

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

*presented to*  
Advisory Council

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*presented by*  
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## 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



2

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## Survey results:

### Six Key Attitudes Shape Neighborhood Choice

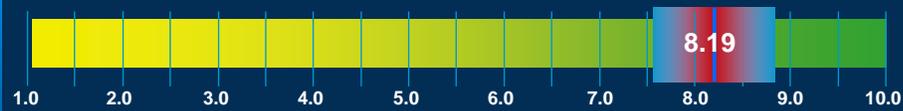
- Travel minimization / mixed land use
- Quiet and clean neighborhood
- Transit accessibility
- Driving orientation
- School quality
- San Francisco access

3

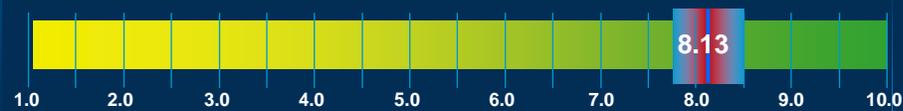
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## Overall Finding: Safe & Convenient Walking & Bicycling Vital for Attracting Most Market Segments

- *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

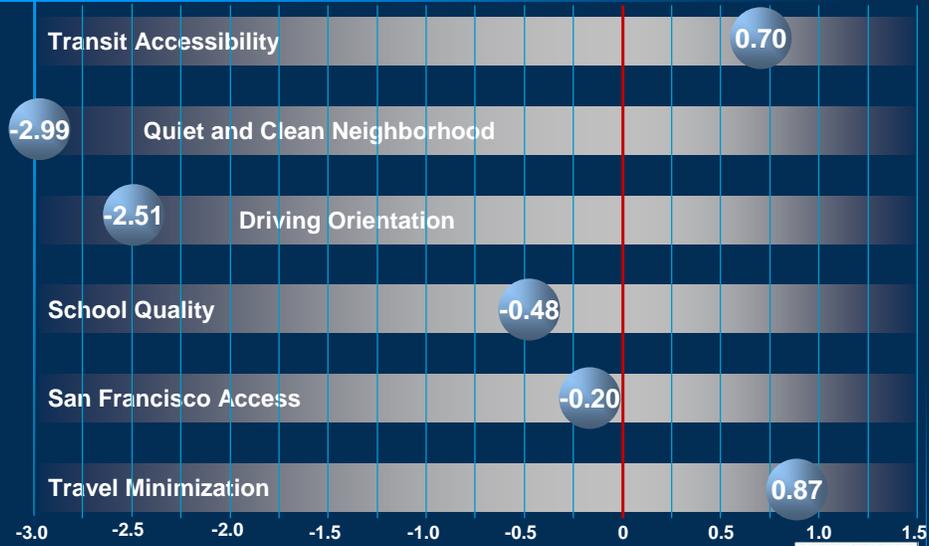


4

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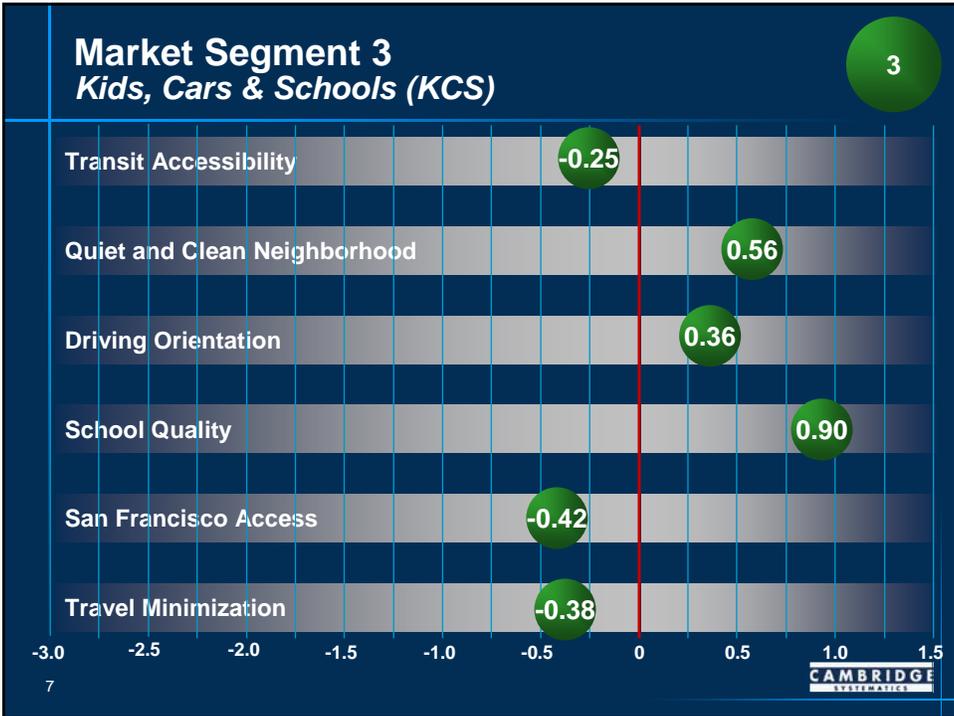
## Market Segment 1 Transit Preferring

