



TOD and Employment: The Transit-Job Connection

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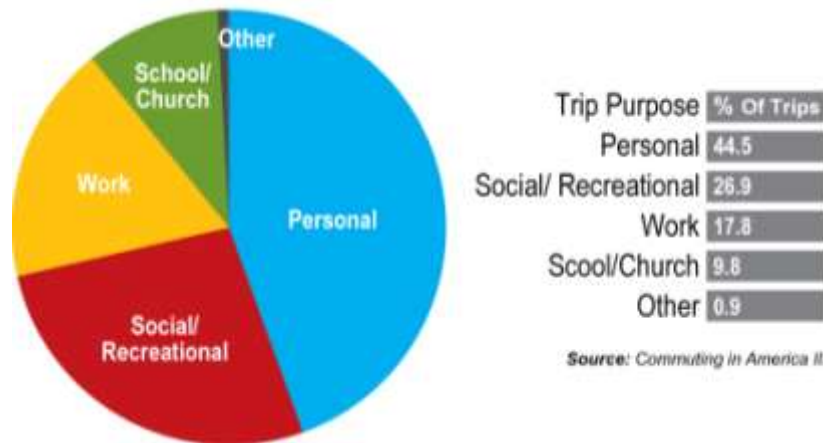
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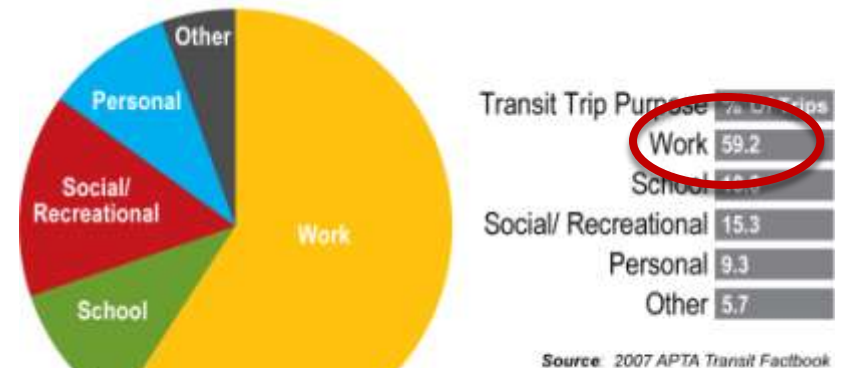
Transit's Importance in the Commute Trip

The Transit Commute is Critical For Transit Ridership

Work Trips are Less than 20% of Total Trips



Work Trips Fundamental to Transit Commute (60%)



- By a wide margin, the largest group of transit trips are commute trips
- Commuters are key to transit's productivity

Source: Pisarski, *Commuting in America*

The Impact of the Commute Trip Goes Beyond Its Share of Total Travel



VS.

