassroots community revitalization with the addition of new residents and small businesses. North St. Louis became the future home of the multi-billion dollar next National Geospatial-Intelligence Agency (NGA) West campus. The proposed Northside-Southside line will have the potential to leverage and extend the economic growth and momentum happening in the City of St. Louis. However, concentrations of poverty, joblessness and crime continue to erode neighborhoods in both North and South St. Louis.

**Figure 1: Northside-Southside Study Area**



Through this study, decision-makers will work with stakeholders and members of the public to select a light rail investment that meets the needs of the community while maximizing competitiveness for federal capital funding through the Federal Transit Administration's New Starts Capital Investment Grant Program.



## Summary of Project Purpose and Need

The purpose of the Northside-Southside Conceptual Design Study is to identify the light rail investment that encourages sustainable development patterns which expand access to opportunity for Study Area residents, matches demographic trends and preferences within the Study Area, and leverages the existing transportation infrastructure to improve connectivity within and beyond the Study Area.

### Project Need #1: Stabilization, Revitalization, and Redevelopment of Key Areas

- **Study Area neighborhoods need stabilization, revitalization, and redevelopment.** Light rail investment would expand Study Area residents' opportunities for prosperity by contributing to the deconcentration of poverty, increasing access to jobs, creating vibrant and accessible public spaces, and catalyzing development in struggling neighborhoods
- **Areas of decreased commercial and residential development require increases in community safety.** Neighborhoods throughout the Study Area, particularly on the Northside, struggle with disinvestment, crime, and challenging socio-economic outcomes. Light rail investment could bolster ongoing revitalization efforts while also contributing to safer neighborhoods.
- **The positive momentum of recent or planned investments can be leveraged by light rail investment.** The \$1.75 billion, 99-acre National Geospatial-Intelligence Agency West campus project, along with light rail investment, could have a catalytic effect on the Northside. Over the last 15 years, Downtown has had the fastest rate of residential growth in the city and has seen an influx of young professionals; Light rail investment would further bolster the competitive positioning of Downtown. In 2015 the Near North Side was awarded a Choice Neighborhoods Implementation Grant, which is designed to transform distressed neighborhoods into viable mixed-use neighborhoods, by the U.S. Department of Housing and Urban Development. Light rail investment can help achieve the goal of the grant by linking residents with services, schools, public assets, and access to jobs.
- **The character of existing stable residential areas needs to be preserved.** Revitalization efforts have been underway for decades in Soulard and Lafayette Square, while other neighborhoods, such as Old North, Benton Park, Benton Park West, and Tower Grove East, experienced redevelopment and population increases more recently. Light rail will contribute to this positive momentum.

### Project Need #2: Expanded Access to Jobs and Activity Centers

- **Study area residents - especially transportation-disadvantaged residents - need improved access to jobs.** Just over 12 percent of Study Area commuters use transit, which is a higher rate than the City as a whole, and significantly higher than the County and the State. Twenty-six percent of all Study Area households (33 percent on the Northside) do not have access to a vehicle. The Study Area accounts for over 50 percent of the total jobs in St. Louis City and nearly 15 percent of jobs in the City and County combined. Light rail investment will enhance direct connections between transportation-disadvantaged households and employment opportunities within the Study Area.
- **Light rail is an attractive transit alternative that is competitive with cars.** The productivity of Study Area bus routes exceeds the system-wide average, and traffic volumes in the Study Area are, in most cases, less than the capacity of the roadway. This indicates that there is existing transit demand and roadway capacity to support high-capacity transit investment in the Study Area; the reduced travel times, improved amenities, and increased reliability associated with light rail will improve transit service for existing Study Area transit riders, and will attract new riders.



## 2.0 Project Need #1: Stabilization, Revitalization, and Redevelopment of Key Areas

### Study Area neighborhoods need stabilization, revitalization, and redevelopment.

Light rail investment would expand Study Area residents' opportunities for prosperity by contributing to the deconcentration of poverty, increasing access to jobs, creating vibrant and accessible public spaces, and catalyzing development in struggling neighborhoods.

The market conditions, neighborhood character, and employment opportunities in the Study Area vary dramatically moving north to south:

- The northern end of the Study Area, generally north of Dr. Martin Luther King Drive, has suffered from decades of disinvestment and population loss. Given its challenging socio-economic characteristics, a MetroLink expansion in this portion of the Study Area would promote social equity, improve access to jobs and other economic opportunity, and could help catalyze new investment. This portion of the Study Area has the greatest potential for new development.
- The central portion of the Study Area, generally bound by Dr. Martin Luther King Drive to the north, Chouteau Avenue to the south, and Compton Avenue to the east, includes downtown St. Louis, which still has the highest employment density in the region and serves as the region's primary employment, recreational, tourism, and hospitality hub. Over the last 15 years, Downtown has had the fastest rate of residential growth in the city and has in particular seen an influx of young professionals. Downtown is already served by MetroLink, but the expanded lines to the north and south would further bolster the competitive positioning of Downtown, making it more attractive for new residential development and providing improved access that will connect employers to a larger workforce population.
- The southern portion of the Study Area, which extends through South St. Louis City into a small portion of South St. Louis County, includes neighborhoods with some of the highest population density in the region. Revitalization efforts have been underway for decades in Soulard and Lafayette Square, while other neighborhoods, such as Benton Park, Benton Park West, and Tower Grove East, experienced redevelopment and population increases more recently. At the same time, other neighborhoods continue to struggle with similar disinvestment, crime, and challenging socio-economic outcomes comparable to areas in North St. Louis City. MetroLink expansion in this portion of the city could bolster ongoing revitalization efforts while also improving access to economic opportunity for many lower-income households.

