

# Understanding the Choice to Reside in a Transit-Oriented Development

*presented to*  
**Minority Citizens Advisory Committee**

**October 13, 2009**



*presented by*  
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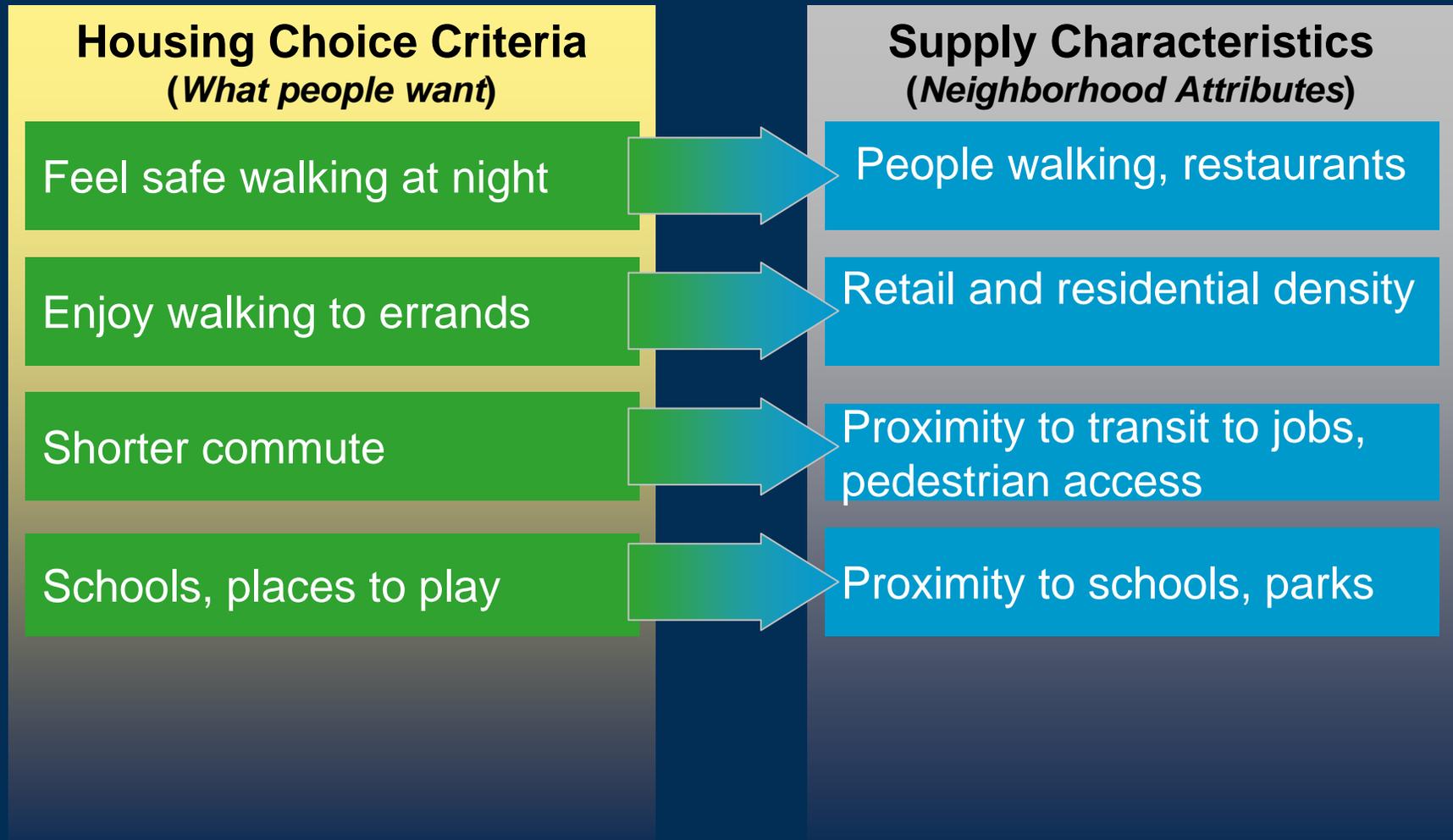
**CAMBRIDGE**  
SYSTEMATICS

# Presentation Summary

- **Study Purpose, Methods and Process**
- **Survey Findings – Market Segments amenable to TOD**
- **Using results to address issues - Policy packages**
- **Examples to demonstrate process – 3 steps**
- **Your Comments and Questions**

