



**Coordinating
Transportation Investments with
Development Patterns**

Program Proposal

GRTA Land Development Committee
September 14, 2011

Today's Discussion

Context

- Policy History
- Roles
- Strategy Summary

Program proposal

- Framework
- Deliverables

Preliminary deliverables

- Draft messages
- Concept for Growth Efficiency Index
- Direction for SSTP update

Proposed timeline and next steps

Context: Land Use-related Policy History

Year	Policy	Approval by
2004	Transportation/Land Use Connection	GRTA Board
2006	Land Use-related criteria in Transportation Project Selection	GRTA Board
2008	Investing in Tomorrow's Transportation Today (IT3)	Governor, State Transportation Board, House/Senate Transportation Chairs
2009	SB200 – Transforming Transportation Investment Act (aka “GDOT governance bill”)	General Assembly, Governor
2010	Statewide Strategic Transportation Plan (SSTP)	Governor, State Transportation Board
2010	HB277 – Transportation Investment Act of 2010	General Assembly, Governor

Context: Land Use-related Roles

The STATE

- Investor determining desired outcomes to achieve economic and efficiency benefits for taxpayers
 - State has a de-facto role in land use outcomes by virtue of spending taxpayer dollars on transportation infrastructure
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LOCAL GOVERNMENTS

- Local governments own land use decisions and make commitments to achieve efficiencies and benefits by those decisions

GDOT, DCA, ARC

- Partners in implementation of existing legislation for State transportation investments and planning goals

GRTA

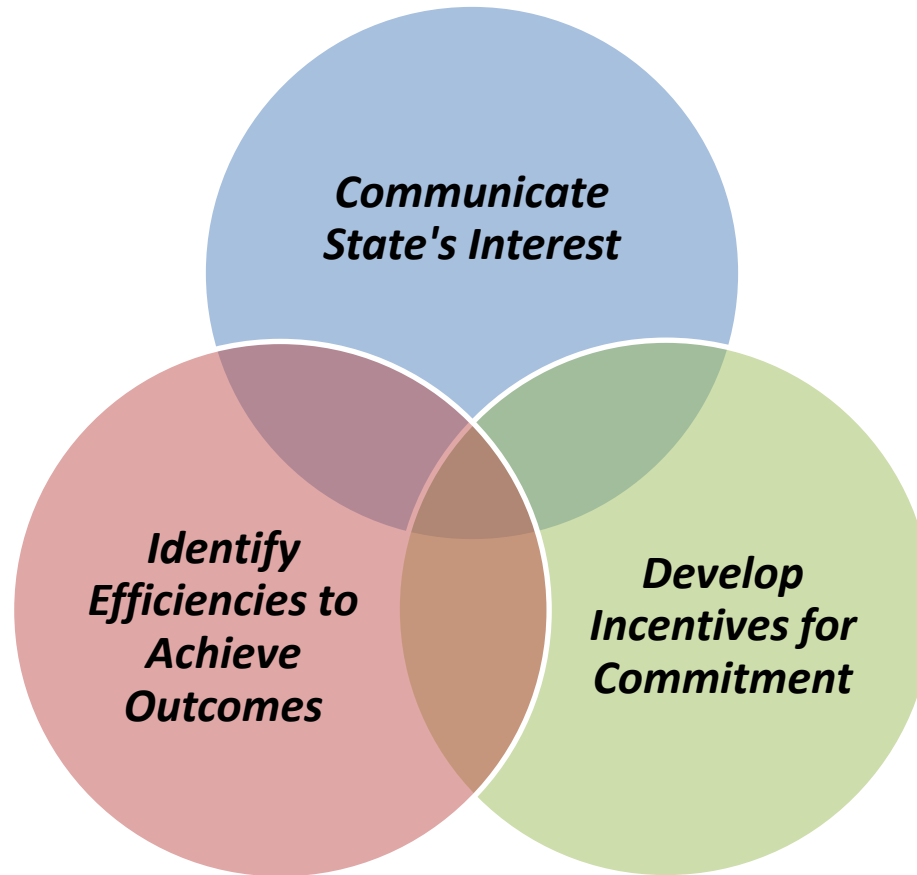
- Monitors and reports on performance and outcomes-based implementation
- Leads coordination with GDOT and DCA for State consistency

Context: SSTP Strategy Summary

Coordinating transportation investments with development patterns:

- ✓ Focuses investments efficiently for congestion benefits and economic growth (*\$39 Billion IT³*)
- ✓ Increases housing and transportation choices in major job centers (*last-mile connections*)
- ✓ Increases trip origins closer to major transportation investments (*first-mile connections*)
- ✓ Enables the market for an existing segment to live in major job centers

