

**PA 8081(11)**  
**STATE AND LOCAL ECONOMIC DEVELOPMENT WORKSHOP**  
*An Economic and Community Development Workshop*  
**Spring Semester 2015 • 3 Credits**  
**Tuesday, 6:00 - 8:45 p. m.**  
**Room 15 Humphrey Center**

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Office hours : By appointment

**Course Description:**

State and local actions can be decisive in shaping the way an area's economy adjusts to the competitive world economy. This course will present a comprehensive overview of state and local economic and community development as it relates to transportation planning and the processes involved in developing a broadly conceived strategies.

The topic for the Spring 2016 capstone workshop will be “Effective Transportation Planning to Enhance Community and Economic Development.” Teams of Humphrey School graduate students will work with community clients in the Twin Cities to investigate a variety of issues dealing with transportation planning and how it can be better integrated into the comprehensive planning process. The focus will be on breaking down planning silos and increase opportunities for economic and community development.

**A Client-Based Workshop**

This workshop is designed to provide a learning opportunity for students on the theory and practice of economic and community development as well as a structured process for meeting client-based capstone workshop requirements for Humphrey School MURP, MPP and MPA students. The requirements for a client-based team project vary for each of the three programs.

The five client-based projects are:

1. **City of Golden Valley:** With approximately 20,000 residents and 30,000 full-time jobs, Golden Valley offers a dynamic mixture of housing and jobs within 5 miles of Downtown Minneapolis. While four trunk highways provide excellent automobile access to the community, bicycle and pedestrian connections are lacking. This fully developed suburb faces connectivity challenges due to the extensive length of Bassett Creek through the city as well as the existence of four active railroad lines. This project would require students to update the City’s map of existing and planned bicycle and pedestrian facilities to include recent recommendations from Hennepin County, Metropolitan Council, and Three Rivers Park District. Since the City’s Comprehensive Plan update will focus on specific areas of future growth within the City, this project would focus on an assessment of Downtown Golden Valley (located north of Highway 55 and south of the Luce Line Regional Trail between Highway 169 and Rhode Island Avenue). It is an area that is

rapidly redeveloping, but it lacks a vision for bicycle and pedestrian facilities. Students would provide specific bicycle and pedestrian facility design guidelines for streets in Downtown Golden Valley by incorporating stakeholder input and community feedback with the design requirements established by various agencies. Recommendations would incorporate connections from the Luce Line Regional Trail to the proposed BRT station along Highway 55 through Downtown. Staff is interested in how these enhanced connections could leverage the implementation of a Mixed Use Zoning District and a Pedestrian Overlay Zoning District in this area. Staff is also interested in how the recommended design guidelines for Downtown could be applied elsewhere in the city.

2. **City of Fridley:** Fridley is a first ring suburb of Minneapolis, nestled north of Minneapolis and on the east side of the Mississippi River. In many ways, Fridley is a funnel for vehicle traffic coming from the east, west, and north to get to the core cities for work. But, Fridley is unique in that it is a job center as well. We currently have 7,387 more jobs here in Fridley than we have people in the work force. We are fortunate to have many Metro Transit bus lines, a Northstar Commuter Rail Station, and the Mississippi River Trail (a national park multi-use trail) in Fridley to serve as alternative modes of transportation. However, the many busy roadways (like I-694, University Avenue, Hwy. 65, East River Road, and the largest rail switching yard between Chicago and Seattle) serve as barriers to access those alternative modes of transportation. The opening of the commuter rail station and subsequent development of a transit orientated development overlay zoning district has spurred new attention to alternative transportation needs. Lately, attention to changing demographics has the Planning Division concerned that the City is falling short of providing essential transportation services for the poor, disabled, elderly, and other groups (youth, lost their license, etc.) that do not drive a car. With only one 4-block-long stretch of on-street bike lanes in the entire city of 27,000 people, Fridley has a long way to go to develop a safe network for bicycle travel as well.
3. **Carver County:** Note: this is NOT a Resilient Community Project. Carver County is located in the southwest corner of the seven-county Twin Cities metropolitan region. The larger cities in Carver County include Chanhassen, Chaska, Carver, Victoria, Waconia, Watertown, and Norwood Young America. With a 2014 total population of 97,162 people, Carver County is the smallest by population and most rural in nature of the metro counties. Looking to the future, the County's rural nature presents the opportunity for significant growth with a forecasted 2040 population of 161,020. This high rate of growth into the foreseeable future will result in significant pressures on the County's road network to meet mobility demands of commuters, local residents, freight traffic, and all other users. The following will highlight areas where student assistance is requested from the County:

Improving Freight Movement and Highway 212: Some key routes that serve a large proportion of freight and commuter traffic include Highways 212, 41, 5, and 7. Highway 212, in particular, provides 4-lane limited access service from the County's eastern edge to the City of Carver. Student assistance is desired to build upon studies already conducted in order to better understand the economic impacts to freight traffic that would result from Highway 212 improvements. The County also seeks to understand how improvements to Highway 212 could impact the other major routes previously listed.

Preparing for 2040 Comprehensive Plan Updates: Carver County seeks student assistance to review its existing Roadway System Plan (RSP) for alignment with the Metropolitan Council's Thrive 2040 Regional Plan and the 2040 TPP. Based on this review, the County would like suggestions from students about how to best frame critical discussions related to transportation that will need to take place with the public as the County updates its comprehensive plan. Within these tasks related to updating the comprehensive plan, students should seek to integrate recommendations and objectives related to the first highlighted topic: improving freight movements and Highway 212.