# Understanding the Market for TOD

## Demand Should Drive Supply

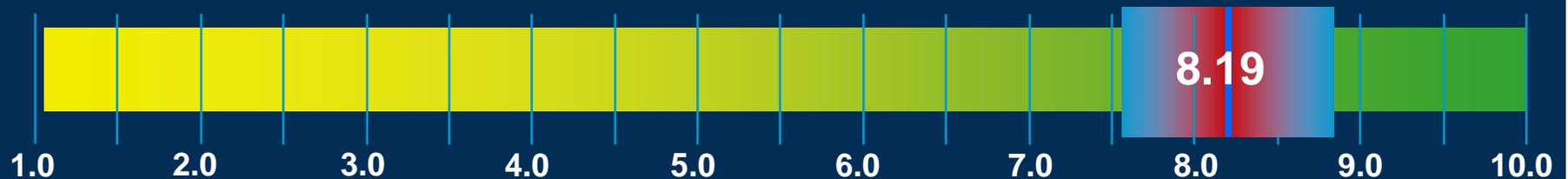


# Survey results: Six Key Attitudes Shape Neighborhood Choice

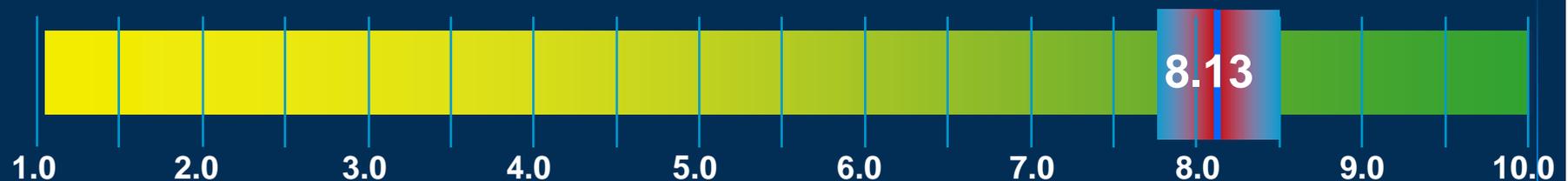
- Travel minimization / mixed land use
- Quiet and clean neighborhood
- Transit accessibility
- Driving orientation
- School quality
- San Francisco access

## Overall Finding: Safe & Convenient Walking & Bicycling Vital for Attracting Most Market Segments

- *Having a neighborhood where I feel safe enough walking at night - highest-rated statement on average, almost universally valued*



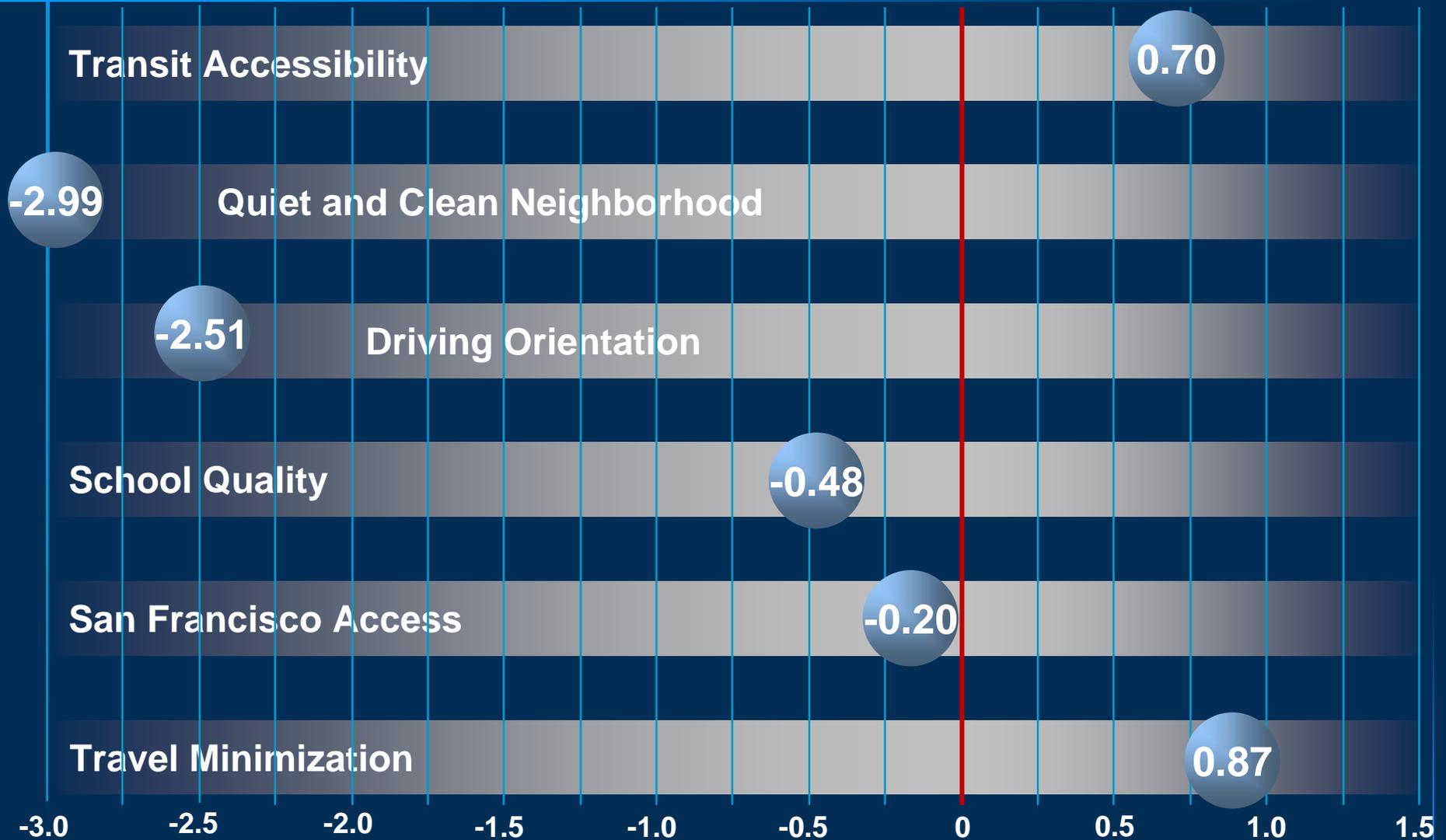
- *Having a neighborhood where it is safe and convenient to walk and bicycle for errands was the second highest rated statement*



