



2040 Comprehensive Plan Update Advisory Committee Agenda
Wednesday, January 10, 2017
5:30 – 7:30 PM
Hopkins Fire Station – Conference Room

- 1. Arrival & Dinner (5:00 – 5:30)**
 - Table discussions
- 2. Process Update – Jason Lindahl, City Planner**
- 3. Transportation – Mike Waltman, Bolton & Menk**
 - Overview of Transportation Briefing Book
 - Group discussion on key topics
- 4. Economic Environment – Haila Maze, Bolton & Menk**
 - Overview of Economic Environment Briefing Book
 - Live polling and discussion
- 5. Next Steps – Haila Maze, Bolton & Menk**
 - What big ideas are coming up that we should include?
 - What are we still missing?

Next Meeting: Wednesday, February 7, 2018
Social Environment (Quality of Life, Sense of Community, Equity)

Comprehensive Plan Transportation Briefing Book

1/3/18 DRAFT



Overview

Purpose

The purpose of this briefing book is to provide background information and data to inform the development of transportation related policy as part of the Cultivate Hopkins comprehensive plan update. Sources of this information include:

- What we've heard – findings from comprehensive plan outreach to date
- Existing conditions – information, data, and maps related to existing conditions in Hopkins
- Existing goals and policies – developed by the City related to economic environment
- Best practices – ideas for how this is addressed elsewhere

The planning process provides an opportunity to explore existing conditions and trends, and to evaluate policy options that align with city goals and objectives. The intent is a comprehensive policy framework that will guide implementation for at least the next ten years (until the next comp plan update).

Main Ideas

- Hopkins is a fully multimodal city. Transportation plans will need to be developed in a way that looks at intermodal and multimodal connections and systems.
- The City of Hopkins is near full development and generally has all of the minor arterial and collector roads that it will need. However, there are opportunities to complete some missing links to increase overall system connectivity.
- Bicycle and pedestrian connectivity is important to the community, and there are opportunities to fill in gaps in the existing local network, as well as complete and connect to the various regional trail and bicycle network routes that cross Hopkins.
- Hopkins will be home to three Southwest light rail (SWLRT) transit stations planned with the expansion from the Green Line LRT. This includes the line and station themselves, adjoining and feeder roadways, and connecting sidewalks and trails.
- In addition to SWLRT development, there is a need to review how local transit serves the community, and to see how planned land use can be increasingly compatible with transit oriented (and transit supportive) development principles.
- Hopkins will continue to see substantial freight traffic due to its central location and commercial/industrial base. This will need to be accommodated in a way that mitigates any impacts on development and other modes.
- Technology has the potential to substantially change transportation demand and patterns throughout Hopkins and the region.

Trends and Challenges

- **Multi-modal transportation:** Increasingly, Hopkins residents are using several different modes of transportation. Additionally, many residents indicate they would like more opportunities to bike, walk, and take public transit within the City. These trends are part of larger desires to be more active and/or reduce carbon emissions by driving less. Accommodating several forms of transportation on roads or along corridors can be a challenge, especially in fully developed communities where there are fewer opportunities to expand or redesign roadways.
- **Balancing regional and local mobility and access:** Hopkins currently has regional trails running through portions of the City, and more alignments are proposed in the future. Additionally, the construction of the SWLRT will increase regional connectivity. While the City works to ensure safe and smooth regional transportation and connections, local access, connectivity, and mobility also need to be considered to ensure all Hopkins residents have access to regional opportunities.
- **Expanded use of autonomous vehicles.** Advances in self-driving car technology suggest that in the next few decades, these may become much more widely used. Some experts predict that by 2040, autonomous vehicles will be the primary personal transportation mode. This has broad implications for the City, including but not limited to: (1) the need to upgrade infrastructure markings, signage, and lane structure, to be compatible with the needs of autonomous vehicles, (2) the potential for substantial shifts away from parking for single-occupant vehicles to a more pooled vehicle model (with potential for redevelopment of old parking facilities, and (3) the need for interjurisdictional coordination on how facilities and standards may change across borders – and what new standards might look like. While it is still too early to know the timeline for rollout and adoption of this technology, it should be considered as part of this plan.
- **Mobility as a service, and shared vehicles.** This trend is already well underway. Companies such as Lyft and Uber offer ride-sharing services that may reduce the need for personal vehicle usage and ultimately car ownership. This has implications for the demand for dedicated drop off/pick up zones and parking and staging of vehicles. The need for a City response in terms of regulations and enforcement will expand as these services expand.
- **Changes in shopping patterns and delivery methods.** People are increasingly shopping online (for pick-up or delivery), leading to implications for both brick and mortar stores, as well as accommodating increased and expanded delivery methods. Increases in freight traffic from deliveries may have implications for existing city roadways. Additionally, the potential expansion of other means of delivery (such as drones or self-driving vehicles) raise questions about how these will be regulated for safety and efficiency. Increases in telecommuting and working remotely have similar implications.

What We've Heard

City of Hopkins Survey

The City of Hopkins periodically completes a quality of life survey. Results relevant to the economic environment from the most recent (2013) survey are summarized below.

- About 25% of respondents were “very likely” to use the SWLRT; 34% are “somewhat likely.”
- 60% of residents felt safe walking in all areas of the City at night, compared to 36% who say there are areas of the City they felt unsafe walking at night. This is a direct flip from responses to a 2007 survey, where more residents felt unsafe than safe.
- On-street bike lanes were one of the top three community characteristics/features identified as being “too few/little in the community.”

Cultivate Hopkins Survey

In 2016-2017 the City conducted a survey as part of the Cultivate Hopkins process.

Transit improvements were the top sustainability priority identified by Hopkins residents. Non-motorized transportation was identified as the fourth sustainability priority.



Priorities for the Future Word Cloud. Source: City of Hopkins

Existing Conditions

Map T-1: Regional Location

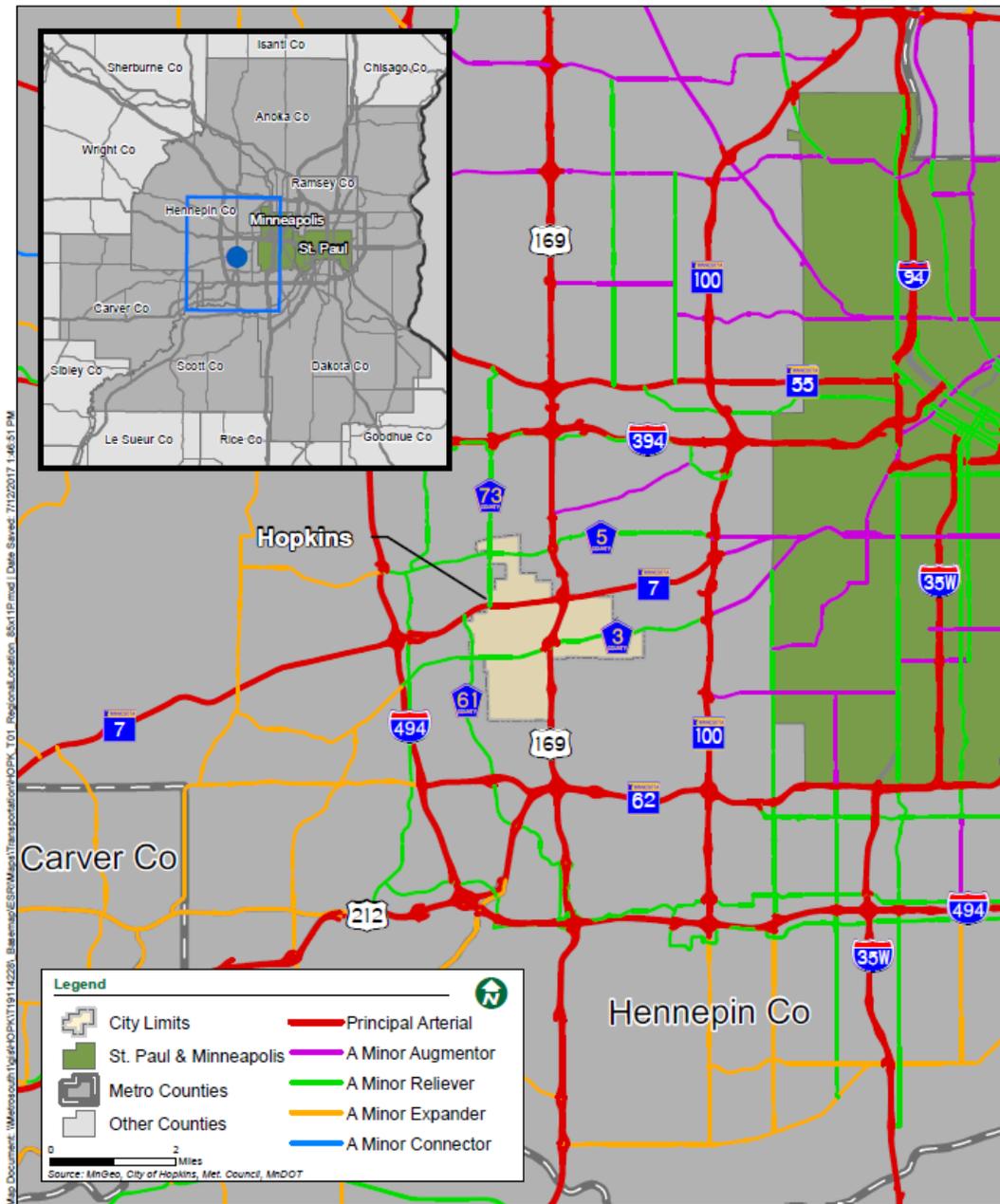


Table 1: Hopkins Roadway Design Standards								
	Right-of-Way Width*	Road Width*	Through Lanes	Curb and Gutter	On-Street Parking	Design Speed	Sidewalks or Trails	Planting strip
A-Minor Arterial	100 to 150	Varies	2 to 4	Some locations	No	45 to 60 mph	Some Locations	Varies
B-Minor Arterial	80 to 120	Varies	2 to 4	None	Varies	35 to 50 mph	Some Locations	None
Major Collector	66 to 80	32 to 36	2	None	Yes	30 to 40 mph	One Side (Minimum)	None
Local	50 to 66	28 to 36	Most not striped	Most locations	Both sides	30 mph	Per Complete Streets Policy	None

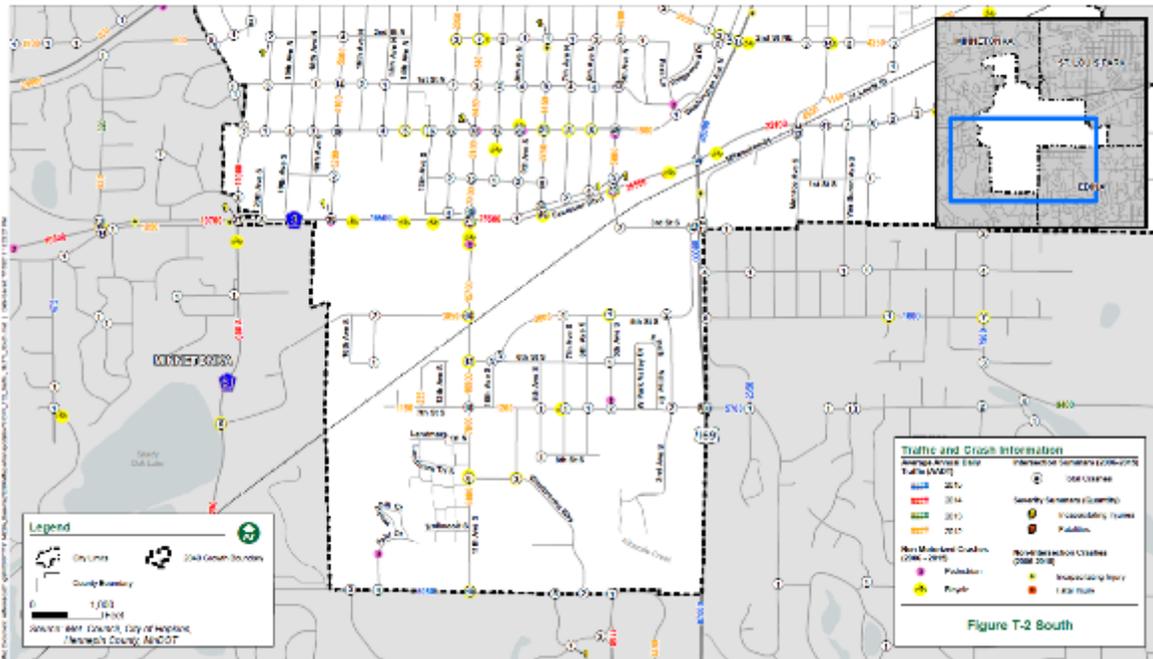
* Road width may be increased to accommodate striped bicycling lanes

Existing Roadways

The most basic characteristic of a given roadway is the volume of traffic that it carries. Existing traffic volumes on roadways within Hopkins are presented in **Figure T-2**. This is the most current MnDOT data for traffic on these roads.

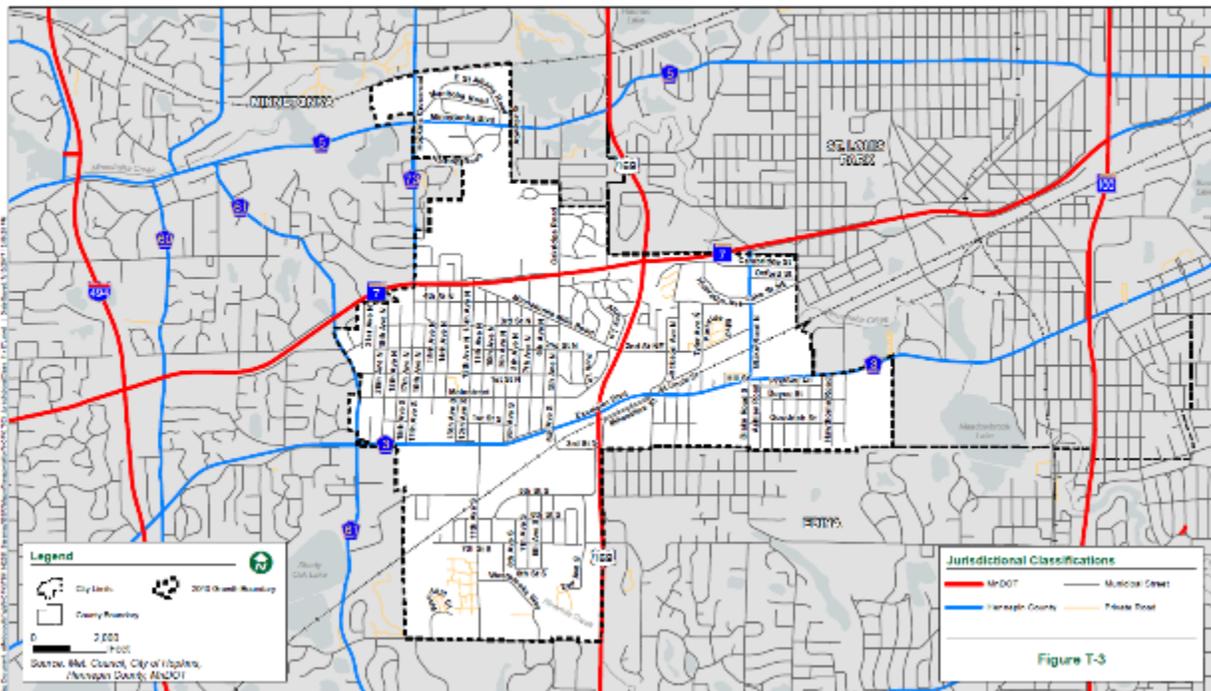
The most recent crash data for roadways also is summarized in **Figure T-2**. It can be seen that the highest volumes of crashes in the city are located in the following locations:

- Highway 169 and Highway 7
- Highway 169 and Interlachen Road
- Highway 7 and Highway 73
- Highway 7 and 5th Avenue North
- Highway 3 and 8th Avenue



Jurisdictional Classification

Roadways are classified on the basis of which level of government owns and has jurisdiction over them. In the case of Hopkins, roadways are under the jurisdiction of MnDOT, Hennepin County, or the City of



Hopkins. **Figure T-3** depicts the existing roadway jurisdictional classification system in Hopkins.

Figure T-3 – Existing Roadway Jurisdiction

Table 2 - Existing Functional Classification, Jurisdiction, and Traffic by Road, 2015				
Classification	Jurisdiction	Lanes	Average Daily Traffic	Forecast 2040 Average Daily Traffic
Principal Arterials				
MN TH 7	MnDOT	4 to 6	32,000	
US 169	MnDOT	4 to 6	90,000	
A-Minor Arterials				
CSAH 3	Hennepin County	4 to 6	4,300	
CSAH 5	Hennepin County	2 to 4	20,000	
CSAH 61	Hennepin County	2 to 4	4,200	
CSAH 73	Hennepin County	2 to 6	21,000	
Major Collectors				
Oakridge Road/5 th Avenue South (CSAH 5 to CSAH 3)	City	2 to 4	6,200	
12 th Avenue North (MN 7 to north of 2 nd Street North)	City	2	3,000	
11 th Avenue North (2 nd Street North to Smetana Road)	City	2 to 6	12,000	
2 nd Street North (12 th Avenue North to 11 th Avenue North)	City	2	1,000	
Smetana Road	City	2	5,050	
Blake Road North	City	2 to 5	12,000	

Functional Classification

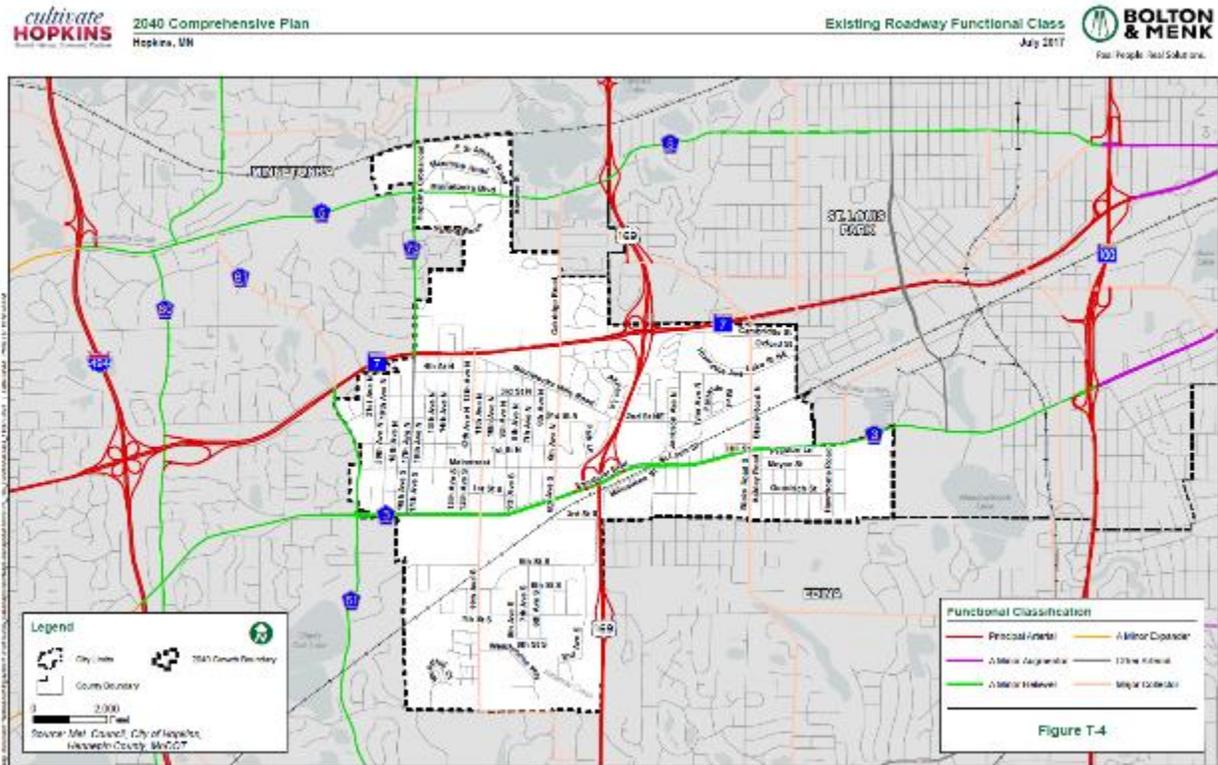
The functional classification system is a roadway network that distributes traffic from neighborhood streets to collector roadways, then to minor arterials, and ultimately the Metropolitan Highway System. Roads are placed into categories based on the degree to which they provide **access** to adjacent land uses and lower level roadways versus providing higher-speed **mobility** for “through” traffic. Functional classification is a cornerstone of transportation planning. Within this approach, roads are located and designed to perform their designated function.

The current roadway functional classification map for Hopkins as identified by the Metropolitan Council is presented in Figure T-4. The roadway system presently consists of six functional roadway classifications:

- Principal arterial
- “A” minor arterial
- “B” minor arterial
- Major collector
- Minor collector
- Local street

The Metropolitan Council has defined four sub-categories of “A” minor arterials: reliever, expander, connector, and augments. These sub-categories have to do primarily with Metropolitan Council’s allocation of federal funding roadway improvements, but do not translate into specific design characteristics or requirements.

Figure T-4: Existing Functional Classification



Principal Arterials

Principal arterials are the highest roadway classification and make up the Metropolitan Highway System. The primary function of these roadways is to provide mobility for regional trips, and they do not provide a land access function. They are intended to interconnect regional business concentrations in the metropolitan area, including the central business districts of Minneapolis and St. Paul. These roads also connect the Twin Cities with important locations outside the metropolitan area. Principal arterials are generally constructed as limited access freeways, but may also be multiple-lane divided highways.

Table 3 - Existing Functional Classification, Direction, and Traffic of Principal Arterials			
Classification	From:	To:	Lanes
MN TH 7	Hopkins Crossroad	Blake Road North	4 to 6
US 169	MN TH 7	Interlachen Road	4 to 6

“A” Minor Arterials

These roads connect important locations within the City of Hopkins with access points of the metropolitan highway system and with important locations outside the City. These arterials are also

intended to carry short to medium trips that would otherwise use principal arterials. While “A” minor arterial roadways provide more access than principal arterials, their primary function is still to provide mobility rather than access to lower level roadways or adjacent land uses. The “A” minor arterial roadways in Hopkins are identified in **Table 4**, below:

Table 4: - Existing Functional Classification, Direction, and Traffic of A-Minor			
Classification	From:	To:	Lanes
CSAH 3	CSAH 61	Meadowbrook Boulevard	4 to 6
CSAH 5	Hopkins Crossroad	Atwater Street	2 to 4
CSAH 61	CSAH 7	CSAH 3	2 to 4
CSAH 73	Manitoba Road	CSAH 3	2 to 6

Major and Minor Collectors

Collector roadways provide a balance of the mobility and land-use access functions discussed above. They generally serve trips that are entirely within the City and connect neighborhoods and smaller commercial areas to the arterial network. Minor collectors generally are shorter in length, with lower volumes and lower speeds than major Collectors. Current collector roadways are identified in **Table 5**, below.

Table 5 – Major and Minor Collector Roadways			
Roadway	From	To	Number of Travel Lanes (Total)
Oakridge Road/5 th Avenue South (CSAH 5 to CSAH 3)	St. John’s Road	3 rd Street South	2 to 4
12 th Avenue North	MN TH 7	2 nd Street North	2
11 th Avenue North	2 nd Street North	Smetana Road)	2 to 6
2 nd Street North	12 th Avenue North	11 th Avenue North	2
Smetana Road	11 th Avenue North	Westbrook Way	2
Blake Road North	CSAH 7	Spruce Road	2 to 5

Summary of Relevant Transportation Studies

MnDOT

Highway 169 between Golden Valley and Edina

To increase safety and accessibility to all drivers and those using transit, MnDOT initiated a project on Highway 169 from Golden Valley to Edina. This project started January, 2017 and was completed in November, 2017. The project included resurfacing the stretch of road, a permanent closure of the 16th Street southbound ramp in St. Louis Park, and interchange improvement at the Cedar Lake Road in St. Louis Park, and a complete replacement of the Nine Mile Creek Bridge with a causeway. The biggest temporary impact of the project on Hopkins was the temporary closure of the Nine Mile Creek Bridge.

The benefits of the project are to improve pedestrian accessibility, to create a smoother road surface, replace an aging bridge, and improve the safety on U.S. 169 further north of Hopkins. The project also

improved a crossing under the new causeway for the Nine Mile Creek Regional Trail.

Highway 169 Mobility Study

Highway 169, between Highway 41 and 55, was identified by two studies: a 2014 highway Transit way Corridor Study and the 2010 MnDOT MnPASS System Study – Phase 2, as an ideal corridor for transit and mobility improvements. This study runs from spring 2015 through summer 2017. These studies were considered to be part of the first task along with creating lower cost/high benefit improvements along the highway such as adding auxiliary lanes, turn lanes, modifying interchanges and creating ways for buses to get through traffic more efficiently, and evaluating the potential for expanding bus service on Highway 169 between Mankato and the Twin Cities Metro.

Metropolitan Council

Southwest Light Rail expansion

The Southwest light rail (SWLRT) expansion runs from the North Loop neighborhood in Minneapolis southwest into Hopkins and ending in Eden Prairie. This expansion will run along CSAH 3 through Hopkins and will have three stations throughout the city at Blake Road, in downtown Hopkins off of 8th Avenue South, and off of Shady Oak Road. The stations have gone through many versions and alterations, the most current ones at the time of this plan are detailed below.

Blake Road Station

The City has taken advantage of the Blake Road Station development by coordinating with some adjacent areas of potential redevelopment. Blake Road is removed from the downtown area of Hopkins and was developed for industrial uses when the railroad was a more prominent part of the community. Now, the City aims to create stronger connections and walkability around the planned station area. The area will also address safety as a potential issue for both pedestrians and cyclists by increasing the quality of signage, slowing automobile traffic, and creating new safe crossings for pedestrian traffic. Cyclists will be encouraged by offering accommodations such as racks and lockers for commuters. Part of creating a pedestrian and cyclist friendly area is moving stationary automobiles out of passageways, the City will encourage development of underground parking or structured parking ramps. A 245 stall ramp is planned currently to be placed immediately south of the LRT station. The City also believes that the corporate headquarters of Cargill could be an ally in this development as it could expand their uses and reach as well.

Downtown Hopkins Station

The Downtown Hopkins Station is possibly the most exciting addition of the SWLRT for the City. By increasing the traffic and access of both those that live around Downtown Hopkins, and those that would visit, the City and the residents of the City look to benefit. The Downtown station is two blocks removed from Mainstreet in Hopkins. Hopkins faces the challenge, like many small towns with historical character and charming downtowns, of attracting passersby into making a detour into the core of Hopkins, instead of their planned destination. Mainstreet is the heart of the Downtown area where Hopkins central businesses are. Hopkins desires to create a connection between the new LRT station and Mainstreet, to increase traffic of those that are passing through Hopkins. The City views 8th Avenue as the main connector between Mainstreet and the station. In 2017, 8th Avenue reconstructed into “The Artery.” This redevelopment increases the pedestrian safety and access as well as making 8th Avenue a gateway into the city through wayfinding and interactive art, as well as the new Artery Plaza.

Shady Oak Station

The Shady Oak Station will be located slightly off of Shady Oak Road and Excelsior Boulevard. The intent of the City is to create a mixed use “18 hour” station that is mobility orientated with trailheads and several multi-modal connections. The City has indicated a number of plans to be implemented before the station opens, to establish positive change and fill current gaps in the system, these are known within the station plan as “early momentum projects.” Some of these initiatives rely on the extension of streets such as 17th Avenue and 47th Street. These projects include creating a ten foot wide bi-directional bike lane along the proposed 17th Avenue/K-Tel Drive connection which would transition to a multi-use trail, increasing the safety of the crossing at 11th Avenue and Excelsior Boulevard, expanding and improving the trails that lead from 5th Street to Central Park at 13th Avenue that includes a HAWK beacon crossing at Excelsior Boulevard, and an extension of 47th Street, fully equipped with sidewalks, which currently ends in a cul-de-sac. Improvements closer to the time of completion of the station will be focused around protected bike lanes, multi-use trails, sidewalks, bike stations, and potential local circulator shuttles to increase access.

Hennepin County

Hennepin County freight study

In 2016, Hennepin County undertook a County-wide freight study. The purpose of this study was to understand how the County’s transportation networks are being used for the handling of freight. The study was timed and designed to align with freight planning efforts that are underway at the Minnesota Department of Transportation (MnDOT) and the Metropolitan Council. The study was led by consulting firm Cambridge Systematics, with rail data analysis provided by Amfahr Consulting.

The study gave a focused look at freight and freight-related issues within Hennepin County. It provides information and tools needed to understand and invest in the freight network and strengthen local abilities to advocate for key issues with Metropolitan Council, MnDOT, and other agencies.

The study findings had little impact for Hopkins other than identifying CSAH 61 as a roadway for potential further studies (corridor assessment). It also noted that CSAH 3 is a problem area for truck crashes, though the primary stretch of CSAH 3 that has the high amount of crashes is outside of Hopkins.

The study did make recommendations for all of Hennepin County. Those recommendations are:

- Ensure safety of both freight and passenger transportation within and through the County through targeted policies and investments
- Integrate freight into County planning and project development, creating a culture that promotes efficient, effective, and safe movement of goods
- Monitor performance of the freight transportation system in a way that supports performance-based planning and effective investments
- Cultivate partnerships with public-sector agencies on freight transportation related issues, creating a vehicle to advocate for Hennepin County’s needs and contribute to protects benefitting Minnesotans in and out of the County
- Support economic growth in Hennepin County through continued outreach, partnership, and support to businesses.

Blake Road Corridor Study

The City of Hopkins led a corridor study for Blake Road/Aquila Avenue to plan for changing transportation needs due to the construction of the Southwest LRT Green Line Extension. The study area extended from 36th St. in St. Louis Park to Interlachen Blvd. in Edina.

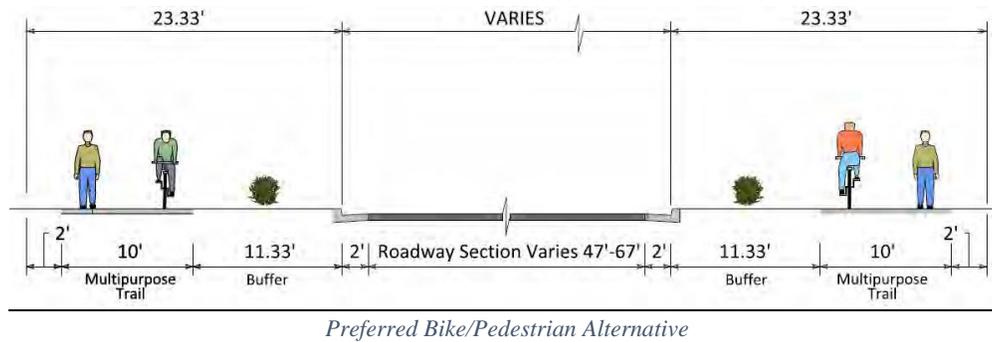
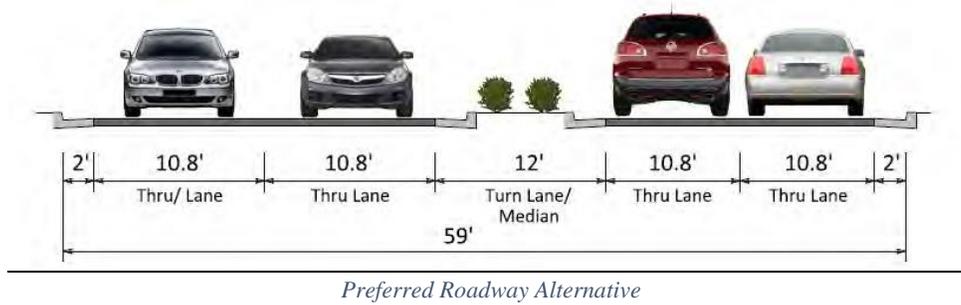
The study was completed in partnership with the Cities of Edina and St. Louis Park, Three Rivers Park District, Hennepin County, the Minnehaha Creek Watershed District, the Southwest LRT Project Office and the Minnesota Department of Transportation (MnDOT). The study is intended to address infrastructure needs to:

- Provide better transportation accommodations for pedestrians, bicyclists and bus transit
- Provide better connections and access to the planned light rail station at Blake Road and 2nd Street for all modes
- Provide better connections and access to adjacent neighborhoods, commercial nodes and recreational facilities
- Provide the necessary transportation infrastructure to support redevelopment in and near the corridor to enhance economic growth, community connectivity, and residential diversity.

