

Great Communities for Climate Protection

Stuart Cohen
Executive Director

TRANSFORM



WORLD-CLASS PUBLIC TRANSPORTATION. WALKABLE COMMUNITIES.



Roads © 2004 GDT, Inc.

Maps © 2004 USGS

Image © 2004 I3

Image © 2004 AirPhotoUSA

©2004

keyhole.com

Pointer 37°57'57.65" N 121°45'17.62" W elev 127 ft

Streaming ||||| 100%

Eye alt 1215 ft



Traffic: Hwy 580: Alameda County

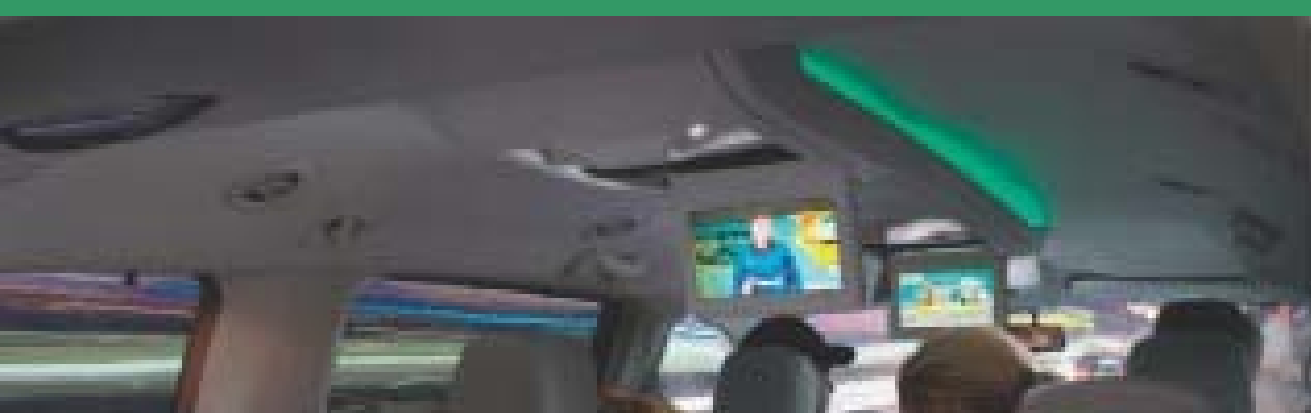
Richard Rollins





a boon to parents, whether you're
just waiting for dinner at the
drive-through or.....

Car Connection Review

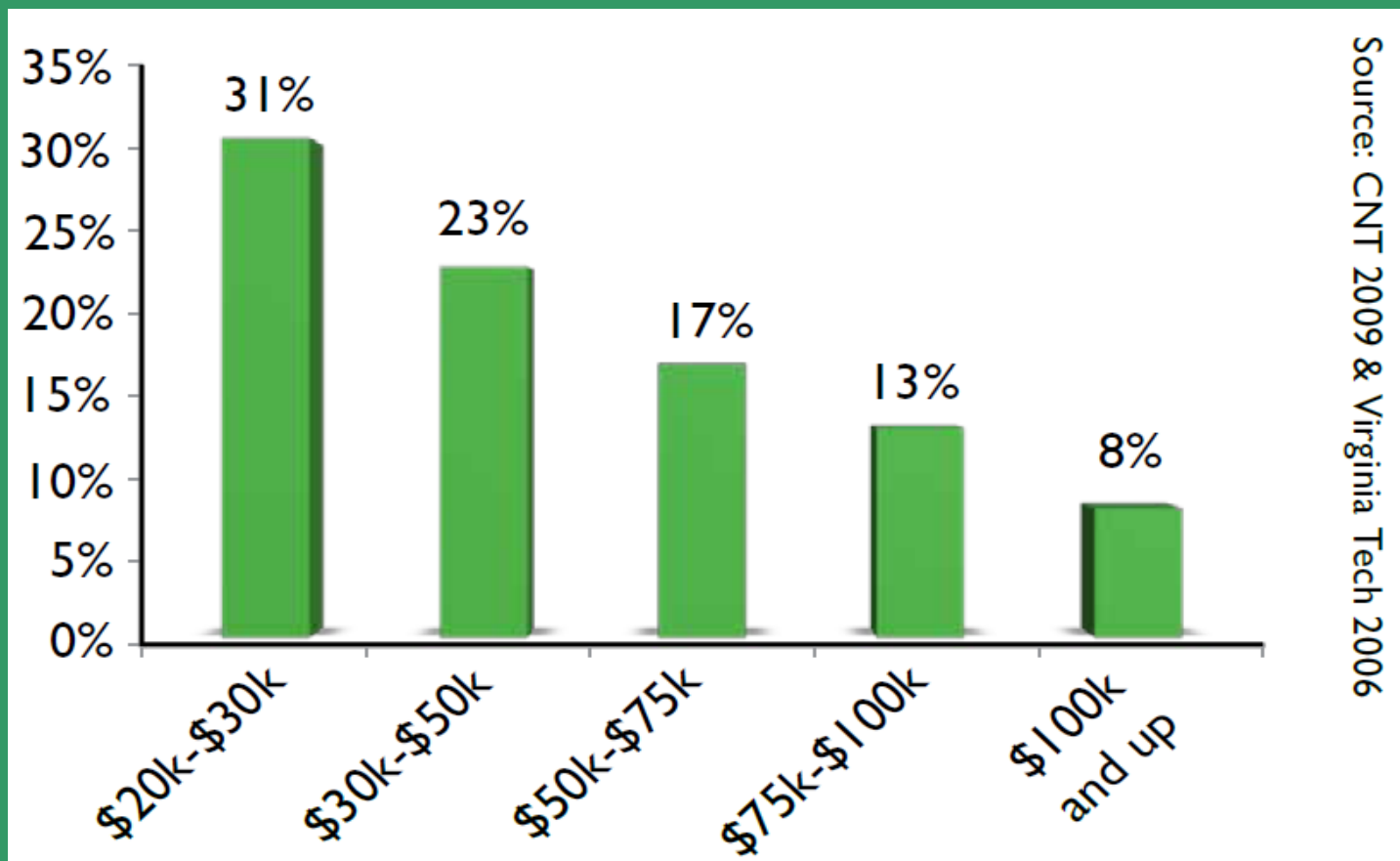


Greatest spending on transportation is out of pocket



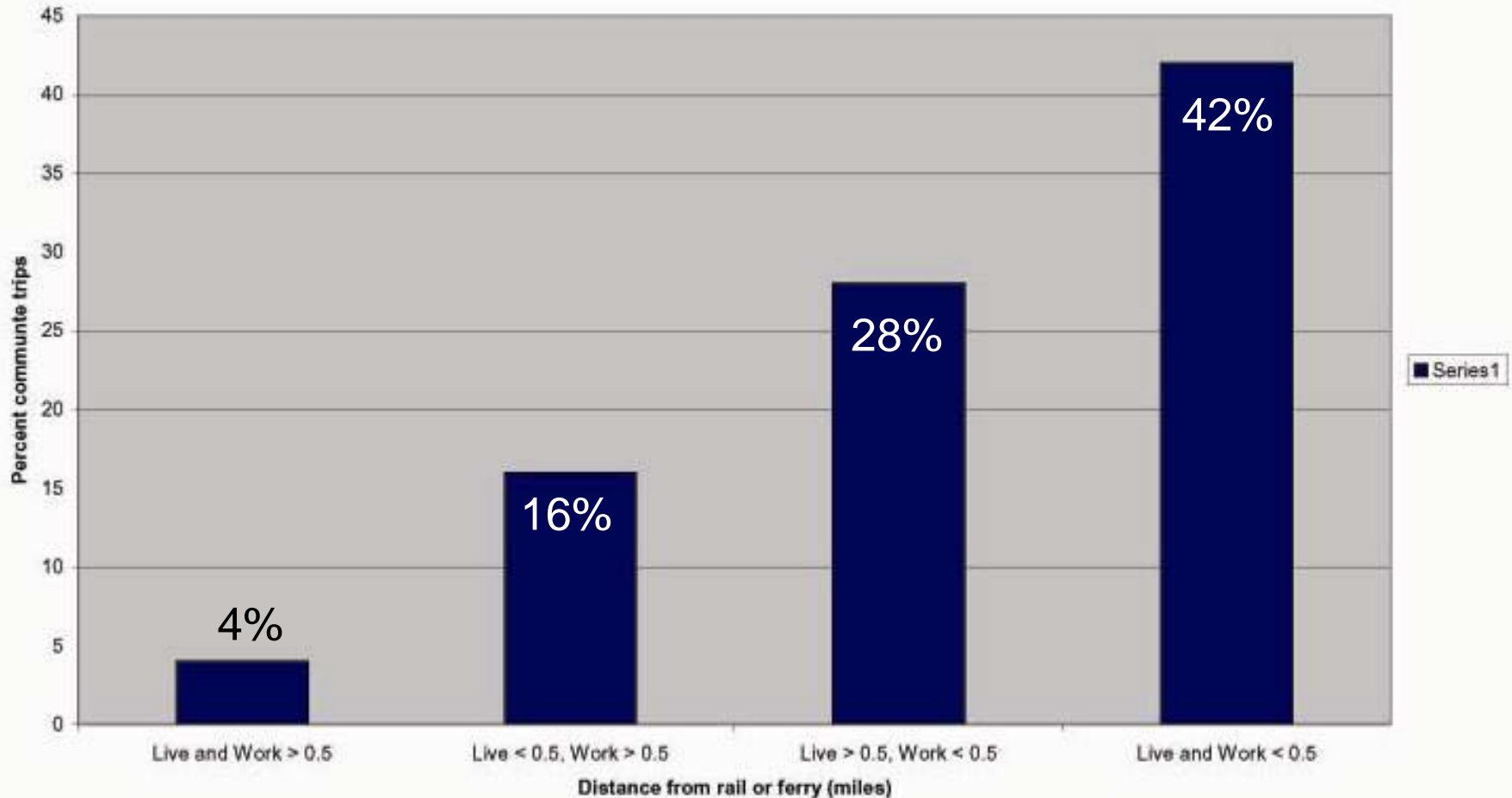
Lower-income families are hit hardest

Transportation spending as a percentage of household income, by income bracket.