# Market Segment 1

## *Transit Preferring*

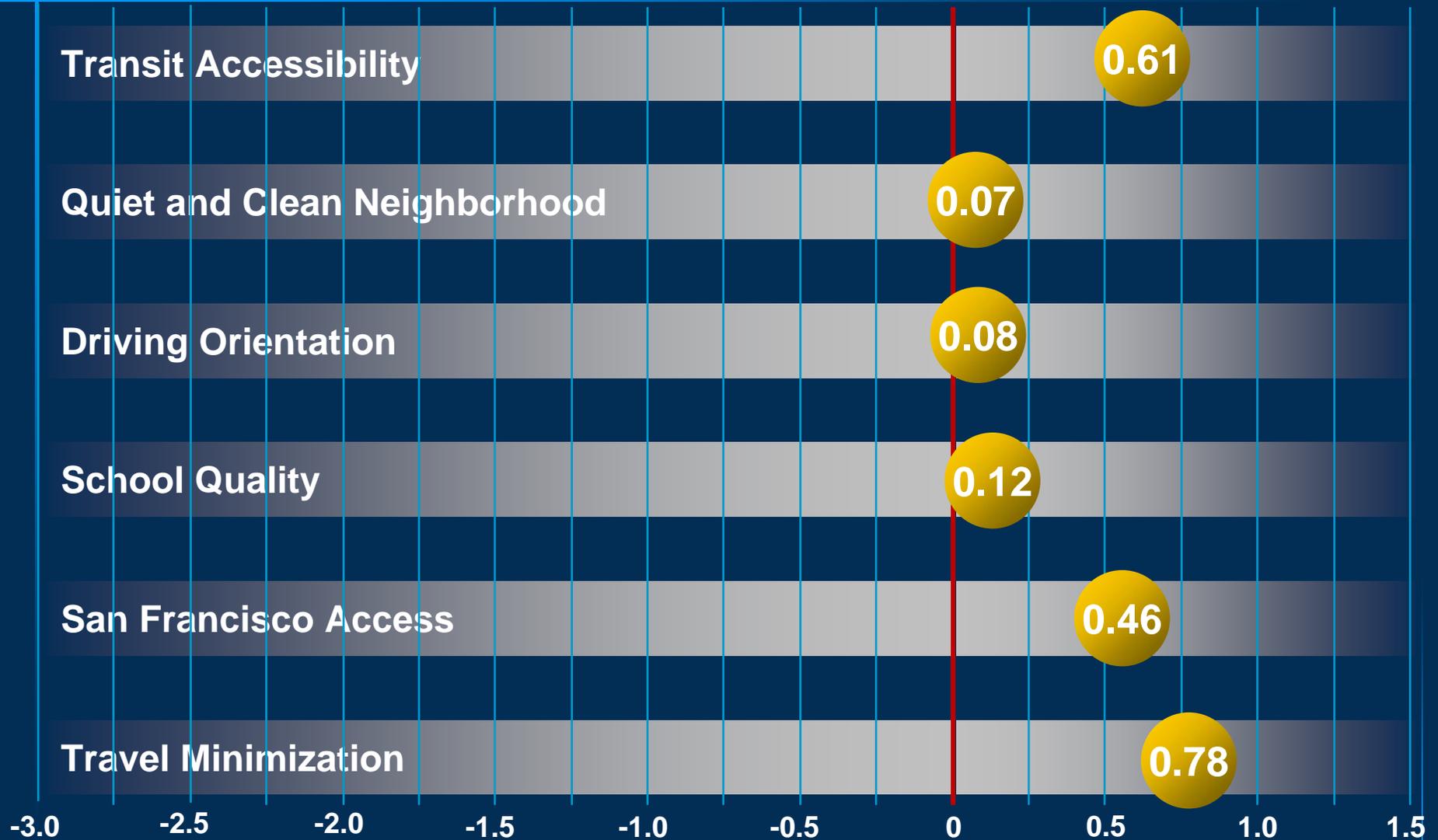
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# Market Segment 2

