

TRANSIT, TRANSIT ORIENTED DEVELOPMENT, AND HIGHWAY 29: WHAT WILL WORK FOR GREER



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Presentation Overview



1. Introduction – Why am I here
2. Transit Planning Starts at the Regional Scale
3. Benefits of Transit for Regional Economies
4. Transit and Transit Oriented Development
5. Getting Started
6. Market Forces, Transit, TOD
7. Final Thoughts

Why is an Urban Economist Giving a Presentation About Transit?



- Transit, like any other infrastructure investment is a means to an end: generating economic benefits for the region's residents and businesses!
- If there is no benefit from this investment, why make it?
- But, if there is an opportunity for economic benefits, how do we maximize this opportunity?

Transit Planning Starts at the Regional Scale

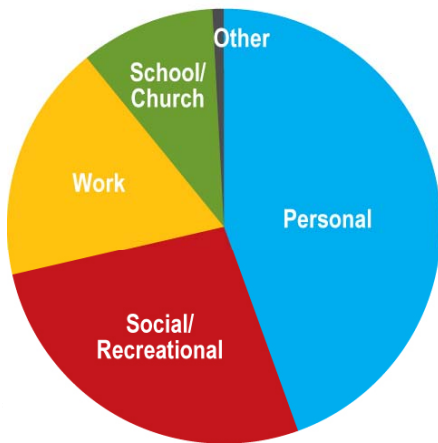


Transit Creates Diverse Benefits

Benefit	Primary Beneficiary	Geography of Benefit
1. Transit user benefits	Transit riders	Local/regional (more in transit areas)
2. Congestion reduction	Drivers/everyone	Local/regional
3. Facility cost savings	Government/taxpayers, developers	Local/regional
4. Consumer savings	Transit riders	Local/regional (more in transit areas)
5. Transport diversity	Transit riders	Local/regional (more in transit areas)
6. Road safety	Everyone	Local/regional
7. Environmental quality	Everyone	Local/regional
8. Efficient land use	Everyone	Local/regional
9. Economic development	Employers/Property Owners	Transit areas
10. Community cohesion	Everyone	Transit areas
11. Public health	Transit riders	Transit areas

Commute Trips are Key to A Viable Transit System

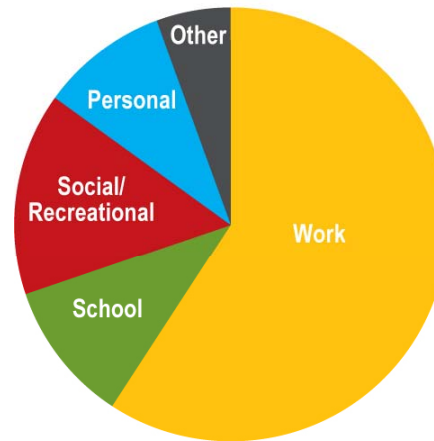
Work Trips are Less than 20% of Total Trips



Trip Purpose	% Of Trips
Personal	44.5
Social/ Recreational	26.9
Work	17.8
School/ Church	9.8
Other	0.9

Source: *Commuting in America III*

Work Trips Fundamental to Transit Commute (60%)



Transit Trip Purpose	% Of Trips
Work	59.2
School	10.0
Social/ Recreational	15.3
Personal	9.3
Other	5.7

Source: 2007 APTA Transit Factbook

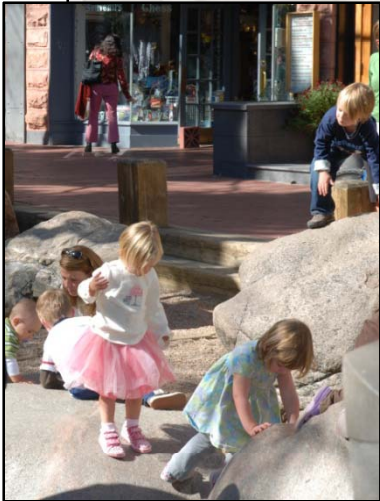
- By a wide margin, the largest group of transit trips are commute trips
- Commuters are key to transit's productivity

Source: Pisarski, *Commuting in America*

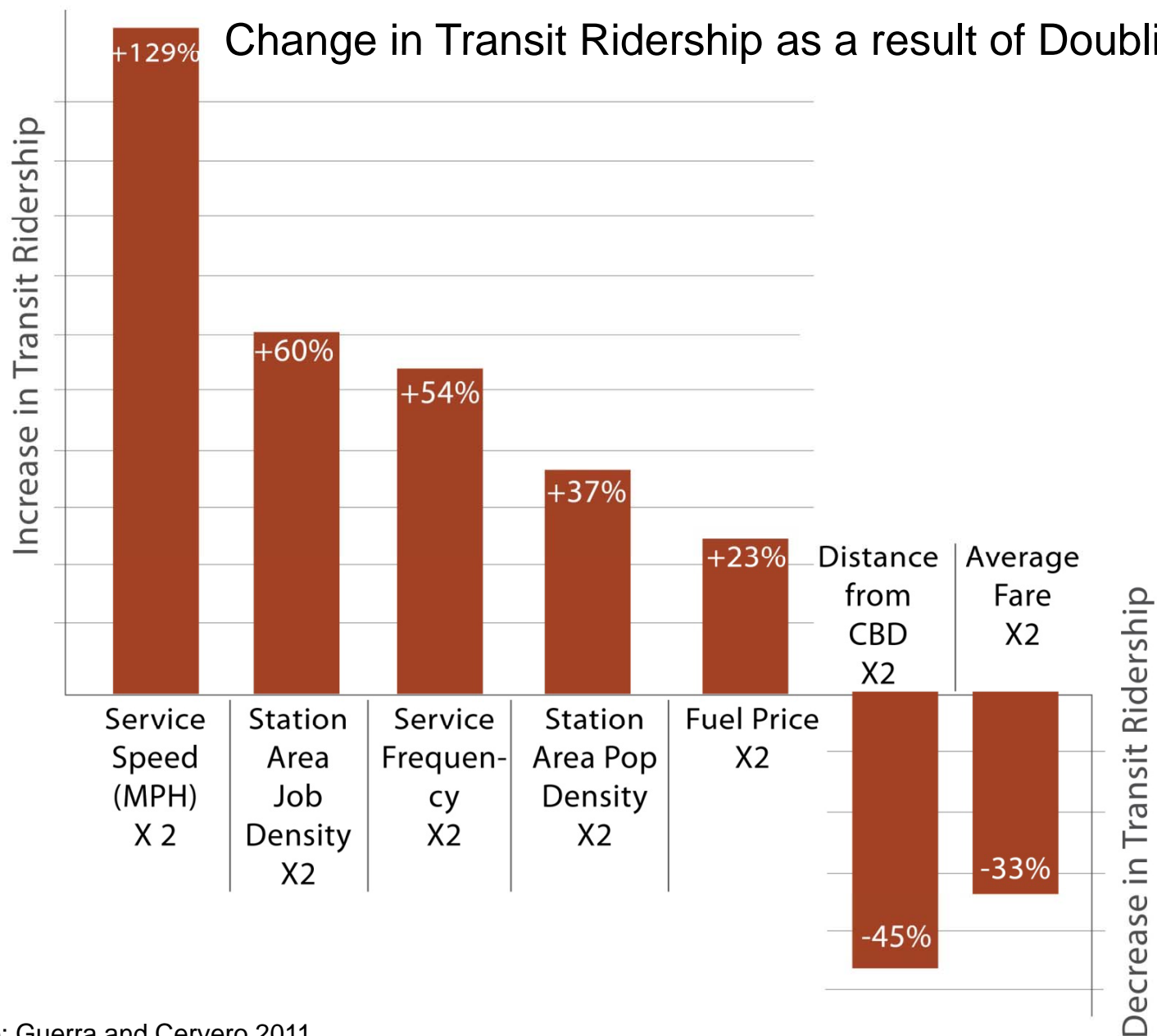
The Impact of the Commute Trip Goes Beyond Its Share of Total Travel



