

Understanding the Choice to Reside in a Transit-Oriented Development

presented to
MTC Advisory Council

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presented by
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Agenda

- Background
- Survey Findings – Market Segments amenable to TOD
- Follow Up Questions for Key Market Segments
- Workshops on Potential Policies
- Your Comments and Questions

Survey Findings - Six Important Attitude Factors

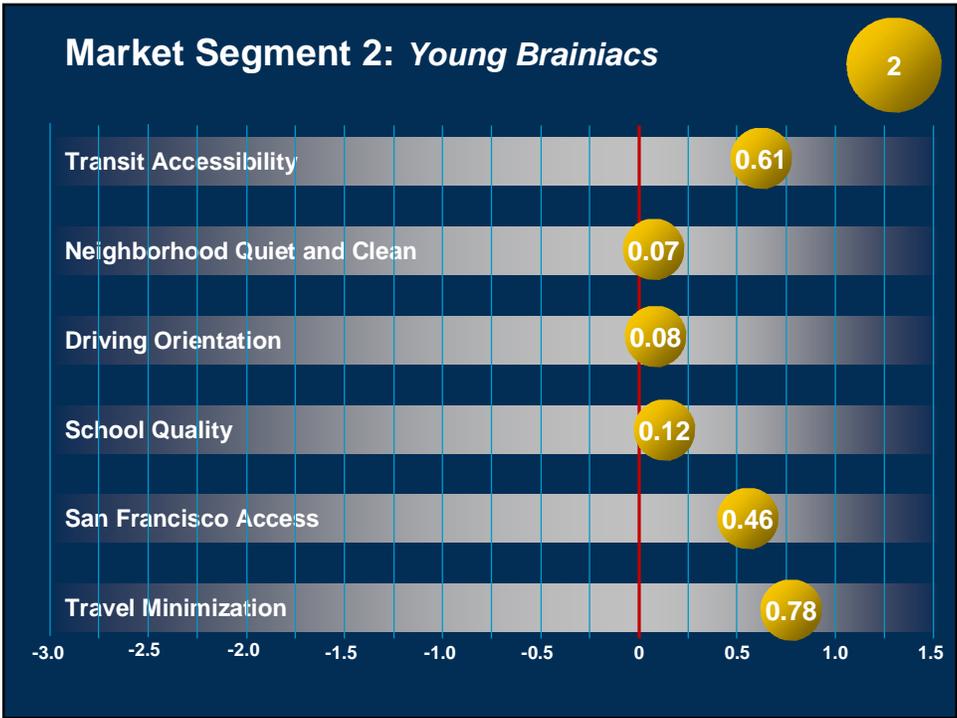
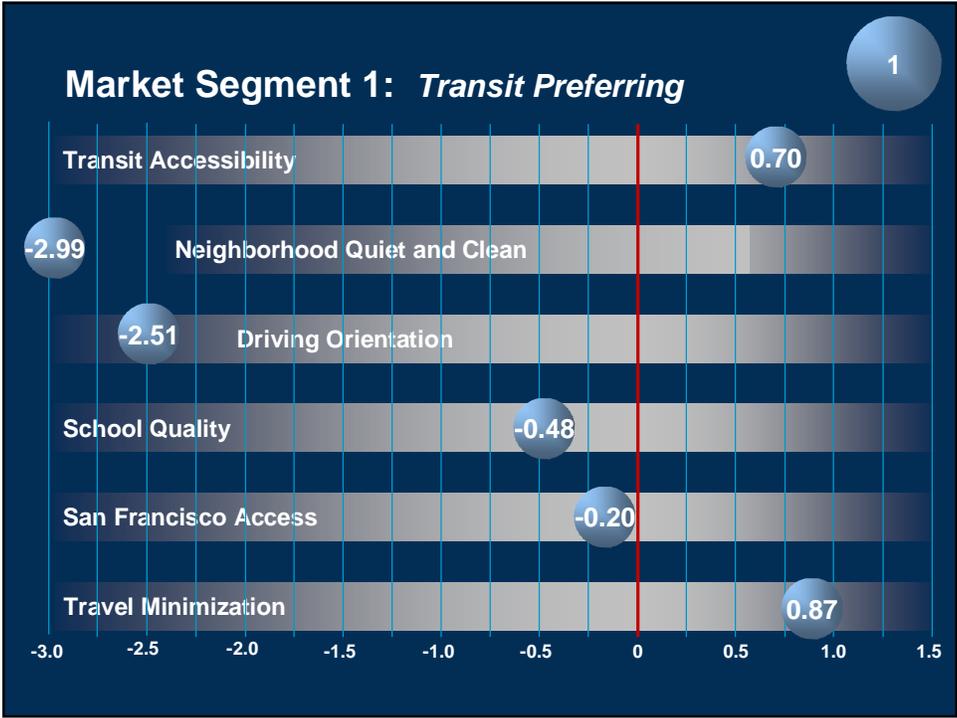
Based on statistical analysis of 900 responses to 30 questions

