Regional Advisory Committee

Informational Packet

A Regional Implementation Plan for Smart Growth Development Strategies for the Monterey Bay Area

Association of Monterey Bay Area Governments

Staff Contact: Steph A. Nelson, Associate Analyst/Planner, 831.264.5092, snelson@ambag.org

Updated as of January 2012
Welcome to the Regional Advisory Committee

Welcome to the Regional Advisory Committee for the Regional Implementation Plan for Smart Growth Development Strategies for the Monterey Bay Area.

As a committee member, you will play an important role in helping to shape the way the Monterey Bay Area grows and develops. Your participation in this effort will help to ensure the Monterey Bay Area can do our part in the statewide effort to reduce greenhouse gas emissions by 2035. By coordinating our region’s investments in transportation, housing and economic development, we can achieve our region’s -5% greenhouse gas reduction target set by the California Air Resources Board as part of the Sustainable Communities & Climate Protection Act of 2008 (Senate Bill 375).

Background

AMBAG’s recently completed regional vision plan, Envisioning the Monterey Bay Area: A Blueprint for Sustainable Growth and Smart Infrastructure, laid the foundation for the SB 375 mandated Sustainable Communities Strategy for the Monterey Bay Area. However, influencing market forces to support a sustainable growth pattern will require regional coordination in implementing innovative “carrot and stick” strategies. AMBAG recently received a Community Based Transportation Planning grant from Caltrans develop such a plan, entitled the Regional Implementation Plan for Smart Growth Development Strategies.

The project will include an inventory of existing “Smart Growth Development Strategies” in the Monterey Bay Area as well as research into the political feasibility and implementation needs for new strategies that have the potential to most significantly improve the development potential of parcels within Priority Areas (as identified in the Blueprint planning process). Such strategies include public/private partnerships, parking policies (such as RDA parking districts), graduated density zoning and transit benefit districts.

Regional Blueprint planning efforts in 2009-2010 allowed AMBAG staff to survey over 700 members of the public as well as over 100 local planning staff on their housing, neighborhood and transportation preferences as well as their interest in smart growth policies and development strategies. Picking up where Blueprint planning efforts left off, AMBAG is convening the Regional Advisory Committee. Committee members are comprised of local planning and redevelopment staff, community leaders, and business leaders, among other stakeholders.

Regional Advisory Committee Role and Expectations

Regional Advisory Committee members were recommended by planning directors and elected officials throughout the Monterey Bay Area. The AMBAG Board of Directors approved the Committee in July of 2011 after having made several revisions to the list of recommendations in order to ensure representation of a diverse cross section of each of the three county’s stakeholders.

As Committee members, you will participate in surveys, informational interviews and focus groups to help determine the feasibility and implementation needs of a range of strategies during the 2011/12 winter months. Throughout 2012 and into early 2013, Committee members will provide crucial input to assist AMBAG staff with developing resources to assist participating local jurisdictions with the implementation of these strategies.

Regional Advisory Committee members will be expected to:

• Attend quarterly meetings, between Fall 2011 and early 2013
• Participate in online surveys, focus groups, and one-on-one interviews
• Act as a liaison to their stakeholder group(s)
• Maintain a fair and open-minded approach to regional issues and proposed strategies

Information Packet

This Information Packet contains the quarterly meeting schedule, a list of Regional Advisory Committee members, highlights from the online pre-meeting survey taken by Committee members in September of 2011, and a series of smart growth development survey profiles.
Regional Advisory Committee - Quarterly Meeting Schedule

Regional Advisory Committee meetings will take place quarterly from Fall 2011 through early 2013. Meetings will be held at various locations throughout the Monterey Bay Area.

