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## *Memorandum*

TO: Advisory Council

DATE: Dec 3, 2008

FR: Valerie Knepper

V. I. 1611

RE: The Choice to Reside in a Transit Oriented Development: Study Update

### Background

As described earlier, MTC is studying how people chose to live where they do, and the implications for encouraging transit oriented development in the Bay Area. In particular we are analyzing:

- Why do some people choose to live in transit-oriented developments?
- Why do some people choose to not live in transit-oriented developments?
- What market shares are key for TOD in the Bay Area?
- How do people who live close to transit choose their travel modes?
- What are the public policy implications of the attitudes of key market shares for TOD, and what public policies would make TODs more attractive to these potential market shares?

### Status

We have finished conducting the telephone survey of attitudinal factors related to the choice of where to move within the Bay Area. In order to ensure the home selection and moving process was fresh in mind, all the potential study respondents has either recently moved or were planning to move. The survey was designed to garner quantitative, statistically reliable information about the key factors of importance to individuals in their home selection process. Interviewers completed surveys with 911 individuals; interviews were conducted in English, Spanish and Cantonese. The samples were drawn from a new mover list, a random dial list, and a random sample of cell numbers – only respondents who had recently moved or were planning to move were interviewed. A summary of the results is available upon request.

The results of the survey have been used to define market segments based on attitudinal statements. We have been working with the Technical Advisory Committee to better define and understand these segments. Based on this information we have defined eight market segments. Some of these segments have a very strong preference for transit oriented development, including specifically in San Francisco. Some other segments have very little interest in living in transit oriented developments, and have other strong interests that would tend to be less compatible with transit oriented development, such as a preference for good automobile access.

Of greatest interest for this effort, there are a few market shares that we would classify as TOD “borderline” – that have some interest in some of the aspects of transit oriented development, such as good transit access and convenience to do errands by walking and bicycling, but have some distinct concerns about TOD style living. We are analyzing the attitudes of these groups closely, in order to determine factors that can be addressed through public policies to improve their attractiveness for these potential TOD groups. We will describe these in more detail at your meeting.

### Next Steps

The next key steps are follow-up interviews with individuals who are in these “borderline” TOD interest groups to better understand policies that would make TOD more attractive to them, and workshops to discuss the potential public policy implementation with a broader group.

1) Follow-up Interviews - We will be conducting a small follow-up survey on a sample of the survey respondents from the “borderline” TOD interest groups in order to better understand their concerns and the relative value to various public policies that might make TOD attractive. The purpose of the follow-up interviews with the target segments will be to:

- Gain qualitative, narrative information on the housing and travel choices of the respondents in the target market segments. This will add narrative richness to the briefing book that will be the product of the study, making it more accessible to the policy makers who are its audience.
- Improve the depth of our understanding of how the target segments might respond to specific policies intended to improve the attractiveness of TODs.

Working with the TAC we are defining a follow-up questionnaire to focus on understanding the effectiveness of various possible public policies and specific interventions relating to the statements.

2) TOD Choices Study workshops – We are in the process of defining the workshops, in particular the possible attendees for the TOD Choices Study workshops and the key subjects to be discussed. These workshops will target a mix of public sector stakeholders, private sector developers, and non-governmental organizations with an interest in TOD. Possible attendees include:

- Planning commissions (or zoning boards)
- Parks departments
- Transit agencies
- Chambers of commerce
- Police departments
- Redevelopment agencies
- Private developers
- Local elected officials

We are proposing a small-group format of around 10 people to encourage discussion and participation by all attendees. We are interested in your comments and suggestions on the draft list of attendees / participants.

**Possible TOD Workshop Subjects/Agenda Items (Estimated at 3 – 4 hours)**

1. Why focus on TODs? (30 min) The consultants will present an overview of why MTC and other Bay Area agencies are interested in encouraging the development of TODs; what characterizes TODs; and what the latest research shows about the benefits of TODs. The consultants will also briefly define the purpose of the TOD choices study and how it fits into a regional strategy for improving TODs.
2. Attendee Experiences with TODs (45 min) The consultants will facilitate a discussion of current perceptions and policies relating to TODs. Attendees will be encouraged to identify which parts of their communities they would characterize as TODs and to comment on whether those areas have been successful in attracting new residents. If so, what attracted them to the TOD – did public policy play a role? If TODs are not attracting residents, why? What current policies or programs may be influencing their inability to attract new residents? What are the limits of public policy intervention?
3. Presentation of Study Results (1 hour) The consultants will present the TOD choices study results and highlight the market segments believed to most amenable to moving to TODs. They will share ideas regarding which public policies might be most helpful in attracting the target groups. The consultants will then facilitate a discussion regarding the policies. They will encourage participants to discuss how the suggested policies might or might not apply to their localities, and to share their own policy ideas. Attendees will also discuss how their agencies or institutions would play a role in implementing the policies.
4. TOD performance measures (30 minutes) How do we know if policies to improve TODs are being implemented? How do we know if they are working? The consultant will present preliminary suggestions about how the implementation and success of TOD policies might be measured and tracked. This information is intended to help determine the primary factors that contribute to use of alternative travel modes in TODs, and will be used to better define how to create successful TODs.
5. The workshop will culminate in identifying the key public policies, actions, and performance measures that are needed to support and encourage investment in TOD under the range of attributes and features.

The Advisory Council is a crucial partner in the task of identifying policies and actions that would support successful TODs.

**Final Steps and Report**

Finally, we will develop a “Briefing Book” summarizing this information in a graphically attractive format, including photos and stories from individuals, and recommendations based on the study. We will be looking for the Advisory Council to provide input as to how the report can communicate most effectively.

We will bring additional details to the meeting for your review and comments. Please let me know if you have any questions or comments.