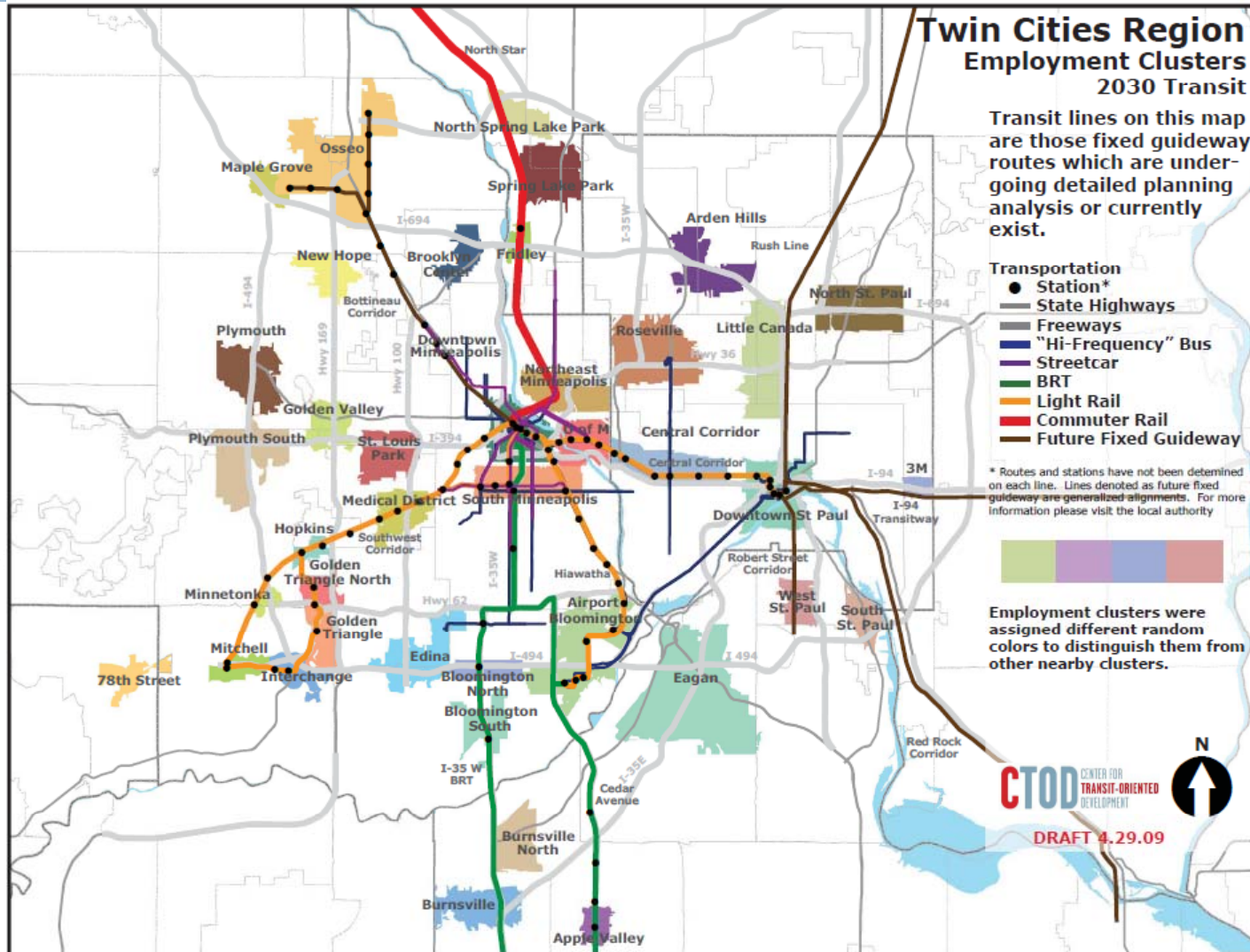
VS.



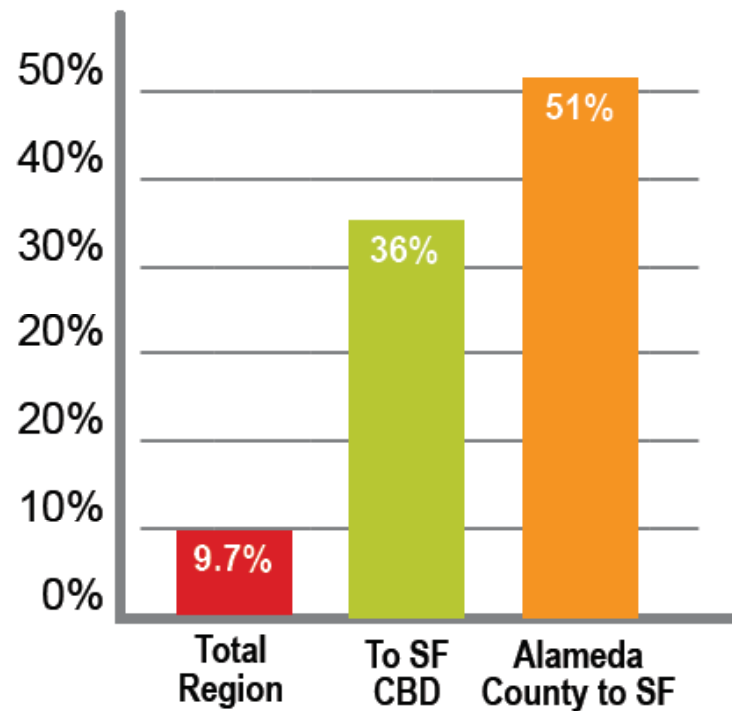
Employment Density Is Critical For Transit Performance



