

# ***A Toolkit for Equitable Transit-Oriented Development***

A Webinar for Living Cities'  
TOD Learning Community

July 24, 2012

Stephanie Pollack



**Northeastern University**  
*Dukakis Center for Urban  
and Regional Policy*



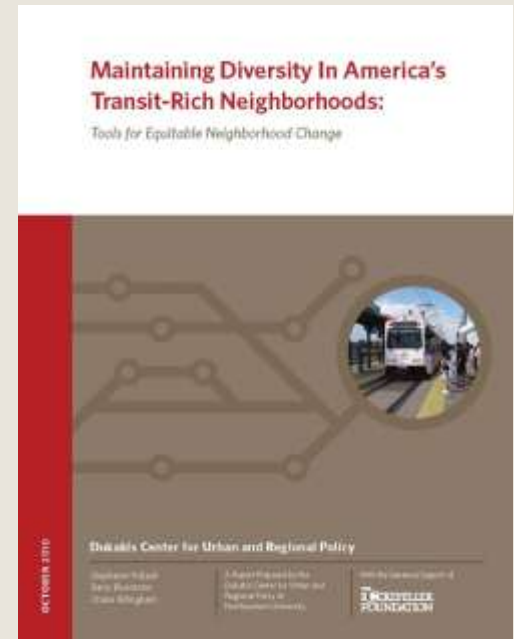
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# research

- Study on neighborhood change impacts of new transit investment
- Development of metrics for sustainable transportation for greater Boston
  - Including equity metrics
- Development, working with the Center for Transit-Oriented Development, of a “rating system” for equitable TOD
- Community-driven survey/focus group research on transportation needs of low-income, particularly Latino, families in Massachusetts



# **The ABCs of Equitable TOD: Key Concepts**

# Key concepts for understanding equitable TOD

- Gentrification and Displacement
- Equity
  - Transportation (and/or Transit) Equity
  - Equitable Transit-Oriented Development (TOD)
- Opportunity
- Accessibility

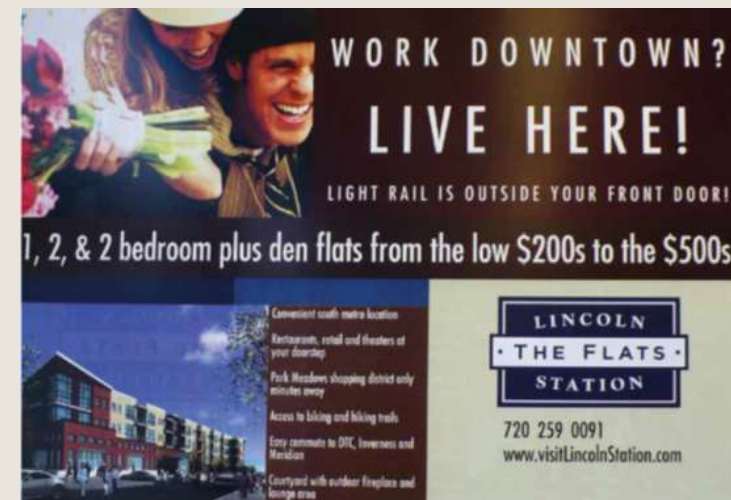
# Gentrification and displacement are not the same thing

- Both are patterns of neighborhood change
  - Gentrification is characterized by increasing property values and incomes
  - Displacement occurs when current residents are involuntarily forced to move out because they cannot afford the gentrified neighborhood
- There is a fine line between BAD “gentrification” and GOOD “economic development”
  - What we want is development without displacement



# Gentrification consequences of concern

- Displacement of residents who are priced out of their neighborhood
- Higher housing cost burdens for those who remain behind (renters and potentially owners)
- Increase in automobile-ownership and residents less likely to use transit for commuting



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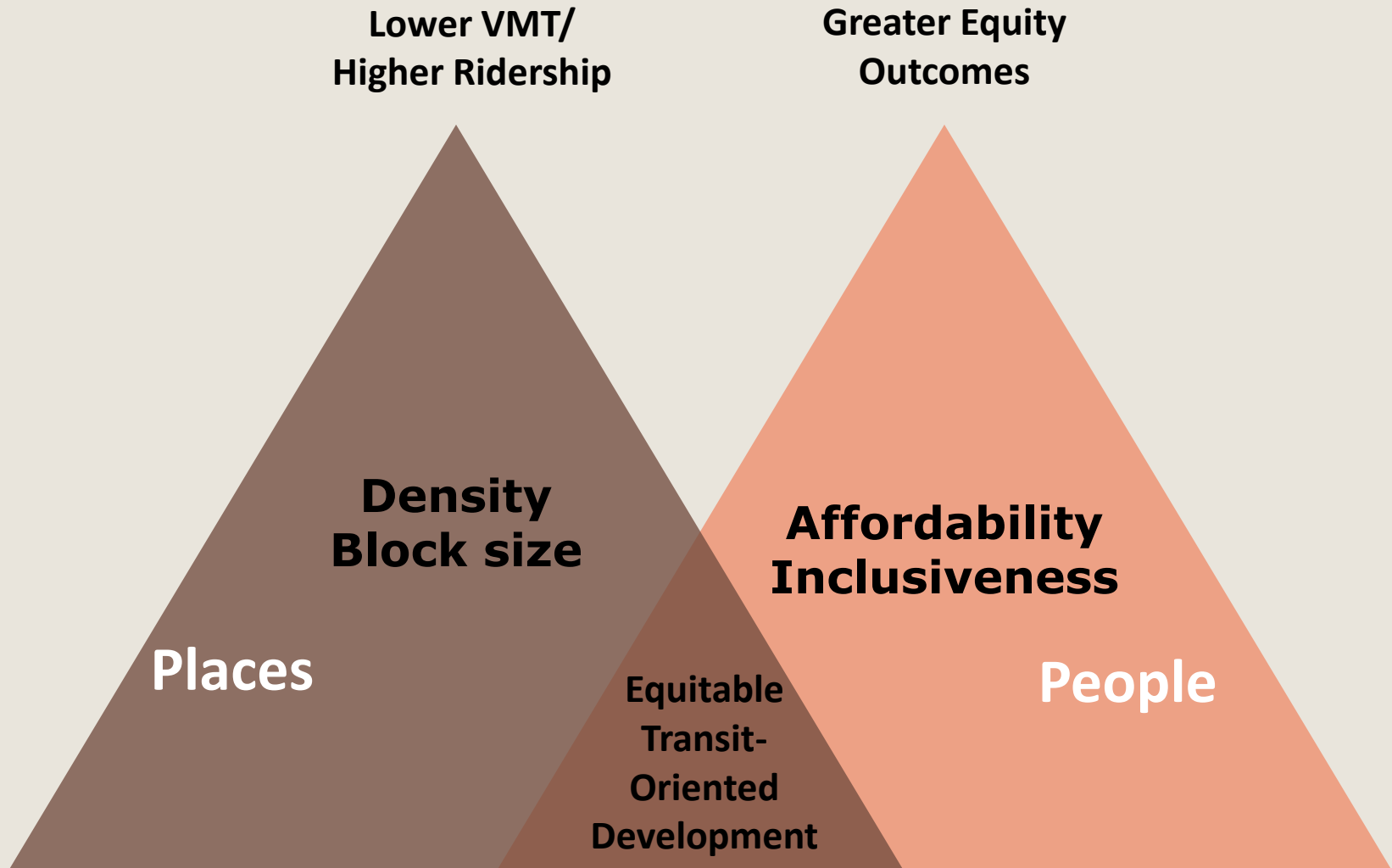
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[www.visitLincolnStation.com](http://www.visitLincolnStation.com)

# What do we mean by “equity”?

- Equity refers to an ideal state in which everyone has full and equal access to opportunities and amenities, regardless of their race or ethnicity, gender, age or wealth
- To be taken seriously, equity must be measurable
- One type of metrics measures disparity or “inequity”
  - Health disparities
  - Educational outcomes



# What do we mean by equitable transit-oriented development?





# What do we mean by “opportunity”?

“Opening up”  
higher opportunity  
communities

Connecting lower  
opportunity  
communities to  
opportunity  
elsewhere in the  
region through  
better  
transportation  
connections

