

Why businesses in MSP support transit

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East Metro Strong



1. Because transit makes possible a region that keeps & draws workers and jobs

“You can’t get a 25- or 35-year-old who has gone to the [University of Minnesota] and is used to an urban, downtown environment,” said Behrens, president and CEO of the company.

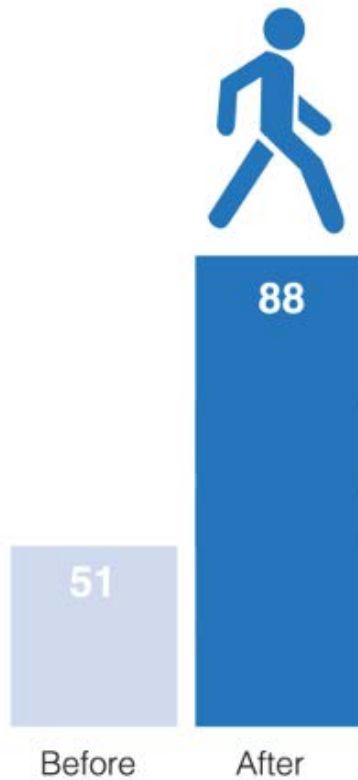
“They want to use public transportation.”

- *Finance and Commerce*, 11.27.2015

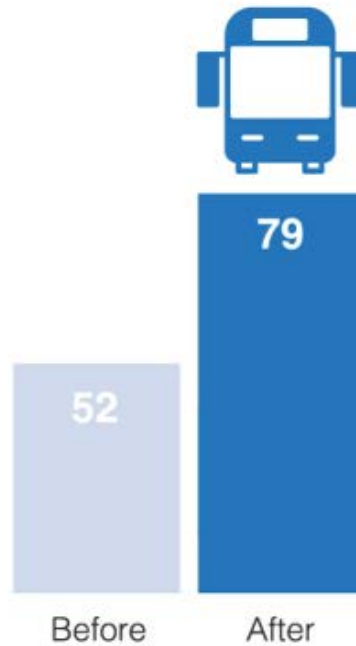


2. Because companies are moving to transit

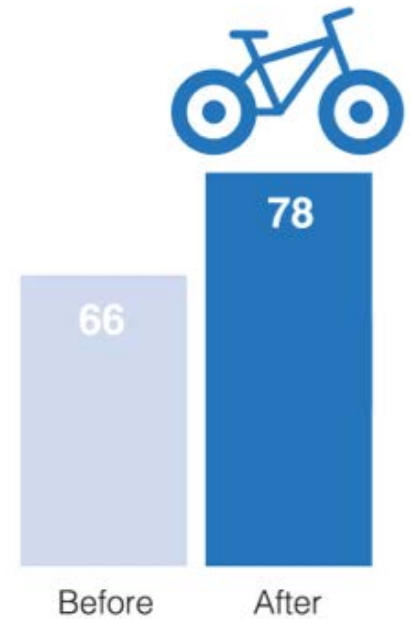
WALK SCORE



TRANSIT SCORE



BIKE SCORE



...from outside the region.

- Downtown Denver: New US Patent Office
 - \$440 million economic impact over 5 years
 - \$90,000 average salary
 - Chosen over other regions because of Denver's transit
- State Farm exec: Transit helped Tempe get \$600M hub