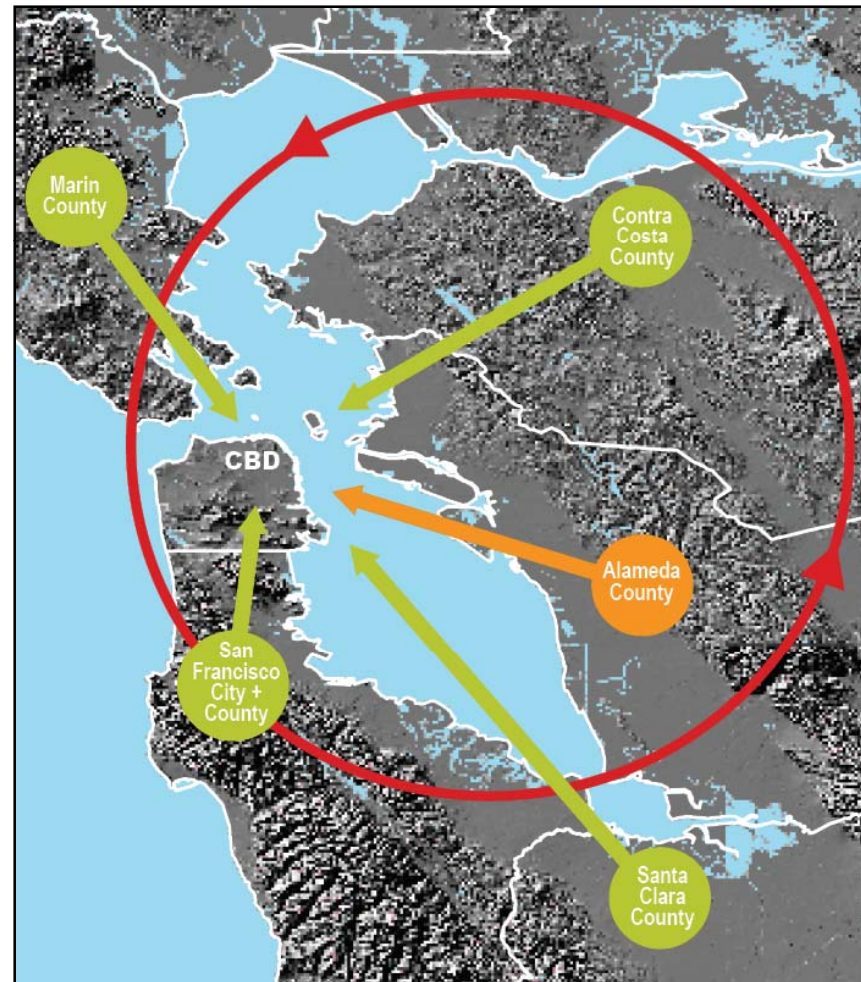
Therefore, Transit Systems Needs to Connect Major Employment “Clusters”



Transit Ridership Will Vary Across a Region, but In Key “Corridors” Ridership Will Be Very Strong



Source: Commuting in America III



Benefits of Transit for Regional Economies



Certain Sectors of the Economy Benefit from Co-Locating in Dense Settings



- Greater access to appropriate shared workforce
- Geographic proximity to similar and complementary firms
- “Knowledge spillover”
- Urban amenities for firms focused on particular segments of the labor force (Gen X and Millennials)

Many Large Suburban Employment Centers Cannot Evolve Without Transit

Warner Center, Los Angeles



Tysons Corner, N. Virginia



Transit and Transit Oriented Development



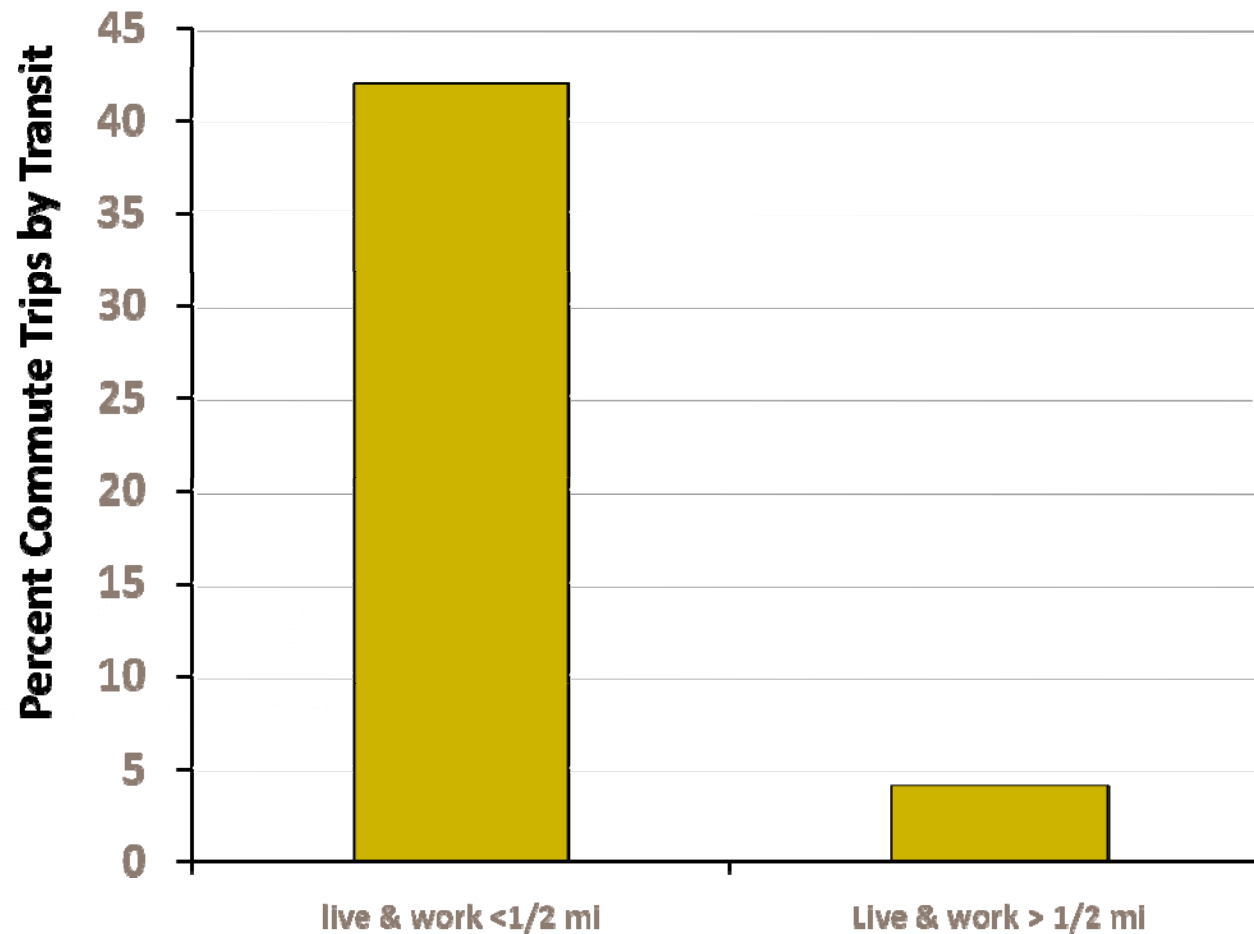
Defining Transit Oriented Development

TOD is new development or significant reinvestment in existing properties located within $\frac{1}{4}$ to $\frac{1}{2}$ mile of a transit station that:

- Generates ridership for the transit system,
- Lowers people's cost to live and work
- Increases opportunities/ choices for accessing housing and jobs.



