



Mode Share Shift Potential Along the Caltrain Corridor

Sam Schreiber and Ma'ayan Dembo
Friends of Caltrain
Sustainable Cities, Winter 2013

Agenda

- 1) Introduction
- 2) Project Background
- 3) Methodology
- 4) Findings
- 5) Policy Implications
- 6) Next Steps

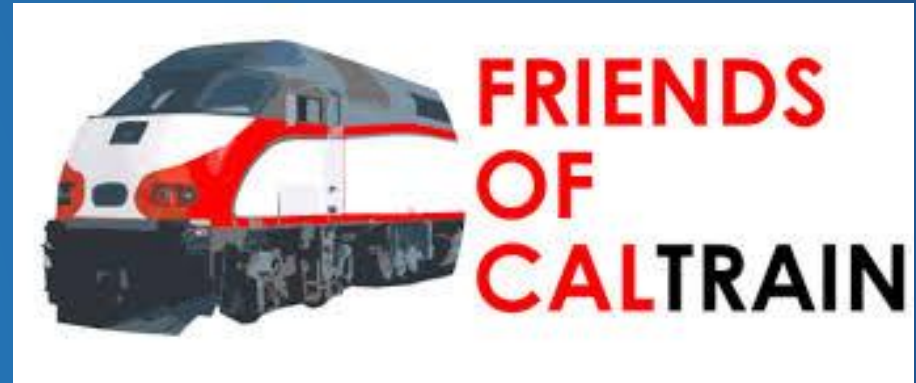
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Friends of Caltrain

Adina Levin, Executive Director

- Long-range funding
- Electrification, stable funding, transit-supportive policies
- Educational events, advocacy, lobbying



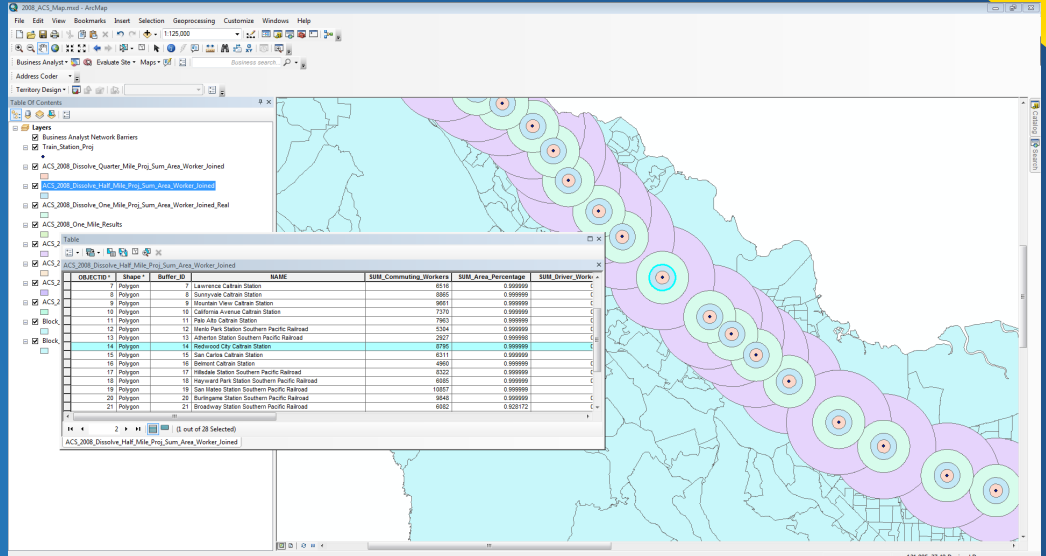
Key Terms

SOV: Single Occupancy Vehicle

TDM: Transportation Demand Management

TMA: Transportation Management Associations

GIS: Geographic Information Systems



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Why TDM?



Research Questions & Deliverables

What are the historical trends for alternate transportation forms?

-Collection of Maps

What is the potential for mode share shift along the Caltrain corridor?