<table>
<thead>
<tr>
<th>Meeting #</th>
<th>Date</th>
<th>Location</th>
<th>Time</th>
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</thead>
<tbody>
<tr>
<td>Meeting #1</td>
<td>10/19/2011</td>
<td>UC MBest Center</td>
<td>9.30am-1pm</td>
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<td>Meeting #2</td>
<td>1/19/2012</td>
<td>Watsonville Civic Center</td>
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<td>Meeting #6</td>
<td>1/17/2013</td>
<td>TBD</td>
<td>9.30am-1pm</td>
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## Regional Advisory Committee Members

<table>
<thead>
<tr>
<th>Name</th>
<th>Title/Position</th>
<th>Primary:</th>
<th>Secondary:</th>
<th>Other:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Abby Taylor Silva</td>
<td>VP of Policy &amp; Communications</td>
<td>Agriculture</td>
<td>Water Resources</td>
<td>Business/ Economic Development</td>
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<tr>
<td></td>
<td>Grower-Shipper Association of Central California</td>
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<tr>
<td>Amy L. White</td>
<td>Executive Director, LandWatch Monterey County</td>
<td>Planning</td>
<td>Environment (including land conservation)</td>
<td>Water Resources, Land Use Policy in Monterey County</td>
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<tr>
<td>Andrew Schifferin</td>
<td>Member, City of Santa Cruz Water Commission</td>
<td>Planning</td>
<td>Water Resources</td>
<td>Environment (including land conservation), Transportation</td>
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<tr>
<td>Bert Lemke</td>
<td>Architect, Seascape Design</td>
<td>Urban Design or Architecture</td>
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<td>Property Development</td>
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<tr>
<td>Bill Leahy</td>
<td>Executive Director, Big Sur Land Trust</td>
<td>Environment (including land conservation)</td>
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<td>Community Interest Groups</td>
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<tr>
<td>Bill Tysseling</td>
<td>Executive Director, Santa Cruz Area Chamber of Commerce</td>
<td>Business/Economic Development</td>
<td>Education (K-12, higher ed)</td>
<td>Effective Government</td>
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<tr>
<td>Bob Bumba</td>
<td>Broker/Owner, Bumba Real Estate</td>
<td>Real Estate</td>
<td>Consumerism, Theory on Change</td>
<td>Consumerism-theory on change</td>
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<tr>
<td>Cesar Lara</td>
<td>Director, Monterey Bay Central Labor Council</td>
<td>Business/Economic Development</td>
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<td>Urban Design or Architecture</td>
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<tr>
<td>Chris Robb</td>
<td>Senior Human Resources Coordinator, Monterey Bay Aquarium</td>
<td>Transportation</td>
<td>Environment (including land conservation)</td>
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<tr>
<td>Darby Fuerst</td>
<td>RAC Member, County of Monterey</td>
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<tr>
<td>David Huboi</td>
<td>Principal Architect/Owner, Huboi Architecture AIA</td>
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<tr>
<td>David Roemer</td>
<td>RAC Member, County of San Benito</td>
<td>Planning</td>
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</table>

Regional Advisory Committee meetings will take place quarterly from Fall 2011 through early 2013. Meetings will be held at various locations throughout the Monterey Bay Area.
Regional Advisory Committee Members

Deborah Elston  President, Santa Cruz Neighbors, Inc.
Alternate: JD Sotelo, Santa Cruz Neighbors Inc.
Primary: Community Interest Groups
Secondary: Tourism

Edward (Ned) Van Valkenburgh  Marketing Representative, Carpenters Union
Primary: Labor Relations
Secondary: Business/Economic Development
Other: Planning

Eleanor Taylor  Transportation Supervisor, Monterey County Office of Education
Primary: Transportation
Secondary: Education (K-12, higher ed)

Eric Mangahis  Senior Environmental Health Specialist, County of Monterey
Primary: Environment (including land conservation)
Secondary: Business/Economic Development
Other: Planning

Glenn Robinson  Doctor; RAC Member, Monterey County
Primary: Education (K-12, higher ed)
Secondary: Community Interest Groups
Other: Planning

Gine Johnson  Santa Cruz County Commission on the Environment
Alternate: Colin Clark, Senior Program Manager, Ecology Action
Primary: Environment (including land conservation)
Secondary: Transportation
Other: Energy efficiency, pollution prevention, reduction of GHG, waste reduction & water issues

