

**BEST PRACTICES: COORDINATION OF TRANSIT, REGIONAL
TRANSPORTATION PLANNING AND LAND USE
CONFERENCE**

Abstracts of Presentations

Grant Hyatt Denver
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THE DENVER STORY: POSTER SESSION

- I've Arrived Downtown-Now What?: Creating Local Connections via Downtown Planning (Beynon)
- Measuring the Ongoing Impacts of Transit Investment on a Region: The FasTracks Quality of Life Program (Ryus / Hutchison / Berger)
- Regional Market Potential for TOD-the Denver Perspective (Prost / Starnes)
- Do it TOday: Educating Public Officials about Transit-Oriented Development (Boone / Leccese / Kerr)
- DRCOG's Efforts to Integrate Land Use and Transportation (Johnston)

I've Arrived Downtown – Now What?

Creating Local Connections via Downtown Planning

Major regional transportation initiatives such as Denver's FasTracks will improve regional access and create hubs for transit-linked development. The issue for downtown is how to get around once you arrive (either as a commuter or a resident) -- and how to support easy local connections with the land use plan. This presentation will describe how, working together, city planners, consultants and community leaders were able to address the question of "I've arrived (or live) downtown...now what?" and develop a Denver Downtown Area Plan that leverages regional transit improvements, creates local connection hubs, fosters pedestrian connectivity, and designs great streets and places for downtown and its districts.

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Measuring the Ongoing Impacts of Transit Investment on a Region: The FasTracks Quality of Life Program

In 2004, Denver-area voters passed a sales tax to help fund a 12-year expansion of the region's transit services. When completed in 2016, the \$4.7-billion FasTracks project will have constructed 119 miles of new rapid transit, including bus rapid transit, light rail, commuter rail, and extensions to existing light rail lines. To help assess the impact of this significant transit investment, the Regional Transportation District (RTD) has developed a Quality of Life Program to measure FasTracks' impacts on Denver's economy, transportation systems, and land use patterns—before, during, and after construction. This long-term program is anticipated to generate a wealth of information that will be used to improve the planning of future major transit investments, both in the Denver region and elsewhere. This presentation addresses why RTD decided to develop the program and describes how the program is designed to work over time.

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Regional Market Potential for TOD – the Denver Perspective

BBPA, in conjunction with the Denver Regional Transportation District and Metro Denver Economic Development Corporation, conducted a system-wide and station specific *Transit-Oriented Development Economic and Market Impact Study* as part of the FasTracks initiative, a \$4.7 billion regional infrastructure investment that will fund the expansion of six rail lines in 10 years in the Denver region. This presentation will highlight the preliminary results of this study, including the regional and station area TOD demand and public/private actions which impact the demand for TOD to better align station area planning with market realities and dynamics. This study will assist the City of Denver in optimizing future development opportunities around transit stations.

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Do it TODAY: Educating Public Officials about Transit-Oriented Development

In 2006 DRCOG and ULI Colorado joint-ventured to launch a series of workshops for public officials in communities receiving transit stations in the Denver region's 119-miles, \$4.7-billion FasTracks system. DRCOG surveyed its members to determine the type of information they need and ULI built an expert 15-member committee to program the workshops on transit-oriented development. The DRCOG-ULI team determined that communities would learn most if they sent teams of five public officials to the workshop to learn from guest experts, primarily from the private sector. Based on the survey, the TODAY Workshops are focusing on phased development during the 10-year build-out of FasTracks; public finance; and programming complementary mixed-use development strategies for each station in a corridor. The first workshop on Dec 5 attracted 35 public officials from 7 communities. They

heard presentations from two guest experts and then moved into small facilitated break-out groups to discuss their specific issues and challenges. Including the ULI committee and staff, DRCOG staff, and guest experts (leading developers from the Denver region and beyond), more than 60 professionals participated in moving the TOD discussion forward. Two more workshops are scheduled for February and May; they will incorporate program changes based upon the (generally very good) evaluations received after the December workshop.

Both DRCOG and ULI consider this a model working relationship that will inspire more collaboration to move TOD forward in our region. For example, DRCOG has joined the ULI-convened Colorado Tomorrow Alliance, which is forming smart growth/TOD coalitions of business, nonprofits and government in mass transit corridors.

