Greetings from the San Francisco Bay Area
Fostering Transit-Oriented Development in the San Francisco Bay Area

presented by
Valerie Knepper, MTC
for Rail~Volution National Conference

Nov 2, 2009
SF Bay Area

7 Million Residents

4 Million Jobs

Growth: 20 years

Nearly 2 million more people

Need for 700,000 new homes

1.8 million new jobs
## Context for Metropolitan Transportation Commission

<table>
<thead>
<tr>
<th>Level</th>
<th>Organizations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Federal</td>
<td>Federal Highway Administration (FHWA)</td>
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<td>Federal Transit Administration (FTA)</td>
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<tr>
<td>State</td>
<td>Caltrans</td>
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<tr>
<td>Regional</td>
<td>Metropolitan Transportation Comm.</td>
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<td>Assoc. Bay Area Governments</td>
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<td>Bay Area Air Quality District</td>
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<td>Bay Development and Conservation District</td>
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<tr>
<td>Local</td>
<td>101 Cities and 9 Counties, 9 CMAs</td>
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<td></td>
<td>26 Transit Agencies</td>
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Presentation Overview

MTC Approach to Supporting TOD
- TLC started small, grown incrementally-planning & capital projects
- TOD Policy for transit extensions
- FOCUS – support for locally designated growth

New Tools:
- “Smart Parking” policies
- TransLink for TOD
- TOD Residential Choice Study
TLC Program

- Started small – incremental growth

- Latest Commission Approved Program
  - Increased maximum grant size to $6 M
  - Tie grants to FOCUS priority development areas
  - Increase range of eligible uses
  - Call for Projects January 2010
Evolution of TLC Program Funding

Funded with STP, CMAQ & a little TEA money
TOD Policy for Transit Extensions (Res. 3434)

Minimum housing zoned within ½ mile
- 2,200 to 3,850 average per station depending on transit mode
- affordability bonus

Station Area Plans – multi-modal

Corridor planning – multi-city
Tie TLC to FOCUS Program

FOCUS creates new opportunities to assist cities in community development

Station Area Planning Grants
- $10M awarded
- add’l $10M over next 3-4 yrs

Capital Grants
- TLC: ~$2 billion over 25 years
- Props 1C & 84
- Other funding opportunities

Technical Assistance
- On Call Consultants
- Best Practice sharing
- Planning services
Reforming Parking Policies to Support Smart Growth

Seminar & Toolbox Training

Project Team:
MTC PM - Valerie Knepper
CHS Consulting Group
Michael R. Kodama Planning Consultants
K.T. Analytics Inc.
Richard Willson, PHD.
Rick Williams Consulting
Smart Parking Study - Key elements

- Case studies – 8 cities

- Toolbox
  - innovative / best practices
  - re-estimation of demand with pricing, transit access, etc

- Training seminars

- Developing regional strategies with partners
TransLink® for Transit-Oriented Development

- Joint project - MTC and AC Transit
- 1900 passes, for all AC Transit
- Personalized TransLink® cards
- Monitor use during and after
- Findings/recommendations to come
Understanding the Choice to Reside in a Transit-Oriented Development
Understanding the Market for TOD
Demand Should Direct Supply

**Housing Choice Criteria** *(What people want)*
- Feel safe walking at night
- Enjoy walking to errands
- Shorter commute
- Schools, place to play

**Supply Characteristics** *(Neighborhood Attributes)*
- People walking, restaurants
- Retail and residential density
- Proximity to transit to jobs, pedestrian access
- Proximity to schools, parks
Residential Choice Study
Market analysis of movers’ interests

- 900 Surveys
- 6 Key attitudes
- 8 Market Segments
- TOD metrics & potential policies
- Examples
Market Segment 1
Transit Preferring

Transit Accessibility: 0.70
Quiet and Clean Neighborhood: -2.99
Driving Orientation: -2.51
School Quality: -0.48
San Francisco Access: -0.20
Travel Minimization: 0.87
Travel Minimization vs. Driving Orientation

- High Income Suburbanites
- Kids, Cars & Schools
- Mellow Couples
- Price Conscious Auto Oriented
- Young Brainiacs
- Urban DINKS
- Ambitious Urbanites
- Transit Preferring
- Mellow Couples
- High Income Suburbanites
- Kids, Cars & Schools
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- Transit Preferring
### Step 1: Evaluate your TOD

#### Example Score Card

<table>
<thead>
<tr>
<th>Selection Criteria</th>
<th>City Center / Urban Neighborhood</th>
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<tbody>
<tr>
<td>Transit Accessibility</td>
<td>[+]</td>
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<tr>
<td>Driving Orientation</td>
<td>[-]</td>
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<tr>
<td>Travel Minimization / Mixed Land Use</td>
<td>[+]</td>
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<tr>
<td>School Quality</td>
<td>[+]</td>
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<tr>
<td>Neighborhood Quiet and Clean</td>
<td>[+]</td>
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<tr>
<td>San Francisco Access</td>
<td>[+]</td>
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Scale: -3 to 3

-3: Poor
-2: Fair
-1: Good
0: Excellent
1: Very Good
2: Excellent
3: Outstanding
## Step 2 – Identify Segments to Attract
Importance of Conditions for Key Market Segments

<table>
<thead>
<tr>
<th>Condition</th>
<th>Relative Importance Placed on Condition</th>
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<tbody>
<tr>
<td>Transit accessibility</td>
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Step 3 – Apply Policy Packages to Attract Segments

- Safety and convenience of walking and bicycling
  - Zone for mixed use
- Neighborhood quiet and clean
- Transit reliability & frequency
- School quality and access
- Housing affordability
- Parking management
Much more to come

- Planning - SB 375
- Climate change
- Questions?

[www.mtc.ca.gov/planning/smart_growth/](http://www.mtc.ca.gov/planning/smart_growth/)

Contact MTC to obtain copies of reports

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