Harold R. Wolgamott  Emergency Services Director, City of Gonzales
Primary: Business/Economic Development
Secondary: Planning
Other: Environment (including land conservation)

Hunter Harvath  Asst. General Manager- Finance & Administration, MST
Primary: Tourism
Secondary: Business/Economic Development
Other: Planning, Transportation

Jan Saxton  Media Analyst, IHS Screen Digest
Primary: Environment (including land conservation)
Secondary: Water Resources
Other: Transportation

Janet Brennan  Board Member, LandWatch Monterey County, Alternate
Primary: Air Quality Planning
Secondary: Planning
Other: Water Resources

Jeff Larkey  RAC Member, County of Santa Cruz
Primary: Agriculture

Jim West  RAC Member, County of San Benito
Primary: Environment (including land conservation)

Larry Pageler  Director of Transportation & Parking Services, UC Santa Cruz
Primary: Transportation
Secondary: Planning
Other: Environment (including land conservation)
### Regional Advisory Committee Members

<table>
<thead>
<tr>
<th>Name</th>
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<th>Secondary:</th>
<th>Other:</th>
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<tbody>
<tr>
<td>Lisa Dobbins</td>
<td>Executive Director, Action Pajaro Valley</td>
<td>Community Interest Groups</td>
<td>Planning</td>
<td>Environment (including land conservation), watershed planning and education</td>
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<tr>
<td>Luis A. Osorio</td>
<td>Planning Commissioner, City of Monterey</td>
<td>Planning</td>
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<td>Urban design or Architecture</td>
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<tr>
<td>Matthew Sundt</td>
<td>Vice President, GSPEC</td>
<td>Planning</td>
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<td>Transportation</td>
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<tr>
<td>Nancy A. Martin</td>
<td>Economic Development Corp. of San Benito County</td>
<td>Business/Economic Development</td>
<td>Property Development</td>
<td>Tourism, Logistics, Infrastructure, Education, Real Estate, Housing</td>
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<tr>
<td>Owen Lawlor</td>
<td>Principal, Lawlor LandUse</td>
<td>Property Development</td>
<td>Real Estate</td>
<td>Business/Economic Development</td>
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<tr>
<td>Pedro Castillo</td>
<td>RAC Member, County of Santa Cruz</td>
<td>Business</td>
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<tr>
<td>Piet Canin</td>
<td>VP of Transportation, Ecology Action</td>
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<td>Environment (including land conservation)</td>
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<td>Robert Gatto</td>
<td>RAC Member, County of San Benito</td>
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<td>Planning</td>
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<td>Sam Trevino</td>
<td>Director, Monterey County Area Agency on Aging</td>
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<td>Sherwood Darington</td>
<td>Chair &amp; Public Member, LAFCO of Monterey County</td>
<td>Agriculture</td>
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<td>Steve Harris</td>
<td>District Representative/Trustee, Operating Engineers Local Union # 3</td>
<td>Labor Relations</td>
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<tr>
<td>Teresa Corwin</td>
<td>Executive Director, Land Trust of Santa Cruz County</td>
<td>Environment (including land conservation)</td>
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<td>Tim Foley</td>
<td>RAC Member, County of San Benito</td>
<td>Education</td>
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<td>Tom Burns</td>
<td>Consultant</td>
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</table>
Regional Advisory Committee Members

Tom Martella  RAC Member, County of Monterey  
*Primary:* Business

Vicki Montoya  RAC Member, County of Monterey  
*Primary:* Community Interest Groups

Victoria Beach  Principal, Arch-i-o  
*Primary:* Urban Design or Architecture  
*Secondary:* Planning  
*Other:* Education (K-12, higher ed)
Regional Advisory Committee: Areas of Expertise and Professional Interest

In September of 2011, Committee members participated in a pre-meeting online survey. Highlights from the survey results can be found below.

