

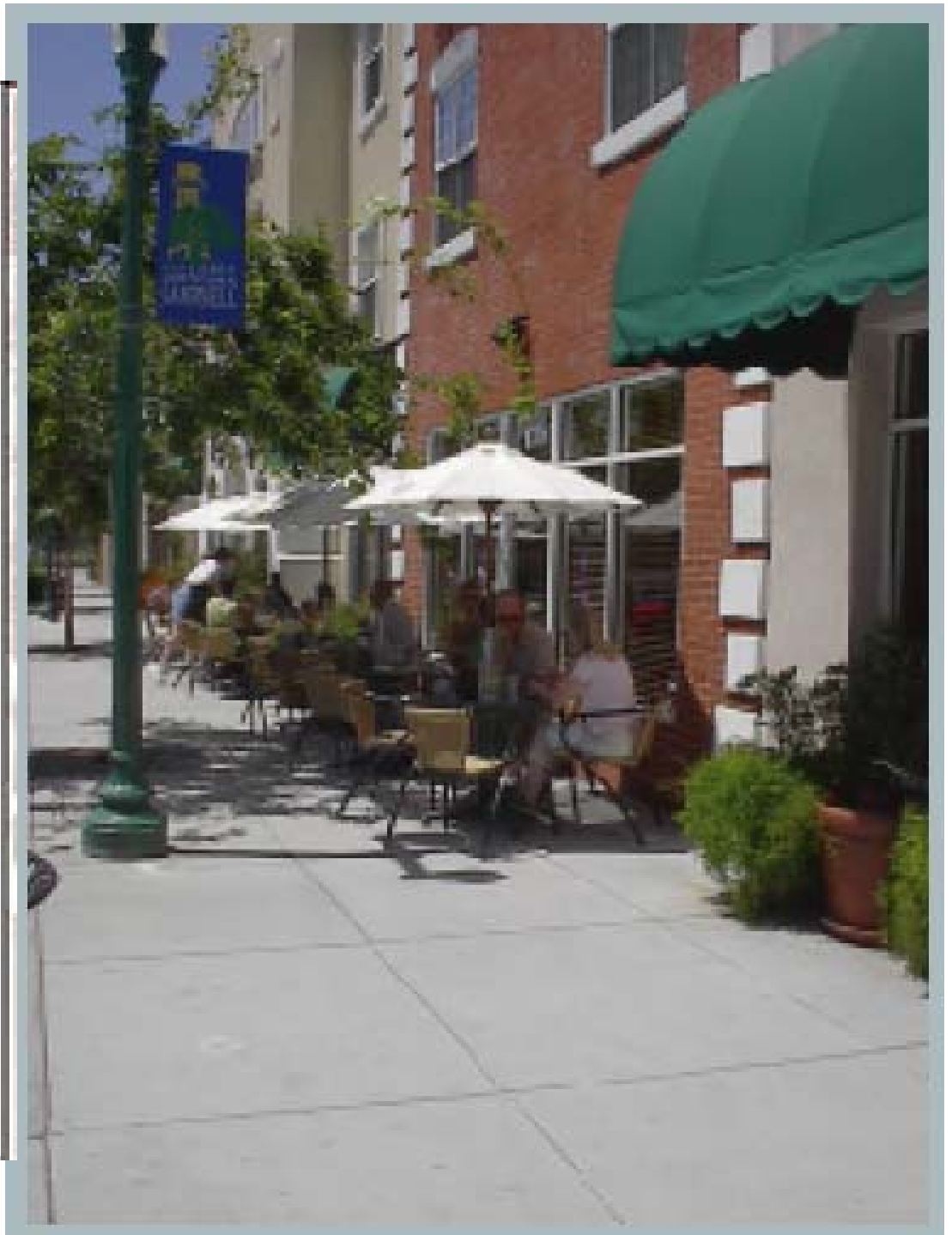
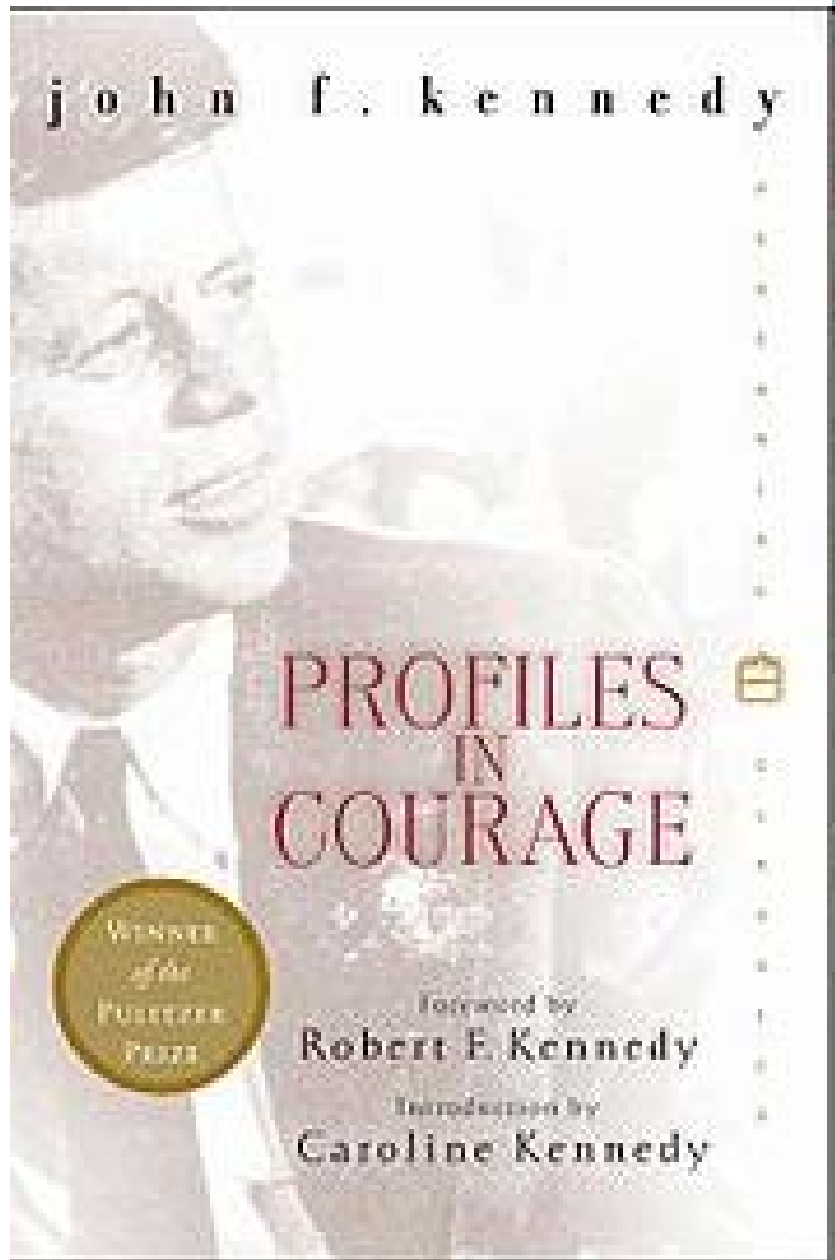


