

# East Metro

## S T R O N G

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Will Schroeer  
Executive Director

## *Goal*

# More investment in the East Metro

Draw investment that creates great places

- More transit investment
- More economic development

# *East Metro Strong* Roles

Work with everyone to

- Educate
- Cheerlead
- Organize

# Educate

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## Study says Blue Line's development impact is minimal

Article by: [ADAM BELZ](#) , Star Tribune      Updated: March 26, 2014 - 10:47 AM

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# Organize....

# Educate...

# Opinion Exchange

STARTRIBUNE.COM/OPINION • SECTION OP • SUNDAY, MARCH 30, 2014



**SHORT TAKES**  
Study of LRT-related development is flawed.  
**William Schroeer, OP2**

**COMMENTARY**  
The era of the robots has finally arrived.  
**The Economist, OP4**



- Leaves out Bloomington and Richfield
- Ends in 2010
- So, misses McGough Bloomington Central Station, Nic on Fifth, lots in between

# Educate...

## Five days later:

A recent analysis of the Hiawatha, or Blue Line, showed that light rail caused almost no increase in the likelihood of new development near rail platforms in its first six years.

Developers eyeing sites, building along Southwest light rail line  
[KELLY SMITH , Star Tribune Updated: April 5, 2014 - 10:00 PM](#)

# Transit investment → Economic development

- Green Line → \$1.7 billion in development before the line opens



What's your vision for a  
Stronger East Metro?

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