**Areas of Expertise and/or Professional Interest**

AMBAG Regional Advisory Committee, September 2011

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<table>
<thead>
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<td>Business/Economic Development</td>
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<td>Water Resources</td>
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<td>Community Interest Groups</td>
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Source: September 2011 Pre-Meeting Survey Results, AMBAG Regional Advisory Committee

**“I have had some involvement (or more) with the following strategy:”**

AMBAG Regional Advisory Committee, September 2011

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<thead>
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<td>Expanding commuter rail services</td>
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<tr>
<td>Expanding express bus &amp; local bus services</td>
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<tr>
<td>Improving bicycle &amp; pedestrian routes</td>
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<td>Offering more transportation funds to cities that...</td>
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<tr>
<td>Increasing funding for most effective transit services</td>
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<tr>
<td>Vehicle miles traveled (VMT) fees</td>
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<td>Pay-as-you-drive car insurance</td>
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<tr>
<td>Variable road pricing based on congestion</td>
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<tr>
<td>Toll lanes</td>
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<tr>
<td>Carpool lanes</td>
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<tr>
<td>Higher gas prices</td>
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<tr>
<td>Reducing or limiting parking supply</td>
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<tr>
<td>Streamlined Development Review Process</td>
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<td>Regional Tax Revenue Sharing</td>
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<td>Graduated Density Bonus for Infill Projects</td>
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<td>Tax Increment Financing (TIF) Districts</td>
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<td>Transfer of Development Rights</td>
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Source: September 2011 Pre-Meeting Survey Results, AMBAG Regional Advisory Committee
The following pages provide a brief introduction to a number of smart growth development strategies. The strategies profiled here include those that have demonstrated potential for greenhouse gas reductions as well as some strategies that have been identified as low hanging fruit through an online survey of the Monterey Bay Area Planning Directors Forum in August of 2011.

The demonstrated potential for greenhouse gas reductions is pulled from an August 2010 report produced by the California Air Pollution Control Officer’s Association (CAPCOA) entitled *Quantifying Greenhouse Gas Mitigation Measures: A Resource for Local Government to Assess Emissions Reductions from Greenhouse Gas Mitigation Measures*.

**PROFILE OUTLINE**

Each strategy profile contains a brief definition, three potential positive and negative impacts of the strategy, the VMT/GHG reduction potential, and whether or not it was identified as low hanging fruit (denoted in red). Some profiles contain clusters of related strategies - this was done in order to identify the related measure from the CAPCOA report and its associated GHG reduction potential.
Smart Growth Development Strategies

Parking Benefit Districts

Parking Benefit Districts are defined areas where market-rate prices are charged for curb-side parking, with the hope of increasing turnover and reducing traffic congestion. The revenues collected from the metered parking would then be spent within the defined area to enhance the public realm in that area, such as planting trees, cleaning sidewalks, undergrounding utilities, ensuring public safety, adding wayfinding signage, and other public improvements that benefit the entire district. To be effective, this policy should be coupled with reducing off-street parking requirements in the same district so that the supply of parking is priced similarly, and so developers have cost savings.

Implement Market Price Public Parking (On-Street)

“...pricing all central business district/employment center/retail center on-street parking. It will be priced to encourage “park once” behavior. The benefit of this measure above that of paid parking at the project only is that it deters parking spillover from project supplied parking to other public parking nearby, which undermine the vehicle miles traveled (VMT) benefits of project pricing. It may also generate sufficient area-wide mode shifts to justify increased transit service to the area.”

Positive Impacts

- Generates revenue (from non-resident motorists), which pays for improvements in the same district.
- Increases turnover of parking spaces (customers) and reduces traffic congestion.
- Reducing off-street parking requirements is an incentive for developers — it is cheaper to build less parking.

Negative Impacts

- Merchants often fear that charging for parking will keep customers away.
- Concern that the meters will not guarantee revenue for the area.
- Reducing off-street parking requirements can be seen as controversial.