Connected Neighborhoods and Job Clusters Are Mutually Reinforcing for Transit Ridership



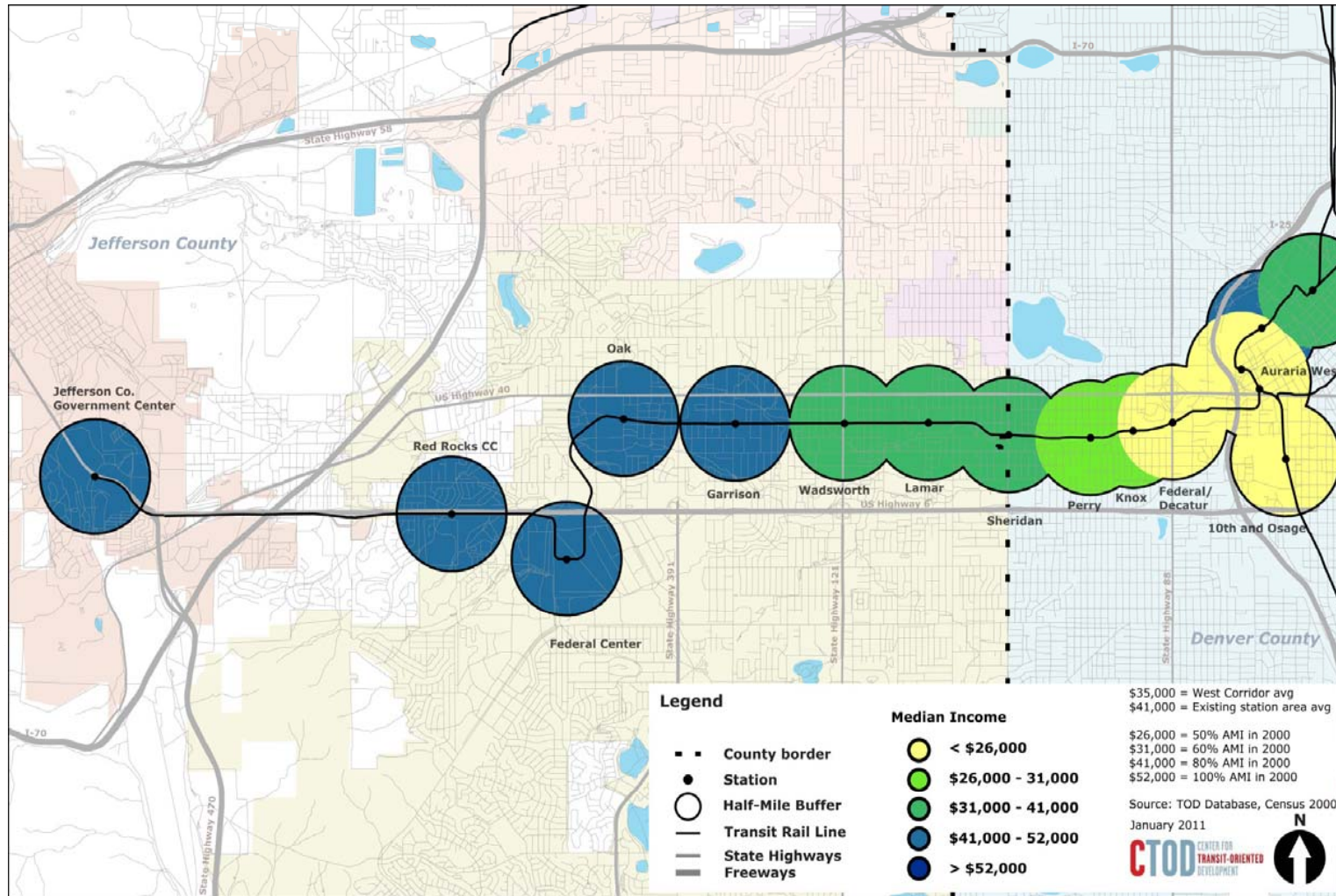
Source: SFBay Area Metropolitan Transportation Commission