## *Young Brainiacs*

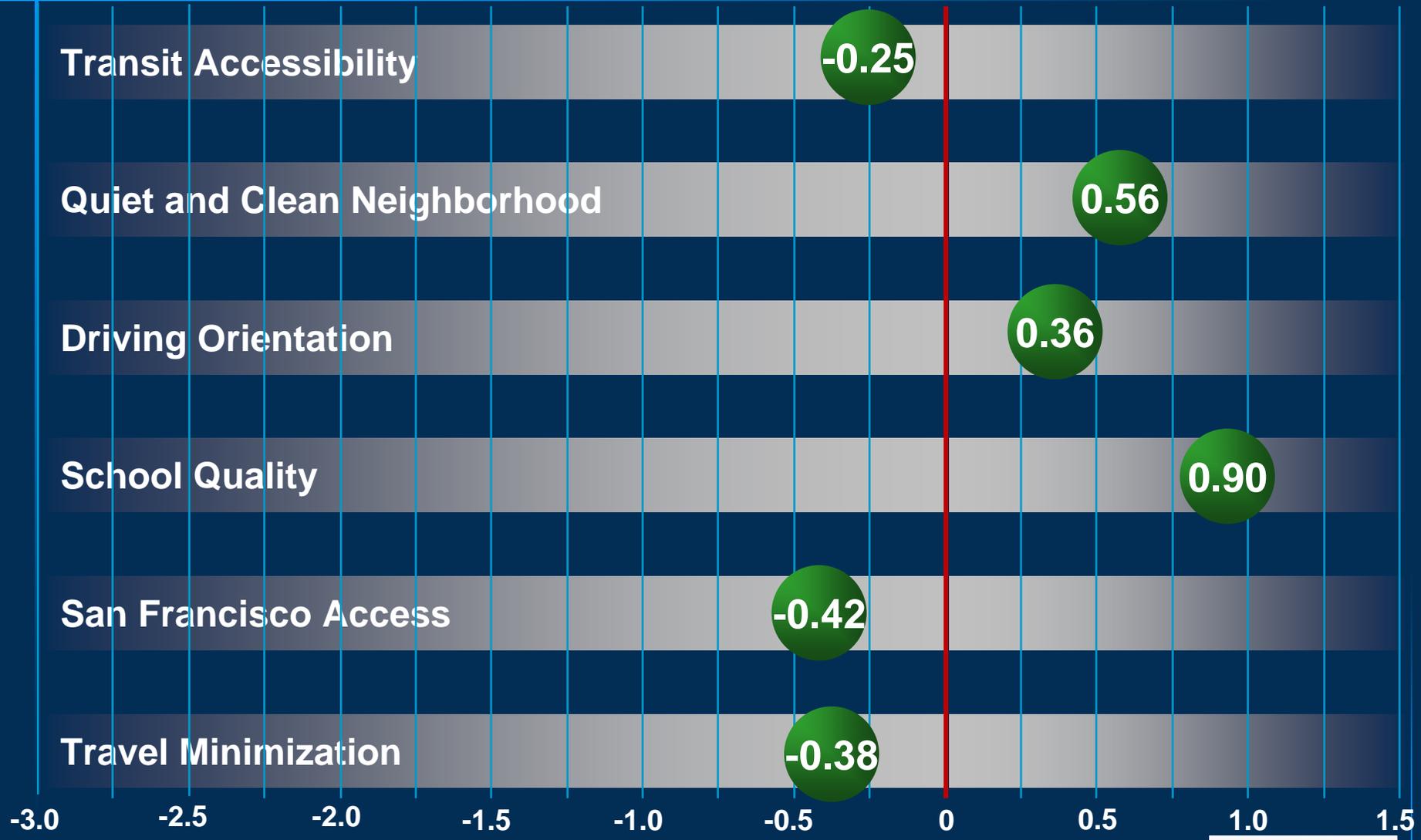
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# Market Segment 3

## *Kids, Cars & Schools (KCS)*

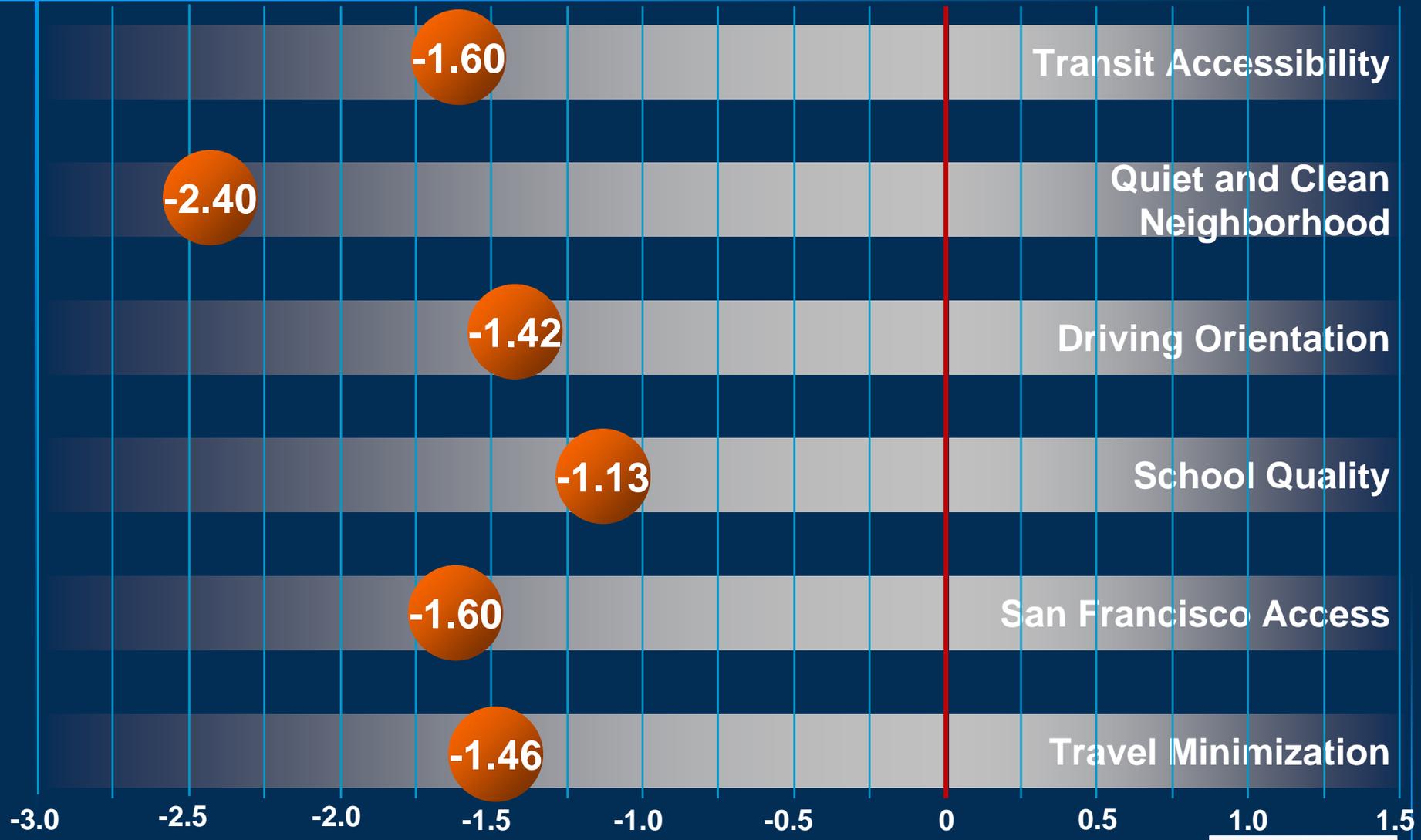
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# Market Segment 4