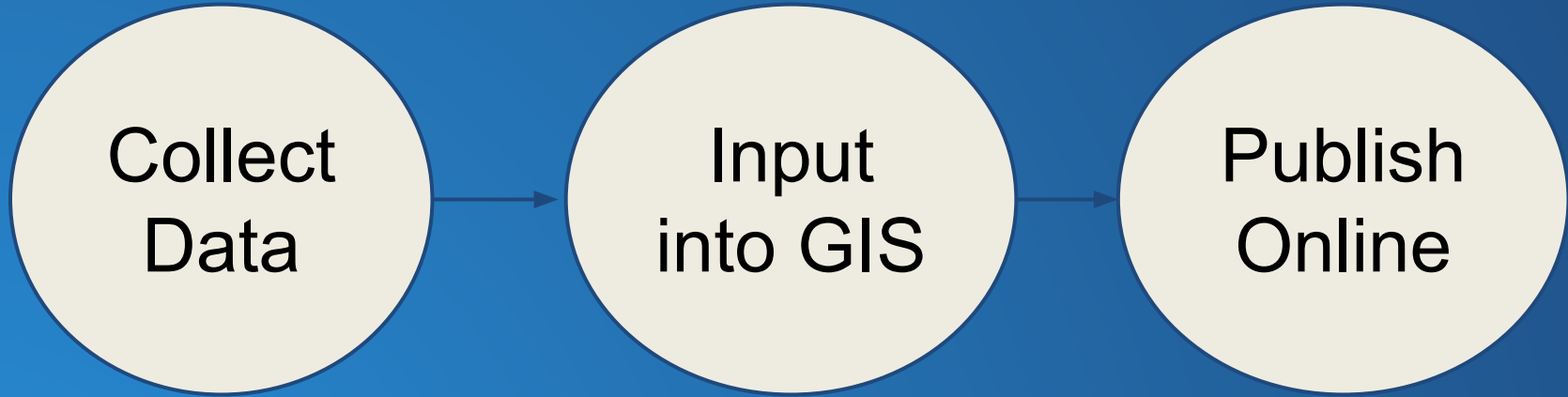
-TMA Study



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Mode Share Maps



TDM Study



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