TOD = 10x more likely to ride transit

Use of Transit for Commute, by Proximity to Rail or Ferry Stops



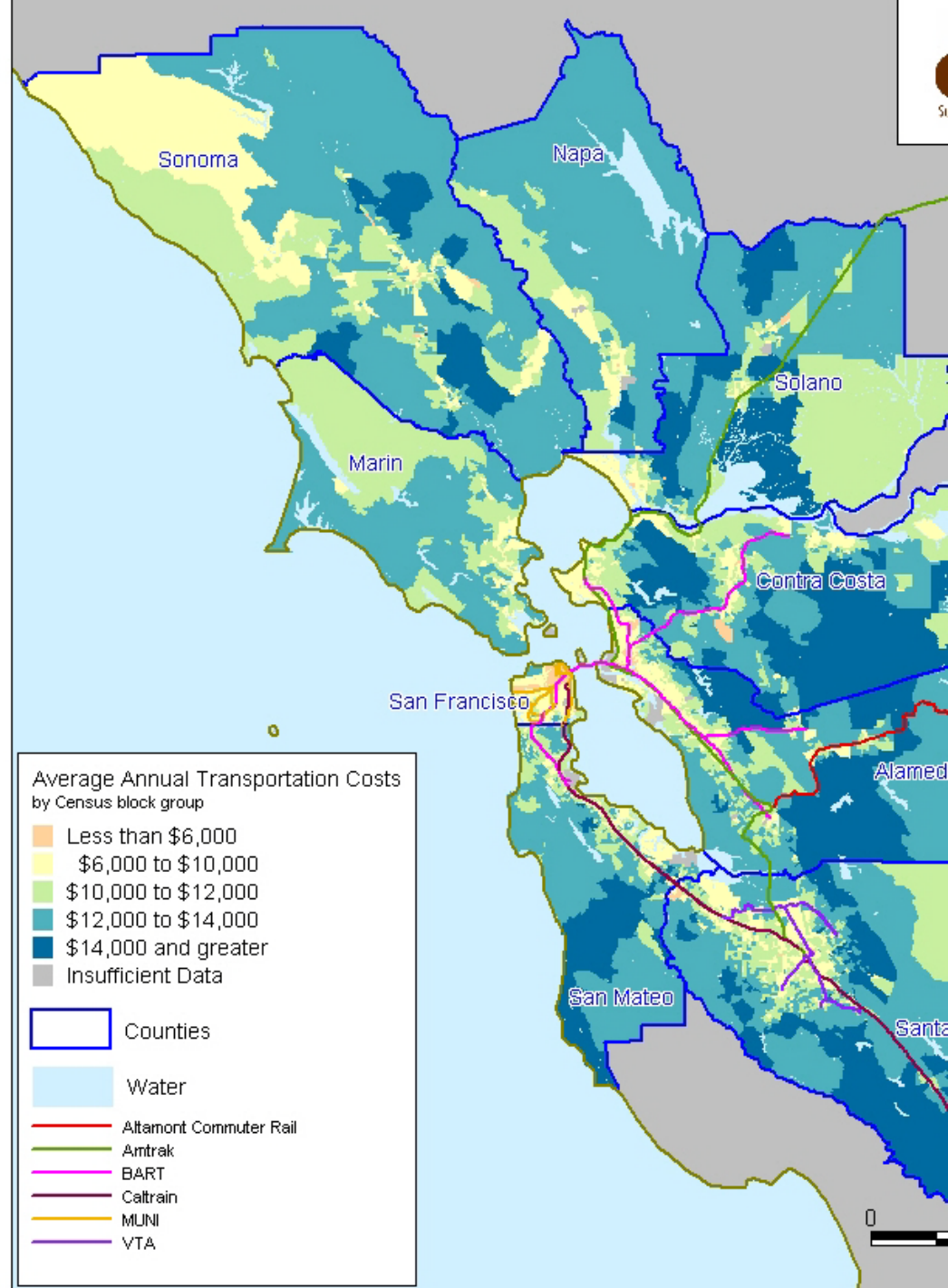
Trend

vs.

