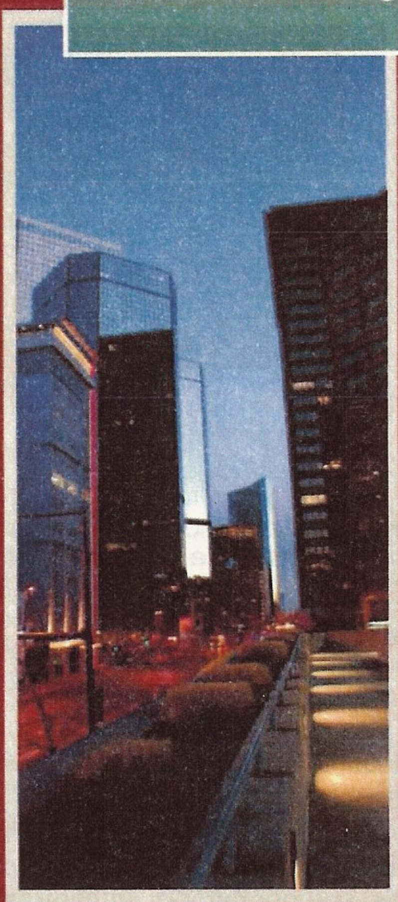
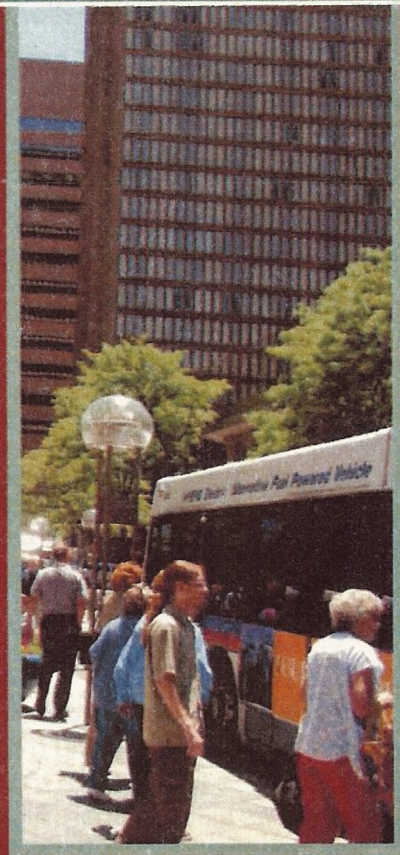
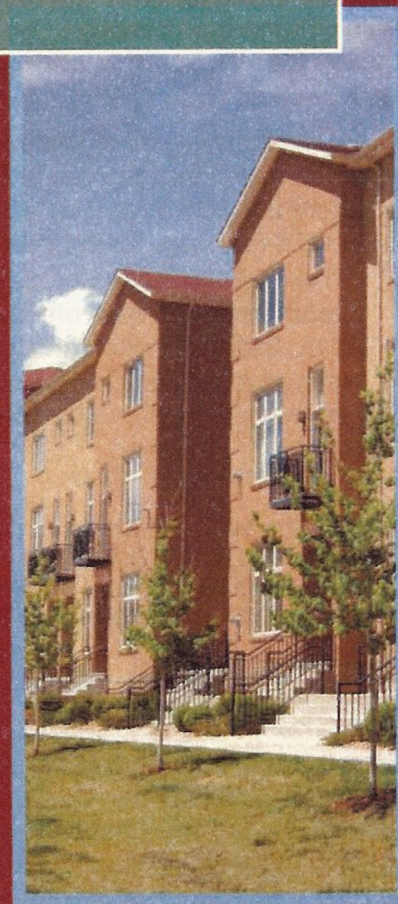
Who is TOD in Metro Denver ?

Benchmarking the Evolution of TOD in Metro Denver







A Summary of Key Findings from the
Business, Employee and Resident Surveys
December 2010

DRCOG
DENVER REGIONAL COUNCIL OF GOVERNMENTS
We make life better!