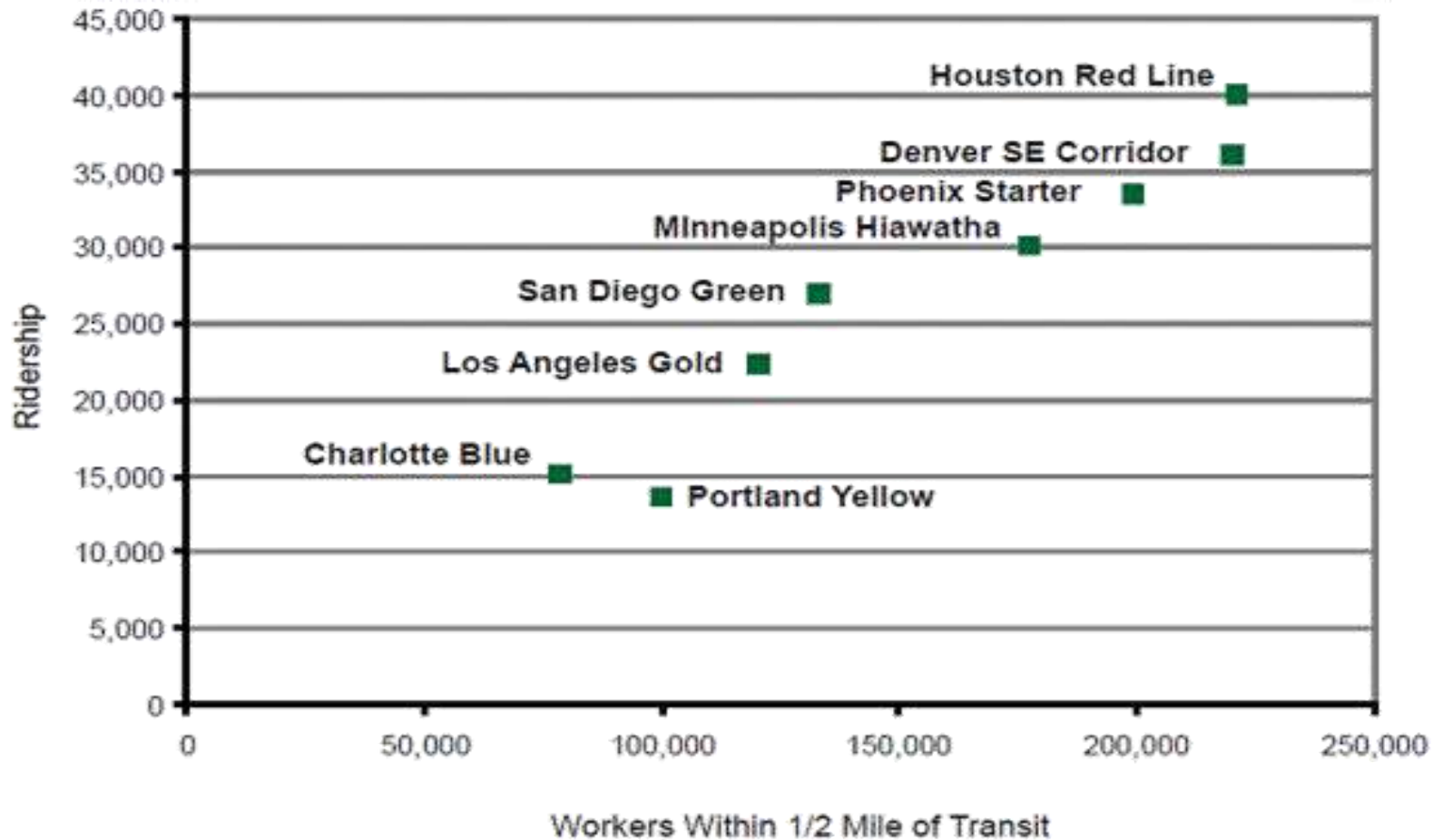


People Who Work Near Transit Are Much More Likely to Ride Transit



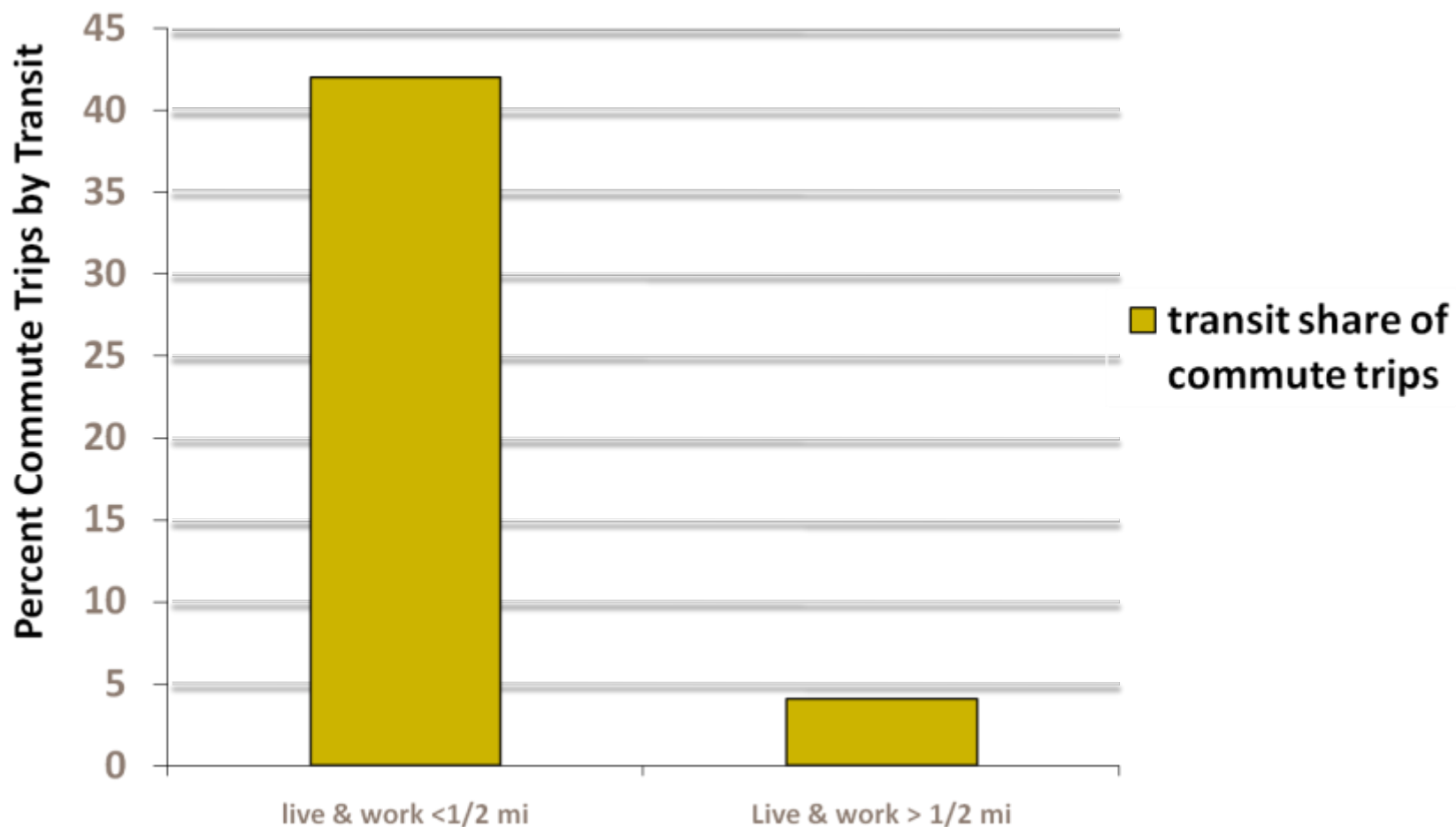
- About 20% of California workers in suburban office near transit commute by transit (Cervero, 2006)
- High quality transit, expensive parking and nearby amenities and services help build ridership

Destinations Matter For All Types of Transit Corridors (Urban and Suburban)