Many Benefits to TOD Beyond Transit Ridership

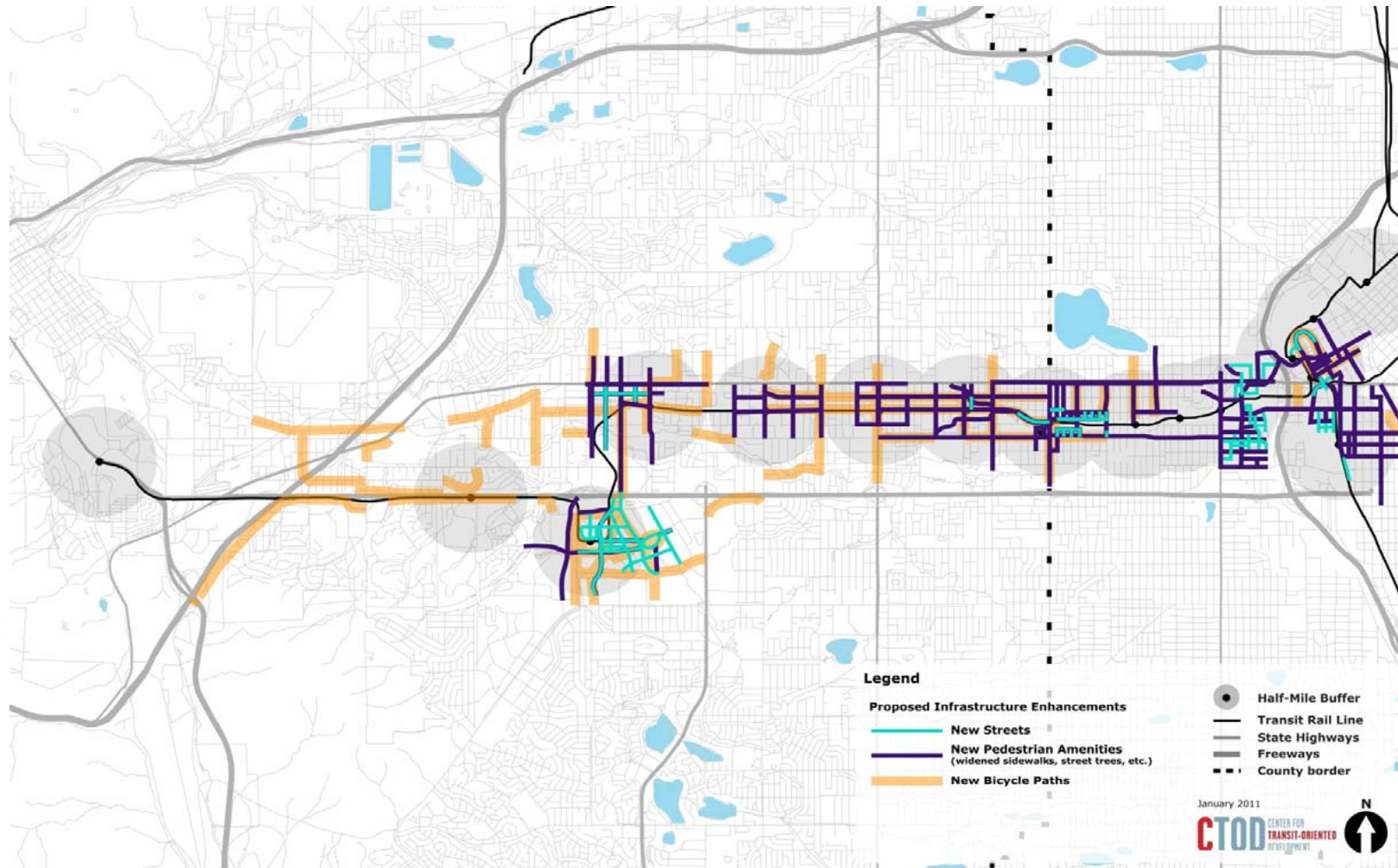


- Reduces households costs by reducing driving
- Promotes better health
- Creates increased access to jobs
- Reduces GHG emissions
- Generates stronger tax revenues
- Saves on public cost to build highways and major roads

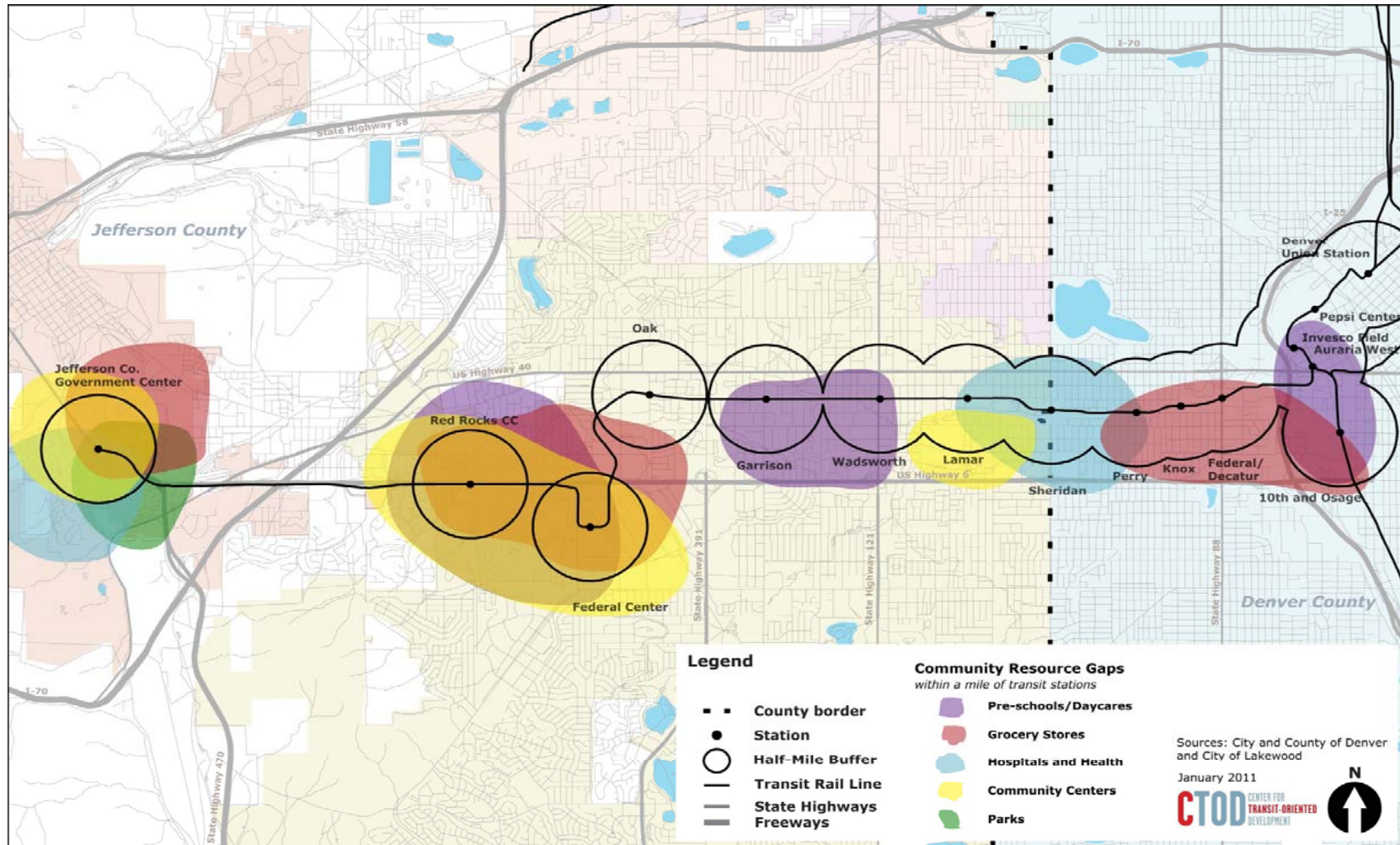
TOD Is Not Just About Projects, its About Neighborhoods and Districts With a Range of Opportunities and Constraints



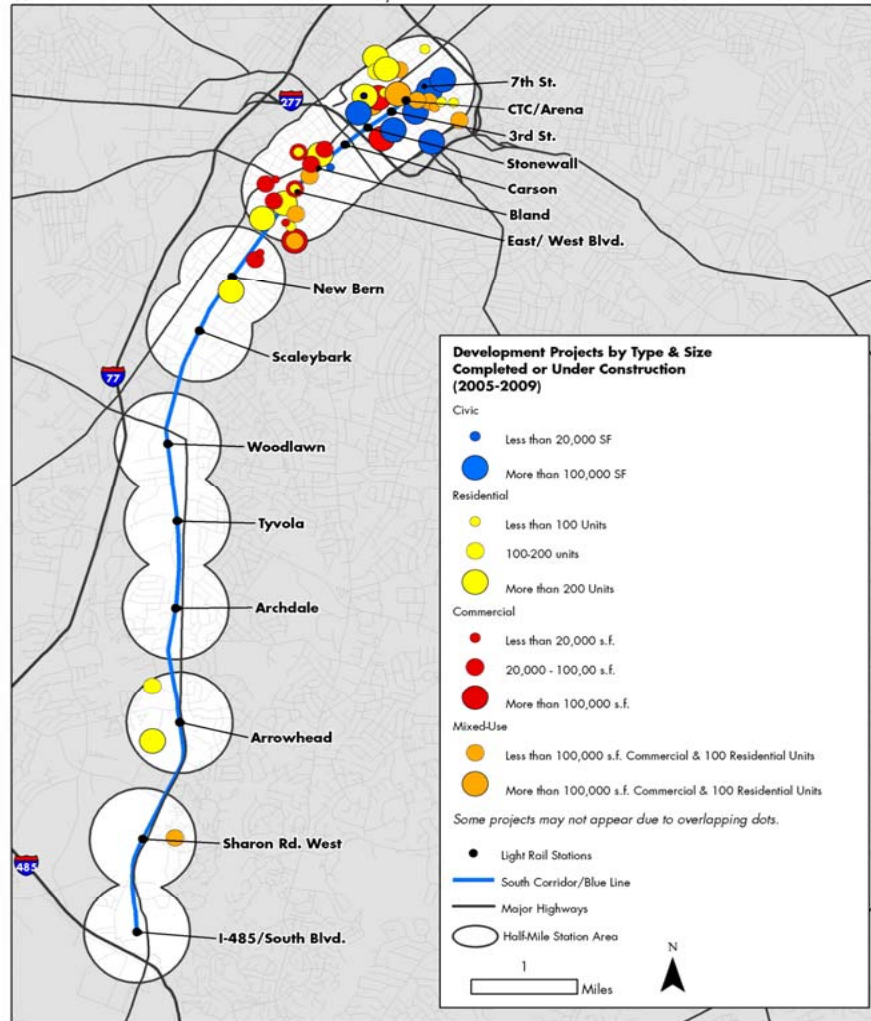
Transit Oriented Neighborhoods Need Strong Connections So People Can Walk, Bike, and Ride Transit