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Transfer of Development Rights (TDR)

Transfer of Development Rights offer landowners a financial incentive for the voluntary conservation of environmental or agricultural land, and developers wishing to build more the ability to do so in strategically planned areas.

A TDR Credit Bank can be used to store development rights that have been purchased if there is not yet a development identified to receive the development rights. This can be useful for areas of high conservation interest.

Transfer of (Air) Development Rights can also be used in areas where there are historic buildings that can be preserved. The local government would permit developers to purchase the unused air rights of historic properties.

Positive Impacts

- Promotes orderly growth by concentrating development in areas with adequate public services.
- TDR programs are market-driven—private parties pay to protect farmland, and more land is protected when development pressure is high.
- Programs can accomplish multiple goals, including farmland protection, protection of environmentally sensitive areas, and the preservation of historic buildings.

Negative Impacts

- Programs are technically complicated and will require significant investment of time and staff resources.
- TDR is an unfamiliar concept. A lengthy and extensive public education campaign is generally required to explain TDR to citizens.
- The pace of transactions depends on the private market for development rights. If the real estate market is depressed, few rights will be sold, and little land will be protected.

Smart Growth Development Strategies

Prioritize funding for transit, bicycle and pedestrian infrastructure over auto-oriented infrastructure

Projects that improve bicycle, pedestrian, and transit infrastructure will be funded prior to funding auto-oriented infrastructure. These projects could include sidewalks, safe pedestrian crossings, transit access improvements, bike lanes, shared-use trails and bridges, and bicycle parking facilities (including near transit).

Provide pedestrian network improvements

“Providing a pedestrian access network to link areas of the Project site encourages people to walk instead of drive. This mode shift results in people driving less and thus a reduction in VMT...The project will minimize barriers to pedestrian access and interconnectivity. Physical barriers such as walls, landscaping, and slopes that impede pedestrian circulation will be eliminated.”¹

Incorporate bike lane street design

“The project will incorporate bicycle lanes, routes, and shared-use paths into street systems, new subdivisions, and large developments...a continuous network of routes, facilitated with markings and signage. These improvements can help reduce peak-hour vehicle trips by making commuting by bike easier and more convenient for more people. In addition, improved bicycle facilities can increase access to and from transit hubs, thereby expanding the “catchment area” of the transit stop or station and increasing ridership. Bicycle access can also reduce parking pressure on heavily-used and/or heavily-subsidized feeder bus lines and auto-oriented park-and-ride facilities.”²

Positive Impacts¹

- Non-motorized modes produce less air and water pollution, less noise, and fewer GHG emissions.
- Economic benefits from reduced household spending on auto-related expenses.
- “Active travel” helps meet recommended daily personal physical activity thresholds to reduce health care costs.

Negative Impacts

- Less money for capacity increasing transportation projects and other auto-oriented projects.
- In some cases, funding has gone to projects (such as recreational paths) that are less likely to reduce VMT. ¹
- Public education will be needed on traffic laws, bike/ped routes, safety, etc. ²

¹ McCann, Barbara, and Susan Handy. 2009. The Regional Response to Federal Funding for Bicycle and Pedestrian Projects. UC Davis Sustainable Transportation Center of the Institute of Transportation Studies.

² Ibid.
Smart Growth Development Strategies

Reduce minimum parking requirements

Limit Parking Supply
“...change parking requirements and types of supply within the project site to encourage “smart growth” development and alternative transportation choices by project residents and employees. This will be accomplished in a multi-faceted strategy:
• Elimination (or reduction) of minimum parking requirements
• Creation of maximum parking requirements
• Provision of shared parking It may also generate sufficient area-wide mode shifts to justify increased transit service to the area.”¹

Unbundle Parking Costs from Property Costs
“Unbundling separates parking from property costs, requiring those who wish to purchase parking spaces to do so at an additional cost from the property cost. This removes the burden from those who do not wish to utilize a parking space. Parking will be priced separately from home rents/purchase prices or office leases. An assumption is made that the parking costs are passed through to the vehicle owners/drivers utilizing the parking spaces.”²