Light rail has the potential to catalyze development and leverage existing and planned developments to promote stable and strong neighborhoods throughout the Study Area. Light rail has demonstrated the ability to catalyze development in cities around the country, including:

- Salt Lake City's TRAX light rail, which is credited with the creation of nearly 1,300 direct new permanent jobs and close to 2,800 total jobs, indirect impacts account for an additional 946 jobs, and induced impacts account for an additional 555 jobs<sup>1</sup>

<sup>1</sup> Economic Development Research Group, Inc., *Economic Impacts of Intelligent Infrastructure: Light Rail in Salt Lake City*, May 2015



- Charlotte's Blue Line light rail, which is credited with \$1.8 billion in investment along the route (through 2013)<sup>2</sup>
- The Twin Cities' Green Line light rail, which opened in 2014, has generated \$4.2 billion in development<sup>3</sup>
- Dallas began building light rail in 1996; within five years, light rail had generated \$3.3 billion in private investment, 32,000 jobs, and 39 to 53 percent greater growth in property value than elsewhere in the city.<sup>4</sup>

There are tremendous opportunities for infill and redevelopment throughout the Northside-Southside corridor that would be catalyzed by investment in light rail.

### **Areas of decreased commercial and residential development require increases in community safety.**

An essential component in the stability and revitalization of the communities in the Study Area is safety. Light rail can help to increase the safety in a neighborhood by increasing foot traffic at station areas and supporting new infill and redevelopment that contributes to the economic sustainability of neighborhoods.

The City of St. Louis released the *Prevention, Intervention, Enforcement, and Reentry Strategies (P.I.E.R.) Plan* in December 2015; this plan seeks to reduce crime through prevention, intervention, enforcement and reentry. A prevention strategy listed in the plan includes prioritizing the North-South MetroLink expansion as a key piece of revitalization for North and South St. Louis. The plan recognizes that transportation barriers are a contributing factor to increased crime and decreased safety. The P.I.E.R. Plan also states that "In order to succeed in employment, individuals must be able to access their places of employment. A key strategy is to reduce transportation barriers that are impediments to employment through the expansion of mass transit and alternative transit for City residents."

The P.I.E.R. Plan notes that "The City focuses on Transit-Oriented Development along existing transit lines and has proposed a North-South MetroLink Line to better coordinate transit and housing. This will improve upward mobility among low-income residents by lowering the combined cost of housing and transportation." The City also invests money from the Affordable Housing Commission (AHC) to spur the development of affordable housing near train stations and bus lines to make it easier for people to reach jobs. The AHC has set aside more than \$1 million for housing near major public transportation lines.

This focus on transit-oriented development (TOD) also ties into the 2013 TOD Northside-Southside Plan. The 2013 TOD Plan developed "an integrated analytical system of nine Transit Neighborhood Typologies by 1) using direct relationships of residents-to-workers and, 2) overlaying the Building Envelope Standards assigned to each typology through the use of a Form-Based District." Having this plan in place will help guide development that supports the success of transit investment and helps to activate and sustain positive social and economic activity in the neighborhoods surrounding light rail stations.

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<sup>2</sup> City of Charlotte, *Charlotte LYNX Blue Line Economic Development Impact and Land Use Patterns*, June 2010

<sup>3</sup> Minnesota Public Radio, <https://www.mprnews.org/story/2016/04/19/report-business-booming-along-twin-cities-light-rail>

<sup>4</sup> Center for Economic Development and Research, University of North Texas



## The positive momentum of recent or planned investments can be leveraged by light rail investment.

On the northern end of the Study Area, the \$1.75 billion, 99-acre National Geospatial-Intelligence Agency West campus project, along with light rail investment, could have a catalytic effect. The NGA announced in 2016 that it would be relocating from its existing facility south of Downtown St. Louis to a new facility in the North St. Louis neighborhood of St. Louis Place. The move will bring over 3,000 employees to the neighborhood. In response, the City of St. Louis and the neighborhoods surrounding the NGA site are developing an action plan called Project Connect, in order to identify community priorities for development and coordinate future public and private investment in the area.

In 2016, the Near North Side neighborhood was awarded a HUD Choice Neighborhoods Implementation grant, following the completion of a Transformation Plan for revitalizing the neighborhood. The implementation of the Plan includes:

- Renovation of Preservation Square, an existing Section 8 housing complex, to include 555 new and renovated affordable apartment and townhome units, as well as a restored street grid;
- Renovation of the nearby Brewery Apartment building, to result in 140 new and renovated units; and
- Renovation of the vacant Carr School building into a community and recreation facility.