Program Proposal



Communicate State's Interest

Identify Efficiencies

Develop Incentives

Program Proposal: Framework

Goals

- **Execute SSTP strategy** with focus on achieving the economic, reliable trip, and job/worker access benefits
- **Ensure market-driven transportation investments** by coordinating with development patterns

Objectives

- **Communicate the State's interest** and how to achieve benefits
- **Identify efficiencies** to achieve outcomes from development patterns
- **Develop incentives** for decisions that support transportation efficiencies in land use

Communicate State's Interest

Identify Efficiencies

Develop Incentives

Program Proposal: Deliverables

Objectives

Deliverables

1. Communicate the State's interest	<ul style="list-style-type: none">• Messages• Educational materials
2. Identify efficiencies to achieve outcomes	<ul style="list-style-type: none">• Growth Efficiency Index (GEI)
3. Develop incentives for commitment	<ul style="list-style-type: none">• SSTP update• Partnering with GDOT, DCA, ARC via RTPs, TIPs, and other planning activities

Communicate State's Interest

Identify Efficiencies

Develop Incentives

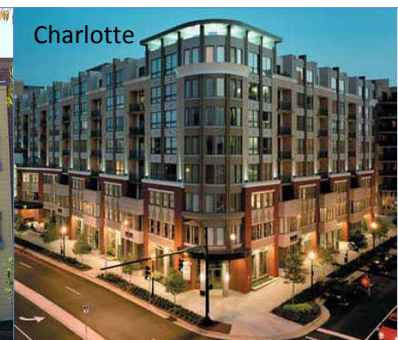
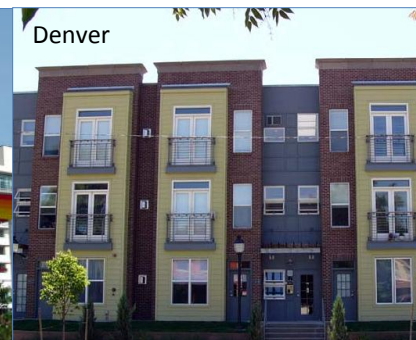
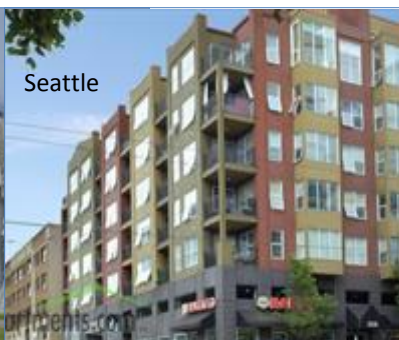
1. Communicating the State's Interest

Draft Messages

Coordinating transportation investments with development patterns yields significant returns

\$39 Billion GDP growth identified in SSTP is achieved by:

- ✓ Fewer and shorter vehicle trips to access jobs
- ✓ Housing choice and densities near jobs and transit
- ✓ Market that is enabled to meet demand for urban housing
- ✓ Densities that currently exist in peer & competitor regions



Communicate State's Interest

Identify Efficiencies

Develop Incentives

1. Communicating the State's Interest

Draft Messages (cont'd)

Performance of GA's transportation infrastructure is linked to economic opportunity

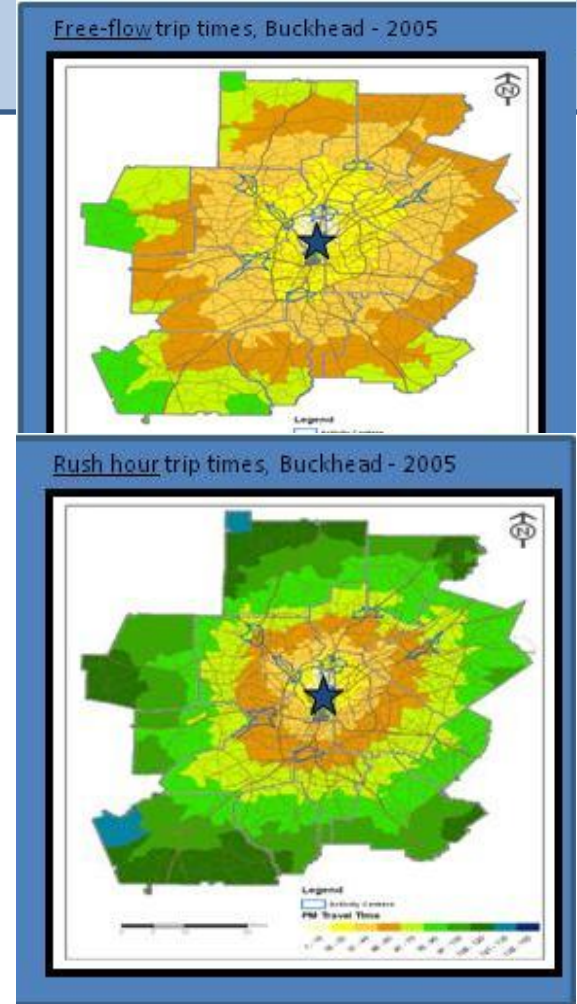
- ✓ Congestion reduces Buckhead employers' access to workers by 75% during rush hour, from 1.6 million down to 0.4 million people