Who is TOD in Metro Denver Surveys

This initial benchmark study corroborates other recent evidence that a substantial number of people are attracted to the lifestyle benefits of living and working in walkable, mixed-use communities served by transit, and this attraction is influencing their location and travel decisions.

- A recent analysis of the apartment market by Grubb and Eillis found that people are willing to pay about 4 percent more a month to rent an apartment within a quarter-mile of a light-rail stop. *Denver Post, June 14, 2010*
- The Fredrick Ross Company reports that over the past two years nearly all new office buildings that have opened within a quarter-mile of a rail transit station were 100 percent leased at delivery. *Presentation by Nathan Johnson, Senior Managing Director, at a November 2009 Urban Land Institute workshop.*

> The Who is TOD in Metro Denver? study "confirms if you have density, mixed use, limited or expensive parking and high-quality transit service, large numbers of people in the Denver region will use transit who could otherwise afford to use a car. . . the evolution mirrors what has happened in places like Portland, Oregon where TOD has really taken root."
>
> *GB Arrington, Parsons Brinckerhoff*

This summary highlights key findings from the surveys of 300 business owners and managers, 403 employees, and 1,354 residents at varying distances from rail-transit stations. The full reports are available on the DRCOG TOD website at http://tod.drcog.org. Data is available for additional analysis in the DRCOG data catalogue at http://gis.drcog.org/datacatalog/

Current Resident and Household Characteristics

The demographic makeup of people currently living near rail-transit stations (within one mile) varies by whether the station is in downtown Denver, an urban setting (not downtown), or the suburbs. Residents of downtown Denver are younger, more likely to live alone, less likely to have children and more likely to be students. Downtown residents also are more likely to rent, have smaller homes, own fewer cars, and require less parking. They have fewer cars both overall and per person. In contrast, those who live near a rail-transit station in the suburbs are older, have more people (adults and children) per household, have larger homes, and are more likely to own than rent their home.

Residential Demographic		Live within 1 Mile of Rail Transit			More than 1 mile
		Downtown	Urban	Suburban	
Average Age		38.6	45.1	46.6	46.5
Children in Household		0.2	0.3	0.4	0.6
Household Income	$49,000 or less	49%	48%	33%	23%
	$50,000 to $74,999	34%	33%	34%	49%
	$75,000 or more	17%	19%	33%	28%
Own/mortgage Home		48%	53%	65%	71%

Travel Mode: Residents and Employees

Residents and employees in downtown Denver use alternative travel modes (other than driving alone) significantly more than those outside downtown for both commute and non-commute trips.

All Trips

- The closer households are to downtown and to a rail-transit station, the greater the use of alternative modes. Walking is the dominant alternative mode, accounting for six percent of all trips. Transit accounts for nearly three percent and bicycling accounts for less than one percent.

Work Trips:

- Walking is the dominant alternative mode in downtown and in suburban station areas. Transit is the dominant alternative mode near urban rail-transit stations.
- Downtown Denver employees use alternative modes for half of all trips to work, compared to only 12 percent for employees who work in station areas outside downtown.
- Employers in downtown Denver are also more likely to offer their employees incentives to drive less and use more alternative modes. Thirty-three percent of employers in downtown Denver provide employees with free or subsidized transit passes. Only four percent of businesses outside downtown provide this benefit.

Non-Work Trips:

- Downtown Denver residents use alternative modes more than twice as often as residents in urban station areas and more than five times more often than residents of suburban station areas. Households downtown and within one-half mile of rail transit walk the most, one out of seven trips. Walking declines sharply beyond the half mile, but is still the dominant alternative mode for non-work trips in all locations.
- Employees in downtown Denver walk to lunch or to conduct personal errands ten times more often (60 percent vs. six percent) than those in station areas outside of downtown.
- For work-related midday trips, employees in station areas outside of downtown drive alone more than twice as often as downtown employees (82 percent vs. 30 percent).