Positive Impacts
- Reducing parking supply encourages alternative forms of transportation.
- Costs of parking are passed on to vehicle owners/drivers instead of bundled with the cost of development.
- Combining the reduction in minimum parking requirements, employer cash-out to reduce parking demand, and Parking Benefit Districts for curb-side parking can reduce air pollution and congestion, and address issues of spillover parking.¹

Negative Impacts
- Reducing minimum parking requirements as a stand-alone strategy can cause spillover parking that undermines VMT reductions.
- Paradigm shift from predominantly free parking that minimum parking requirements produces to charging motorists for parking and exposing the true costs of parking.
- Need for increased transit service to area to compensate for reduced parking supply.

Smart Growth Development Strategies

Regional tax revenue sharing

The California local tax structure, heavily dependent on retail sales tax revenue, results in the ‘fiscalization of land use.’ Retail development is favored over industrial and residential uses because of the sales tax revenue. Regional tax base sharing allows a portion of collected revenues to be shared with jurisdictions within a region based on population or some other indicator.

Positive Impacts

- Can help reduce competition among cities over limited supplies of commercial development.
- Potential for expanding existing site-specific agreements into larger multi-jurisdictional business districts or corridors.
- Areas with the majority of the region’s residents, and who are in support of regional tax-base sharing, can benefit from higher tax bases per capita. 1

Negative Impacts

- Jurisdictions may fear losing control of local finances through revenue sharing.
- Local governments may need assistance in obtaining technical knowledge, staffing, or funding sources for establishing revenue-sharing arrangements.
- Redistribution of assessed value bases from high to low bases per capita creates “net losers” and creates opposition to participation by those communities.

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Smart Growth Development Strategies

Expand express bus and local bus service

Provide a Bus Rapid Transit System
“...provide a Bus Rapid Transit (BRT) system with design features for high quality and cost-effective transit service.”¹

Expand Transit Network
“...expand the local transit network by adding or modifying existing transit service...[this] will encourage the use of transit and therefore reduce VMT.”²

Increase Transit Service Frequency/Speed
“reduce transit-passenger travel time through more reduced headways and increased speed and reliability.”³

Implement Transit Access Improvements
“This project will improve access to transit facilities through sidewalk/ crosswalk safety enhancements and bus shelter improvements...should be grouped with Transit Network Expansion (TST-3) and Transit Service Frequency and Speed (TST-4).”⁴

Provide Local Shuttles
“provide local shuttle service through coordination with the local transit operator or private contractor...should be grouped with Transit Service Frequency and Speed (TST-4) and Provide Bike Parking Near Transit (TST-5)...”⁵

Positive Impacts
- Expanding express bus and local bus service increases ridership and creates mode shift.
- Increasing transit speed, frequency, and access enhances attractiveness of this mode.
- Many examples of successful BRT systems can be found world-wide, proving to be a very effective and efficient mode of transit in many communities.

Negative Impacts
- Funding is needed to add or modify existing services.
- Transit systems rely heavily on subsidies to operate and the cost of operations is increasing, raising some concerns about the ability to maintain transit over time.
- Transit is most efficient on well connected streets, such as grid-planned streets, and may be less efficient in non-grid, suburban and rural areas.¹


**Smart Growth Development Strategies**

**Car share, electric vehicle, and hybrid parking requirements**

Under this strategy, parking areas must designate parking spaces for car share, electric, and/or hybrid vehicles. Costs associated with these parking spaces can be reduced by incorporating them early in the design process.

**Implement a Neighborhood Electric Vehicle (NEV) Network**

“...create local “light” vehicle networks, such as NEV networks...To create an NEV network, the project will implement the necessary infrastructure, including NEV parking, charging facilities, striping, signage, and educational tools. NEV routes will be implemented throughout the project and will double as bicycle routes.”