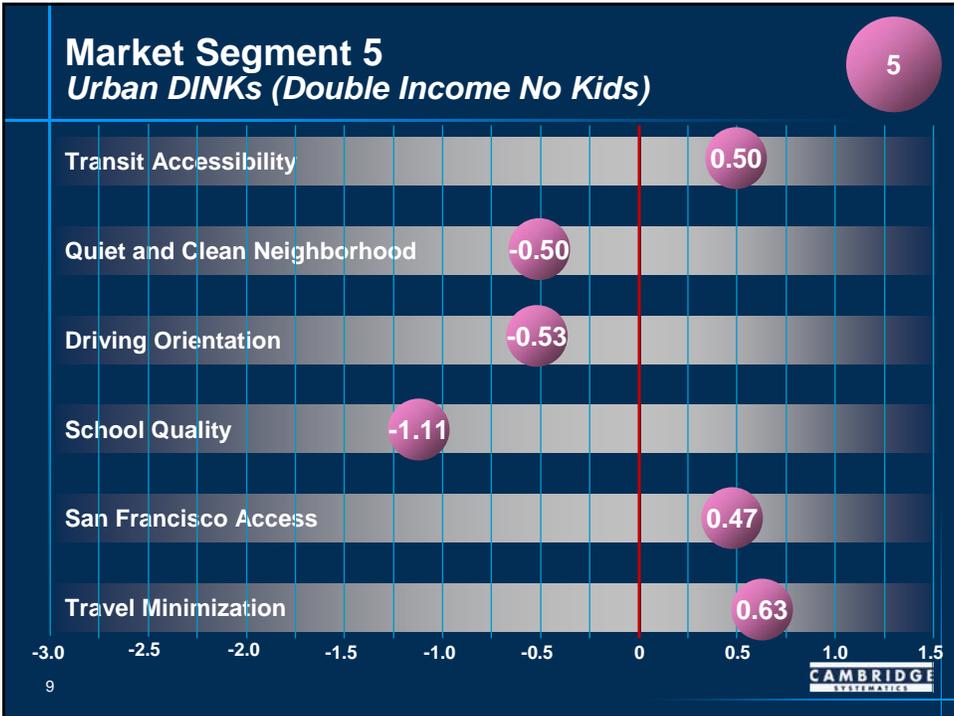
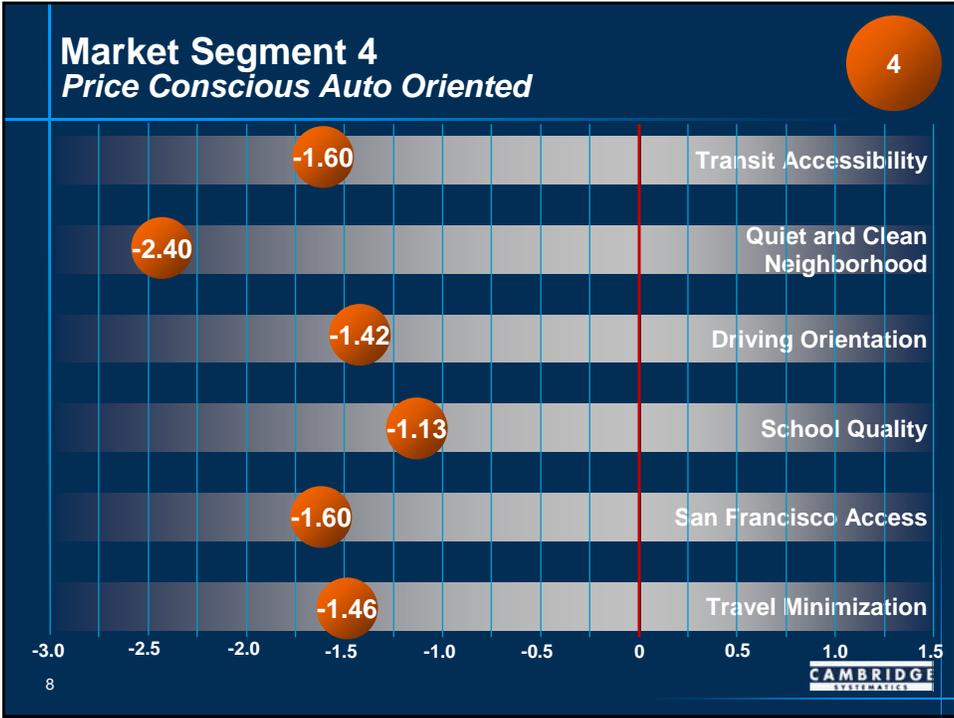
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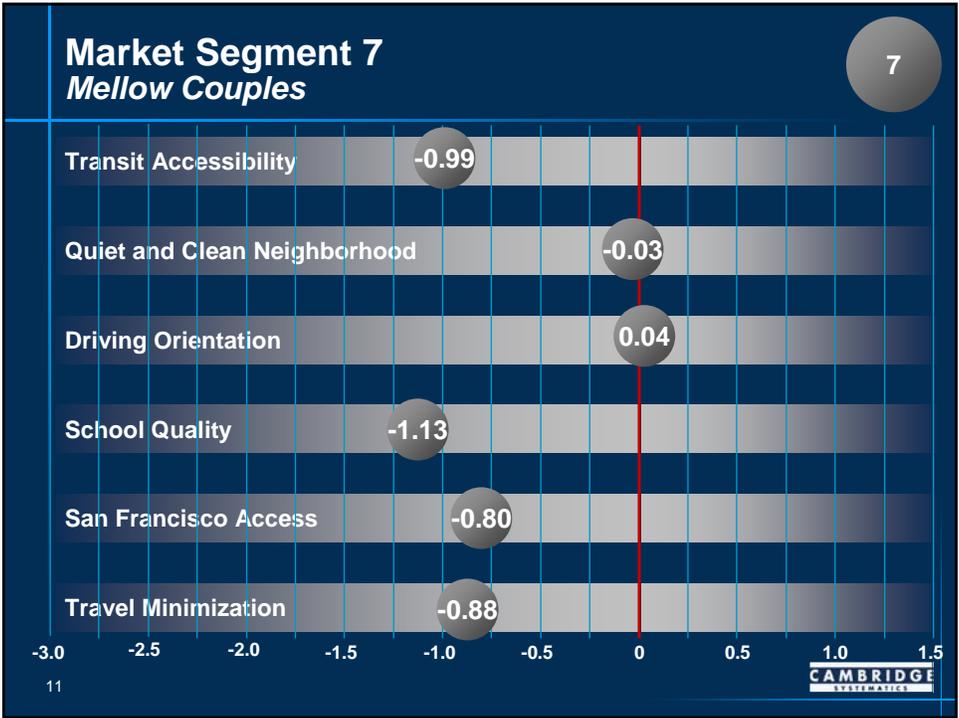
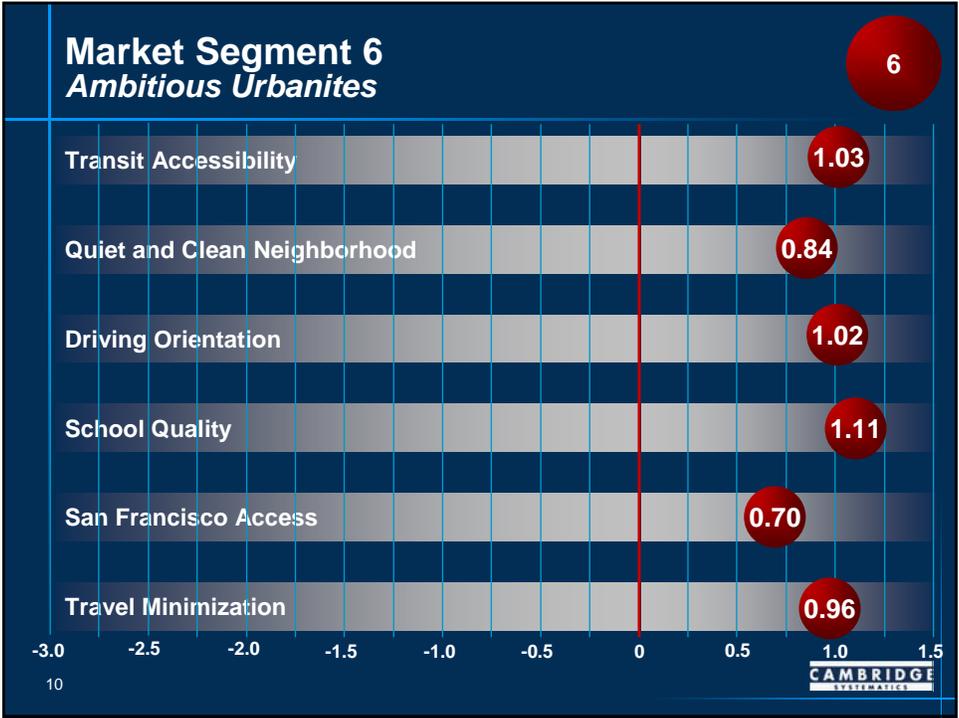