In 2015, St. Louis received a Promise Zone designation from the federal government for an area of north St. Louis City and St. Louis County. The designation provides the Zone with technical assistance and staff support from the federal government, as well as preference for select federal grants. The Zone is being administered by the St. Louis Economic Development Partnership, which is undertaking efforts to attract public and private investment to the area in order to achieve six stated goals, including increased economic activity and the creation of mixed-income mixed-use communities. The Near North Side neighborhood falls within the boundaries of the Promise Zone.

The development of the NGA facility could significantly impact the northern end of the Study Area, adding one of the largest single real estate developments that has occurred in the region. Construction is anticipated to begin in late 2017 and be completed in 2022. The scale of the development could have spillover effect into the surrounding neighborhoods in the form of new housing development and retail services, and the efforts of Project Connect and the Promise Zone will play a critical role in focusing that development in ways that best serve the local communities and the city as a whole.

Over the last 15 years, Downtown has had the fastest rate of residential growth in the city and has seen an influx of young professionals. In addition to significant development in the past 10 to 15 years, there are major proposed development projects in this portion of the Study Area that would be further bolstered by light rail investment, including:

- The \$220 million second phase of Ballpark Village, which will include 550,000 square feet of residential, retail, and Class A office space;
- Cupples X, which will include approximately 100,000 square feet of Class A office space with ground floor retail. This \$42 million project, together with Ballpark Village, will represent the first new office development in Downtown in nearly 30 years;
- The \$104 million renovation of the Jefferson Arms Building, which will include 239 residential units, 198 hotel rooms, and retail space; and
- The 705 Olive building, which is undergoing a \$55M renovation into a boutique Marriott hotel.



Light rail investment can accelerate and expand the benefits of these recent and planned investments by linking residents with services, schools, public assets, and access to jobs.

### **The character of existing stable residential areas needs to be preserved.**

Revitalization efforts have been underway for decades in Soulard and Lafayette Square, while other neighborhoods, such as Old North, Benton Park, Benton Park West, and Tower Grove East, experienced redevelopment and population increases more recently. Light rail will contribute to this positive momentum.

Located just south of Downtown, the Lafayette Square and Soulard neighborhoods have long been known for their historic architecture dating back to late 19<sup>th</sup> century. Both neighborhoods have seen a resurgence in commercial and residential development. The intersection of Lafayette Avenue and Truman Parkway has been one major focal point—developments include a Fields Foods supermarket and Tim Hortons coffee shop on the south side of Lafayette Avenue, and the rehabilitation of the former St. Louis City Hospital complex on the north side of Lafayette with condominium units, a private event space, commercial space, and the campus of A.T. Still University–Missouri School of Dentistry and Oral Health. Other focal points of commercial development over the past ten to fifteen years have been along Park Avenue in Lafayette Square and around the Soulard Farmer’s Market in Soulard.

Additionally, a strategic planning process for the Benton Park West, Gravois Park, and North Dutchtown neighborhoods—among the most-densely populated areas in the city—is currently underway. The resulting plan is expected to include strategies for attracting new residential and commercial development to the area.

Light rail investment will contribute to the stabilization of these neighborhoods and complement ongoing local planning processes by providing the opportunity to focus context-sensitive development in station areas and bolstering property values by ensuring fast and reliable transit service to jobs throughout the Study Area as well as better connections to the larger region, in particular the Central portion of the Study Area.

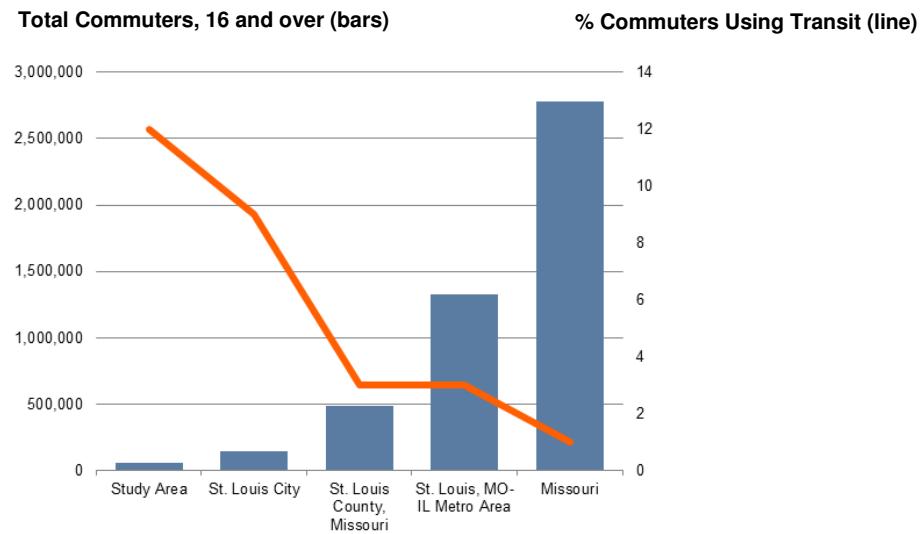
## **3.0 Project Need #2: Expanded Access to Jobs and Activity Centers**

### **Study Area residents - especially transportation-disadvantaged residents - need improved access to jobs.**

Just over 12 percent of Study Area commuters use transit, which is a higher rate than the City as a whole, and significantly higher than the County and the State. 26 percent of all Study Area households (33 percent on the Northside) do not have access to a vehicle. The Study Area accounts for over 50 percent of the total jobs in the City of St. Louis and nearly 15 percent of jobs in the City and County, combined. Light rail investment will enhance direct connections between transportation-disadvantaged households and employment opportunities within the Study Area.