## *Price Conscious Auto Oriented*

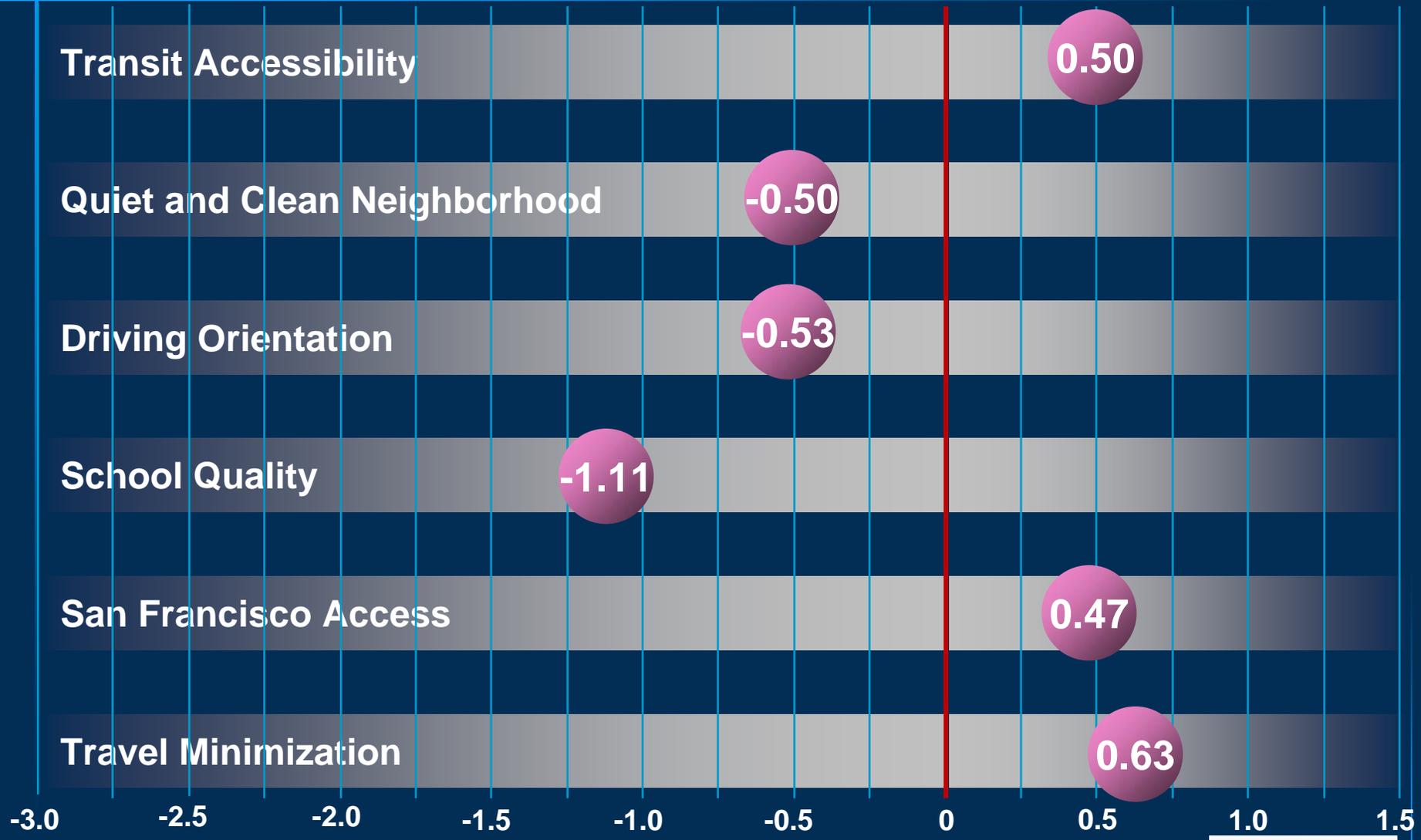
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# Market Segment 5