Vehicle Ownership and Parking

- Residents in downtown and urban station areas own fewer cars per household, use more shared parking, and have fewer assigned parking spaces per unit than their peers in other geographic areas.
- Most residents stated they do not pay for parking, clearly indicating that parking costs are typically bundled into their home's purchase price or rent, regardless of location.
- Employees in downtown Denver are much less likely to park for free right next to their place ofemployment than their peers in station areas outside of downtown.

Downtown Denver	Not Downtown
13% of employees reported free parking is right next to their workplace.	86% of employees reported free parking is right next to their workplace.
Employees who pay reported an average cost of $155 per month ($80 to $215).	Employees who pay reported an average cost of $39 per month ($15 to $75).

Importance of Transit to Employee Job Choice

Employees in downtown Denver rated an easy commute by rail or bus transit, access by walk/bike, and access to amenities (mix of uses) as significantly more important to job choice than employees outside downtown. Nearly 25 percent rated these as a strong influence versus only 10 percent of employees who work outside of downtown.

Workers indicating a strong influence of amenity on job choice*	Downtown Denver	Not Downtown
Salary/wage	79%	75%
Benefits (healthcare, retirement, etc.)	69%	71%
Company reputation	64%	69%
Interesting work	76%	71%
Easy commute by car	27%	46%
Easy access to car parking	26%	34%
Easy commute to rail transit	22%	8%
Easy commute to bus transit	23%	5%
Access by walk/bike	15%	6%
Convenient amenities nearby (food, shopping, etc.)	28%	11%

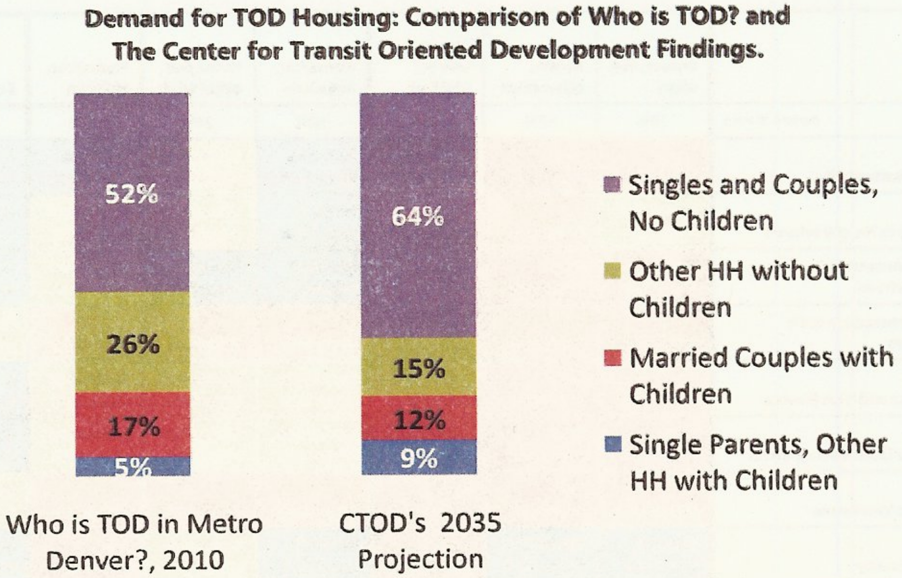
*Amenity rated 7-10 where 1=no influence and 10=very strong influence

The Importance of Transit to Business Location Decisions

- **Transit Access:** Twenty-five percent of downtown Denver businesses rated transit amenities as a strong influence in their business location decision versus only seven percent of businesses outside ofdowntown.
- **Auto Access:** Sixty-four percent of businesses in station areas outside of downtown rated access and parking for cars as a strong influence in their location decision versus only 32 percent of downtown businesses.

The Residential Market for TOD

This study indicates the majority of demand for housing in TODs will come from singles and couples without children. The Center for Transit Oriented Development came to a similar conclusion in a 2004 analysis of projected demand for housing in TOD areas.