Based on the Study and community engagement, the following recommendations were made:

- **Excelsior Boulevard intersection:** Recommendation for two southbound left turn lanes to provide adequate storage between the median opening at West Side Village access and Excelsior Boulevard. Combined through and right-turn lanes on southbound Blake Road and northbound Blake Road are recommended to minimize crossing distances at the intersection. Reduce curb radii to slow traffic/increase pedestrian safety.
- Median Opening at West Side Village Access
- **Cedar Lake Trail Crossing:** Three Rivers Park District is proposing a grade separation at the Cedar Lake Trail crossing of Blake Road. It is recommended that no marked at grade crossing be provided where the Cedar Lake trail intersects with the Blake Road multi-use trail.
- **2nd Street Intersection:** A signalized intersection is recommended. The 2nd Street signal will be interconnected with railroad signal to avoid trapping vehicles on the LRT/railroad tracks.
- **Lake Street Intersection:** Side-street stop control is recommended. A marked pedestrian crossing with RRFB is recommended on the north side of the intersection.
- **Oxford Street:** It is recommended the median extend through the intersection of Oxford Street and Blake Road. Oxford Street would have right in/right out access on Blake Road. Businesses on the west side of Blake Road would also have right in/right out access.
- **Cambridge Street:** The intersection of Cambridge Street and Blake Road will be signalized.
- **TH 7:** Add a second left turn lane for northbound left turns on Blake Road and southbound left turns on Aquila Avenue. The southbound free right on Aquila Avenue will be modified so right-turns are made closer to TH 7. Modification of the southbound free right will be completed as part of a separate MnDOT project. Right-turn lane added for southbound right turns. It is recommended the radius on all corners of the intersection be reduced to reduce right turn speeds and minimize pedestrian crossing distances.

The Hopkins City Council approved the four lane design for Blake Road in May 2015. Initial utility work is scheduled to begin in 2017 with road reconstruction scheduled for 2018.



Future Roadways

Transportation Analysis Zone Information

Traffic projections for roadways are based on the use of Transportation Analysis Zones (TAZs). The TAZs for the City of Hopkins as defined by the Metropolitan Council, are presented in **Figure T-6**. Year 2040 traffic projections were made using a combination of methods and sources including the following:

- Historic trend analysis for volumes
- Assessment of anticipated local and regional development patterns and associated TAZ information
- Discussion and coordination with Hennepin County Transportation staff
- Review of other studies and plans for consistency

The anticipated land use patterns discussed in Chapter X of this Comprehensive Plan were assumed for the 2040 transportation projections. The 2040 land use map for Hopkins is presented in Figure XX in that chapter. The TAZ socioeconomic data projected for 2040 conditions are presented in Table 6.

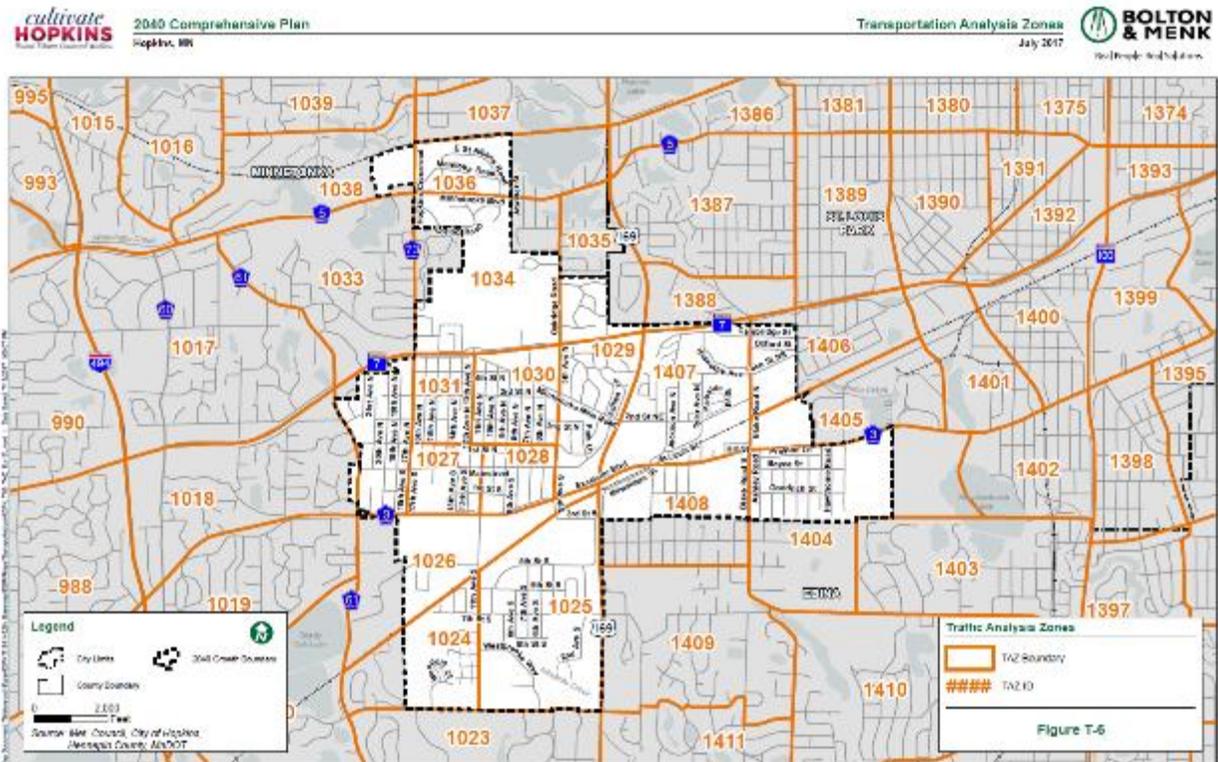
Table 6 – TAZ Data						
TAZ	Year	Population	Households	Retail Jobs	Non-Retail Jobs	Total Jobs
1018	2010	1,023	417	657	384	1,041
	2020	1,110	440	930	970	1,900
	2030	1,190	480	960	960	1,920

	2040	1,240	510	1,000	950	1,950
1024	2010	2,158	1,173	155	154	309
	2020	2,160	1,240	20	260	280
	2030	2,130	1,260	10	270	280
	2040	2,100	1,270	10	280	290
1025	2010	2,555	1,270	83	638	721
	2020	2,550	1,330	50	740	790
	2030	2,580	1,320	30	770	800
	2040	2,610	1,300	30	790	820
1026	2010	0	0	267	2,005	2,272
	2020	440	200	500	2,670	3,170
	2030	1,440	670	660	3,190	3,850
	2040	1,460	700	830	3,680	4,510
1027	2010	869	516	48	237	285
	2020	1,120	590	20	340	360
	2030	1,070	580	10	360	370
	2040	1,030	560	10	370	380
1028	2010	1,177	670	285	3,136	3,421
	2020	1,660	870	230	4,470	4,700
	2030	1,930	1,050	200	4,610	4,810
	2040	2,210	1,220	160	4,750	4,910
1029	2010	958	376	5	140	145
	2020	920	400	30	110	140
	2030	970	410	50	110	160
	2040	1,020	400	60	110	170
1030	2010	1,540	663	0	375	375
	2020	1,590	760	50	860	910
	2030	1,560	740	30	890	920
	2040	1,540	720	30	910	940
1031	2010	759	321	22	5	27
	2020	730	360	0	40	40
	2030	750	350	0	40	40
	2040	760	330	0	40	40
1032	2010	1,089	487	216	123	339
	2020	1,080	540	90	190	280
	2030	1,050	560	90	210	300
	2040	1,020	560	90	220	310
1034	2010	1,461	748	33	418	451
	2020	1,680	800	50	400	450
	2030	1,670	800	40	430	470
	2040	1,660	780	30	450	480
1035	2010	802	402	0	16	16
	2020	860	430	10	10	20
	2030	890	450	0	20	20

	2040	930	470	0	30	30
1036	2010	538	265	9	17	26
	2020	610	300	0	30	30
	2030	660	320	10	50	60
	2040	720	340	0	90	90
1038	2010	740	369	30	346	376
	2020	860	400	80	600	680
	2030	910	430	60	730	790
	2040	960	460	40	790	830
1388	2010	651	350	947	1,072	2,019
	2020	680	380	930	1,250	2,180
	2030	700	410	930	1,270	2,200
	2040	730	440	930	1,290	2,220
1404	2010	1,069	372	0	167	167
	2020	920	400	20	220	240
	2030	920	420	10	230	240
	2040	900	440	10	240	250
1405	2010	1,778	774	28	1,358	1,386
	2020	1,700	780	130	1,490	1,620
	2030	1,680	780	110	1,580	1,690
	2040	1,690	770	90	1,660	1,750
1406	2010	1,773	784	144	337	481
	2020	1,980	940	30	520	550
	2030	2,420	1,190	50	660	710
	2040	2,830	1,400	70	820	890
1407	2010	2,824	1,449	302	1,411	1,713
	2020	3,300	1,570	480	2,410	2,890
	2030	3,260	1,590	340	2,830	3,170
	2040	3,020	1,510	180	3,250	3,430
1408	2010	1,080	461	98	1,324	1,422
	2020	1,170	480	20	1,440	1,460
	2030	1,160	480	20	1,510	1,530
	2040	1,120	470	30	1,570	1,600

Source: Metropolitan Council

Figure T-6 – Transportation Analysis Zones



Transit

Transit Market Area

The Metropolitan Council has defined Transit Market Areas based on the following primary factors:

- Density of population and jobs
- Interconnectedness of the local street system
- Number of autos owned by residents

In general, areas with high density of population and jobs, highly interconnected local streets, and relatively low auto ownership rates will have the greatest demand for transit services and facilities. Transit Market Areas are a tool used to guide transit planning decisions. They help ensure that the types and levels of transit service provided, in particular fixed-route bus service, match the anticipated demand for a given community or area.

Based on this analysis, the Metropolitan Council categorizes the City of Hopkins as **Transit Market Area II and III**. As identified in the Metropolitan Council’s 2040 Transportation Policy Plan (TPP), the characteristics of these category areas are:

Transit Market Area II has high to moderately high population and employment densities and typically has a traditional street grid comparable to Market Area I. Much of Market Area II is also categorized as an Urban Center and it can support many of the same types of fixed-route transit as Market Area I, although usually at lower frequencies or shorter service spans.

Transit Market Area III has moderate density but tends to have a less traditional street grid that can limit the effectiveness of transit. It is typically Urban with large portions of Suburban and Suburban Edge communities. Transit service in this area is primarily commuter express bus service with some fixed-route local service providing basic coverage. General public dial-a-ride services are available where fixed-route service is not viable.

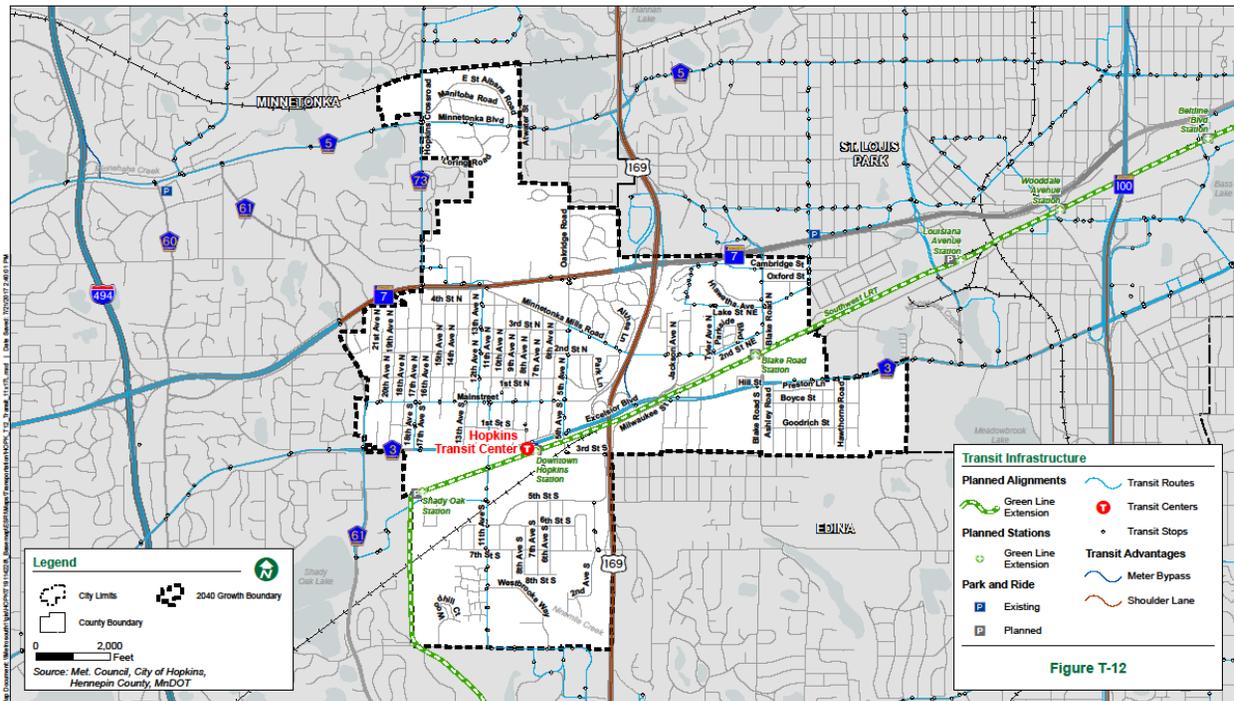
The typical transit service within these Market Area are described in Table 9.

Table 9 - Transit Market Area Descriptions			
Transit Market Area	Transit Market Index Range	Propensity to Use Transit	Typical Transit Service
Market Area II	TMI between 128.0 and 256.0	Approximately ½ ridership potential of Market Area I	Similar network structure to Market Area I with reduced level of service as demand warrants. Limited stop services are appropriate to connect major destinations.
Market Area III	TMI between 64.0 and 128	Approximately ½ ridership potential of Market Area II, or ¼ of the highest potential for transit ridership.	Primary emphasis is on commuter express bus service. Suburban local routes providing basic coverage. General public dial-a-ride complements fixed route in some cases.

Current and Planned Service Facilities

The current and planned transit service and facilities in the City of Hopkins are depicted in Figure T-10 and summarized below:

Map: Current and Planned Transit



General Scheduled Local Bus Service

Hopkins is served by multiple bus routes as detailed below:

- **Bus route 12**, operated by Metro Transit, east/west along mainly Excelsior Boulevard from Minnetonka, to Hopkins, to St. Louis Park, and finally to Minneapolis. This route runs eastbound from 5:03 AM to 6:47 PM and westbound from 5:17 AM to 8:03 PM on weekdays.
- **Bus route 612**, operated by Metro Transit, east/west along mainly Excelsior Boulevard from Hopkins, to St. Louis Park, and finally to Minneapolis. This route runs eastbound from 6:02 AM to 12:37 PM and westbound from 9:22 AM to 11:56 PM on weekdays, as well as eastbound from 5:09 AM to 11:45 PM and westbound from 5:29 AM to 12:54 AM on Saturdays, and eastbound from 6:09 AM to 11:44 PM and westbound 5:20 AM to 10:53 PM on Sundays.
- **Bus route 615**, operated by Metro Transit, runs north/south along CSAH 73 and east/west around CSAH 7 from Minnetonka, to Hopkins, to finally St. Louis Park. This route runs eastbound from 6:51 AM to 7:43 PM and westbound from 7:51 AM to 7:42 PM on weekdays and, as well as eastbound from 7:17 AM to 7:45 PM and westbound from 7:52 AM to 7:43 AM on Saturdays.
- **Bus route 664**, is an express bus route operated by Metro Transit. The route runs east/west along 11th Avenue, CSAH 3, US 100, and I-394 from the South Hopkins, through St. Louis Park, to Minneapolis. This route runs eastbound from 6:00 AM to 8:17 AM and westbound from 3:35 PM to 6:02 PM on weekdays.
- **Bus route 670**, is an express bus route operated by Metro Transit. The route runs east/west from Excelsior to Minneapolis. This route runs eastbound from 6:08 AM to 8:16 AM and westbound from 4:08 PM to 6:21 PM on weekdays.

Peak Hour Commuter Bus Service

Routes 664 and 670 (described above) are peak hour express commuter bus services.

Transit Facilities

There is a park-and-ride facility in Hopkins. The Park & Ride facility is located at 10201 Excelsior Boulevard (County Road 3 & 8th Avenue South) and holds approximately 300 vehicles. Route 670 serves this facility.

Dial-a-Ride Service

Hopkins is serviced by Transit Link, the dial-a-ride service provided through the Metropolitan Council at the County level. Transit Link provides metro-wide transit connections and access to qualifying rides, such as last mile service, connections between transit stations, or to and from area not serviced by regular bus routes. Any member of the public may reserve a qualifying ride. Upon reservation, each trip is assessed to ensure it does not overlap with regular route bus services. Starting and ending destinations must be more than ¼ mile from regular route transit in winter months (November – March) and more than ½ mile from regular route transit in summer months (April- October). Transit Link Service does not operate on Thanksgiving Day, Christmas Day, and New Year's Day.

Transitway (LRT or BRT)

Southwest Light Rail Transit (SWLRT) Green Line Extension

The SWLRT Green Line Extension is a proposed LRT line that will operate between downtown Minneapolis and Eden Prairie, through the communities of St. Louis Park, Hopkins, Minnetonka, and passing in close proximity to Edina. The proposed alignment includes 15 new stations along approximately 14.5 miles. Three stations, mentioned above and further detailed below, are proposed for Hopkins.

Blake Road Station: Blake Road station will feature several multi-modal amenities and redevelopment, described and shown below.



Blake Road Station Area Improvements

Pedestrian

- Sidewalk and streetscape enhancements along Blake Road, Excelsior Blvd, 2nd Street, and new road along south side of LRT line, including Complete Street design concepts.
- Safe and convenient pedestrian connections to Cedar Lake Regional Trail crossing Blake Road and improved crossing at Excelsior Blvd and 2nd Street.
- New pedestrian crossings and traffic signal at Excelsior Blvd and Pierce Ave.
- Complete sidewalk and trail systems to adjacent neighborhoods north of 2nd Street and south of Excelsior Blvd.
- Lighting along the regional trail from station platform to Cargill corporate campus and Blake School.

Long Term:

- New pedestrian crossing and traffic signal at Tyler Ave.

- Enhance the streetscape on extended Tyler Ave.

Bicycle

- Marked/signed on street bike lane on Blake Road south of Excelsior
- Bike connections to Cedar Lake Regional Trail and Minnehaha Greenway
- Multi-use trail connection to the north, across 43 Hoops site, until 36th Street. Two way traffic on trails.

Transit

- New bus facilities near station platform for connecting buses. (South of station along new road)
- Enhance connections to other bus stops at Excelsior Blvd, Blake Road, and 2nd Ave.
- More bus traffic anticipated on Blake Road with new route alignments.

Vehicle Facilities

- Phase one of a new east-west road running along the south edge of the LRT line and connect Blake Road to Pierce Ave, providing access to the parking ramp and frontage to the station for future development sites.
- New signalized intersections at Excelsior Blvd and Pierce Ave to improve pedestrian connections and resolve traffic movements in/out of proposed park and ride facility.
- 245 stall park and ride ramp south of station platform with right in/right out access off Blake Road and full access off Excelsior Blvd via Pierce Ave.
- Passenger drop off area on Blake Road
- Develop new walkable street and block pattern in area between Excelsior Blvd. and the rail corridor, including a new street running parallel to the rail corridor to provide access for buses and park and ride facility.
- Minimize vehicular access points along routes to and from station, specifically Blake Road, 2nd Street, and Excelsior Blvd
- *Locally requested* – Improved site and site access at northwest corner of Excelsior Blvd and Blake Road

Long-Term:

- Extend Tyler Avenue to the north and connect with the new road running along the LRT line.
- New signalized intersection at Tyler Avenue.
- Integrate park and ride facilities into new development

Amenities

- Wayfinding, seating, lighting, public art
- Small public plaza at corner of Blake Road and new road south of station platform
- Bike parking, lockers, and bike share facilities

Major Development Recommendations

- Property immediately south of station platform should be developed as park and ride ramp wrapped in mixed use development
- 43 Hoops, Hennepin County Property
- Minnehaha Creek Watershed District property (used to be cold storage site)
- Property located east of Blake Road and apartments between Excelsior and Cedar Lake Regional Trail.

Downtown Hopkins Station: Downtown Hopkins station will focus on connecting the station area to the existing downtown area two blocks north of the station platform, described and shown below. Some of these plans, specifically the 8th Ave/Artery reconstruction (described more below in Pedestrian and Bicycle Facility Improvements), are already taking place.



Downtown Hopkins Station Area Plan and Long-Term Recommendations

Pedestrian

- Improvement of 8th Ave pedestrian crossing will occur with the Downtown Station development. The signal will introduce countdown timing traffic signals, more visible pedestrian crosswalks, and a pedestrian refuge in the street median. Focus sidewalk and streetscape enhancements along 8th Ave to connect the station with Mainstreet and Downtown Hopkins.

- Introduce sidewalk and streetscape enhancements along Excelsior Blvd from 8th Ave east to 5th Ave in conjunction with station area improvements
- Improve pedestrian crossings on Excelsior Blvd at 5th Aves.

Long Term

- Establish a new mid-block connection between 8th Ave and the site of the farmers market.
- Enhance sidewalk and streetscape along 5th Ave from Excelsior Blvd to Mainstreet.

Bicycle

- Establish a new dedicated cycling connection between the Lake Minnetonka LRT Regional Trail and Minnesota River Bluffs Regional Trail via 8th Ave.
- Provide bike parking and enhanced cycling amenities.
- Provide a bicycle signal at both Excelsior Blvd and Mainstreet with customized signal timing and phasing to promote safety at bicycle-vehicle conflict points.
- Establish a bicycle storage facility and public lobby in the adjacent redevelopment (The Moline).

Long-Term Improvements:

- Consider a bike sales/rentals, service facility, or businesses near the station.

Transit

- Provide new bus facilities near station platform for connecting bus routes.
- Develop a consistent design language between LRT platform and the bus shelters so they help to identify the downtown gateway and connections between transit modes.
- Develop a local circulator service to move people between the LRT station, Mainstreet and employment centers (i.e. Excelsior Crossing).

Vehicle Facilities

- Passenger Drop Off at the east end of the platform in a dedicated facility off Excelsior Blvd.

Recommendations

- Remove channelized turning lanes and initiate intersection improvements to reduce turning radii at Excelsior Blvd and 8th Ave
- Accommodate retail and short term parking on-street or in shared parking facilities
- Minimize the impact of parking and circulation by locating parking below grade or to rear of new buildings.
- Consolidate access and service drives, specifically limit vehicular access points along Excelsior Blvd. and 8th Ave.
- Create parking management strategy

Amenities

- Wayfinding, comfy and durable seating, adequate lighting, public art, drinking fountains
- Public plaza between station platform and Excelsior Blvd, a large and programmatically flexible space with public art, enhanced bike amenities, seating, shelter, and wayfinding.

Major Development

- The major developments recommended for opening day are either completed or are currently under construction, addressed below.

Shady Oaks Station: Shady Oaks station will focus on creating a mixed use “18 hour” station that is mobility orientated with trailheads, green corridor connections, recreation, and several multi-modal connections. The City has indicated a number of plans to be implemented before the station opens to establish positive change and fill current gaps in the system, identified as “early momentum projects.” The recent reconstruction of Shady Oaks Road was part of this larger planning effort.



Shady Oaks Station Area Plan: In Area Development Strategy, north park and ride lot marked as temporary. South park and ride lot marked as permanent

Pedestrian

- Sidewalk and streetscape enhancements along 17th Ave, Excelsior Blvd, and K-Tel Drive.
- Enhance pedestrian crossings across Excelsior Boulevard, particularly at 17th Avenue.
- Realign and pave Minnesota River Bluffs Regional Trail along north side of the station then follow 17th Avenue back to existing alignment
- Design and construct 17th Ave as a Complete Street
- Enhance pedestrian connections to Mainstreet through Central Park and along 13th Avenue S.
- Provide pedestrian lighting along 17th Avenue, from Excelsior Boulevard to K-Tel Drive.

Long Term

- Sidewalk and streetscape enhancements along 17th Ave, Excelsior Blvd, K-Tel Drive, 11th Ave, and 5th Street.
- Pedestrian connection from the east of the station platform south to 5th Street and when future roadways are developed between 17th Ave and Shady Oak Road.

Bicycle

- Bi-directional bike lanes on 17th Ave between K-Tel Drive and north across Excelsior Blvd.
- Bike parking, lockers, pump station, and bike sharing facilities in highly visible areas near station
- Bike connections to the regional trail.
- Local request to build trail west of LRT tracks along K-Tel Drive to Opus Station connection

Long term, on-street bike facilities on local streets to better connect station to nearby amenities

Transit

- Safe and convenient access to bus stops along Excelsior Blvd by developing sidewalks connecting station to Excelsior Blvd along 17th Ave and within park and ride lot.
- Pedestrian lighting along 17th Ave, between bus and LRT

Vehicle Facilities

- Near-term surface parking lot along the east side of 17th Ave south of Excelsior Blvd. (mid- or long-term, structured parking should be considered on this site with associated redevelopment infill along 17th Ave and Excelsior Blvd).
 - Local request to convert 500 surface space park and ride to 250 surface and 250 structured spaces
- Kiss and ride pull out lane along access road just north of station platform
- 700 space park and ride (only 270 are anticipated to be permanent parking spaces – 700 at opening and will redevelop as parking need decreases).
- New street - 17th/K-Tel roadway linking areas north and south of Minnesota River Bluffs Trail
 - Will be designed as a complete street, including pedestrian friendly sidewalks and protected bikeway. Improvements will extend at minimum from Shady Oak Road to Mainstreet. Extensions to existing regional trail system considered North of Mainstreet.
 - Provide TOD focus
 - Relieve congestion on Shady Oaks Road due to station and surrounding business use
- Traffic signals warranted at K-Tel and Shady Oak Road, 47th Street and Shady Oak Road, 17th Avenue and Excelsior Boulevard, and at 5th Street and 11th Avenue. May be necessary to provide a second lane at the approach to some intersections to maintain acceptable levels of service. All way stops located at the internal intersection of 5th Street and K-Tel Drive and at 47th Street and 17th Avenue
- Additional right-in right out (minimum) access points anticipated as part of local street grid for intersections at 19th, 15th and 14th Avenues, and possibly 3rd Street or 20th Avenue
- Parking limited to accepted industry standards: office development (maximum of 3 spaces per 1000 square feet); commercial/retail (2.5 spaces per 1000); residential (1 space per unit).
- Parking management strategy recommended

Amenities

- Wayfinding at station, park and ride, and along sidewalks and trails.

- Gateway monument at Excelsior Blvd and 17th Ave
- Wayfinding and public art along 17th Ave
- Comfy, durable seating near station, park and rides, and bus stops
- Public plaza near station and park and ride

Major Development

- Lots for 20 acre SWLRT Extension Operation and Maintenance Facility (OMF) south of Fifth Street South purchased and designed
- Purchase of the 15 acre Hopkins Tech Center parcel north of platform to construct a new north-south roadway extension of 17th Avenue South/K-Tel to access platform and accommodate a 700 space park and ride.

Early Momentum Projects to Fill Gaps

- A 10' wide bi-directional protected bike lane along west side of the 17th Avenue/K-Tel Drive signature street from 5th Street to Excelsior Boulevard.
- New, multi-use trails
 - Trail crossing at 11th Avenue, existing at-grade crossing will include a traffic signal.
 - Along west side of Nine Mile Creek from 5th Street to existing trails within Central Park at 13th Avenue; new at-grade crossing at Excelsior Boulevard will include a HAWK beacon
 - Along north side of K-Tel Drive from Fifth Street to Shady Oak Road. North of 5th (becoming 17th Ave S), the trail would transition into a protected bike lane
 - Along the north side of Fifth Street from K-Tel Drive/Station platform to 11th Avenue
- New sidewalk on both sides of 47th Street from the 47th Street Extension to Shady Oaks Road

Bicycling and Walking

A well-developed bicycle and pedestrian network provides a way for people of all ages and abilities to travel in a way that is safe, comfortable, accessible, and active. It connects people to community destinations, improves bicycle and pedestrian safety, increases multimodal opportunities, encourages active living, and provides a community amenity. The City's recent investments in a walkable and bikeable downtown core are further strengthened by building out a pedestrian and bicycle network for both the immediate area and citywide.

Pedestrian Facilities

Pedestrian travel provides an alternative to driving for short distance trips, and safe connections between other modes and final destinations for longer ones. It also can serve as an amenity for residents and visitors who are looking for a safe and active means of recreation, and for businesses districts looking for street life. Dedicated pedestrian facilities also help prevent fatalities resulting from pedestrians mixing with vehicle traffic.

The current sidewalk system serving Hopkins is depicted in Figure T-11. Also depicted are the new sidewalk links that the City intends to build to extend and enhance the overall pedestrian network. At locations deemed appropriate, the City's standard practice is to provide sidewalks shall be at least six feet in width within an open space corridor of at least ten feet in width. These dimensions may vary depending on zoning or location.

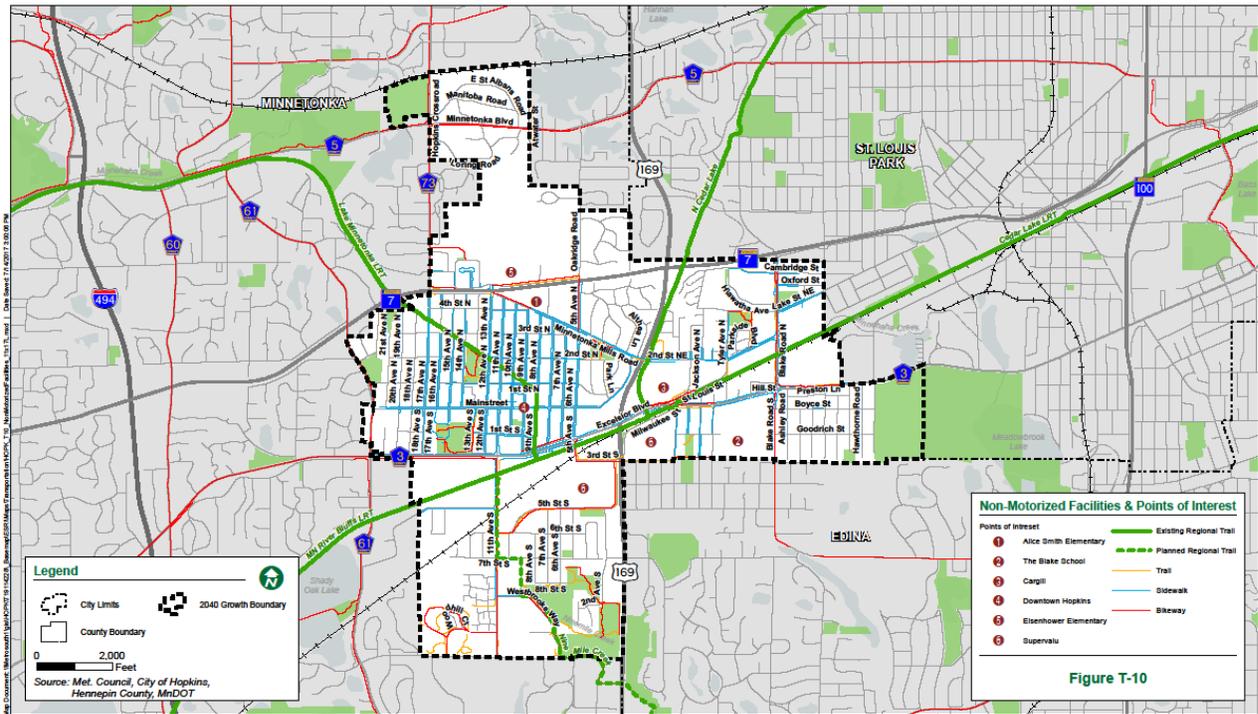


Figure T-10

Bicycle Facilities

Bicycle facilities provide additional opportunities for non-motorized connectivity and travel. Bicycle trips can be longer than pedestrian, which opens up possibilities of both replacing auto trips and connecting to a regional network. As traffic volumes grow, having an alternative means of travel can ease pressure on roads with limited capacity. Additionally, bicycle tourism has become increasingly popular in many communities, as a low-impact way to enjoy area attractions and support local businesses.