**Provide Electric Vehicle Parking**

“...provide conductive/inductive electric vehicle charging stations and signage prohibiting parking for non-electric vehicles...The benefits of Electric Vehicle Parking may be quantified when grouped with the use of electric vehicles and or Neighborhood Electric Vehicle Network (SDT-2).”

**Positive Impacts**

- The availability of car share, electric vehicle and hybrid parking requirements can increase the use of these vehicles, reducing fuel consumption and GHG emissions.
- Car sharing eliminates the need for car ownership by infrequent drivers (drive less than 7,500 miles per year), reducing the overall number of vehicles on the roads.\(^1\)
- Designing new facilities with electric vehicle parking with charging stations and parking for other alternative vehicles, supports “whole building design” and reduces costs of installing this type of parking in the future.

**Negative Impacts**

- Charging stations will be needed to support electric vehicle parking, increasing the cost of supporting this type of parking beyond simple designation of spaces.
- The benefits of electric vehicle parking are greater when implemented in conjunction with neighborhood electric vehicle (NEV) networks, requiring supportive infrastructure.
- Parking spaces are taken away from other vehicles.

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Smart Growth Development Strategies

Mixed-use ordinances

“Having different types of land uses near one another can decrease VMT since trips between land use types are shorter and may be accommodated by non-auto modes of transport. For example when residential areas are in the same neighborhood as retail and office buildings, a resident does not need to travel outside of the neighborhood to meet his/her trip needs.”¹ Mixed-use strategies can be applied in both urban and suburban contexts.

Positive Impacts

- Mixed-use ordinances are applicable to urban and suburban areas.
- VMT can be reduced by locating housing in close proximity to commercial areas, accommodating the use of alternative modes to destinations¹.
- Open space can be preserved through compact, mixed-use development.

Negative Impacts

- Public education may be needed on mixed-use ordinances and where mixed-use is appropriate in the region.
- Mixed-use developments do not necessarily ensure that residents will not commute to other areas for work or retail shopping.
- Combining mixed-use with infill, transit-oriented, and higher density development may cause greater VMT and GHG reductions than mixed-use ordinances alone.¹


“Safe routes to schools” program

“Safe routes to schools” is a U.S. Department of Transportation’s Federal Highway Administration (FHWA) program that provides funds to States for increasing bicycle and pedestrian mobility for children. The goals of this program are to encourage travel to school through biking and walking, to make these modes safer and more attractive in order to encourage healthier lifestyles, and to assist States in planning, developing and implementing projects that increase safety, reduce congestion and air pollution, increase childhood health, and reduce greenhouse gas emissions by reducing fuel consumption and VMT through the use of alternative modes.

Provide Traffic Calming Measures

“Providing traffic calming measures encourages people to walk or bike instead of using a vehicle. This mode shift will result in a decrease in VMT. Project design will include pedestrian/bicycle safety and traffic calming measures in excess of jurisdiction requirements. Roadways will be designed to reduce motor vehicle speeds and encourage pedestrian and bicycle trips with traffic calming features.”

Positive Impacts

- Safe routes to schools programs often incorporate traffic calming measures that enhances the safety of pedestrians and cyclists by reducing vehicular speed.
- Communities will likely be supportive of programs that improve safety for children.
- The program serves to increase safety, reduce congestion and air pollution, increase childhood health, and reduce greenhouse gas emissions by reducing fuel consumption and VMT through the use of alternative modes.1

Negative Impacts

- Studies may be needed to identify attitudes about biking and walking and to identify any concerns that deter people from using these modes.
- A program committee needs to initiate and manage the program, requiring ongoing enthusiasm and organization to sustain and grow the program.
- There is no one-size-fits-all strategy, so programs need to be tailored to the needs and wants of the neighborhood or community.

