



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
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URBANTRANS
CONSULTANTS



Top 10 Reasons NOT to do TOD

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





Make it Work!

- 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							
Site	Location	Transit Service	Traditional TOD Physical Attributes of Success				Results
			High-Capacity Transit Service	Intensity of Uses	Diversity of Uses	Design / Ped-Transit Friendly	
Metropolitan Place	Seattle, WA	Bus	●	●	●	●	33% transit mode share
Pleasant Hill	Contra Costa County, CA.	Heavy Rail - BART	●	●	●	●	45% transit mode share
Lloyd District	Portland, OR	Light Rail	●	●	●	●	41% transit mode share
Redmond Ridge	Redmond, WA	Minimal Bus Service	○	●	●	●	30% non-SOV mode share
Warner Center (17 million SF office, 5,000 residents)	San Fernando Valley, CA	Bus, connections to rail transit	●	●	●	○	33% non-SOV mode share
Roslyn-Ballston Corridor	Arlington County, VA	Heavy Rail - MetroRail	●	●	●	●	58% non-SOV mode share

- = Exhibits high level of success factor
- ◐ = Exhibits some elements of success factor
- = Exhibits few or no elements of success factor

TDM Attributes of Success

Peer Project Comparison Analysis			TDM Attributes of Success					Results
Site	Location	Transit Service	Promotion	Pricing / Incentives	Parking Management	Policies	TDM Program Management	
Metropolitan Place	Seattle, WA	Bus	○	○	●	●	○	33% transit mode share
Pleasant Hill	Contra Costa County, CA.	Heavy Rail - BART	○	○	○	○	○	45% transit mode share
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Metropolitan Place Overview

- 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



Metropolitan Place Results

- 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





Pleasant Hill Overview

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



CA Department of Transportation

Pleasant Hill TOD Characteristics

- 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



CA Department of Transportation

Pleasant Hill Mobility Programs

- 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



CA Department of Transportation

Pleasant Hill Results

- 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



Lloyd District Overview

- 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

Lloyd District TOD Characteristics

- 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 Mobility Programs

- 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



Photo compliments of Adam Benjamin

Lloyd District Results

- 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



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<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.asp>

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>



Fairlee Metro West TOD

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



Lessons Learned

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