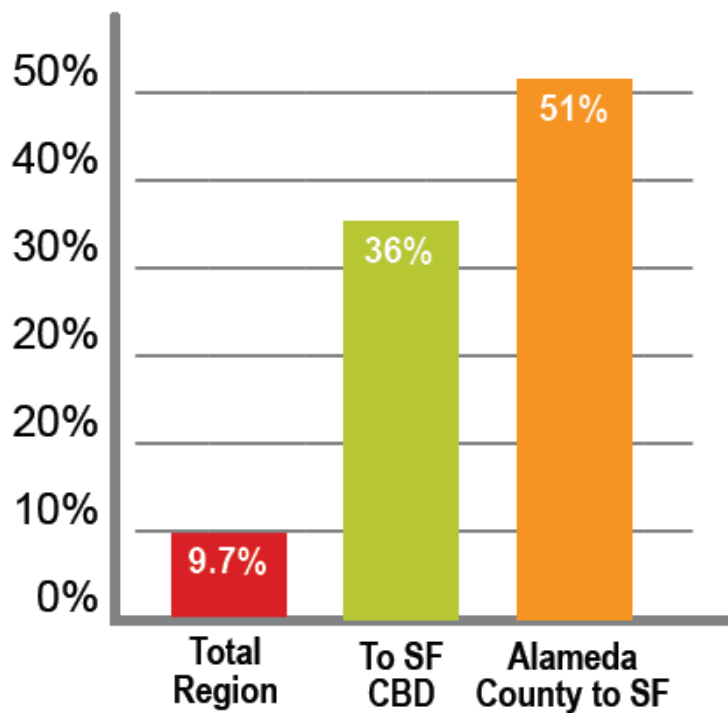
Source: CTOD

Combined Origins and Destinations Are Mutually Reinforcing for Transit Ridership



Source: Metropolitan Transportation Commission

This Relationship is Very Strong in Transit Corridors With Very Dense Employment



Source: *Commuting in America III*



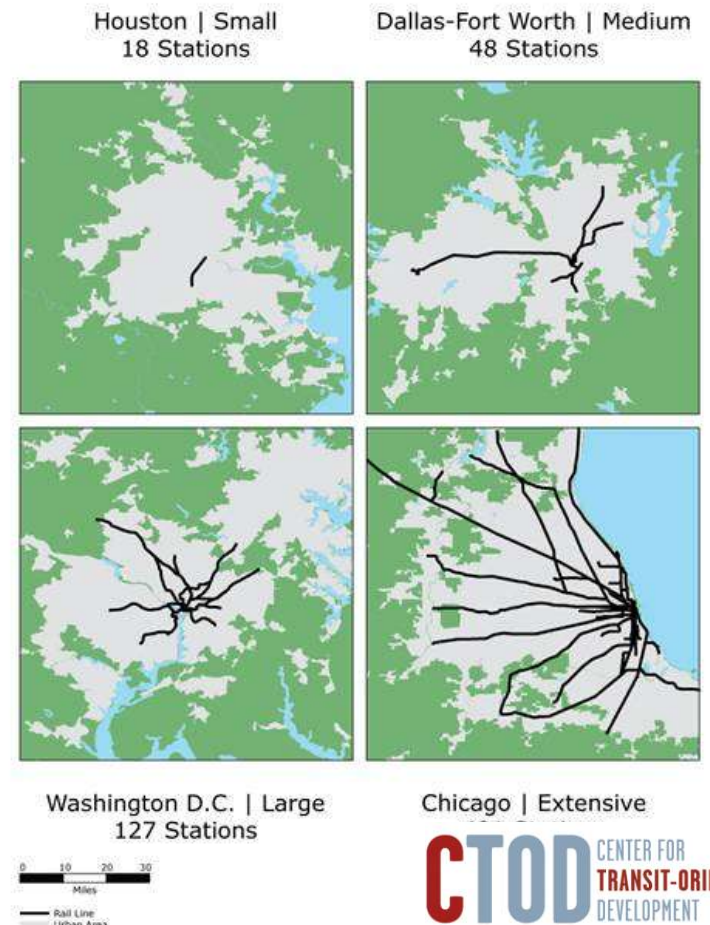
Who Works Near Transit Now

Analysis of Jobs Near Transit in 34 Transit Regions

- 14 million jobs near transit (2008)
- 23 percent of jobs are near transit

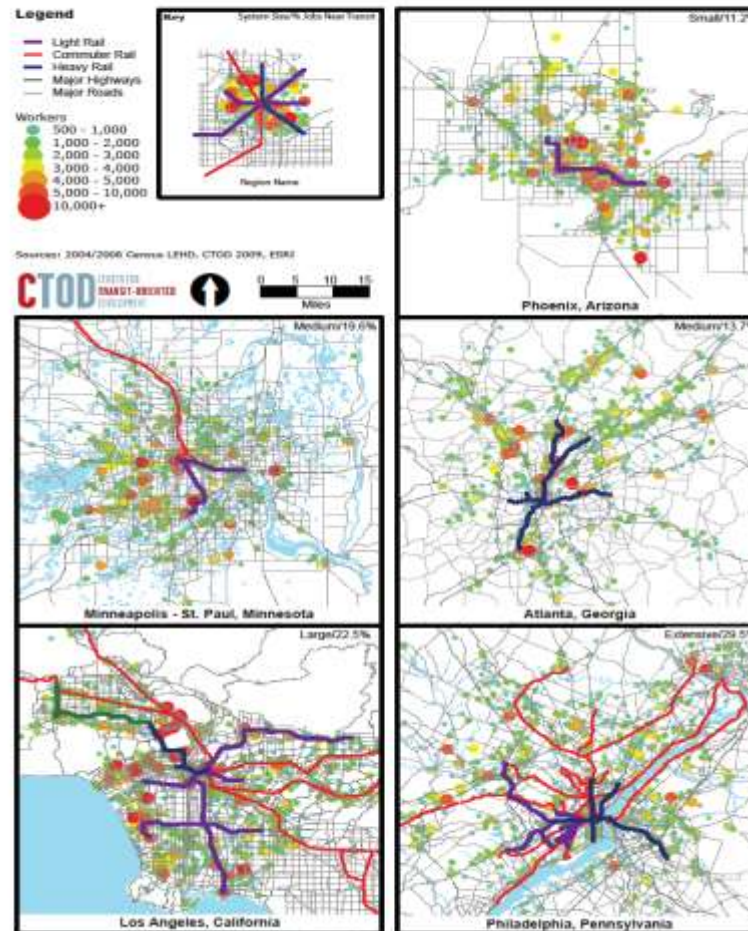
System Size Classifications	
Extensive Systems	201 or more stations
Large Systems	70 – 200 stations
Medium Systems	25 to 69 stations
Small Systems	1 to 24 stations