Infill development areas are located within existing neighborhoods with existing infrastructure. Existing neighborhoods may also have adequate public services, even perhaps more than is currently needed for the area. Reducing impact fees encourages infill development and deters development on greenfield sites. Infill also supports location-efficient development and increases the affordability by reducing the cost of the development process.¹

Increase Density
“...densities affect the distance people travel and provide greater options for the mode of travel they choose...transit ridership increases with density, which justifies enhanced transit service.”²

Increase Location Efficiency
“This measure is not intended as a separate strategy but rather a documentation of empirical data to justify the “cap” for all land use/location strategies. The location of the Project relative to the type of urban landscape such as being located in an urban area, infill, or suburban center influences the amount of VMT compared to the statewide average...To receive the maximum reduction for this location efficiency, the project will be located in an urban area/ downtown central business district. Projects located on brownfield sites/infill areas receive a lower, but still significant VMT reduction. Finally, projects in suburban centers also receive a reduction for their efficient location. Reductions are based on the typical VMT of a specific geographic area relative to the average VMT statewide.”³

Smart Growth Development Strategies

Transit-oriented affordable housing (TOAH) fund

Transit-oriented development (TOD) produces compact, walkable communities that center on transit systems. This type of development creates livable communities that are less auto-dependent. As such, these types of communities are often very popular and their popularity is continuing to rise, making them increasing less affordable. A transit-oriented affordable housing (TOAH) fund preserves affordability for low- and moderate-income residents through the provision of financial resources for ensuring affordable housing units.

Increase Transit Accessibility

“Locating a project with high density near transit will facilitate the use of transit by people traveling to or from the Project site. The use of transit results in a mode shift and therefore reduced VMT.”

Increase Density

“...densities affect the distance people travel and provide greater options for the mode of travel they choose...transit ridership increases with density, which justifies enhanced transit service.”

Integrate Affordable & Below Market Rate (BMR) Housing

“...provides greater opportunity for lower income families to live closer to jobs centers and achieve jobs/housing match near transit...addresses to some degree the risk that new transit oriented development would displace lower income families.”

Positive Impacts

- TOAH funds ensure affordability for low- and moderate-income residents in increasingly popular TOD communities.
- Financing can come from many sources and borrowers can be as diverse as nonprofits, government agencies, and developers.
- TOD is a development alternative to suburban sprawl that creates livable, walkable communities that are less auto-dependent, reducing VMT and GHG emissions.

Negative Impacts

- Initial capital outlay is required to establish the fund.
- Existing or planned transit is needed for TOD, so this strategy may not be applicable in some suburban or rural settings.
- TOD sites often require rezoning or land assembly, leading to length and expensive acquisition and permitting processes.

References:
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Congestion pricing

Congestion pricing is a form of transportation demand management (TDM) that charges drivers a “user fee” for driving in a specific, congested, area at specific times. Variable congestion pricing charges variable rates depending on congestion or time of day, with the intention of shifting some vehicle travel to other routes, times of day, or other modes. Revenue is generated and traffic congestion is alleviated.¹

Implement Area or Cordon Pricing

“The pricing scheme will set a cordon (boundary) around a specified area to charge a toll to enter the area by vehicle. The cordon location is usually the boundary of a central business district (CBD) or urban center, but could also apply to substantial development projects with limited points of access...The cordon toll may be static/constant, applied only during peak periods, or be variable, with higher prices during congested peak periods. The toll price can be based on a fixed schedule or be dynamic, responding to real-time congestion levels. It is critical to have an existing, high quality transit infrastructure for the implementation of this strategy to reach a significant level of effectiveness. The pricing signals will only cause mode shifts if alternative modes of travel are available and reliable.”²

Positive Impacts

- Relieves traffic congestion by deterring driving during peak hours.
- The revenue that is generated funds transportation infrastructure and could possibly replace gax tax revenue in the future.
- Travellers are more likely to choose alternative modes of travel, other than driving, during peak hours, creating mode shift.

Negative Impacts

- Alternative modes must be available and reliable for mode shift to occur.
- Businesses owners may fear that business will suffer if people choose not to enter the area.
- Congestion pricing may be considered inequitable because higher-income households are less sensitive to changes in the cost of driving.³