Providing reliable commutes to major job centers increases the talent pool and generates business growth

- ✓ The number of workers within 45 minutes of employment centers travelling by transit increases 42% and by car increases 43%

State has an important role in driving economic outcomes by virtue of spending transportation funds

- ✓ More than 2/3 of transportation investments in Georgia are controlled by the State



1. Communicating the State's Interest

Draft Messages (cont'd)

Local jurisdictions lead land use decisions

- SSTP estimated that 1/3 of the benefits for Metro Atlanta would result from simply having 10% of all households locate within major job centers

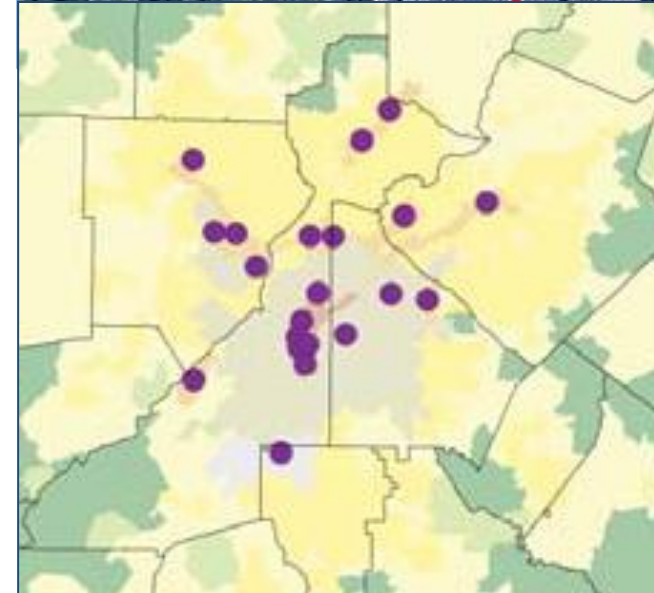
Local jurisdictions are critical in enabling the market to provide housing choice in regional job centers



2. Identifying Efficiencies

Concept for Growth Efficiency Index (GEI)

- ✓ A scorecard that assesses how well “Regional Centers” are enabled to achieve outcomes in SSTP
- ✓ Focuses on local decisions that support maximizing transportation access to jobs in major employment centers
- ✓ Primary categories proposed:
 1. Regional Access to Job Center
 2. Transportation Choice within Center
 3. Housing Choice within Center
 4. Economic Development in Center
- ✓ Unique to Georgia - no other tool like it



Source: ARC Plan2040
UGPM “Regional Centers”

Communicate State’s Interest

Identify Efficiencies

Develop Incentives

2. Identifying Efficiencies

Concept for Growth Efficiency Index (GEI)

*Less
Aggressive*

Spectrum of Utilization Options

*More
Aggressive*

Baseline
Evaluation

Local Self-
Assessment

Bonus
Incentive

Funding
Eligibility

Performance
Management

- **Base Evaluation** of current local policies, produces findings and set of recommendations
- **Local Self Assessment** tool promotes state priorities and encourages local best practices
- **Bonus Incentive** to voluntarily participate for priority in state resources and “extra credit” in competitive project selection
- **Eligibility** for certain funding when meeting a set threshold
- **Performance Management** target to evaluate policy changes and market influences over time