They can also be developed as a system that is similar to road functional class – with different facility types for different travel needs. Major categories of bicycle facilities in Hopkins include:

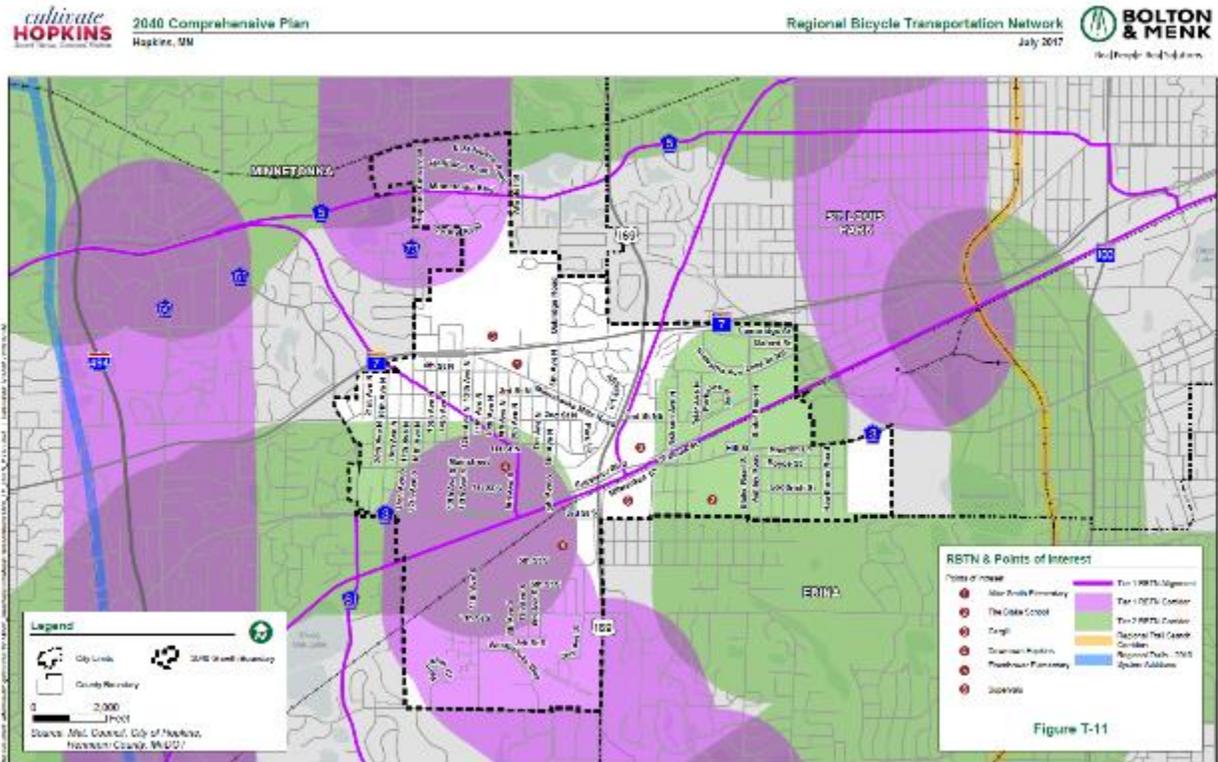
- **Off-street trails** – These trails link destinations and communities, and may have a range of supporting amenities, including signage, parking, seating, and wayfinding. They may be located along major roadways, or in their own dedicated right-of-way. They are frequently located along higher volume and speed corridors where on-street bicycling would be less safe. Regional trails are developed and maintained at the county or regional level, and provide connections over longer distances and between cities. Local trails are maintained at the city level, and typically provide connectivity between local destinations and regional systems.
- **On-street bike lanes** – On-street bicycle facilities are typically developed by the county or municipality when funding or right-of-way constraints preclude off-street facilities – or where traffic volumes do not justify the additional investment. They can provide important local connections to the off-street system and local destinations.

Existing bicycle facilities in Hopkins are depicted on **Figure XX**.

In addition, the Metropolitan Council has designated the Regional Bicycle Transportation Network

(RBTN). This consists of prioritized alignments and corridors (where alignments have not yet been established) that were adopted in the Council’s 2040 Transportation Policy Plan. Tier 1 alignments are CSAH 5, Cedar Lake Trail, Minnesota Bluffs Regional LRT Trail, and Lake Minnetonka LRT Trail. There are also Tier 1 corridors in the north and south of the city. In the south and east part of the city there are Tier 2 RBTN corridors. Existing and planned bicycle facilities are depicted in Figure T-11. Also depicted are portions of the RBTN which lie outside Hopkins.

Map: Bicycle Facilities



Facility Improvements

The introduction of the SWLRT into Hopkins has incentivized the community to engage in a walkable and bikeable community. The City adopted a Pedestrian and Bicycle Plan in March of 2013 focused on major infrastructure improvements to increase the accessibility and safety of non-motorist commuters.

Recommendations generated from this plan include increasing the number of:

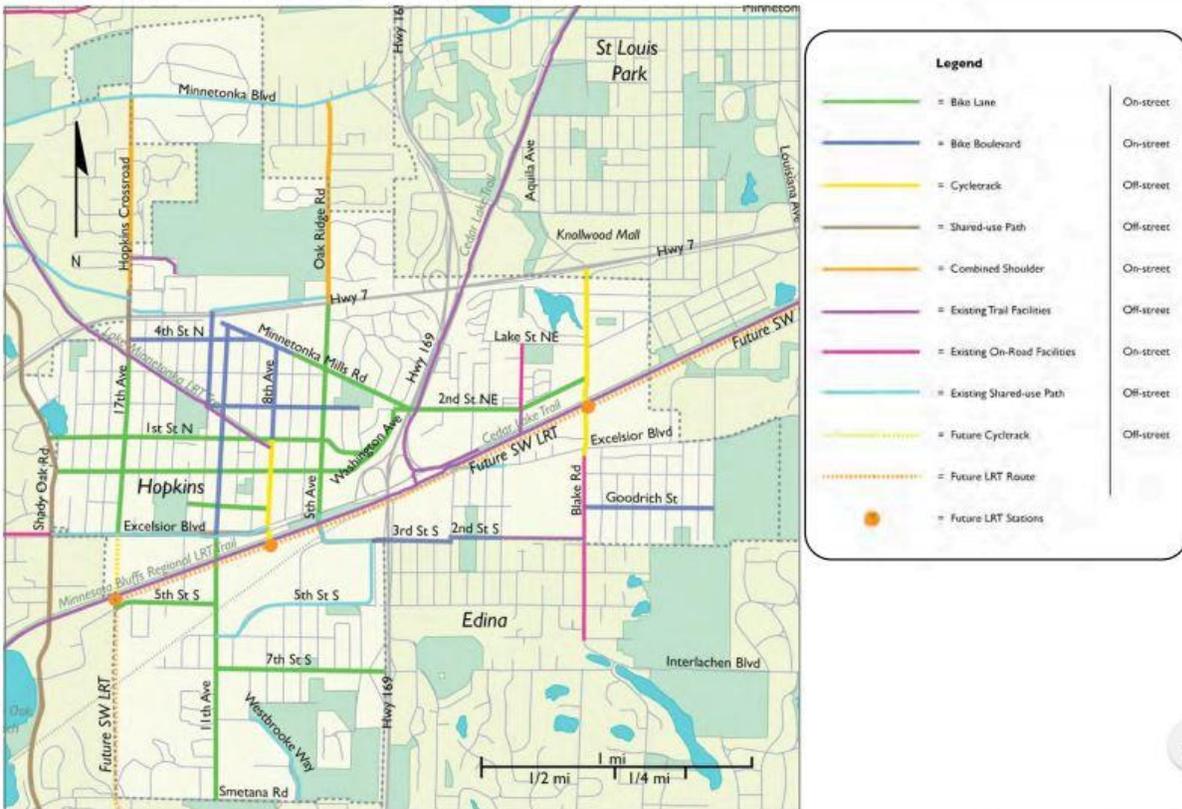
- Bike lanes
- Buffered bike lanes
- Advisory bike lanes
- Bike boulevards
- Cycletracks
- Median Crossing Islands
- Forward Stop Bars
- Combine bike lane/right turn lane
- Colored bike facilities
- Traffic signals for bicycles
- Increased wayfinding signage
- Shared-use paths
- Combine shoulders
- Sidewalks
- Curb ramps
- Marked Crossings
- Median Crossing Islands
- Curb extensions
- Pedestrian Hybrid Beacon (HAWK)
- Countdown timers
- Leading Pedestrian Interval (LPI) signals

Recommendations from the Pedestrian and Bicycle Plan also include:

- Decreasing width of automobile lanes
- Decreasing automobile travel speeds
- Specific recommendations and road cross-sections for Blake Road Station, 8th Ave/Downtown Hopkins Station, Shady Oak Station and Shady Oak Road, 1st Street N and Mainstreet (east/west connections), Hopkins Public School Area, Northern, Southern, Eastern, and Western Hopkins, and connections into regional trails.
- Some of these plans or identified bike routes and facilities are included in station area plans, the 8th Ave/Artery reconstruction, or the Shady Oaks reconstruction.

3.4 Map of recommended treatments

A map showing the recommended walking and biking routes is provided below:



DRAFT 03/11/13 – City of Hopkins Pedestrian and Bicycle Pla

8th Ave/Artery Reconstruction

Pedestrian and gateway improvements on 8th Ave between Mainstreet and Excelsior Blvd. Construction of these facilities was completed in 2017.

Bikes

- 10 ft wide multi-use trail along the north side of Excelsior Blvd between 5th Ave S and 9th Ave S.
- Two-way cycle track along west side of 8th Ave S from Excelsior Blvd to the Regional Trail near 1st St N. The cycle track will continue south of Excelsior Blvd to the station platform with the SWLRT project.
- Bike signaling at Mainstreet and to be installed at Excelsior Blvd with the SWLRT project.

Pedestrian

- New sidewalk along 8th Ave S.
- Decorative and efficient street and pedestrian lighting along 8th Ave S.
- Extended, rounded curbs at Excelsior Blvd to aid pedestrian crossing.

Vehicles

- One way car traffic heading north from 1st Street S to Mainstreet; 2 way traffic north/south from 1st Street S to Excelsior Blvd.

- Signal system upgrades were completed at Mainstreet and will be completed at Excelsior Blvd with the SWLRT project.
- Closed access to 2nd Street S to/from 8th Ave. 2nd Street S has been modified to create a right-in/right-out condition with Excelsior Blvd at 7th Avenue S and 6th Avenue S.

Amenities

- Bike racks and boxes, benches, and outdoor furniture.
- Trees and plantings, bio-infiltration gardens
- Artery Plaza for public use
- Water art room and garden room.
- Interactive artwork.
- New signage and informational kiosks.
- Station plaza (not part of this project but will be connected physically and thematically.)

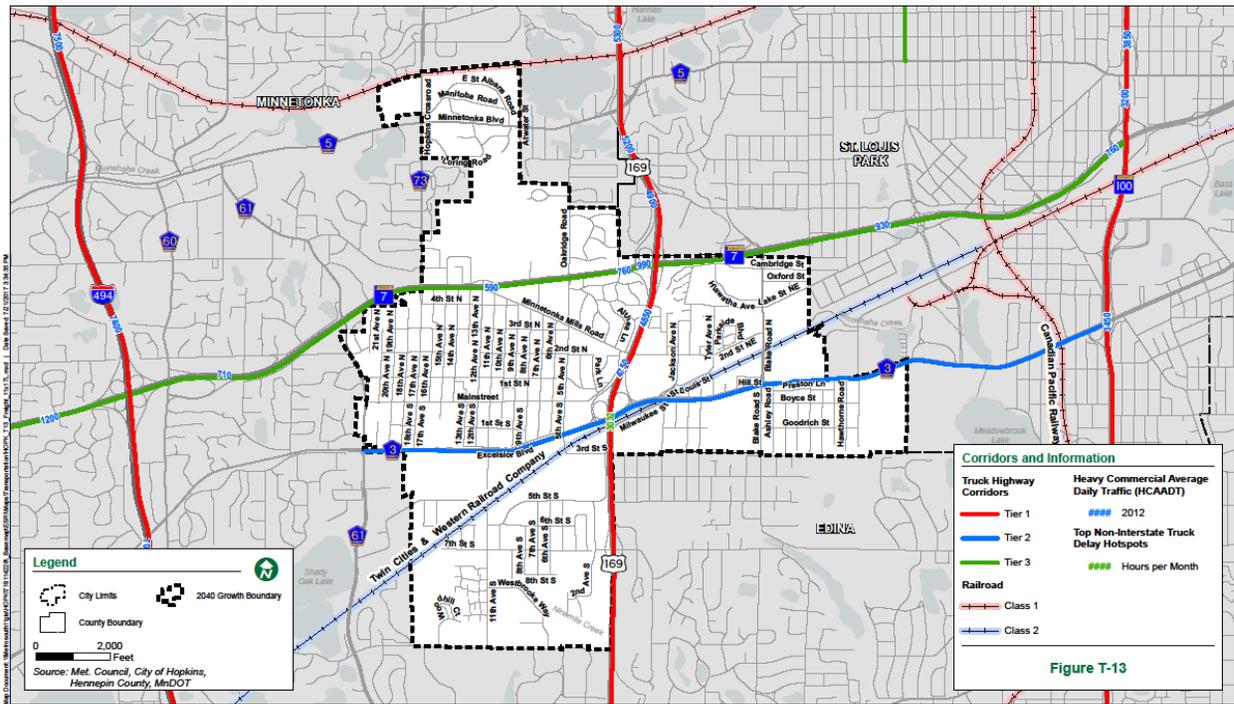
Aviation

There are no existing or planned aviation facilities within Hopkins. Hopkins does not plan and its ordinances do not permit structures of 200 feet or more. Hopkins does not plan and its ordinances do not permit structures of 200 feet or more. Hopkins will notify MnDOT and the FAA using the FAA Form 7460-1 “Notice of Proposed Construction or Alteration” if it receives any development proposals for structures of 200 feet or taller.

Freight

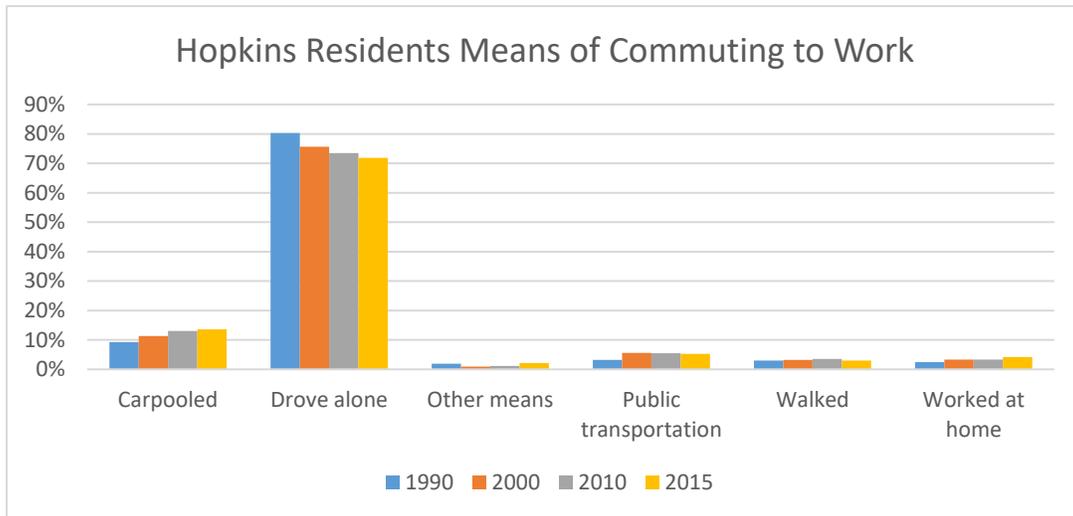
There are two rail lines that run through the City of Hopkins:

- BNSF: The BNSF railroad covers 1,584 miles in Minnesota and is a Class I line. The BNSF line runs through on the edge of the north side of Hopkins.
- Canadian Pacific Soo Line: Operated by the Soo Line Railroad Company till 1994, the Canadian Pacific Soo Line Railway runs through the central part of Hopkins. This line is where the SWLRT will run.

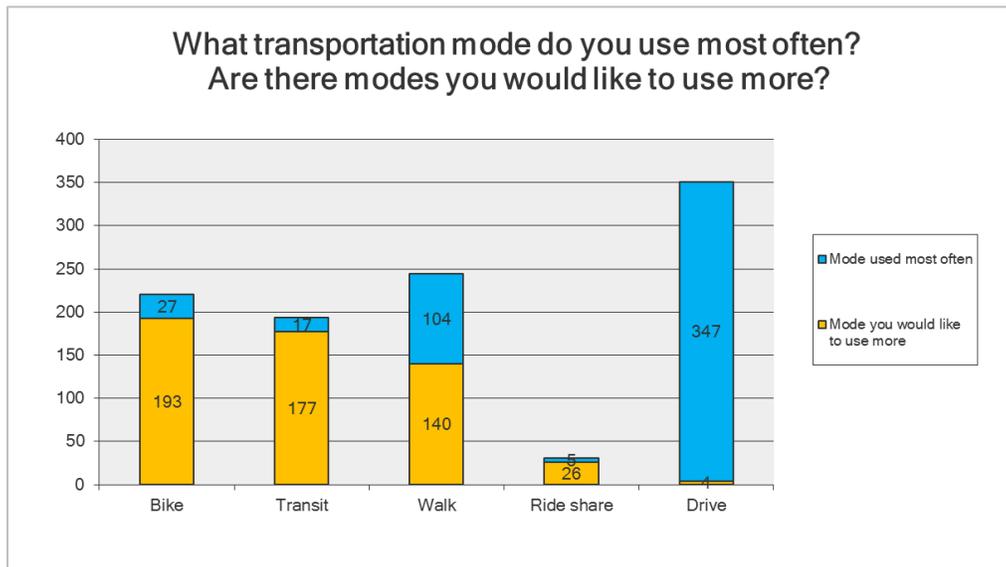


Commuting and Household Habits

Most Hopkins residents drive to work alone. There has been an increase in carpooling and commuting by “other” means, which includes bicycling, in more recent years. While most residents drive cars, there is a desire to use other modes of transportation more often.

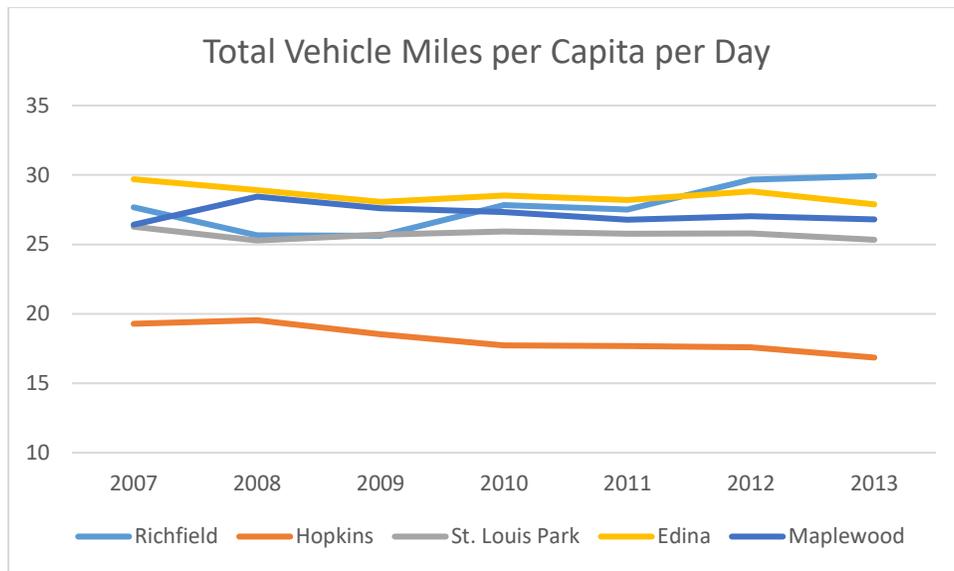


Source: Metropolitan Council tabulation of American Community Survey Data



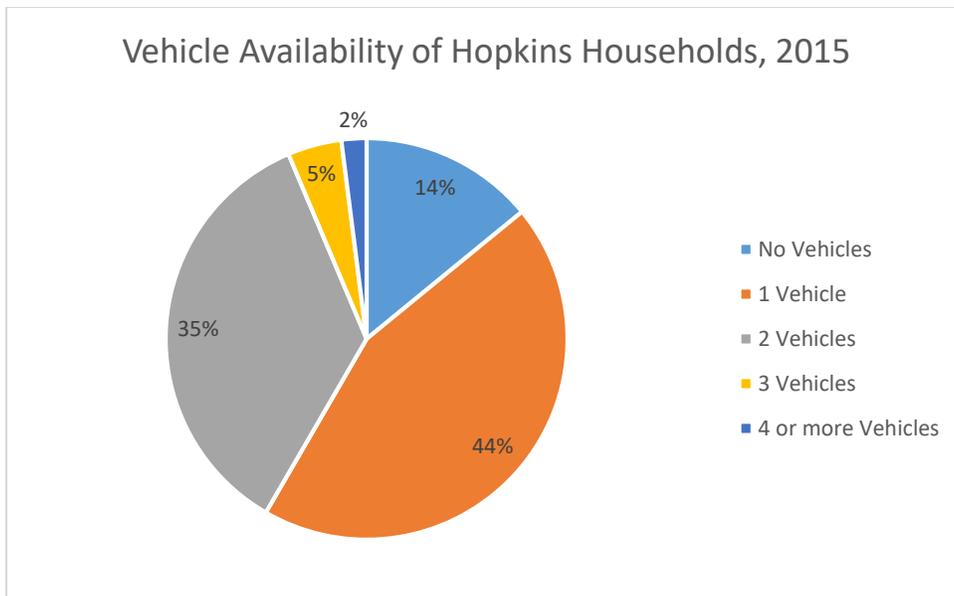
Source: City of Hopkins

On average, Hopkins residents drive fewer miles per day than residents in neighboring communities. This reduces the amount of carbon emitted by Hopkins residents.



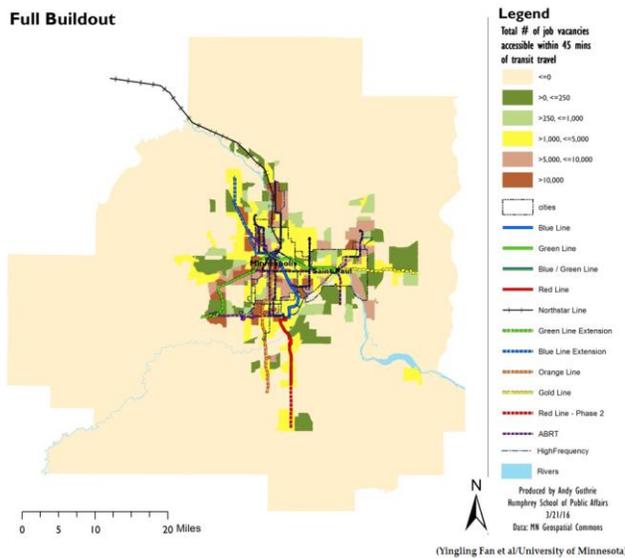
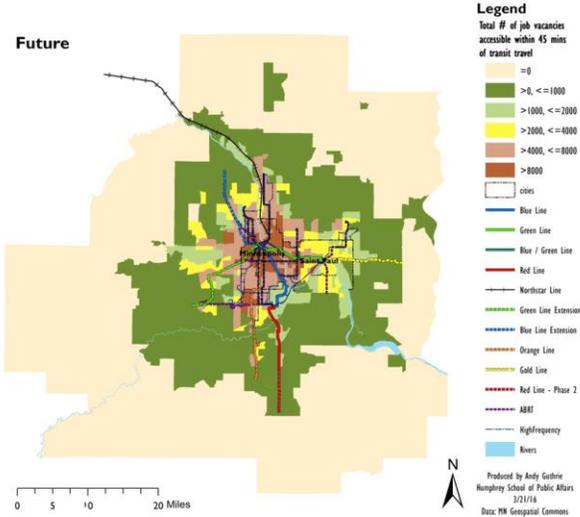
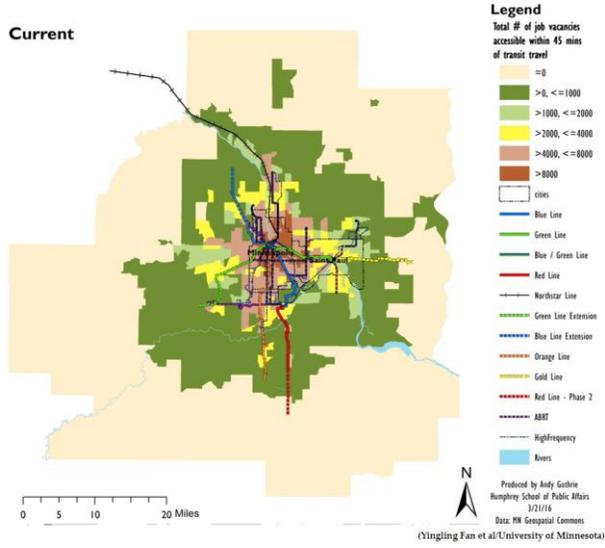
Source: Regional Indicators Initiative (<http://www.regionalindicatorsmn.com/>)

Most households in Hopkins have access to at least 1 vehicle. About 14% of residents do not have access to a vehicle, the majority of which are renter households.



Source: American Community Survey Data, 2011-2015

Hopkins already has fairly good transit accessibility. It is anticipated that this will only increase with the development of the transit network.



Existing Goals and Policies

Existing Comprehensive Plan Policies

Roadway System Policies

- The City will continue to design and maintain its roads and review site plans according to the functional classification system of roads illustrated by the Transportation Systems Plan to serve the needs of the community and enhance regional efforts to reduce traffic congestion.
- The City will monitor whether excessive non-local traffic uses residential streets and, if so, explore means to minimize it.
- The City will ensure there is adequate multi-modal connectivity at future LRT stations.
- The City will consider alternative methods of funding road improvements, as State legislation allows, to maintain its roadways and also to improve its financial readiness to support necessary Hennepin County road improvement projects.

Travel Demand Management Policies

- Hopkins will continue to review the site plans of major new business developments to ensure that they contain provisions for preferential parking for ride-sharing vehicles and consider zoning code changes incorporating TDM incentives and goals for large business redevelopments.
- Hopkins has a mixture of low-and high-density housing and industrial and office businesses which may help reduce travel on the metropolitan highway system by allowing people to live near their place of work. The Land Use Plan continues that pattern.
- Hopkins will support the Minnesota Department of Transportation (MN/DOT) and the Metropolitan Council efforts regarding ongoing educational programs to encourage ride-sharing, staggered work hours, and off-peak travel. Such campaigns can be most effectively mounted at the metropolitan level.

Regular Route Transit Policies

- The City will publicize the accessibility of the LRT stations in the community to promote the use of this new travel mode and also to make the general public more aware of the convenient access to the central city.
- The City will attempt to maximize the connectivity between the proposed downtown LRT station and the central business district, including pedestrian, bicycle and shuttle bus access.
- The City will strive to ensure that parking demands at LRT stations do not negatively impact surrounding residential or business areas.

Metro Transit Bus Service Policies

- The City has worked with the Metro Transit to create new or improved bus waiting stations along its routes through Hopkins, especially along Excelsior Boulevard and in the Downtown.
- The City will review major new developments for the inclusion of bus shelters and pullouts if such sites are along MTC bus routes (such as completed in The Moline along 8th Avenue).
- The City will ensure that there is good public transit service and LRT feeder bus connectivity at each LRT station.

- Hopkins is within the Metropolitan Transit Taxing District, Market Area II. Service options for Market Area II include regular-route locals, all-day expresses, small vehicle circulators, special needs paratransit (ADA, seniors), and ridesharing.

Demand-Responsive Service Policies

- The City will continue to do what it can to facilitate Metro Mobility and Hopkins Hop-A-Ride.

Bicyclist and Pedestrian Policies

- The City will attempt to retain The Depot facility as a regional trailhead facility or develop new trailhead facilities near the confluence of the regional trails, as required with the implementation of the Southwest Transitway LRT.
- The City will continue to build pedestrian ways along its collector and certain minor arterial streets to improve accessibility and pedestrian travel safety between residential areas, downtown, parks and the regional trails.
- Hopkins will strive to create excellent pedestrian environments in and around its future LRT stations and TOD areas.
- Hopkins will endeavor, in the near-term, to secure funding for and improve the adequacy and safety of pedestrian accommodations along the Blake Road corridor from Excelsior Boulevard to Highway 7.
- The City will continue to ensure the safest possible conditions at regional trail street crossing locations.
- The City will improve pedestrian and bicycle accessibility between the regional trails and the Hopkins central business district.

City Council Goals and Strategic Plan

The City Council formally adopted its current goals and strategic plan in 2017. The following elements relate to the economic environment:

Goal II – Urban Design: Do It Right

- Strategy 1: Improve Walking and Biking Infrastructure in the City;
- Strategy 2: Practice Environmental Responsibility
 - Implement the sidewalk and trail master plan and partner with other agencies to improve and update paths, trails, and crossings in the community, supporting “Complete Street” initiatives
 - Explore local transportation opportunities.
- Strategy 4: Engage in LRT Planning and Transit-Orientated Development
 - Develop a schedule for rezoning properties to the mixed-use zoning classification and begin implementation
 - Partner with Hennepin County and SWLRT cities to maximize the benefit and minimize disruption during construction
 - Work with Minnetonka and Hennepin County to implement the vision for the Shady Oak LRT station

- Work with all stakeholders to implement and build on recommendations of the Blake Road Corridor plans
- Continue to explore and promote sustainability programs and initiatives in our community
- Refine Mainstreet design and facade improvement program and secure funding.

Hopkins Complete Streets Policy (Adopted 2013)

Vision

This Complete Streets Policy incorporates the City of Hopkins’ belief that streets and roadways should be designed and operated to be safe and accessible for all transportation users whether they are pedestrians, bicyclists, transit riders or vehicular motorists. Transportation shall include all multi-modal users regardless of age or ability.

Purpose/Benefit

Complete streets will create transportation corridors that are safe, functional and aesthetically attractive for all users as supported by the following principles:

- 1) **Safety:** The guiding principle of Complete Streets is to provide safety for all road users.
- 2) **Public Health:** The City of Hopkins can promote public health and physical activity through the constructed environment.
- 3) **Access and Transportation Equity:** Not all residents of the City drive a vehicle and rely on safe alternative modes of transportation such as walking or biking.
- 4) **Affordable Transportation Choices:** Gas prices are constantly fluctuating and alternative modes of transportation should be supported.
- 5) **Economic Development:** Walking and biking offer additional means to access businesses and encourage economic development.
- 6) **Environment:** Complete Streets supports many transportation options that help lessen dependence on oil and promote cleaner air.
- 7) **Cost Effectiveness:** Designing roads with all users in mind from the beginning reduces costly retrofits.
- 8) **Quality of Life/Social Capital:** Walkable neighborhoods increase community interaction and promote a small town feel.

Policy

A. Transportation Users and Needs

- a. The City of Hopkins will seek to enhance the safety, access, convenience and comfort of all users of all ages and abilities, including pedestrians (including people requiring mobility aids), bicyclists, transit users, motorists and freight drivers, through the design, operation and maintenance of the transportation network so as to create a connected network of facilities accommodating each mode of travel that is consistent with and supportive of the local community, recognizing that all streets are different and that the needs of various users will need to be balanced in a flexible manner.