The research results suggest that Denver region households fall into three broad market segments: Access-focused, Home/car-focused, and Cost-focused.

- *Access focused*– 26% of metro Denver residents are most concerned about what is nearby. They want easy access to restaurants, transit, parks, shopping, and other amenities and are less concerned about their living space.
- *Home/car focused*– 56% of metro Denver residents are more interested in living in a quiet, low-crime neighborhood with little traffic and more living space. They want access to the freeway and more room for parking.
- *"Cost focused"* – 18% of metro Denver residents are very interested in the cost of housing and somewhat interested in living in a low-crime, quiet neighborhood. All other amenities rate as less important to their housing choice.

Access focused and Home/car focused segments were divided into three sub-segments each, based on the makeup of the household: whether the respondent lives alone, with other adults, or with children. The cost segment was not subdivided due to a nearly complete lack of interest in home or neighborhood characteristics other than cost.

Importance of Key Attributes to Market Segments

The table below is a summary of how important each market segment rated neighborhood and housing characteristics. The access-focused segments are likely the easiest to attract to TOD neighborhoods, while others may be more difficult, yet still possible to appeal to. The segment that appears to be the hardest to attract is the home/car-focused single adult who lives alone.

	Access, live alone	Access, other adult	Access Live w/ Children	Home/car, live alone	Home/car, other adult	Home/car, children	Cost	Total
Percent of H.H.s	10%	12%	4%	10%	24%	22%	18%	100%
Transit Accessibility	Important	Very Important	Somewhat Important	Not at all Important	Somewhat Important	Not at all Important	Not at all Important	Somewhat Important
Diversity in Neighborhood	Somewhat Important	Important	Important	Not at all Important	Somewhat Important	Somewhat Important	Not at all Important	Somewhat Important
Walk to Amenities in Neighborhood	Very Important	Very Important	Very Important	Not at all Important	Not at all Important	Somewhat Important	Not at all Important	Somewhat Important
Lots of interaction with Neighbors	Important	Important	Very Important	Important	Important	Important	Somewhat Important	Important
Sidewalks and Bike Routes	Important	Very Important	Important	Somewhat Important	Somewhat Important	Somewhat Important	Not at all Important	Somewhat Important
Access to Downtown Denver	Very Important	Very Important	Very Important	Somewhat Important	Somewhat Important	Somewhat Important	Not at All Important	Somewhat Important
Access to Workplace	Important	Very Important	Very Important	Important	Important	Important	Somewhat Important	Important
School Quality	Not at all Important	Not at all Important	Very Important	Not at all Important	Somewhat Important	Very Important	Not at all Important	Somewhat Important
More Living Space	Somewhat Important	Somewhat Important	Somewhat Important	Important	Important	Important	Somewhat Important	Somewhat Important
Quiet/Safe Neighborhood	Important	Important	Important	Important	Very Important	Important	Somewhat Important	Important
Auto Orientation	Not at all Important	Not at all Important	Somewhat Important	Somewhat Important	Somewhat Important	Not at all Important	Not at all Important	Not at all Important

Easiest to Attract	Possible to Attract	Hardest to Attract
All three access-focused segments. The key to attracting these segments is walkability and access to neighborhood amenities. Attracting access-focused households with children will require quality K-12 schools.	Home/car-focused households with multiple adults or with children are potential markets. Key to attracting these groups is school quality, quiet safe neighborhoods and more living space.	Home/car focused households with one adult living alone.