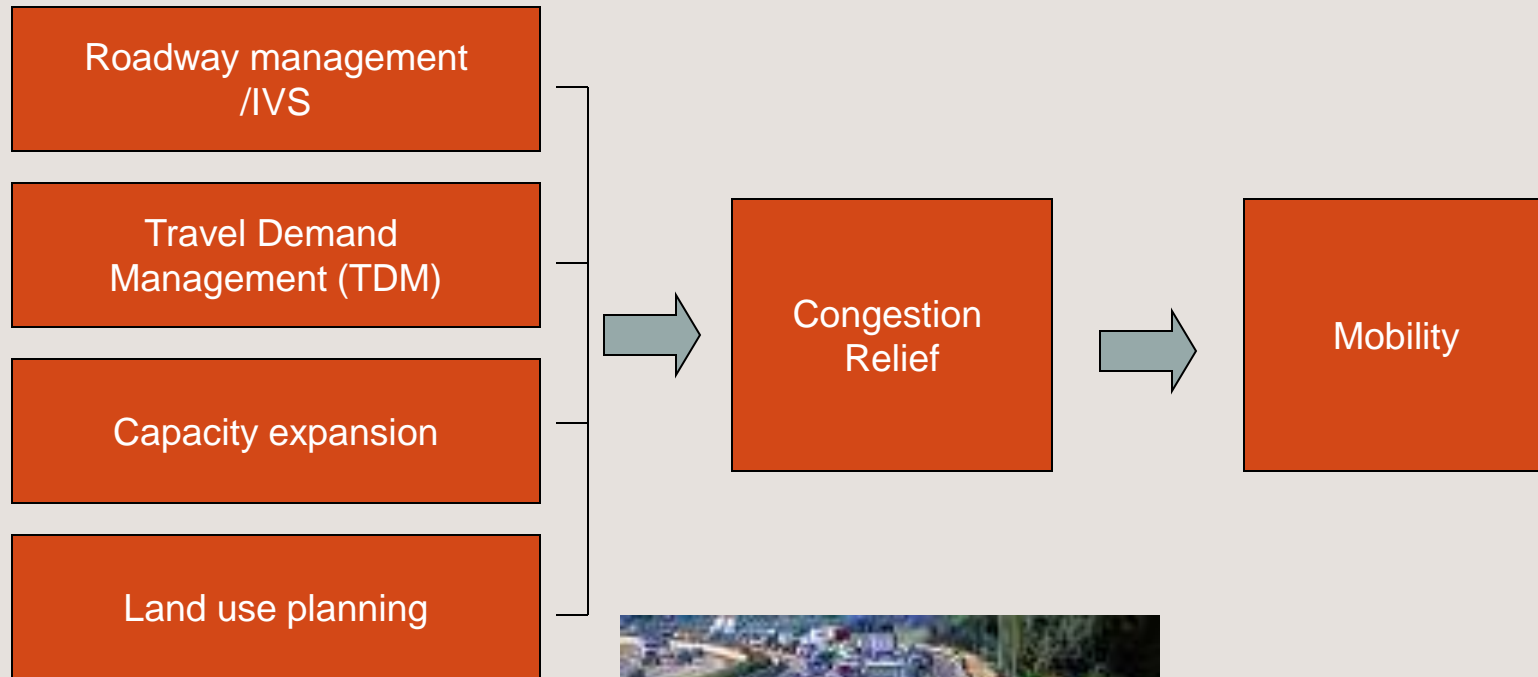


Improving lower opportunity  
communities (“development  
without displacement”)

# How do equity concerns vary for pieces of this framework?

- TOD in areas of lower opportunity
  - How can we ensure that TOD respects the vibrancy of existing communities and adds value to what is already in place?
  - Can we measure risk factors for gentrification/displacement and address those in TOD planning?
- TOD in areas of higher opportunity
  - How can we maximize region-wide access to new amenities and opportunities in such TOD projects?
  - How can we keep combined Housing + Transportation costs affordable for lower income residents of higher opportunity communities?
- Transportation connections
  - How can we prioritize transportation investments that create access to opportunity?
  - How can we keep transit affordable for all?

# What do we mean by accessibility?



# Mobility is the “means” to the “end”, which is accessibility

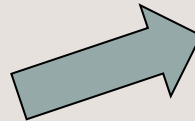
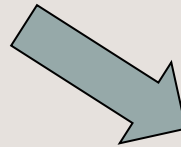
## MEANS



Mobility

Proximity

Connectivity



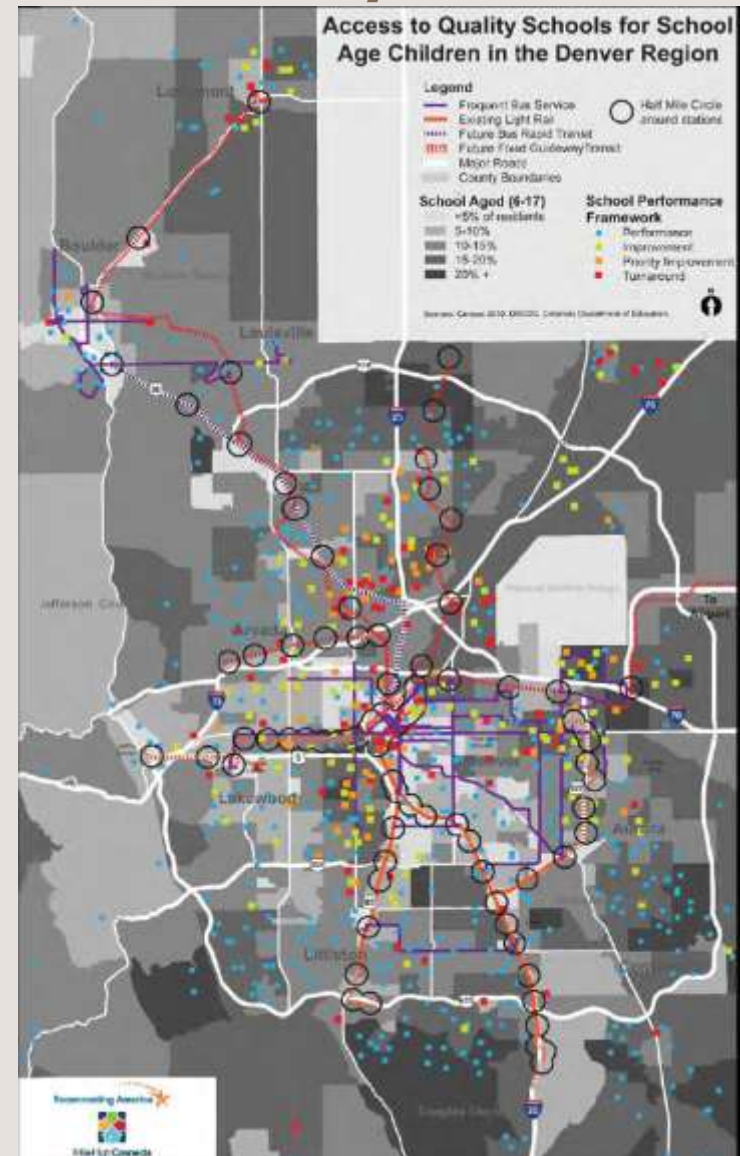
## END

Accessibility



# Measuring accessibility

- To understand accessibility you need to ask
  - Access to WHAT?
  - For WHO?
  - By what MODE OF TRANSPORTATION?
- The Denver-area “Equity Atlas” is also an atlas of accessibility

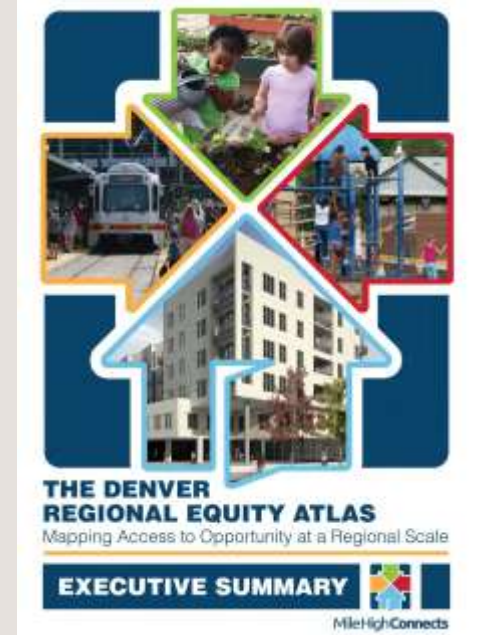


# **Using Data to Shape Equitable Transit Oriented Development**



# Data toolkit

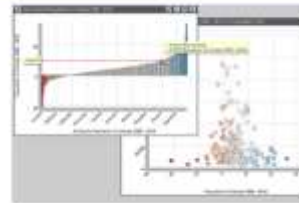
- Open access to all available data
- Performance metrics
- Tools for analyzing data
  - To help both individuals and communities understand and shape equitable development
- Tools for “visualizing” data
- Digital storytelling