B. Complete Streets Elements

- a. Transportation improvements will include facilities and amenities that are recognized as contributing to Complete Streets, which may include street and sidewalk lighting; sidewalks and pedestrian safety improvements such as median refuges or crosswalk improvements; improvements that provide ADA (Americans with Disabilities Act) compliant accessibility; transit accommodations including improved pedestrian access to the Light Rail Stations; bicycle accommodations, shared-use lanes, wide travel lanes or bike lanes as appropriate; and street trees, boulevard landscaping, street furniture and adequate drainage facilities.

C. Planning and Design

- a. Early consideration of all modes for all users will be important to the success of this Policy. Those planning and designing street projects will give due consideration to bicyclists and pedestrians, from the very start of planning and design work. This will apply to all roadway projects, including those involving new construction, reconstruction, or changes in the allocation of pavement space on an existing roadway.
- b. It will be important to the success of the Complete Streets policy to ensure that the project development process includes early consideration of the land use and transportation context of the project, the identification of gaps or deficiencies in the network for various user groups that could be addressed by the project, and an assessment of the tradeoffs to balance the needs of all users. The context factors that should be given high priority include the following:
 - i. Whether the corridor provides a primary access to a significant destination such as a community or regional park or recreational area, a school, a shopping / commercial area, or an employment center;
 - ii. Whether the corridor provides access across a natural or man-made barrier such as a river or freeway;
 - iii. Whether the corridor is in an area where a relatively high number of users of non-motorized transportation modes can be anticipated;
 - iv. Whether a road corridor provides important continuity or connectivity links for an existing trail or path network; or
 - v. Whether nearby routes that provide a similar level of convenience and connectivity already exist.
- c. The design of new or reconstructed facilities should anticipate likely future demand for bicycling and walking and should not preclude the provision of future improvements. [For example, under most circumstances bridges (which last for 75 years or more) should be built with sufficient width for safe bicycle and pedestrian use in anticipation of a future need for such facilities].
- d. The City will generally follow accepted or adopted design standards when implementing improvements intended to fulfill this Complete Streets policy but will consider innovative or non-traditional design options where a comparable level of safety for users is present.

D. Policy Exemptions

- a. Consideration of bicyclist and pedestrian transportation users shall be included in street construction, re-construction, re-paving, and re-habilitation projects, except under one or more of the following conditions:

- i. A project involves only ordinary maintenance activities designed to keep assets in serviceable condition, such as mowing, cleaning, sweeping, spot repair, concrete joint repair, or pothole filling, or when interim measures are implemented on temporary detour or haul routes.
- ii. The Public Works Director, City Engineer, and City Planner determine there is insufficient space to safely accommodate new facilities.
- iii. The Public Works Director, City Engineer, and City Planner determine there are relatively high safety risks.
- iv. The City Council exempts a project due to the excessive and disproportionate cost of establishing a bikeway, walkway or transit enhancement as part of a project.
- v. The Public Works Director, City Engineer, and City Planner jointly determine that the construction is not practically feasible or cost effective because of significant or adverse environmental impacts to streams, flood plains, remnants of native vegetation, wetlands, steep slopes or other critical areas, or due to impacts on neighboring land uses, including impact from right of way acquisition.

Implementation

The Complete Streets Policy will become effective upon approval of the City Council and will be implemented through the following practices:

1. City street construction and reconstruction projects shall be reviewed at staff level by the City Engineer, Public Works Director and City Planner to determine appropriate level of complete street implementation. Greater attention will be made to those projects within the Downtown and Transit Oriented Development Districts.
2. The City will work with governmental agencies such as Hennepin County and Minnesota Department of Transportation to encourage incorporation of the City's Complete Street policy into street and road projects under their jurisdiction.
3. Update City's Comprehensive Plan to include Complete Streets policy.
4. The City will maintain a comprehensive inventory of the pedestrian and bicycling facility infrastructure integrated with the Capital Improvements Plan and will carry out projects to eliminate gaps in the sidewalk and trail networks where feasible.
5. Complete Streets may be achieved through single projects or incrementally through a series of smaller improvements or maintenance activities over time.
6. The City will develop implementation strategies that may include evaluating and revising manuals and practices, developing and adopting network plans, identifying goals and targets, and tracking measures such as safety and modal shifts to gauge success.
7. Staff will continuously educate themselves, Council and Planning Commission members about best practices and cost-effective measures to design and construct Complete Streets.

Best Practices

Sustainable Comprehensive Plan Standards

Sustaining Places was developed by the American Planning Association as an overall framework for

addressing community sustainability through the comprehensive planning process. The following elements from this framework address topics specific to the economic environment.

- Plan for multi-modal transportation: allow people to use a variety of transportation modes
- Plan for transit-orientated development: Concentration of high density mixed use development in transit station areas to provide convenient connections to residential and commercial/retail opportunities
- Coordinate regional transportation investments with job clusters: Coordinated planning can foster both transportation efficiency and economic development
- Provide Complete Streets serving multiple functions: designed and operated with all users in mind – including motorists, pedestrians, bicyclists, and transit riders or all ages and abilities – to create safe transportation options.
- Plan for mixed land-use patterns that are walkable and bikeable: residential and nonresidential land uses located in close proximity to one another. Mixing land uses can increase walking and biking and reduce the need to make trips by automobile. Mixed land-use patterns should incorporate safe, convenient, and accessible modes of transportation.
- Plan for transportation access to employment centers: Ensure areas with high job density are accessible via one or more travel modes to provide options in commuting.
- Plan for physical activity and healthy lifestyles: reduce barriers to active living in the physical environment, such as ensuring sidewalk and bike lanes are accessible, safe, and equitably distributed throughout the City.
- Coordinate local land use plans with regional transportation investment: Helps to ensure a more seamless network between regional and local transportation and land uses.
- Define designated growth areas that are served by transit: Designate areas of growth where higher density development is permitted or encouraged, preferably on or near public transportation lines to accommodate access and multiple modes of transportation while capitalizing on regional infrastructure investments.
- Enhance connections between local activity centers and regional destinations: Local activity centers are nodes along routes or end destinations with high concentrations of employment and commerce. Connections between nodes of activity can include improved or expanded surface streets, grade-separated highways, off-road trails, or transit corridors.

STAR Communities

The STAR framework, which integrates economic, environmental, and social aspects of sustainability, provides communities with a menu-based system to customize their approach based on local conditions and priorities. Communities can pursue the most important or relevant objectives, addressing regional variability and differing priorities along the way. Elements relevant to the transportation are provided below.

PURPOSE - Promote diverse transportation modes, including walking, biking, and public transit, that are safe, low-cost, and reduce vehicle miles traveled.

Evaluation Measures (Outcomes & Local Actions)

Outcome 1: Mode Split

- Achieve the following thresholds for journey-to-work trips:

- Drive alone maximum: 60%
- Bike + Walk + Transit minimum: 25%
- Bike + Walk minimum: 5%

Outcome 2: Transportation Affordability

- Show that the average total driving cost is 15% or less of the regional typical household income

Outcome 3: Transportation Safety

- Part 1: Demonstrate that pedestrian and bicyclist fatalities are making incremental progress towards zero fatalities by 2040.
- Part 2: Demonstrate that vehicular fatalities are making incremental progress towards zero fatalities by 2040 [Partial credit available]

Outcome 4: Vehicle Miles Traveled

- Demonstrate an annual decrease in vehicle miles traveled measured from a baseline year

Local Actions

Action 1: Plan Development

- Adopt a bicycle and/or pedestrian master plan that prioritizes future projects to improve safety and access to non-motorized transportation and connections to public transit

Action 2: Policy and Code Adjustment

- Adopt a complete streets policy that addresses all users, applies to all projects with limited exceptions, and includes specific next steps for implementation

Action 3: Policy and Code Adjustment

- Subdivision and other development regulations require walkability standards that encourage walking and enhance safety

Action 4: Practice Improvement

- Conduct early development reviews of subdivisions and other developments that includes an analysis of destinations within ½ mile of project borders and multi-modal access routes

Action 5: Practice Improvements

- Offer local government employees incentives to commute by modes other than single-occupancy vehicles

Action 6: Enforcement and Incentives

- Implement at least 2 types of focused enforcement programs to ensure pedestrian, bicycle, and motorist safety

Action 7: Facility and Infrastructure Improvements

- Increase the percentage of households with access to public transit

Action 8: Facility and Infrastructure Improvements

- Increase the mileage of sidewalks, particularly on arterial or collector roads, that connect people with destinations

Action 9: Facility and Infrastructure Improvements

- Increase the mileage of striped or buffered bicycle lanes, cycle-tracks, parallel off-street paths and/or other dedicated facilities

Action 10: Facility and Infrastructure Improvements

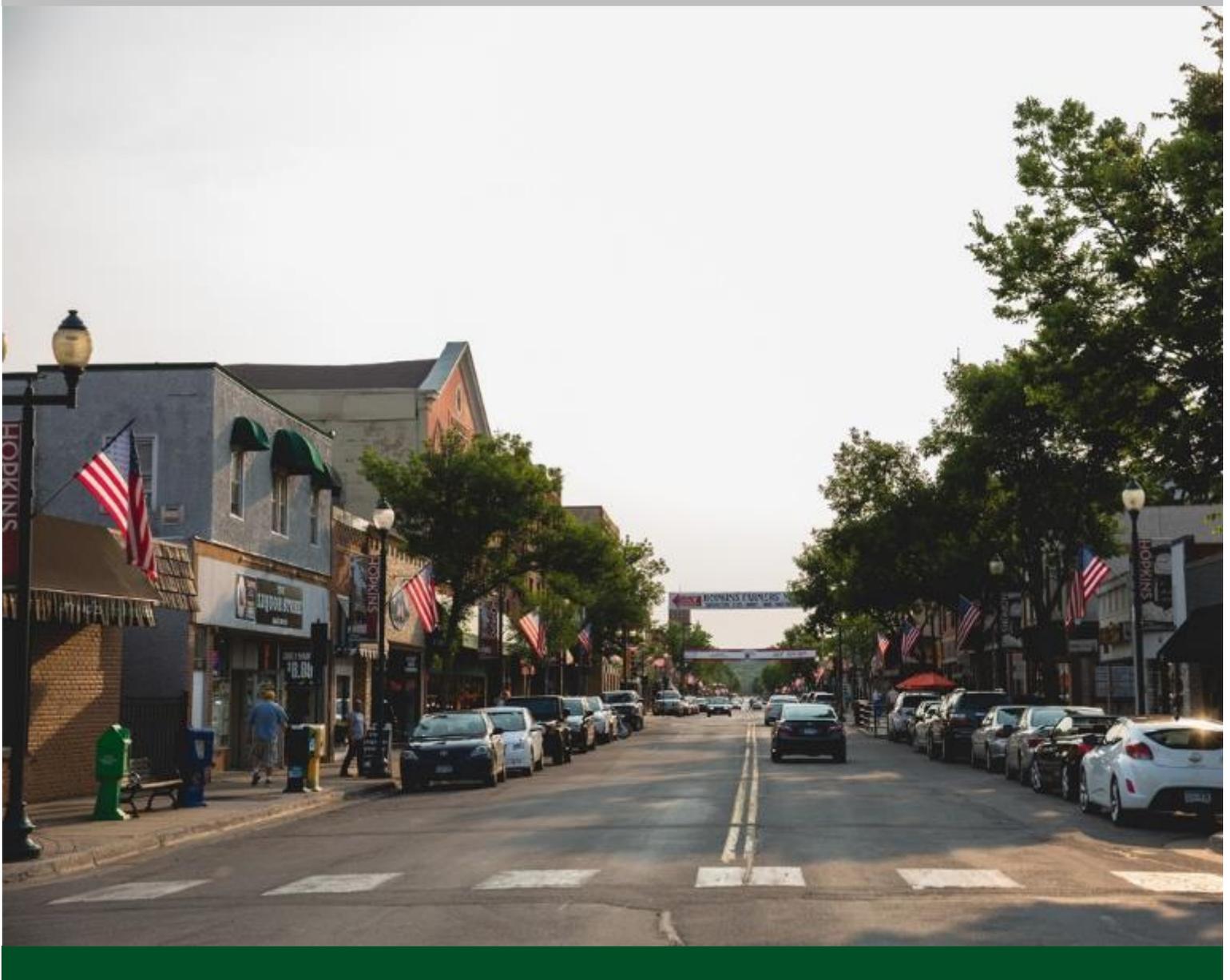
- Establish or support a communitywide public bike share program

Action 11: Facility and Infrastructure Improvements

- Construct or retrofit transportation infrastructure to meet standards in the Americans with Disabilities Act (ADA)

Comprehensive Plan Economic Environment Briefing Book

1/3/18 DRAFT



Overview

Purpose

The purpose of this briefing book is to provide background information and data to inform the development of economic environment related policy as part of the Cultivate Hopkins comprehensive plan update. Sources of this information include:

- What we've heard – findings from comprehensive plan outreach to date
- Existing conditions – information, data, and maps related to existing conditions in Hopkins
- Existing goals and policies – developed by the City related to economic environment
- Best practices – ideas for how this is addressed elsewhere

The planning process provides an opportunity to explore existing conditions and trends, and to evaluate policy options that align with city goals and objectives. The intent is a comprehensive policy framework that will guide implementation for at least the next ten years (until the next comp plan update).

Main Ideas

- Economic competitiveness should be viewed from a holistic perspective. Older strategies focused just on business incentives are often not the most effective. Instead, there is more focus on creating a livable and sustainable community that attracts businesses and workers.
- Importance of Downtown to the city, and need to continue to support it. Role as Central Social District as well as economic hub.
- Well connected and well situated jobs and workforce, with diverse employment base. Hopkins has a good mix of housing and jobs, with accessibility to both.
- Opportunity to transition low intensity jobs areas into higher intensity development.
- Need to consider support for businesses and business districts, but also workforce preparedness, education, and quality/availability of jobs and workplaces
- Future trends show that creating a livable, walkable, amenity-rich place is a key economic development strategy for the city to attract and retain workers
- Figuring out the role of the city in addressing the economy is a major topic. Much of what is discussed here is not required of a local government – but can be valued added for the community. The decision is whether the role should be *encourage, educate, incentivize, or regulate*.
- Equity is a concern, as economic impacts and outcomes often still show disparities in the community, which have persisted over time.

Trends and Challenges

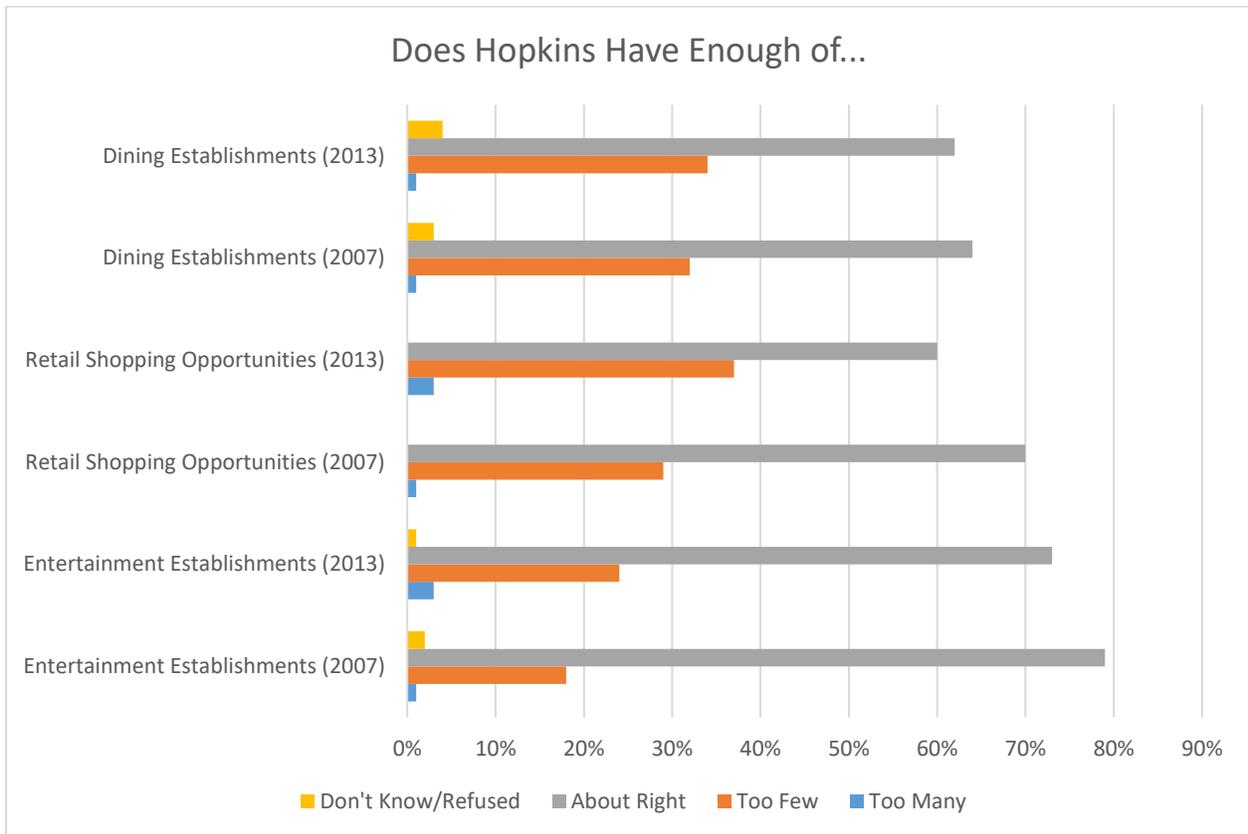
- **Affordability of housing** in Hopkins is a historic strength, but there are multiple pressures on it now and housing values are rapidly rising. The prime location of the city and its quality of life and amenities can lead to upward pressure on property values and rents.
- **Affordability of commercial space.** Small businesses and startups often need inexpensive space, which is typically not available in new construction. The unique mix of businesses in older space may not be able to afford a new building that replaces it.
- **Potential for displacement.** Growth and redevelopment in a fully developed city means there's a potential for displacement of existing people, businesses, and uses; how this is addressed is an important question, particularly since those being replaced may be lower income.
- **Disparities in a changing population.** While the population is becoming more diverse, racial and ethnic disparities persist. Increases in concentration of poverty in portions of the city is a concern as well. Consider issues of equity vs. equality.
- **Changing face of retail.** Retail uses everywhere are being impacted by changing patterns in how people shop, particularly as online, delivery, and take-out business gains in popularity. The future of successful retail districts will depend on creating a unique shopping, dining and entertainment experiences that bring people together in shared public environments rather than remaining in individual private spaces.
- **Changing face of office space.** Businesses are moving away from isolated office space campuses to more walkable urban environments. Office spaces are getting smaller, but not necessarily cheaper, as businesses trade square footage for amenities (in and near the building) that attract and retain workers. Less space is also needed due to technology – less need for file storage.
- **Wringing out inefficiency.** Communities like Hopkins have the potential to become more efficient in many ways. This relates to land use (higher intensity uses) and other resources (ride sharing, the sharing economy in general).
- **Technological changes everywhere.** As mentioned above, this is changing how people shop and work. It is also changing other aspects of how the economy works, in ways that are still emerging.
- **Talent retention and urban planning.** The need to attract and retain highly skilled workers has increasingly led them to locate in places where their workforce wants to be. For younger workers this has largely been in urban mixed use environments. Creating great places is an economic development strategy.

What We've Heard

City of Hopkins Survey

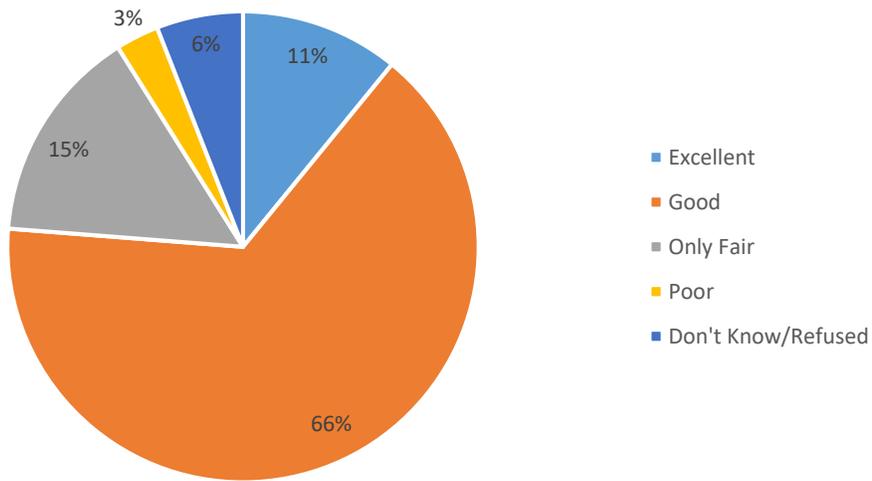
The City of Hopkins periodically completes a quality of life survey. Results from the most recent on (2013) relevant to the economic environment are summarized below.

The majority of people surveyed through that Hopkins had enough entertainment, retail, and dining establishments. A substantial majority through there were too few, though the percentage declined from 2007 to 2013.



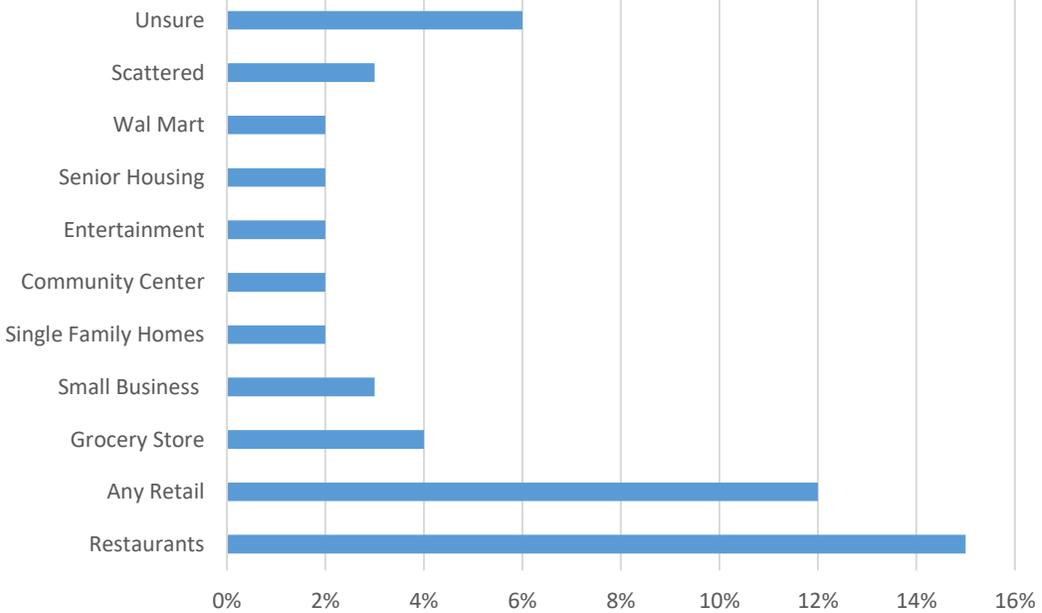
The majority of respondents also thought the redevelopment of Downtown Hopkins was good, with over three quarters with an either excellent or good response.

Rate the Redevelopment of Downtown Hopkins

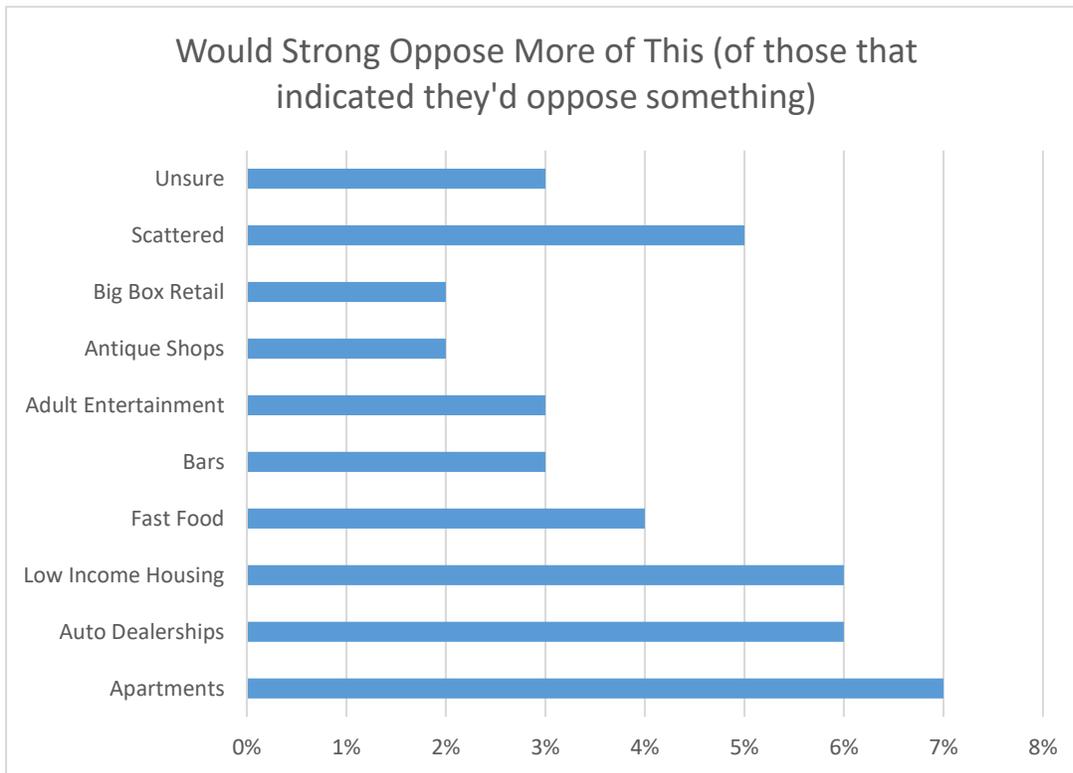


While 48% of people said there were no development types they'd like to see more of, the proportion that said yes had a range of ideas.

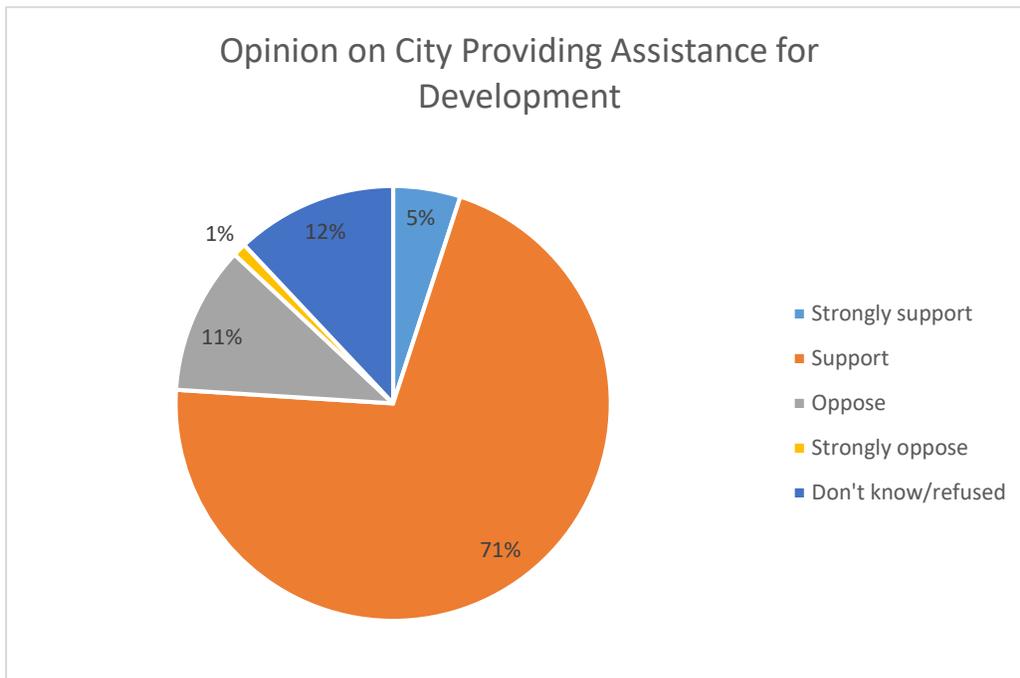
More of This Type of Development in Hopkins (of those that said they wanted more development)



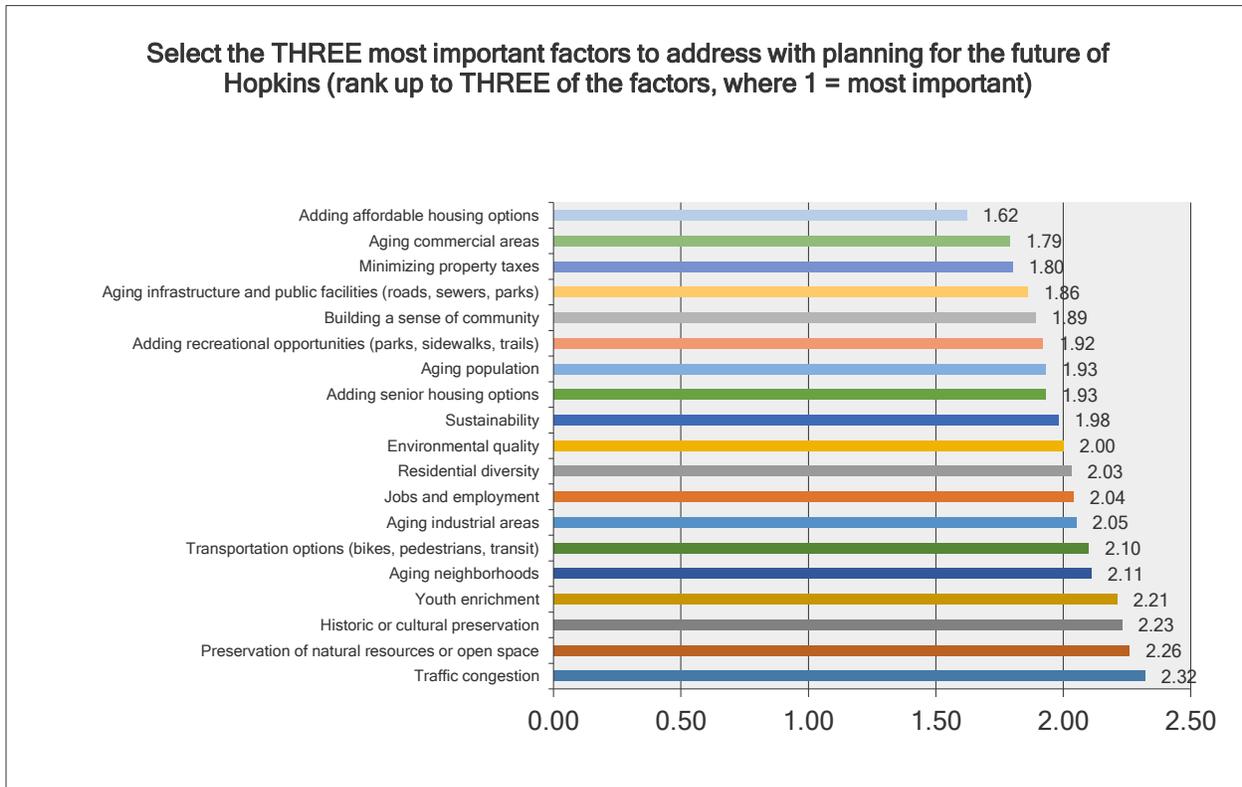
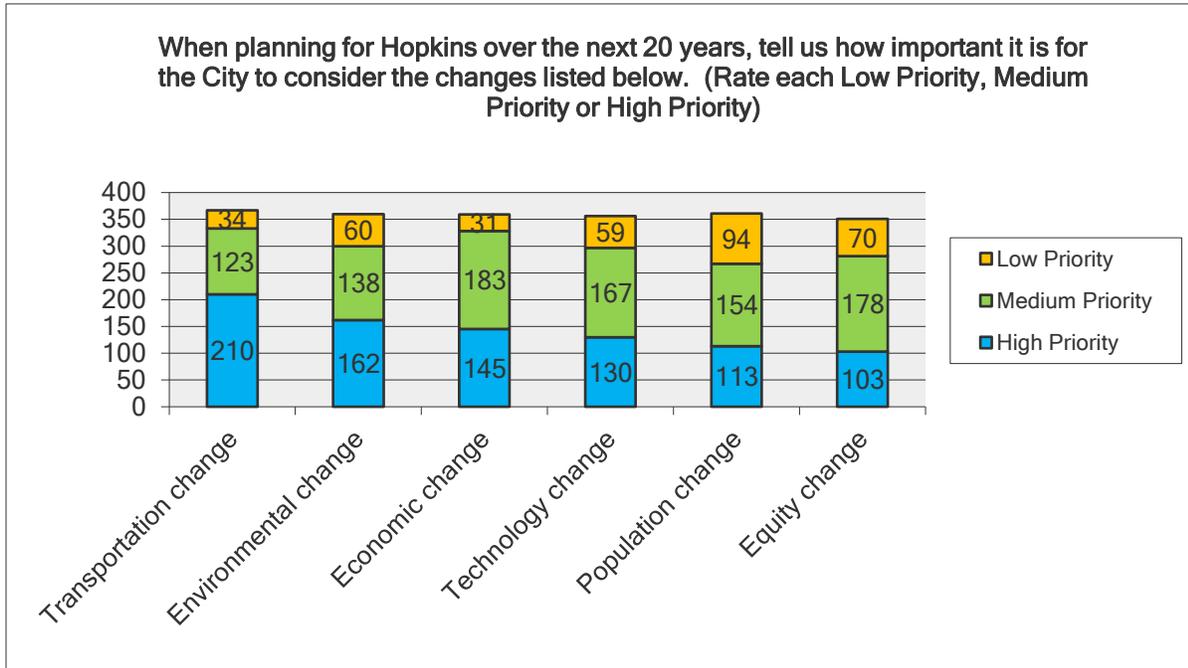
While 58% said there was no type of development they would strongly oppose, those that said there was something had a range of answers.



