Measuring Success: Equity and Transit Oriented Development
November 1st, 2009 Rail-Volution: Boston

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Housing Equity at TOD:

- Need More Variety in Types of Homes
- Housing + Transportation Costs Rising
- Increasing Demand for TOD
San Francisco Bay Area
For the Last 50 years mostly built this:
Leading to lots of this:
Bay Area Housing and Transportation Costs

Housing vs. Transportation Costs by Household Income

Source: Center for Neighborhood Technology and Virginia Tech University, housing & Transportation Cost Trade-offs and Burdens of Working households in 28 Metro Areas, Center for Housing Policy, 2006

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Economic Resilience

Location Efficient Environment
- 59% Disposable Income
- 32% Housing
- 9% Transportation

Average American Family
- 43% Disposable Income
- 32% Housing
- 13% Food
- 25% Transportation

Auto Dependent Exurbs
- 32% Disposable Income
- 32% Housing
- 19% Transportation
Demand for this is Increasing
## Demand for TOD Housing: Top 10 Metro Areas

<table>
<thead>
<tr>
<th>Metro Area</th>
<th># Stations</th>
<th>Planned</th>
<th>TOD HH/2000</th>
<th>TOD HH/2025</th>
<th>Increase</th>
</tr>
</thead>
<tbody>
<tr>
<td>New York</td>
<td>962</td>
<td>30</td>
<td>2,951,779</td>
<td>4,934,450</td>
<td>67%</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>124</td>
<td>40</td>
<td>332,919</td>
<td>1,751,841</td>
<td>426%</td>
</tr>
<tr>
<td>Chicago</td>
<td>418</td>
<td>9</td>
<td>816,351</td>
<td>1,447,012</td>
<td>77%</td>
</tr>
<tr>
<td>SF Bay Area</td>
<td>305</td>
<td>19</td>
<td>429,145</td>
<td>985,441</td>
<td>130%</td>
</tr>
<tr>
<td>Boston</td>
<td>280</td>
<td>7</td>
<td>417,393</td>
<td>839,500</td>
<td>101%</td>
</tr>
<tr>
<td>Philadelphia</td>
<td>337</td>
<td>28</td>
<td>496,141</td>
<td>829,908</td>
<td>65%</td>
</tr>
<tr>
<td>Washington D.C.</td>
<td>169</td>
<td>9</td>
<td>252,227</td>
<td>650,417</td>
<td>158%</td>
</tr>
<tr>
<td>Portland, OR</td>
<td>110</td>
<td>22</td>
<td>87,465</td>
<td>269,074</td>
<td>208%</td>
</tr>
<tr>
<td>Dallas</td>
<td>54</td>
<td>23</td>
<td>57,017</td>
<td>264,532</td>
<td>364%</td>
</tr>
</tbody>
</table>

Source: Reconnecting America’s Center for Transit-Oriented Development
Demographic Opportunity

• Demographic groups growing fastest, historically used transit in higher numbers

• Households:
  – Non-White
  – Older
  – Non-family
Make TOD Affordable to All
Roadblocks to Affordable TOD

• One-Size Fits All Parking, not customized:
  - Transit
  - Demographics - low income or seniors

Unused parking is a waste of land and resources. Typical structured garage parking costs $30,000 per space. Just 10 empty spaces is a loss of $300,000
Less Parking = More Amenities

Childcare Center

Eyes on the Street

Bike Room

100 units = 100 parking spaces
GreenTRIP
Traffic Reduction + Innovative Parking
GreenTRIP BENEFITS

TAILORED TRAFFIC REDUCTION STRATEGIES
GreenTRIP staff will help applicants find the most appropriate strategies to help make projects more financially feasible.

PUBLIC HEARING TESTIMONY
GreenTRIP staff will explain the traffic and greenhouse gas reducing benefits achieved by GreenTRIP Certified projects to decision-makers and the public.

MARKET DIFFERENTIATION
Use of the GreenTRIP name and logo in promotional materials, and a plaque to mount on the project when built.
GreenTRIP SCORING SYSTEM

PROJECTS ARE SCORED ON:

- Projected Driving by Residents (Vehicle Miles Traveled per Household)
- Traffic Reduction Strategies
- Appropriate Amount of Parking
## Thresholds for Certification

<table>
<thead>
<tr>
<th>Place Type</th>
<th>MAX Parking Ratio*</th>
<th>REQUIRED Traffic Reduction Strategies</th>
<th>MAX VMT/HH**</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regional Center</td>
<td>0.75</td>
<td>3 of 3</td>
<td>25</td>
</tr>
<tr>
<td>Urban Center</td>
<td>1.00</td>
<td>2 of 3</td>
<td>25</td>
</tr>
<tr>
<td>Urban Neighborhood</td>
<td>1.00</td>
<td>2 of 3</td>
<td>25</td>
</tr>
<tr>
<td>Sub-Regional Center</td>
<td>1.25</td>
<td>2 of 3</td>
<td>30</td>
</tr>
<tr>
<td>Town Center</td>
<td>1.50</td>
<td>1 of 3</td>
<td>35</td>
</tr>
<tr>
<td>Transit Neighborhood</td>
<td>1.50</td>
<td>1 of 3</td>
<td>35</td>
</tr>
</tbody>
</table>

*Parking Ratio: Average Parking Spaces Per Home

**Maximum average VMT per HH, per day.

VMT: Vehicle Miles Traveled
HH: Household
DISCOUNT TRANSIT PASSES

COST TO PROVIDE
(Per Home, Over 40 years)

50% DISCOUNTED TRANSIT PASS

$14,400
$30 per pass* x 12 months x 40 years
* $30 is the 1/2 the cost of a $60 monthly pass

VERSUS

STRUCTURED PARKING SPACE

$30,000
Only includes cost of construction of parking space, drive aisles, walkways and elevators.

Doesn’t include cost of land, maintenance or security.
FREE CARSHARE MEMBERSHIP
Pay for parking separately from cost of renting or purchase of home.
<table>
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<th>Now</th>
<th>Pilot Test – 5 Pilot Projects</th>
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<tr>
<td>Winter 2009</td>
<td>Evaluate and Revise GreenTRIP</td>
</tr>
<tr>
<td>Summer 2010</td>
<td>2nd Pilot 8 More Projects</td>
</tr>
<tr>
<td>Fall 2010</td>
<td>Business Plan and Grow Program</td>
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</tbody>
</table>
For More Information:

www.TransformCA.org/GreenTRIP

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