Transit Oriented Neighborhoods Also Need a Mix of Community Facilities

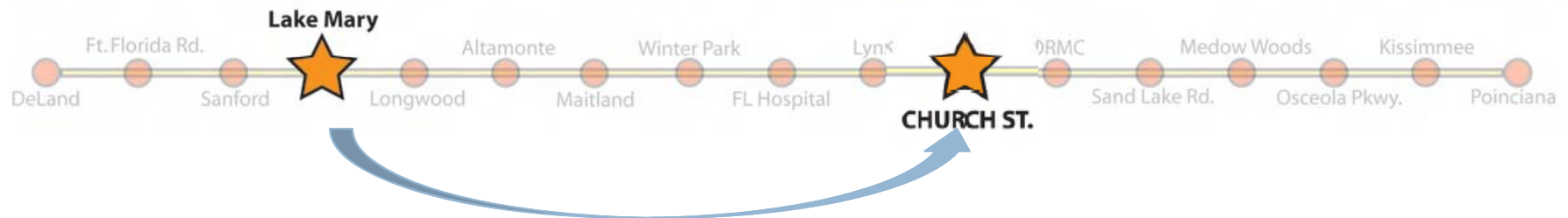


But, Transit alone does not create Real Estate Market Demand



Sources: City of Charlotte/Charlotte Area Transit System, 2008; Mecklenburg County, 2005; CTOD, 2009.

New transit Boosts Property Values When Transit Offers Improved Access and Connections Between Housing and Jobs



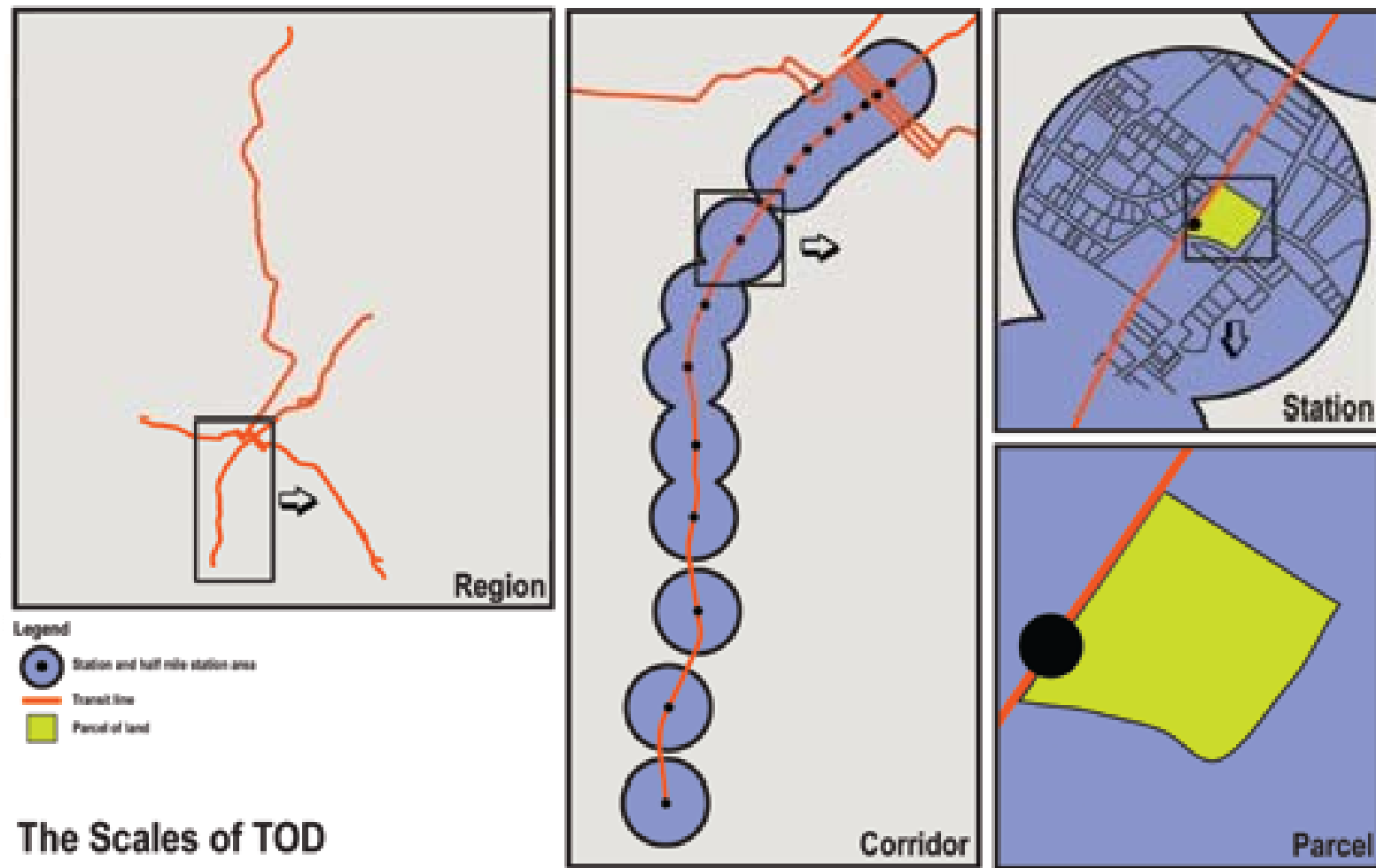
Transit Oriented Development is Not a “One Size Fits All” Solution



Getting Started



Remember that Transit and TOD Are Connected At Multiple “Scales”



Plan for Different Kinds of Transit to Serve Different “Distances”

