

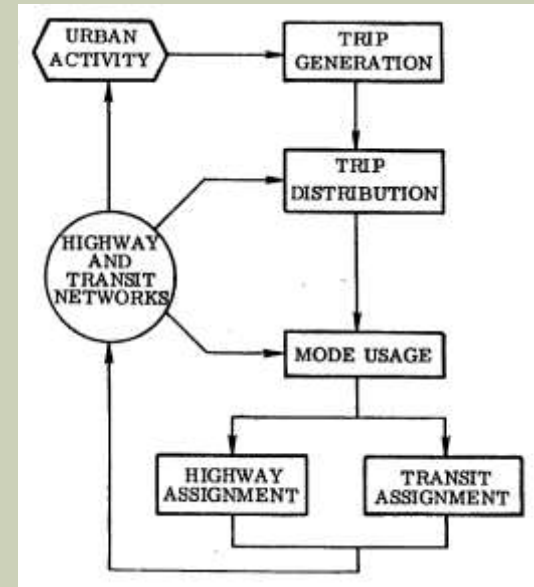
MEASURING WHAT COUNTS

Rail~Volution 2013
Seattle, Washington

Tools for
evaluating
performance of
multi-modal
transit
investments in
meeting broader
community and
regional goals.

TODAY'S PRESENTERS

- Francie Stefan, City of Santa Monica, CA
- Stephanie Pollack, Dukakis Center for Urban and Regional Policy, Northeastern University
- Peter Hurley, North America Sustainable Transportation Council
- Mariia Zimmerman, MZ Strategies, LLC (Moderator)



WHAT ARE WE TRYING TO SOLVE FOR?

- Prioritize investment decisions
- Inform planning and outreach efforts
- Build the case for new funding
- Measuring impact and outcomes
- Testing our theories – old & new

Do the metrics guide the questions?
Or do the questions guide what we measure?