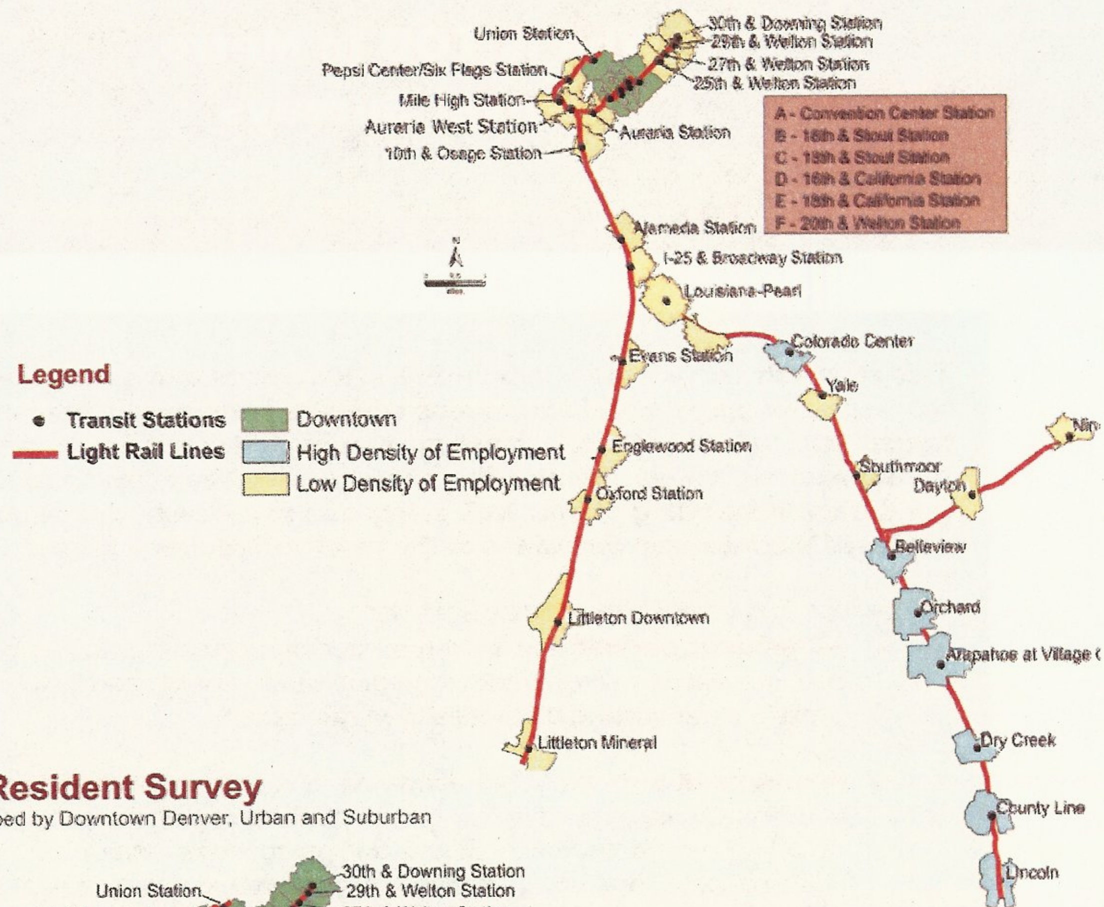
Two additional studies completed in other areas across the country have also identified the market segments most likely to be attracted to TOD neighborhoods.

- **TCRP 123: Understanding How Individuals Make Travel and Location Decisions: Implications for Public Transportation**
  http://www.trb.org/Main/Blurbs/Understanding_How_Individuals_Make_Travel_and_Loca_159638.aspx

- **Choosing Where We Live: Attracting Residents to Transit-Oriented Neighborhoods in the San Francisco Bay Area**
  http://www.mtc.ca.gov/planning/smart_growth/tod/briefing_book.htm

