MEASURING THE IMPACT OF COMPLETE STREETS

NATIONAL WALKING SUMMIT

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September 14th, 2017
COMPLETE STREETS: A COMMUNITY STORY

HTTPS://WWW.YOUTUBE.COM/WATCH?V=3ZKEZ3KJFFM
EVALUATION QUESTIONS

• What were the steps taken by local governments officials to mitigate the any negative impact of the construction? Were they successful?

• What are local business leaders’ perspectives on the completed Broadway Street reconstruction project?

• To what extent has the completed Broadway project led to changes in the local economic environment?

• What were the other, (non-economic) primary results of the project?
Interviews with 11 business owners and three city officials

Surveys
- Completed by 41 owners representing 45 businesses located on or near Broadway
- Compared to survey data from 2013

Publicly available regional and local economic data
- Employment trends, sales, and real estate values
- Yearly data from 2008 to 2015
- Collected for Alexandria and three comparison communities

Crash data
KEY FINDINGS
SURVEY RESULTS – BUSINESS OWNERS

Business owners say that since the reconstruction...

<table>
<thead>
<tr>
<th>Category</th>
<th>Improved</th>
<th>No change</th>
<th>Worse</th>
</tr>
</thead>
<tbody>
<tr>
<td>Appearance of street</td>
<td>88%</td>
<td>3%</td>
<td></td>
</tr>
<tr>
<td>Pedestrian traffic</td>
<td>51%</td>
<td>10%</td>
<td></td>
</tr>
<tr>
<td># of tourists visiting businesses</td>
<td>49%</td>
<td>10%</td>
<td></td>
</tr>
<tr>
<td># of locals visiting businesses</td>
<td>29%</td>
<td>17%</td>
<td></td>
</tr>
<tr>
<td>Crime</td>
<td>7%</td>
<td>5%</td>
<td></td>
</tr>
<tr>
<td>Bicycle traffic</td>
<td></td>
<td></td>
<td>17%</td>
</tr>
<tr>
<td>Traffic safety</td>
<td>29%</td>
<td>46%</td>
<td></td>
</tr>
</tbody>
</table>
“Do you have to be more careful? Absolutely. But that is the point; it is a downtown area...I think a lot more people are driving 25 to 30 mph and are more cognizant of their surroundings and cognizant of pedestrians...”

“...when you do park, you have to really watch and a lot of the elderly do not like to look in their side mirror to see if a car is coming before they open the door; they just open their door.”
CRASHES ON BROADWAY STREET

Source: Alexandria Police Department.
SURVEY RESULTS - VACANCIES

- **No Vacancy**
  - 2013: 59%
  - 2016: 82%

- **1 Storefront**
  - 2013: 10%
  - 2016: 9%

- **2 Storefronts**
  - 2013: 8%
  - 2016: 0%

- **4 Storefronts**
  - 2013: 4%
  - 2016: 0%

- **Not Sure**
  - 2013: 20%
  - 2016: 9%
CONFIDENTIAL AND PROPRIETARY.

GROSS SALES

Source: Sales and Use Tax Statistics and Annual Reports, Minnesota Department of Revenue.
TAXABLE SALES: ACCOMMODATIONS

Source: Sales and Use Tax Statistics and Annual Reports, Minnesota Department of Revenue.
MEDIAN REAL ESTATE VALUES

MEDIAN REAL ESTATE MARKET VALUE FOR CORE DOWNTOWN COMMERCIAL PROPERTIES, 2008-2015

ALEXANDRIA

BRAINERD

DETROIT LAKES

FERGUS FALLS

VALUE IN THOUSANDS

AMED REAL ESTATE MARKET VALUE FOR CORE DOWNTOWN COMMERCIAL PROPERTIES, 2008-2015

CONSTRUCTION

Email communication on December 22, 2016 from Gretchen Buechler, Data & Analysis Unit, Property Tax Division, Minnesota Department of Revenue
ADDITIONAL ECONOMIC RESULTS

• Jobs created per 1,000 people relatively flat
• Businesses were open roughly the same amount of hours
• Total employment stayed about the same
If other cities propose a similar project, businesses should…

- Support: [VALUE]
- Unsure: 27%
- Oppose: 22%
Business owners opinions on the city’s efforts to minimize the economic impact of construction on Broadway businesses…

<table>
<thead>
<tr>
<th>Did everything they could</th>
<th>Did a little but could have done more</th>
<th>Not enough</th>
<th>Unsure</th>
</tr>
</thead>
<tbody>
<tr>
<td>[VALUE]</td>
<td>24%</td>
<td>15%</td>
<td>10%</td>
</tr>
</tbody>
</table>
RECOMMENDATIONS

- Phased construction
- Maintain access
- Community events
- Relationships
- Communication

“I cannot emphasize enough the importance of communication, even communication that you do not necessarily want to have.”
SURVEY RESULTS – ECONOMIC IMPACT

<table>
<thead>
<tr>
<th></th>
<th>BENEFITED</th>
<th>HURT</th>
</tr>
</thead>
<tbody>
<tr>
<td>MY BUSINESS</td>
<td>24%</td>
<td>22%</td>
</tr>
<tr>
<td>LOCAL ECONOMY</td>
<td>39%</td>
<td>20%</td>
</tr>
</tbody>
</table>