4. **City of Edina:** The City of Edina and Simon Property Group are interested in exploring the redevelopment potential of the Southdale Block's excess property and surface parking lots, with the understanding that the dominant land use in the future in the block will remain the Southdale Center regional shopping mall. The City of Edina and Simon Property Group will support the project by providing information and access to professional resources, including personnel in both organizations.
5. **City of Excelsior:** The City of Excelsior is a community of 2,100 people located only 20 minutes from downtown Minneapolis on the shores of Lake Minnetonka. The distinctive charm of Excelsior's historic downtown has a long tradition of being a gathering place for visitors and residents alike. As the popularity of Excelsior continues to grow, the City has experienced significant challenges with parking and congestion (from vehicles and pedestrians). The City of Excelsior would like assistance with the following questions:
  - The businesses fear that customers will not visit Excelsior if the parking and congestion issues continue, what can be done to enhance the visitor experience?
  - Is there a safer, more effective method or route to guide vehicles and pedestrians through Excelsior?
  - Can mass transit help solve congestion issues? If so, how can the City obtain mass transit opportunities and how are visitors informed of alternative transit options?
  - Does adding more parking spaces solve congestion issues?
  - How can more parking spaces be added in a fully developed community with a small tax base?
  - Will local businesses be negatively impacted if their customers have to pay for parking?

### **Capstone Preparation Workshop**

Students are NOT required to take the Capstone Preparation Workshop (PA5080).

### **Requirements and Grading**

The class format will be a workshop with occasional lectures, guest speakers, and a strong emphasis on teamwork and class participation. Team members will be expected to prepare and present an economic and community development strategy in three parts, to give an oral presentation to a guest jury, and to assess their own performance as a team.

#### Teamwork (15%)

- Class participation and presentations
- Weekly team meetings outside of class

- Team contracts – due February 2
- Team member evaluations (10%) – due May 3

Strategy report (70%)

- Diagnosis draft (10%) – due March 1
- Vision draft (10%) – due March 11
- Action plan draft (10%) – due March 29
- Final draft (10%) – due April 12
- Final report (15%) – due April 29
- Team presentations (15%) – May 3

Reflective paper (15%) – due May 6

The project team will meet at least once during each week outside of class for the purpose of discussing the project, making plans, and assigning responsibilities.

**2016 Workshop Schedule**

The workshop schedule is as follows. Topics will be presented through lectures by the co-instructors and guest instructors, panel discussions with policy leaders and experts, phone conferences with national experts, and class discussions. Asterisks indicate the clients will be in class.

**JAN 19**

- Overview of workshop
- Discussion of team projects
- Expectations for diagnosis
- Myers Brigg
- Selection of project teams

*Homework: Students should prepare and send questions to client for January 26 meeting by January 22.*

**\*JAN 26\***

- Client presentations
- Team meetings with clients

**FEB 2**

- Comprehensive Plan Process – Metropolitan Council Guidance (Invited: Lisa Barajas)
- Interviewing tips
- Work plan questions/discussion

*Homework Due: Client memorandum of agreement, team work plan and team contract due to Lyssa and the client.*

**FEB 9**

- Transportation Planning – Types of Planning Processes (Breanne Rothstein, WSB Associates)
- Oral literature review reports

## **FEB 16**

- Parking! (Hilary Holms, City of St. Paul)
- Bike and Pedestrian Planning (Hannah Pritchard, Toole Design Group)
- Oral interview reports

## **FEB 23**

*Project teams should prepare 1) problem statement, 2) list of stakeholders and 3) lists of strengths, weaknesses, opportunities and threats prior to the class.*

- Stakeholder analysis activity and SWOT Analysis (Lee Munnich, University of Minnesota)

*Homework Due: Project teams should prepare 1) problem statement, 2) list of stakeholders and 3) lists of strengths, weaknesses, opportunities and threats prior to the class.*

## **MAR 1**

- Market analysis and relation to transportation planning
- Expectations for the vision.

*Homework due: Draft diagnosis due to Lyssa and the client.*

## **\*MAR 8\***

- Expectations for action plan and next steps
- Clients evaluation of diagnosis
- Discuss vision with client
- Team work time

*Homework due: Draft vision due to Lyssa and the client on March 11*

## **MAR 15 Spring Break**

## **MAR 22**

- Topic TBD based on students' needs
- Review of draft vision

## **MAR 29**

- Creating a cohesive report lecture (Katie Caskey, MnDOT and Ashley Ver Berg, HDR)
- Team work time

*Homework due: Draft action plan due to Lyssa and the client*

## **\*APR 5\***

- Clients evaluation of vision and draft action plan
- Team work time

## **APR 12**

- Clients evaluation of vision and draft action plan
- Team work time

**APR 19**

***Final draft report due.***

- Preparing for the oral presentation.
- Team work time

**APR 26**

- Discussion and feedback on final draft.
- Overview and feedback on capstone workshop.

**APR 29**

***Final Report Due to Lee and Lyssa***

**\*MAY 3\***

- Oral presentations to guest jury (6-9:30 p.m.)

**MAY 6**

***Reflective paper due and team self-assessment due to Lyssa.***

**Readings:**

Students are encouraged to spend their time reading documents and web-based materials related to transit development and economic and community development. Students are responsible for identifying other documents and preparing a complete bibliography of these readings for the report.