Transforming Office Parks Into Transit Villages

- PRT, Traffic reducing housing, parking charges, green culture.

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Family Energy Consumption
Suburban: disproportionate to rest of world

- Suburban Avg (240 MBTU)
- Suburban Green (164 MBTU)
- Urban Avg (143 MBTU)
- Urban Green (89 MBTU)
- Urban Multifamily Green (62 MBTU)

Single Family Household Type

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Expected Sustainability (PRT)


- PRT
  - 30 mph, non-stop
  - Coming in 2-4 years
    - UK, Korea, Sweden …
  - Shuttle bus on steroids.
Comprehensive, Integrated Mobility

Door to Door

Centralized Cars:
share, rent, ride home

Delivery services,
Personal activities,
Business services

Bike, scooter, Segway
Flexpool

Short carpool  pick up
• Improved match-making
• Shared parking, nuride

Long carpool

PRT shuttle system
LAST MILE
mid-day trips

first mile
Train
Walk
first mile
Bus

• Web/wireless coordination
• Supportive policy context
• Scale!
Surprises / Partners (PRT)

• Horizontal mixed use. Resident ➔ out generate more PRT trips than employee ➔ in. (Needs more research)
• Line haul transit capacity constrains explosive PRT growth
• Mayor, transit agency: reaction to PRT. Small cities & agencies are good size. Paxson’s social IQ helps
• Partners
  – Custom commute alternatives by MPO’s 511.org ➔ challenging
  – Oracle’s promised 225 surveys/lunches ➔ 3X more work on survey recruiting
• Surveys aren’t surprising.
Traffic Reducing Housing

- Sustainability: Traffic reducing housing: Priority access to new housing for green commutes: 1.2K tons/year. > 50% chance, 2009. Potential: 1,000X+
- Green commute: transit, carpool, bike, short drive
2 Traffic Reducing Hsng Examples

• Stanford West: 515 apartments
  – Shuttle bus, biking, hostile to cars
  – 396 Stanford, 96 hospital, 14 Palo Alto, 9 long commutes
  – 10% short-commute rent discount
  – 1,200 less tons CO2/yr

• Redwood City: 800 condos
  – 1 mi from dwntn, bike path
  – Cities21 “policy win”
  – 4 months: green commutes

• 1MM homes: 3MM tons/yr
How CNS helps:

Convener of Stature for Traffic Reducing Housing

- HUD, CA State Housing & Community Development, CA Senate Transportation and Housing Committee, MTC (MPO), ABAG (COG), Alameda County, City of Palo Alto staff, City of San Jose staff
- Urban Land Institute, Natl Assoc. Realtors, Reconnecting America, AIA Housing Policy Committee, National Housing Law Project, Sierra Club Transportation & Land Use Committee, Silicon Valley Leadership Group, Washington Regional Network for Livable Communities, Mid-Peninsula Housing Coalition, Fair Housing of Marin, California Affordable Housing Law Project, East Bay Community Foundation, Transportation and Land Use Coalition of SoCal
Parking Charges

• Sustainability: $8 per day parking charges at suburban offices. 20K tons/year. 10% chance, 2010. Potential: 23% U.S. commute reduction, 60MM tons

• Need to all “jump in together”
  – Example: smoking ban in bars: Bloomington, St. Paul, Minneapolis

• Start with $1 per day & increase each year.

• Constituent $ neutral.
  – Redevelop parking spaces & distribute “found” wealth

• Potential collaborators:
  – U.S. Mayor’s Climate Protection / Cool Cities ➔ need high-impact local solutions.
Green Culture

• Sustainability: “Cool to be green culture.” Broad, shallow voter support for climate protection
• Big new residential complex
• Everyone signs low mileage pledge
  – Entry condition to obtain housing
  – People are “self-consistent”
• Manufacture a tipping point
  – Positive peer pressure
• Partners: Univ S. FL CUTR (cntr urban transp rsrch) transp-tdm list serv / chat board. 800+ “trip reduction” professionals. Helpful.

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Feedback, questions, contacts

• EPA Smart Growth
  • Collaborate & network for sustainability? Meet?
  • Digest and contribute to the complex concepts
  • Strategize federal role in
    • PRT, traffic reducing housing, parking charges, green culture.
  • For PRT, will the U.S. federal government play a role (as in Europe and Asia) like it formerly did? Will cities seek federal assistance? Will private real-estate consortiums avoid fed govt?

• THE END.

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