Four Transit Systems Shown at the Same Geographic Scale

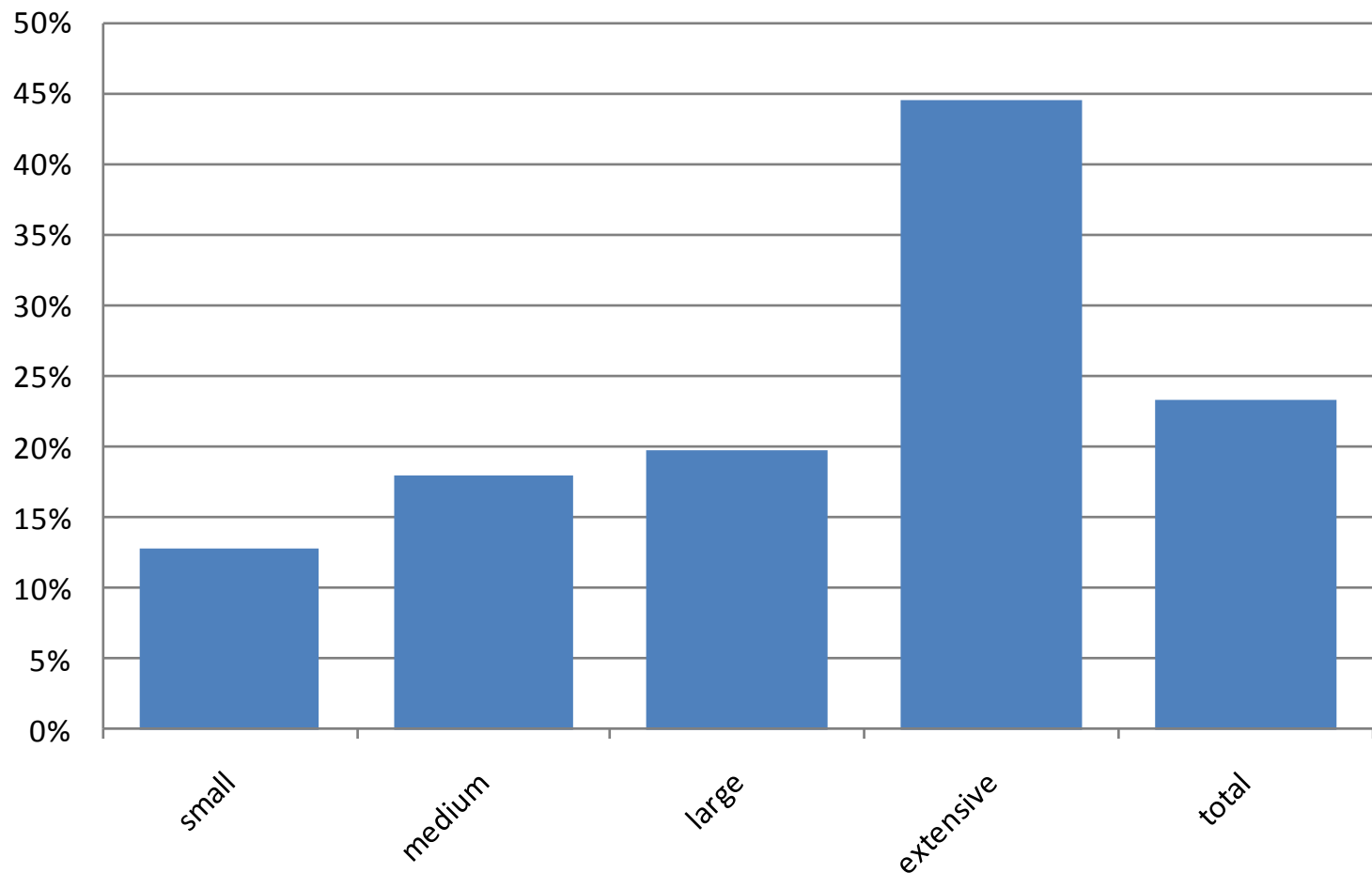


Relationship between Employment Clusters and Transit Varies by Region

Regional Employment Compared



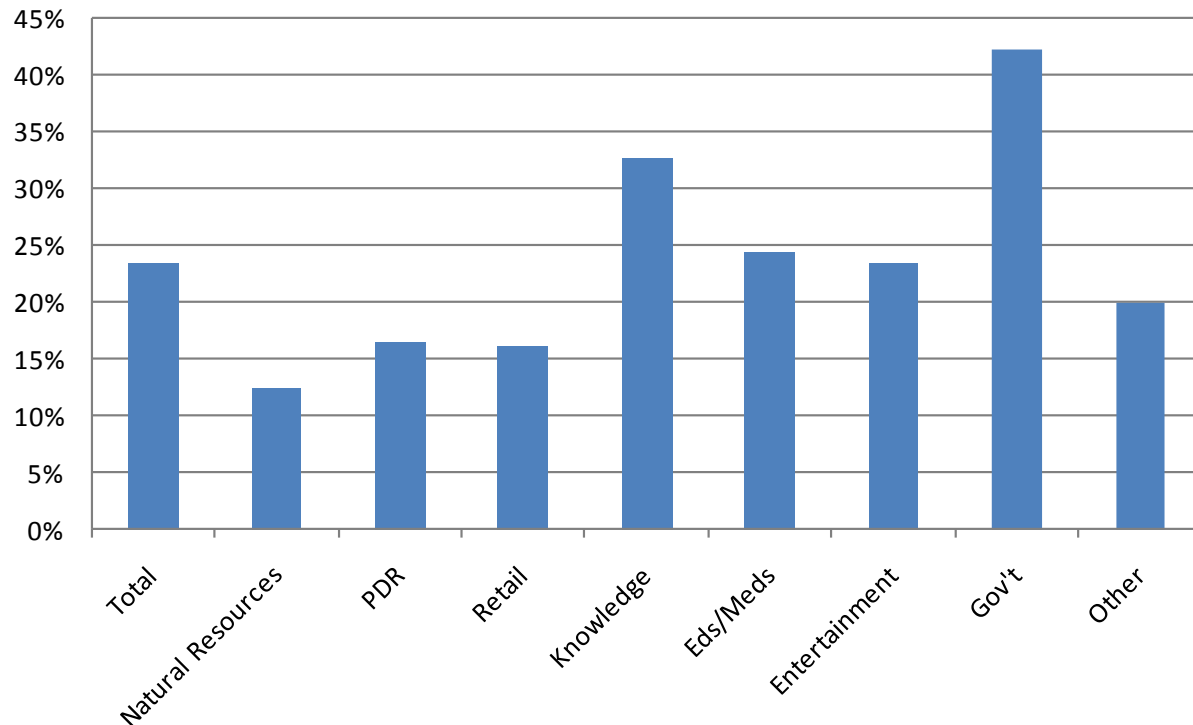
Transit System Size Is Major Factor in Capturing Jobs Near Transit