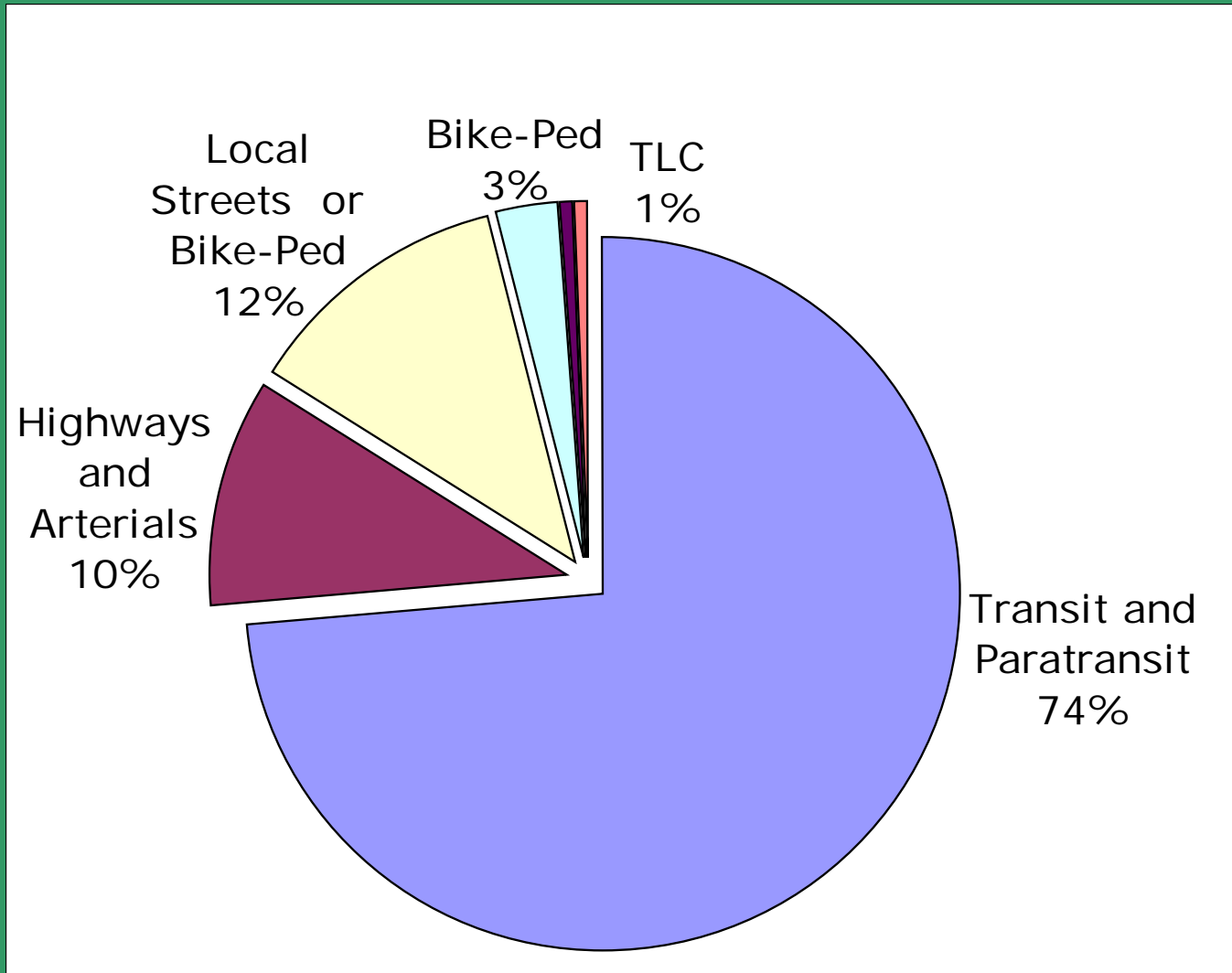
Vision



Very High Transportation Costs in Low- Transit, Spread Out Areas

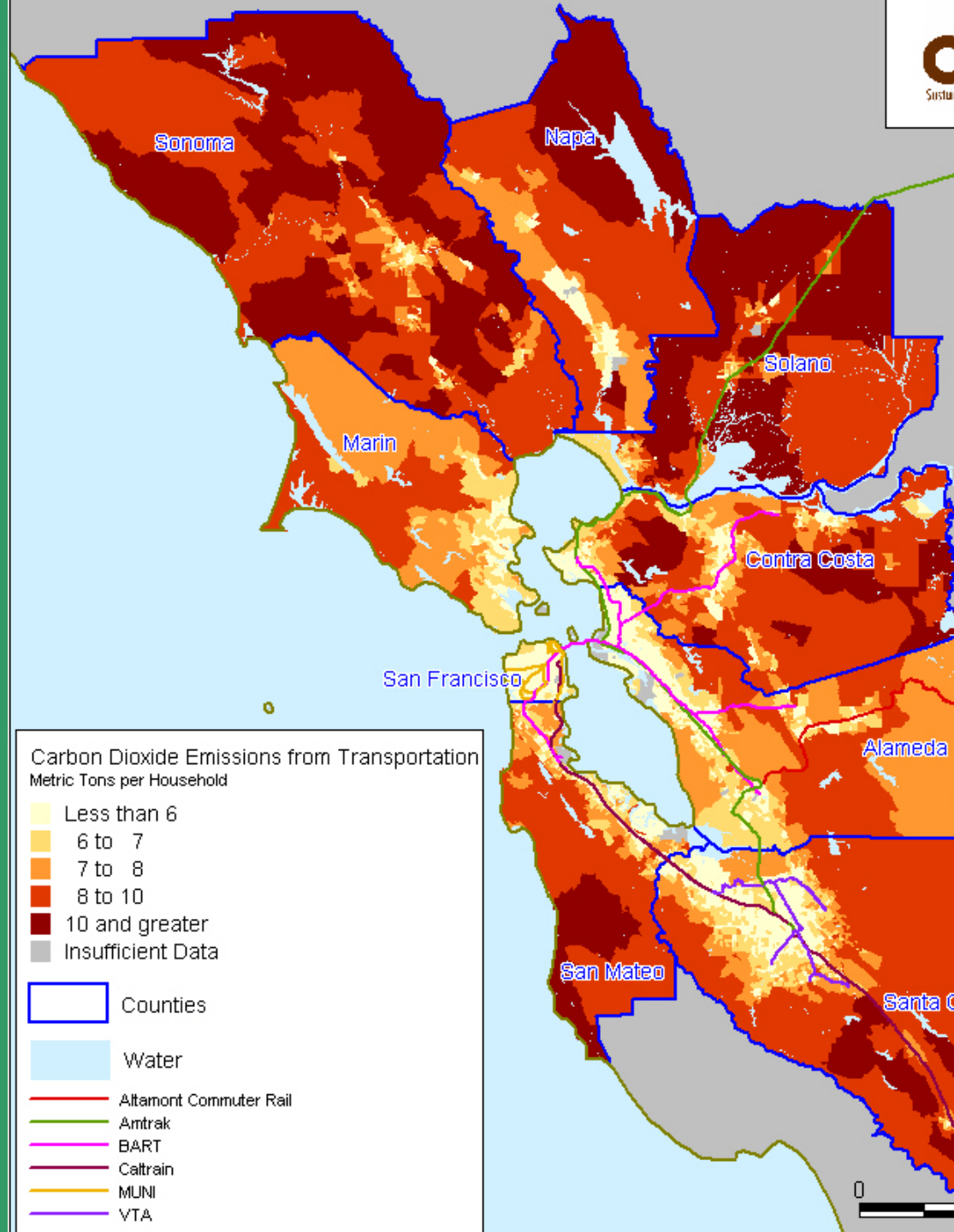


Voters approve \$17 billion for transportation

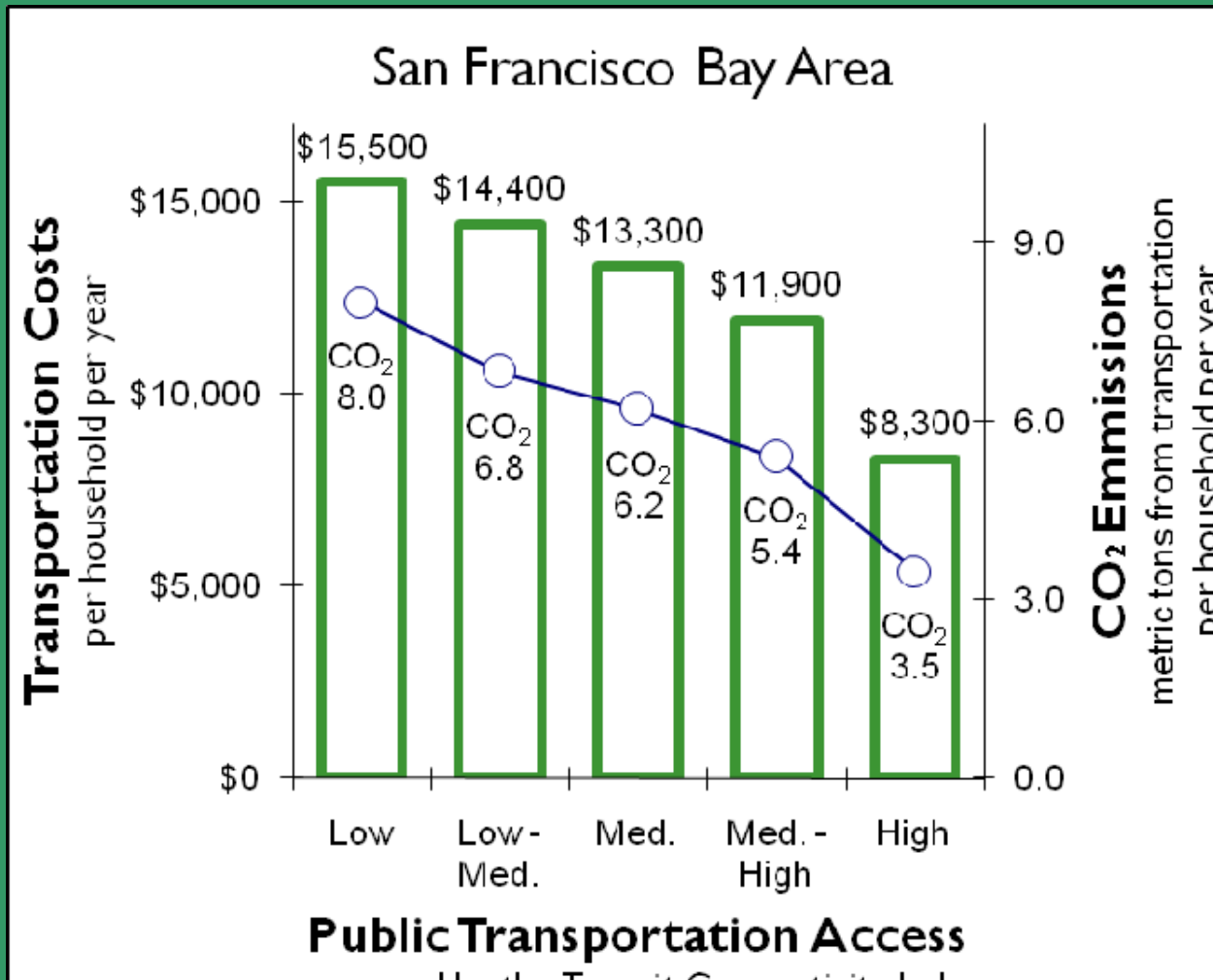


2000 – 2004 voter-approved
measures

Same Areas Have High Carbon Emissions



Transportation Spending and CO₂ Emissions by Transit Connectivity



**If all neighborhoods had same transportation costs and
CO2 as 20% with best public transportation**

REGION	CO2 Reduction	Annual Savings (Billions)	Personal Savings per HH
Bay Area	42%	\$10.7	\$5,450
Los Angeles	38%	\$15.4	\$3,600
San Diego	30%	\$2.8	\$3,515
Sacramento	27%	\$2.2	\$2,825
Total	34%	\$31.2	\$3,847

