



Winning FTA New Starts Funding The Land Use Angle

Mission Bay TOD, San Francisco, CA

When we say TOD . . . what do we mean?

- Moderate to higher density
- Within an easy walk of transit
- Designed for the pedestrian
- A mix of uses
- A defined center
- Increases transit ridership



Introduction to TOD

Orenco Station TOD, Portland, OR

Transit & Land Use in Tampa

- Large region, low density patterns dominate
- Key destinations dispersed
 - Downtown, USF area and Westshore
- Growing support for more intensive transit
- Variety of planning efforts underway
- Shift in land use to make transit work well



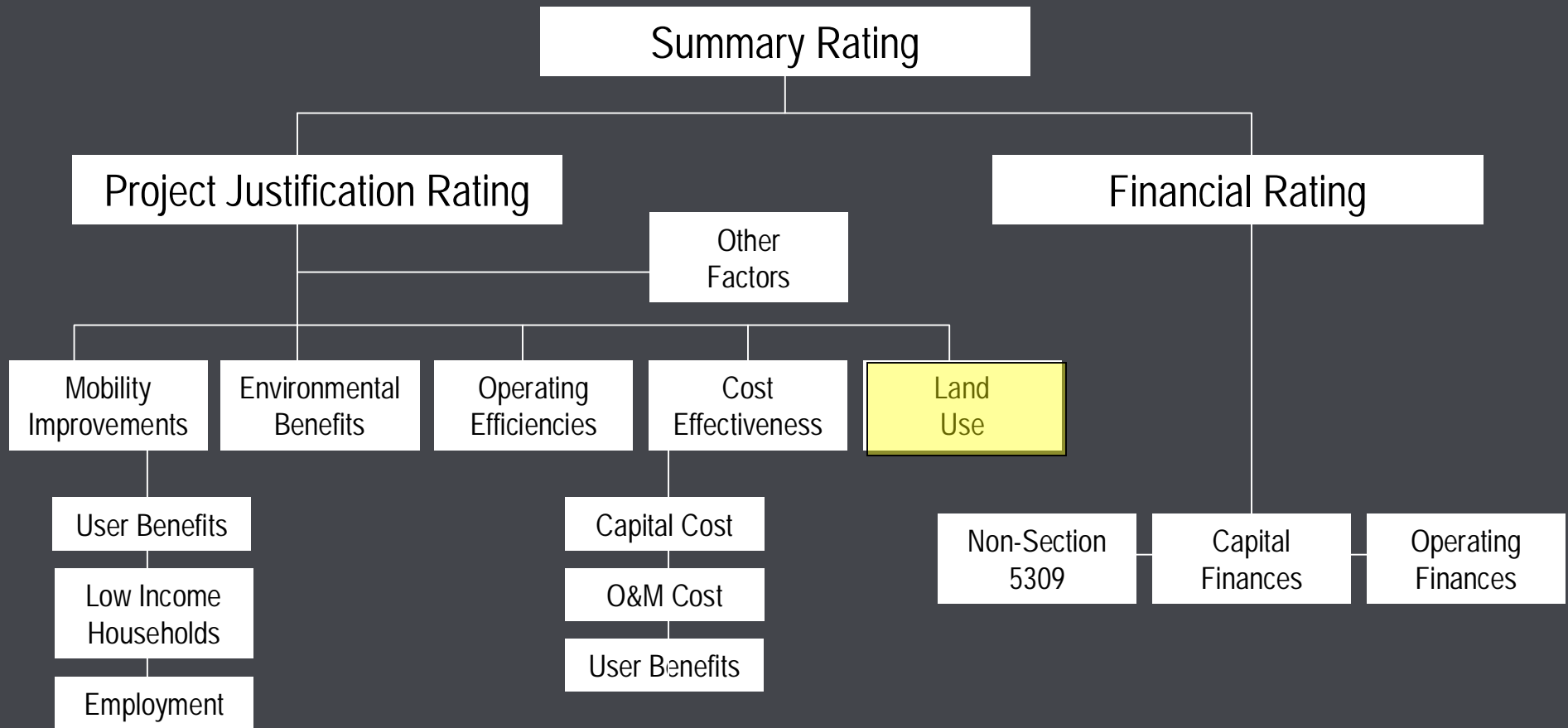
San Jose, Washington, DC, Portland TODs

TOD Opportunity in Tampa

- Changing the face of the region
 - Design with transit in mind
 - Connect downtown with the rest of the region
 - Expand the existing industrial and technological investments
- Housing near transit
 - 92,000 residents and 132,000 workers in the next 20 years



