

## Southeast Minnesota Travel Study

The Southeast Minnesota Travel Study is evaluating opportunities for inter-county and intercity service in an eleven-county region (Minnesota Department of Transportation District 6):

- |            |           |           |
|------------|-----------|-----------|
| ▪ Dodge    | ▪ Houston | ▪ Steele  |
| ▪ Fillmore | ▪ Mower   | ▪ Wabasha |
| ▪ Freeborn | ▪ Olmsted | ▪ Winona  |
| ▪ Goodhue  | ▪ Rice    |           |



As employment centers continue to grow in the Twin Cities and Rochester—along with several smaller job centers in the various counties included in study area—it will become increasingly important to provide transit and transportation service options that can connect workers across Southeast Minnesota to these jobs. Developing routes and services that cross city and county lines will require increased regional coordination.

All of the counties in the study area except Winona are projected to grow in the coming decades, with overall population growth averaging 15% between 2015 and 2045. Expanding regional transit options to meet growing demand presents an opportunity to enhance economic opportunity and quality of life for the region's residents, while also coordinating with existing local services that have already made significant progress in consolidating and finding service efficiencies.

### Elements of the Study

The study includes four key phases:

- **Understand the Existing Markets:** This included a literature review, a travel behavior inventory, and an analysis of demographics and transportation providers.
- **Solicit Public Input:** Surveys were conducted with more than 1,500 households in Southeast Minnesota. Surveys were also completed on board all transit routes. Focus groups were held in different quadrants of Southeast Minnesota. Additional public input is planned for February 2016.
- **Assess Transit Demand:** The study includes an analysis of major travel corridors and potential transit ridership along each corridor.
- **Preferred Services:** Based on needs, public input, demand assumptions and best practices in the provision of regional services, the study will identify service standards, prioritize appropriate service types, and describe opportunities to build a network of transit alternatives in Southeast Minnesota.

The study is scheduled for completion in March 2016.

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