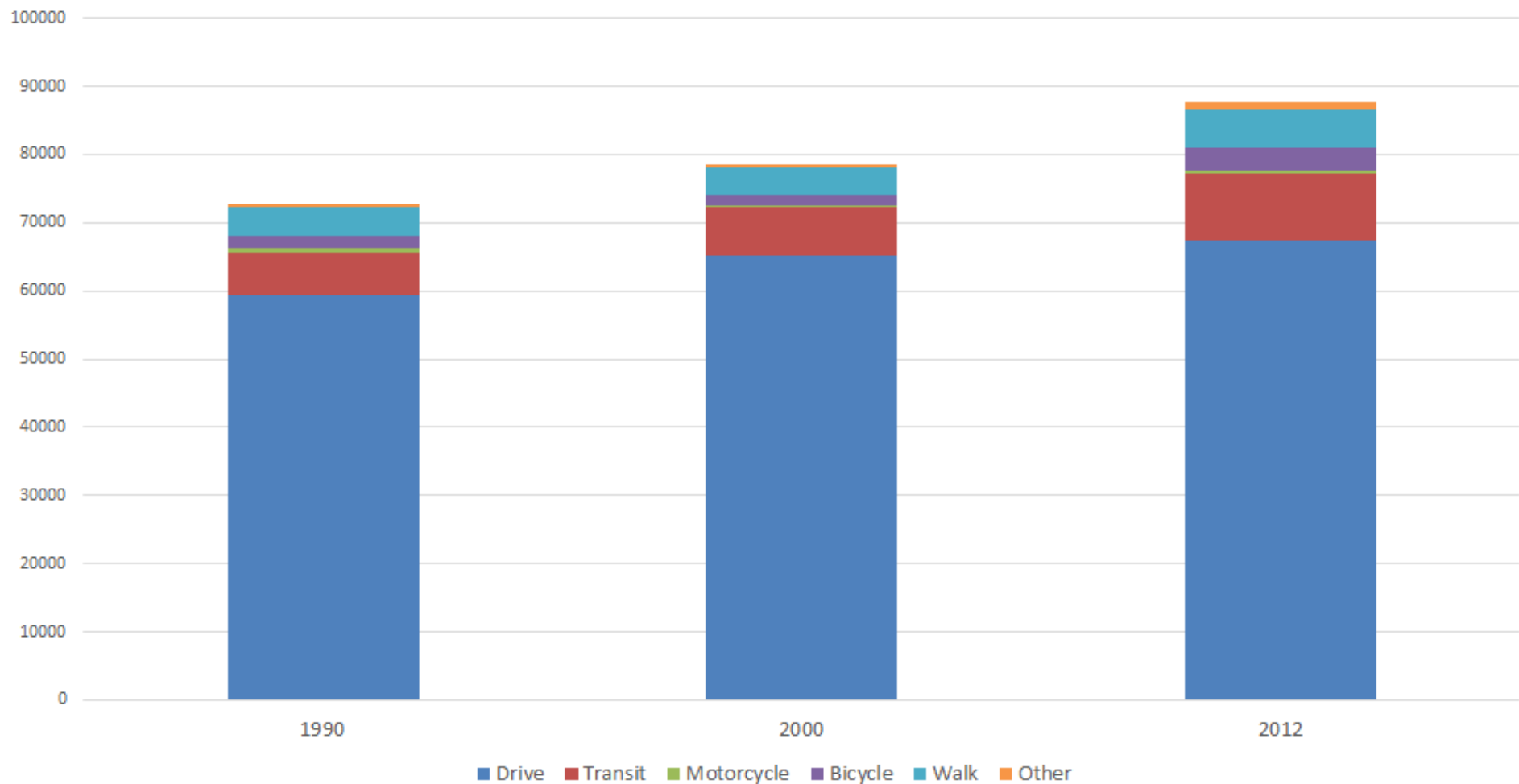
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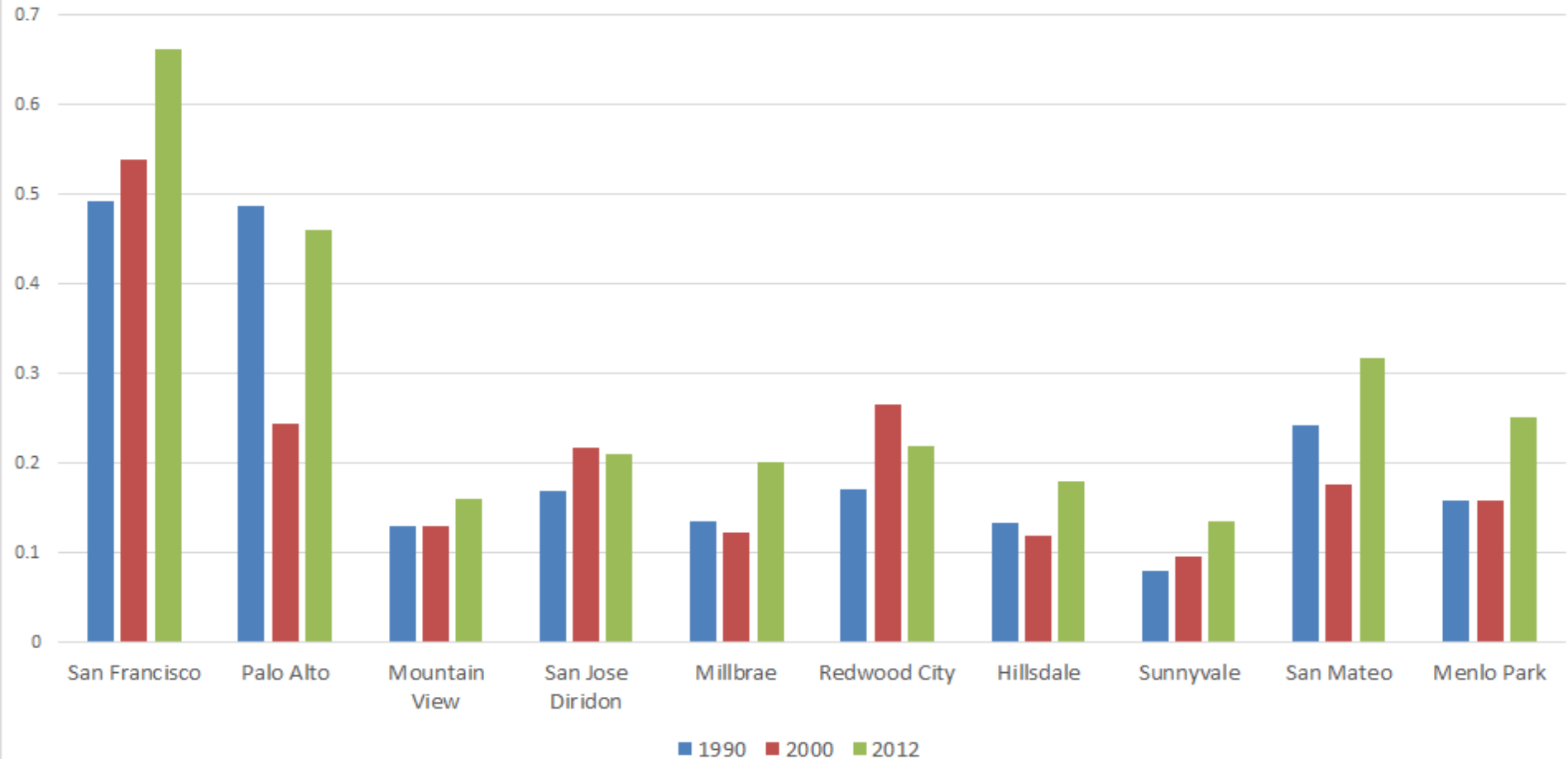
THE MAPS