Communicate State's Interest

Identify Efficiencies

Develop Incentives

3. Developing Incentives

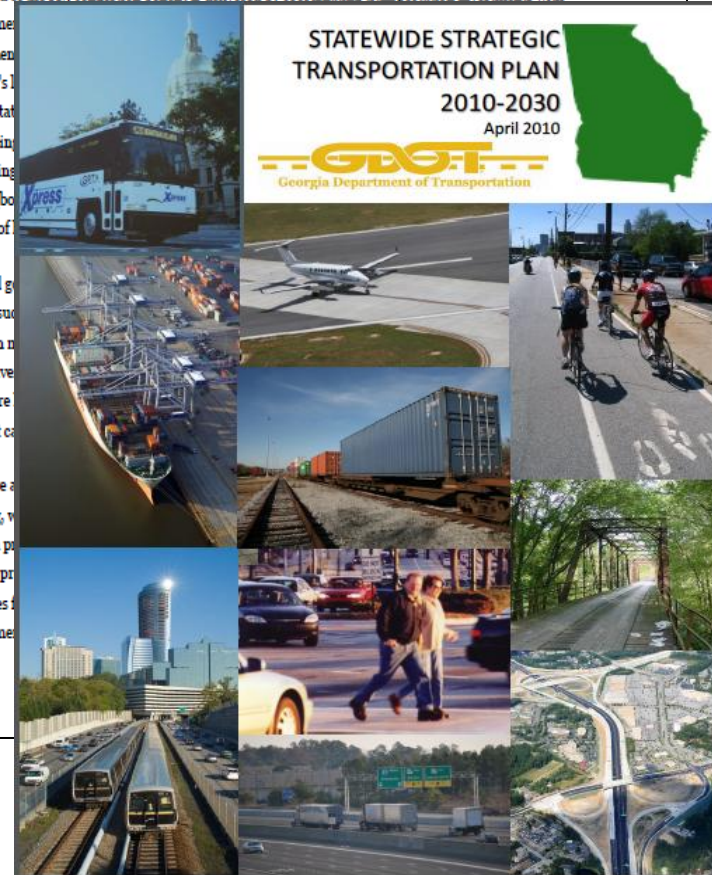
Direction for SSTP Update

- Required every two years
- Multi-faceted effort
- Coordinated Investment improvements:
 - Incorporate key messages of state's interest and improving efficiencies through local land use decisions
 - Introduce opportunity to use an index tool for evaluating regional job centers for local policies and activities to meet state strategy
- Timeline: Now thru Spring 2012

3.4 COORDINATION OF TRANSPORTATION INVESTMENTS WITH DEVELOPMENT PATTERNS

One-third of the IT's congestion benefit is delivered by coordinating transportation investments with development patterns. Local government, the state's transportation system, and shorter time periods are existing choices (both "quality of life" and "return on investment" center investment and where life. That is, MPOs are a planning, outreach program to evaluate project incentives for development.

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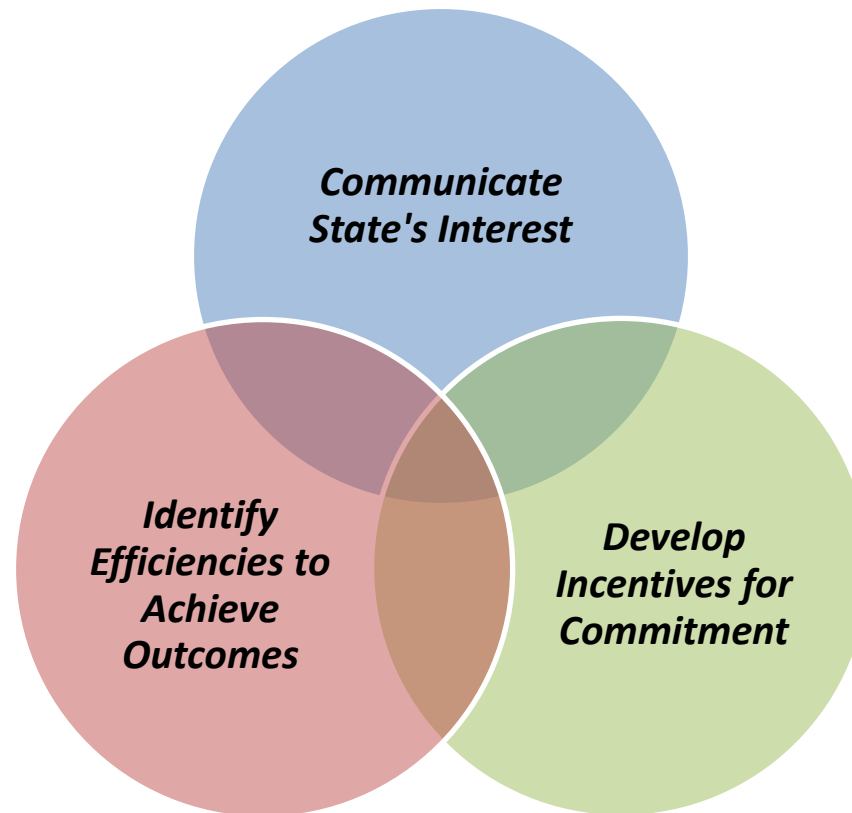
Communicate State's Interest