*Urban DINKs (Double Income No Kids)*

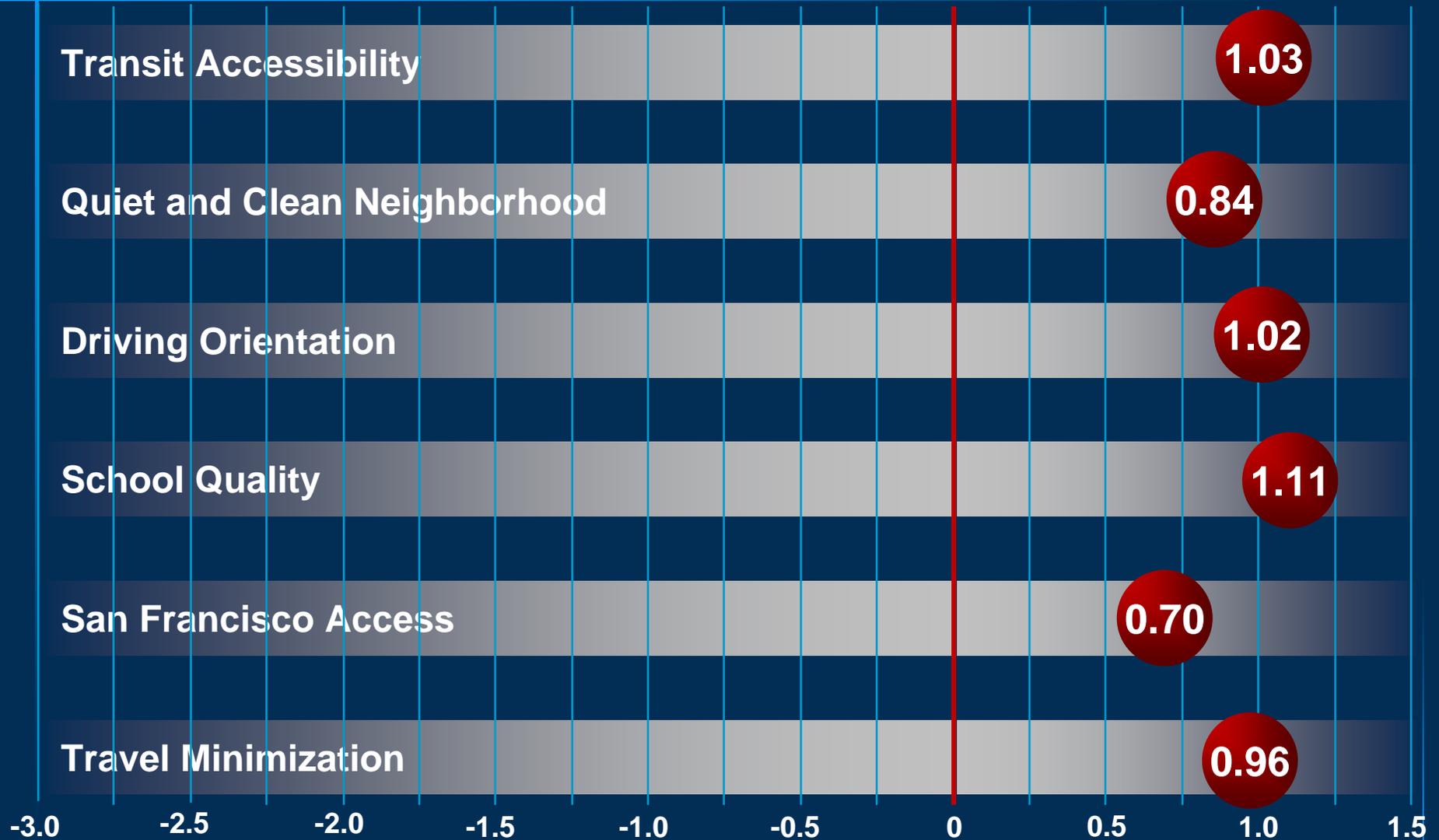
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# Market Segment 6

## *Ambitious Urbanites*

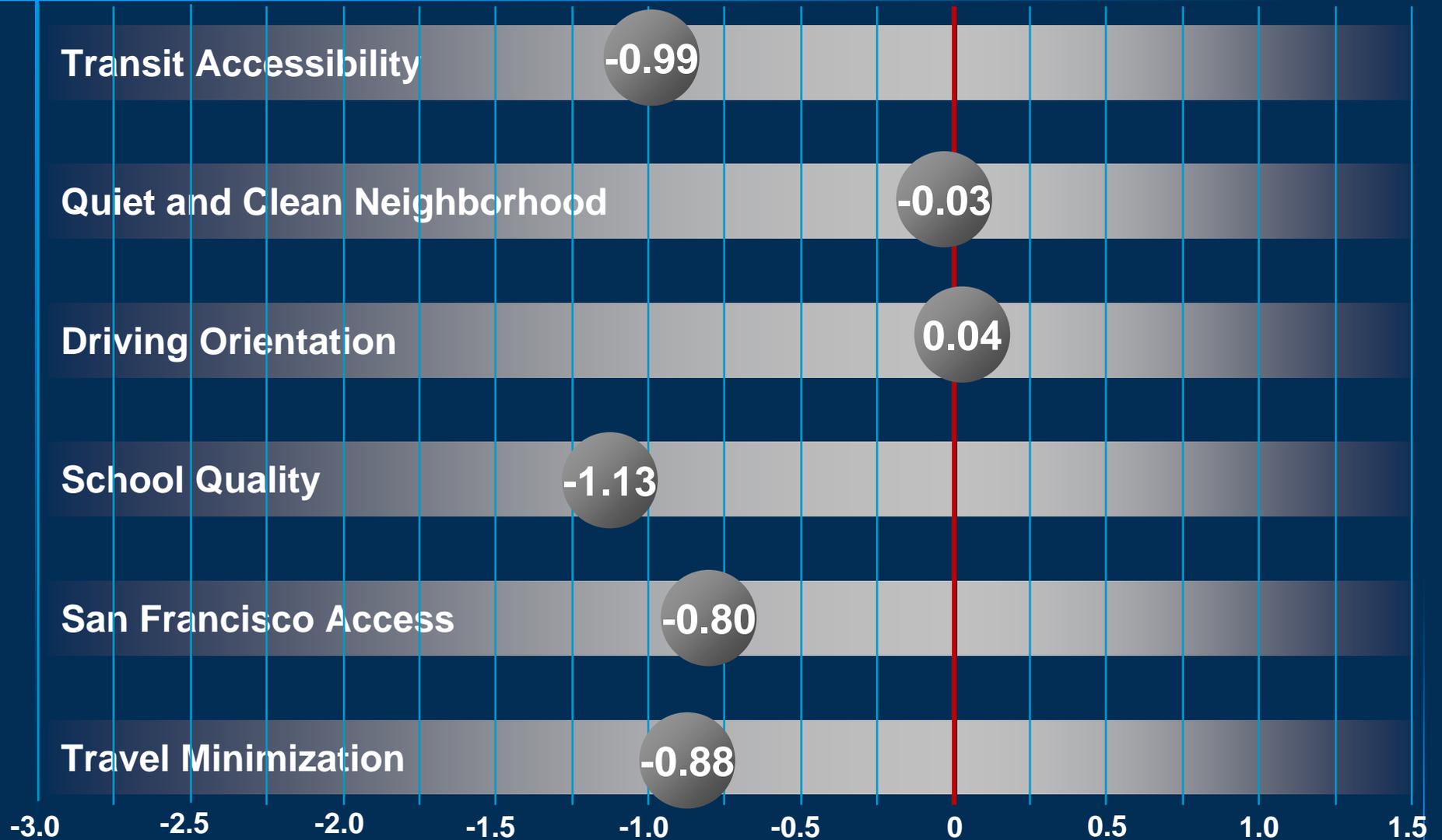
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# Market Segment 7