SB 375 – Major
paradigm Shift

Performance-
based approach

Bay Area Target –

8% GHG
reduction from
transportation
efficiency by
2020,

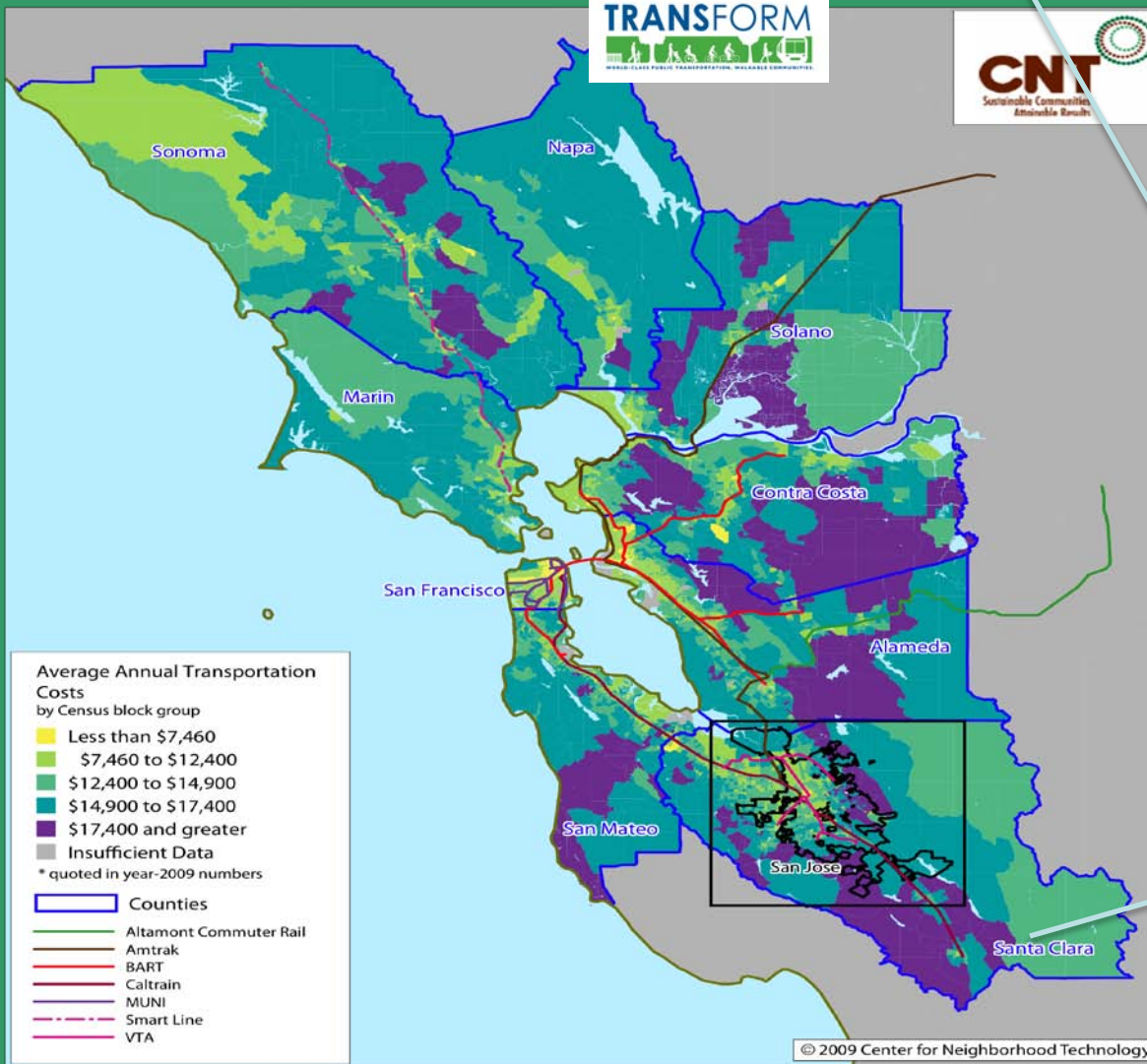
15% by 2035

CALIFORNIA

Metropolitan Planning Organizations (MPOs) and Regional Transportation Planning Agencies (RTPAs)



SCS - 2013



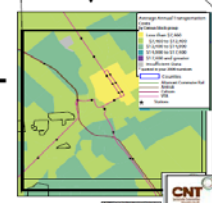
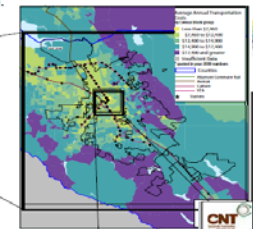
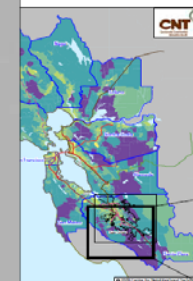
local groceries, can create inviting, vibrant places.



⑤ At the building and street level, we need to design developments that prioritize pedestrians over parking.

②

At the city level, we need to determine where to grow by identifying transit corridors and town centers that have capacity for more housing and jobs. This protects open spaces and ensures that more future residents live and work in low-cost areas. The maps on this page show great variations in affordability, even within just one city (in this case, San Jose).

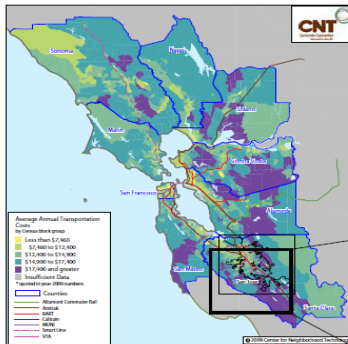


③ Along public transportation lines, we need to ensure a good complement of land uses by linking or combining residential areas with major employment, education, and retail centers.

Housing Elements – 18 months

①

On the regional level, we need to stop subsidizing inefficient, auto-oriented growth that leads to higher ongoing household costs. Instead, we need to fix our crumbling infrastructure and invest in a balanced transportation system.



④

In neighborhoods, we need to engage existing residents in planning their common future. It is at this level that the right mix of homes, within walking distance of jobs, parks, schools, and local groceries, can create inviting, vibrant places.

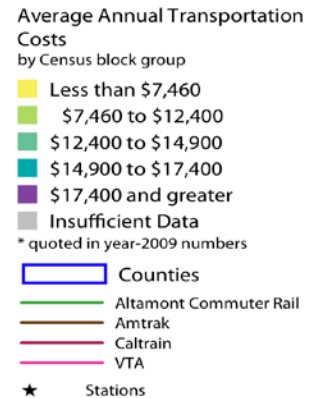
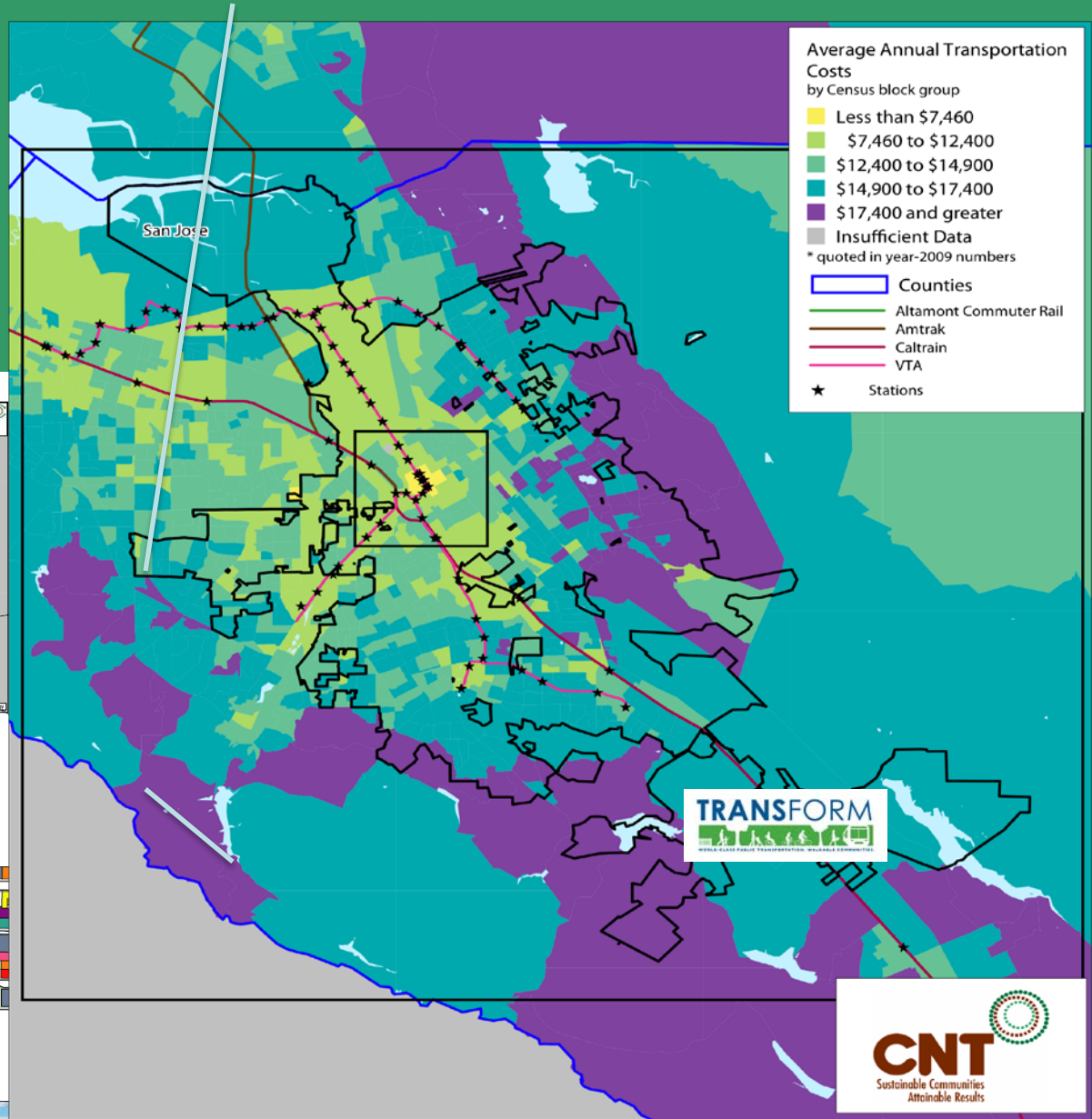