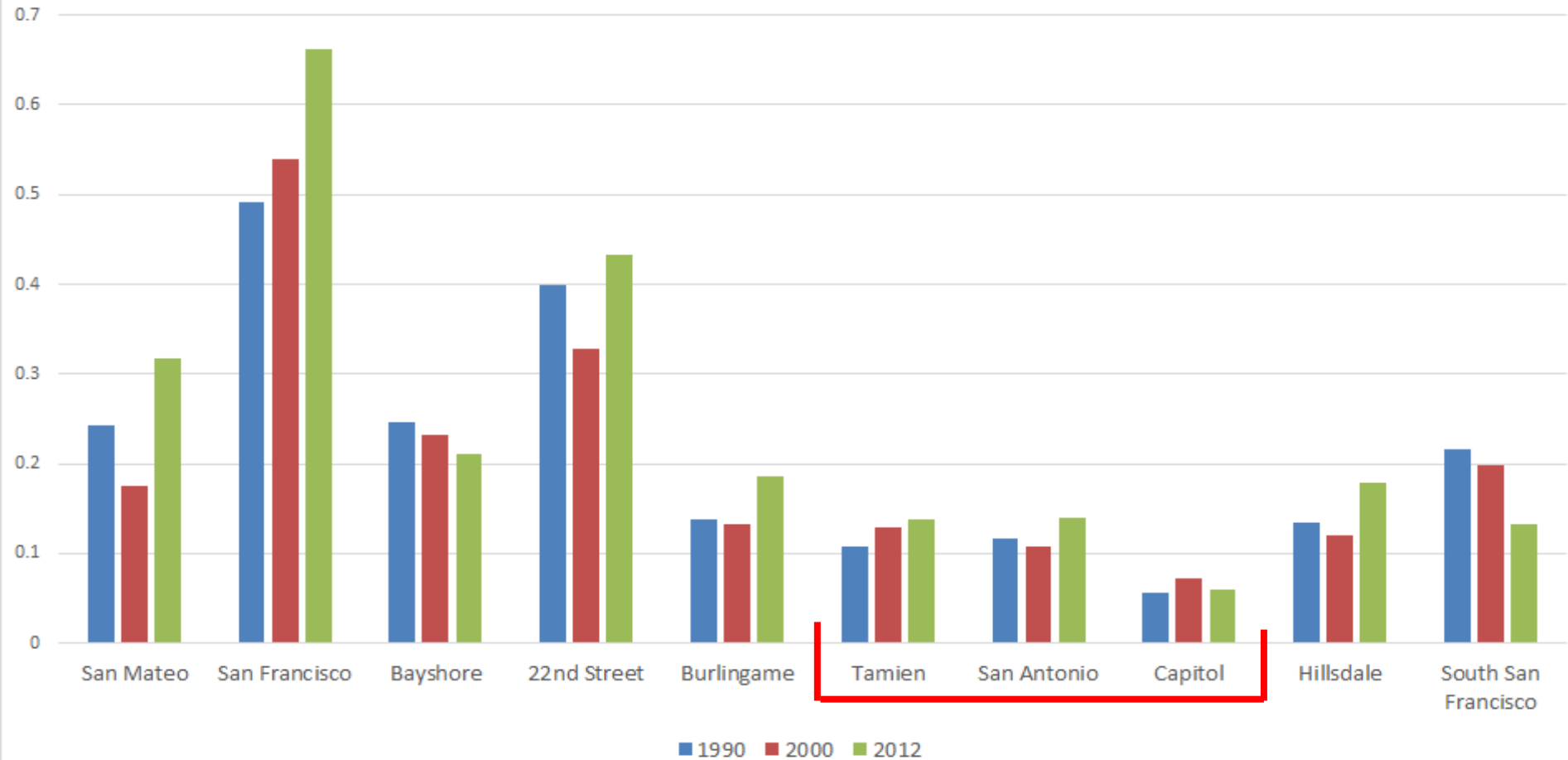
Commuting Population By Mode for Residents Living Within 1/2 Mile of All Stations



Alternate Mode Share for Residents Living Within 1/2 Mile of Caltrain Stations with Greatest Ridership



Alternate Mode Share for Residents Living Within 1/2 Mile of Most Populous Caltrain Stations