ULI Colorado is also working through the newly formed ULI Workforce Housing Partnership on strategies to create more workforce housing within TODs (partly as a strategy to build ridership—studies show that working-class and middle-class residents are four times more likely to use mass transit for commuting).

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DRCOG's Efforts to Integrate Land Use and Transportation *FHWA Award of Excellence)

This presentation will discuss the MPO and land use and transportation planning practices in the Denver area. The Denver Regional Council of Governments (DRCOG) received a 2006 Planning Excellence Award from FHWA for its efforts to integrate land use and transportation planning.

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NATIONAL AND INTERNATIONAL FOCUS: SETTING THE STAGE

- Coordinating Transportation and Land Use Planning: A Review of National Experience (Porter / Smith / Suhrbier)
- Connected Transit / Land Use Planning: SAFETEA-LU Opportunities (Goodman)
- Bus Transit Service in Land Development Planning-TCRP Synthesis 67 (Christopher)
- Transit Inputs to Sustainable Land Use Development: 4 Dutch Examples (Cheung)

Coordinating Transportation and Land Use Planning: A Review of National Experience

The authors have conducted nationwide research into best practices in coordinating transportation and land use planning, including most recently, for the National Highway Institute in support of the development of a course on transportation and land use, and for the Federal Transit Administration's New Starts process. This paper will describe examples, key findings, and lessons learned from these reviews. Interagency coordination is required at many levels including regional visioning, corridor planning, project development, local land use planning, roadway and streetscape design, and transit-oriented development. Transit agencies are key players in these processes along with metropolitan planning organizations, states, municipalities, and a variety of other public, private, and nonprofit stakeholders. Tools that transportation agencies have successfully applied to support coordinated land use planning include: stakeholder coordination, public education and outreach, modeling of impacts, transportation funding programs, transportation project selection criteria, roadway design policies and practices, development project design review, and technical assistance to local communities for planning.

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Connected Transit / Land Use Planning: SAFETEA-LU Opportunities

SAFETEA-LU provides an important statutory basis for linking transit with coordinated transportation and land use planning. With "planned growth" identified as part of the overall scope of planning, Congress clearly intended that transportation planning be performed consistent with land use plans. The public participation and stakeholder consultation provisions of transportation planning processes reaffirm transit's presence "at the (decision-making) table." The coordinated public transit-human services transportation plans required under certain FTA programs promotes operational integration. Heightened emphasis on economic development in evaluating proposals for capital funding promotes corridor-level coordination. And, broader funding eligibilities in mobility management and transit-oriented joint development encourage greater project-level integration. This paper will outline key aspects of SAFETEA-LU and associated regulations, circulars, and guidance that support the

integration of transit into regional transportation and land use planning. Case study examples will be provided to illustrate the concepts.

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Bus Transit Service in Land Development Planning – TCRP Synthesis 67

The relationship between transportation and real estate development is symbiotic. However, many bus transit operators do not participate in the development planning process for a variety of reasons. Synthesis 67, completed in 2006, presents the results of a survey of 32 transit operators that shared their experiences with land development planning. Five case studies were developed to showcase successful coordination efforts. This presentation will highlight the results of the Synthesis report, including the successful strategies identified by transit operators as well as the challenges faced by transit operators when coordinating with new development.

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Transit Inputs to Sustainable Land Use Development: 4 Dutch Examples

Coordinated land use and transportation planning plays an important part in Dutch planning. Lack of space, increases in car use and rising travel demands have induced the Dutch to adopt an “integrated” approach. The aim is to formulate an implementation strategy that would incorporate transit inputs to the development proposals. This coordinated approach not only ensures the pursuit of a consistent land use development strategy but also provides a coherent programme that includes transit infrastructure or facilities to facilitate the planners to capture value-gained for the benefits of the stakeholders. Four examples - development at railway station locations (in Rotterdam and the Hague), corridor development along the Rijn Gouwe LRT route, connection to new location (Goudse Poort) and new town development at Houten - will serve to illustrate the efforts needed and the potentials of adopting such an approach.