### **Study Area commuters rely on transit to commute**

A higher percentage of commuters in the Study Area rely on transit to get to and from work than in the City of St. Louis, St. Louis County, St. Louis Metro Area, or the state of Missouri, as shown in Figure 2.

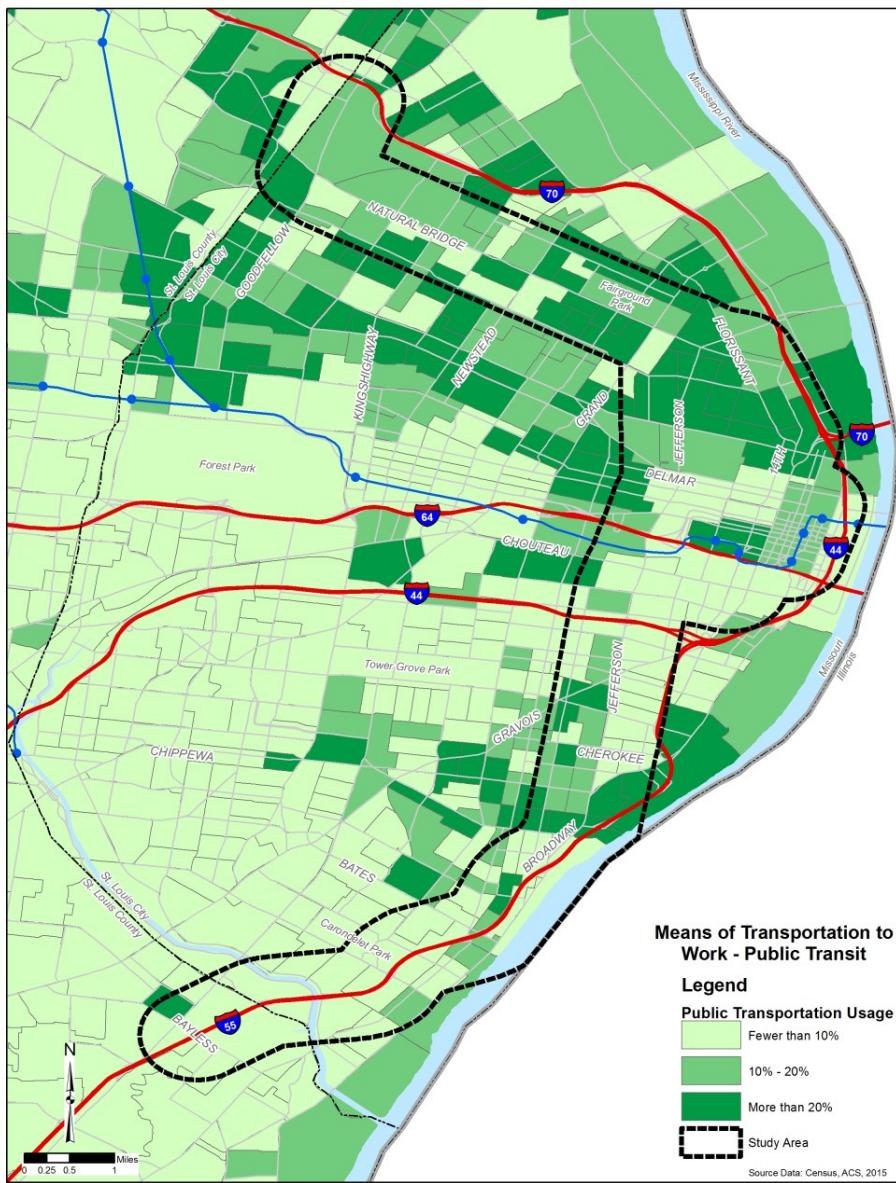
**Figure 2: Percent of Commuters Who Use Transit**

*Source: 2015 American Community Survey*

As shown in Figure 3, transit use to jobs is even more pronounced on the northern end of the Study Area. More than 20 percent of commuters in the northern section of the Study Area use transit to commute to work; this is higher percentage than residents in other areas of the Study Area. This demonstrates demand for transit, and faster, more reliable transit service would likely be highly successful in serving the commuting needs of residents in the study area, allowing for greater access to jobs.