Source: LEHD 2008, CTOD

Some Sectors Are More Likely to be Near Transit Than Others

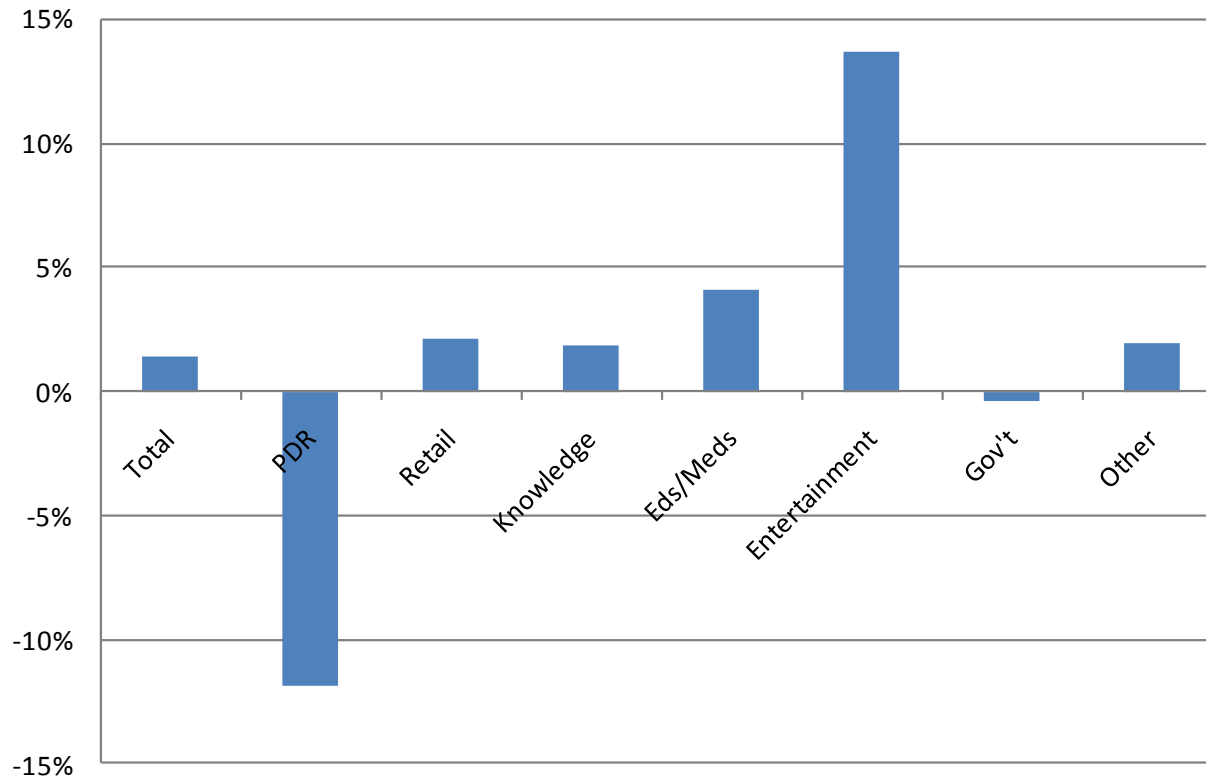
Transit Zone Capture Rate by Sector Group, 2008



Source: LEHD 2008, Center for Transit Oriented Development 2010

From 2002-2008 Employment Near Transit Increased Slightly in Absolute Numbers

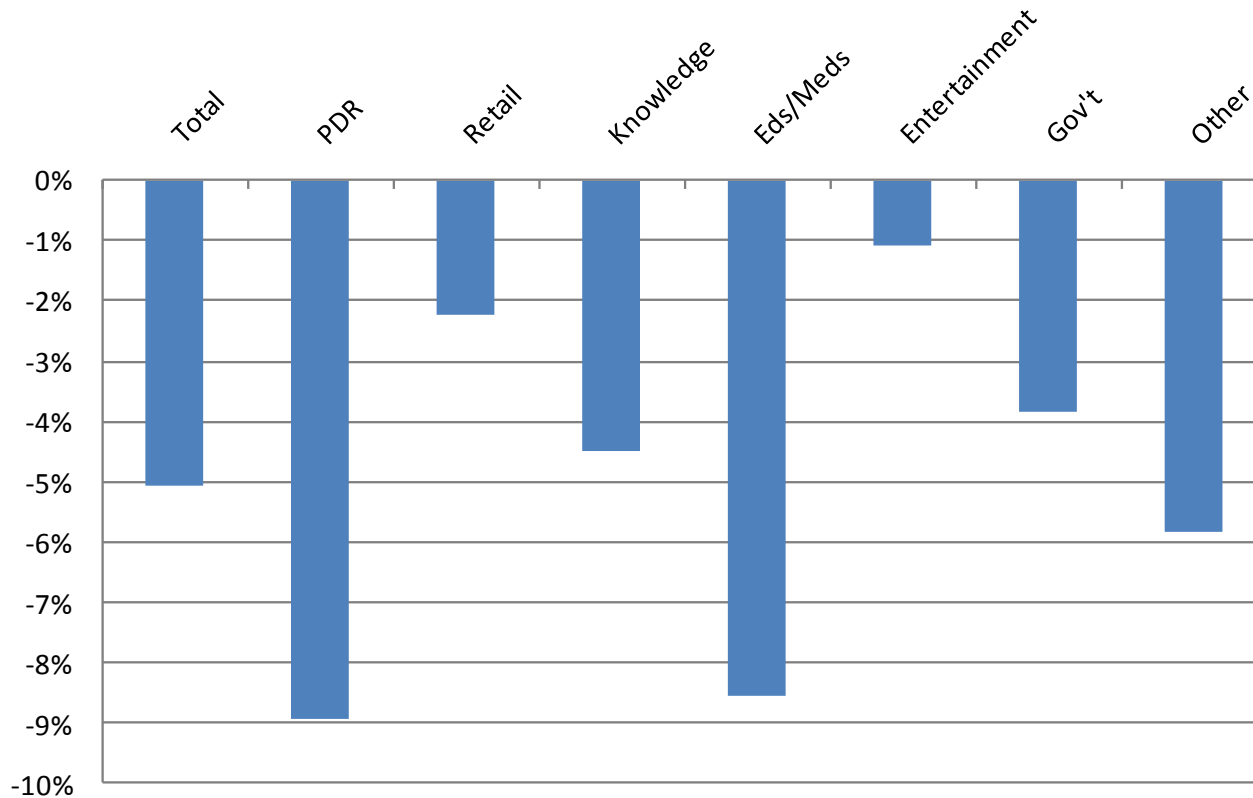
Change in Total Transit Zone Employment by Sector Group, 2002-2008