Grouped into 6 attitude factors

- Transit accessibility
- Neighborhood quiet and clean
- Driving orientation
- School quality
- San Francisco access
- Travel minimization

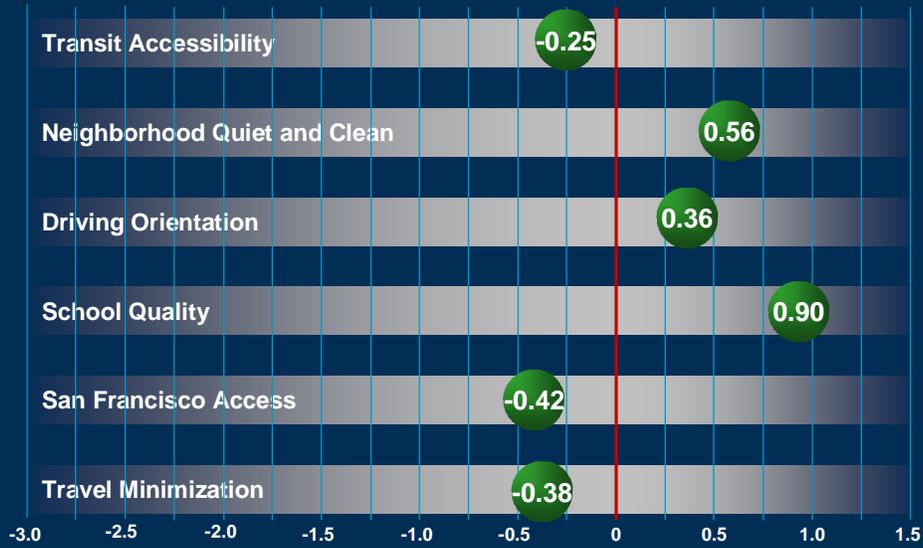
Defining Market Segments

- 8 Market Segments emerged, based on statistical analysis of 6 attitude factors
- Demographic data (age, education, income, hh size, vehicle ownership) added to assist understanding
- Names are only to assist in understanding groups – can be modified



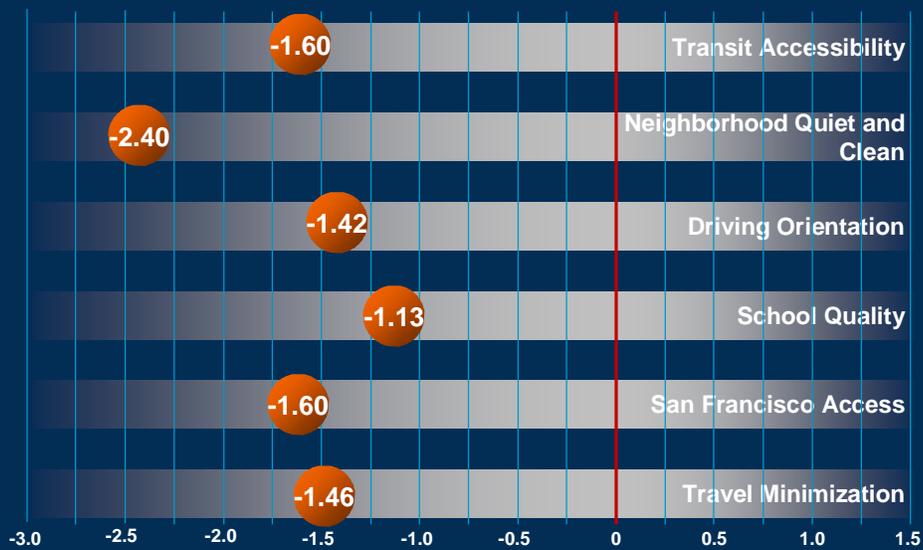
Market Segment 3: Kids, Cars & Schools (KCS)