2010 Mode Share for Employees Working Within 1/2 Mile of Jobs-Rich Caltrain Stations



Findings

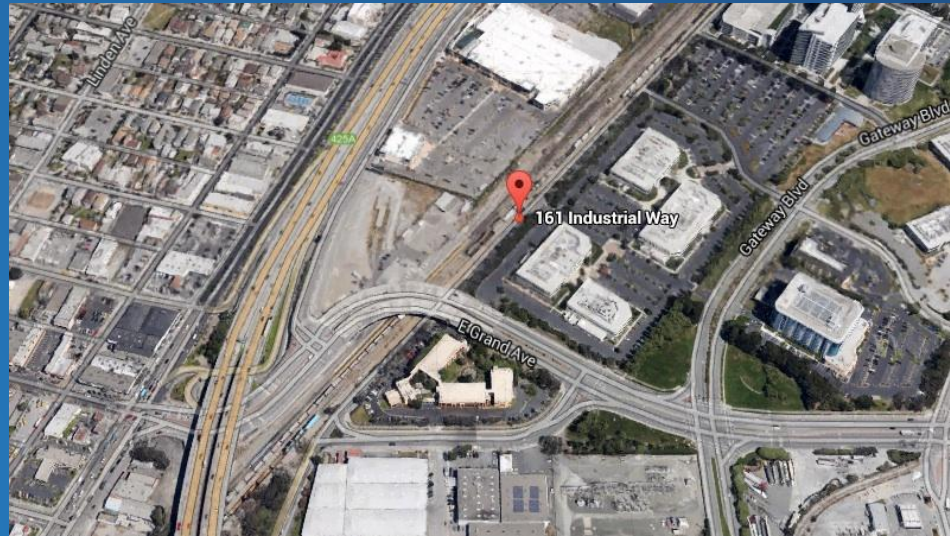
Name	Funds	Serves	Successful programs	Survey?	Size
Contra Costa Centre	Funding collected from property owners based on assessment of square footage as property tax	-Employees -Some residents	*Subsidies on transit passes for some employees *Greenfleet program of bikes + cars available for rental	Every three years, lunch and survey about what they would like to see, what would change their commute habits	125 acres, 6,000 participating employers, \$267,000/ year
Hacienda Business Park	Funding collected from property owners based on assessment with acre %	-Employees -Moving towards more residents	*Administration and support focused around providing service and answering questions for individuals	*Data from transit providers about ridership of those with passes	240,000 trips/ year, \$172,000/ year
Boulder, CO	Funding through dedicated Boulder sales tax	-Employees (has become cultural norm) -Residents -Students	*GO Buses-- branded and free *EcoPass program from residents (organize as a neighborhood), employees (buy for all employees), and students (pay for it as part of tuition) + paid parking	Boulder Valley Employee Survey, Boulder Resident Travel Diaries, each gets done once every three years	70,000 ecopasses distributed, 101,808 people living within county, GoBoulder has \$5.7 million
Arlington, VA	40% CMAQ, 10% state, 40% majority sale of tickets passes to VME and Mark commuter rail	-Employees -Employees not living in Arlington County -Residents	*Arlington Transportation Partners-- working on an individual basis with businesses to craft their unique TDM program addressing their needs and challenges.	Rotating survey groups on a 5 year basis,	\$10.9 million, shifted 40,100 auto trips from SOV→ H.O. modes

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Policy Recommendations

- Despite large population, land use patterns influence transit ridership
 - South City, Tamien, Capitol, San Antonio



Policy Recommendations

- TDM in trending residence-dense stations
 - San Mateo, Burlingame, 22nd St, Hillsdale
- Increased service to jobs-rich stations:
 - College Park, Santa Clara

Policy Recommendations

The slide features a dark blue background. In the top right corner, there are several overlapping, colorful geometric shapes (triangles and quadrilaterals) in shades of pink, yellow, and light blue. In the bottom left corner, there is a smaller, similar geometric shape in shades of blue and grey.

- Transit agencies to expand transit-pass programs
- TMAs target employers, support residents
- TDM: Additional optional buy-in programs

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Moving Forward

- Open source data and maps
- Sharing results with interviewees, local/regional leaders, relevant blogs
- Action Item: make interface elegant!

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Questions or comments?

Link: <http://bit.ly/CaltrainMaps>

Local Outreach

- Aaron Aknin, Planning and Transportation Commission
- Jessica Zenk, Silicon Valley Leadership Group
- Caltrain Citizen's Advisory Committee Meeting
- Palo Alto City Council Meeting



2010 Mode Share for Employees Working Within 1/2 Mile of Caltrain Stations with Greatest Ridership