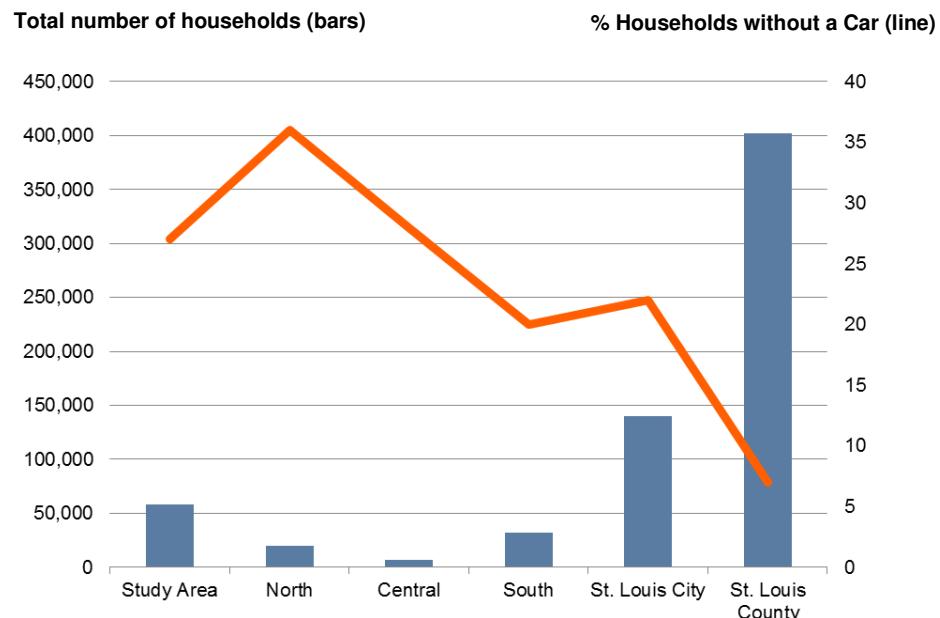


Figure 3: Use of Public Transit to Get to Work



#### Many Study Area households do not have a car

Approximately 15,000 households, or 27 percent of all occupied housing units in the Study Area, do not have access to a vehicle, which is higher than the citywide average (22 percent) and significantly higher than the average for St. Louis City and County. More than a third of the households in the northern portion of the Study Area do not have access to a car – which seriously impacts mobility and access to jobs, education, and services. Light rail investment will help to improve this mobility and increase Study Area residents' access to opportunity.

**Figure 4: Households without Cars**

Source: US Census Bureau, American Community Survey 5-year Estimates (2011-2014), Table B25044, "Tenure by Vehicles Available."

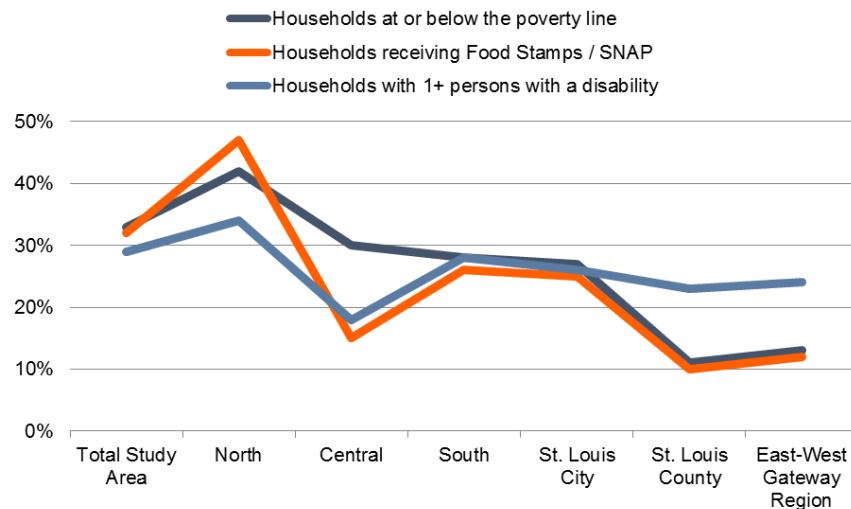
### **The Study Area includes populations more likely to use and need transit**

The Study Area includes population that are more likely to need and use transit for access to school, jobs, and services, including at-risk populations, communities of color, and lower-income households.

#### *The Study Area has a high share of at-risk populations*

At-risk population is defined as those households that are more likely to use transit than other population groups, including households at or below the federal poverty line, households receiving Food Stamps / Supplemental Nutritional Assistance Program (SNAP) benefits, and households with one or more people with a disability.

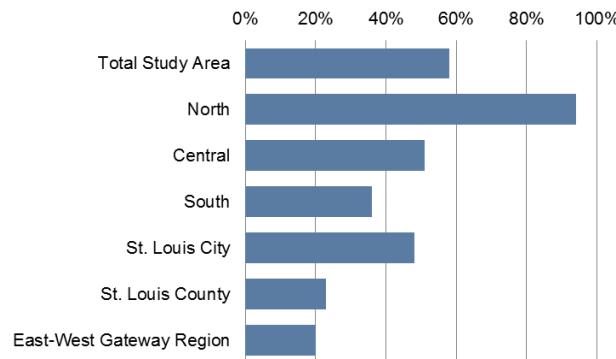
Approximately one-quarter of the households living in the City of St. Louis are at or below the poverty line, while around 40 percent of the households living in the northern end of the Study Area are at or below the poverty line. Less than 20 percent of the households living in central portion of the Study Area have one or more persons living with disabilities. Overall, the Study Area has a higher proportion of households with one or more persons with a disability compared to the citywide and regional averages. The northern portion of the Study Area, in particular, has a relatively high proportion of these households—approximately one-third of households. Disability status includes a wide range of disabilities, including mobility impairments, which further emphasizes the need for efficient public transportation access in the Study Area.