## *Mellow Couples*

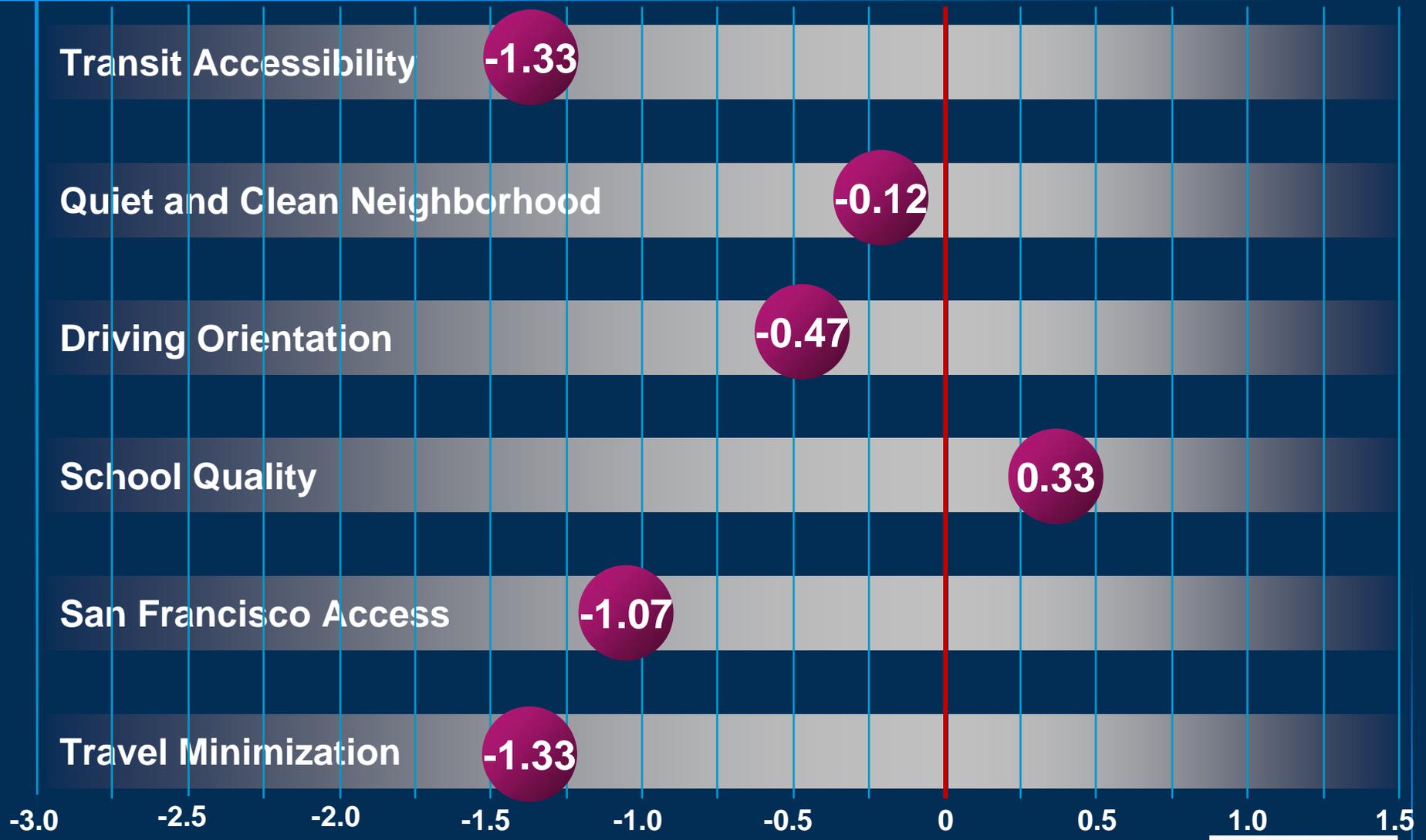
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# Market Segment 8