Very Local Trips

Intra-City Trips

Inter-City/Regional Trips

Shuttles
Circulators
Streetcars

Streetcars
City Buses
Light Rail
Bus Rapid Transit

Light Rail
Bus Rapid Transit
Commuter/Heavy Rail
Commuter Buses

Technology i.e., bus versus train can be “neutral”

Different Kinds of Land Uses Can be Served By Transit

Best Opportunities for Integrating Transportation and Land Use



SUBURBAN



COMPACT

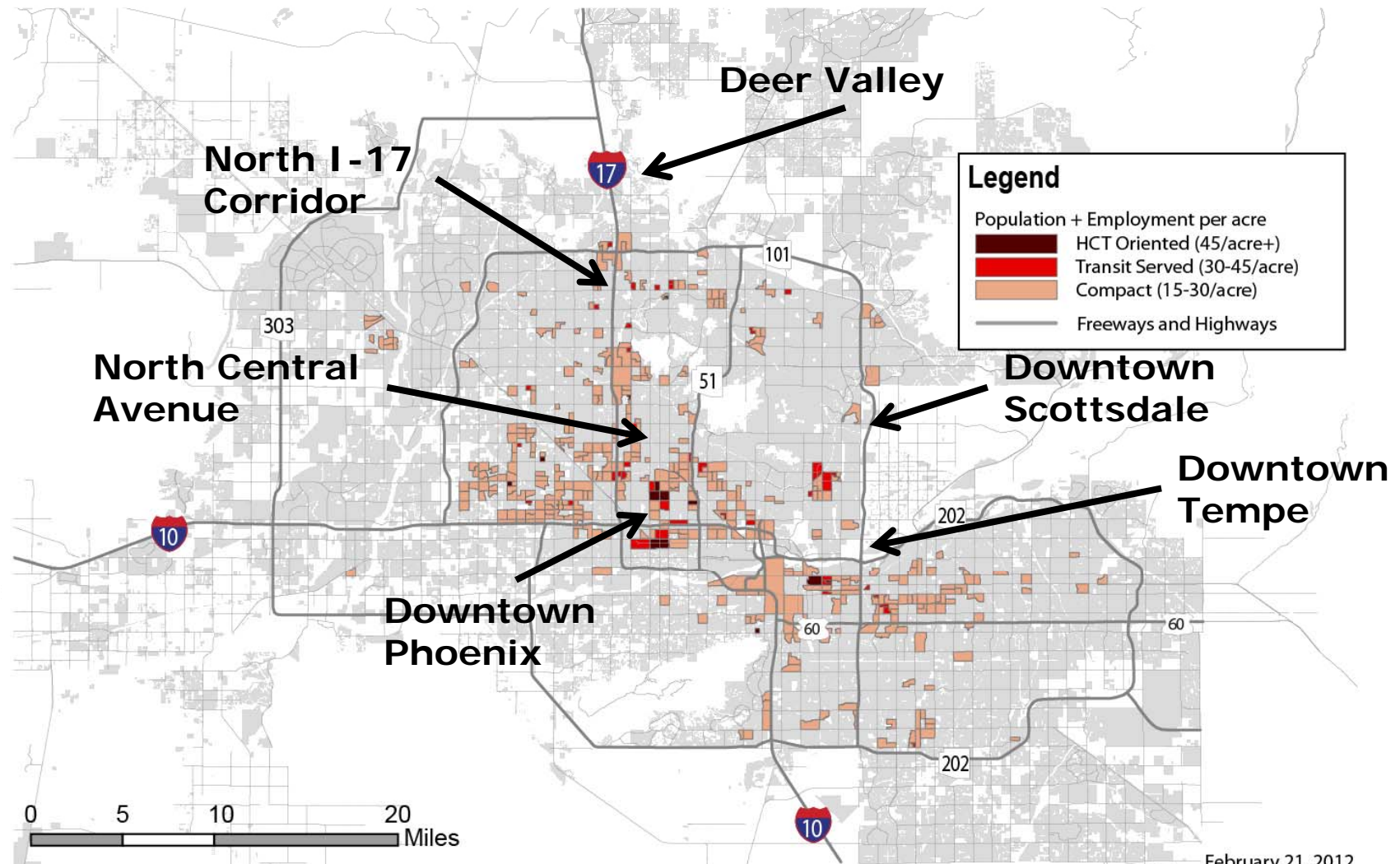


TRANSIT
SERVED



HCT
ORIENTED

Look Holistically At Regional Land Use Patterns That Can Work with Transit



Data Source: Maricopa Association of Governments 2009, US Census 2010, Arup
2012

February 21, 2012

Different Locations Within the Region Will be Appropriate for Different Levels of Transit Service

	SUBURBAN	COMPACT	TRANSIT SERVED	HCT ORIENTED
Drive-able	+++	++	+	+
Walk-able		++	+++	+++
Flex-route	+	+	+	+
Commute transit		+	++	+++
All-day transit			+	+++
High-capacity Transit				+++

Market Forces, Transit, TOD



Major Market Trends Are Driving Demand for Development Near Transit



76 Million Baby Boomers



75-80 Million Millennials



Almost ½ of All Households are Single People



Projected Employment Growth in Knowledge based Sectors

High Quality Bus Service Has a Track Record for Transformation



New Housing in an Old Commercial Corridor with a New Rapid Bus Service



Private Investment Follows Public Investment, Especially for Access Improvements

North of Massachusetts neighborhood in Washington, DC is transforming from vacant industrial to a mixed-use employment center since a new Metro Station has been built.



Example: South Lake Union Transformation from Antiquated Industrial Use to Modern Employment District