## Welcome to the MetroBoston DataCommon

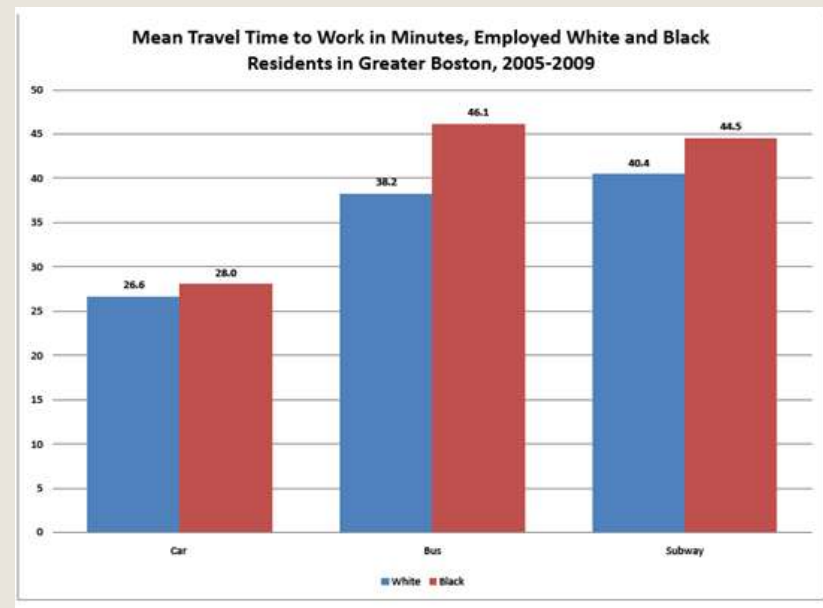
A Data Visualization Tool

The MetroBoston DataCommon provides a wealth of information about the region's people and communities through a variety of topics – from arts and education to the environment and transportation. A resource for all those seeking to understand how the region is changing, it helps residents, stakeholders, planners, city and town officials, educators and journalists explore data, community snapshots and create their own visualizations and reports.



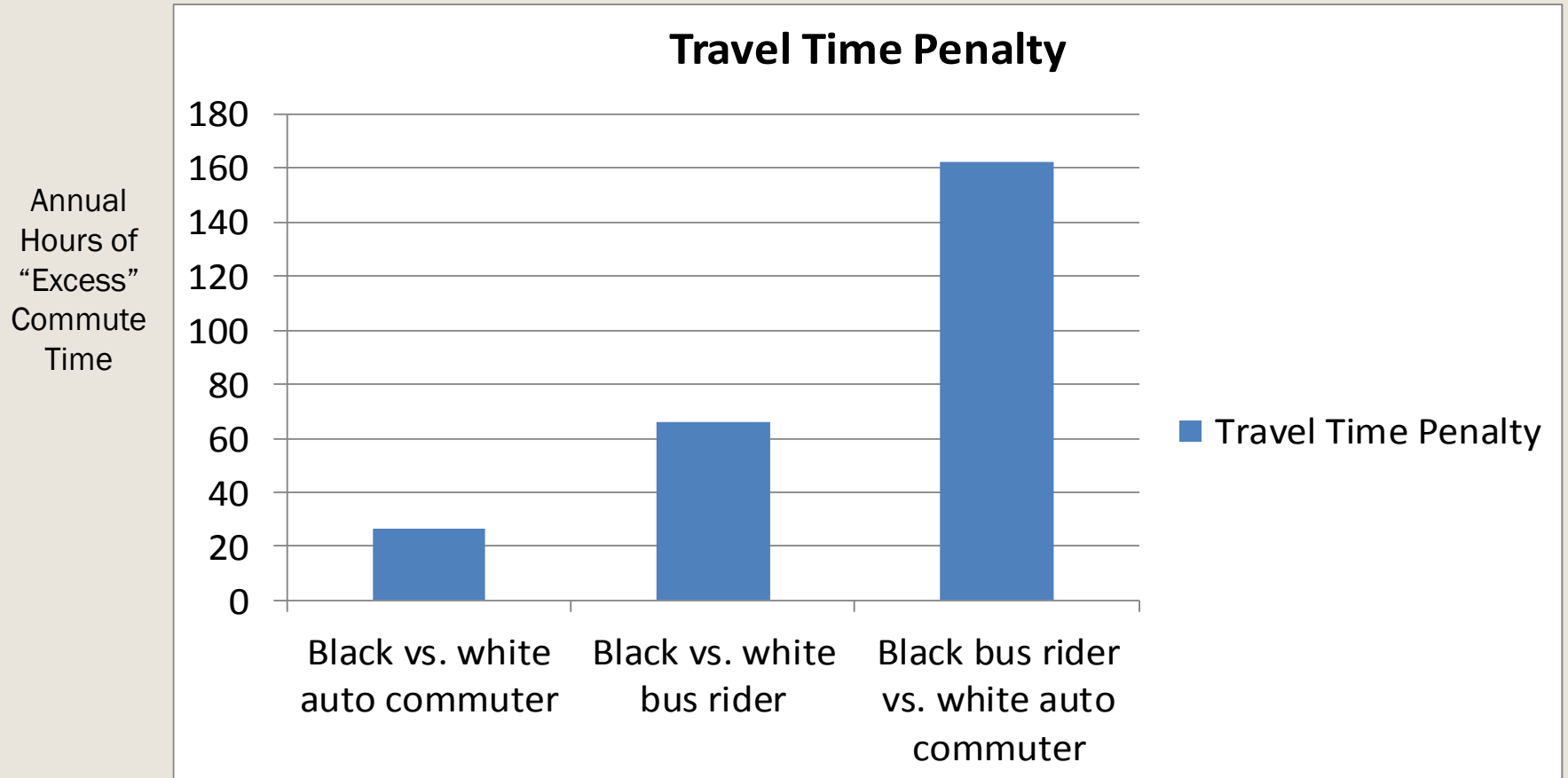
# Metrics developed by Dukakis Center: Measuring equity

- How can we measure “equity” in regional transportation patterns?
- A performance measure for regional transportation equity should capture both
  - Differences in modes used to commute
  - Residential segregation patterns and “spatial mismatch”





# Metric: Transportation (in)equity



# Metrics developed by Brookings: Transit Coverage

*The share of jobs in an area that are in neighborhoods with public transit service.*

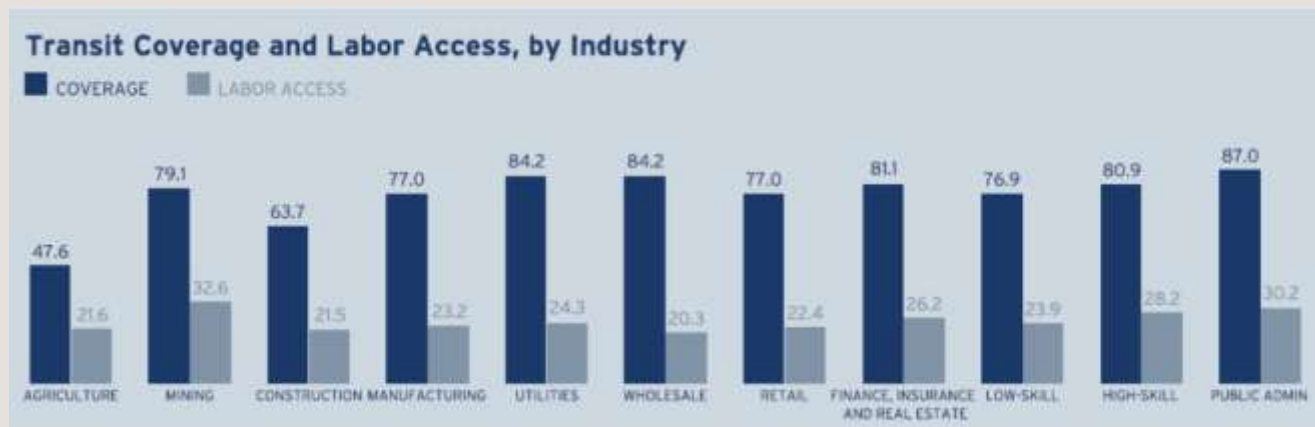
Rank	Metro Area	Percent Coverage
<b>12</b>	Denver	86.6%
<b>14</b>	San Francisco	54.4%
<b>26</b>	Baltimore	78.8%
<b>29</b>	Minneapolis	78.2%
<b>63</b>	Detroit	64.9%

Source: *Where the Jobs Are: Employer Access to Labor by Transit* (Brookings, July 2012)

# Metric: Labor Access Rate

*The share of the that the metro population that the typical job can reach in 90 minutes via transit.*