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REGIONAL FOCUS: VISIONING AND BUILDING THE TRANSIT REGION

- Transit at the Table: MPO Support of Land Use/Transit Coordination (Goodman)
- Establishing a Transit Vision in Southwestern Pennsylvania: A Collaborative Process (Feder / Morris / Imbrogno)
- Review and Assessment of the St. Louis Region's Efforts to Integrate the Transit and Land Use Connection into Regional Planning (Day)
- Coordinated Transit and Land Use Planning in the Region of Waterloo (Casello / Curtis / Vincent)

Transit at the Table: MPO Support of Land Use/Transit Coordination

Beginning with ISTEA and continuing through SAFETEA-LU, transportation authorizations have provided the transit industry unprecedented opportunities to “network” with State and local officials to coordinate and integrate their programs to maximize access and mobility for the traveling public. A recent FTA study of MPO/transit partnerships in large metropolitan areas is the basis for a similar follow-on effort centered on metropolitan areas with less than 200,000 in population. As SAFETEA-LU has increased attention to coordinated land use/transportation ventures in metropolitan planning, MPOs are seizing the opportunity to identify and nurture these partnerships.

This presentation offers the observations, perspectives, and recommendations highlights of a cross-section of transit operators on the benefits of full multimodal coordination in planning, the strategies they used to achieve that, and how they overcame barriers along the way. Case study examples will be provided to illustrate the concepts.

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Establishing a Transit Vision in Southwestern Pennsylvania: A Collaborative Process

The Port Authority of Allegheny County and nine smaller public transit operators serve the ten-county Southwestern Pennsylvania region. The region’s public transit operators, in partnership with the Southwestern Pennsylvania Commission, the region’s MPO, recently completed a multi-year effort to establish a Regional Strategic Transit Vision, which was published in 2006. The transit vision addresses all of the areas identified by TRB in the call for presentations/papers. This paper documents how the Regional Transit Vision is being used as the basis for ongoing efforts at regional transit coordination including building upon transit-oriented development success along the region’s LRT and busway systems.

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A Review and Assessment of the St. Louis Region's Efforts to Integrate the Transit and Land Use Connection into Regional Planning

No agency in the St Louis region has regional land use planning authority. The East-West Gateway Council of Governments (EWG), the MPO for the region, tries to recognize the importance of the transit and land use connection thorough the transportation planning process.

The Board of Directors of EWG consists of the chief elected officials from the eight-county region. This decision-making structure helps to link the land use planning responsibilities of the local governments with the transit planning responsibilities of the MPO and the implementing agencies. The Board confirmed the importance of the land use and transportation connection in the Initiative for a Metropolitan Community (MCI) project of 1998. This effort led to the development of a land use planning model (Land Use Evolution and Impact Assessment Model or LEAM) that allows for the transportation and land use connection to be integrated into EWG's travel demand forecasting process.

Additionally, EWG hosts a multi-agency planning group that manages all rail transit corridor studies (MISs, AA/DEISs). The group is managed by EWG and includes staff from Metro and Missouri DOT. Land use is a major focus in all of these studies.

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Coordinated Transit and Land Use Planning in the Region of Waterloo

The Region of Waterloo (Ontario, Canada) is comprised of three mid-sized cities – Cambridge, Kitchener and Waterloo – and four rural townships. The current population of the Region is 500,000, but population is expected to grow to 739,000 in the planning horizon (2031). Planning to accommodate this growth is currently ongoing. This paper describes the comprehensive and coordinated efforts of the Regional Government (in conjunction with

municipal and provincial governments) to facilitate and direct growth to achieve an urban form resulting in sustainable and vibrant communities. Specific planning programs described in the paper include the introduction of express bus service (with very high ridership) which was intended to condition the market for “higher-order” transit (an EA for which is ongoing) in the “central transit corridor” which connects the three urban centers; the incorporation of these and several other “transit-supportive” measures in the forthcoming Regional Official Plan; the collaboration between the Regional government and local developers to encourage in-fill and higher density developments; the identification of “Environmentally Sensitive Landscapes” and the strengthening of an urban growth boundary, both of which broaden the municipal governments’ ability to focus development on intensification, rather than in previously undeveloped areas. In addition to documenting the ongoing Regional work, this paper explores the issue of governance and the cooperative and competitive forces felt between the Province, the Region and the cities’ governments.

