

*Kicking the (Driving) Habit: Low-Density Cities  
Move to Sustainable Transportation*

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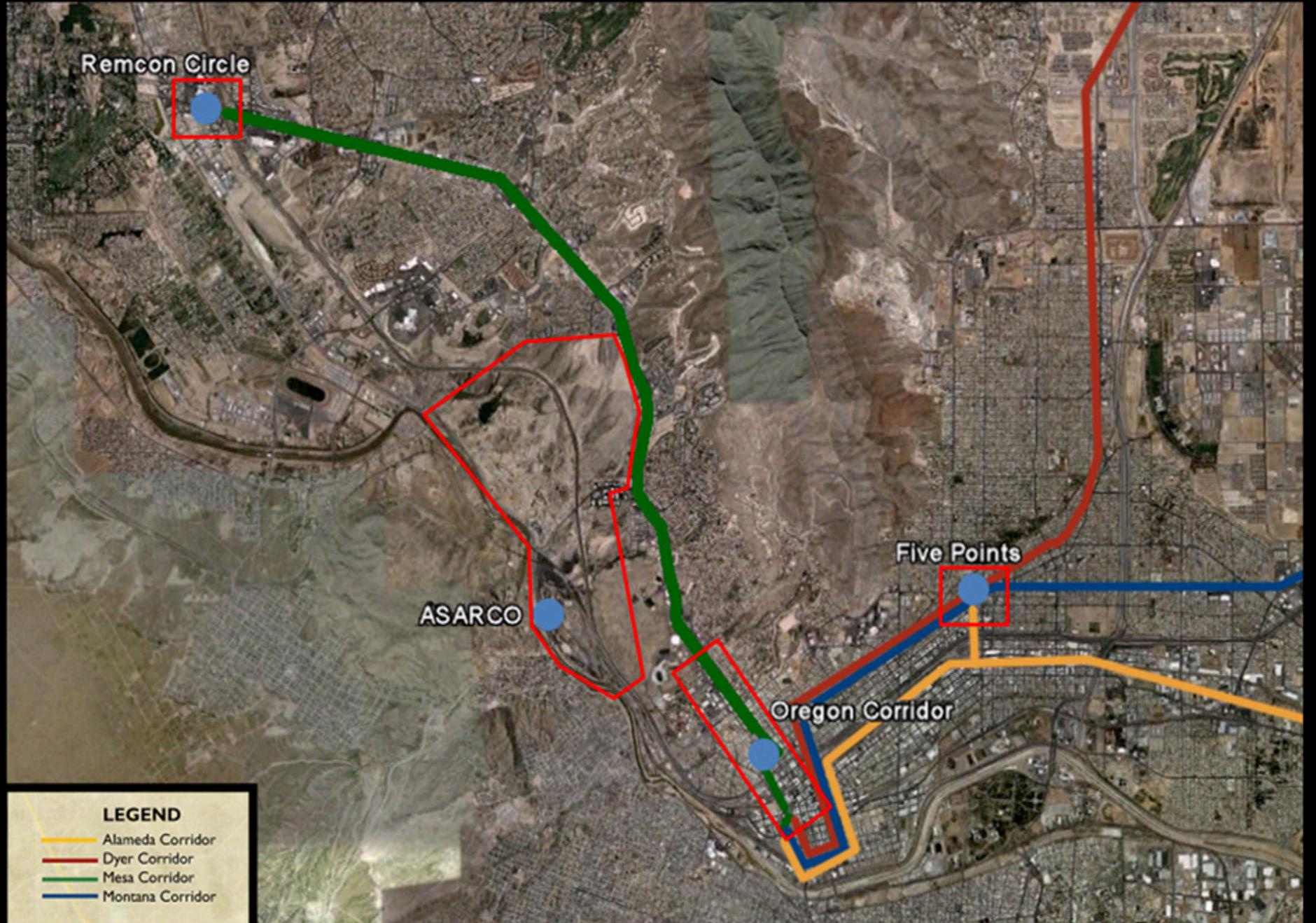
Managing Partner, Building Solutions LLC