**Figure 5: At-Risk Population, 2015**

Source: US Census Bureau, American Community Survey 5-year Estimates (2011-2015), Table C17002, Table B22010; EDSI

#### *The Study Area has a high percentage of black residents*

The City of St. Louis, as a whole, is more racially and ethnically diverse than St. Louis County and the region. The Study Area is generally comparable to the citywide racial and ethnic profile, although there are a higher proportion of black households. The racial distribution in central portion of the Study Area is also comparable to that of the city, which has a relatively equal proportion of white and black residents. The southern portion of the Study Area has a slightly higher proportion of white residents and slightly lower proportion of black residents than the city overall. However, the northern portion of the Study Area has the most uneven racial distribution of the study subareas—94 percent of residents are black and just five percent are white. It has been well-documented that race, educational attainment, and income levels in the St. Louis region are intrinsically linked, and are sharply divided at a neighborhood level. This divide emphasizes the critical role that public transportation can play to provide equitable access to economic opportunity and promote paths to upward mobility.

**Figure 6: Percentage of Residents Who Are Black, 2015**

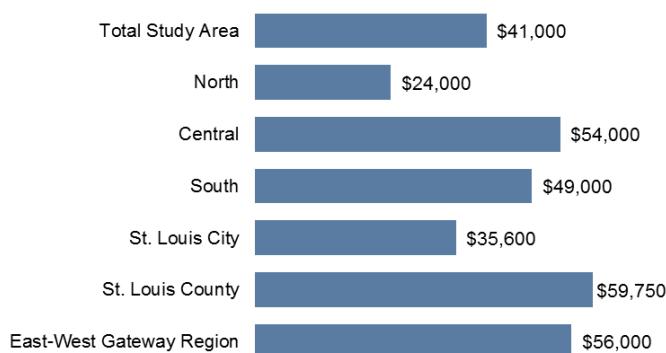
Source: US Census Bureau, American Community Survey 5-year Estimates (2011-2015), Table B02001, "Race.", EDSI.



### *The northern end of the Study Area has comparatively low incomes*

As mentioned previously, the racial divide at the neighborhood level is also linked to educational attainment and income—predominately black neighborhoods in North St. Louis and parts of South City have lower levels of educational attainment and income than other parts of the region. Overall, the city of St. Louis has a lower median household income (\$35,600) compared to St. Louis County (\$59,750) and the region (\$56,000). While the median household income for the Study Area (\$41,000) is higher than the city (\$35,600), there is a significant contrast by sub-area. Median household income in the northern end of the Study Area is just \$24,000, suggesting that many members of these households are likely working part-time and/or minimum wage jobs. Conversely, median household income in the central portion of the Study Area is \$54,000—the highest among the sub-areas, and comparable to the regional median.

**Figure 7: Median Household Income, 2015**



\* Median Household Incomes for Study Area and Market Segments approximated using weighted rank and rounded

Source: US Census Bureau, American Community Survey 5-year Estimates (2011-2015)

For the average American household, transportation accounts for the second biggest slice of household budgets after housing, accounting for over 17 percent of all expenditures in 2013. Moreover, as incomes increase, the share spent on transportation decreases. As shown in the example, low-income households spend a significantly larger percentage of their income on transportation in comparison to wealthy households. For low-income households who acutely experience the cost of car ownership, expanding transit options may help to decrease household transportation expenses and allow for additional spending on other household budget items like food and healthcare and better access to job opportunities.

	Household Spending on Transportation (2013)		
	Low Income Household	Average Household	Wealthy Household
	\$17,508	\$63,784	\$238,245
% of Annual Income	21.3%	14.1%	8.4%
% of Annual Expenditures	14.6%	17.6%	15.8%