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CORRIDOR FOCUS: INTEGRATED TRANSIT / LAND USE PLANNING AT THE CORRIDOR LEVEL

- Land Use Impacts of New Bus and Subway Services (Casello)
- Planning for the Corridor: TOD Potential and Outcomes (Belzer)
- Retrofitting the Strip: Creating Bus-Oriented Corridors and Centers (Appleyard)

Land Use Impacts of new Bus and Subway Services

A major issue in planning transit systems is the choice of technology. Bus systems have several advantages including lower investment cost, shorter implementation times and flexibility of services. Rail systems have higher investment costs, but due to the permanence of their infrastructure, are often perceived to have greater positive impacts on land use patterns, including achieving higher densities and creating more vibrant urban settings. This study compares measures land use impacts with via changes property values for two transit systems introduced in Ontario in approximately the same time period. The Region of Waterloo, in Ontario Canada, introduced express bus service (IXpress) in 2004; the City of Toronto opened its Sheppard subway line in 2002. We collected property value data prior to and after the introduction of both these transit systems for locations adjacent to high volume stops and stations on these systems (test areas); we further collected data on properties in control areas, proximate to the test areas, but far enough removed such that the expected impact of the transit investment on property values would be minor. We calculated the change in property values for the test areas, the control areas and for the broader metropolitan regions. Our analysis shows that with both technologies, properties adjacent to the transit investment had increases in property value relative to the control areas which are statistically significant. However, the gains in property values adjacent to the rail systems are statistically greater than the gains adjacent to the bus systems.

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Planning for the Corridor: Transit-Oriented Development Potential and Outcomes

This presentation explores corridor-level transit-oriented development assessment and outcomes in the context of land use and transit planning. The presentation offers a methodology developed by the Center for Transit-Oriented Development to assess redevelopment potential at the corridor scale using Tax Assessor's data and case studies from Boston and Denver. From a transit perspective, the presentation examines different

types of transit corridors and attempts to understand why some corridors, notably in Minneapolis and Houston, have significantly outperformed ridership projections. The outcomes from both types of assessment will suggest new directions in coordinated land use and transit assessment from the outset of corridor planning.

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Retrofitting the Strip: Creating Bus-Oriented Corridors and Centers

This presentation is a practical "how-to" guide to effectively balancing transportation and land use objectives in order to transform suburban strip mall arterials into mixed-use, bus-oriented corridors and centers. It will also articulate a new concept in transit planning. Rather than thinking of creating individual mixed use islands of TOD, the presentation will discuss the new concept of creating Transit Oriented Corridors (TOCs), where the mix of uses can be balanced along the bus system's network access.

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CASE STUDIES: SALON/SPEED DATING SESSION AND POSTER BOARDS

Case Studies-Regional Planning

- Dots and Dashes: An Evaluation of a Pilot Visioning Program for Regional Transit (Hacker / Snyder)
- Washington State's Growth and Transportation Efficiency Centers (Cotton)

Case Studies-Transit Involvement

- Lessons Learned from Transit Agency Involvement in Land Use Planning: A Case Study from the Puget Sound Region (Prestrud)
- Bus-Oriented Development in Edge City: Transit and Planning in Emeryville CA (Landau / Silvani)
- Innovative Collaboration of Transit Agency and New Home Developer to Promote Transit-Oriented Developments (Richter)

Case Studies-Analysis

- TCRP Research on the Relationship between Urban Design and Mode Choice (Karash)
- Traveler Response to TOD (Evans)
- Sugar House (Utah): A Sweet Transit Planning Recipe (Hutcheson)

Dots and Dashes: An Evaluation of a Pilot Visioning Program for Regional Transit

This paper examines the effectiveness of "Dots and Dashes", a stakeholder outreach and planning exercise that qualitatively and quantitatively informs the long range transit planning process for the region. "Dots and Dashes" is a pilot visioning method to assess the priority of regional transit projects and enhance outreach through a consensus-building planning exercise. Participants affix game pieces (Dots and Dashes, fiscally constrained by quantity/size/length) to identify preferred transit projects on a 'game board' (DVRPC's regional "Transit Score" map). The transit score of a place combines population/job densities into a graphic measure of transit service viability. The stakeholders are educated by the process, while the resultant priority maps are negotiated in a public arena. DVRPC was notified on 1 February 2007 that it received Federal Transit Administration funding for a pilot program of transit related public outreach using the "Dots and Dashes" approach. The presentation will report on the full pretest leading into the regional application of the Dots and Dashes pilot study.