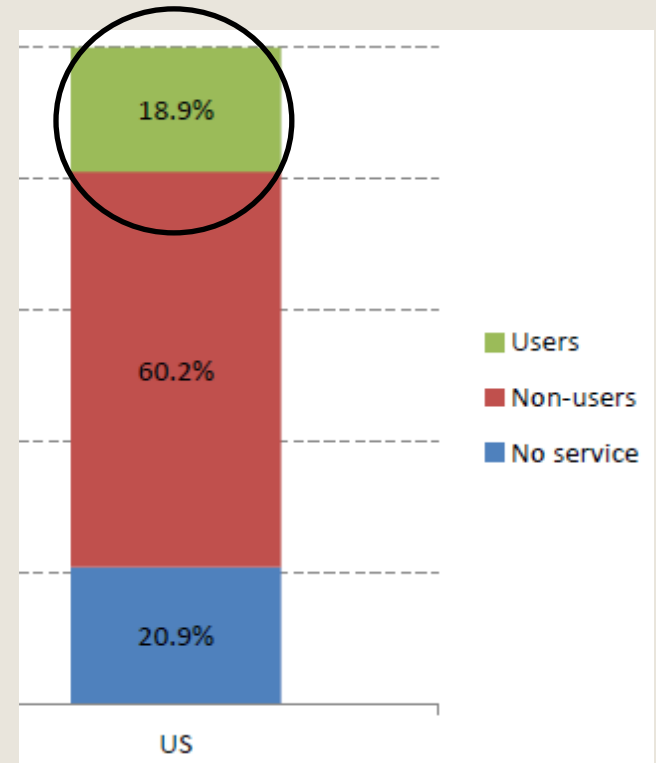
Rank	Metro Area	Percent Coverage
9	Denver	45.6%
18	San Francisco	35.0%
41	Minneapolis	25.5%
43	Baltimore	25.4%
71	Detroit	20.0%



Source: *Where the Jobs Are: Employer Access to Labor by Transit* (Brookings, July 2012)

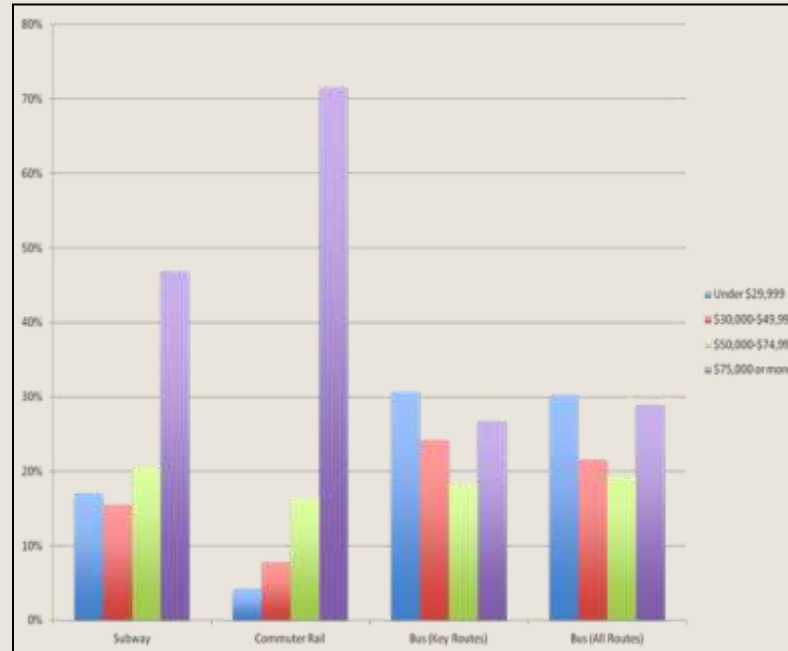
# Critical data analysis: Know Thy Riders

- On-board surveys of transit riders
- Travel (diary) surveys
- American Community Survey (Census) data
- Surveys/focus groups

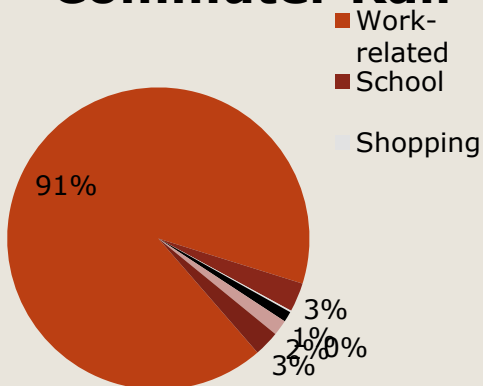


*Source: Chu, Xuehao. March 2012. An Assessment of Public Transportation Markets Using NHTS Data (National Center for Transit Research at University of South Florida)*

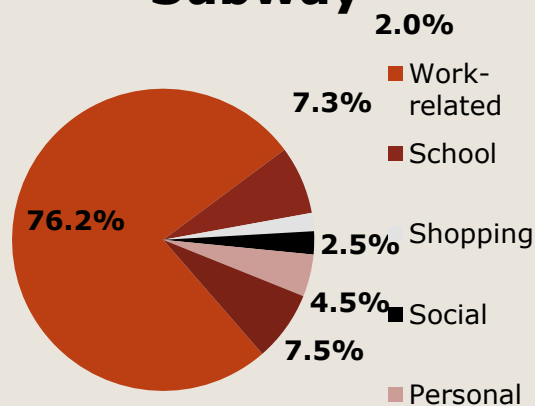
# Data source: On-board surveys of transit passengers



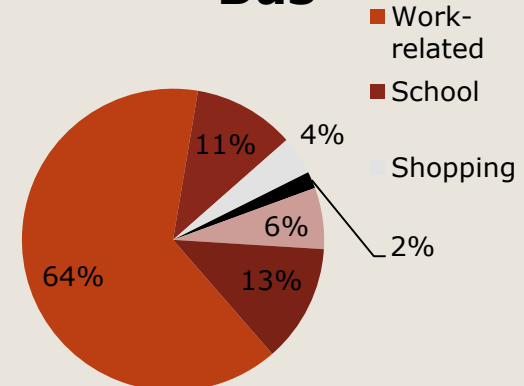
## Commuter Rail



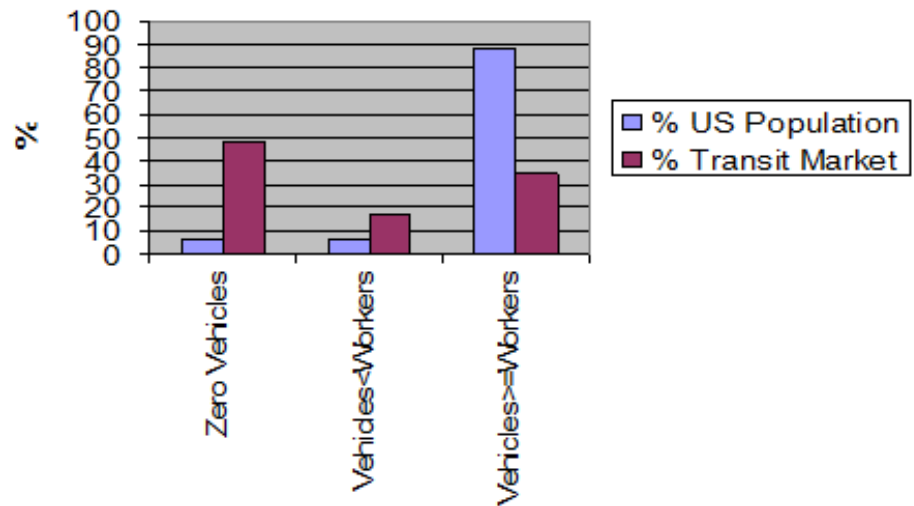
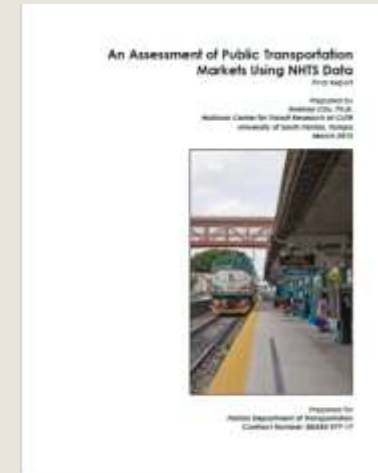
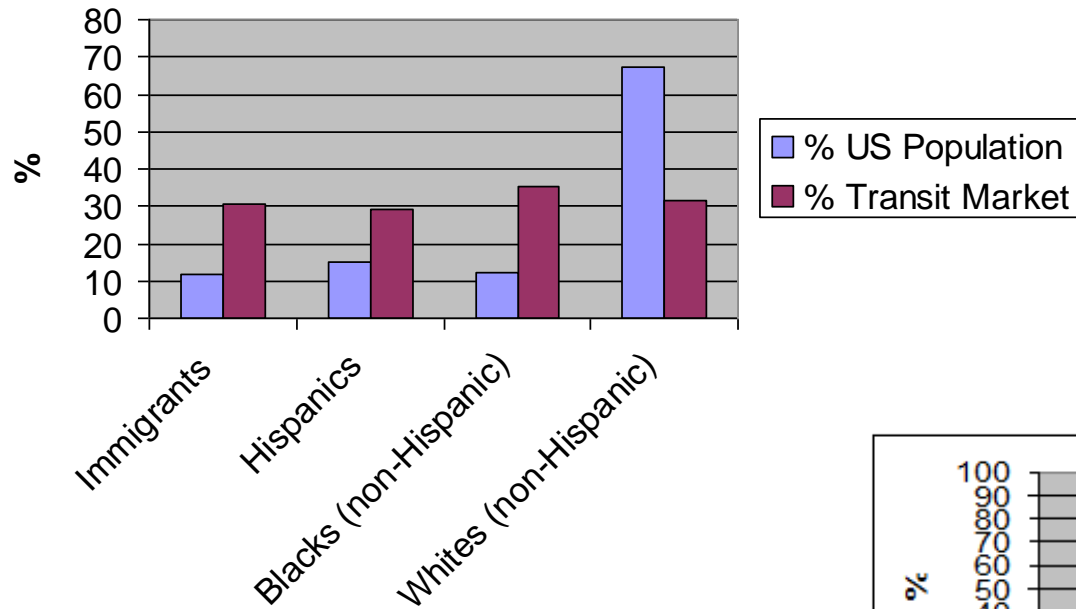
## Subway