Source: LEHD 2008, Center for Transit Oriented Development 2010

But, Nationally, Transit Zones have a declining share of regional jobs...

Change in Transit Zone Capture Rate by Sector Group, 2002-2008



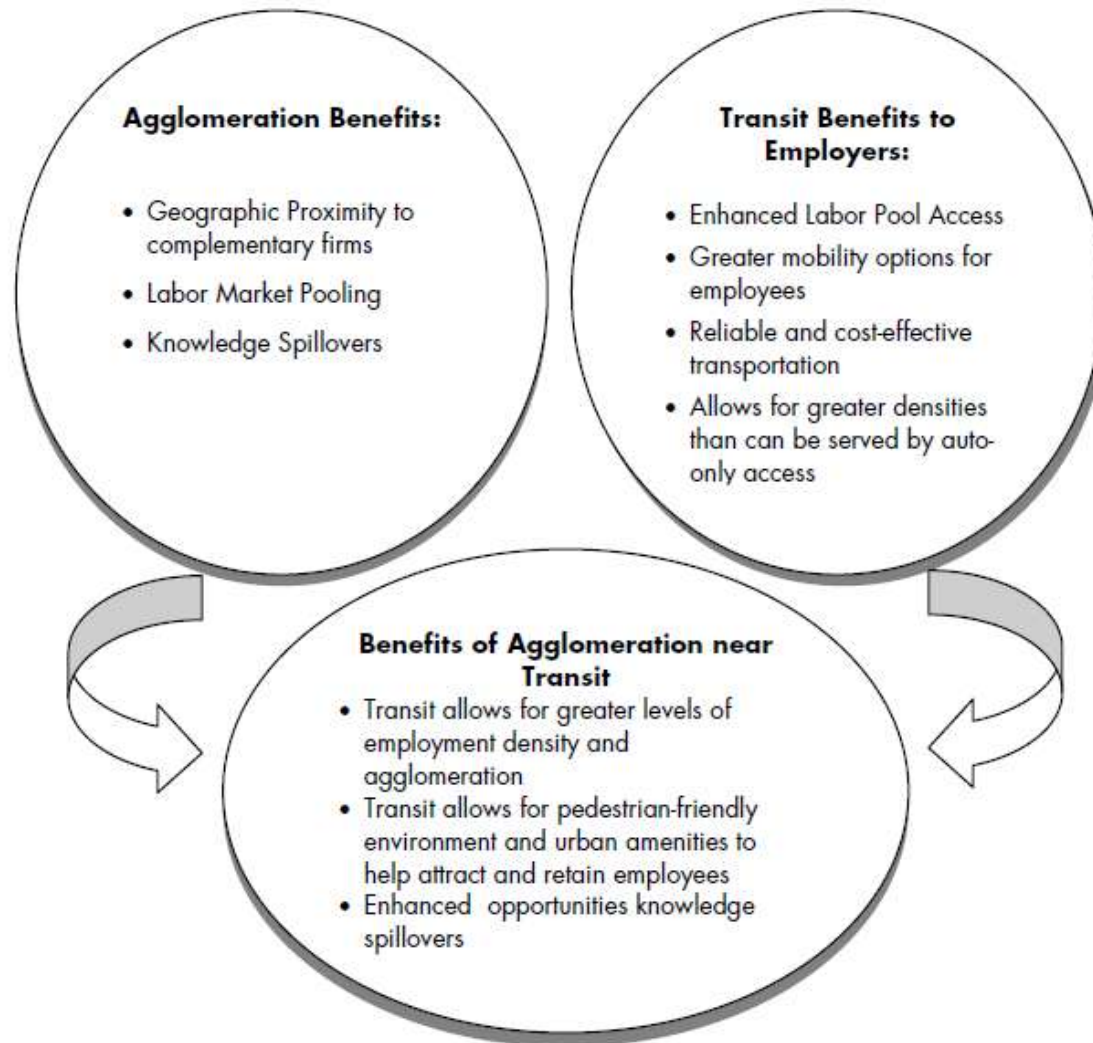
Source: LEHD 2008, Center for Transit Oriented Development 2010

Benefits of Transit for Regional Economies

Certain Sectors of the Economy Benefit from Co-Locating in Dense Settings

- Greater access to appropriate shared workforce
- Geographic proximity to similar and complementary firms
- “Knowledge spillover”
- Urban amenities for firms focused on particular segments of the labor force (Gen X and Millennials)