MEASURING THE IMPACTS OF TRANSITWAYS



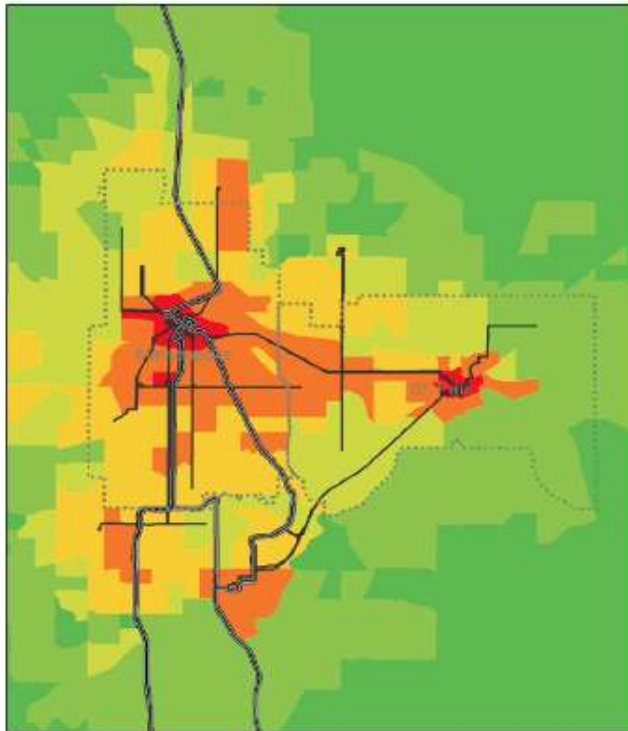
Mariia V. Zimmerman

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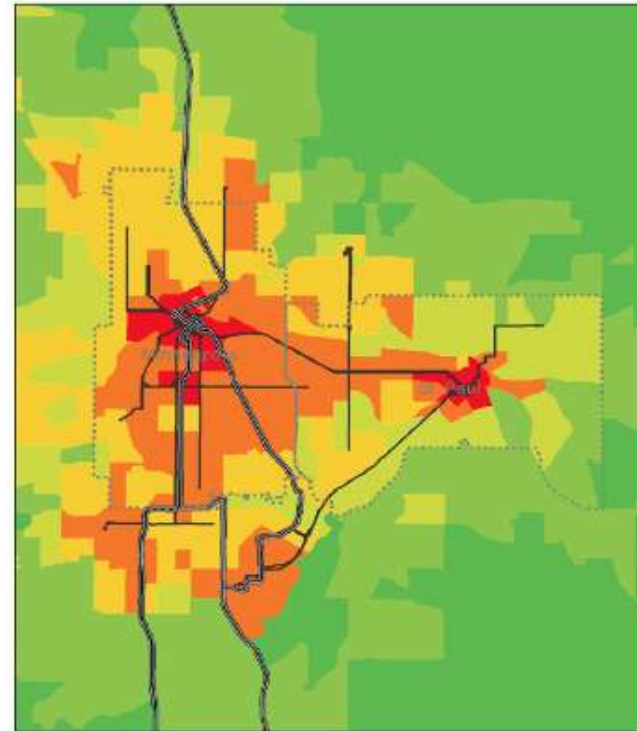
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CHALLENGING COMMON PERCEPTIONS

2010 Job Accessibility by Transit



2030 Job Accessibility by Transit



Legend

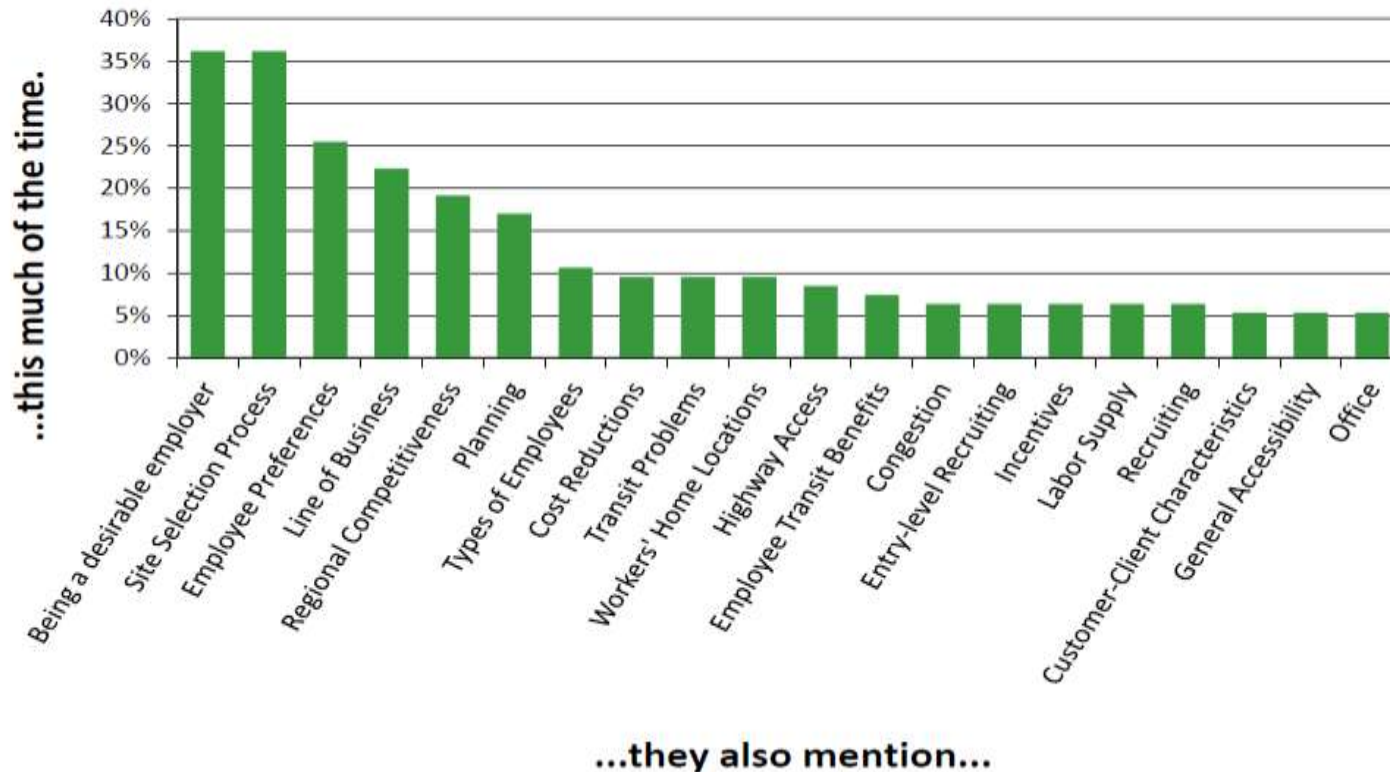
Number of jobs accessible within 30 minutes of transit travel



