Case Study: City of Mtn. View North Bayshore

- Precise Plan for North Bayshore will support 10-15,000 added jobs and create a walkable, mixed use core.

- The plan emphasizes bicycle commuting, shuttle connections to the Caltrain commuter rail station and continued reliance on commute buses operated by Google.

- The circulation plan has an aggressive mode share target of no more than 45% of commute trips in single-occupant vehicles.
Last Mile Strategies

- Mountain View TMA – three shuttle routes connecting to Caltrain and light rail, more service planned
- Three mile cycle track and freeway crossing
- Half mile reversible transit lane
- Funded primarily by development fees and tax increment district
Other Last Mile Services in the Bay Area

Free public shuttle services operated & funded by private transportation partnerships:

- Emeryville TMA – 7 routes connecting to BART; 4000 daily riders; funding from Business Improvement District
- San Mateo County Congestion Relief Alliance – Caltrain shuttle program (19 routes); set up as JPA
- Stanford University – 19 routes connecting to Caltrain + other TDM programs; 6,000 daily riders
Case Study: Contra Costa Centre Transit Village

TDM Program:
- Cash Incentives/Subsidies
  - BART/Bus
  - Carpool/ Vanpool
  - Bike-to-Work
- Guaranteed Ride Home
- On-site “Green Fleet” of Segways, Smart Cars, electric and traditional bicycles
- Free Mid-day Shuttle Service

End Results:
- Alternative mode-share of 30% among employees for 20 years
Case Study: Denver Union Station

- Multi-year effort to transform former rail yards into a transit-oriented, mixed use community.
- Centered on a new light rail, commuter rail, Amtrak and MallRide stations.
- Includes a million square feet of office, retail and hotel space, 210 residential units, and 800,000 square feet of parking.
Bus Rapid Transit & TOD

Developer survey (2008) about BRT and TOD; key findings include:

• Scale and extent of BRT-related development is comparable to rail-related development— if BRT facilities have high degree of permanence and other supportive land use and transit policies are in place

• A few successful examples, including Cleveland, Boston, Los Angeles and Toronto, but more limited than rail corridors and stations

Source: 2008 Survey by Breakthrough Technologies
OVERLAKE TRANSIT VILLAGE
Redmond, WA

Adopted City TOD Plan
Adjacent to Microsoft HQ
- Urban in the suburbs
- Vertical mixed-use
- 9 story residential
- Transit + plaza
- Green street
- Open by 2023 w/ rail
Bending Trends to Help Change Behavior

- Carshare / Bikeshare
- Information Technology
- Tracking / Finding Technologies
- Gamification / Motivation Apps
- On-demand Services (Uber, Lyft, Carma, Sidecar)
- Guaranteed Ride Home Programs
- Parking Unbundling / Cash Out
- Parking Supply Policies
- Tax / Financial Incentives

MOBILITY MANAGEMENT TOOLS

CURRENT TRENDS

- Demographic
- Generational Priorities
- Reclaimed Time During Commutes
- Minimized Transportation Costs
- Healthy Activities & Lifestyles
- Environmental Responsibility