Additionally, around 76% said they would support the City providing financial incentives to attract specific types of development.



- Parks – splash pad, dog park, ice arena, etc.
- Light rail
- More recycling options



Rail~Volution Headwinds/Tailwinds Presentation

At the 2017 Rail~Volution Conference, John Martin of Southeastern Institute of Research (SIR) did a presentation entitled Headwinds or Tailwinds? Riding Research Into the Future. The presentation covered a series of trends that will influence planning into the future.

- Our world will change more in the next 10 years than it has in the past 50 years
- Headwinds (challenges)
 - Trend #1 Growing Anti-Transit and Anti-Urban Planning Voices
 - Trend #2 New Federal Policies
 - Trend #3 Technology Supported Convenience
 - Trend #4 Rise Of A Distributed Workforce
 - Trend #5 The Promise of Autonomous Vehicles
- Tailwinds . . . May Help Achieve Our Vision
 - Trend #6 Shift To The Sharing Economy
 - Trend #7 Rising Cost of Transportation
 - Trend #8 The Equity Movement
 - Trend #9 Shift To The Cities
 - Trend #10 Growing Preference For A 15-Minute Livable Community
- Traits of Winning Cities of Tomorrow 1. Positive Attitude 2. Shared Story 3. Livable Places 4. Affordable Spaces 5. Work Force Flexibility 6. Magnet for Young People 7. Beyond Borders 8. Open Mind 9. Open Book 10. Big Tent; the winning cities of tomorrow will be known as HOT SPOTS for young people.
- Companies expanding or relocating know that 85 percent or more of their workers will come from the population already in place. The future pipeline of workers will be the ultimate driving force of all relocation decisions tomorrow.
- Winners — those that galvanize their communities around these transcendent demographic and cultural shifts, embracing mobility and transit as an economic development driver. Losers — those that don't see these shifts and let anti-transit conversation pick up and current land use policies remain in place.

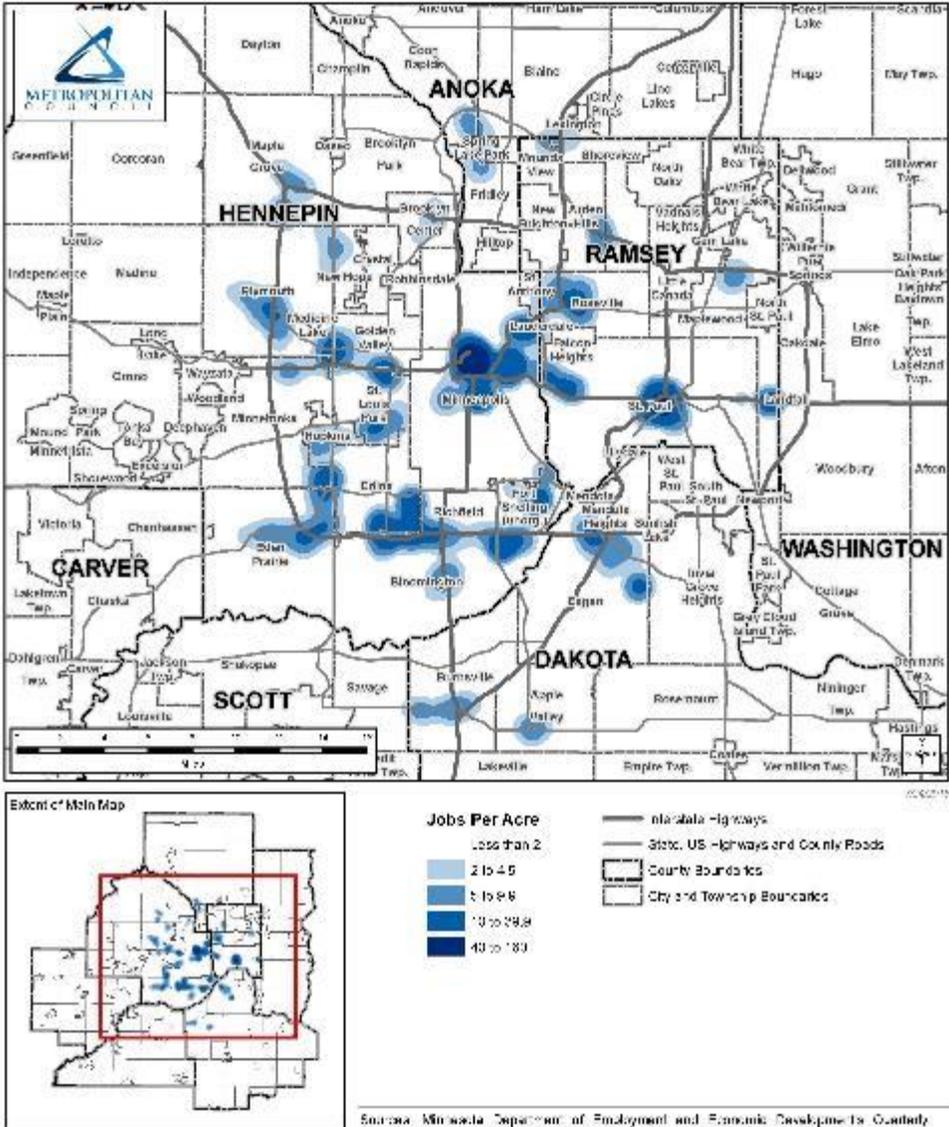
Existing Conditions

Role in the Region

Job Concentrations

The Metropolitan Council has defined employment centers as areas with more than 7,000 jobs and more than 10 jobs per acre. The central employment area of Hopkins is part of a corridor of job concentrations in the Southwest Metro, following major highway corridors between St. Louis Park and Eden Prairie.

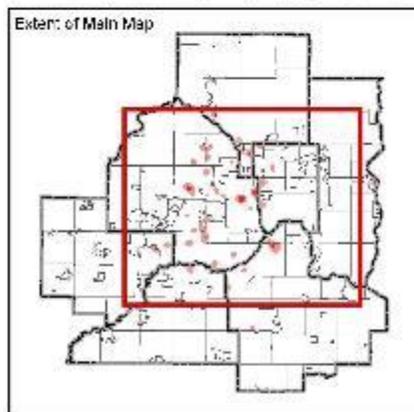
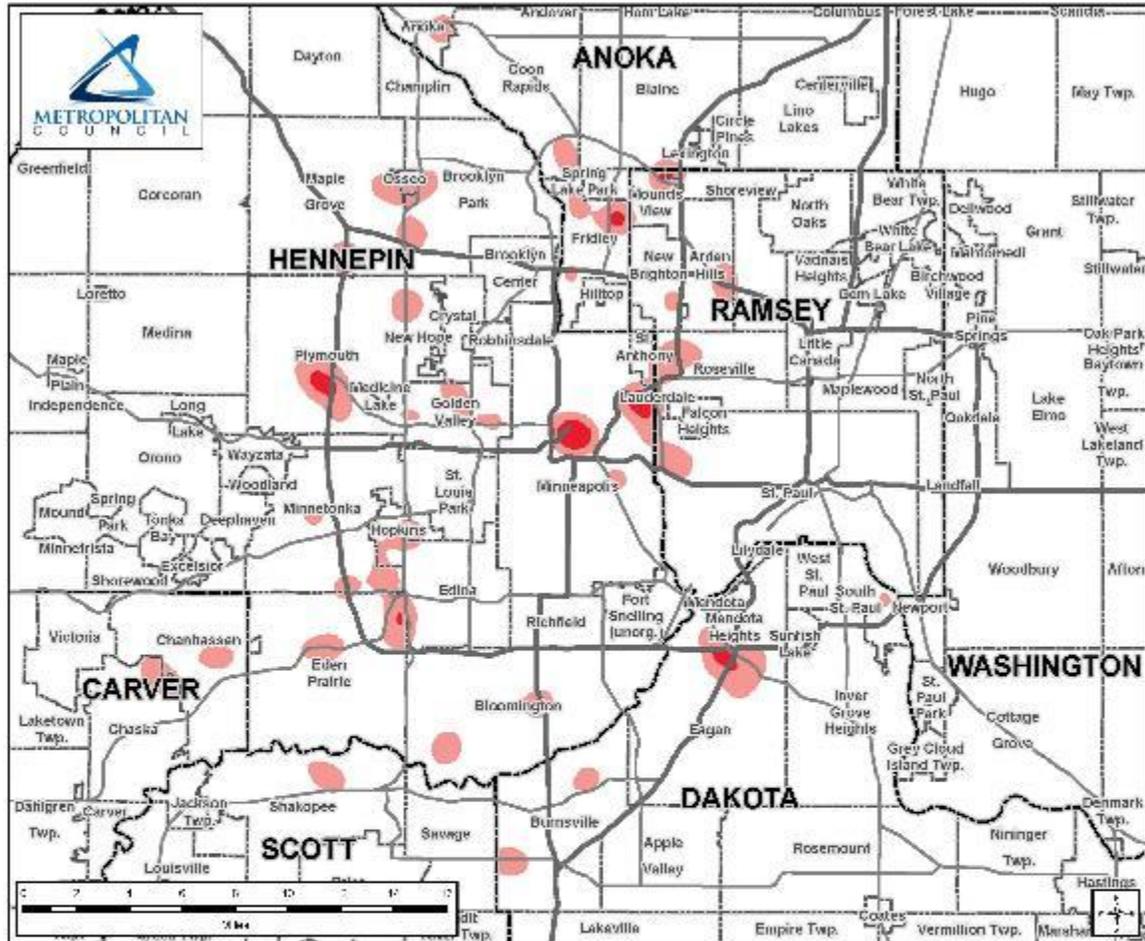
Generalized Job Concentrations



Manufacturing and Distribution Centers

Hopkins is also part of a subset of that area with a cluster of manufacturing and distribution centers, primarily along the Highway 169 corridor.

Generalized Manufacturing and Distribution Centers



Sources: Minnesota Department of Employment and Economic Development's Quarterly Census of Employment and Wages, 2nd Quarter, 2012.

Author: Minnesota Department of Employment and Economic Development
 Department: Minnesota Department of Employment and Economic Development
 Location: Minneapolis, Minnesota
 Date: 10/2012

Retail Shopping Centers

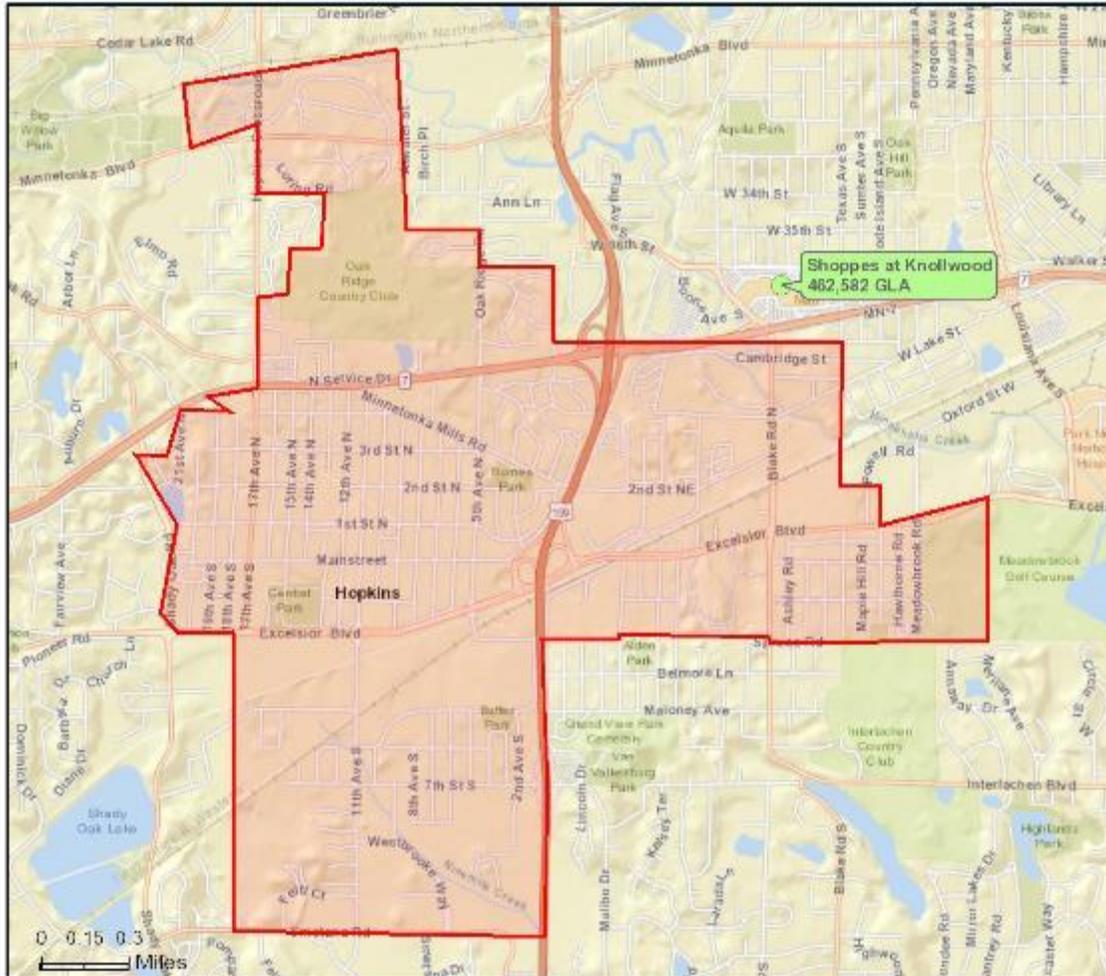
Besides the downtown retail district, Hopkins has no major shopping center areas. There are several in nearby communities, however. The closest is the Shoppes at Knollwood, in St. Louis Park.



Major Shopping Center Map

Hopkins City, MN
 Hopkins City, MN (2730140)
 Geography: Place

Prepared by Esri



- Gross Leasable Area
- Less than 200,000 sq ft
 - 200,001 - 300,000
 - 300,001 - 500,000
 - 500,001 - 800,000
 - More than 800,000



Sources: Directory of Major Malls, Inc.

November 28, 2017

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Page 1 of 1

Employment and Commuting

Industry Clusters

The Metropolitan Council has identified Key Industry Clusters which serve as the engines that drive growth in employment and wages, innovation in industrial practices, processes, and products and the attraction of new businesses within the 7-County Metro Region. The Key Industry Clusters, detailed below, represent groups of industries as defined by the North American Industrial Classification System (NAICS).

- Finance and Insurance – includes banks and creditors, securities and commodities, electronic wholesale markets, funds, trusts, and insurance firms.
- Advanced Manufacturing – includes producers, manufacturers and wholesalers of machinery and equipment, as well as natural gas and electric power utilities and petroleum products manufacturers and wholesalers. This cluster does not include medical devices and controls (see the Health, Science, and Water Tech Cluster).
- Information Technology – includes wholesalers computers and software, software publishing, telecommunications, data processing and hosting, and the design and management of information systems.
- Headquarters and Advanced Business Services - In addition to Corporate Headquarters, this industry group is comprised of industries such as legal, accounting, design, and marketing services, consulting, architecture and engineering, and employment services, and similar support services.
- Health, Science, and Water Tech – includes manufacturers of pharmaceuticals, manufacturers of medical devices and control technologies, manufacturers of medical equipment and supplies, research and development firms, testing labs, and medical labs in health services.
- Food Manufacturing and Wholesaling – includes food and beverage manufacturers and wholesalers as well as farm commodities wholesalers and manufacturers of pesticides and fertilizers.
- Freight and Logistics – includes firms whose primary business involves air transportation, rail transportation, water shipping transportation, truck transportation, as well as support services for each of those industries and warehousing and storage firms.

Top Employers in Hopkins

The city has acquired a dataset of employers within the city. Though this information is based on surveys and is not officially verified, it provides some insight into size and type of employers in the city.

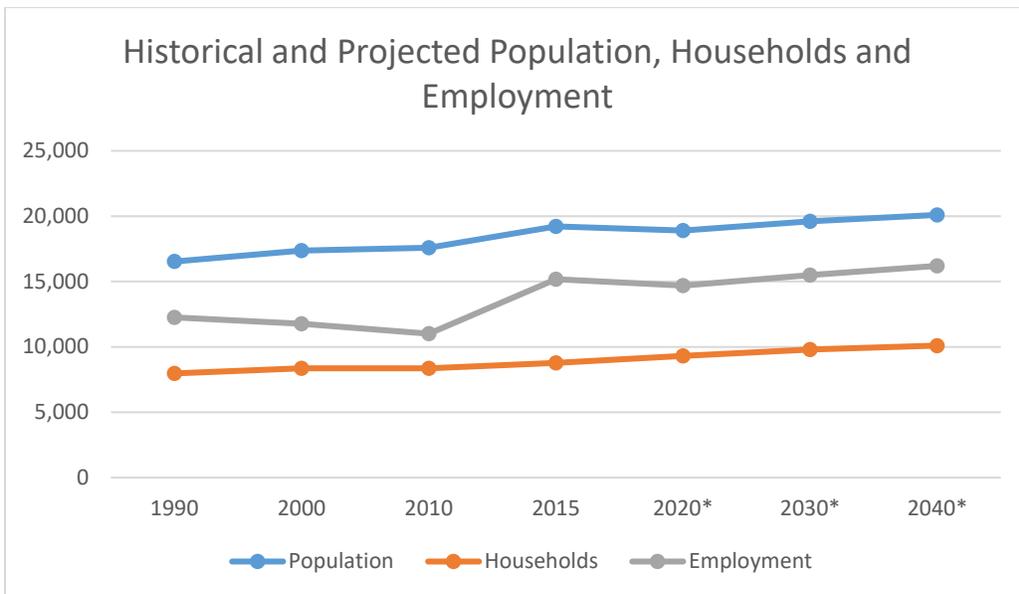
Comparing this to the top industry clusters in the region, there is representation in finance and insurance (Car Val, US Bank), advanced manufacturing (Thermotech), information technology (Sun Gard), food wholesaling (Supervalu), and freight and logistics (Uni-Select). Since it is part of a larger economic region, these clusters do not exist entirely within Hopkins. However, knowing what industry types are driving growth can provide direction to the City's economic development policy and approach.

Just as notable is the fact that the vast majority of businesses in Hopkins are small – everything besides the top 20 has less than 100 employees, and most have less than 10. Many of the smaller ones are connected to the industry clusters as well, sometimes as specialty firms, or as newer businesses or startups. Most business growth comes from smaller firms, rather than the biggest ones.

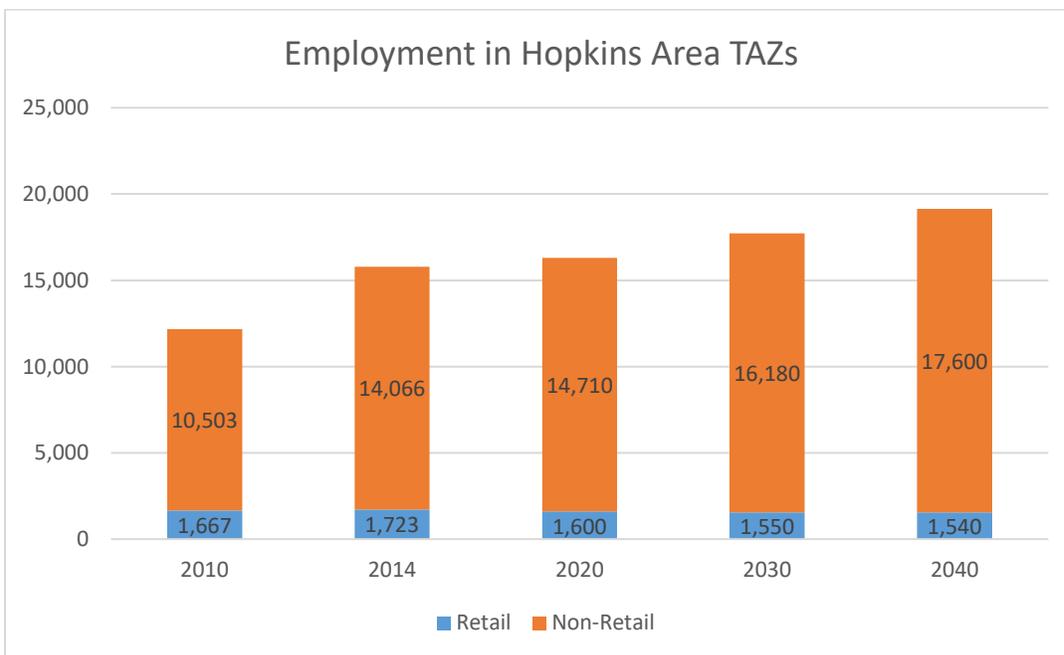
Table XX – 20 Largest Employers in Hopkins			
Company Name	Estimated Employment	Primary Industry Type	Secondary Industry Type (if applicable)
Cargill Inc.	1,517	Engineers	Merchandise Brokers
SUPERVALU Distribution Center	1,282	Grocers-Retail	Distribution Centers (Wholesale)
Appliance Recycling Centers of America ARCA	445	Recycling Centers (Wholesale)	
Thermotech Inc.	400	Plastics-Mold-Manufacturers	
Augustana Chapel View	185	Residential Care Homes	Nursing & Convalescent Homes
Car Val Investors LLC	185	Investments	
Oakridge Country Club	185	Recreation Centers	
US Bank	185	Banks	
EDCO Products Inc.	170	Building Materials-Wholesale	Steel Works/Blast Furnaces/Rolling Mills
Harley Hopkins Family Center	165	Child Development-Parent/Child Education	
Golden Living Hopkins Care	150	Skilled Nursing Care Facilities	Physical Therapists
Luther Hopkins Honda	150	Automobile Dealers-New Cars	
Sun Gard	110	Data Processing Service	
Pizza Luce	106	Pizza	Foods-Carry Out
Eisenhower Community Center	100	Education Centers	Schools
Grace Homes	100	Nursing & Convalescent Homes	General Contractors
T E Ibberson Co	100	General Contractors	
Uni-Select USA Middle Atlantic	100	Automobile Parts & Supplies-Retail-New	Distribution Centers (Wholesale)
Walser Chrysler Jeep	100	Automobile Dealers-New Cars	
Alice Smith Elementary	95	Schools	

Jobs in Hopkins

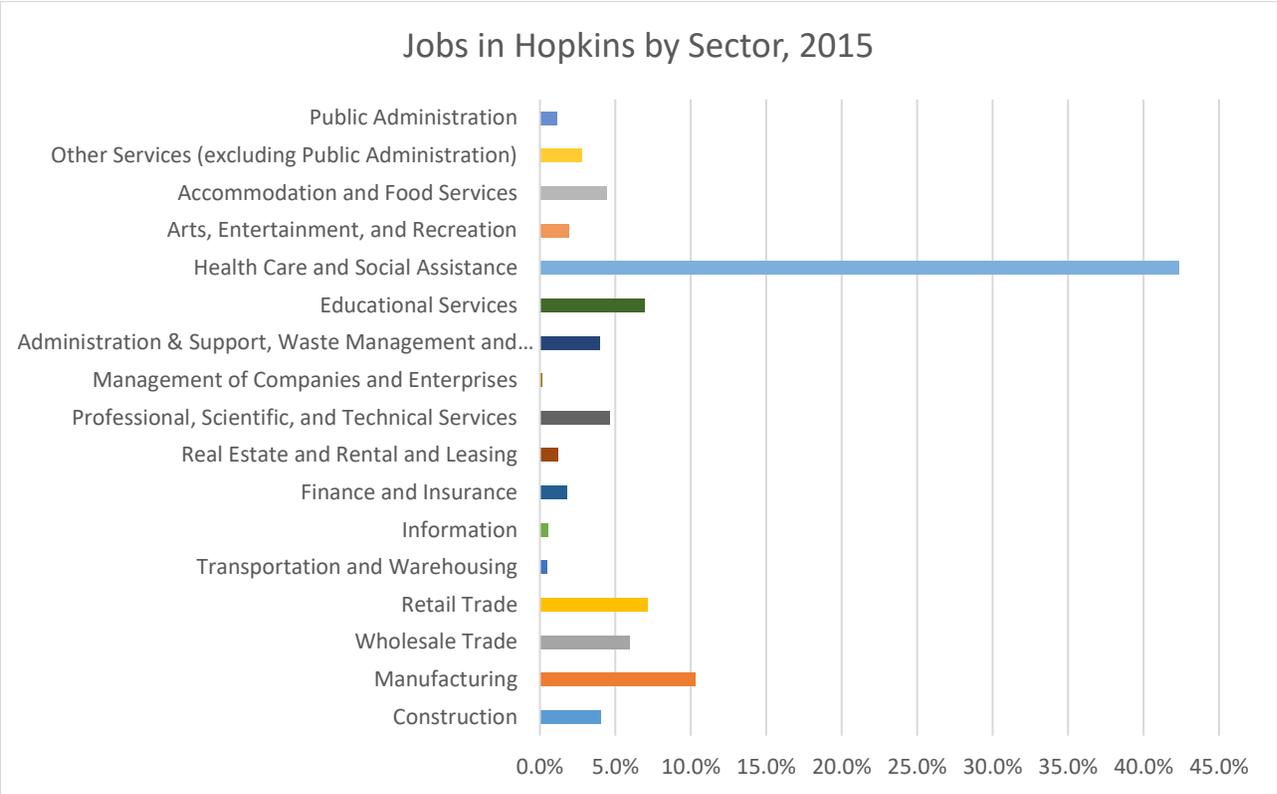
Jobs in Hopkins showed a decline in the most recent decennial Census from 2000-2010 (reflecting the impacts of the Great Recession). However, estimates since then show jobs have rebounded, and moderate growth is expected through 2040.



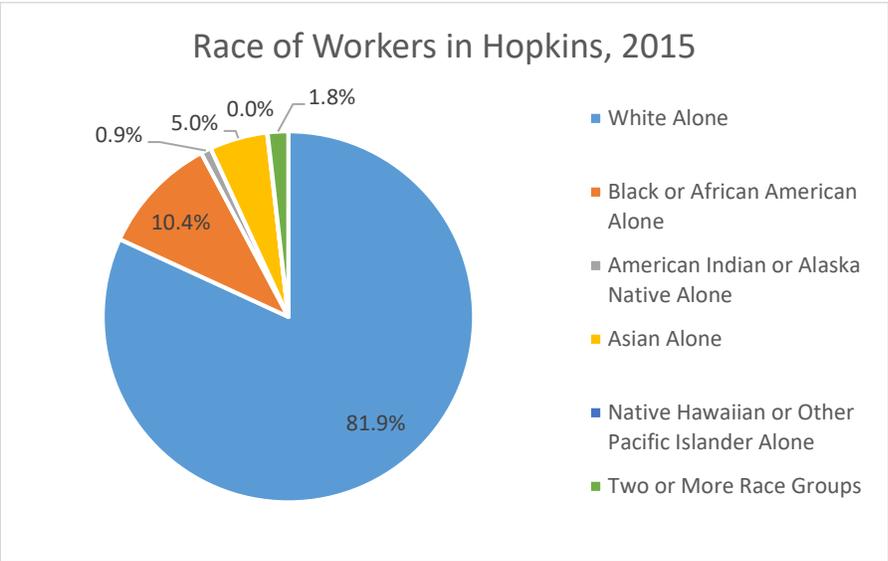
The Metropolitan Council did employment projections by TAZ as well. They don't line up perfectly with Hopkins' city limits, but the ones that best approximate it are summarized below. The projections show that most of the expected growth in jobs will be in non-retail sectors.



Health care and social assistance is by far the largest category of jobs in Hopkins in 2015.



Workers in Hopkins are somewhat less diverse than the population as a whole, though some of that is attributable to the fact that more diverse residents are often younger. Around 3.5% of the workers are Hispanic/Latino, and 55.5% are female.



Workers Living in Hopkins

Unemployment

In 2015, the estimated labor force participation rate in Hopkins was 72.8%, comparable to the Hennepin County average. The unemployment rate was around 6.6%, slightly higher than the countywide 5.0%

average. There is some variation by race, as shown in the table below.

Table XX – Employment by Race, 2015			
	Total Workers	Labor Force Participation Rate	Unemployment Rate
Population 16 years and over	14,098	72.8%	6.6%
White alone	9,319	73.5%	7.1%
Black or African American alone	2,308	68.5%	9.9%
American Indian and Alaska Native alone	63	92.1%	0.0%
Asian alone	1,216	78.8%	2.8%
Native Hawaiian and Other Pacific Islander alone	47	100.0%	0.0%
Some other race alone	706	64.3%	0.0%
Two or more races	439	70.4%	3.2%

Industry

In 2015, the most common industries worked by Hopkins residents were education, health care, and social assistance; professional, scientific, management, administrative, and waste services; and retail trade. Given the Great Recession during 2010, it is hard to note trends overtime since many industries fluctuated. However, employment in the following industries grew between 2000 and 2015 among Hopkins residents: professional, scientific, management, administrative, and waste services. Employment in the following industries declined between 2000 and 2015 among Hopkins residents: finance, insurance, and real estate; retail trade; and manufacturing.