Transit Facilitates Agglomeration Benefits



Many Large Suburban Employment Centers Cannot Evolve Without Transit

Warner Center, Los Angeles



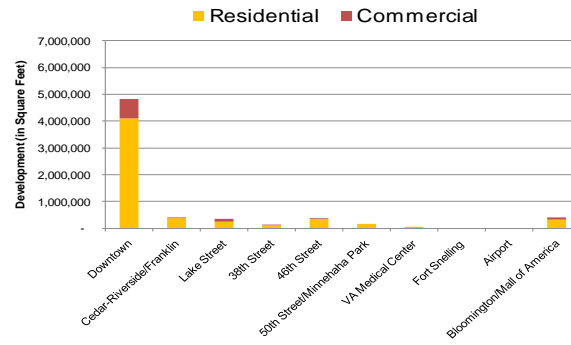
Tysons Corner, N. Virginia



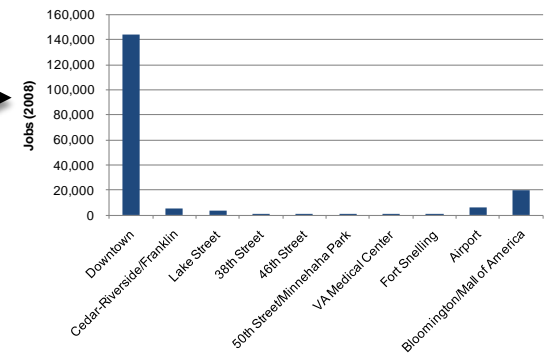
There Appears to be a “Virtuous Cycle” Between Dense Housing and Dense Employment – Most TOD Happens In or Near Downtowns and Employment Centers

Hiawatha Line
Minneapolis

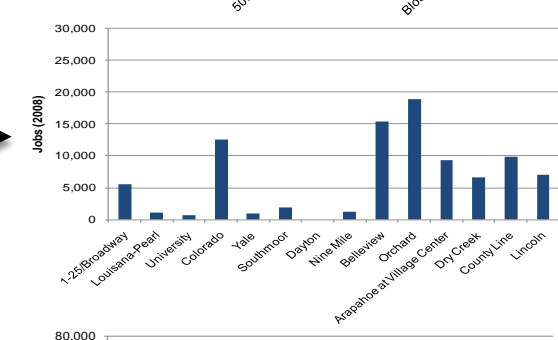
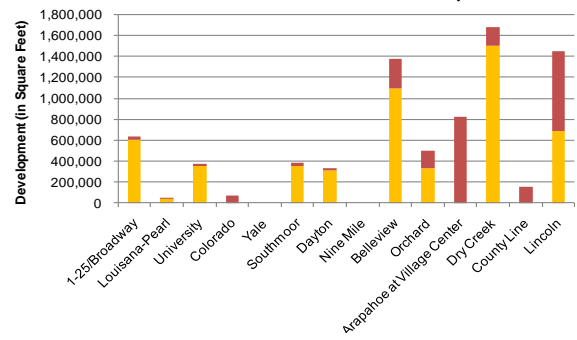
Development



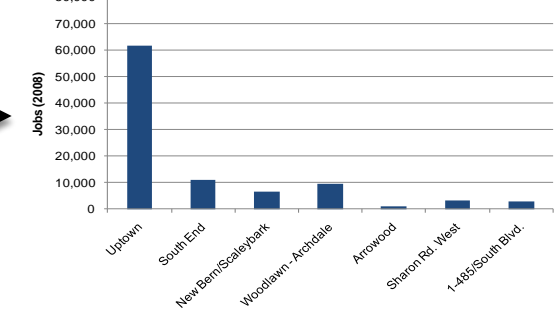
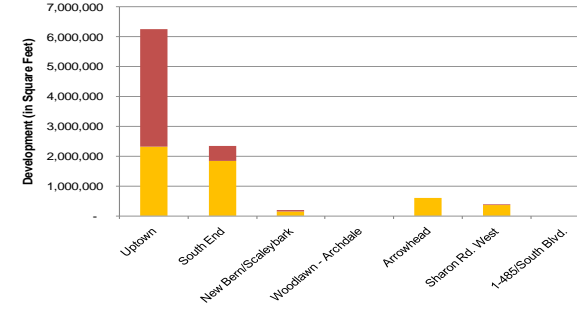
Employment



SE Corridor
Denver



Blue Line
Charlotte



Case Study: Employment Sprawl and the Phoenix Case

The Trend Towards Employment Decentralization Has Continue to Accelerate Over the Past 50 Years

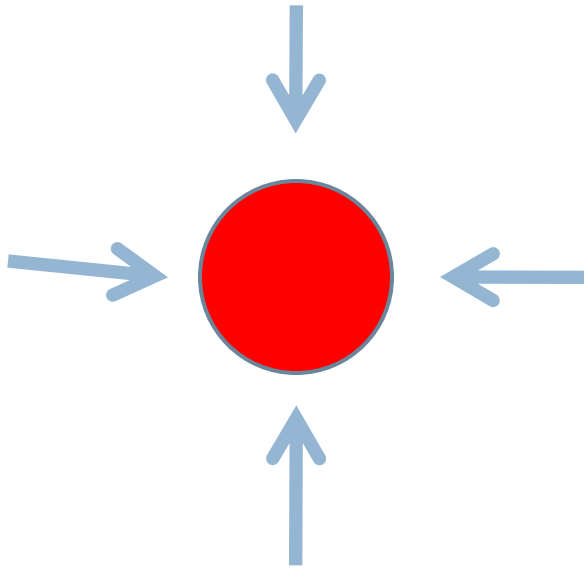
Employment decentralization patterns have occurred in 98 of the largest metropolitan areas from 1998-2006 in almost every major industry category

“Boomburbs,” suburban communities at the edge of metropolitan areas, have become the fastest growing cities in the US

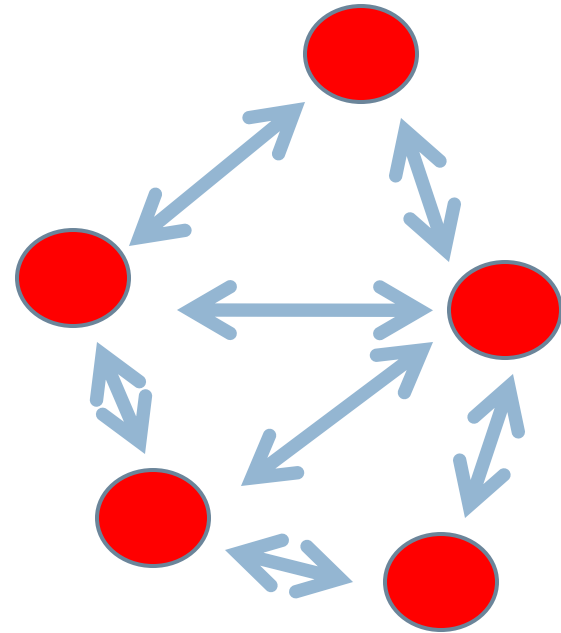
Dominance of the suburb-to-suburb commute