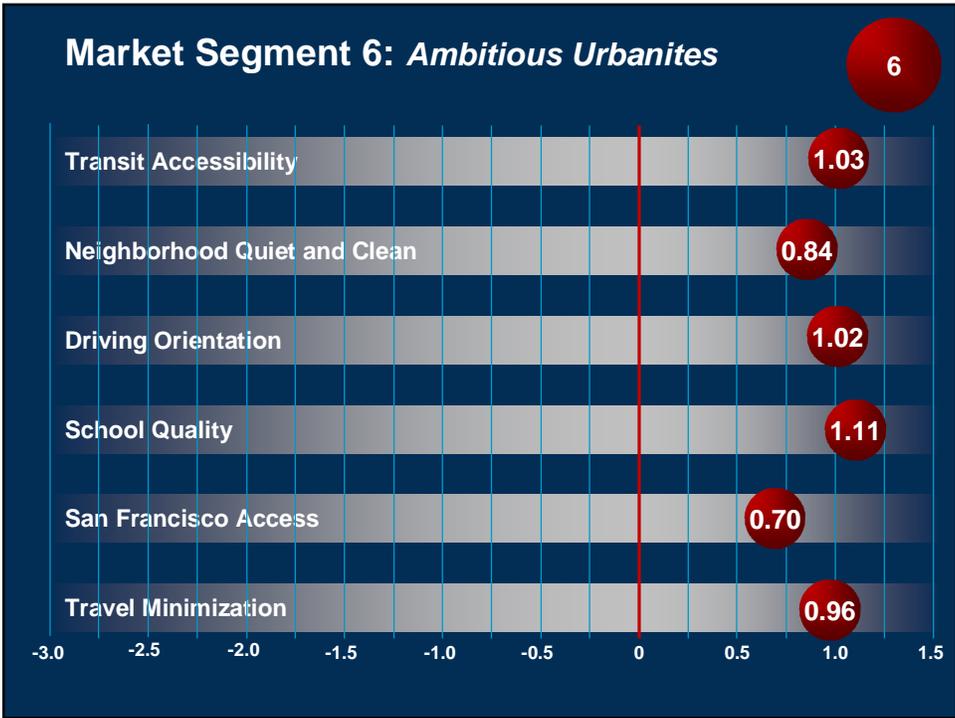
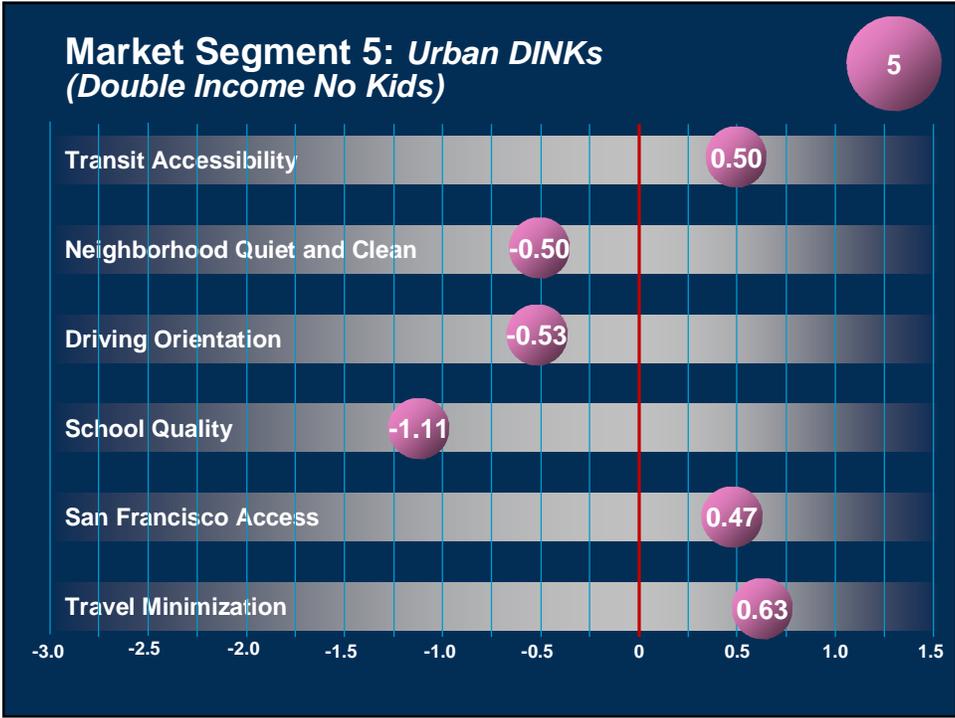
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