FTA New Starts Evaluation & Rating



Proposed FTA Project Justification*

– 20 percent weighting

- mobility
- cost-effectiveness

- land use
- economic development

80%

– 10 percent weighting

- operating efficiencies
- environmental benefits

20%

*Federal Register / Vol. 74, No. 96 / May 20, 2009 / Notices

Possible Implications

- Proposed weightings will allow more projects nationally to qualify for funding
- This will create more competition for funding
- With more competition the standard for a successful project is likely to rise

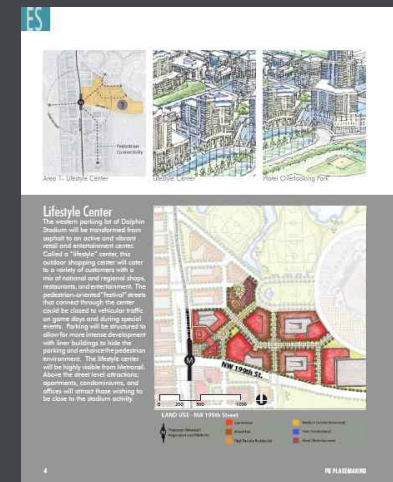
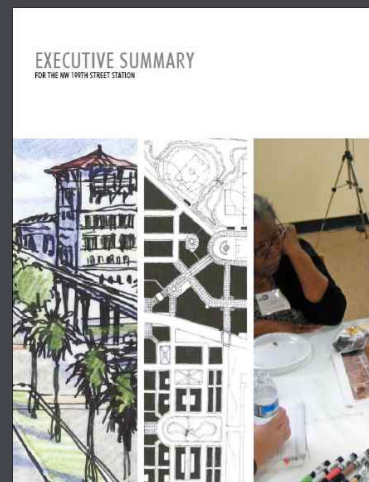
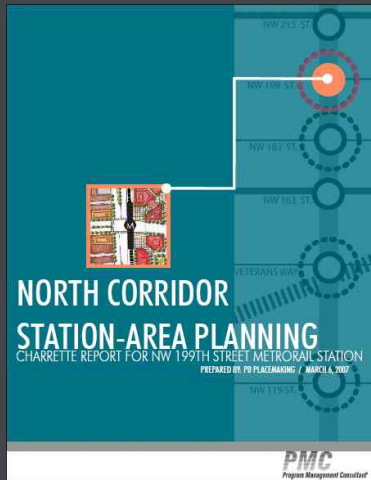
..... Tampa may need to do even more to assure success with FTA's rating

FTA Land Use Rating

- Rating equally based on:
 - Existing conditions
 - Transit supportive plans & policies
 - Performance & impacts of policies
- Moving target
 - Bar continues to rise
 - Closer to funding higher the standard

FTA is Looking for

- Plans & Policies
 - Adopted plans / policies
 - Limits on parking
 - Transit supportive densities
 - Walkable environment
 - Past performance in implementation



Rx to grow & reduce travel

- Density increased
- Limit & manage parking
- Solve for walking
- Grid of small streets
- Transform transit
- Increased residential mix
- Office & retail closest to transit



Santa Ann California

Best Opportunity to Increase Rating

Plans / policies / implementation:

- Show legally binding framework in stations areas for transit-friendly development
- Record of success
- Framework for success:
 - Adopted Station Area Plans & zoning
 - Strong private sector involvement
 - Demonstrate early success

Land Use & New Starts



- Locate stations with to in mind TOD
- TOD corridor strategy
- TOD capability & policy evaluation
- Undertake TOD Sketch Plans at selected stations

Land Use & New Starts



- Station Area Plans well underway
- TOD zoning recommendations
- Implementation tools identified
- Some work underway w/ developers
- Transit supportive development proposals for some stations

Land Use & New Starts



- Station Area Plans adopted
- TOD zoning adopted
- Joint development tools in place
- Work underway w/ developers
- Transit supportive development occurring at some stations

Conclusions

- TOD can fit well in Tampa
 - Linking transportation & land use
- Development-Oriented
 - Market is established
- Sustainable
 - It is about the pedestrian
- Competitive Advantage
 - Partnerships are key
 - Improves chances for federal funds