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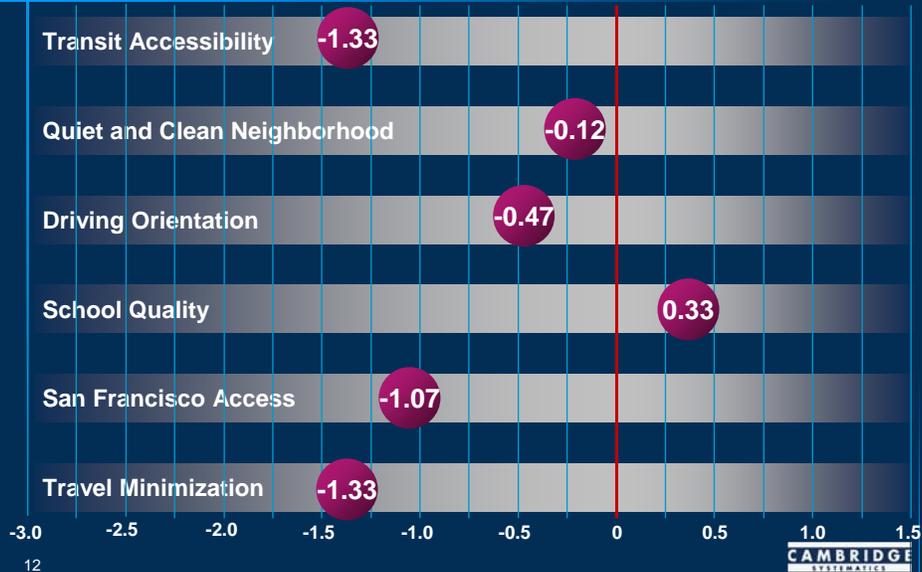