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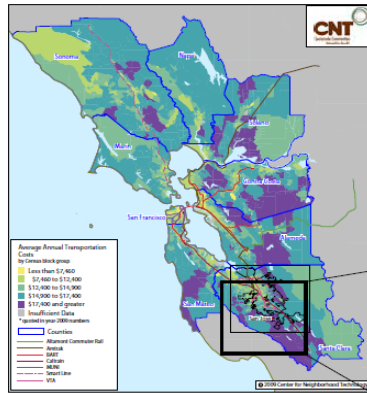
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© 2009 Center for Neighborhood Technology

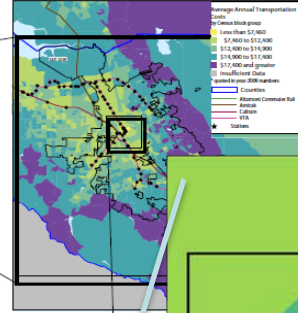
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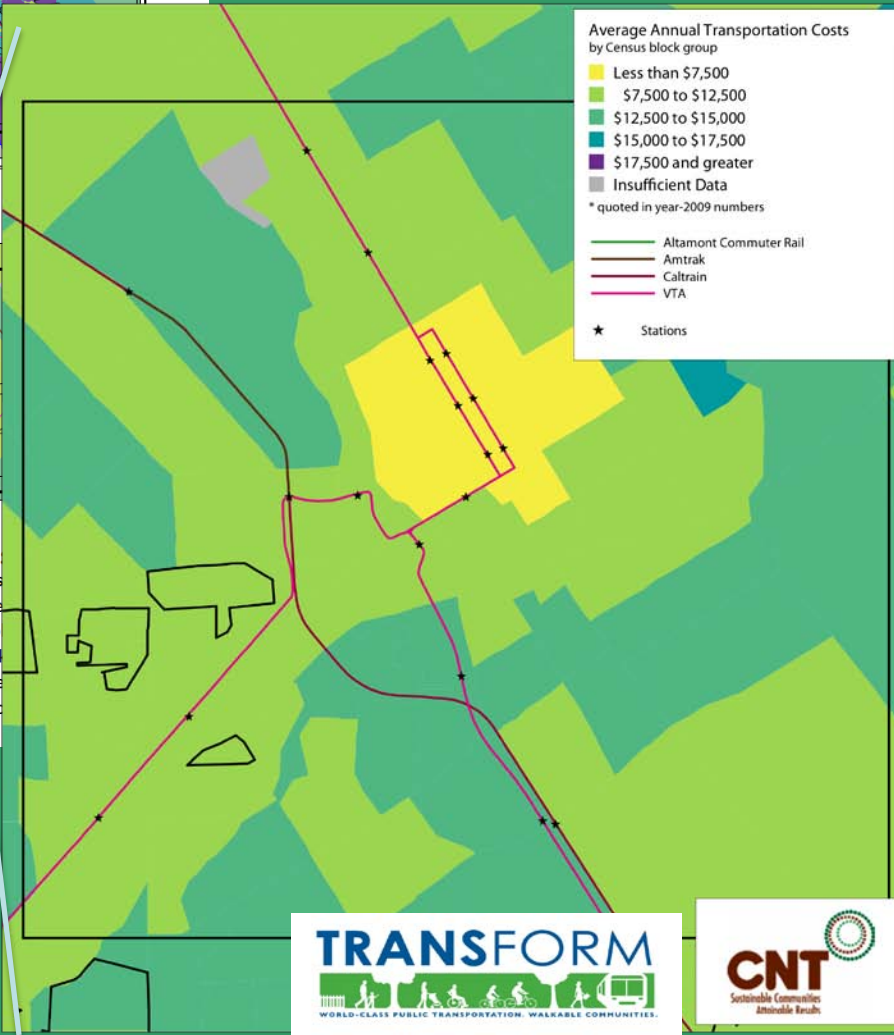


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③

Along transit corridors, we need to complete the link between residential employment and retail.

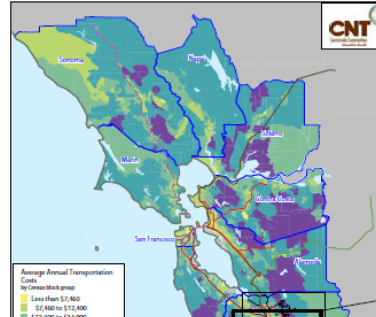


PDA's - Key Growth Areas

Rezoning w/in 3 yrs of Housing elem.

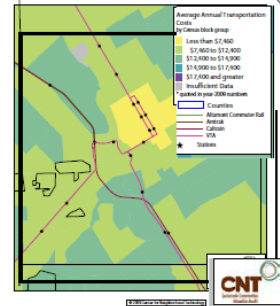
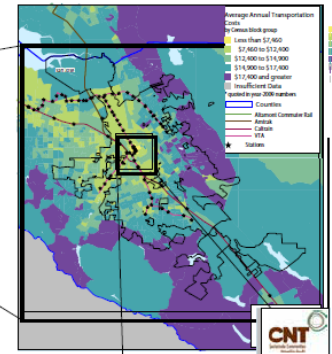
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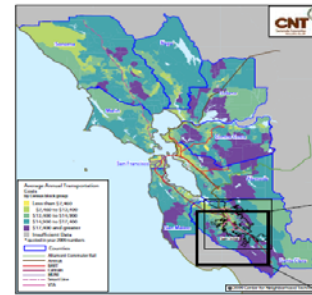
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Along public transportation lines, we need to ensure a good complement of land uses by linking or combining residential areas with major employment, education, and retail centers.

CEQA Streamlining for Compliant Sites

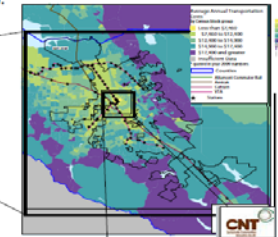
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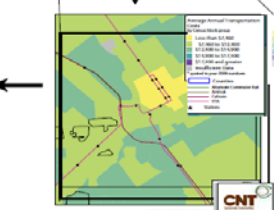
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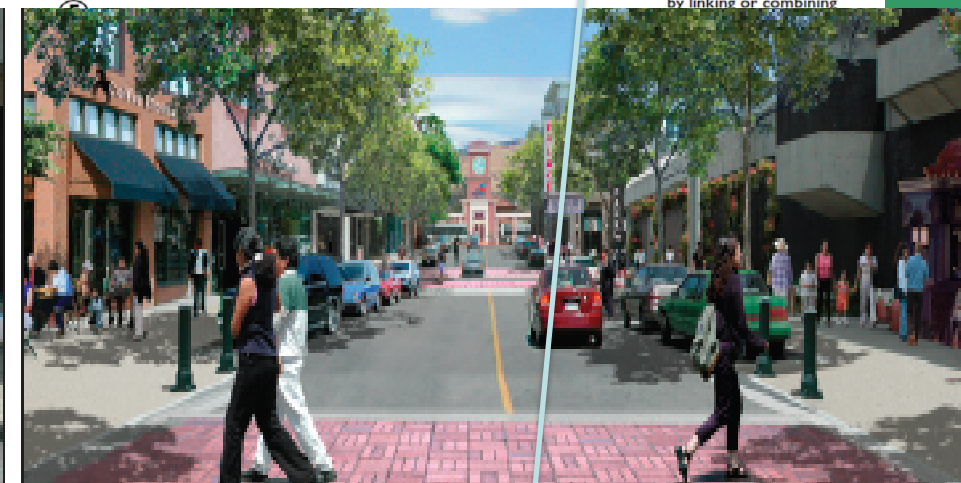
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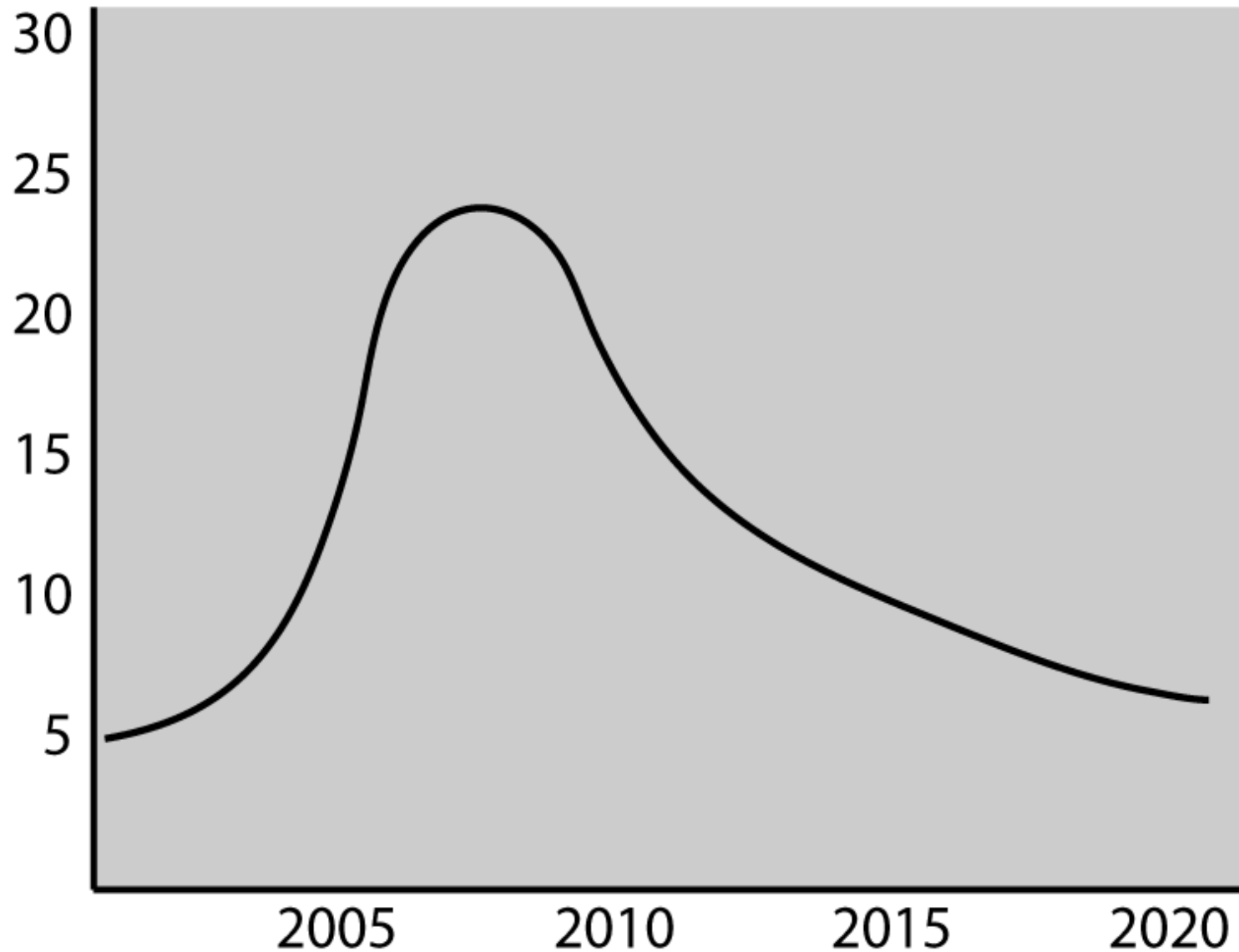
Along public transportation lines, we need to ensure a good complement of land uses by linking or combining



