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

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study areas and proposed BRT
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
The word "sustainable" is unsustainable.

2036: "Sustainable" occurs an average of once per page.

2061: "Sustainable" occurs an average of once per sentence.

2109: All sentences are just the word "sustainable" repeated over and over.

Frequency of use of the word "sustainable" in US English text, as a percentage of all words, by year.

Source: Google ngrams
Over 40 square miles of Illustrative Plans

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

Central, Northwest, Northeast, East, Mission Valley, Fort Bliss
Looking to the South
“Selling” Work-Live Proximity

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

Or

Mortgage Equivalent
# Employee Costs

<table>
<thead>
<tr>
<th>Item</th>
<th>Description</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Automobile</td>
<td>$.50/mile for 22 days; 10 mile each way IRS deduction for gas, depreciation, &amp; maintenance</td>
<td>$220</td>
</tr>
<tr>
<td>Loss of Pay</td>
<td>$5.00/hour for half of the commute time (loss of pay would be higher if overtime available)</td>
<td>$100</td>
</tr>
<tr>
<td>Time Away from Family, Friends, and Community</td>
<td>$2.00/hour average for additional help needed (e.g., daycare, chores, eating out, etc.)</td>
<td>???</td>
</tr>
<tr>
<td>Risk of Accident on Road</td>
<td>Undetermined cost</td>
<td></td>
</tr>
<tr>
<td>Extra Car</td>
<td>All studies show that there are more cars per household the further away work is</td>
<td></td>
</tr>
</tbody>
</table>

**Total of Monetary Costs Only** $320

**Mortgage Value at 6%** $57,000
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 VEHICLES 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

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

**One Extra Car per 2 Employees**

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