Cool Neighbors: Certification Program for Low-Traffic Developments

May 4, 2009

Jeff Hobson
Deputy Director, TransForm





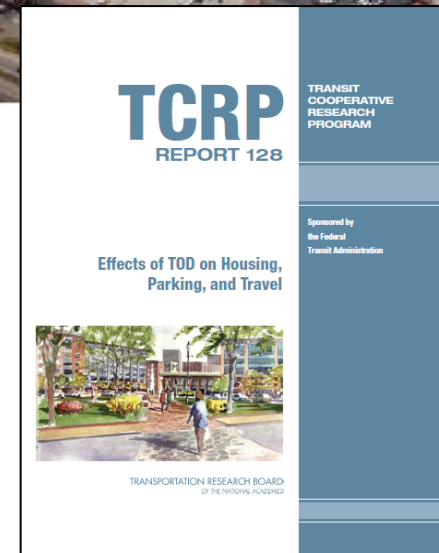
One Size does NOT fit all



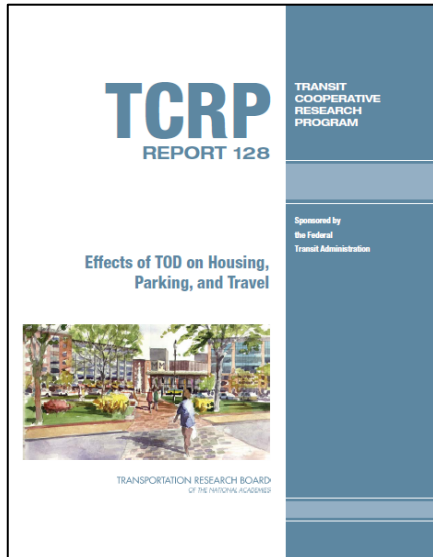
TODs vs. ITE standards:

- 44% fewer trips
- 48-49% fewer peak-hour trips

Source: TCRP #128



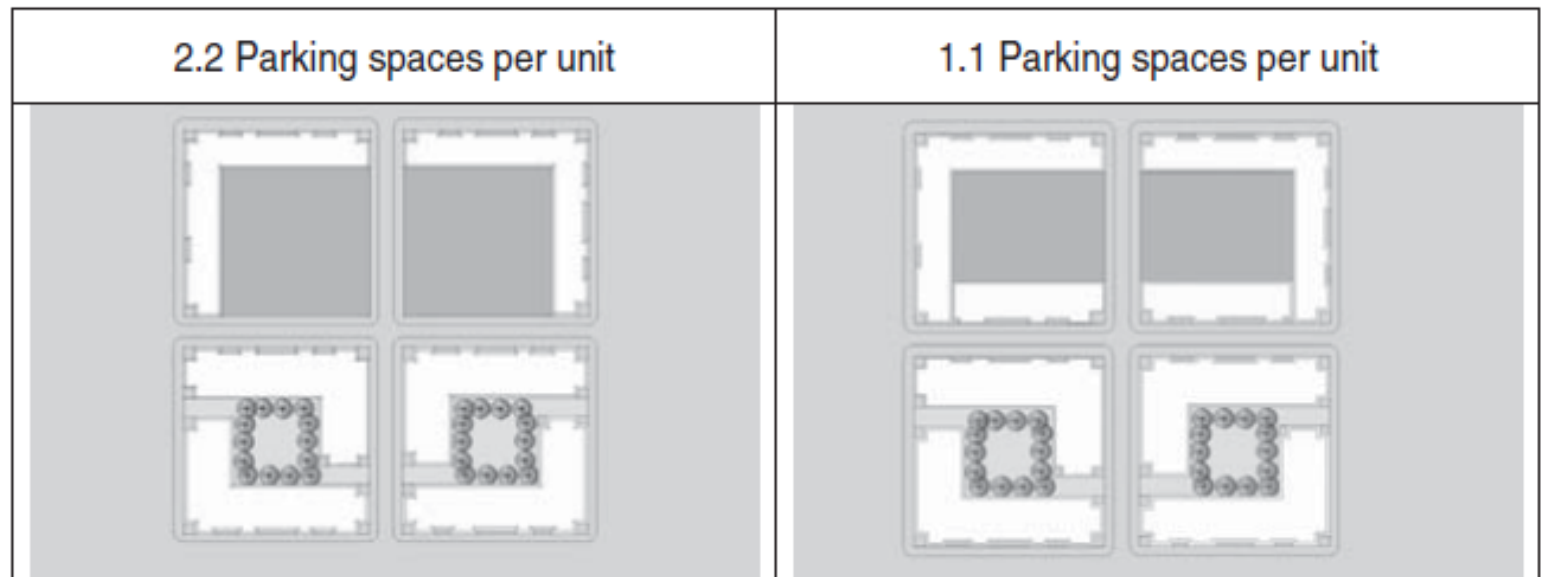
Benefits of Right-size Parking Requirements



On a typical 8-acre TOD...

- 225 more homes
- \$5.3 million cost savings
- 82,875 more transit trips/yr

Source: TCRP #128



Travel Patterns of Bay Area Households Living in Transit Neighborhoods

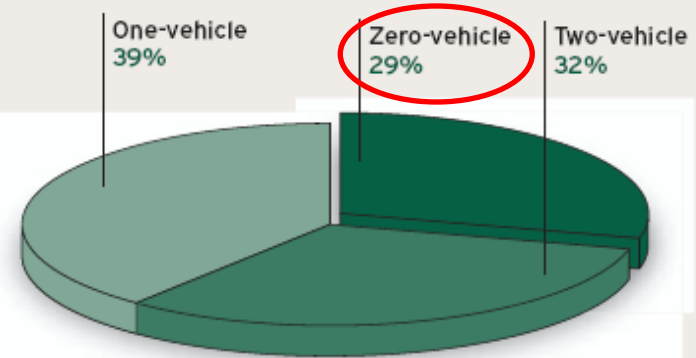
- 30% Car-Free
- Drive 50% less
- 4 times more likely to walk
- 10 times more likely to use transit



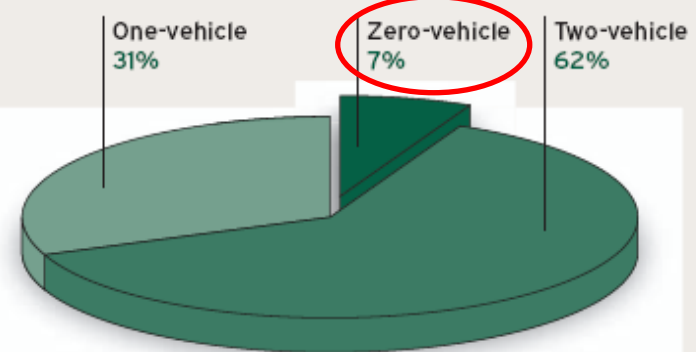
MTC 2007, New Places, New Choices

Vehicle Ownership by Household Location

Within 1/2 Mile of Rail or Ferry Stop



More Than 1/2 Mile from Rail or Ferry Stop



Cool Neighbors: Certification for Low-Traffic Developments



Chronicle / Brant Ward

San Leandro Crossings



The Press Democrat

August 16, 2007

**Planners OK high-density
Santa Rosa development plan**



THE DAILY REVIEW

September 23, 2008

**Mixed-use proposal near
BART draws mostly support**
Support for San Leandro Crossings
outweighed opposition more than 3-to-1



Feedback on Cool Neighbors

- Please suggest Pilot Projects
- How would a low-traffic certification affect your city's decisions?
- Would your city consider integrating Cool Neighbors into city policy?



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