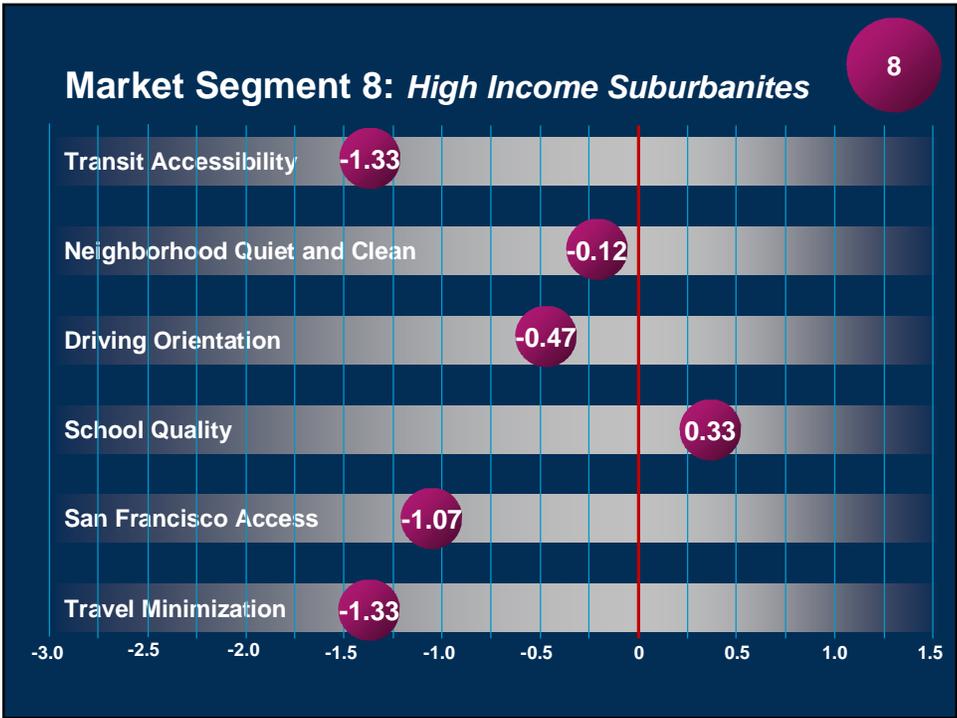
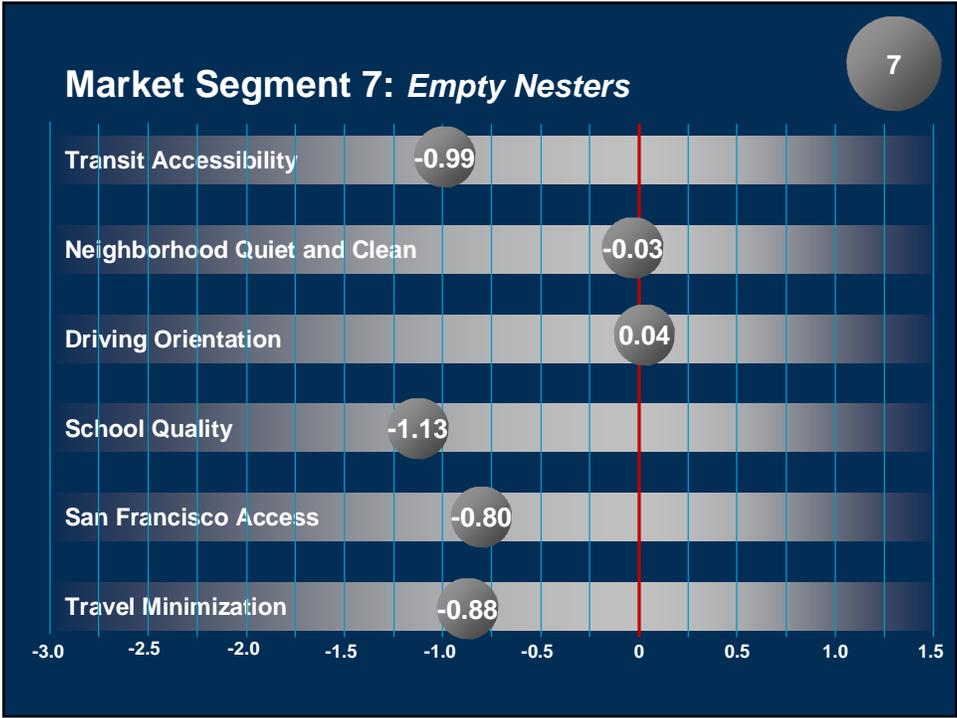


