Putting TDM in TOD

Dulles Area Transportation Association & Dulles Corridor Rail Association Transit Oriented Development (TOD) Session 3: Making TOD Work Thursday, March 30, 2006 By Justin Schor – UrbanTrans Consultants





- 10. Too Much traffic!
 - 9. Too Much traffic!
 - 8. Too Much traffic!
 - 7. See any trends?



Fairlee Metro West TOD... Can it Work?

- Low Density Suburban Environment
- Good Transit
- Mixed Use







- Build it and they will come
- Promote it and they will use it
- Price it to effect demand
- Manage it to ensure effectiveness



TOD Attributes of Success

Peer Project Comparison Analysis													
			Traditio										
Site	Location	Transit Service	High-Capacity Transit Service	Intensity of Uses	Diversity of Uses	Design / Ped- Transit Friendly	Results						
Metropolitan Place	Seattle, WA	Bus	•	•	•	•	33% transit mode share						
Pleasant Hill	Contra Costa County, CA.	Heavy Rail - BART	•	0	0	•	45% transit mode share						
Lloyd District	Portland, OR	Light Rail	•	•	0	•	41% transit mode share						
Redmond Ridge	Redmond, WA	Minimal Bus Service	0	•	•	0	30% non-SOV mode share						
Warner Center (17 million SF office, 5,000 residents)	San Fernando Valley, CA	Bus, connections to rail transit	0	•	•	0	33% non-SOV mode share						
Roslyn-Ballston Corridor	Arlington County, VA	Heavy Rail - MetroRail	•	•	•	0	58% non-SOV mode share						
•	= Exhibits high leve	el of success factor	tor										
0		o elements of success											



TDM Attributes of Success

Peer Project Comparison Analysis										
				Results						
Site	Location	Transit Service	Promotion	Pricing / Incentives	Parking Management	Policies	TDM Program Management			
Metropolitan Place	Seattle, WA	Bus	0	0	•	0	0	33% transit mode share		
Pleasant Hill		Heavy Rail - BART	0	0	0	0	0	45% transit mode share		
Lloyd District	Portland, OR	Light Rail	•	•	•	•	•	41% transit mode share		
Redmond Ridge	Redmond, WA	Minimal Bus Service	•	0	0	•	•	30% non-SOV mode share		
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- Bus
 - 10 bus bays
 - local & regional service





Metropolitan Place TOD Characteristics

- 4,000 square feet of ground-level retail
- 90 apartments
- 150 stalls dedicated to Park & Ride uses
- Residential parking built at 1 stall per unit
- Parking around site is fee based
- Pedestrian amenities& gathering places





Metropolitan Place Mobility Programs

- No site-specific TDM programs
- Only King County Metro Provided Programs
- FlexCar on site when the project opened







- Residential occupancy is high
- 1/3 residents use transit
- Residential parking stall usage at .6 stalls per apartment unit
- FlexCar no longer operates at the site







- Heavy Rail & Bus
- 7 regular-service & 3 express bus routes



CA Department of Transportation





- Mixed Use
- Pedestrian Friendly
- Parking Ratios
 - Range from 1 space per unit to 1.9 spaces per unit
- Densities in surrounding areas are relatively low
- Area has significant surface park-n-ride parking capacity

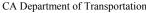






- Not served by a site-specific TDM program.
- TDM services provided by
 - Contra Costa County
 - Regional metropolitan planning organization (MTC).
- Flexible Work Hours
- Transit Subsidy







- Mode Split (Work Trips)
 - 45% of residents utilize transit for commute
 - 49% drive alone to work.
- Mode Split (Non-work trips)
 - 71% of trips completed by SOV
 - higher levels of "trip chaining" for these trips

Data from recent surveys of residents at all four residential locations found that nearly



CA Department of Transportation



- Access to LRT and Bus
- Across the Willamette River from Portland Central Business District
- Home to Oregon Convention Center
- Adjacent to Portland Trailblazers Rose Garden arena.



Photo compliments of Adam Benjamin



- Mixed Use
 - Residential condominium towers
 - 650 businesses with 17,000 employees
 - Retail mall and commercial district
- Fixed guideway transit
- Pedestrian supportive infrastructure
- Parking policies
- Aggressive planning & partnership programs.



Photo compliments of Adam Benjamin





- Lloyd District Transportation Management Association (LDTMA)
 - Focused TDM programs
 - Manage Parking in exchange for managing other travel choice outreach programs.
- Fee-based commercial and commuter parking
- Residential parking program.
- Employer participation in regional transit subsidy

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- Commute Trip Mode Splits*
 - -41.1% = Driving alone
 - -40.8% = Bus/light rail
 - 18.1% = Carpool, Bike, Walk, Telecommute and Compressed Work Week

*According to LDTMA's Annual Report 2005,



Photo compliments of Adam Benjamin



Redmond Ridge PUD Overview

- Minimal Bus service
 - 1 route / 4 trips
- Outside of the region's Urban Growth Boundary (UGB).
- Predominantly rural environment.
- At full build out
 - 8,200 residents
 - 450 retail jobs
 - 3,700 office employees



Photos compliments of http://www.redmondridge.com/home asp



Redmond Ridge PUD TOD Characteristics

- Self-contained suburban life
 - Walking trails
 - Community/recreation centers
 - Retail
 - · Schools.
- Multiple Park and Pool facilities
- Communications infrastructure
 - broadband internet access / wireless connectivity.
 - Homes wired with internal network connections



Photos compliments of http://www.redmondridge.com/home



Redmond Ridge PUD Mobility Programs

- New resident orientations
- Owner's association meetings
- Trained transportation coordinators
- Promotional events and campaigns
- Subsidizing first month transit
- Coordinating and promoting new program demonstrations and a transit feeder shuttle service.



Photos compliments of http://www.redmondridge.com/home asp



Redmond Ridge PUD Results

- Drive alone rate of 70% for peak hour travel (Greater Redmond TMA, 2004).
 - Spread travel times
 - Increase carpool and vanpool travel
 - Grow number of home-based workers.
 - Transportation part of community's evolving culture.



Photos compliments of http://www.redmondridge.com/home asp





- Parking Management
- Physical Facilities
- Programs & Services
- Program Management
- Funding Mechanisms





- It Can Work
- Earlier the Better
 - Design
 - Planning
 - Implementation
- Be Proactive