## Bus



# Data source: Travel diary studies

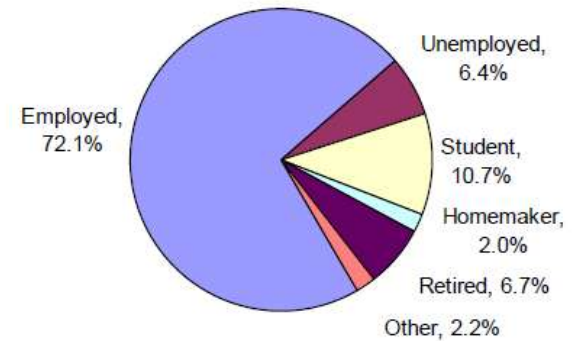


Source: Chu, Xuehao. March 2012. *An Assessment of Public Transportation Markets Using NHTS Data* (National Center for Transit Research at University of South Florida)

# Data source: American Community Survey

- Table S0802 provides a breakdown of demographic and economic data about workers aged 16 and over based on their means of transportation to work
- Very helpful in understanding the demographics of current transit commuters
- Always use 5 year data sets

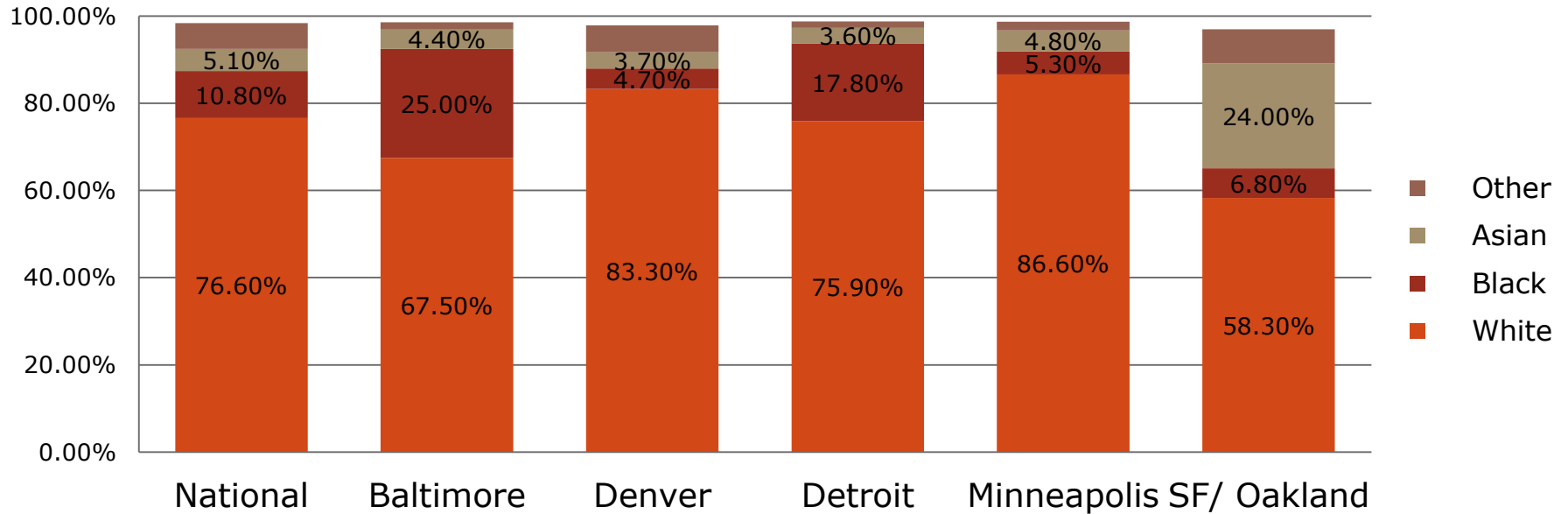
Figure 7: Primary Occupation



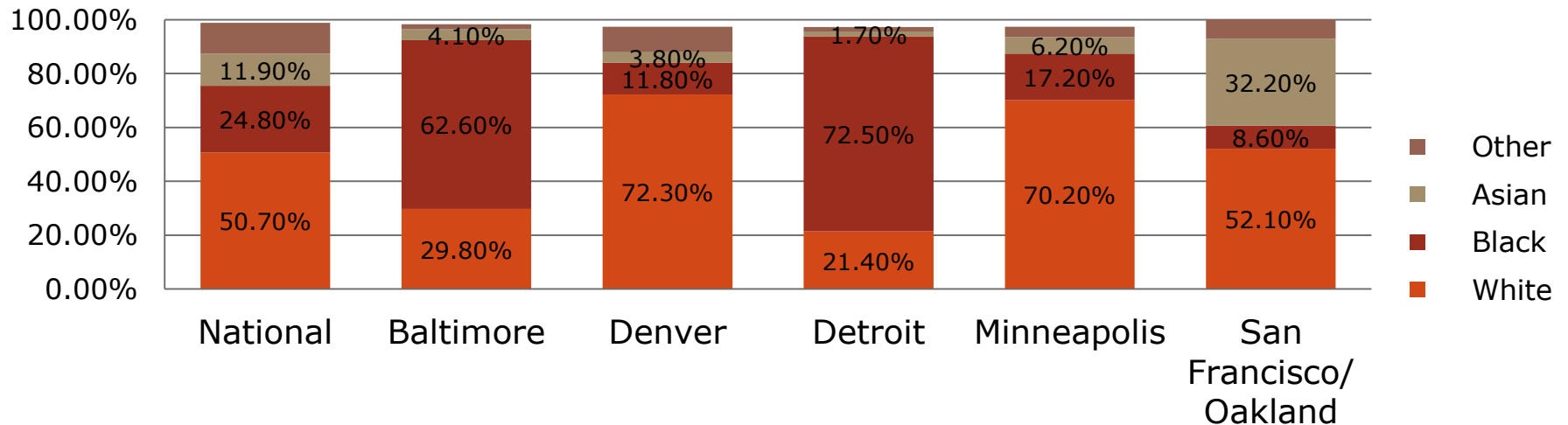
But remember: Not everyone works . . .