MTC's Model For Where Reductions Can Come From

- Land Use – 12%
 - Pricing - 8%
 - TDM - 3%
 - Combined - 18%
-
- Can we do more with infrastructure?

The Bay Area's TOD Opportunity



GREAT COMMUNITIES

C O L L A B O R A T I V E

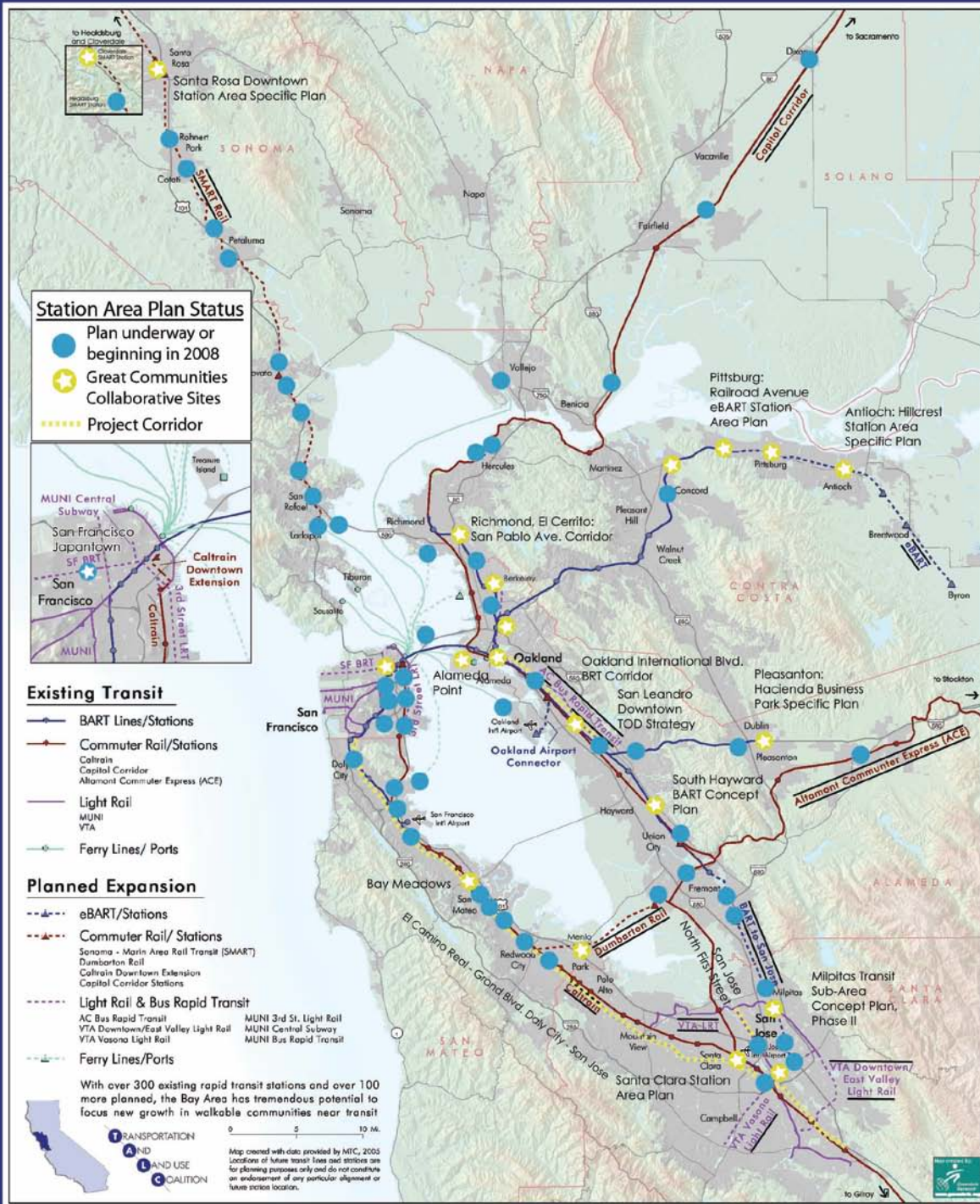
www.greatcommunities.org



GREAT COMMUNITIES COLLABORATIVE

www.greatcommunities.org

● = Active sites



E. 14th Street and Davis Street

TODAY



Community Involvement & Planning



Crea un mejor futuro para nuestro centro

La Ciudad de Santa Rosa está planeando el futuro del área del centro que se muestra en el

Lo que está en juego:

El plan diseñará el desarrollo futuro del centro de Santa Rosa.

¡Involúcrate hoy!

La Ciudad de Santa Rosa está esbozando un plan para la gente tendrá la oportunidad de verlo y hacer sus comentarios acerca de él. Una oportunidad de asegurar de que la ciudad realmente bueno.

Create a better future for our downtown

The City of Santa Rosa is planning the future of the downtown area shown in the map below.

Now is the time to create a great community!

The Downtown Planning Area:



What's at stake:

The plan will shape the future of downtown Santa Rosa development. Your input is crucial to ensure that our downtown becomes great.

The City is planning the future of several under-utilized sites, where smart development can enhance the community character.

Historic neighborhoods will be preserved.

By getting involved, you can influence how well the city plans for:

- How streets look and feel
- Housing for the whole community
- Pedestrian and biker safety
- Transportation connections
- Parking for cars and bicycles
- Public area improvements

Your comments will help to ensure that our downtown is vibrant, interesting, friendly, affordable, and a beautiful place to live and spend time.

Get involved today!

The City of Santa Rosa is drawing up a draft plan for public release. The public will have the opportunity to review this document and make comments on it. This is YOUR chance to make sure the City plans for a great downtown!

Upcoming dates:

- **December** (date TBA):
 - ✓ The City will release the Draft Station Area Plan – 45-day public comment period
- **January** (dates TBA):
 - ✓ Meeting for public comment on Draft Station Area Plan
 - ✓ Planning Commission hearings
 - ✓ City Council hearings
- **April** (approximately):
 - ✓ Adoption of the Station Area Plan

These dates may change. To stay up-to-date on changing dates, opportunities for action, and the latest news about downtown, sign up for email updates from Greenbelt Alliance, the Accountable Development Coalition, and the Conservation Action Fund for Education.

To get involved, contact Julia Prange with the Accountable Development Coalition, at juliaprange@gmail.com
www.SantaRosaStation.com

Santa Rosa's website also has information: www.StationAreaPlan.net

¿Qué va a pasar por venir:

¿Qué cosas pueden cambiar?

5 de enero, la Ciudad hará público el anteproyecto del "Station Area Plan": un 5 días para los comentarios

15 de enero: Reunión para los comentarios del anteproyecto del "Station Area Plan", Hyatt Vineyard Creek Hotel and Conference Center

¿Qué cosas serán anunciadas?