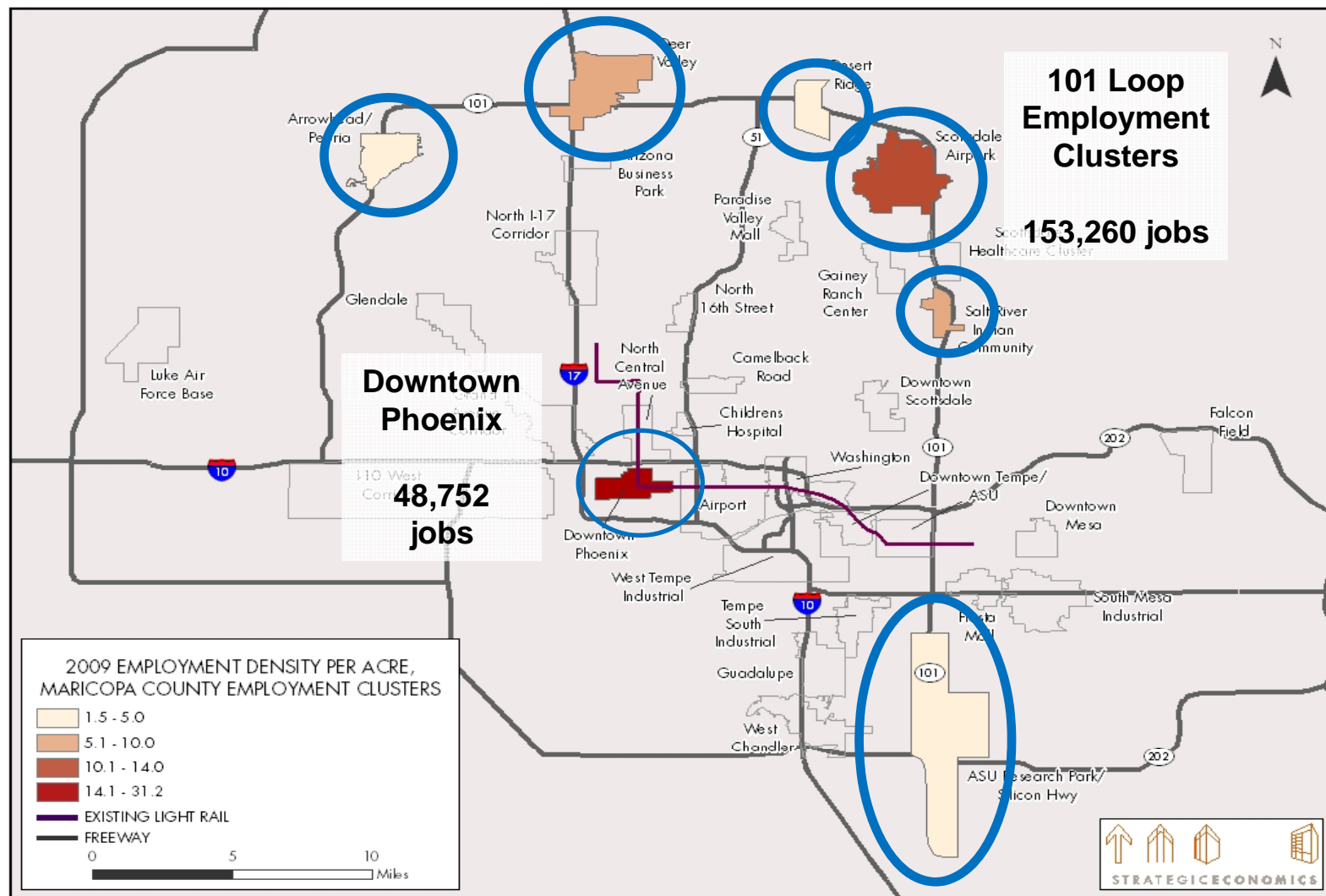
South Lake Union, Seattle was characterized by low-slung warehouses and factories



The area is transforming into a dense, interactive employment district



But All Public Transportation Investments be Coordinated, or They “Work Against” Each Other, Particularly Highway Investments and Transit



Source: Maricopa Association of Governments, 2009, 2011; Strategic Economics, 2011; US Census; ESRI.

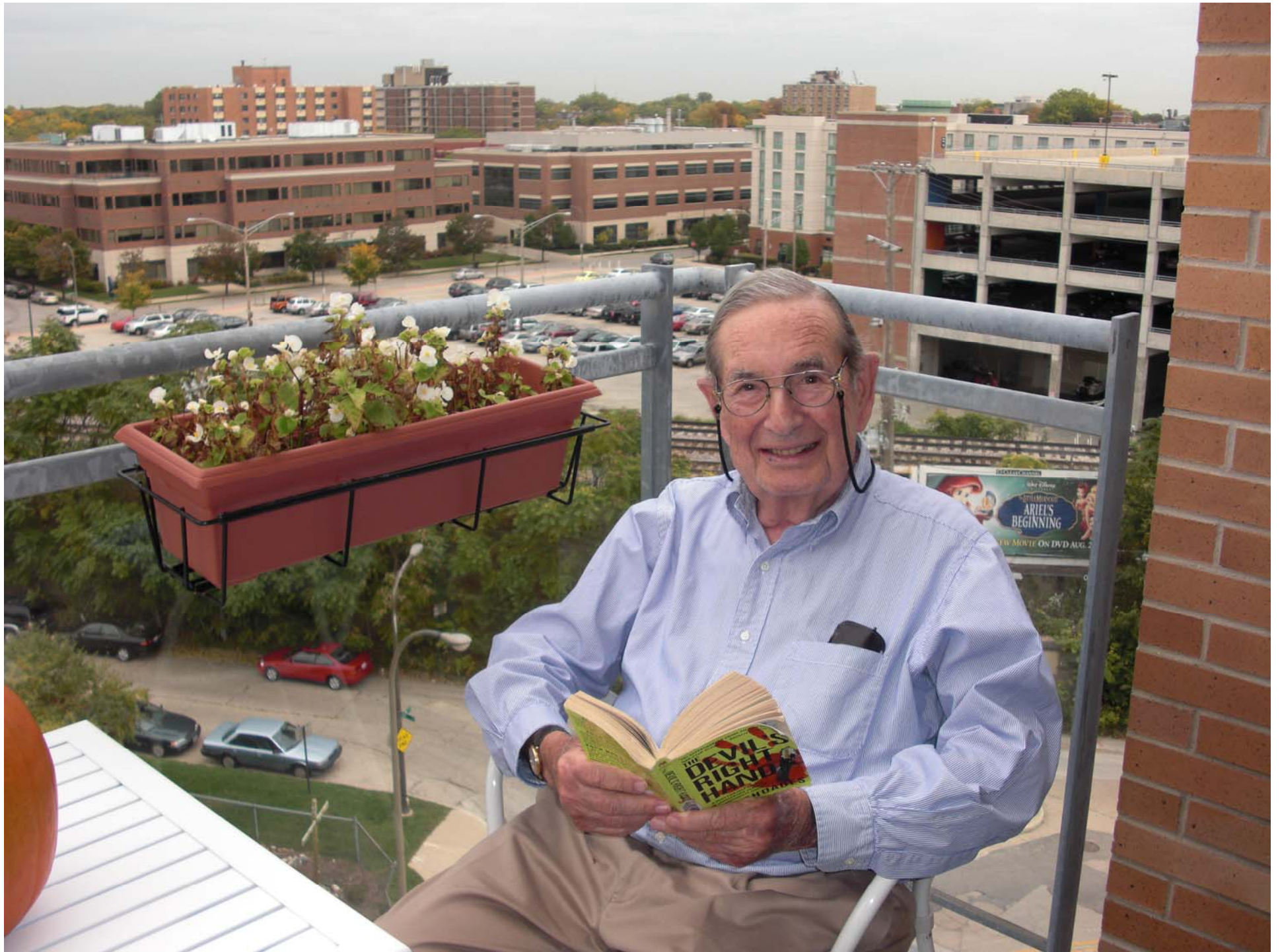
Final Thoughts



What Transit And TOD Can Do For Greer, Greenville, and Spartanburg



1. Save money for families and businesses
2. Give people more choices about where they live and how they get around
3. Help attract and retain young skilled workers
4. Provide options for empty nesters as we age
5. Help attract new businesses and incent existing businesses to stay in the region
6. Help improve air quality
7. Help keep rural places “rural”



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