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Washington State's Growth and Transportation Efficiency Centers

In March 2006, the Washington State Legislature established the new Growth and Transportation Efficiency Center (GTEC) program as part of the Commute Trip Reduction (CTR) law. The purpose of the program is to increase the efficiency of the state highway system by supporting transportation demand management strategies in the state's densest employment and residential areas. Fourteen Washington cities are developing GTEC plans in 2007. These cities will work with transit agencies, employers, property managers, developers and others to assess needs and develop customized trip reduction programs and transportation-efficient land use policies in designated GTECs. This presentation will discuss the state's interest in centers-based strategies, the structure of the program, and the initial development in the participating cities.

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Lessons Learned from Transit Agency Involvement in Land Use Planning: A Case Study from the Puget Sound Region

In the early 1990s Washington State enacted growth management legislation that created an opportunity for increased transit agency participation in the development of comprehensive plans by local jurisdictions. This paper summarizes the efforts of a transit agency in the Puget Sound region to provide input to comprehensive plans and to review and comment on proposed land use actions. Results are described in the context of both the institutional framework provided by the Growth Management Act and regional growth trends during and after the 1990s. Suggestions are offered for how transit agencies can more effectively participate in land use planning (regardless of growth management legislation). Experience in the Puget Sound region is also used to identify inherent limitations on the ability of transit agencies to influence land development.

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Bus-Oriented Development in an Edge City: Transit and Planning in Emeryville, California

Emeryville, California, located at the foot of the San Francisco-Oakland Bay Bridge, is a rapidly changing city. Once an industrial center, it has become a high tech and retail hub. The population has grown by several thousand in recent years with several thousand more expected. The city's streets juxtapose new high density condos, business buildings and older lower density areas. A mile from the closest BART station, Emeryville is connected to the regional transit network by both local shuttle and public bus service. Together they offer a high level of service--in an environment still characterized by gaps in pedestrian connectivity.

This presentation will explore the progress and limits of bus oriented development in Emeryville and consider how transit agencies can guide transit-oriented development as the city adopts a new General Plan.

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Innovative collaboration of transit agency and new home developer to promote transit-oriented developments

The Southern California Regional Rail Authority (Metrolink) Commuter Rail Service supports and promotes the development and marketing of transit-oriented developments in its station areas. Within its six-county region, Metrolink works with more than 100 properties for sale and rent to promote the use of train service for commuting and recreational purposes.

Over the last 12 months Metrolink has developed and implemented a strategic marketing partnership with The Olson Company, one of California's leading builders of new home communities, focused on the in-town lifestyle. With five transit-oriented developments in various stages of planning or construction adjacent to Metrolink stations, the two companies created an extremely successful joint marketing campaign integrating trial train usage, valuable homebuyer train pass incentives, and lifestyle messaging. The campaign included print, radio and outdoor advertising, various direct marketing elements, and a dedicated website named after the campaign, www.LifeWithoutTraffic.com.

To date, hundreds of potential riders have been exposed to the Metrolink system through advertising and promotional trial rides; at least four new home sales are directly attributable to the campaign; and new buyers continue to take advantage of The Olson Company's innovative homebuyer incentive which provides a two-year train pass (pre-purchased from Metrolink) free to new owners at the close of sale.

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TCRP Research on the Relationship between Urban Design and Mode Choice

This presentation will report on findings from the TCRP H-31 project on individual's choice of neighborhood type as well as their mode choices. The findings come from a three year long project involving a large internet panel survey in metropolitan areas around the United States

that have rail transit. The research shows what people find attractive about urban-style neighborhoods, and the relationship between people's values (their inclination to like urban living and places), their particular neighborhood, and choice of transit and walking for modes. While the project experimented with a model of decision-making used in health intervention work, it did result in practical recommendations for transit agencies including conducive urban form and related policies, supportive transit services, and targeted marketing and promotion.

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Traveler Response to Transit-Oriented Development (TOD)

This presentation offers highlights from the recently published Chapter 17, "Transit Oriented Development," in the 19-chapter Transit Cooperative Research Program "Traveler Response Handbook" Report 95 series by the chapter's lead author, with an emphasis on distilling "lessons learned." The TOD chapter synthesizes the body of knowledge on travel behavior changes (e.g., ridership, trip generation, vehicle-miles-of-travel) associated with TOD, with other chapters doing the same for other transportation operational, policy, or facility changes that have been implemented. The multi-year research effort for this installment entailed reviewing numerous published and unpublished articles, documents, and reports and interviewing several leading practitioners.