4. Because it improves mobility and reduces business costs

Compared to base case scenario
2010 \$ Millions

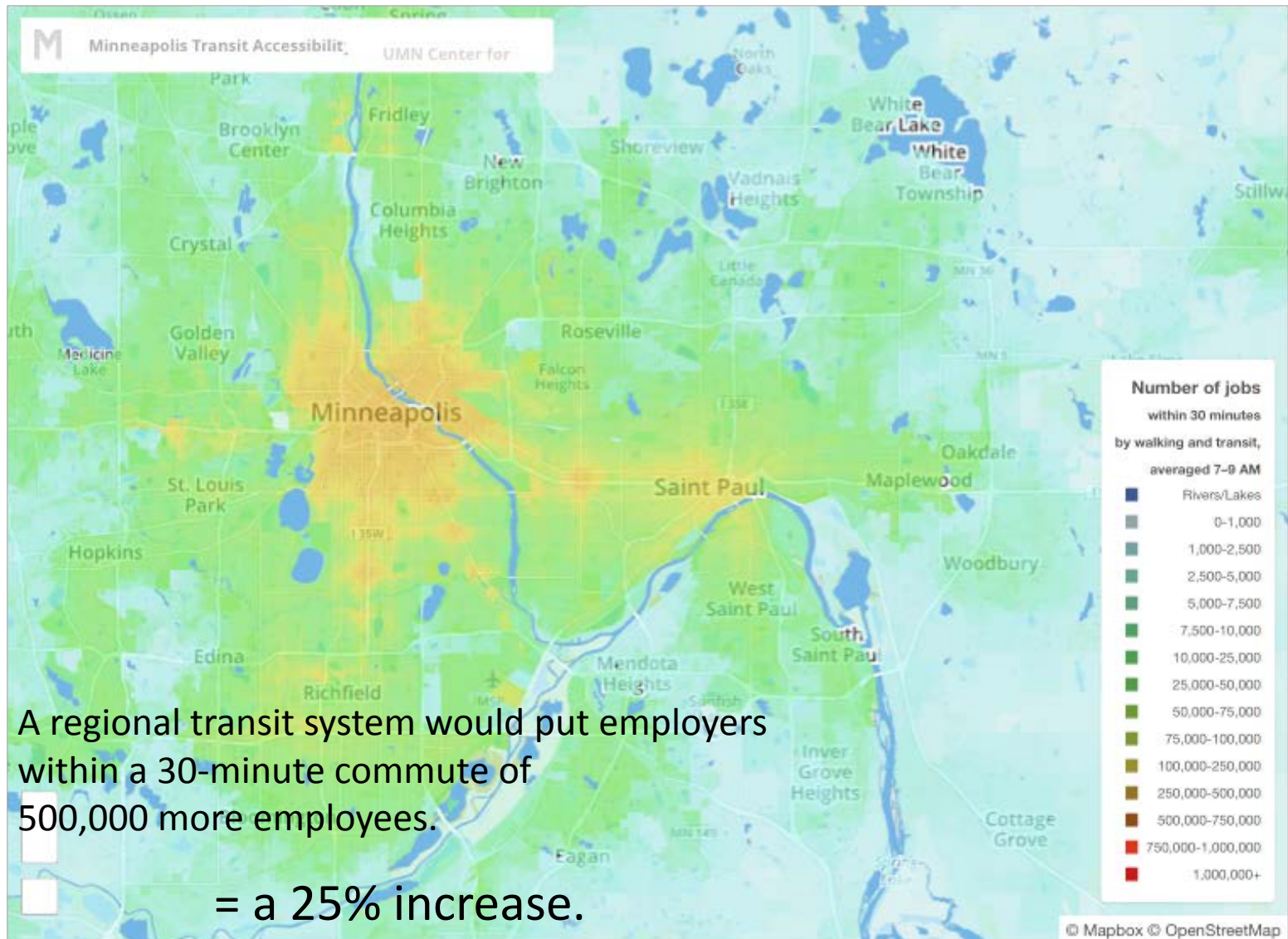
Scenario	Investment	Total direct impacts		IRR*
		Low	High	
1 2030 Regional Plan	\$4,361	\$6,571	\$10,083	7.8 – 14.8%
2 Accelerated Regional Plan	\$5,289	\$10,762	\$16,516	11.2 – 18.0%
3 2030 Plan with more growth near stations	\$4,361	\$9,082	\$13,927	13.0 – 20.9%

Note: Benefits and operating and maintenance costs are calculated for 15-year period 2030-2045 for regional system, 2023-2045 for accelerated system. All are reported in 2010 dollars.

*IRR = Internal Rate of Return, the discount rate often used in capital budgeting that makes the net present value of all cash flows from a particular project equal to zero



5. Because it increases access to jobs



Source: UM Accessibility Observatory



6. Because our competition is far ahead, *and not waiting*



Maps to same scale
Source: McKinsey team
analysis, following Bill
Rankin