*Source: American Public Transportation Association, A Profile of Public Transportation Passenger Demographics and Travel Characteristics Reported in On-Board Surveys (May 2007)*

## MSA Populations by Race

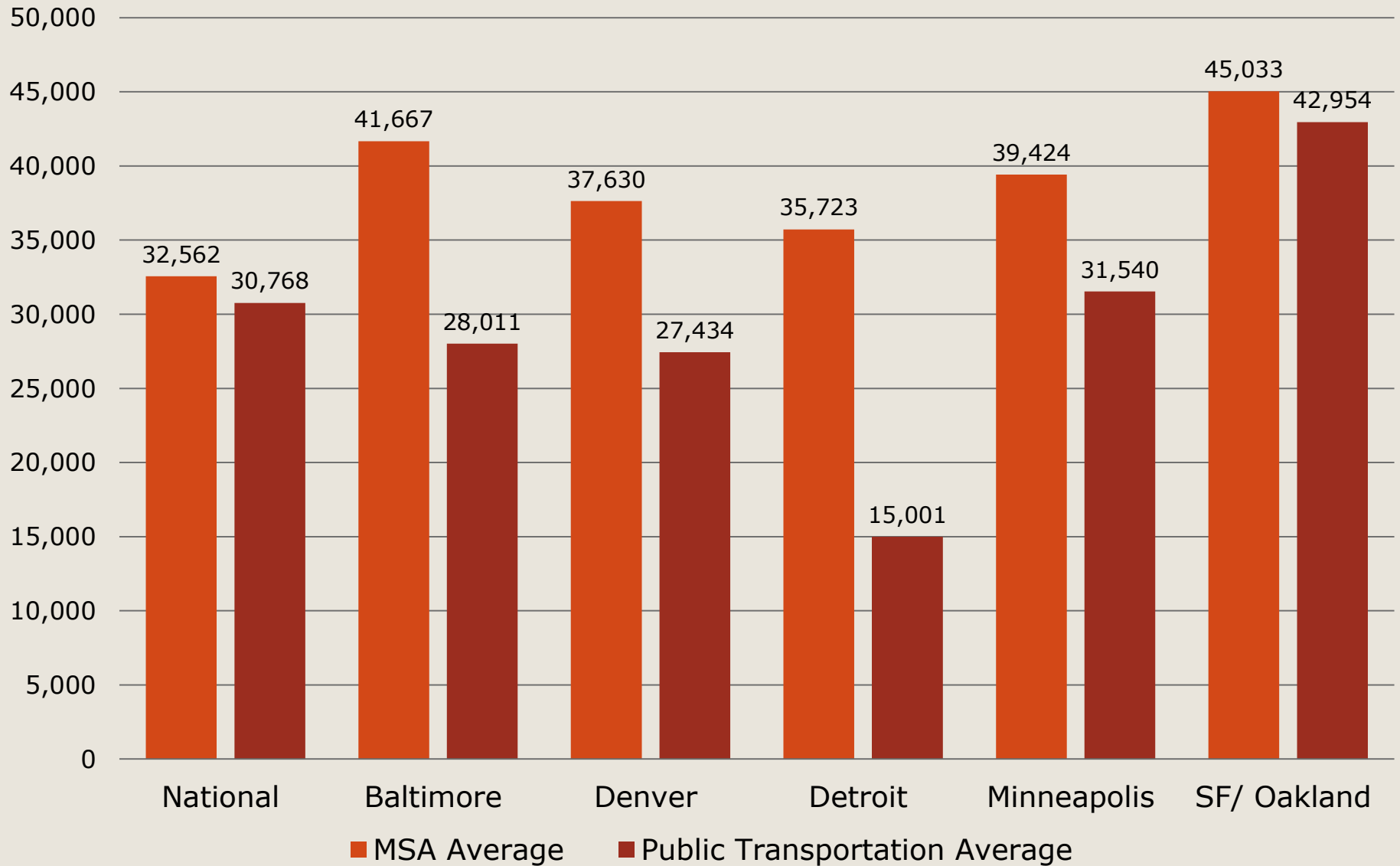


## Public Transportation Populations by Race

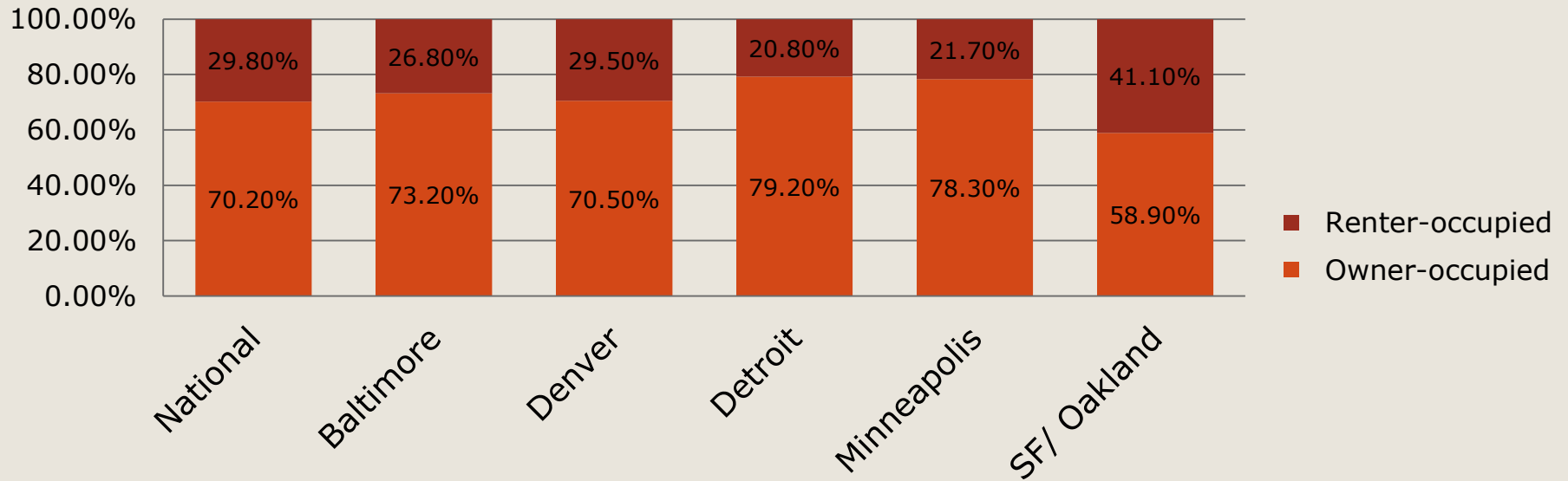




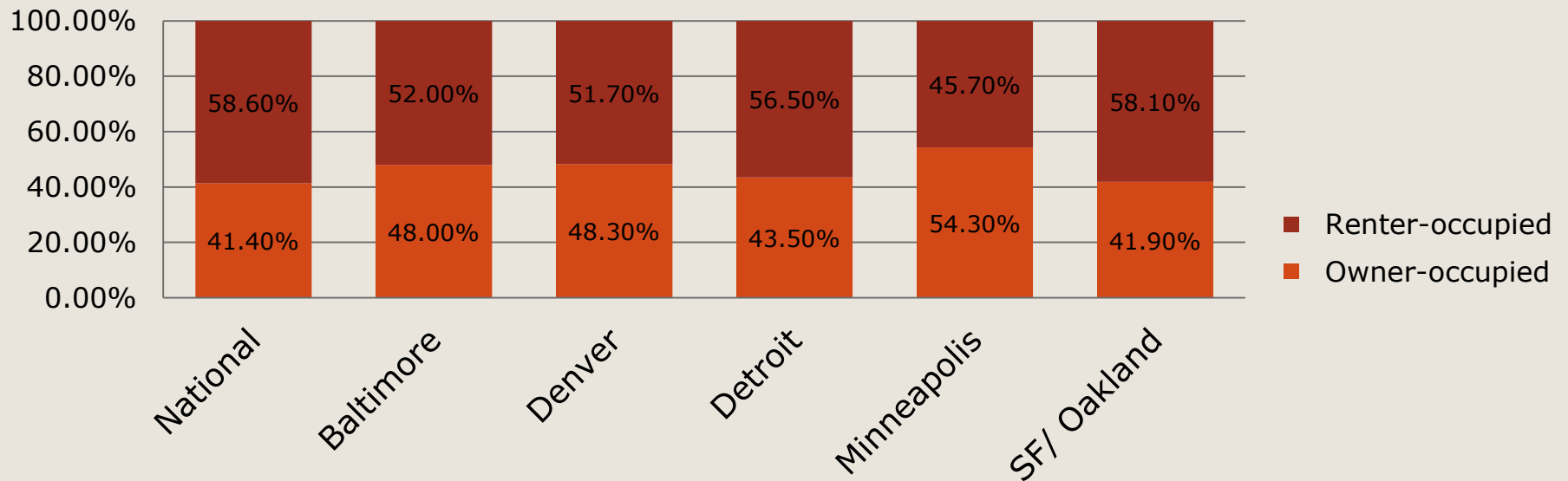
## Median Annual Incomes



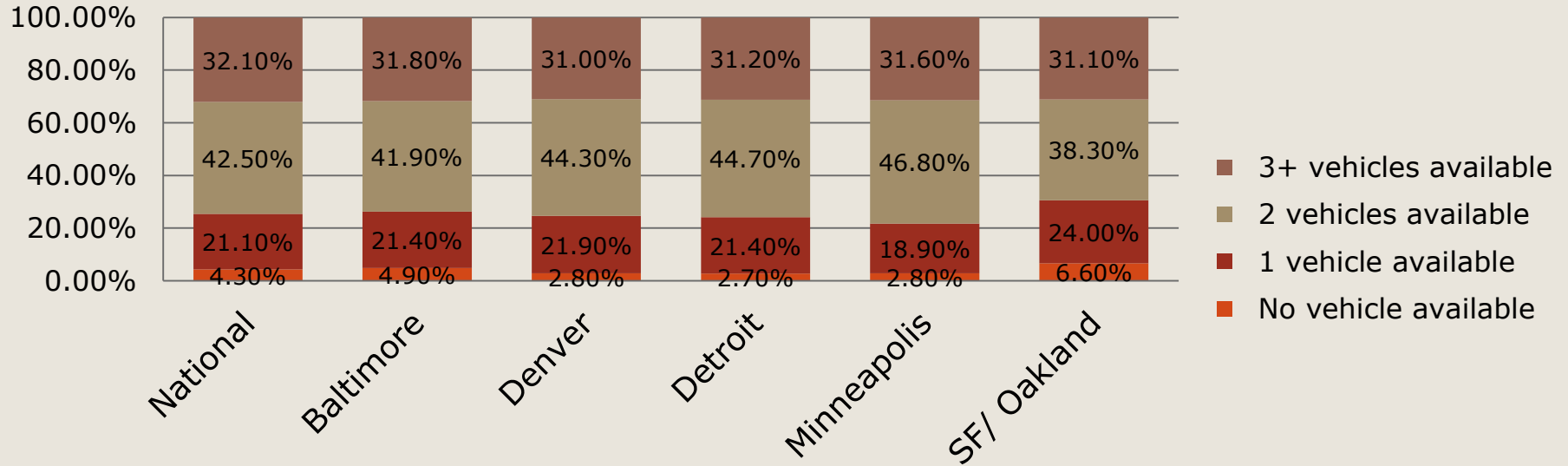
## MSA Populations by Housing Status



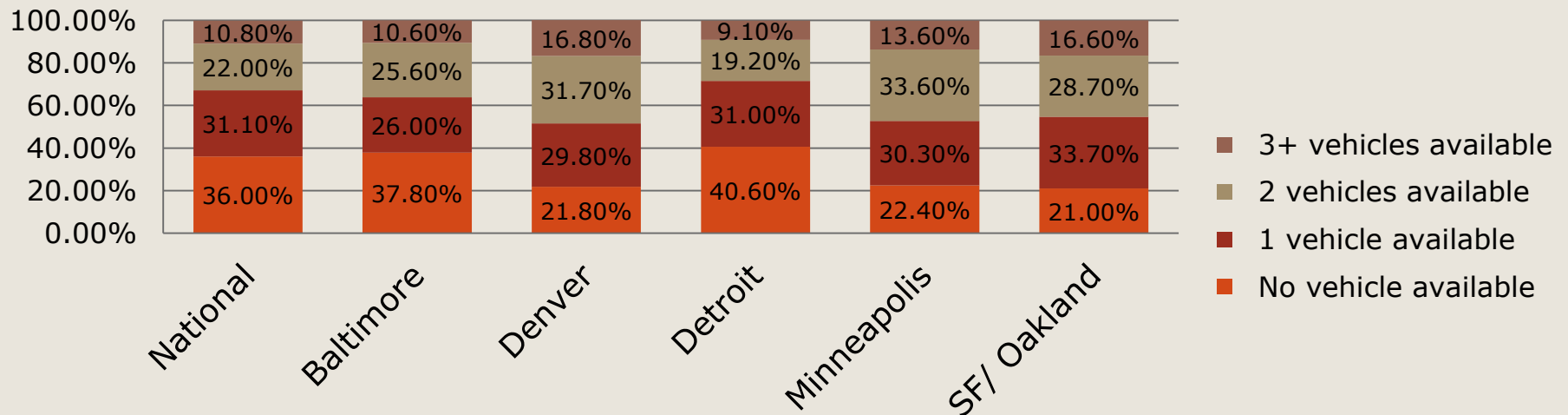
## Public Transportation Populations by Housing Status



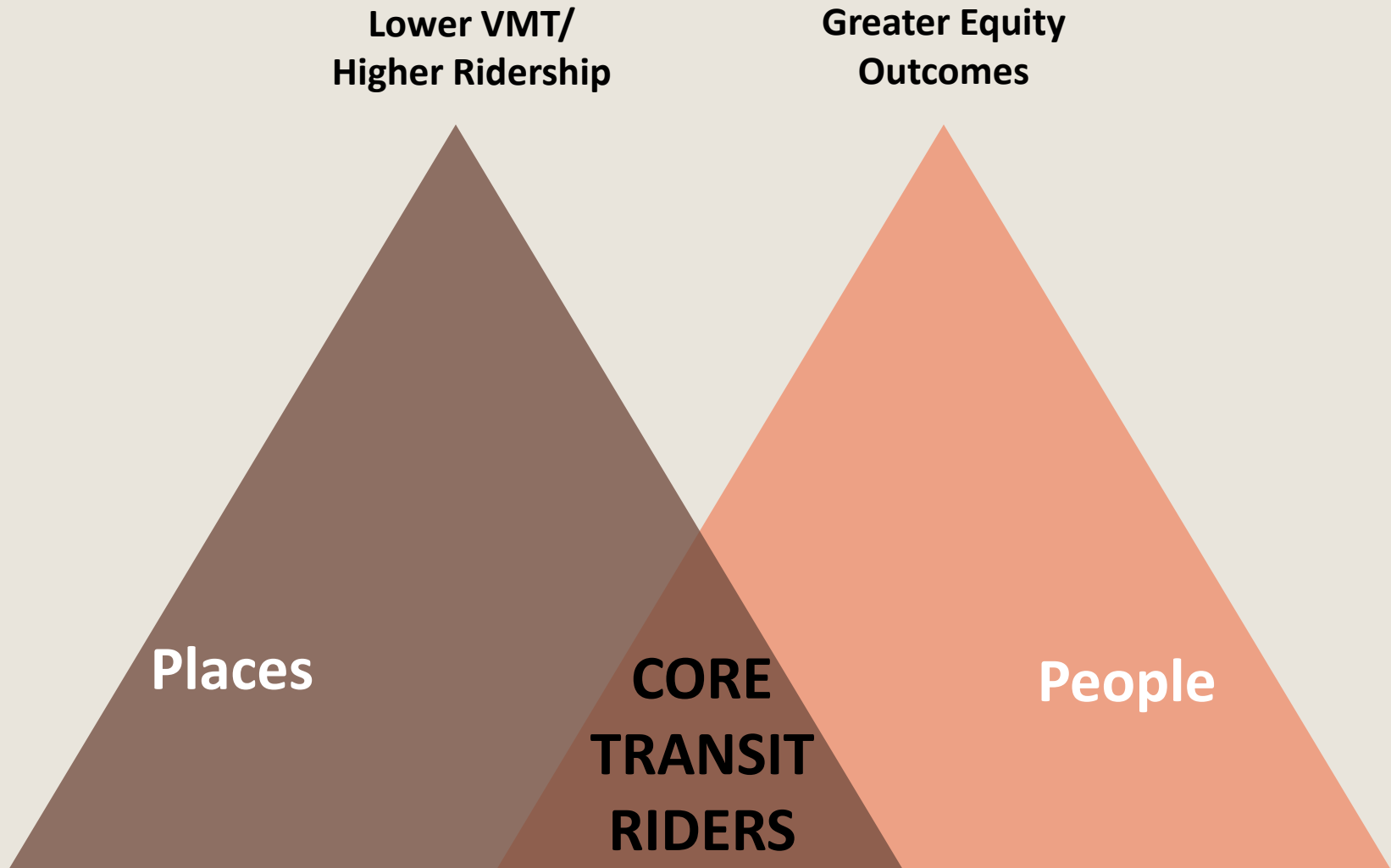
## MSA Populations by Vehicle Ownership



## Public Transportation Populations by Vehicle Ownership



# Lessons learned from the data: The “sweet spot” for equitable TOD



# The importance of “core” transit riders

- Core transit riders are
  - People of color
  - Low and Lower Middle Income Households
  - Immigrants
  - Renters
  - Zero Vehicle households and those with “inadequate vehicles”
- Getting TOD “right” ensures that transit investments pay off by ensuring **transit-oriented neighbors** who will be regular riders



# Why should we care about equity in TOD?

- Of course we should care about equity for reasons of social equity
- In addition, failure to address equity undermines the effectiveness of transit investment and TOD
- Equity affects
  - Transit ridership
  - Neighborhood development patterns and neighborhood change
  - Success of transit-oriented development
  - Location efficiency



# **A best practices toolkit for equitable TOD**

# Equitable TOD toolkit

- Data tools
- Planning tools
- Affordable housing policy tools
- Financing tools
  - Funding for affordable/mixed-income housing and mixed-use TOD
  - Funding for TOD-supportive infrastructure
- Transportation management tools
- Jobs/economic development tools