Employment by Industry, 2000-2015

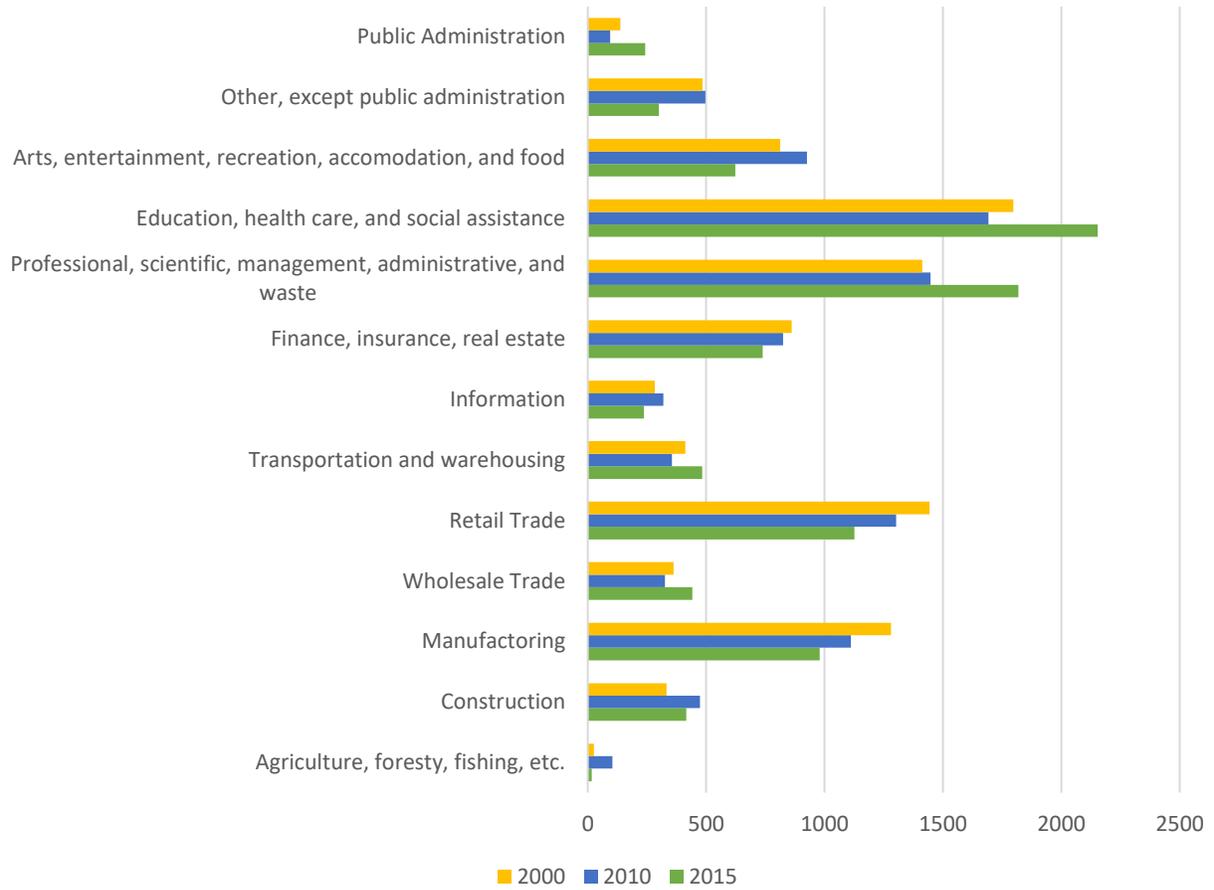
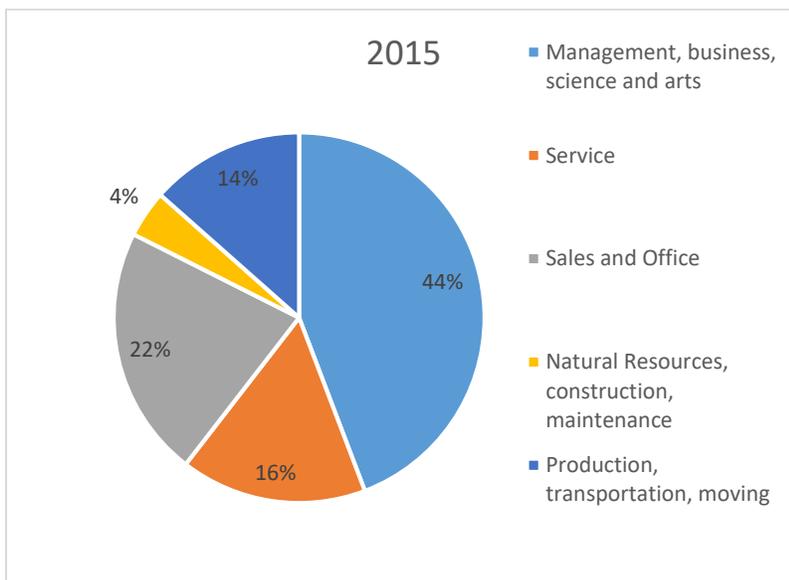


Table XX – Employment by Industry					
Industry	2000	2010	2015	% Change 00-15	% Change 10-15
Agriculture, forestry, fishing, etc.	26	104	16	-38%	-85%
Construction	332	474	416	25%	-12%
Manufacturing	1,281	1,111	979	-24%	-12%
Wholesale Trade	362	326	442	22%	36%
Retail Trade	1,444	1,303	1,126	-22%	-14%
Transportation and warehousing	412	356	483	17%	36%
Information	283	319	237	-16%	-26%
Finance, insurance, real estate	861	825	739	-14%	-10%
Professional, scientific, management, administrative, and waste	1,412	1,448	1,819	29%	26%
Education, health care, and social assistance	1,797	1,692	2,154	20%	27%
Arts, entertainment, recreation, accommodation, and food	813	926	623	-23%	-33%
Other, except public administration	484	497	301	-38%	-39%
Public Administration	137	95	243	77%	156%

Occupation

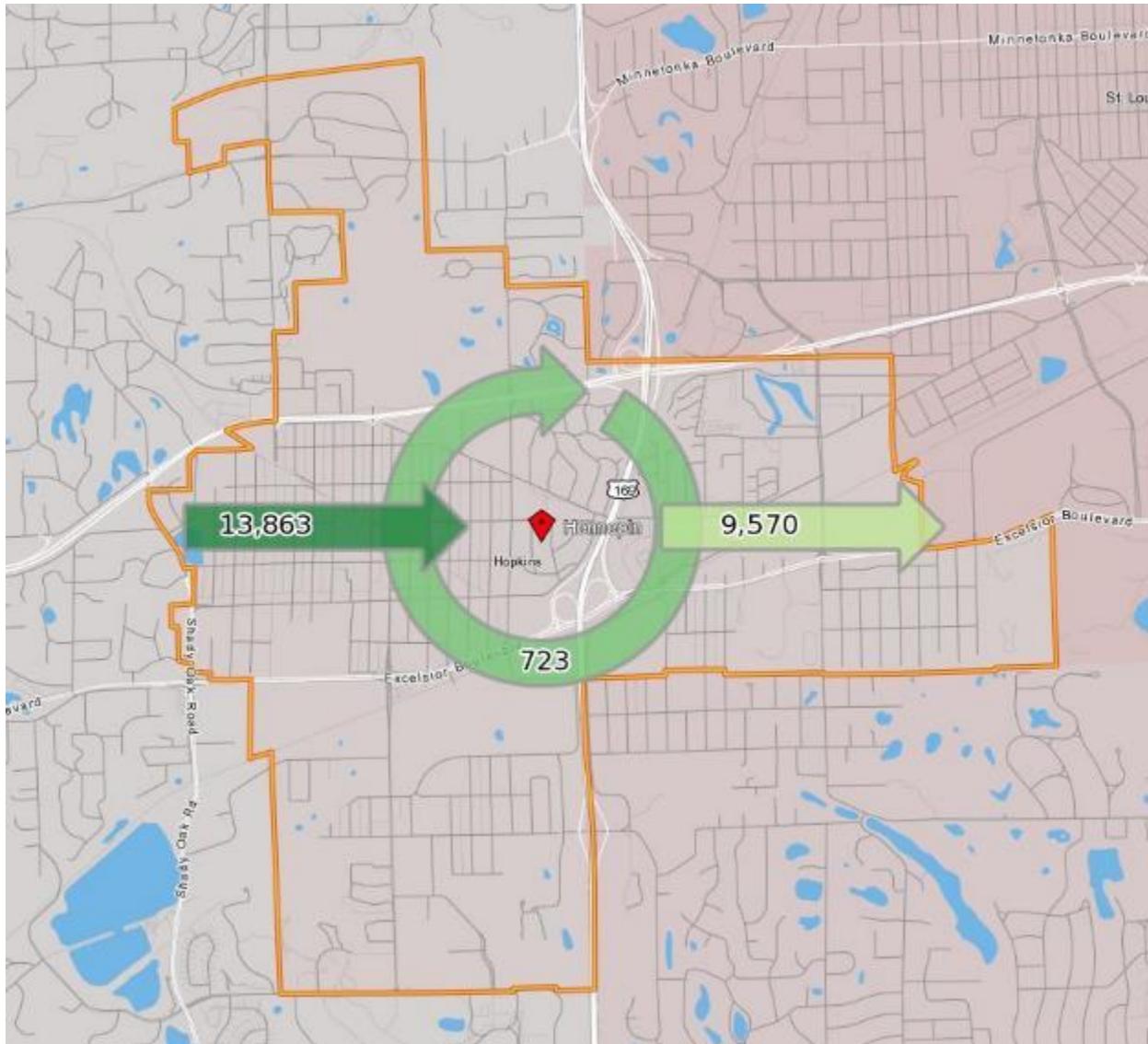
In 2015, the most common occupational group for workers living in Hopkins was management, business, science, and the arts. This reflects a white collar class of workers.



Daytime Population

The 2017 estimated daytime population of Hopkins is around 22,000 – around 13,000 (60%) of which is workers (60%), and the remaining 40% residents. This is over and above the baseline population of the area, which is closer to 17,000. Daytime population is an indicator of who is present during a typical workday, and is a good indicator of customer base for retail and services in the area.

The area is also a net importer of jobs, with moderately more people coming to work here than leaving here for a job. There is a fairly small number of people who both live and work here, which is not unusual for a metropolitan community with numerous other job centers nearby.

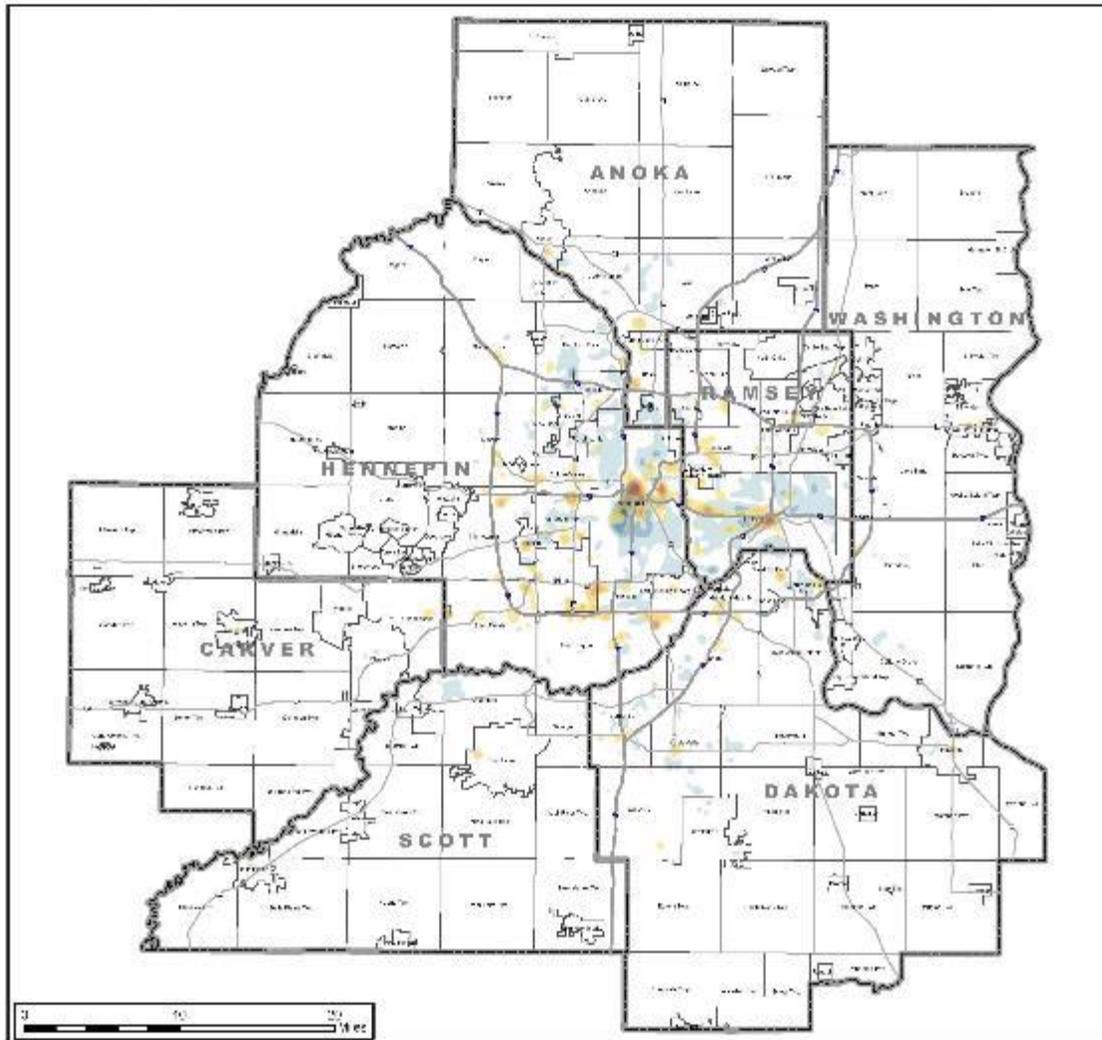


Job Access

The map below show distribution of low wage workers and jobs across the region. Hopkins has concentrations of both, which is more balanced than many areas. That said, there's no guarantee that the jobs will be available to local workers, and vice versa.

Twin Cities Metropolitan Area

Low-Wage Jobs and Low-Wage Workers, 2010



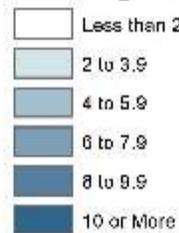
Source: U.S. Census Bureau, Longitudinal Employer-Household Dynamic (LEHD), 2010.
Low wage is equivalent to \$40,000 or less in annual wages per job.

May 29, 2013

Low-Wage Jobs / Acre



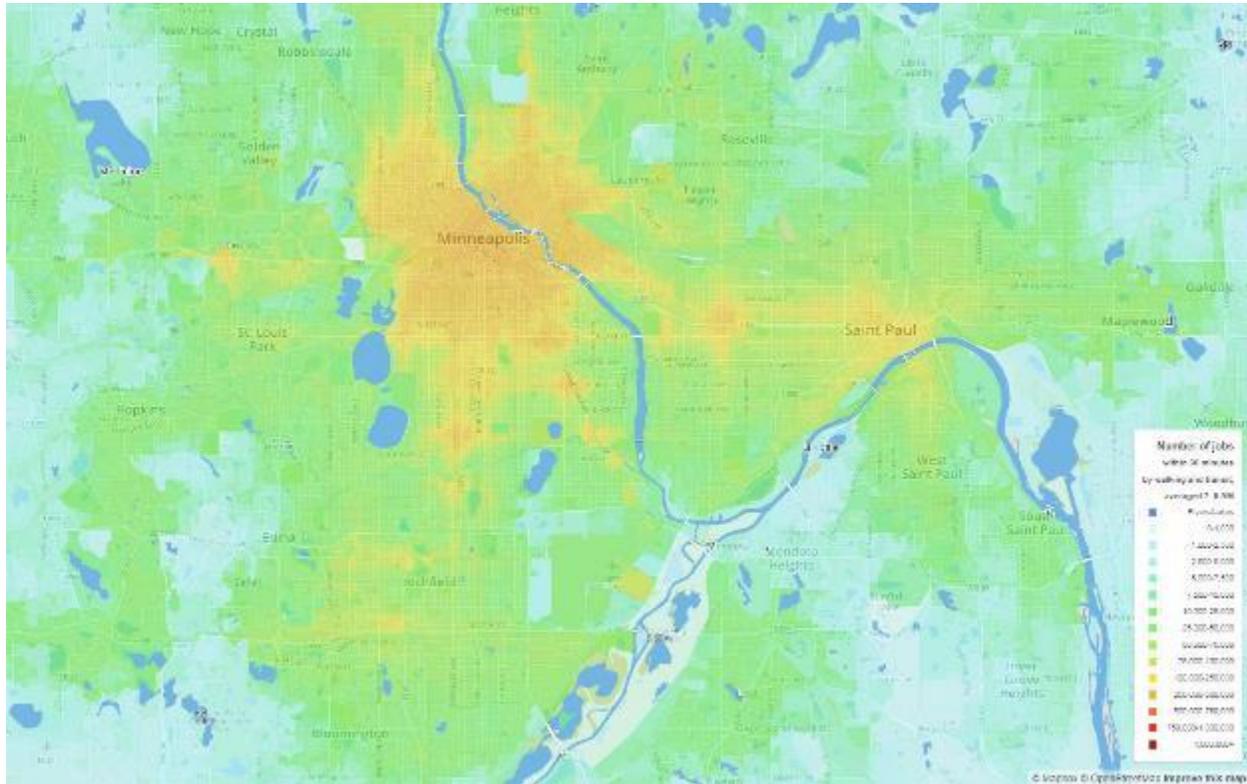
Low-Wage Workers / Acre



Transit Accessibility

The Accessibility Observatory at the University of Minnesota has done an analysis to see the number of jobs accessible from all points in the region by transit. The measurement is based on the jobs that can be reached by a 30 minutes of transit travel (including waiting, riding, and transfers).

Hopkins has a moderate amount of accessibility, compared to other areas in the suburbs.



Walk Score

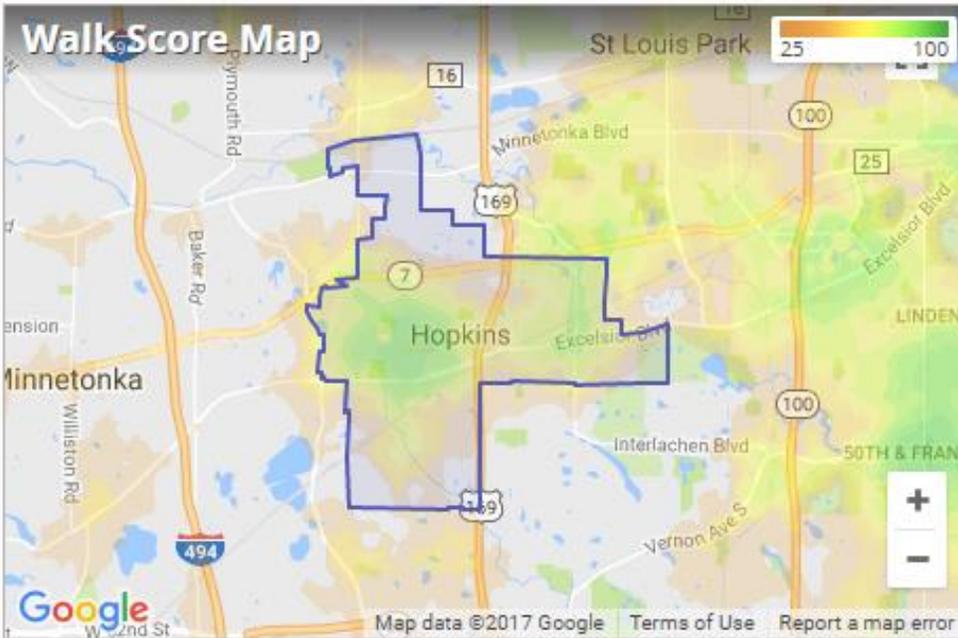
Walk Score is a methodology to determine the walkability of a community or neighborhood. It is based on walking proximity to destinations, such as dining, groceries, shopping, parks, schools, errands, and culture and entertainment.

The overall Walk Score for Hopkins is 55 (out of 100), making it moderately walkable. This is actually averaged over a fairly wide range of conditions, to not at all walkable, to very walkable. The area with the highest Walk Score in the city is around Downtown – where the score is over 80.

Walk Score
55

Hopkins is Somewhat Walkable

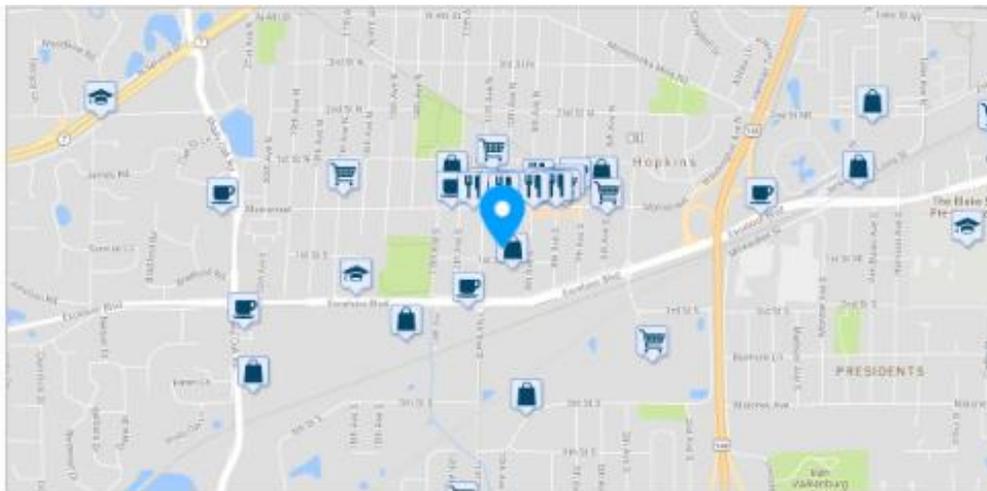
Some errands can be accomplished on foot.



Walk Score
82

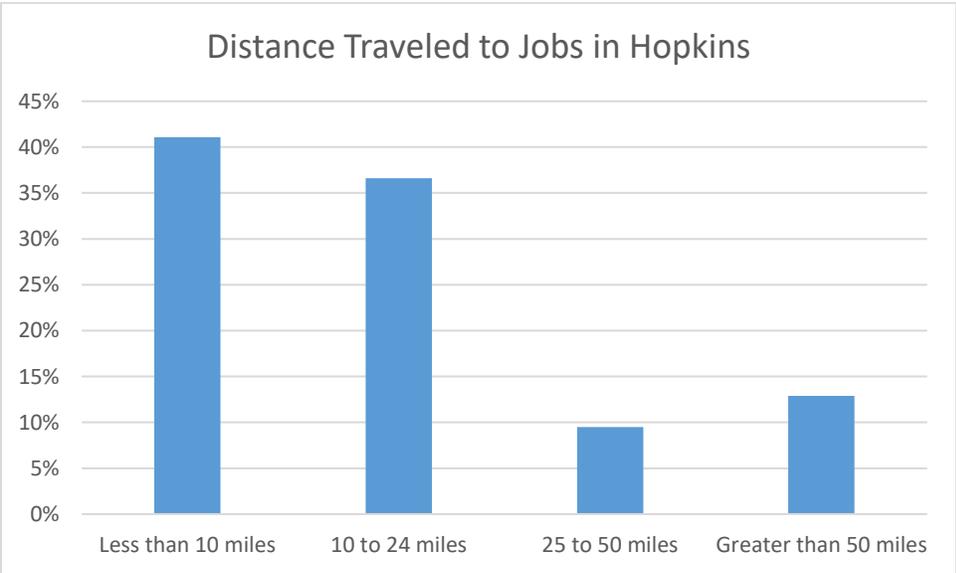
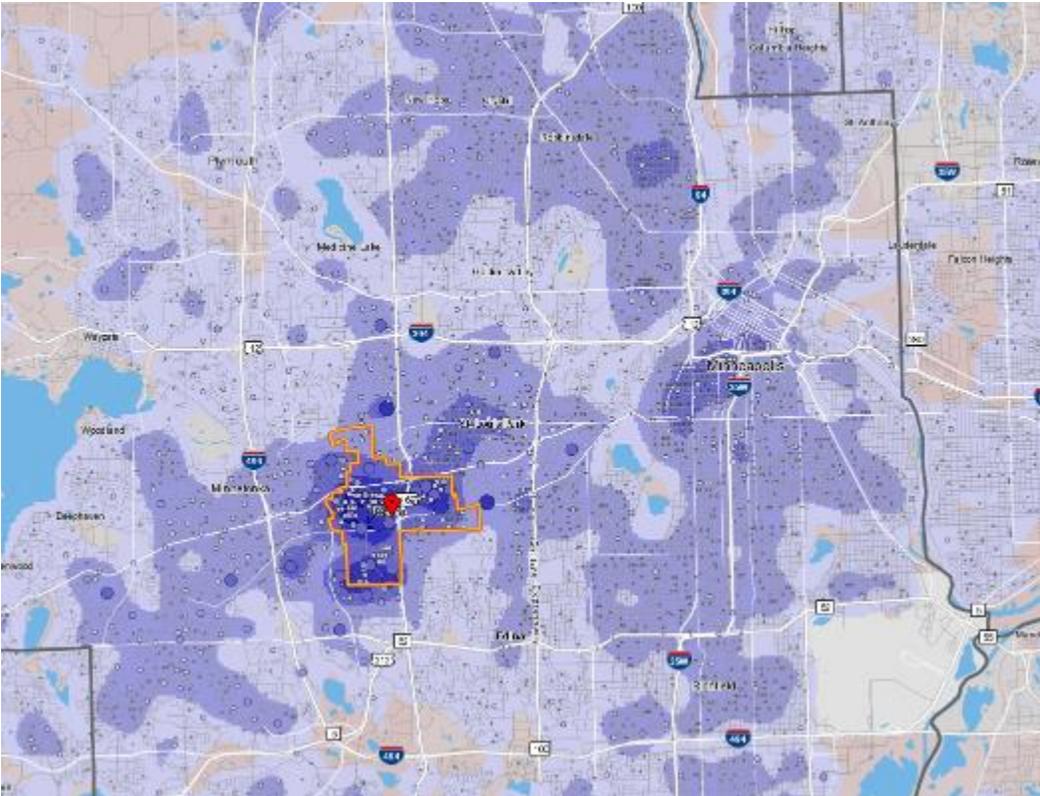
Very Walkable

Most errands can be accomplished on foot.



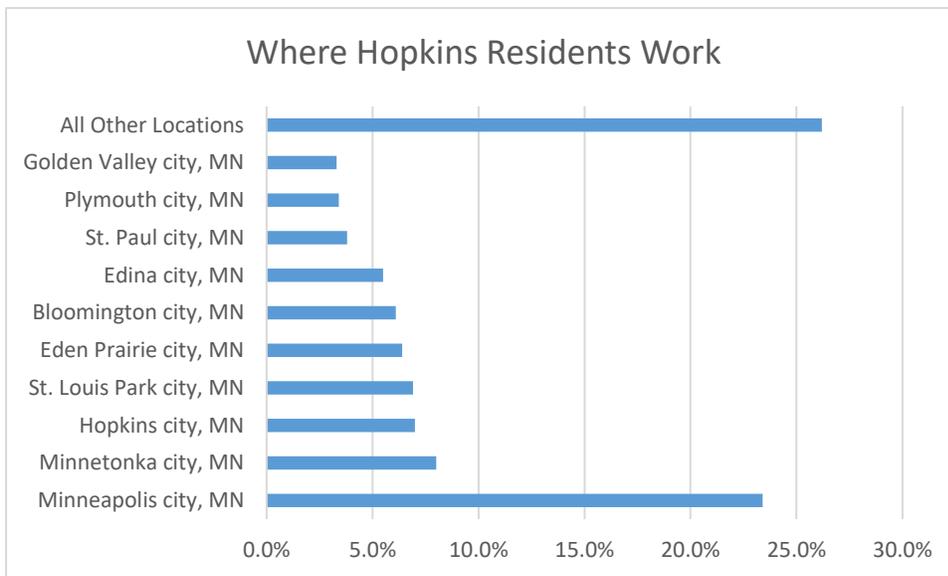
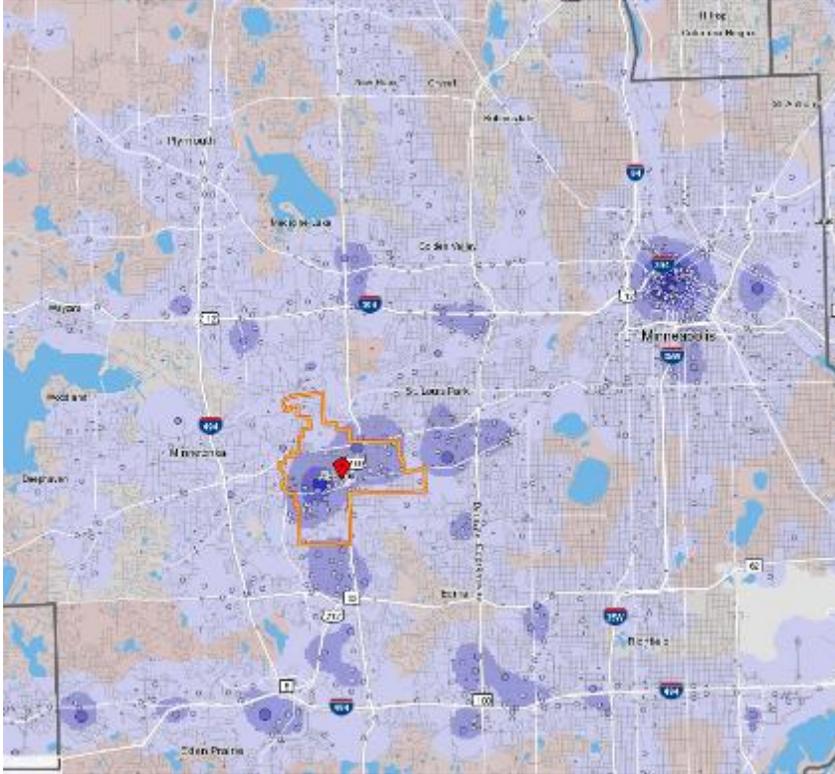
Where Workers Live

Workers in Hopkins come from a widely dispersed area throughout the metro. Around 10% of workers come from Minneapolis, 5% from Minnetonka, and 5% from within Hopkins itself.



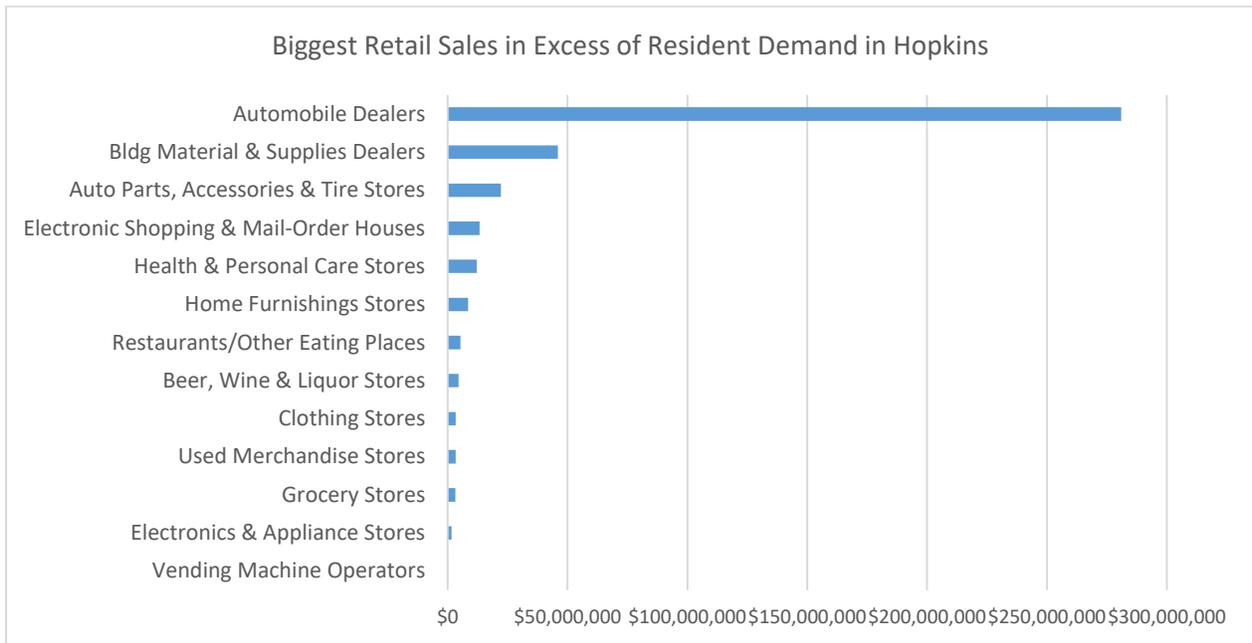
Where Residents Work

Workers who live in Hopkins tend to work fairly close by – 75% travel less than ten miles to work. Destinations outside the city include Downtown Minneapolis, the University of Minnesota, Minnetonka, St. Louis Park, and Eden Prairie.