*Based on data from the U.S. Bureau of Labor statistics.*

### **Connecting Study Area residents with jobs using transit**

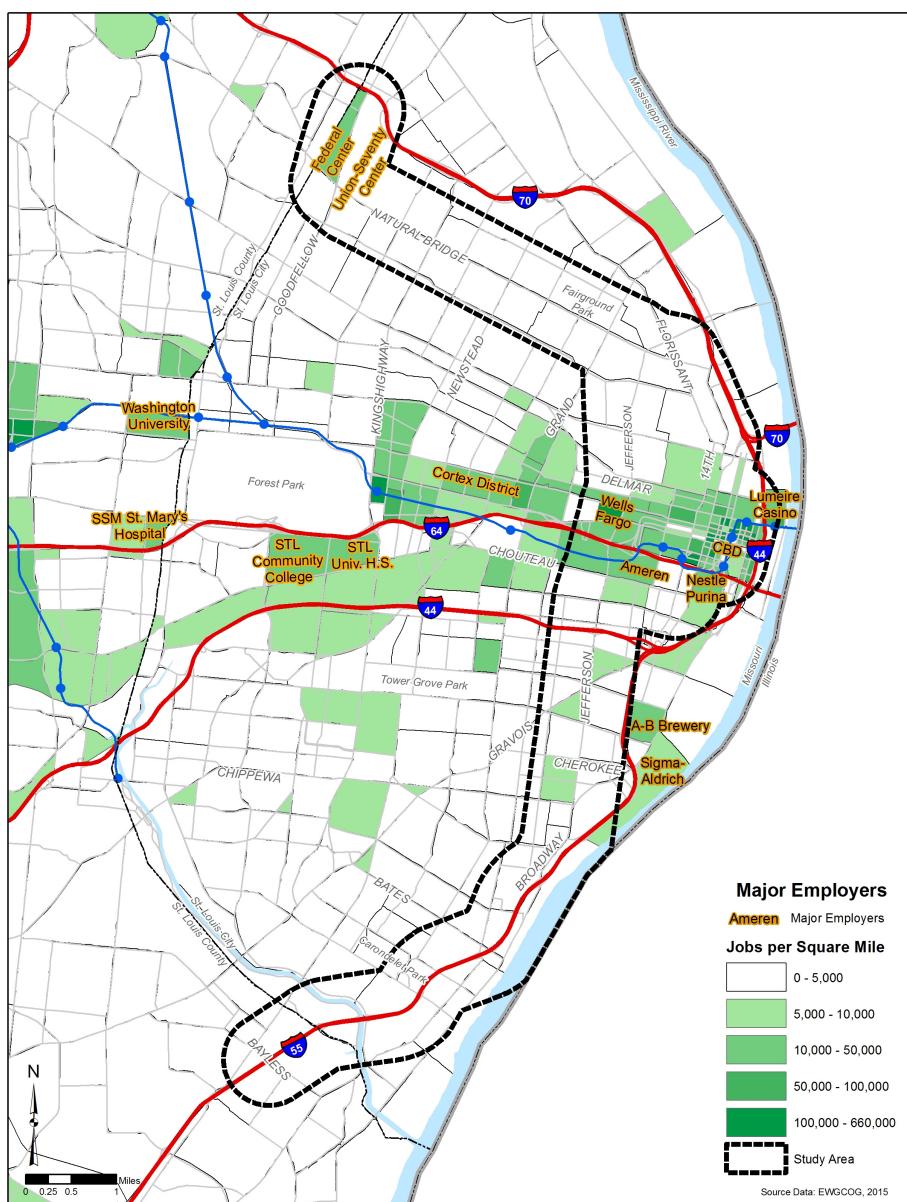
One of the primary goals of the Northside-Southside Study is to connect people to jobs. It is important to understand the location of existing and future employment centers and where current transit service operates to identify any missing links between job locations and transit service.



*The highest density of jobs is found Downtown and west of the Study Area*

Within the Study Area, employment tends to be concentrated in Downtown St. Louis (see Figure 8); there are approximately 86,500 employees in the greater downtown. Major downtown employers include the Lumiere Casino, Nestle-Purina, Ameren, and Wells Fargo. CORTEX, which includes more than 250 start-up and established businesses and is located just west of the Central Business District and outside of the Study Area, includes about 1,600 employees. On the northern end of the Study Area, about 1,600 people are employed at the Union-Seventy Center, and the planned NGA site on the north will become a major employment center. More than 3,000 people will be employed at the NGA facility, and it is anticipated that this development may spur supporting businesses (and jobs) in the retail, restaurant and hospitality industries.

**Figure 8: Major Study Area Employers**

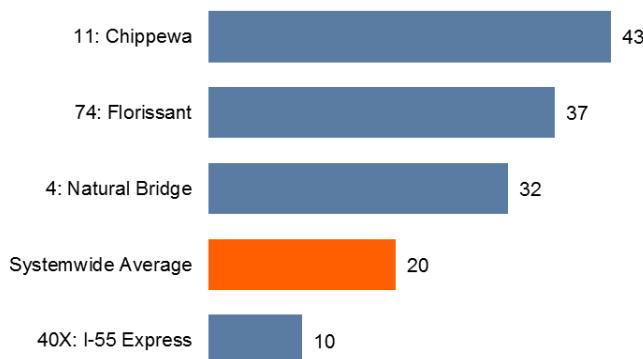




### *Existing Study Area transit demand is strong*

The Study Area is currently served by four Metro bus routes that run approximately north-south through the Study Area: 4, 11, 74, and 40X. Routes 4, 11, and 74 provide all-day service, approximately 20 hours per day, with headways ranging from 20 to 40 minutes. Routes 4, 11, and 74 are some of the most productive routes in Metro's system, with 60 percent to 115 percent more riders per trip than the Metro average, as shown in Figure 9. Existing MetroLink service runs east-west through the central portion of the Study Area. In 2016, the six MetroLink stations within the Study Area (Union, Civic Center, Stadium, 8<sup>th</sup> & Pine, Convention Center, and Arch Lacledes) combined had more than three million boardings.

**Figure 9: Average Boardings per Trip (Productivity) on Corridor Routes, October 2016**



*Source: Metro; data reflects boardings per route end-to-route end trip*

Providing a north-south light rail connection at any of the existing MetroLink stations would enhance MetroLink system ridership, expand reliable transit access for residents throughout the Study Area to job concentrations in the Downtown and west of the Study Area, and complement a productive underlying local bus network.

### **Light rail is an attractive transit alternative that is competitive with cars**

The productivity of Study Area bus routes exceeds the system-wide average, and traffic volumes in the Study Area are, in most cases, less than the capacity of the roadway. This indicates that there is existing transit demand and roadway capacity to support high-capacity transit investment in the Study Area; the reduced travel times, improved amenities, and increased reliability associated with light rail will improve transit service for existing Study Area transit riders, and will attract new riders.