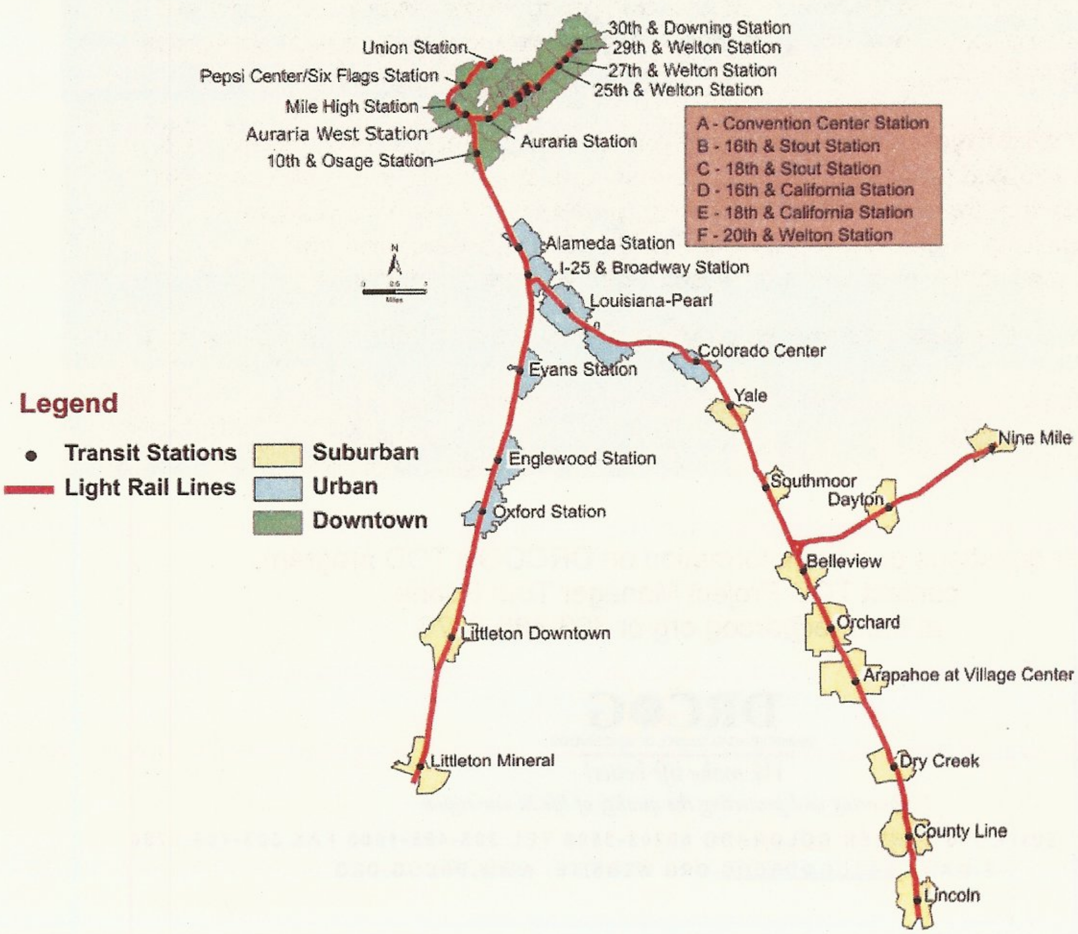
Business and Employee Surveys

Station Areas Grouped by Employment Density



Resident Survey

Station Areas Grouped by Downtown Denver, Urban and Suburban



Who is TOD in Metro Denver Surveys

This research documents characteristics, behaviors and perceptions of residents, employers and employees who live and/or work near existing rail-transit stations. Over time, if the study is repeated every five to ten years as recommended, single points will transform into trend lines providing greater understanding of how well policy and investment decisions have achieved their desired outcomes at the local and regional levels.

The research is comprised of three surveys:

- **A resident survey:** Information on demographics, as well as behaviors and perceptions of residents regarding mode choice and home location decisions, at varying distances from rail-transit.
- **A business survey:** Information from business owners and managers within one-mile of existing rail-transit stations regarding motivations for selecting current location, attitudes and perceptions regarding parking and transit access, and use of transportation demand management strategies and incentives.
- **An employee survey:** Information from employees of businesses that participated (and agreed to have employees surveyed), including commute distance, influence of transit access and mix of uses on employment decisions, mode choice, location and cost of parking, and use of transportation demand management strategies and incentives.

Full reports for the business and employee studies are available at tod.drcog.org.

For questions or more information on DRCOG's TOD program, contact TOD Project Manager Tom Boone at tboone@drcog.org or 303-480-6776.