Market Segment 4: Price Conscious Auto Oriented

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Market Segments Highly Amenable to TOD

Already very oriented toward TOD

- Segment 1- *Transit Preferring*
- Segment 5 - *Urban DINKS*

High Potential – Three Segments

- Market Segment 2 - *Young Brainiacs*
- Market Segment 6 - *Ambitious Urbanites*
- Market Segment 7 – *Empty Nesters*

Travel Minimization vs. Driving Orientation



Task 8 Questionnaire

Follow-up with members of key market segments

Follow-up questionnaire - concerns with TOD, policies to address for likely market segments

- Improve understanding of the housing and travel choices
- Improve our understanding of the relative value of various public policies to make TOD more attractive
- Document personal stories

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Follow up interview questions

- Which of the following would most help you feel safe while walking at night in a neighborhood?
 - Police, security, lighting, walk home service;
 - More night-time activities (theaters, restaurants, cafes, bars, etc)
- Which of the following would most help make you feel a neighborhood was clean?
 - Graffiti, trash removal
 - Newly-paved streets and sidewalks
 - Well-maintained buildings, landscaped areas

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Follow up interview questions, con't.

- What would most help make you feel like it was safe and convenient for you to walk and bike to do your errands?
 - More bicycle lanes, sidewalks, marked street crossings, narrower streets;
 - More shops and restaurants closer to residence?
- Which of the following would help you feel that a neighborhood was quiet?
 - Traffic calming measures (e.g., speed bumps, stop signs, traffic barriers, etc.);
 - Restaurants, cafes, bars to close early; prevent noisy late-night parties and activities?

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Follow up questions – open ended

MTC is interested in encouraging Bay Area residents to live in dense areas where taking transit is easier and more convenient.

- If you already live in such a place, what was the main thing that attracted you to that location?
- If you didn't choose to live in an area where taking transit is easier and more convenient, why not?
- Is there anything about those areas that could be changed to make you want to live there more?

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Workshop Planning Overview

- Envision 8-12 people each, two workshops
- Geographic area to target
 - One in East Bay
 - One in South Bay
- Timeframe: February / March 2009

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Workshop Planning: Possible Invitees

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

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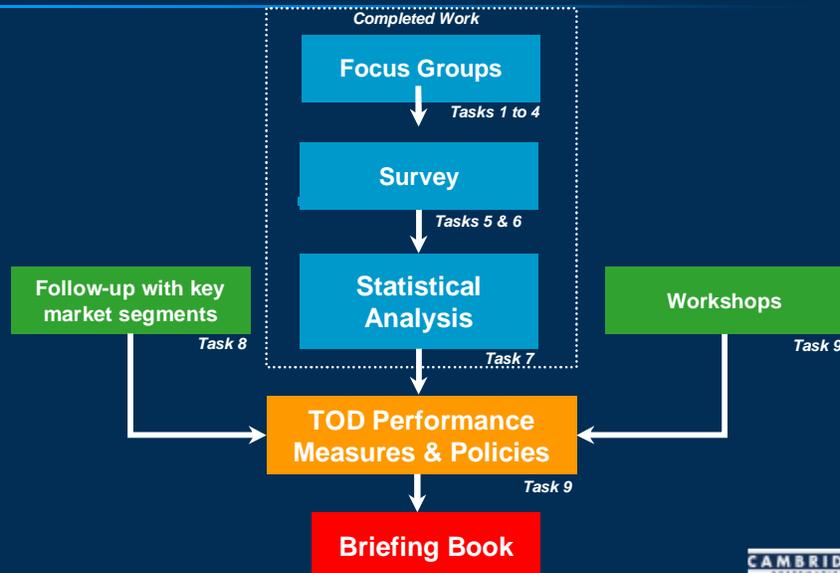
Workshop Draft Agenda

- Warm-up: why focus on TODs?
 - Advantages of TODs
 - Research on TODs and travel behavior
- Attendees share perceptions of barriers to TOD success
- Presentation of study results: what do people want?
 - Who wants what kind of housing and travel choices?
- Discussion of potential policy ideas and constraints.
 - How do we measure success?
 - What public actions would contribute to success?

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Study Overview Work Tasks



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