• La planificación de la comisión

• Las cosas serán anunciadas:

• El cabildo municipal

• Proximamente:

• El "Station Area Plan"

¡No se quiten a cambio. Para mantenerse al día de sus posibles cambios, acciones y las últimas noticias sobre la actualización por email, visite, the Accountable Development Coalition, and the Conservation Action Fund

¿Qué en the Accountable

juliaprange@gmail.com

o m

www.StationAreaPlan.net

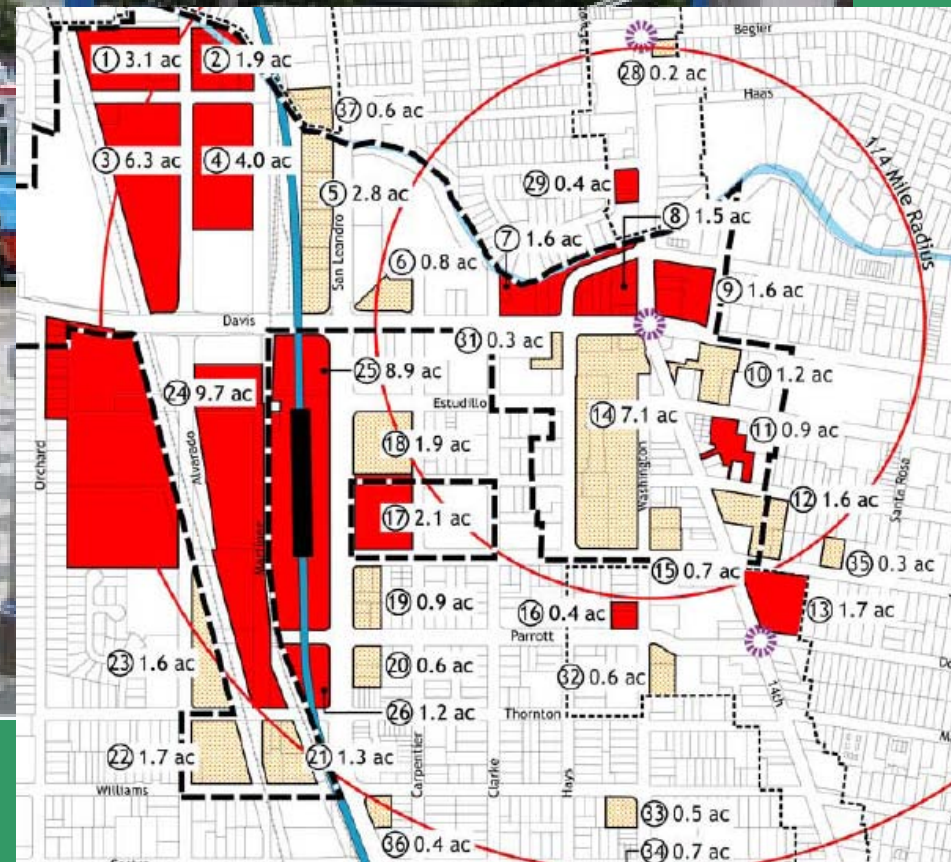


Leadership Institute



Transit-Oriented for All:

The Case for Mixed-Income Transit-Oriented Communities in the Bay Area



Community Events

The Daily Review

Community Wants More Housing



E. 14th Street and Davis Street

TODAY



E. 14th Street and Davis Street

5 YEARS



E. 14th Street and Davis Street

10 YEARS



E. 14th Street and Davis Street

20 YEARS



Site Outings



Photo by Nina Robinson

Intense, Supportive Participation

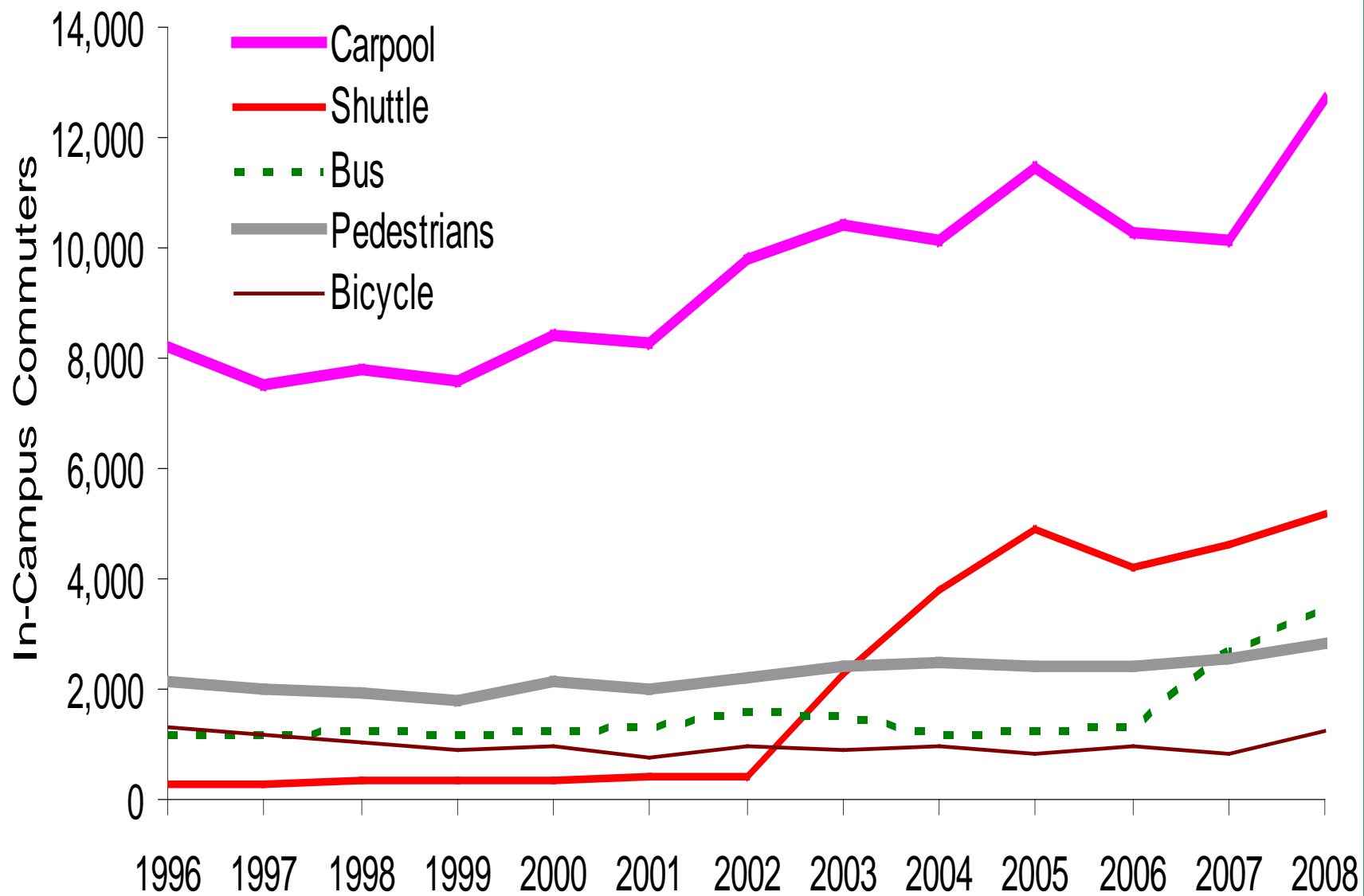


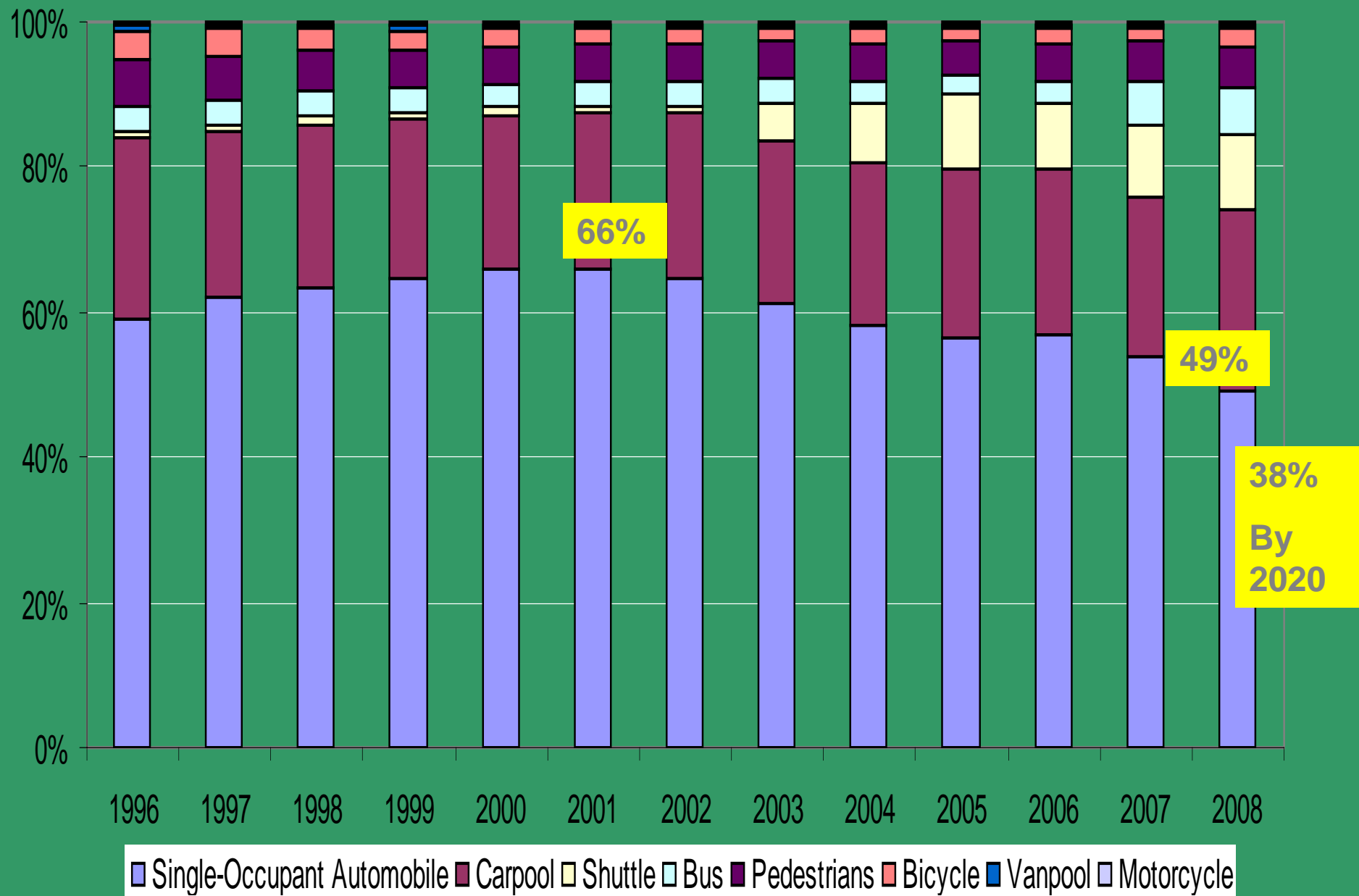


UC San Diego 2001 promote alternatives -- plan 13 garages



Source: UCSD Transportation Services

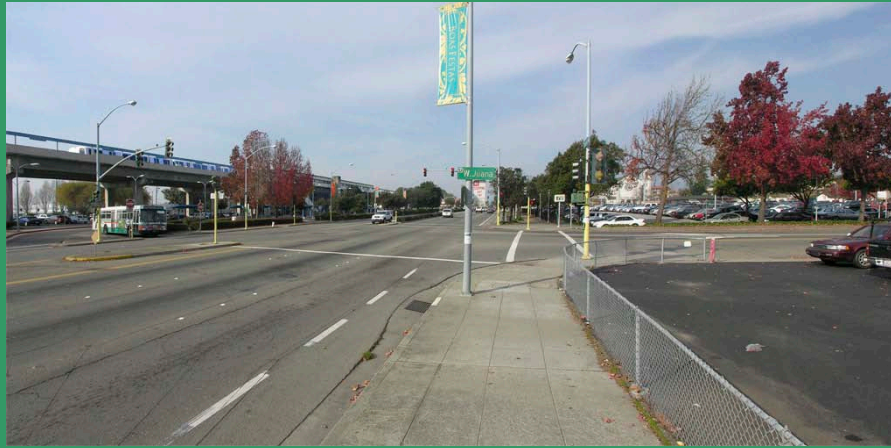




Combating Climate Change Doesn't have to Be Painful



How To Build Support for Great Projects?







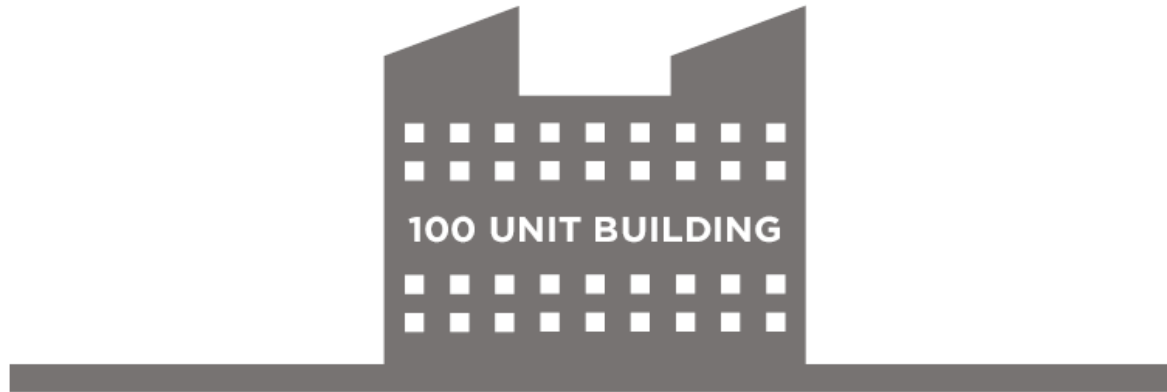
**Projected Driving by Residents
(Vehicle Miles Traveled per Household)**



Traffic Reduction Strategies



Appropriate Amount of Parking



+



Provide **1** deep discounted pass per unit



Reduce parking requirements from **2** to **1** spaces per unit

=



A savings of **\$2,985,600** over a 40 year period

SOUTH HAYWARD

TRIP REDUCTION CREDITS

The following is an inventory of URBEMIS model inputs. The projected driving is affected by the following trip reduction credits.

DENSITY

70 UNITS/ACRE

SOURCE: EDEN HOUSING



**12%
REDUCTION**

MIX OF USES

**1,156 JOBS IN 1/2 MILE
1,048 HOMES IN 1/2 MILE**

LOCAL RETAIL PRESENT

SOURCE: 2000 CENSUS



**7%
REDUCTION

2%
REDUCTION**

TRANSIT SERVICE

**355 WEEKDAY BUSES IN 1/4 MILE
256 DAILY RAIL IN 1/2 MILE**

SOURCE: AC TRANSIT & BART



**12%
REDUCTION**

PEDESTRIAN/BICYCLE FRIENDLINESS

271 INTERSECTIONS PER SQ. MILE

95% STREETS W/ SIDEWALKS ON BOTH SIDES

**100% ARTERIALS/COLLECTORS W/ BIKE LANES OR
WHERE SUITABLE, DIRECT PARALLEL ROUTES**

SOURCE: 2007 HAYWARD BIKE MASTER PLAN



**6%
REDUCTION**

AFFORDABLE HOUSING

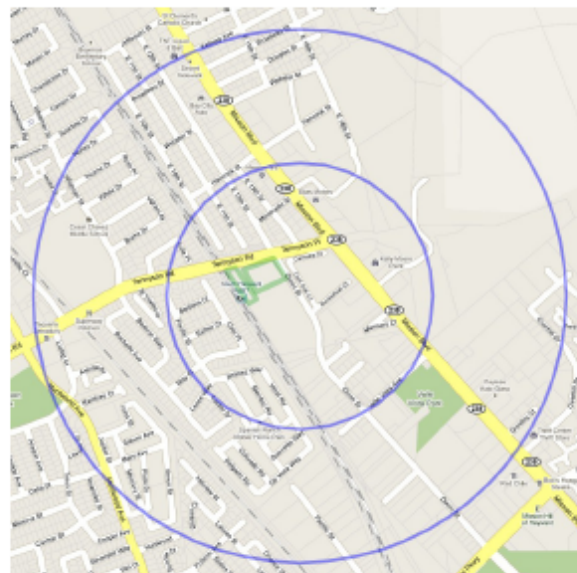
**99% OF UNITS ARE DEED
RESTRICTED BELOW MARKET RATE
HOUSING**

SOURCE: EDEN HOUSING



**4%
REDUCTION**

PROJECT CONTEXT MAP



GREEN BORDER REPRESENTS THE PROJECT FOOTPRINT.

CONCENTRIC CIRCLES REPRESENT THE AREA WITHIN 1/4 AND 1/2-MILE FROM THE PROJECT.

SOURCE: GOOGLE MAPS



KEY PROJECT DETAILS:

- 2.96 ACRES
- 206 UNITS TOTAL
- 204 BELOW MARKET RATE UNITS
- 3 STORIES ABOVE 1 STORY GROCERY STORE
- 204 DEDICATED RESIDENTIAL ONLY PARKING SPACES
- OFFERING 2 AC TRANSIT EASY PASSES PER HOUSEHOLD AT A DISCOUNT OF AT LEAST 50% OFF RETAIL VALUE



JAYNE WILLIAMS
CITY ATTORNEY

SANTOS

Mayor Mabi

THE CROSSINGS
20

10-1-2010



- **The GreenTRIP Certification Program**
- Eases the approval process
- Increases project's marketability
- Improves projects
- Creates markets and demand for TDM programs
- Model for inspiring changes to local policy



Results



2,010 Transit Passes



600 Carshare



355 Unbundled

www.GreenTRIP.org

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Program Director
Ann@TransformCA.org
(510) 740-3150 x316

Stuart Cohen
Stuart@transformca.org



THRESHOLDS FOR CERTIFICATION

Place Type	MAX Parking Ratio*	REQUIRED Traffic Reduction Strategies	MAX VMT/HH**
Regional Center	0.75	3 of 3	25
Urban Center	1.00	2 of 3	25
Urban Neighborhood	1.00	2 of 3	25
Sub-Regional Center	1.25	2 of 3	30
Town Center	1.50	1 of 3	35
Transit Neighborhood	1.50	1 of 3	35

*Parking Ratio: Average Parking Spaces Per Home

**Maximum average VMT per HH, per day.

VMT: Vehicle Miles Traveled

HH: Household