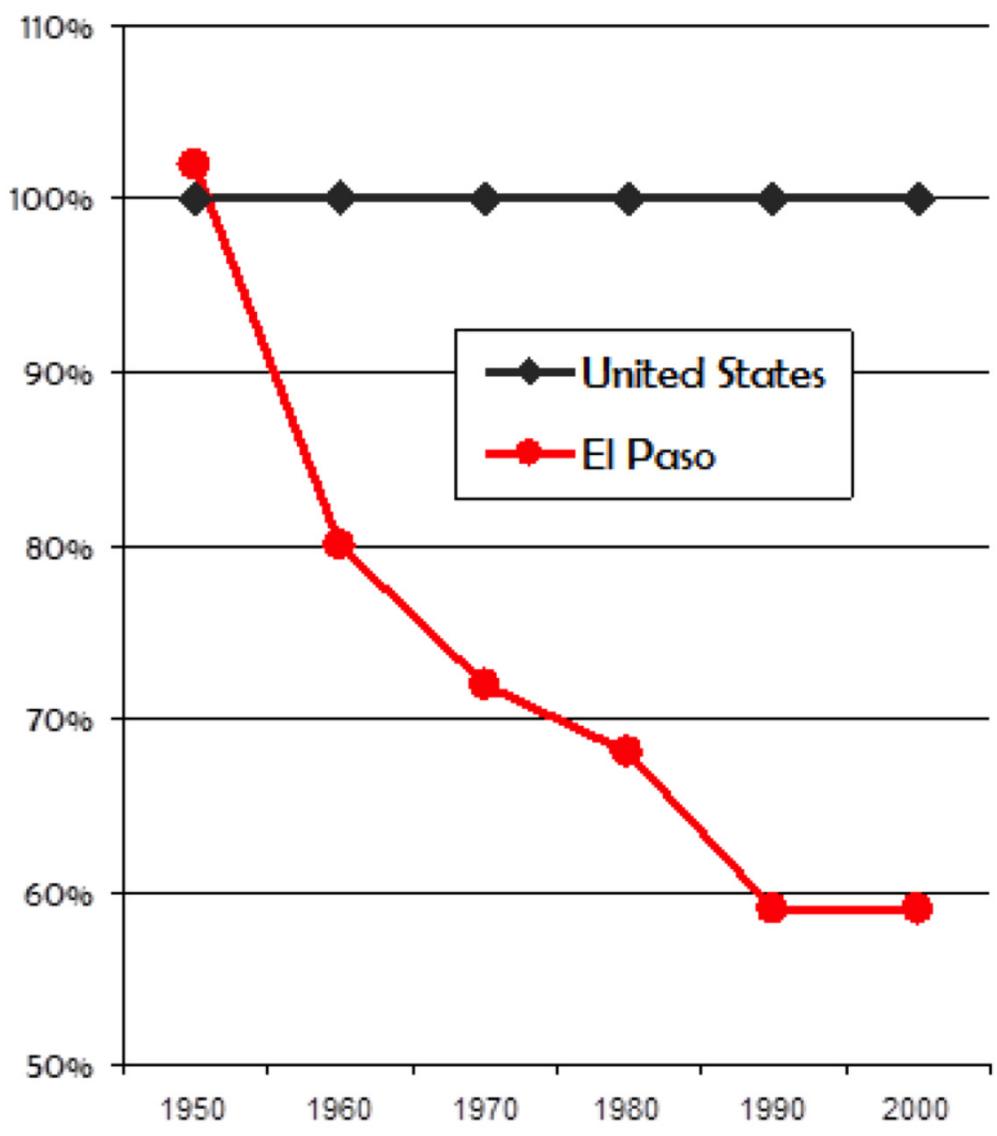
February 2, 2012

Beautiful Modern Kress Building.  
El Paso, Texas 91



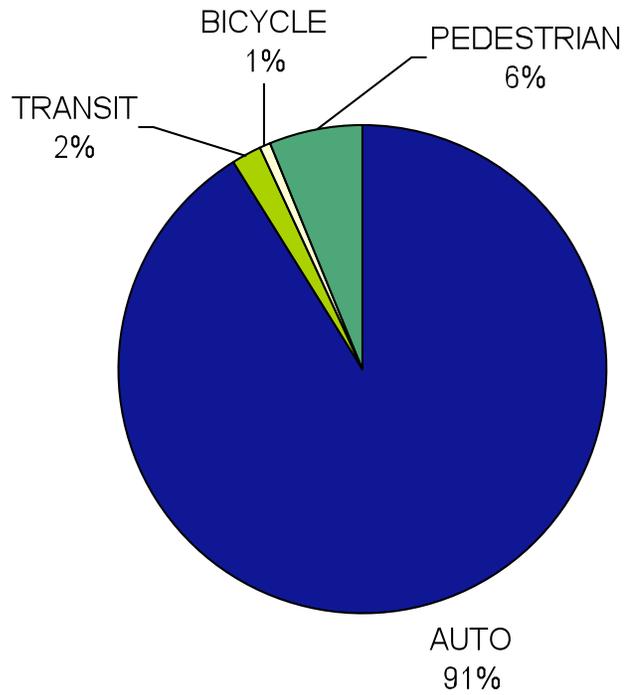
# study areas and proposed BRT



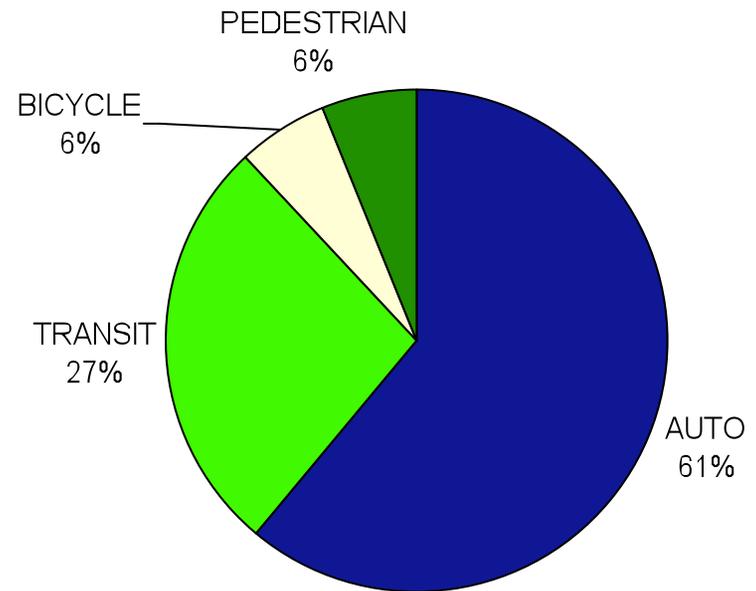




**2009 El Paso Mode Share**



**Transportation Mode Preference if Fuel Costs Remain the