The Relationship between Urban Design and Mode Choice—TCRP–H31

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Fundamental Problem

- 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
## Our Data

- Internet panel made up of residents of 11 major metropolitan areas where there is rail transit service.
- 25% of the panel was from the New Jersey Transit e-panel.
- 765 participants in Survey 1 Exploring TOD/Transit Services and Messages
- 501 participants in Survey 2 Exploring Transit Services and Messages

## Positive Attitudes/Positive Groups

- Being in walking distance of shops
- Living with fewer cars
- Being able to take transit
- Making friends with neighbors
- Transit loyalists
- Environmentally concerned
Societal Norms are Important in Neighborhood Choice

- What others think about where I live is almost as important as what I think.
- “Other people think my home and neighborhood are very nice” correlated with current satisfaction more highly than all the other descriptors.

Influence of Urban Design, Values, Autos on Mode

- Urban design: TOD characterized by transit, housing mix, nearby commercial area
- Values incorporated personal attitudes and societal norms
- Auto ownership, auto dependence, love of automobiles.
All Are Significant in Determining Mode

- Values
- Neighborhood
- Cars/Adult