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Sugar House: A Sweet Transit Planning Recipe

Transit planning and implementation along the Wasatch Front in Utah has been focused on providing Light Rail, Commuter Rail and bus service on a region-wide basis. The Sugar House Transit Corridor Alternatives Analysis is a break from this trend, addressing a transit need born out of local community initiative for a simple, low-cost and effective neighborhood system. This presentation will describe the "recipe" for a successful, small-scale alternatives analysis. Ingredients include:

- 1) One part joint local effort between the Utah Transit Authority, Salt Lake City and South Salt Lake to fund and execute the study,
- 2) Two parts comprehensive outreach efforts involving grass roots organizations, stakeholders and the business community, and
- 3) Three parts ingenuity in estimating ridership to include local factors as community culture, station location and mobility.

This presentation will also describe how the Sugar House Alternatives Analysis fits within the framework of the new FTA Small Starts and Very Small Starts funding framework.

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NEIGHBORHOOD FOCUS: TOD, TRANSIT-SENSITIVE DEVELOPMENT AND DEVELOPMENT-ORIENTED TRANSIT

- Transit-Supportive Spaces and Features [Place-Defining, Transit-Ridership-Building TOD Projects] (Nikitin)
- Housing Challenges and Policies to Support Transit [Production of Mixed-Income Housing Around Transit: Local and State Policies that Work] (Zimmerman-Bergman)
- Reducing Parking Demand in Downtown [Influencing External Factors-Reducing Parking Demand] (Kilcoyne)

Transit-Supportive Spaces and Features [Place-Defining, Transit-Ridership-Building TOD Projects]

This presentation will illustrate case study examples of place-defining, transit ridership-building TOD projects, which have succeeded in turning transit centers and stops into places that support, and are created with the help of, passenger communities. The ultimate goal of TOD as far as transit agencies are concerned is to build ridership. This can be achieved by raising the presence of transit in the community and redefining the road system around serving transit "places", pedestrians, passengers, and cyclists. Transit agencies and DOTs (state, county, local) need to partner to with communities to make this happen. Too many opportunities for creating transformative TOD projects are missed because of the disconnect between transit and transportation planners and passenger communities. The case study examples will demonstrate how community-led visioning and placemaking processes for defining mixed use TOD projects can jump start multi-agency partnerships and recast transportation and design professionals in the role of facilitator, implementer and advisor to communities.

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Housing Challenges and Policies to Support Transit [Production of Mixed-Income Housing Around Transit: Local and State Policies that Work]

Affordable housing around transit stations has the potential to reduce household transportation and housing costs, preserve neighborhood diversity, and ensure employment access for the full range of the workforce. The Center for Transit-Oriented Development studied transit corridors in Boston, Charlotte, Minneapolis, Denver, and Portland to assess how local, regional, and state policy actions can target affordable housing production to transit zones. This paper will give a brief overview of the case studies with an emphasis on policy tools for combining land use and transportation planning around affordable housing.

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Reducing Parking Demand in Downtown [Influencing External Factors-Reducing Parking Demand]

Transit ridership is influenced by many factors. They are commonly grouped as internal factors such as the amount and quality of transit service provided and external factors such as land use the price of driving etc. While the implication is that transit agencies can control internal factors and not external factors, transit agencies can influence external factors.

One possible area is parking. This paper will describe how the Greater Bridgeport Transit Authority injected itself into the redevelopment of Downtown Bridgeport - in particular focusing on parking issues. The ultimate goal is reducing the demand for parking of individuals working or living in Downtown Bridgeport to enable the type of development desired and consequently increase transit ridership.

Possible questions:

- How does a transit operator convince a municipality to not require over-mitigation or double mitigation - that is requiring street capacity increases and/or parking supply that encourages SOV and discourages use of alternatives? Put another way is it possible to set mode split goals and what needs to be in place to achieve the goals.
- Where do U-Passes or Eco passes reduce parking demand - what are the ingredients needed of success?
- Where does car sharing reduce parking demand - what are the ingredients needed of success?

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