Same and Traffic Delays Do Not Increase**





Infill



Streets



Mix of Uses



Natural Features



Neighborhoods



Parks



Density



Shopping



Preservation

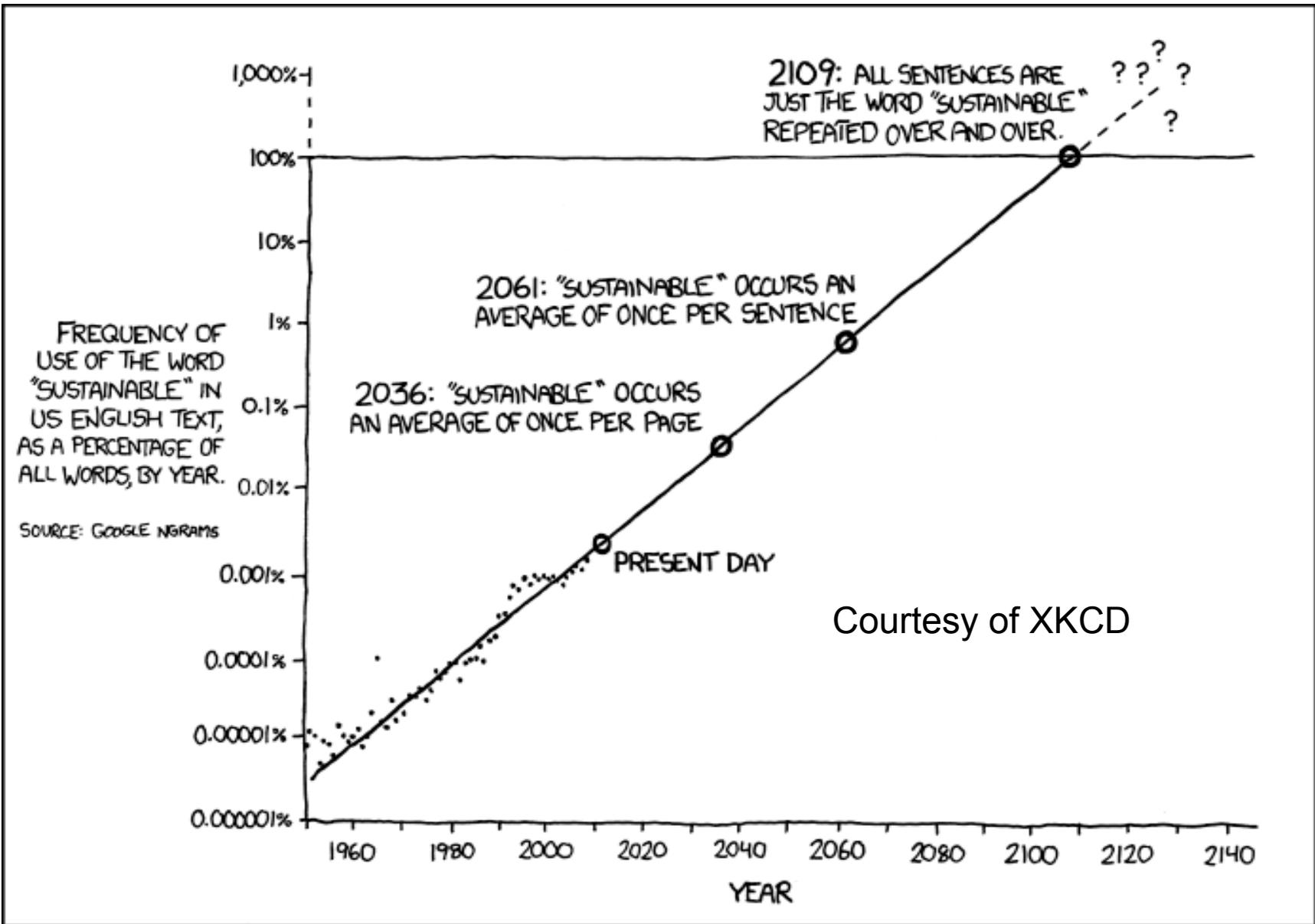
# Obstacles to Implementation?

## Mandates or Incentives?

- Minimum Densities for Transit Routes?
- Requiring Shared Parking?
- Establishing Maximum Parking?
- Performance Incentives vs. Code Minimums?

# El Paso's Incentive Toolkit

- Tax Rebates for 10+ Years
- Expedited Processing
- Comprehensive Planning
- Public Leadership, e.g., Public Service Board
- Rapid Transit System



Courtesy of XKCD

THE WORD "SUSTAINABLE" IS UNSUSTAINABLE.