## Market Segment 8 High Income Suburbanites

8



12

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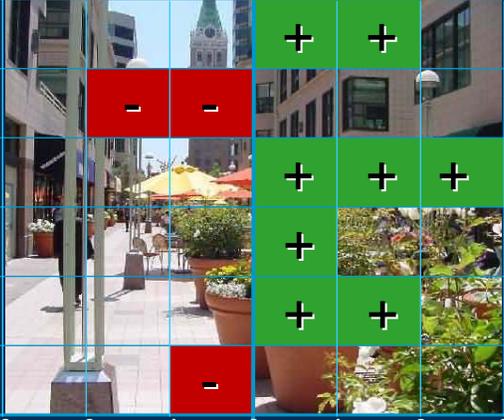
## Using Results to Make TODs Attractive

- 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

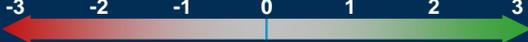
13

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## 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



14

## Step 2 – Identify Segments to Attract Importance of Conditions for Key Market Segments

Condition	Relative Importance Placed on Condition				
	Transit Preferring	Urban DINKs	Young Brainiacs	Ambitious Urbanites	Mellow Couples
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

15

### **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**

16

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### **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**

17

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### 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

18

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### 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

19

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## 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

20

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## 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**

21

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## 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

22

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## 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

23

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