While there is currently excess roadway capacity, this does not yet account for the increased traffic volume that is likely to occur on the north side with the development of the NGA site and supporting businesses. The presence of the NGA and its 3,000 employees will likely change the traffic patterns and congestion in this area. With an increase in traffic on the roadways, the efficiency of the current bus routes will reduce, leading to slower bus service for all riders. This slower service will be particularly detrimental to transit users who do not have other choices in how they travel.

By contrast, light rail service would use a dedicated right-of-way, reducing traffic conflicts and increasing the efficiency and speed of transit service throughout the Study Area. Light rail stations offer better amenities than bus stops; typically they are covered shelters with real time arrival information with level



boarding to facilitate getting on and off the rail cars. Because light rail will be operating more efficiently than congested roadways, light rail could become the preferred choice for Study Area commuters.

## 4.0 Goals and Objectives

The following three goals and related objectives are recommended for the Northside-Southside Study. These have been used to support development of the evaluation criteria that will be used to compare alternatives within the Study Area.

Goals	Objectives
Foster Sustainable Development and Redevelopment	<ul style="list-style-type: none"> <li>• Support the economic development and revitalization efforts of the region, the City of St. Louis, and the Study Area neighborhoods</li> <li>• Provide opportunities for place making and enhanced character in Study Area neighborhoods</li> <li>• Develop strong local policies that support the partnership between Metro, the City of St. Louis, and the development community</li> <li>• Locate stations where transit-oriented development is feasible from a policy/planning and market perspective</li> <li>• Promote a more efficient and sustainable transportation system that reduces energy usage, pollution and costs of living</li> <li>• Use transit infrastructure investment and station area development to contribute to safer neighborhoods</li> </ul>
Improve Access to Opportunity	<ul style="list-style-type: none"> <li>• Provide frequent, high-capacity, direct transit connections between key Study Area activity generators</li> <li>• Ensure connectivity to services connecting travelers to destinations within and beyond the Study Area</li> <li>• Optimize the underlying bus network to maximize transit connectivity and system functionality</li> <li>• Increase mobility and accessibility for transit-dependent populations</li> <li>• Provide for acceptable traffic operations and parking options in the Study Area</li> <li>• Ensure sufficient park-and-ride access to the system</li> <li>• Improve pedestrian and non-motorized access to Study Area stations</li> </ul>
Develop and Select an Implementable and Community-Supported Project	<ul style="list-style-type: none"> <li>• Define and select a light rail investment with strong public, stakeholder and agency support</li> <li>• Define and select a light rail investment that is cost-effective and financially feasible, both in the short- and long-term</li> <li>• Define and select a light rail investment that is competitive for Federal Transit Administration funding</li> </ul>



## 5.0 Evaluation Criteria

In order to develop and identify a Locally Preferred Alternative that will be responsive to the local need for transit investment and be competitive for federal funding, the Northside-Southside Study will follow a two-phase alternative definition and evaluation method.

- Phase 1 (“Detailed Definition and Evaluation”) will use the 2008 Study LPA as the foundation of the detailed alternative, and will add an additional route option in the area around the NGA site for consideration. The detailed evaluation will use a combination of quantitative and qualitative evaluation metrics to compare the benefits and impacts of options, and will facilitate the development and comparison of Minimum Operable Segments (MOS).
- The alternative(s) that fare(s) best against the detailed criteria in Phase 1 will be identified as Preferred Alternative(s) and further refined in Phase 2 (“Refine the Preferred Alternative”). The Locally Preferred Alternative will be identified at the conclusion of Phase 2.

Table 1 presents the evaluation criteria (linked to project goals) that are likely to be used during the two phases of alternative evaluation. Note that the criteria for Phase 2 build upon the criteria that will be used during Phase 1, ensuring a consistent methodology throughout.

**Table 1: Project Evaluation Criteria**

Project Goals	Phase 1: Detailed Evaluation	Phase 2: Refinement of the LPA
Foster Sustainable Development and Redevelopment	<ul style="list-style-type: none"> <li>• Station area population and employment densities</li> <li>• Station area equity characteristics</li> <li>• Station area land use and economic development opportunities</li> <li>• Environmental impacts/benefits</li> </ul>	<ul style="list-style-type: none"> <li>• Economic development*</li> <li>• Land use*</li> <li>• Environmental benefits*</li> </ul>
Improve Access to Opportunity	<ul style="list-style-type: none"> <li>• Ridership</li> <li>• Transit travel times</li> <li>• Traffic impacts</li> <li>• Parking impacts</li> <li>• Potential right-of-way impacts</li> <li>• Bicycle and pedestrian impacts</li> </ul>	<ul style="list-style-type: none"> <li>• Mobility improvements*</li> <li>• Congestion relief*</li> </ul>
Develop and Select an Implementable and Community-Supported Project	<ul style="list-style-type: none"> <li>• Capital and operating and maintenance costs</li> <li>• Cost effectiveness</li> <li>• Community support</li> </ul>	<ul style="list-style-type: none"> <li>• Financial capacity analysis*</li> <li>• Cost effectiveness*</li> </ul>

\*consistent with FTA New Starts criteria