TRIP Researchers found greater accessibility benefits from jobs focus, than housing focus for development near transit. (Fan and Tilahun 2012)

MEASURING PERCEPTIONS

When business leaders mention Transit Access...



The business community views transit access as important for attracting in-demand employees and improving regional competitiveness (Fan and Guthrie 2013).

KEY FINDINGS

- **Transit improves mobility – 62% choice riders**
- **Transitway investment is significantly improving access to jobs and workers, particularly benefiting low-wage earners.**
 - 14,000 additional jobs accessible within a 30-minute transit commute to low-wage workers in areas immediately adjacent to transit stations.
Direct bus connection + 4,000 jobs
- **Development is occurring along new and emerging transit corridors.**
 - Green Line – opening 2014: More than \$275 million since 2012; \$944 million in 2011 along University Avenue.
- **The marketplace values transit access.**
 - Average single-family home values in Blue Line station areas increased more than \$5,000 between 2004 and 2007.
- **Changing Public Attitudes and Business Support for Transit Investment**



METRICS DRIVING POLICY

- **Mixed use means more mobility.** Greater accessibility benefits when transportation planning is coordinated with land use, economic development, and housing policies.
- **Employers and workers benefit.** Riders will need reliable and frequent transit routes, which may mean more feeder bus services and park-and-ride facilities.
- **Transit promotes regional competitiveness.** Targeting jobs near transit will create the greatest use of the transit system and expand accessibility to jobs and workers.
- **A changing population is changing development.**
- **No one size fits all.** Diverse strategies need to ensure that land-use policies and development reflect differences in public preferences, community character, and local housing markets.
- **Change is constant.** Policies need to provide flexibility to adapt to these changes and market realities.
- **Neighborhoods and communities matter.** Need local and regional governments to conduct ongoing, inclusive outreach, planning, and mitigation efforts that recognize the unique cultural and ethnic values of communities.



TRANSFORMING COMMUNITY

- University of Minnesota, *Transitway Impacts Research Program – Research Synthesis (October 2013)*

<http://www.cts.umn.edu/Research/featured/transitways/>



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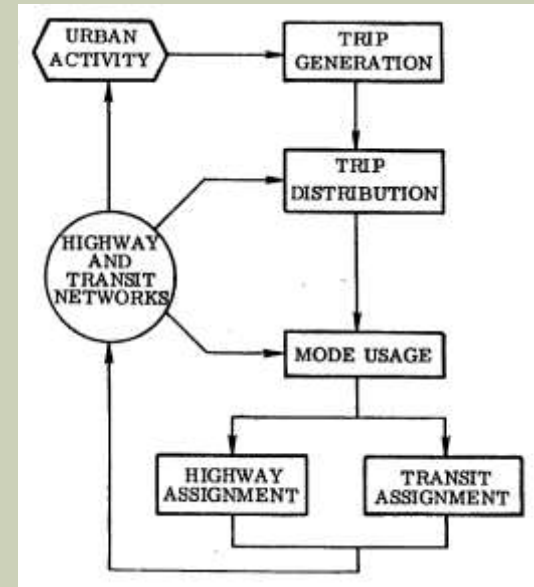
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MEASURING WHAT COUNTS

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QUESTIONS

- What led you to develop a different metric framework, and what has surprised you as its been implemented?
- How are new community engagement, planning or visualization tools tapping into newly available data?
- What lessons can you share about strategies for identifying new or unique data sources to better inform livability projects or policies?
- Qs from the audience ...