Personal Values, Urban Form & Transit

From research undertaken as part of TCRP-H31
by Karla Karash
TranSystems
Building Livable Communities with Transit

The Team

• Lead investigators: Karla H. Karash, Matthew Coogan and Thomas Adler
• TranSystems Corporation
• Matthew Coogan
• Resource Systems Group, Inc.
• Simon & Simon Research and Associates
• Susan A. Shaheen, Ph.D.
• Battelle Memorial Institute
• Dr. Icek Aizen
Fundamental Questions

• How to encourage more people to move to TOD style communities?
  – Who is most likely to move?
  – What about a TOD is most likely to attract them?

• Determine if TODs will lead to more use of environmentally friendly modes: walking and transit
The Internet Panels

- Made up of residents of 11 major metropolitan areas where there is rail transit service.
- 26% of the panel from the New Jersey Transit e-panel.
- All had moved in the prior two years or were going to move in the next two years.
- 865 participants.
# Metropolitan Areas Represented

<table>
<thead>
<tr>
<th>MSA</th>
<th>Number</th>
<th>% Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>865</td>
<td>100%</td>
</tr>
<tr>
<td>NJT e-panel</td>
<td>226</td>
<td>26%</td>
</tr>
<tr>
<td>Atlanta</td>
<td>57</td>
<td>7%</td>
</tr>
<tr>
<td>Boston/NH</td>
<td>55</td>
<td>6%</td>
</tr>
<tr>
<td>Chicago</td>
<td>101</td>
<td>12%</td>
</tr>
<tr>
<td>LA/Long Beach</td>
<td>77</td>
<td>9%</td>
</tr>
<tr>
<td>Minneapolis/St. Paul</td>
<td>49</td>
<td>6%</td>
</tr>
<tr>
<td>New York City, NY</td>
<td>99</td>
<td>11%</td>
</tr>
<tr>
<td>Philadelphia/NJ</td>
<td>76</td>
<td>9%</td>
</tr>
<tr>
<td>San Diego</td>
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<td>4%</td>
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<tr>
<td>San Francisco</td>
<td>12</td>
<td>1%</td>
</tr>
<tr>
<td>Seattle/Bellevue/Everett</td>
<td>28</td>
<td>3%</td>
</tr>
<tr>
<td>DC/MD/VA</td>
<td>53</td>
<td>6%</td>
</tr>
</tbody>
</table>
Home/Neighborhood Choice

• We created many possible choices of neighborhoods, and presented to respondents in groups of 3 choices.
• Respondents picked the preferred alternative in each group of 3.

Home/neighborhood like mine:
• Single family
• Park in drive
• 10 miles to work
• Etc.

Alt #1: Home/Neighborhood:
• Mixed housing
• Park on street
• 3 miles to work
• Etc.

Alt #2: Home/Neighborhood:
• Mixed housing
• Paid parking
• 5 miles to work
• Etc.
Seven Categories of Features

1. Housing types w/n ½ mile
   - Mixed, less than acre lots
   - Mixed, acre lots
   - Single family, less than acre
   - Single family, acre lots

2. Shopping, restaurant, library and school:
   - Within 1/2 mile
   - Within 3 miles
   - Within 10 miles
   - More than 10 miles

3. Home location parking
   - Parking in your own driveway and/or garage.
   - Parking on-street or in a lot near your home (free parking).
   - Parking is off-street (lot and/or garage) near your house (monthly rental).
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Seven Categories of Features

4. Street design
   - More space for cars even if less for walking and biking.
   - More space for walking and biking, even if less space for cars.

5. Price of home or rental price
   - 20% less than current
   - 10% less
   - The same
   - 10% more
   - 20% more

6. Distance to public transportation
   - Within ½ mile
   - ½ mile to a mile
   - 1 mile to 10 miles
   - Greater than 10 miles

7. One way commute to work
   - Less than 3 miles
   - Approximately 5 miles
   - Approximately 10 miles
   - Approximately 20 miles
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Attractions: How Close?

Attractions > 10 miles
Attractions 10 miles
Attractions 3 miles
Attractions 1/2 mile
Transit: How Close?
Parking Type

- Paid Parking
- Street
- Own driveway
- Attractions 1/2 mile
Housing Mix in ½ Mile
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Commutte Distance

- 20 miles
- 10 miles
- 5 miles
- 3 miles
- Attractions 1/2 mile
Street Design

- Cars favored
- Peds/Bikes
- Attractions 1/2 mile
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Typical TOD

Transit

Commute

Attractons

Parking

Street Design

Housing
TOD/Far Suburban Comparison

- Street Design
- Distance to Work
- Distance to Transit
- Parking
- Distance to Attractions
- Housing Mix
TOD/Near Suburban Comparison

- Street Design
- Distance to Work
- Distance to Transit
- Parking
- Distance to Attractions
- Housing Mix
Market Segmentation

- All
- High Values
- Low Values

- Street Design
- Distance to Work
- Distance to Transit
- Parking
- Distance to Attractions
- Housing Mix
Definition of the Values Groups

- 15 statements correlating with “for me to live within walking distance of stores (and other destinations).”
- 8 statements described characteristics of TOD.
- 7 statements described attitudes towards the environment.
- Split group into High and Low Values.
**Values, TOD & Mode**

- **The Full Sample**
  - **Green Mode Share** = 24%
  - N = 865

- **High Values**
  - **Green Share** = 33%
  - N = 467

- **Low Values**
  - **Green Share** = 15%
  - N = 398

- **High Values in TOD**
  - **Green Share** = 51%
  - N = 157

- **High Values, not TOD**
  - **Green Share** = 24%
  - N = 310

- **Low Values in TOD**
  - **Green Share** = 26%
  - N = 65

- **Low Values not TOD**
  - **Green Share** = 12%
  - N = 333
Conclusions

• There is a large market for which TOD style neighborhoods have appeal.
• Being close to attractions, transit and to employment is key.
• Seek out those who value TOD characteristics and the environment.
• TOD communities are likely to have a significant impact on reducing auto trips.
Thank You.