Retail Market

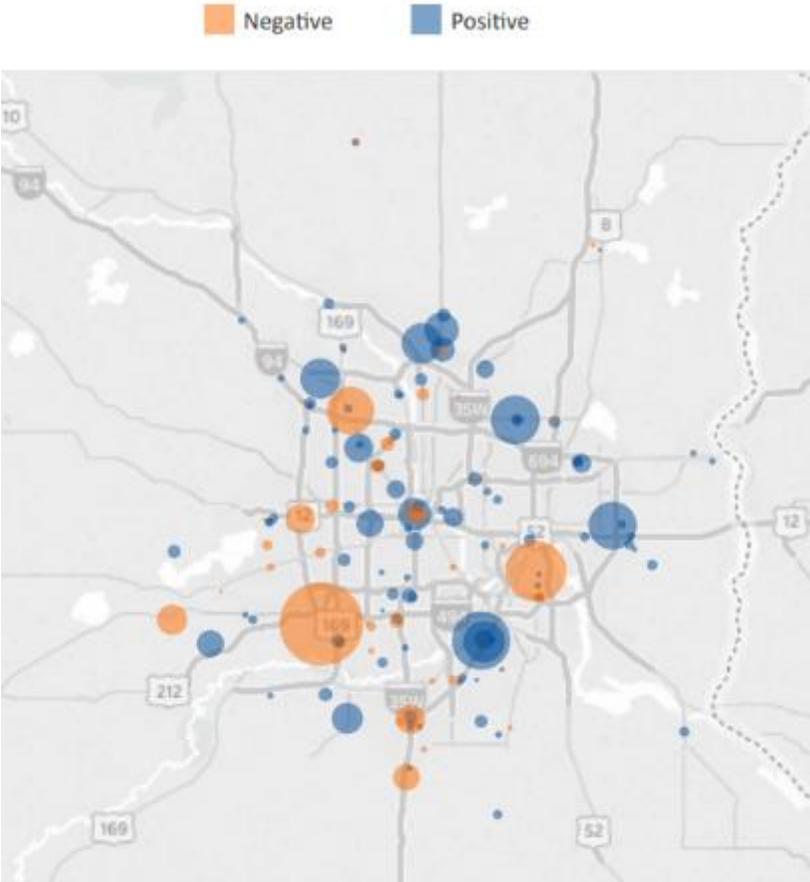
Due to its position as the “downtown” of suburban SW metro communities, Hopkins plays a role as a retail destination. While residents in Hopkins represent around \$300 million annually in demand, Hopkins businesses generate sales over \$600 million annually – with the rest coming from customers outside of city limits. The biggest areas where they attract outside customers are in the chart below – with automobile dealers clearly leading in terms of overall sales.



Alternatively, there are some businesses where residents leave the city to do some of their shopping. They are shown below, with department and other general merchandise stores being dominant.



In terms of retail real estate, Hopkins overall has a relatively stable retail market compared to some other areas, with some modest positive/negative changes (map is retail absorption from 1st quarter 2017). Major changes in retail (related to shifts in shopping patterns, closure of some major stores, etc.) are impacting other areas more substantially at present.

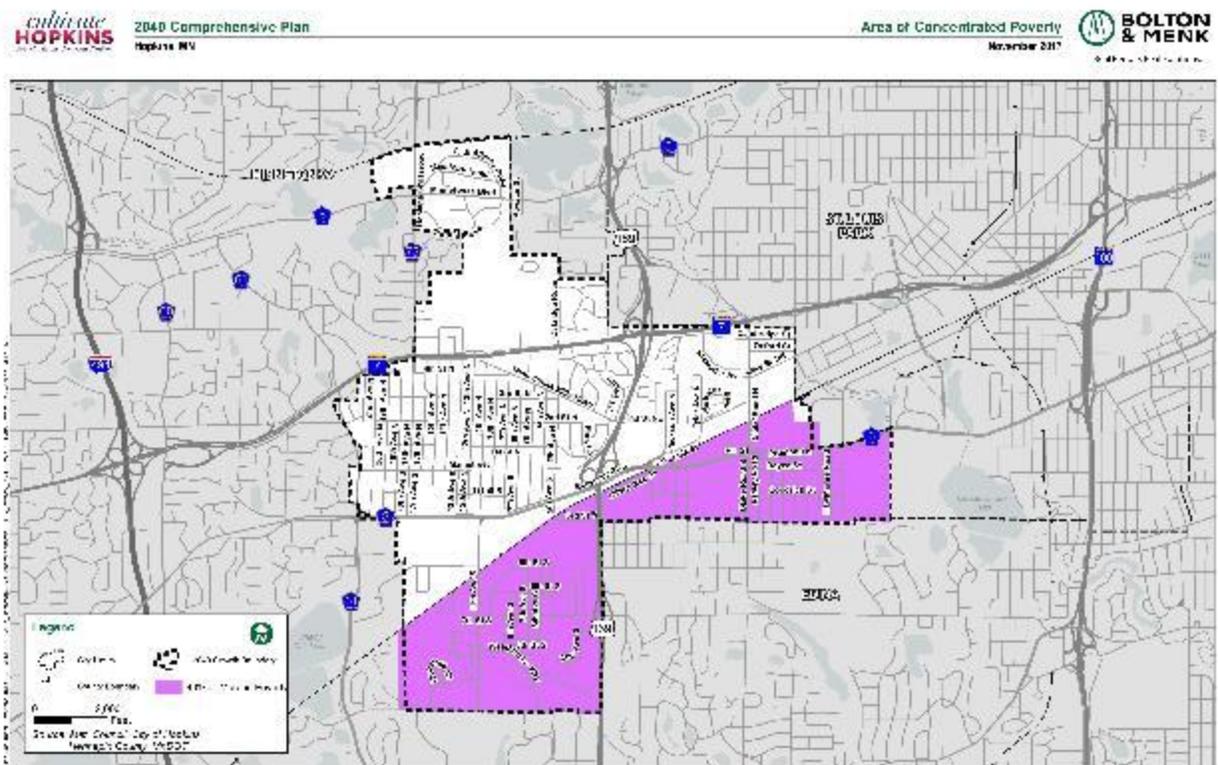


Areas of Concentrated Poverty

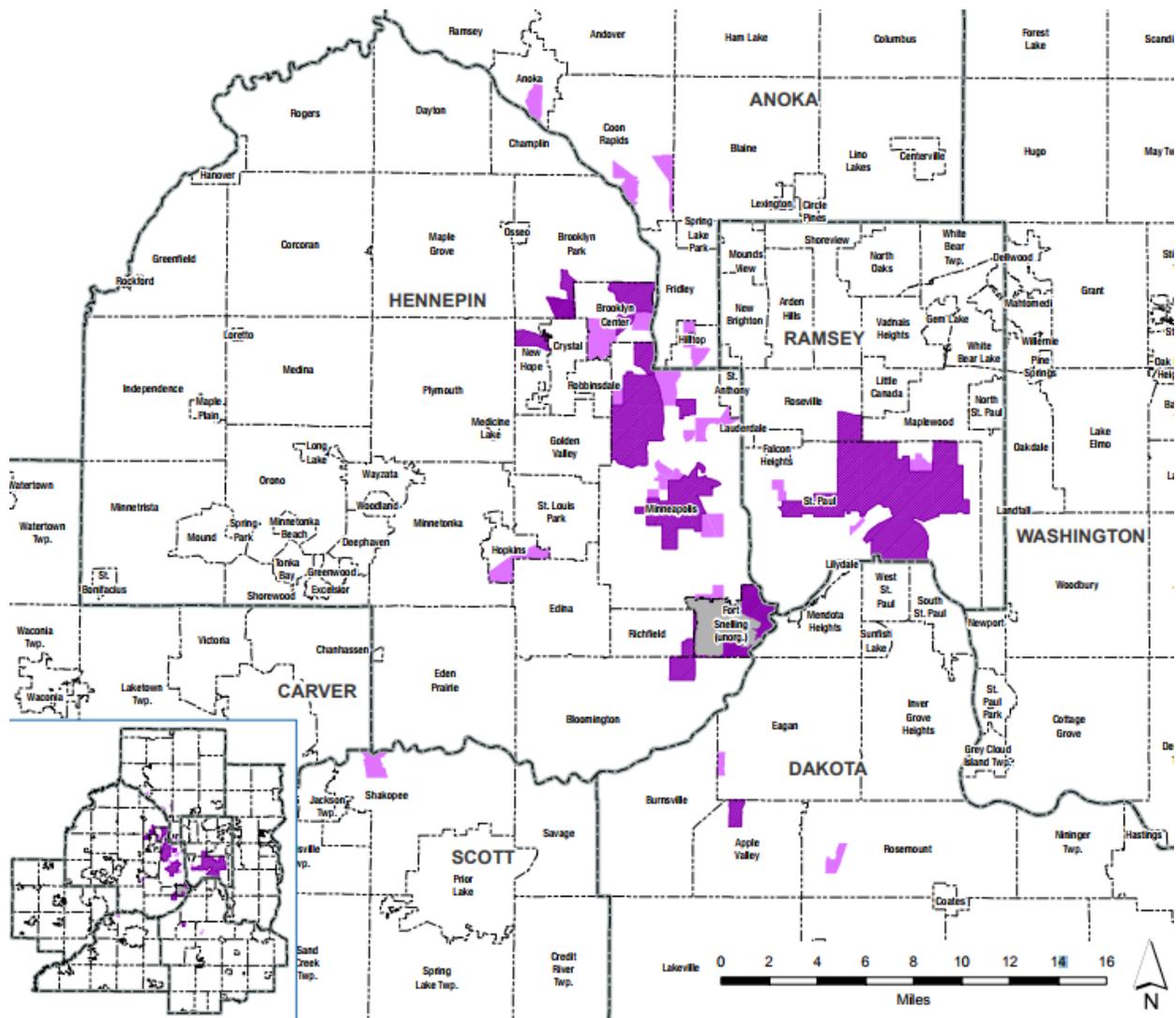
As part of Thrive 2040, the Metropolitan Council developed designation called Areas of Concentrated Poverty (ACP). These are defined as Census Tracts where 40% or more of the residents live with incomes below 185% of the federal poverty threshold. These areas tend to have more residents that lack a high school diploma or GED, are less likely to own a home/more likely to rent, and are more likely to be an immigrant or have English as second language.

One Census tract in Hopkins is designated as an ACP. It covers the entire area in the city south of the railroad tracks, across the southernmost area of the city, and its southeastern corner near Blake Road. It's worth noting that the entire area within the Census tract isn't low income, as it covers a range of neighborhoods.

The Metropolitan Council also designated a subset of the ACP where at least half the residents are people of color. There are none of these areas in Hopkins.



The following map shows all the designated areas in the region.



Areas of Concentrated Poverty by Census Tract, 2011-2015

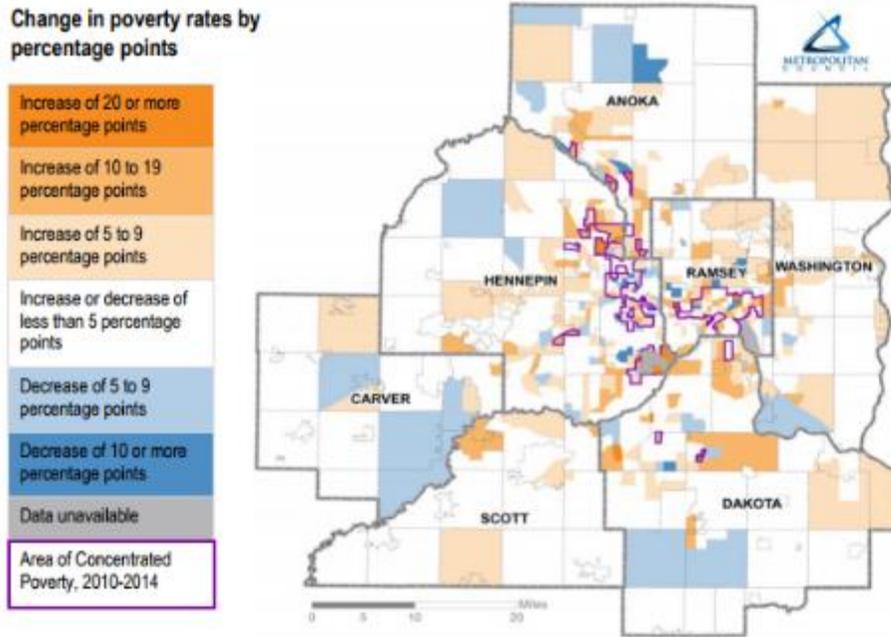
- Area of Concentrated Poverty
- Area of Concentrated Poverty where at least half the residents are people of color
- Cities and townships
- Counties
- Airports

Source: Metropolitan Council analysis of U.S. Census Bureau, American Community Survey Five-Year Estimates, 2011-2015.



This designation is based on Census five-year estimate data for 2011-2015. The 2009-2013 analysis did not show an ACP, so it's a recent addition. This trend toward increasing poverty in a suburb is not an isolated one: the Metropolitan Council noted that in an analysis they did of the region, summarized the map below. The five-year rolling average numbers certainly are taking into account some years during the recession and recovery. However, the trend is robust enough to note that it's likely to be persistent.

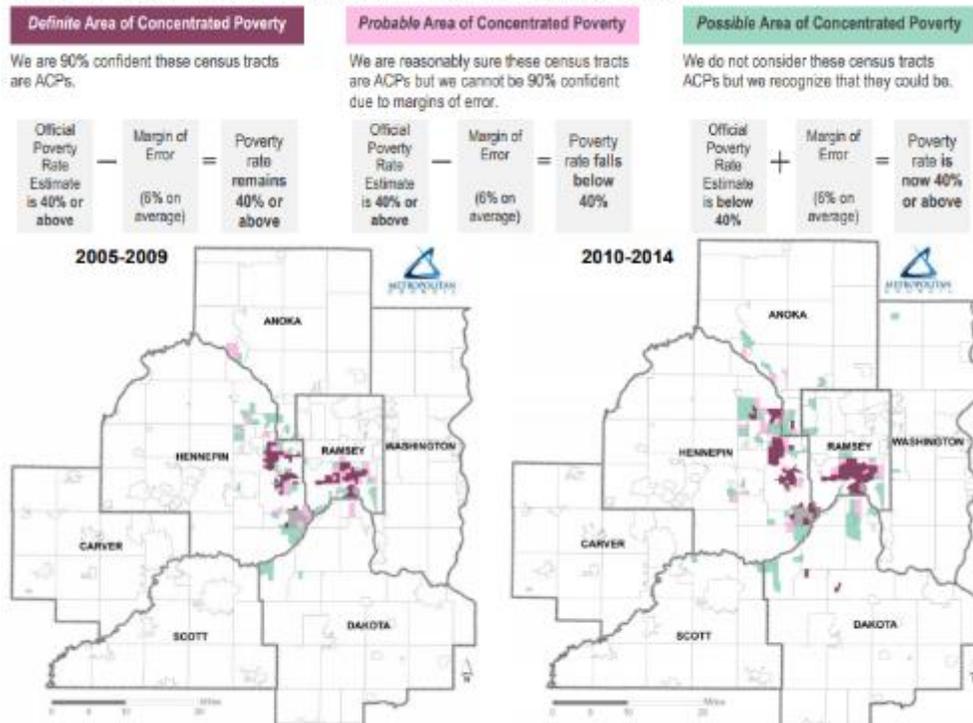
Figure 3. Change in poverty rates between 2005-2009 and 2010-2014 by census tract



Source: U.S. Census Bureau, American Community Survey 5-year estimates, 2005-2009 and 2010-2014. Note: Some census tract boundaries changed between these two datasets. When that occurred, we converted 2005-2009 to 2010-2014 boundaries. While we did not examine the statistical significance of all changes in poverty rates, changes of less than 10 percentage points are unlikely to be statistically meaningful.

The study's analysis also noted that when poverty becomes concentrated, it's unlikely to fall. It may also spread to surrounding areas. The study (which predated the recent ACP designation in Hopkins) suggested this tract as a probable ACP, and a couple more in Hopkins (shown on the map below) as possible ACPs.

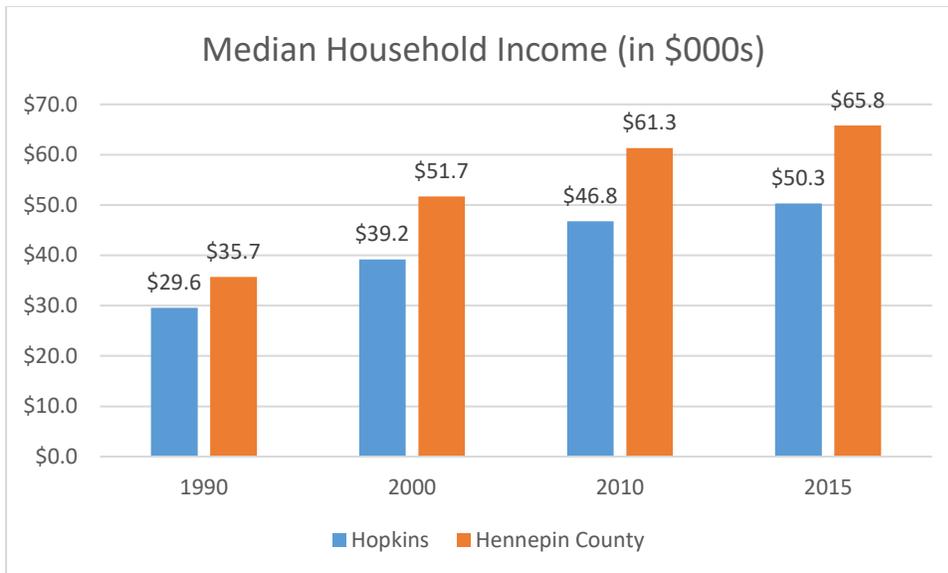
Figure 4. Calculating Areas of Concentrated Poverty (ACPs) using American Community Survey data



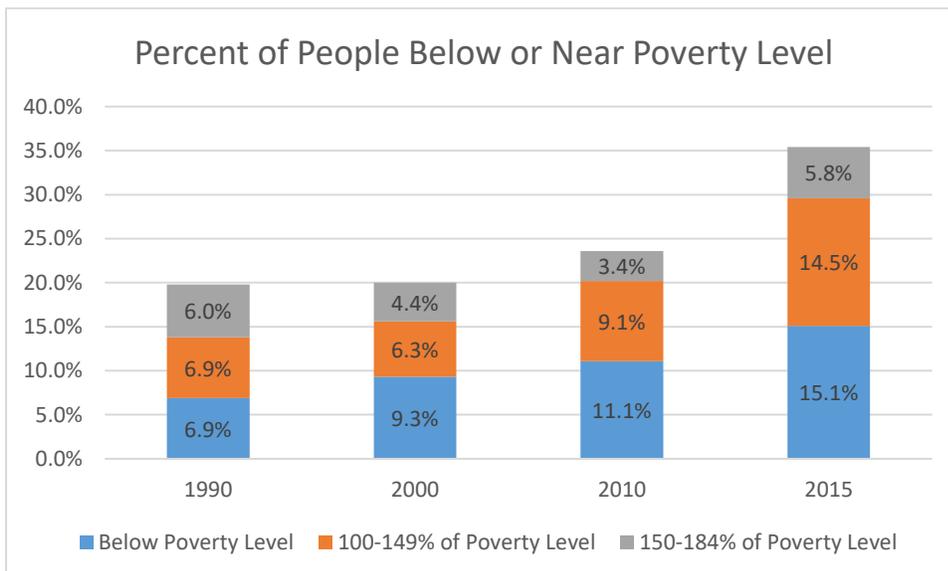
Source: U.S. Census Bureau, American Community Survey 5-year estimates, 2005-2009 and 2010-2014.

Household Income and Poverty

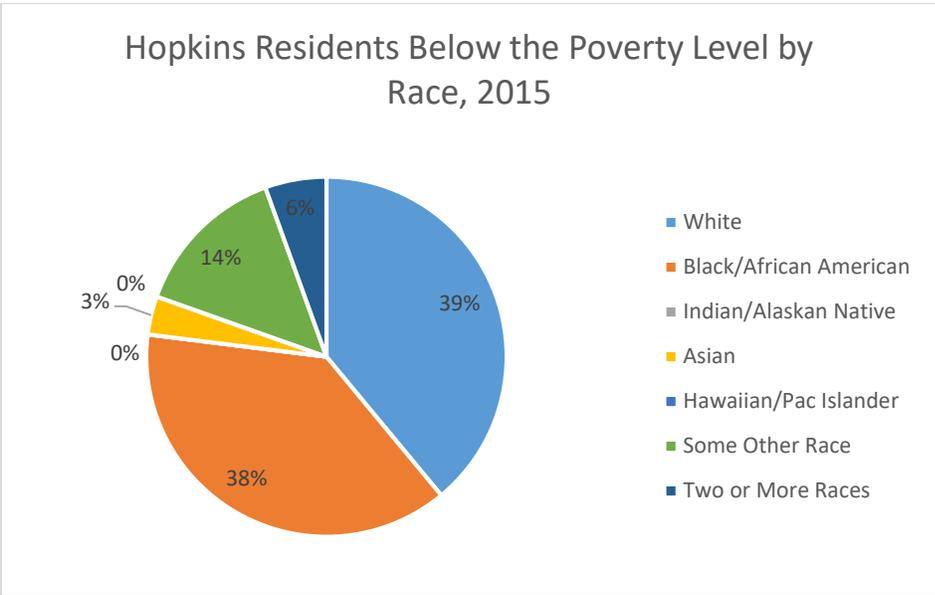
In addition to housing values, household income is a determining factor in housing affordability. Median income in Hopkins, while steadily increasing since 1990, has remained lower than countywide averages.



At the same time, the percentage of Hopkins residents in poverty has also increased, as well as the percentage near the poverty line, as shown in the chart below. Compared with Hennepin County, this percentage has fluctuated – sometimes above County averages and sometimes below. As of 2015, Hennepin County’s poverty rate was 12.5%, slightly lower than Hopkins’ rate.



There are some distinct racial disparities in terms of poverty. While 60% of the population overall is white, only 39% of the population in poverty is white.



Housing (and Transportation) Affordability

The Housing and Affordability Index (<https://htaindex.cnt.org/>) strives to provide a more comprehensive picture of affordability and access in communities. Shown in Table 4, Hopkins has one of the highest job access score among neighboring and comparable communities, meaning residents have high access to a variety of jobs. The City also has the highest compact neighborhood score, meaning neighborhoods are denser and walkable compared to neighboring and comparable communities. The City’s transit access score is average compared to neighboring and comparable communities, offering moderate access to public transportation. Table 5 compares Hopkins to the 7-County Metro average scores.

Table 4 - Housing and Affordability Index Scores					
H+T Scores (Out of 10)	Hopkins	Edina	St. Louis Park	Richfield	Maplewood
Job Access Score	6.1	4.6	6.5	4.8	5.9
Transit Access Score	4.9	3.9	5.2	7.2	3.3
Compact Neighborhood Score	7.6	5.7	6.8	6.5	5.6

Source: Housing and Affordability Index

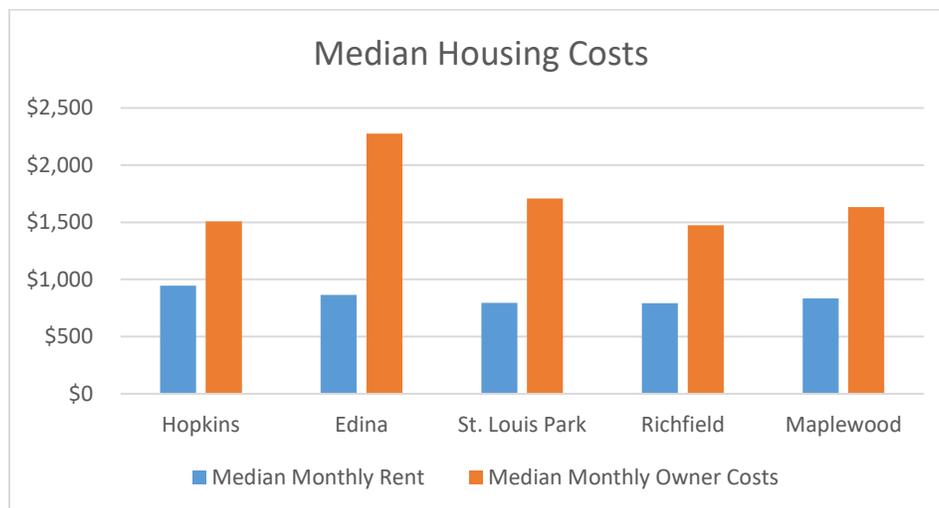
Table 5 - Hopkins Comparison to Metro Area		
H+T Scores	Hopkins	7-County Metro
Housing + Transportation Costs as % of Income	39%	47%
Job Access Score (10=best)	6.1	5.8
Transit Access Score (10=best)	4.9	3.5
Compact Neighborhood Score (10=best)	7.6	2.6
Annual Vehicle Miles Traveled/Household	18,424	21,163

Source: Housing and Affordability Index

Hopkins has the lowest housing and transportation costs compared to neighboring and comparable communities, shown in Table 5. Interestingly, Hopkins has the highest median monthly rent and one of the lowest median monthly owner costs. This means there is little difference between the 2 types of housing costs (about \$560 dollars), compared to larger housing cost differences seen in other cities.

Table 6 - Housing and Transportation Costs in Neighboring and Comparable Communities					
Average Costs as a Percent of Income	Hopkins	Edina	St. Louis Park	Richfield	Maplewood
Average Housing Cost	22%	38%	26%	24%	26%
Average Transportation Cost	17%	19%	18%	18%	19%
Total Average H+T Costs	39%	57%	44%	42%	45%
Average Transportation Cost	\$11,609	\$12,486	\$11,929	\$12,025	\$12,792
Median Monthly Rent	\$945	\$864	\$794	\$792	\$833
Median Monthly Owner Cost	\$1,509	\$2,276	\$1,709	\$1,473	\$1,632

Source: Housing and Affordability Index



Source: Housing and Affordability Index

Over 75% of homes in Hopkins are affordable to households with incomes below 80% AMI. However, about 31% of households in Hopkins are cost burdened, the majority of which make 30% or less of AMI. There are 283 publicly subsidized units in Hopkins, totaling about 3% of the City’s housing units.

Table 7 - Households Experiencing Cost Burden	
Existing households experiencing housing cost burden with incomes below 30% AMI	1,477
Existing households experiencing housing cost burden with incomes between 31 and 50% AMI	846
Existing households experiencing housing cost burden with incomes between 51 and 80% AMI	567

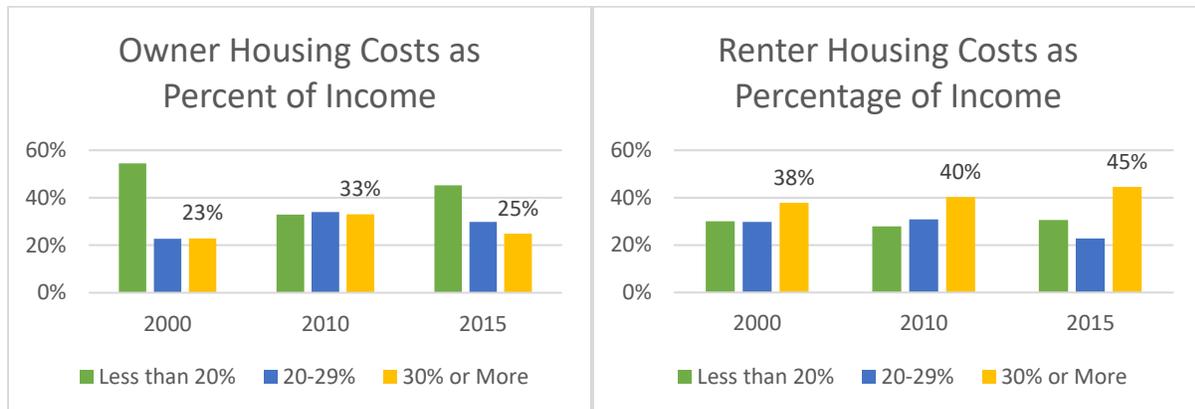
Source: Metropolitan Council

Housing is considered affordable when it consumes no more than 30% of gross household income. Families spending more than 30 percent of their income on housing may have difficulty affording basic needs like food or clothing, or handling unanticipated medical or financial expenses. For renter households, cost burden typically occurs when households spend 50% or more of income on housing.

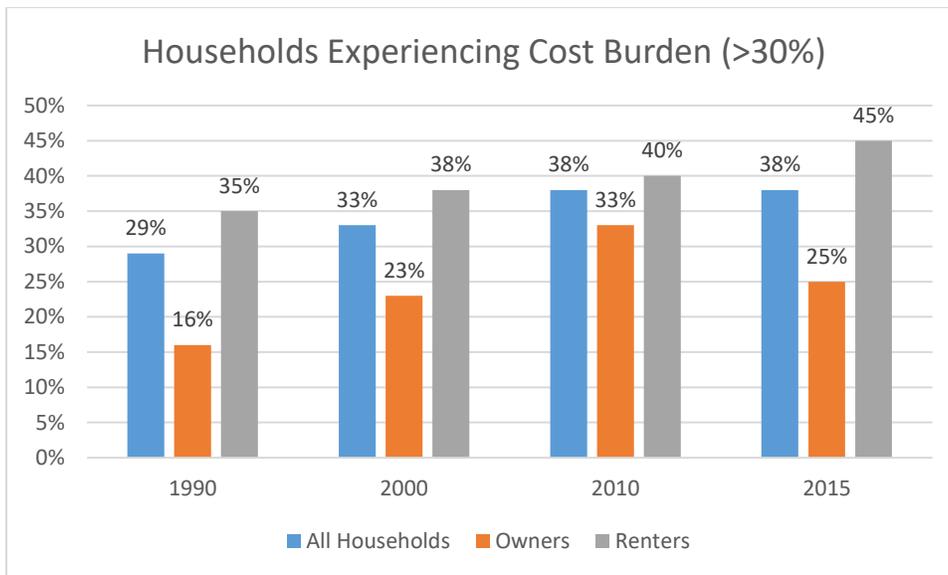
Housing cost burden has fluctuated for homeowners between 1990 and 2015 and has become a concern particularly for renters. Owner housing cost burdens in 2015 for Hopkins and Hennepin County were similar to cost burden rates in 2000, about 23% of owner households – decreasing from a slight increase in 2010 likely due to the Great Recession. Hopkins has a slightly higher owner cost burden rate than Hennepin County and the Twin Cities Region. On the other hand, Hopkins has slightly lower rental housing cost burden than both the County and the region. Rental housing cost burden has increased 21% since 2000 in Hopkins, from 38% of renter households to 45%.

Table 8 - Housing Cost Burden, 2015			
	Hopkins	Hennepin County	Twin Cities Region
Cost Burden Owners	25%	23%	23%
Cost Burden Renters	45%	46%	49%

Source: Metropolitan Council



Source: Metropolitan Council



Source: Metropolitan Council

Affordable Housing Allocation

The Affordable Housing Allocation reflects the region’s forecasted population that will need affordable housing. According to the Metropolitan Council’s affordable housing allocation, Hopkins’s share of affordable housing need is 197 units, noted in Table 9.