# Planning tools

## Equity Objective:

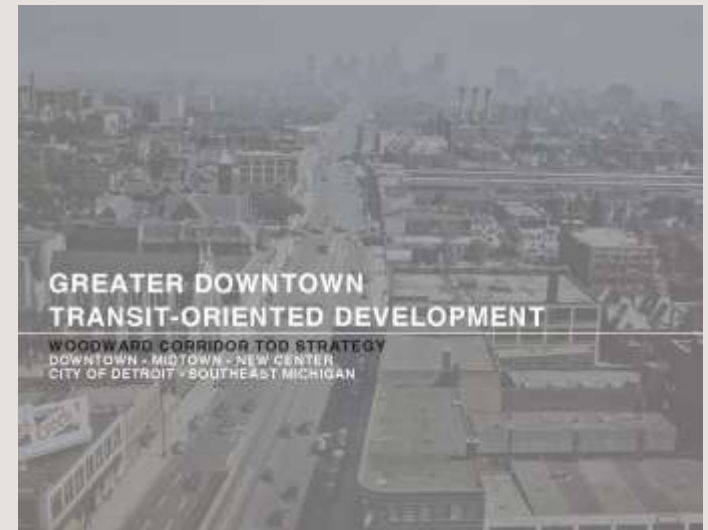
Everyone with a stake in a community's future has the opportunity to participate in planning and the ability to hold government officials and developers accountable for ensuring equitable development



# Planning tools:

## Examples of best practices

- Great Communities Collaborative/San Leandro Downtown TOD Strategy(Bay Area)
- Midtown Detroit “Transit Oriented Development and You” (Detroit)
- Community Benefits Agreements negotiated by FRESC (Denver)



*“TOD is a process that can be implemented before or after a new rail line or other transit system is up and running. There are already many places in and around Detroit that are mixed use, walkable, and compact destinations. Even if, in the worst case scenario, new transit takes years to start in the region TOD style places will help revitalize our cities.”*

# Planning spotlight: Corridors of Opportunity community engagement grants

## Community Engagement Team First Round Grantees

Making Transit

Meaningful

Transit Equity

Partnership

Connecting Communities  
Outreach Ambassadors around Transitway  
Development

Empowerment

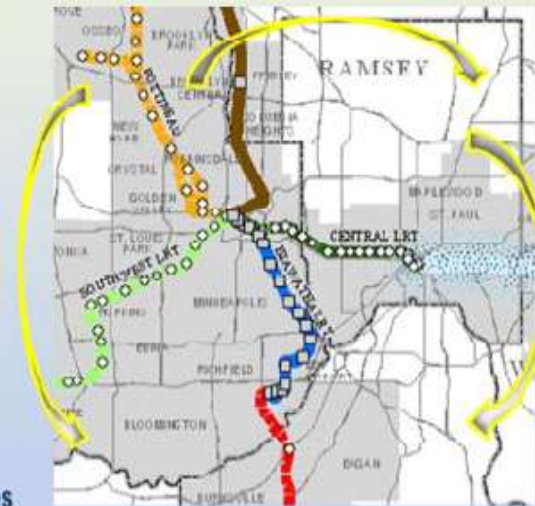
Equitable TOD

Don't Pass Us By

Neighborhood Discussion

Circles

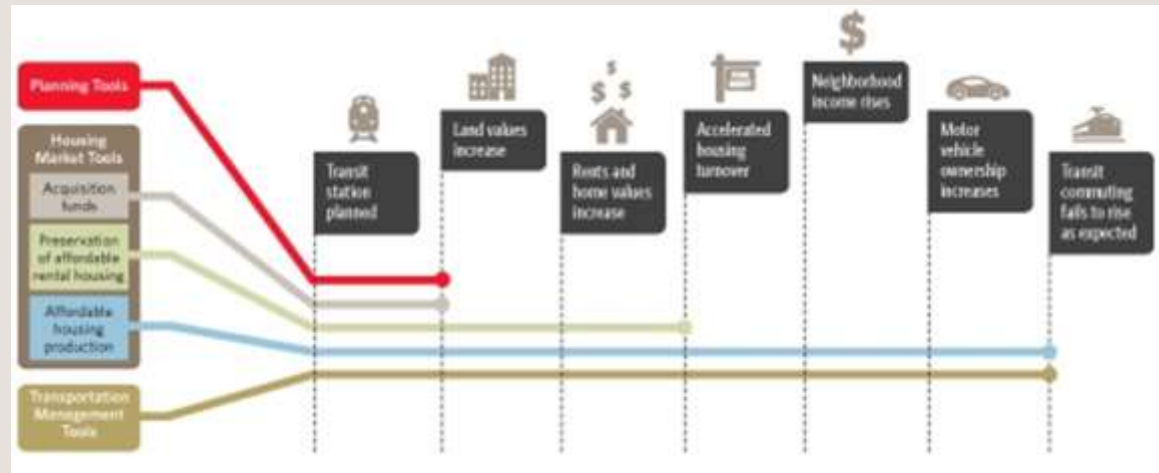
Immigrant Opportunity



# Affordable housing policy tools

## Equity Objective:

Lower income households have access to homes in neighborhoods that allow them to keep their combined housing and transportation costs affordable



# Affordable housing policy tools: Examples of best practices

- Inclusionary zoning  
(Montgomery County MD,  
Carlsbad CA)
- Transit agency joint  
development policy (Denver)
- Land banking authority  
(Atlanta)
- Preservation strategies for  
affordable housing near  
transit (Denver)
- Community land trusts  
(Sawmill Community Land  
Trust, Albuquerque NM)



# Affordable housing spotlight: Tri-Met Joint Development

- Joint development policy specifically addresses affordable housing
- Able to “write down” land acquisition cost of properties acquired for transit construction by accounting for future transit fare revenues
- Examples
  - Collins Circle
  - West Gresham apartments





# Financing tools

## Equity Objective:

Investment is provided for equitable transit-oriented development and for TOD-supportive infrastructure without exacerbating inequitable patterns of neighborhood change



# Financing TOD: Examples of best practices

- Denver and Bay Area TOD Funds
- Corridors of Opportunity Housing/TOD Lending Team (Twin Cities)
- Tax credits for development in designated TOD areas (Maryland DOT)
- Housing trust funds funded by tax increment financing (Atlanta BeltLine)



*The mission of the Bay Area Transit-Oriented Affordable Housing (TOAH) Fund “is to promote equitable transit-oriented development (TOD) across the nine-county Bay Area by catalyzing the development of affordable housing, community services, fresh foods markets and other neighborhood assets.”*



# Financing spotlight: Dallas TOD TIF District

- TIF district along a corridor instead of for individual stations
- Allows for revenue sharing from higher value to lower value station areas
- For example, for Mockingbird station
  - 40% stays in station area
  - 40% goes to lower value area
  - 20% goes to affordable housing anywhere in the corridor



# A note on financing strategies for TOD-supportive infrastructure

## Financing Strategy in Strong Market Locations (Value Capture):



## Financing Strategy in Cooler Market Locations (Activities to Improve Neighborhoods and Enable Development) :



POLICY

CAPITAL INVESTMENTS



LOW COST

HIGH COST

Source: Dena Belzer, *Strategic Economics*

# Transportation management tools

## Equity Objective:

Combined housing and transportation costs are reduced, and car ownership is discouraged, for residents of transit-rich neighborhoods



# Transportation management tools: Examples of best practices

- Car sharing (SF City Car Share, Hoboken Corner Cars)
- Elimination of parking minimums (Seattle)
- “Unbundling” cost of parking (San Francisco)



# Transportation management spotlight: Residential ECO Pass Program

- Santa Clara Valley Transportation Authority offers the program to developer/owner of a residential community
- Community buys passes for all residents at a deeply discounted price
- Affordable housing developers have used the program to reduce required parking



*"An urban structured parking space can cost from \$22,000 to \$40,000 per space. Saving the cost of construction of two parking spaces pays for our entire Eco Pass program."*

Jeff Oberdorfer  
Executive Director  
First Community Housing

# Jobs/economic development tools

## Equity Objective:

Workers of all  
incomes and  
educational levels  
can find jobs  
located near public  
transportation





# Jobs/economic development tools: Examples of best practices

- Small business assistance (Twin Cities)
- Planning to link workers to jobs (Denver, Twin Cities, Baltimore)
- Employer “Live Near Your Work” programs (Maryland Smart Keys 4 Employees)
- Geographically-targeted economic development incentives (Illinois, NJ)



# Jobs/econ. development spotlight: NJ Urban Hub Tax Credit

- Rewards businesses that create specific numbers of jobs within one-half mile of a transit hub
- Initial investment of \$352 million for 9 projects is credited with attracting \$910 million in private capital and creating more than 1,400 new jobs



Teachers Village TOD in Newark