This Employment Dispersal Has Also Led to a Decline in Transit Ridership Nationally



Concentrated Employment
High Transit Ridership



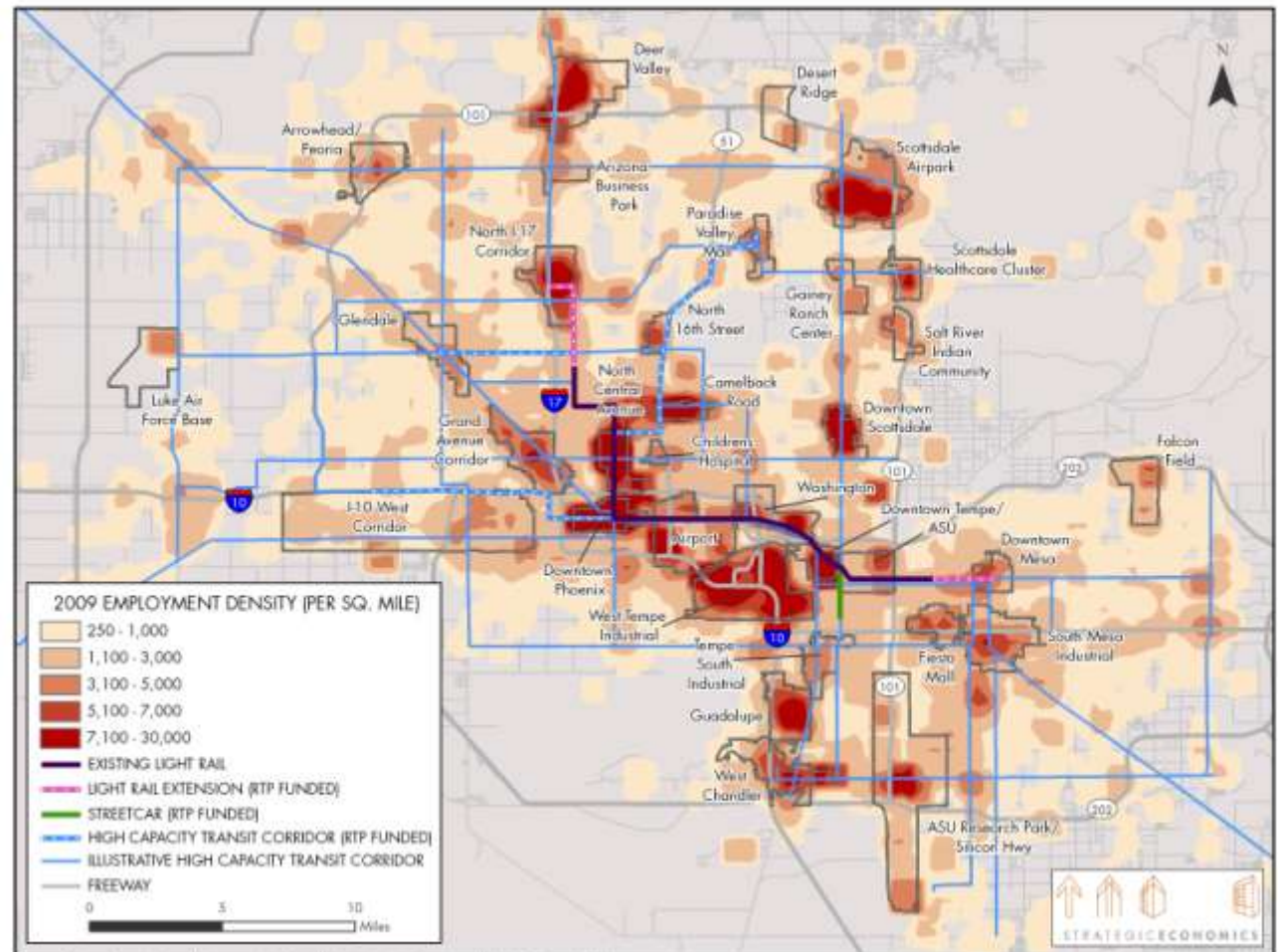
Dispersed Ridership
Low Transit Ridership

How Will Phoenix “Move the Needle” on VMT Through Future Transit Investment?

How will the region address the local land use decision regarding job centers

How will MAG address the employment diversity in the region

Where will transit be most effective versus who wants transit



Source: Maricopa Association of Governments, 2009, 2011; Strategic Economics, 2011; US Census; ESRI

Concluding Thoughts

Employment Concentration is Undervalued and Therefore Underemphasized in Local and Regional Planning Efforts

- Regional planning must put a greater emphasis on connecting existing employment activity in “concentrated” nodes.
- Older employment areas needing reinvestment and new industries are critical to this regional employment “framework.”

Older Downtowns and Underutilized Employment Districts Offer an Significant Alternative to Suburban Employment Sprawl

- Transit is key to the success of these locations.
- Central, transit oriented locations offer the best access for attracting the broadest labor force, including young workers critical to the knowledge based industries.

Focusing Employment in “Infill” Locations Requires Planning and Proactive Implementation

- Strong public private partnerships are key to successfully strengthening existing employment concentrations.
- Government, educational institutions, and medical centers can “anchor” emerging employment concentrations in existing cities.

“Place Making” is as Essential to Concentrated Employment Nodes as it is to Mixed Use Residential Districts

- Places must be able to take advantage of the strong market synergism between high density housing and employment.
- De-emphasizing the car and emphasizing the walk/bike and last mile shuttles trip leads to different urban design approach to employment centers.
- Place making investments are probably the best tool for “moving the needle” on business location decisions.
- Employers themselves are moving in this direction in response to demands from their workers (Google, Intuit).