- 
- “Drive ‘til you qualify”
  - Little NEW mixed use
  - Economic Development?
  - “Investment” by TxDOT

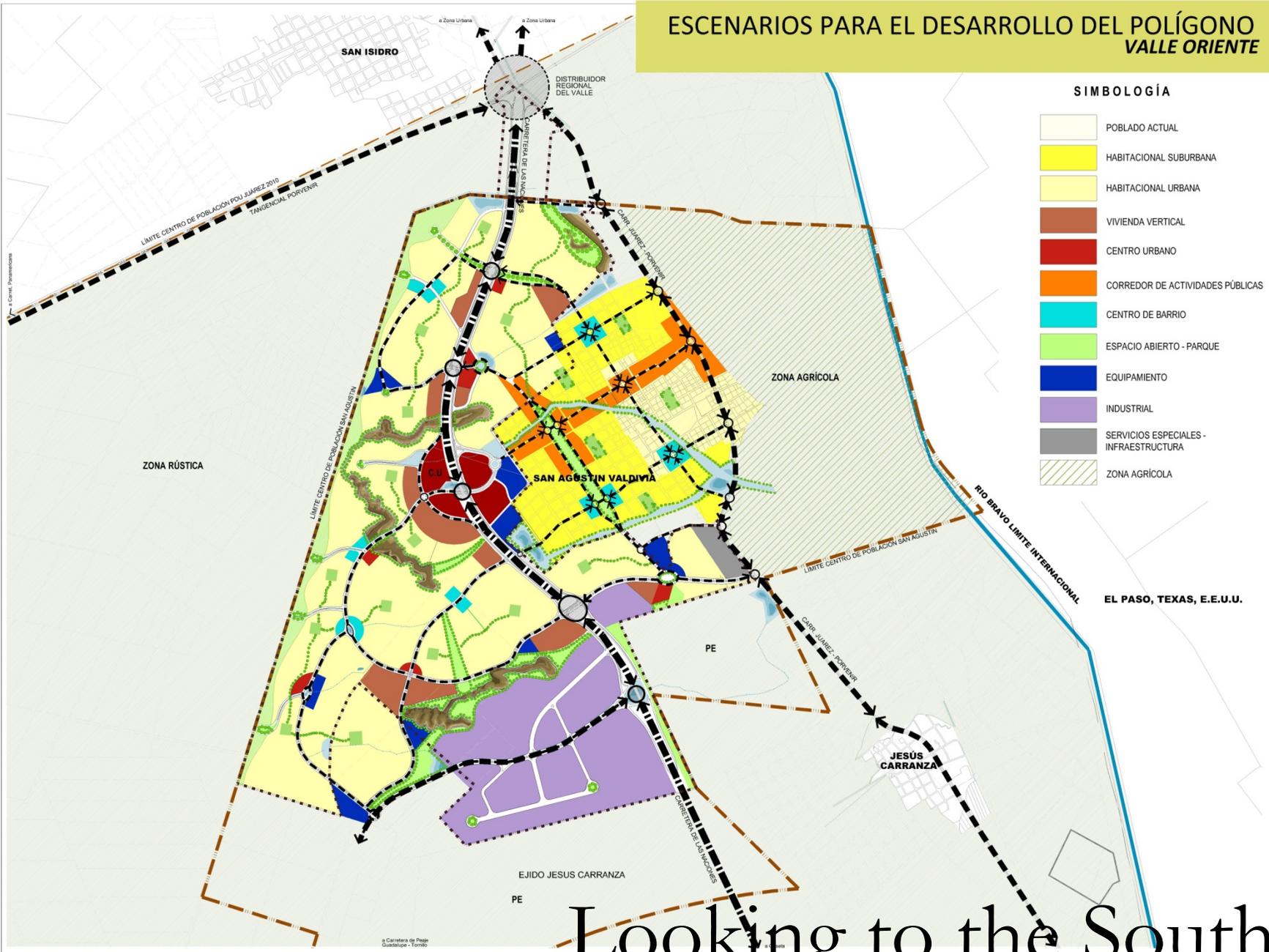
Over 40 square miles of Illustrative Plans

# open design studios



Central, Northwest, Northeast, East, Mission Valley, Fort Bliss

# ESCENARIOS PARA EL DESARROLLO DEL POLÍGONO VALLE ORIENTE



## SIMBOLOGÍA

- POBLADO ACTUAL
- HABITACIONAL SUBURBANA
- HABITACIONAL URBANA
- VIVIENDA VERTICAL
- CENTRO URBANO
- CORREDOR DE ACTIVIDADES PÚBLICAS
- CENTRO DE BARRIO
- ESPACIO ABIERTO - PARQUE
- EQUIPAMIENTO
- INDUSTRIAL
- SERVICIOS ESPECIALES - INFRAESTRUCTURA
- ZONA AGRÍCOLA