Identify Efficiencies

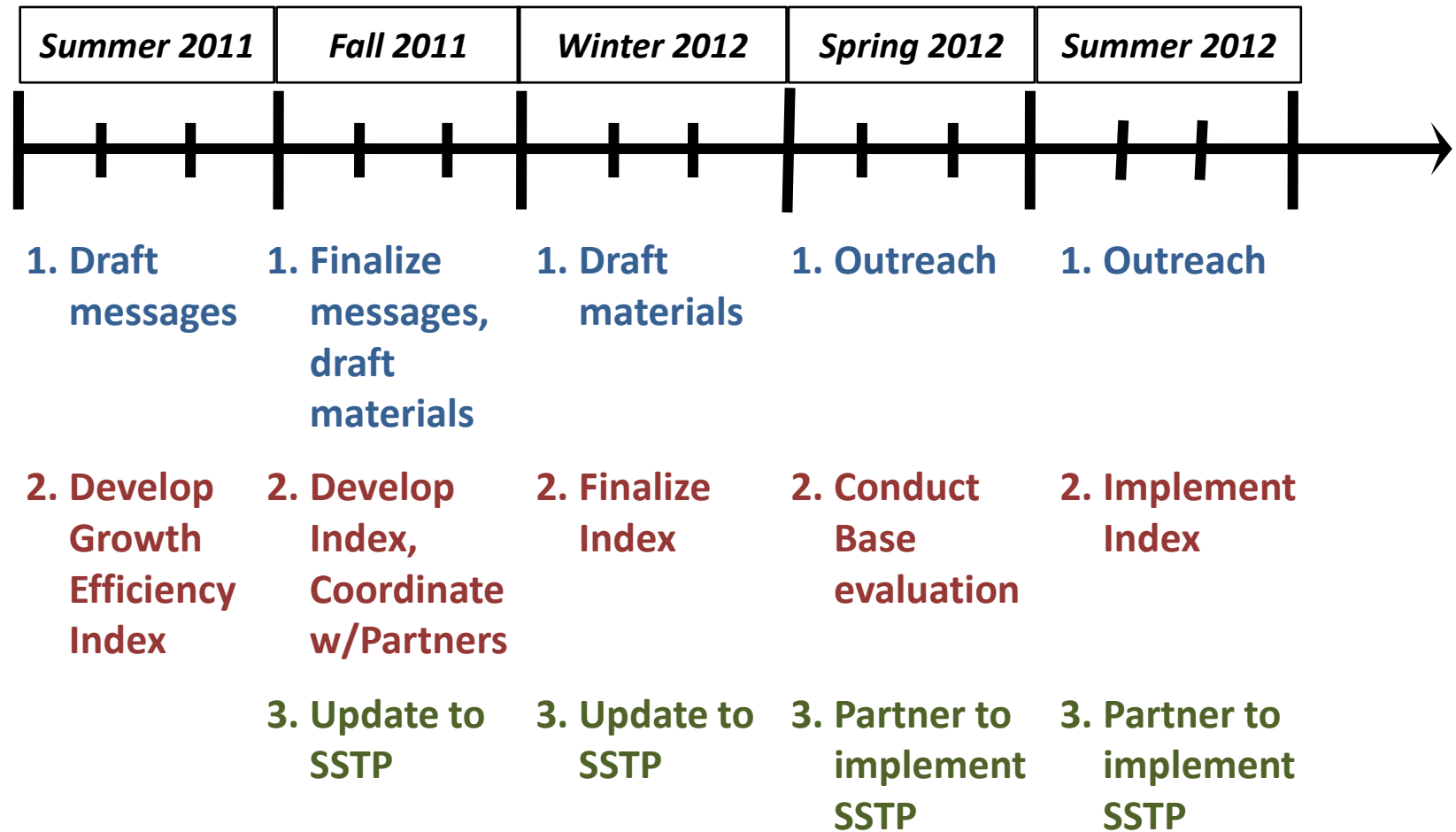
Develop Incentives

Option for Naming the Proposal: “C.E.N.T.E.R. Project”

Center Efficiencies Necessary for Transportation Economic Returns



Proposed Timeline



Communicate State's Interest

Identify Efficiencies

Develop Incentives

Proposed Next Steps

- Incorporate GRTA Board members' feedback
- Discuss with chiefs of partner agencies
- Present to Governor's Office
- Continue staff-level work on "CENTER Project" components:
 - 1. Communicating the State's Interest**
 - Finalize communication messages
 - 2. Identifying Efficiencies**
 - Coordinate with partners on applicability of Growth Efficiency Index
 - Test criteria with a sample center
 - 3. Developing Incentives**
 - Draft revised text for SSTP strategy