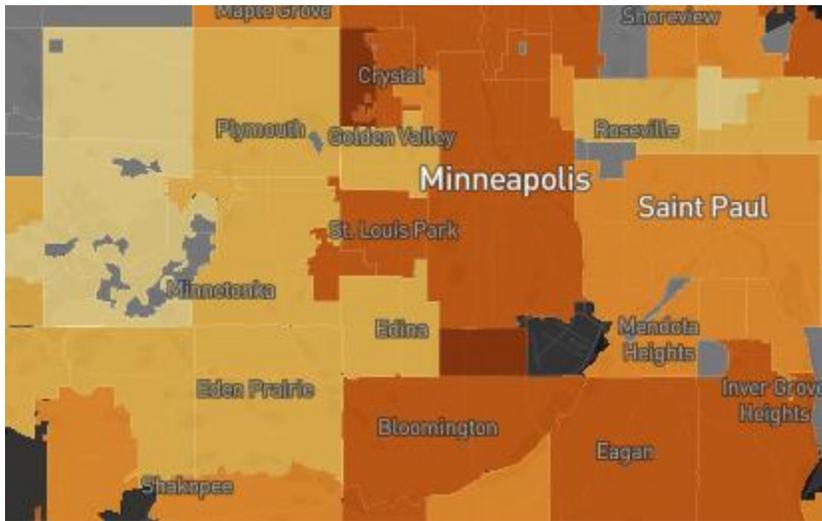
Table 9 – Affordable Housing Allocation	
At or below 30 AMI	90
From 31 to 50 AMI	51
From 51 to 80 AMI	56
Total Number	197

Source: Metropolitan Council

Housing Market Conditions

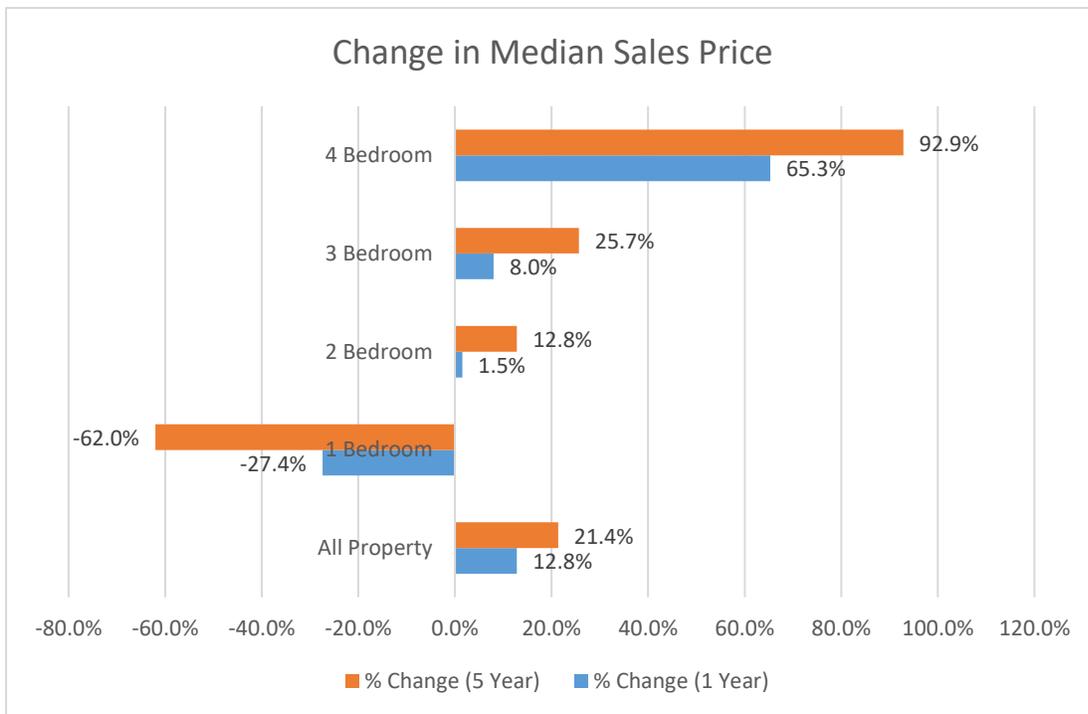
The Star Tribune prepared a housing market analysis for 2016, comparing all communities in the 7 County metro that had 100 or more sales. This index and comparison were based on the average price per square foot, average number of days on the market, percent of the list price received by the seller, and the share of all distressed sales (foreclosure and short sale).

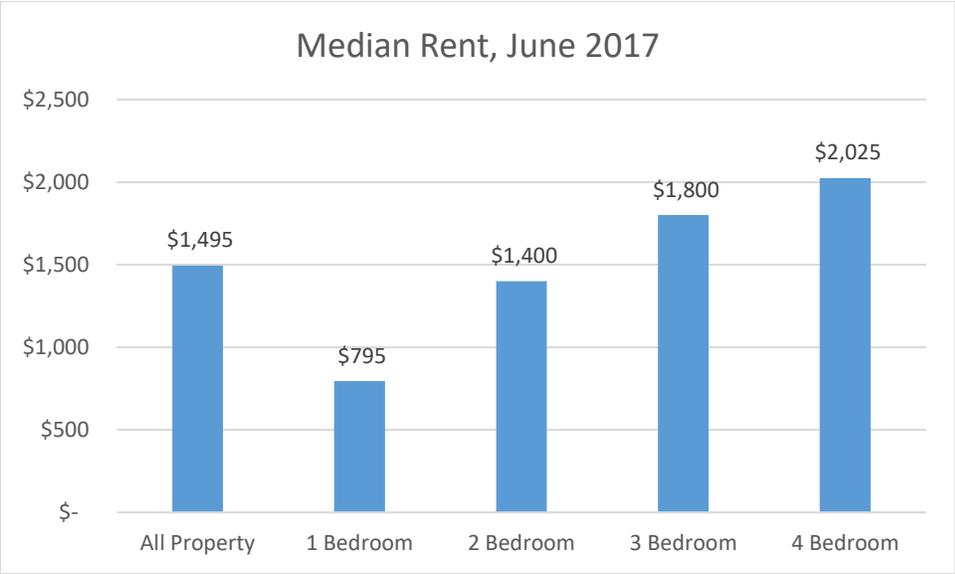
Using these metrics, Hopkins’ housing market is “hotter” than a number of neighboring communities, including St. Louis Park, Golden Valley, Minnetonka, Edina, and Eden Prairie. This reflects (1) steady increases in price per square foot, leading to fewer distressed sales (+18% increase in value/square foot in 2016 from previous 4-year average), (2) relatively short time on the market (averaging 51 days), and (3) high likelihood of selling close to asking price (averaging 98% of original price. Similar status was held by various other developed suburbs, including Richfield (which ranked highest), Crystal, Bloomington, and Fridley. This indicates a high level of demand for housing in these areas relative to supply. It’s notable that there was less demand shown in suburbs with higher overall costs of housing – certainly related to the fact that there were fewer homebuyers shopping at those price points.



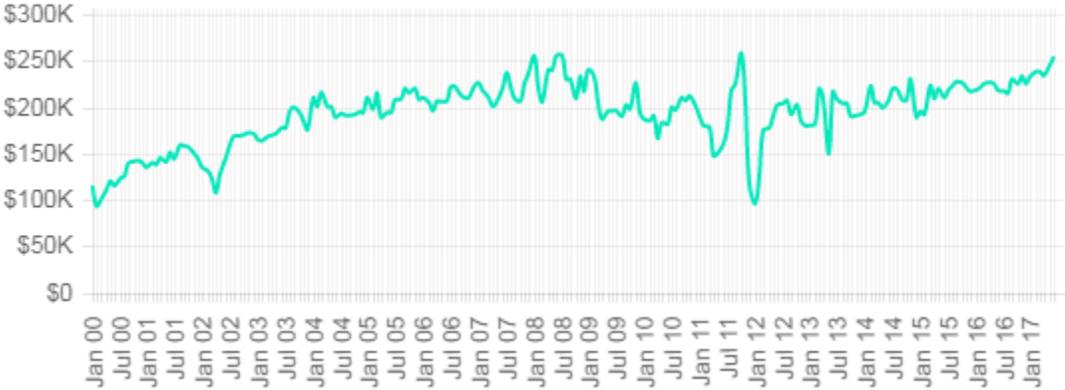
Source: Star Tribune

Trulia.com provides more detailed housing market data for both median home sale price and median rent. Overall, median home sale prices have increased 21% since 2012. The biggest increases over the past 5 years have been in 4 bedroom homes. Part of this may be driven by declines in overall inventory of sales available for sale – which have not gone back up to pre-recession levels despite increasing demand. One counter trend is one bedroom homes which have decreased 62% in median sale price from levels in 2012. Median rent has increased a slight 2% over the past year, on average. In April 2017, the most recent month detailed data is available for, the median rent for all units was \$1,495. This includes both apartment and single family home rentals.

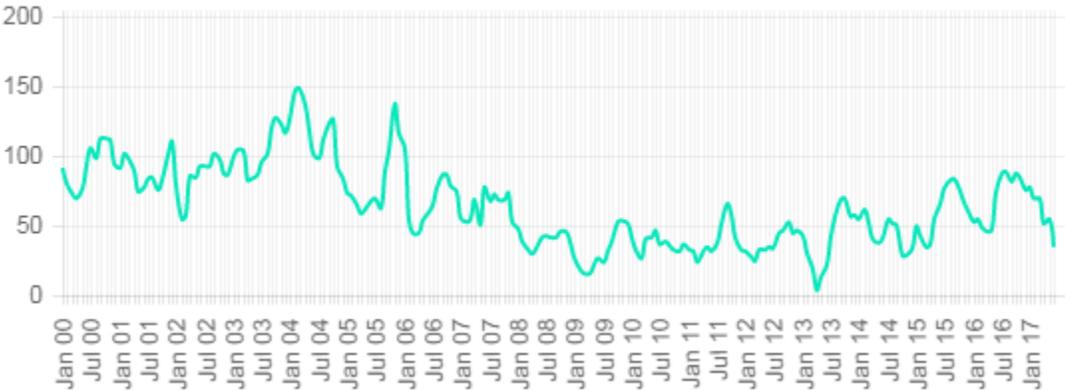




Median Sales Price



Number of Sales



Existing Goals and Policies

Existing Comprehensive Plan Policies

The following goals and policies in the existing comprehensive plan relate directly to the economic environment.

- Protect and enhance Downtown Hopkins (Overall)
- Bolster the image of the community and promote Hopkins as a destination (Overall)
- Maintain fiscal health and an acceptable balance between service quality and property tax rates (Overall)
- Maintain viable commercial core (Land Use)
- Maintain a strong employment base (Land Use)
- Take advantage of redevelopment opportunities around LRT initiatives (Land Use)
- Take advantage of redevelopment opportunities to provide new housing choices (Housing)

Mainstreet – Keeping It Real 2016 Final Report

In 2016, The City of Hopkins staff and City Council felt it was important to spend some time talking with local stakeholders in the downtown area to get their feedback on the direction, opportunities and ideas that should be considered as they planned for the future. Recommendations are provided below.

Built Environment

RECOMMENDATION	SUGGESTED ACTION
Provide design consultant services (9)	Explore the scope, budget and process for establishing a design consultation incentive program
Matching financial incentive program (8)	<ul style="list-style-type: none"> • Review lessons learned from the pilot façade rehab grant program offered in 2016 through a Hennepin County grant • Recommend program guidelines and budget for offering a matching grant program on an annual basis
Extend design standards from Shady Oak Road to 5th Avenue; 1st Avenue North to 1st Avenue South (8)	<ul style="list-style-type: none"> • Design guidelines and standards were extended to this area • Explore the zoning code for opportunities to encourage more desirable land uses
Make design guidelines into standards (raise the bar on design requirements) (7)	Planning staff to review current design guidelines and standards, and recommend changes as appropriate
Signs standards specifically called out (2)	Planning staff to review current sign code and make recommendations
Brand/theme set of standards (6)	Good design standards will lead to a design pattern without excluding the ability to reflect a unique appearance

City-owned billboard for promotion (6)	Explore options for increased billboard opportunities, primarily through working with existing billboards
Room for individuality (5)	As design standards are reviewed, attention will be paid to assuring flexibility
Consistent enforcement (5)	Communicate to enforcement staff (zoning and building code) the community support for consistent code enforcement beyond a complaint-based process
Education on what the standards are (3)	Following the review of design standards, staff will develop an informational piece on design standards, including signage, permitting requirements and maintenance code, and will provide to all applicable properties
Attract the right mix of businesses (3)	<ul style="list-style-type: none"> • Use the list of “missing businesses” to do targeted recruitment • Publicize the desire for certain businesses to locate in Hopkins
Visibility from Highways 169 and 7, and Excelsior Boulevard (2)	<ul style="list-style-type: none"> • Excelsior Boulevard visibility will be greatly enhanced by the Artery project/SW LRT • Explore National Register Historic District designation (with possible signage on Hwy 169)
Target ten worst buildings/businesses (2)	Staff will make sure that all property owners are notified of existing and new incentive programs

Downtown Business Fabric

RECOMMENDATION	SUGGESTED ACTION
Water feature/splash pad (9)	A water feature (water wall) is being planned for the Artery to be constructed in 2017
Dog park (6)	Staff will continue to look for opportunities for a dog park in Hopkins, but not on Mainstreet
Interesting bike parking (3)	Identify two locations for bike parking within the downtown and commission custom bike racks
Create an anchor on the west end of Mainstreet (2)	Rather than pursue an anchor development, effort will be put into strengthening the uses and building aesthetics through adaptive reuse and opportunity-driven redevelopment, including housing
Flower baskets (2)	Pursue only through the creation of a Business Improvement District
Lighting (2)	Staff will continue to explore ways to light the downtown – and extend lighting treatments – but due to the cost, this recommendation is best addressed through the creation of

	a Business Improvement District
Let businesses have tables at City events (2)	Review policy for events such as the Fire Department Open House and communicate opportunities as appropriate.
<p>What's Missing:</p> <ul style="list-style-type: none"> • "Etsy" co-op (9) • Clothing (8) • Bread/bakery (5) • Cooking school or supplies (5) • Food co-op (4) • Art supplies (3) • Used books (3) • Healthy family food (2) • Things moms can do (2) • Spa (1) • Global market (1) 	

Street Activation

RECOMMENDATION	SUGGESTED ACTION
When closing the street for festivals, require the booths to be down the middle of the street, back to back, so that the businesses aren't cut off (8)	<ul style="list-style-type: none"> • Communicate this recommendation to the Jaycees (Mainstreet Day) and Raspberry Festival (Family Days) • It has been tried but not well-received by event attendees
Provide consistent notification to businesses when the street is planned to be closed or other events are taking place (5)	Discuss with staff involved in street closure permits to explore better methods for notification
Better marketing of festivals and events (4)	<ul style="list-style-type: none"> • Continue to support community festivals and events by using City communication tools (newsletter, e-newsletter & social media), as well as our relationships with the media • Support promotion through Think Hopkins, as appropriate
Provide information to businesses and the community on what's ok and who to ask (4)	Review City website and enhance information for commercial property owners including resources, contacts and commonly-asked questions

Art pop-ups and interactive art and music (9)	<ul style="list-style-type: none"> • Encourage through micro-grants • Continue to explore in coordination with the Hopkins Center for the Arts staff • Plan for activation of the Artery beginning in 2018
Wi-fi (5)	Explore with IT staff the ability and cost of a free Wi-Fi zone
Social Media Plan (consistency) <ul style="list-style-type: none"> • Example: Snapchat geofilter (8) 	Communications Coordinator to explore new ways to use social media and develop a social media plan
Host an Open Streets event involving businesses (3)	<ul style="list-style-type: none"> • Explore in collaboration with HBCA • Explore a broader concept that would incorporate more of the elements of a Friendly Store Front program
Bring back Crazy Days (as part of Raspberry Festival) (3)	<ul style="list-style-type: none"> • Suggestion will be forwarded to HBCA and Raspberry Festival committee for consideration

Marketing and Collaboration

RECOMMENDATION	SUGGESTED ACTION
Scavenger-hunt raspberry figurines (6)	Fran Hesch/HBCA are leading this project
Winterfest: Holiday light tour, window decorating, shopping (5)	Work with HBCA to support and grow Old Fashioned Holiday in Hopkins
Awesome campaign: Microgrants (4)	Explore the scope, process and budget for a micro-grant program
Bicycle Friendly Community designation (4)	<ul style="list-style-type: none"> • The City of Hopkins has applied and received honorable mention • The City Planner will update our application and reapply
Think Hopkins: Does not speak to us/not emotionally honest (3) More fun needed in brand (4) Focus more externally (better advertising) and less “community building” (6) Be a forum	The Community Development Coordinator will bring these comments/suggestions to the Think Hopkins marketing committee for discussion
Actively preserve historic buildings (2)	Staff will continue to explore the National Register Historic District designation for Mainstreet
Be a collector and incubator of ideas. Tap former and present stakeholders for collaboration (3). Also mentioned neighborhood groups and HAMA.	<ul style="list-style-type: none"> • This recommendation is a reflection of the group’s confidence of the community to support the vision and ideas of the City • Staff will continue to look for ways to partner with all community groups to further community-building work

City Council Goals and Strategic Plan

The City Council formally adopted its current goals and strategic plan in 2017. The following elements relate to the economic environment:

Goal I – Preserve the Home Town Feel of Hopkins

- Strategy 1: Create a More Vibrant Business Community
 - Strengthen image of arts community
 - Promote shopping local
 - Promote business assistance program
 - Develop wayfinding plan for community
 - Work with “Think Hopkins” on business recruitment efforts.
- Strategy 2: Promote and Enhance City Events
 - Promote city events large and small such as Raspberry Festival, Mainstreet Days, Old Fashioned Holiday, Summerfest, etc. Have a City booth at events when possible.

Best Practices

Sustainable Comprehensive Plan Standards

Sustaining Places was developed by the American Planning Association as an overall framework for addressing community sustainability through the comprehensive planning process. The following elements from this framework address topics specific to the economic environment.

Resilient Economy

- 3.1 Provide the physical capacity for economic growth.
- 3.2 Plan for a balanced land-use mix for fiscal sustainability.
- 3.3 Plan for transportation access to employment centers.
- 3.4 Promote green businesses and jobs.
- 3.5 Encourage community-based economic development and revitalization.
- 3.6 Provide and maintain infrastructure capacity in line with growth or decline demands.
- 3.7 Plan for post-disaster economic recovery.

Interwoven Equity

- 4.1 Provide a range of housing types.
- 4.2 Plan for a jobs/housing balance.
- 4.3 Plan for the physical, environmental, and economic improvement of at-risk, distressed, and disadvantaged neighborhoods.
- 4.4 Plan for improved health and safety for at-risk populations.

4.5 Provide accessible, quality public services, facilities, and health care to minority and low income populations.

4.6 Upgrade infrastructure and facilities in older and substandard areas.

4.7 Plan for workforce diversity and development.

4.8 Protect vulnerable populations from natural hazards.

4.9 Promote environmental justice.

STAR Communities

The STAR framework, which integrates economic, environmental, and social aspects of sustainability, provides communities with a menu-based system to customize their approach based on local conditions and priorities. Communities can pursue the most important or relevant objectives, addressing regional variability and differing priorities along the way. Elements relevant to the economic environment are provided below.

BE-4: Housing Affordability

Purpose

Construct, preserve, and maintain an adequate and diverse supply of location-efficient and affordable housing options for all residents

Evaluation Measures

Outcome 1: Housing and Transportation Costs

- Demonstrate that there are at least 80% of Census block groups where a household earning the Area Median Income (AMI) would spend less than 45% on housing and transportation combined
- Demonstrate that there are at least 60% of Census block groups where a household earning 80% AMI would spend less than 45% on housing and transportation combined

Outcome 2: Affordable Housing Production

- Option A: Achieve targets for creation of new subsidized affordable housing identified in a locally adopted comprehensive housing strategy
- Option B: Demonstrate new affordable housing starts are being produced at a rate of 5% annually

Outcome 3: Affordable Rental Housing Preservation

- Option A: Demonstrate no loss of subsidized affordable housing units due to expiring subsidies in the past 3 years
- Option B: Demonstrate that any loss of subsidized affordable housing units is being replaced with new affordable housing production [Partial credit applies]

Local Actions

Action 1: Plan Development

- Develop a comprehensive housing strategy

Action 2: Inventory, Assessment, or Survey

- Analyze public transit access and transportation costs for neighborhoods with housing

affordable to low- and moderate-income households

Action 3: Inventory, Assessment, or Survey

- When new public transit or other major infrastructure investments are planned, analyze the likelihood and extent to which housing costs are anticipated to increase in adjacent low- and moderate-income neighborhoods so that appropriate strategies can be developed to preserve and create long-term affordable housing

Action 4: Policy and Code Adjustment

- Require, incentivize, or subsidize creation of subsidized affordable housing, including deeply subsidized or deeply affordable rental housing, in transit-served areas and areas identified for compact, mixed-use development

Action 5: Partnerships and Collaboration

- Collaborate with other jurisdictions to address affordable housing and location efficiency needs in the region

Action 6: Partnerships and Collaboration

Partner with nonprofit organization(s) to provide education, counseling, and financial assistance to homebuyers or renters

Action 7: Programs and Services

- Implement programs to preserve and maintain existing subsidized and unsubsidized affordable rental housing in transit-served areas, compact and mixed-use areas, and areas with rapidly-rising housing costs

Action 8: Enforcement and Incentives

- Work with private employers to provide live-near-your-work or employer-assisted housing financial incentives

EJ-1: Business Retention & Development

Purpose

Foster equitable economic prosperity and stability by retaining and expanding businesses in all neighborhoods with support from the business community

Evaluation Measures

Outcome 1: Businesses

- Demonstrate an increased number of business establishments in the jurisdiction over time

Outcome 2: Employment

- Part 1: Demonstrate the percentage change between the jurisdiction's employment rate and the national rate is 10% or better [Partial credit available]
- Part 2: Demonstrate the percentage change between the jurisdiction's unemployment rate and the national rate is 10% or better [Partial credit available]

Outcome 3: Equitable Employment

- Part 1: Demonstrate the percentages of employed are proportional to the population in the

labor force for each racial/ethnic group

- Part 2: Demonstrate unemployment rates are proportional to the population in the civilian labor force for each racial/ethnic group

Local Actions

Action 1: Partnerships and Collaboration

- Formally engage with the business community on a monthly or quarterly basis to improve economic conditions and address specific needs

Action 2: Partnerships and Collaboration

- Appoint an advisory body to provide recommendations and represent the business community in local decision-making

Action 3: Partnerships and Collaboration

- Engage in regional coordination with other governmental, public, private, and non-governmental entities to attract and retain businesses in the region

Action 4: Enforcement and Incentives

- Utilize tax incentives to retain or expand businesses

Action 5: Enforcement and Incentives

- Provide direct financial assistance to businesses

Action 6: Enforcement and Incentives

- Support business development activities in special investment zones

Action 7: Programs and Services

- Provide direct services and trainings tailored to the needs of the business community

Action 8: Programs and Services

- Provide focused support, resources, and services to young entrepreneurial companies through business incubators

EJ-2: Green Market Development

Purpose

Increase overall market demand for products and services that protect the environment

Evaluation Measures

Outcome 1: Greenhouse Gas Intensity

- Demonstrate decreased greenhouse gas (GHG) intensity over time

Outcome 2: Green and Energy Certified Building Stock

- Part 1: Demonstrate that 5% or more of residential units are certified through comprehensive green building programs or energy programs
- Part 2: Demonstrate that 5% or more of commercial and industrial building stock is certified through comprehensive green building programs or energy programs

Outcome 3: Green Power

- Option A: Achieve status as a Green Power Community
- Option B: Demonstrate that the local government, businesses, and residents collectively use green power in amounts that meet or exceed EPA’s Green Power Community usage requirements

Local Actions

Action 1: Plan Development

- Amend existing local economic plans and strategies to focus market demand for green jobs, technology, products and services

Action 2: Policy and Code Adjustment

- Adopt policies and regulations that increase overall market demand for green buildings and associated materials, renewable energy products and infrastructure, and recyclable products

Action 3: Policy and Code Adjustment

- Review and amend zoning regulations to remove barriers or provide flexibility for green businesses

Action 4: Policy and Code Adjustment

- Establish regulations or zoning that incentivize district-scale sustainability projects

Action 5: Partnerships and Collaboration

- Partner with other local governments, community groups, and private entities in the region to articulate an overarching sustainable economic development strategy and work collaboratively to increase demand for green products and services

Action 6: Education and Outreach

- Create educational materials to define the larger vision of economic sustainability as one that proactively fosters green businesses, green jobs, and green practices

Action 7: Practice Improvements

- Create environmentally preferable purchasing for local government procurement of safe, healthy, and environmentally responsible products

Action 8: Programs and Services

- Create programs that directly help businesses transition to new green practices

Action 9: Programs and Services

- Implement a green business promotion program

EJ-3: Local Economy

Purpose

Create an increasingly self-reliant community through a robust local economy that strongly supports small independent businesses

Evaluation Measures

Outcome 1: Community Self-Reliance

- Option A: Demonstrate that 50% of import sectors have increasing location quotients over the

past 3 years

- Option B: Demonstrate that the percentage of import sectors with increasing location quotients has increased over the past 3 years [Partial credit applies]

Outcome 2: Local Financial Institution Deposits

- Increase the total funds deposited in locally owned and operated financial institutions over time

Outcome 3: Small Businesses

- Option A: Demonstrate there are at least 20 small businesses per 1,000 residents for cities
- Option B: Demonstrate there are at least 31 small businesses per 1,000 residents for counties

Local Actions

Action 1: Inventory, Assessment, or Survey

- Conduct an assessment of local economic conditions, including economic leakage and targeted sectors for future investment

Action 2: Plan Development

- Adopt an economic localization plan to increase local production for local consumption and export

Action 3: Policy and Code Adjustment

- Promote purchasing preferences for locally produced goods and services in the local government and anchor institutions

Action 4: Education and Outreach

- Create or support promotional campaigns to bank locally, buy locally, or buy from small and independent businesses and retailers

Action 5: Enforcement and Incentives

- Provide incentives to small businesses in the form of direct financial assistance or tax incentives

Action 6: Enforcement and Incentives

- Provide incentives for businesses that use materials produced within the region and sell their products within the region

Action 7: Programs and Services

- Provide support services to targeted sectors to strengthen local value chain infrastructure and develop market channels

Action 8: Programs and Services

- Connect entrepreneurs and business owners with lenders and investors to facilitate investment in the local economy

Action 9: Programs and Services

- Support import substitution strategies that positively impact key sectors of the local economy

EJ-4: Quality Jobs & Living Wages

Purpose

Expand job opportunities that support upward economic mobility, offer supportive workplace policies, and pay living wages so that all working people and their families can afford basic necessities without governmental assistance

Evaluation Measures

Outcome 1: Median Household Income

- Increase real median household income over time

Outcome 2: Living Wages

- Option A: Demonstrate that 80% of household incomes in the jurisdiction meet or exceed the living wage standard
- Option B: Demonstrate an increase in the percentage of household incomes in the jurisdiction that meet or exceed the living wage standard over time

Outcome 3: Income Inequality

- Demonstrate that income inequality in the region and locally is decreasing over time

Local Actions

Action 1: Policy and Code Adjustment

- Enact a living wage policy that covers local government employees, contractors, and entities receiving financial incentives or assistance from the local government

Action 2: Policy and Code Adjustment

- Enact family-friendly workplace policies for all local government employees that include at least 3 of the following benefits: paid sick days, paid family leave, flexible scheduling, teleworking, job sharing, and easily available childcare

Action 3: Policy and Code Adjustment

- Require that local government contractors provide at least 2 of the following benefits to their employees: paid sick days, paid family leave, flexible scheduling, job sharing, and easily accessible childcare

Action 4: Education and Outreach

- Support living wage campaigns in the community

Action 5: Education and Outreach

- Support a Best Places to Work campaign to recognize local businesses that support employees and their families

Action 6: Partnerships and Collaboration

- Maintain collective bargaining relationships with public employee labor organizations that represent local government workers

Action 7: Practice Improvements

- Participate in and promote project labor agreements, community benefit agreements and local

hiring agreements

Action 8: Programs and Services

- Provide training programs and assistance to local businesses to encourage them to provide family-friendly workplace policies and extended benefits

Action 9: Programs and Services

- Provide job training and assistance programs for employees and employers in professions or sectors where wages are below the living wage

Action 10: Enforcement and Incentive

- Enforce the living wage policy with a living wage officer or equivalent function

EJ-5: Targeted Industry Development

Purpose

Increase local competitiveness by strengthening clusters of businesses, suppliers, and associated institutions

Evaluation Measures

Preliminary Step:

- Locally define 3 targeted industry sectors for evaluation

Outcome 1: Targeted Industry Businesses

- Increase the total number of new businesses in targeted industry sectors over time

Outcome 2: Targeted Industry Employment

- Increase total employment in targeted industry sectors over time

Local Actions

Action 1: Inventory, Assessment, or Survey

- Conduct a local economic analysis or participate in the development of a regional analysis of existing industry sectors to understand current needs and opportunities

Action 2: Inventory Assessment, or Survey

- Invest in market studies and research to support the continued growth and expansion of targeted industry sectors

Action 3: Partnerships and Collaboration

- Coordinate or support local and regional associations or formal networks of related businesses in the targeted industry sectors

Action 4: Partnerships and Collaboration

- Coordinate with universities, community colleges, the local workforce investment board, private firms and other community stakeholders to align research, workforce development, and resources to support targeted industry sectors

Action 5: Education and Outreach

- Educate residents about the economic impact of targeted industry sectors in the community

Action 6: Enforcement and Incentives

- Use tax incentives to attract, retain, or expand businesses in targeted industry sectors

Action 7: Enforcement and Incentives

- Provide direct financial assistance, such as local bonds, grants, or loans, to attract, retain, or expand businesses in targeted industry sectors

Action 8: Programs and Services

- Provide capacity building services and support for professionals in emerging and existing targeted industry sectors

EJ-6: Workforce Readiness

Purpose

Prepare the workforce for successful employment through increasing attainment of post-secondary education and improving outcomes of workforce development programs

Evaluation Measures

Outcome 1: Trained Workforce

- Demonstrate improvements in workforce training outcomes for participants over the past 3 years

Outcome 2: Workforce Mobility

- Option A: Demonstrate progress towards 60% post-secondary attainment by 2025 including high-quality credentials and associate, bachelor, and graduate/professional degrees
- Option B: Demonstrate progress towards 45% post-secondary attainment by 2025 including associate, bachelor, and graduate/professional degrees

Outcome 3: Equitable Workforce Mobility

- Demonstrate an increasing percentage of individuals within each racial, ethnic, and gender subgroup have obtained a high-quality post-secondary educational degree or credential over time

Local Actions

Action 1: Plan Development

- Adopt a workforce development plan or comprehensive strategy to educate, train, and prepare residents for local employment opportunities

Action 2: Policy and Code Adjustment

- Align local economic development policy strategies with workforce development programs

Action 3: Policy and Code Adjustment

- Require local government contractors and entities receiving financial incentives to prioritize hiring local residents

Action 4: Partnerships and Collaboration

- Create a workforce development committee to align post-secondary education, workforce development training programs, and economic development strategies

Action 5: Partnerships and Collaboration

- Create data-sharing agreements between local governments, private sector employers, and educational entities to maximize the availability and use of data in economic and workforce development planning

Action 6: Practice Improvements

- Produce an annual report that tracks workforce readiness performance measures

Action 7: Programs and Services

- Provide support services and training tailored to the needs of the local workforce

Action 8: Programs and Services

- Support expansion of community college or other credential-granting programs to address the educational and training needs of the local workforce

Action 9: Facility and Infrastructure Improvements

- Invest in community college or other credential-granting program facilities and capital improvements to accommodate residents and members of the local workforce

Smart Growth America's Amazing Places (2016)

Smart Growth America did a case study of six cities using new approaches to economic development. Some common themes are summarized below:

- Many companies are moving to places that offer great quality of life for their employees. These companies want vibrant neighborhoods with affordable housing options, restaurants, nightlife, and other amenities in walking distance, and a range of transportation options for their employees, among other things.
- This trend is already playing out in big and mid-size cities nationwide. Great walkable neighborhoods are helping to attract new residents, new jobs, and new investment.
- This trend represents a marked shift in cities' economic development strategy. Where cities once relied principally on subsidies or low tax rates in hopes of luring big employers, now they are doing everything they can to create great places where people and companies want to be.
- As a result, the old economic development tools are no longer sufficient: tax breaks and subsidies alone do not create great places. Smart growth strategies like zoning changes, incentives for infill development, policies to make a range of housing available, street improvements, investments in transit, support for public parks and gathering spaces, and creative reuse of historic buildings are among the new, innovative ways cities are creating places where people and companies want to be.