**PLAN DE DESARROLLO URBANO - SAN AGUSTÍN**  
 ZONIFICACIÓN



# Looking to the South

PU-21 ZONIFICACIÓN Y USOS DE SUELO



CD. JUÁREZ, CHIHUAHUA  
SEPTIEMBRE 2010

# “Selling” Work-Live Proximity

Long term economic viability of community - the  
“competitive advantage”

Or

Mortgage Equivalent

# Employee Costs

Automobile	\$.50/mile for 22 days; 10 mile each way IRS deduction for gas, depreciation, & maintenance	\$220
Loss of Pay	\$5.00/hour for half of the commute time (loss of pay would be higher if overtime available)	\$100
Time Away from Family, Friends, and Community	\$2.00/hour average for additional help needed (e.g., daycare, chores, eating out, etc.)	???
Risk of Accident on Road	Undetermined cost	
Extra Car	All studies show that there are more cars per household the further away work is	
	Total of Monetary Costs Only	\$320
	<b>Mortgage Value at 6%</b>	<b>\$57,000</b>

# Summary of Costs on Mortgage Equivalent Basis

- Employee Cost.....\$57,000
  - Employer Cost.....\$30,000
  - Public Cost.....\$ 9,000
- Total.....\$96,000

Equal to El Paso's Average Home Price!!!

1/3 of that is \$32,000 for Underwriting Purposes

# Potential “Game-Changers”

- Revitalized Downtown
- Affordable Housing “litmus” test (CNT’s Housing AND Transportation Cost)
- Closer alignment with Schools

OR....

# Car Sharing



# THE JITNEY JINX

HOUSTON'S MOST  
ECO-FRIENDLY VE-  
HICLES STRUGGLE  
FOR RIGHTS TO  
SERVE PUBLIC



Private Investment?

Questions?



Extra Slides for Q&A

# Typical Objections to Form Based Mixed Use Neighborhoods

- More Complex
- Only for “rich” - - e.g., Lifestyle Centers
- Not enough parking
- Second floors
- Architect/planner “training”
- City Staff training
- People need “cars”

# Smart Code (form based) Resistance

- Developer market segmentation
- Mixed use “brain damage”
- Financing concerns
- Brokers...it’s easier to sell smaller “pad sites”
- Difficulty in Transferring Infrastructure Costs to Buyer

# Infrastructure Costs Trade-offs

## Conventional

- Roads and utilities to Site
- Limited “Commons
- Driveway is lot buyer cost
- Limited ongoing developer responsibilities

## Smart Code (Form Based)

- Full Grid of Roads and Utilities
- Common ponding, parks, open space
- Alleys
- Property Owner’s Associations

# Employer Costs

Transportation Subsidy	Indirect or Direct (Guestimate) Extra Pay or Direct Subsidy	??
Increased Absenteeism	1/2 day per month @ \$10/hour	\$40
Increased Turn-over/Burnout	Training Costs @ \$3,000/year Assumes new employee every two years	\$125
Distractions due to family issues		
	Total of Monetary Costs Only	\$165
	<b>Mortgage Value at 6%</b>	<b>\$30,000</b>

# Public Costs

## One Extra Car per 2 Employees

Cost of Additional Accidents	\$425 per vehicle is a mid-range estimate quoted in studies across US as annual cost	\$18
Additional Air Pollution and/or Clean Air Act Compliance Issues	\$120 per vehicle per year	\$5
Loss of Community Volunteers	Assume the loss of 1 hours per week at \$10/hour	\$20
Additional Road Maintenance	\$200 per vehicle per year estimate	\$8
	Total of Monetary Costs Only	\$51
	<b>Mortgage Value at 6%</b>	<b>\$9,000</b>