DRCOG
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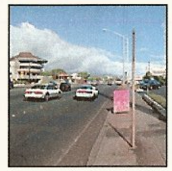
Café Conversation #3

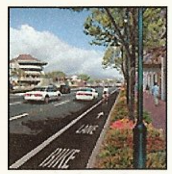
A. Urban Form Policy

How much will the built environment encourage transit use, walking and bicycling?

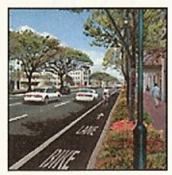
- [ ] **Favor drivers**
  Favor driving alone over transit use, walking and bicycling.



- [x] **Maintain current mix ***
  Support driving alone and some transit use, walking and bicycling.



- [ ] **Support alternatives**
  Make transit use, walking and bicycling as convenient as driving alone.



- [ ] **Strongly favor alternatives**
  Heavily favor transit use, walking and bicycling at the expense of driving alone.

B. Environmental Policy

How much will we invest in the management of energy, air, water, greenhouse gas and waste?

- [ ] **Spend less on programs**
  Reduce funding for these programs.
- [x] **Maintain programs ***
  Spend about the same per person as we're spending today.
- [ ] **Spend more on programs**
  Put more funding towards these programs.
- [ ] **Achieve best practices**
  Focus funding to achieve best practices for these programs.

Café Conversation #2

A. Road Network

How will we focus investment in our region's road network?

Maintain existing network *
Invest only in maintaining existing roadways.

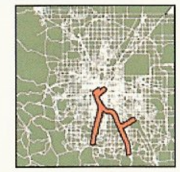
Moderate network upgrade
Invest moderately in improving and expanding the roadway network.

Significant network upgrade
Invest significantly in improving and expanding the roadway network.

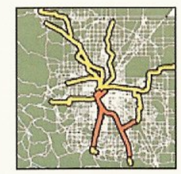
B. Transit Network

How will we focus investment in our region's transit system?

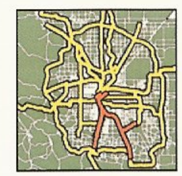
Maintain existing system *
Maintain the Central, Southwest and Southeast light rail lines and existing bus service.



Moderately expand system
Invest in additional transit lines that connect suburban communities to downtown.



Significantly expand system
Invest in additional transit lines that connect suburban communities to downtown, each other, and destinations outside the region.



Café Conversation #1

Next 100 !

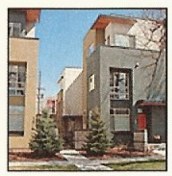
A. Development Type

What types of NEW development will we encourage?

Favor low density
New development will favor detached homes with large yards, business parks and malls.

Maintain current mix *
Include homes with yards, business parks, malls, with some compact residential and commercial buildings.

More compact growth
Favor smaller homes, condos, compact offices and stores, with some larger homes, business parks and malls.

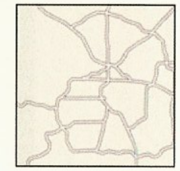


Mostly compact growth
New development will mostly be smaller detached homes, row houses, condos and multi-storey commercial buildings.

B. Development Location

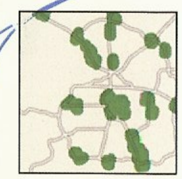
Where will we focus NEW development?

Unfocused *
Encourage development throughout the region.

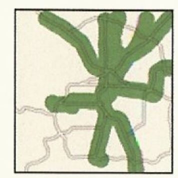


Central city focused
Encourage development mainly in and near the City of Denver.

Multiple centers
Encourage development in and near urban centers throughout the region.



Corridor focused
Encourage development in and near major transportation corridors.



World Café Etiquette

- **Focus on what matters**
- **Contribute your thinking**
- **Speak your mind and heart**
- **Listen to understand**
- **Link and connect ideas**
- **Listen together for insights and deeper questions**
- **Have fun!**

Denver Region.MetroQuest.com