## *High Income Suburbanites*

8

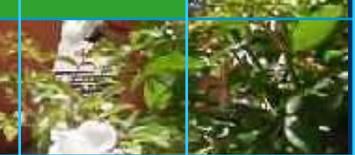


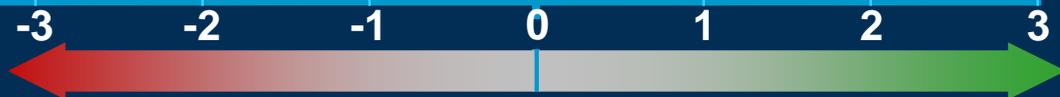
# Using Results to Make TODs Attractive

- **Step 1 – Evaluate TOD characteristics**
  - Transit, auto, density, land use mix, crime levels, school quality
- **Step 2 – Identify market segments to attract**
  - Compare characteristics with interests of each market segment
- **Step 3 – Apply strategies to attract target market segments**
  - Design and implement specific strategies

# Step 1: Evaluate your TOD

## Example Score Card

Selection Criteria	City Center / Urban Neighborhood						
Transit Accessibility					+	+	
Driving Orientation			-	-			
Travel Minimization / Mixed Land Use					+	+	+
School Quality					+		
Neighborhood Quiet and Clean					+	+	
San Francisco Access					-		
	-3	-2	-1	0	1	2	3



## Step 2 – Identify Segments to Attract

### Importance of Conditions for Key Market Segments

Condition	Relative Importance Placed on Condition				
	<i>Transit Preferring</i>	<i>Urban DINKs</i>	<i>Young Brainiacs</i>	<i>Ambitious Urbanites</i>	<i>Mellow Couples</i>
Transit accessibility	High	High	High	High	Low
Travel min/mixed land uses	High	High	High	High	Low
San Francisco Access	Medium	High	High	Medium	Low
School Quality	Medium	Low	Medium	High	Low
Neighborhood quiet & clean	Low	Low	Medium	High	Medium
Driving orientation	Low	Low	Medium	High	Medium
Affordability	High	Medium	Medium	Medium	Low

## **Step 3 – Apply Strategies to Attract Segments Sets of Strategies**

- **Safety and convenience of walking and bicycling**
- **Neighborhood quiet and clean**
- **Transit reliability, frequency, and access**
- **School quality and access**
- **Housing affordability**
- **Parking management**

## **Specific Strategies: Safe, Convenient Walking & Bicycling**

- **Zone for mixed use and higher densities of nighttime uses**
- **Install pedestrian-scale lighting around the TOD**
- **Provide extensive, connected and well maintained pedestrian and bicycle amenities**
- **Avoid large underutilized parking lots**
- **Create narrow street widths and short blocks to improve pedestrian safety and more direct access**

## **Specific Strategies: Neighborhood Quiet and Clean**

- **Quickly remove trash and graffiti**
- **Install and maintain extensive high quality landscaping**
- **Calm traffic, reduce vehicle speeds**
- **Monitor late night noise from parties, vehicles**
- **Engage community in “Quality of Neighborhood” assessments, address concerns**

## **Specific Strategies: Transit reliability, frequency, and access**

- **Locate new developments very close to high quality transit;  
create high quality pedestrian access to transit station/stop**
- **Transit reliability and access –  
Install and maintain station area improvement and rider amenities,  
such as quality shelters, real time information, and signal priority  
Create dedicated bus ways or network of feeder buses into hub**
- **Transit frequency –  
Improve commute and non-commute frequency  
Increase hours of operation**
- **Transit access to San Francisco –  
Extend hours for late night access to San Francisco  
Direct transit links or cross platform transfer**

## Specific Strategies: School Quality and Access Strategies

- **Leveraging TODs Already Located Close to Good Schools**
  - Improve sidewalks and initiate “safe routes to school”
  - Focus on attracting Young Brainiacs
- **For TODs not proximate to distinguished schools**
  - Attracting market segments with less of a priority on schools - Transit Preferring, the Urban DINKs, Mellow Couples
  - Attract a charter or independent school
  - Improve local school

## **Specific Strategies: Housing Affordability**

- **Housing assistance programs for individual households**
- **Local requirements on developers for affordable housing, allow accessory units, co-housing, rental units**
- **Reduction of household transportation costs through reduced parking requirements and unbundling of costs**
- **Local requirements on developers for provision of transit passes / car share / bicycling amenities**
- **Expedite entitlement process to support increased construction of units and density close to transit**

## **Specific Strategies: Parking Management Strategies**

- **Ambitious Urbanites and Mellow Couples want**
  - **To be able to drive around easily**
  - **To have convenient access to freeways, readily available parking, and private garages**
- **Provide parking for residents who are willing to pay for it**
  - **Unbundle the cost of parking from living or working space**
  - **Provide car sharing services**
  - **Sell permit parking to provide preferential access to street parking for local residents**

# Next Steps

- **Presentations to interested parties**
- **Finalize and distribute Briefing Book and technical reports, post on web**
- **Consider applicability to MTC/ ABAG supported planning processes**
  - Station Area Planning
  - FOCUS/PDA outreach
  - TOD TAP
  - TLC Design Guidelines