Today’s Experience of Transportation In Housing Planning & Projects
Whitney Welsch
Wilson Meany
Marketing to a lifestyle sees results
Marketing to a Lifestyle Sees Results

Bay Meadows, San Mateo – 83 acre mixed use TOD on Caltrain
Marketing to a Lifestyle Sees Results

Walk / Bike / Caltrain Lifestyle
Marketing to a Lifestyle Sees Results

Walk / Bike / Caltrain Lifestyle
Marketing to a Lifestyle Sees Results

Bay Meadows Residents

“*My husband bikes to Caltrain and takes it to Stanford. He’s also used it at times to go to UCSF. We’ll go into the City on it, go eating and shopping.*”

- **Lauren**
  Moved from Pleasanton. Husband is a physician at Stanford

“*We’re getting a brand new house, Whole Foods is right next to us and there’s a community garden, which is exciting for me.*”

- **Aparna and Vineet**
  Moved from Mountain View. She works at Fox in SF. Husband Vineet works at Netflix in Los Gatos.

“*I had never been able to convince my wife to bike around San Francisco, but I think there’s biking in her future at Bay Meadows.*”

- **Ryan**
  Works in software in Cupertino and his wife, Jennifer, works in San Mateo.
Marketing to a Lifestyle Sees Results

Caltrain Ridership

- 57% of residents ride Caltrain on a frequent basis

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Daily</td>
<td>44%</td>
</tr>
<tr>
<td>Weekly</td>
<td>12%</td>
</tr>
<tr>
<td>Several Times a Month</td>
<td>22%</td>
</tr>
<tr>
<td>Several Times a Year</td>
<td>23%</td>
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</tbody>
</table>

- 33% do not ride frequently
  - 65% of those who don’t take Caltrain say they would take Caltrain but don’t because it doesn’t make sense for their commute; those residents drive instead
Embracing Alternate Modes of Travel

• Over 60% of residents walk/bike on a weekly basis (or more frequently) to grocery shop and dine out (80% several times a month)

• Commuting ease is the main driver behind travel preference formation:
  – 17% of residents walk to work
  – 23% of residents carpool or use a shuttle
  – 8% of residents bike to work. Comments suggest this rate would be significantly higher if there were safe bike routes and paths.
Paul Ring
The Core Companies
Parking Solutions
Parking Solutions

• Low Ratios:
  Less than 1:1 for affordable and market rate households

• Range of Parking:
  75 self parked or
  98 with stackers for 105 units
Parking Solutions

• Dense Parking:
  Use stackers, tandem, and managed parking

• No guest or retail parking:
  Allow more first floor space for retail in strong retail areas.
Melissa Platte
Mental Health Association

Parking – one size does not fit all
Parking – One size does not fit all

<table>
<thead>
<tr>
<th></th>
<th>Units</th>
<th>Required</th>
<th>Resident Use</th>
<th>Staff Use</th>
<th>Unused Parking</th>
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</thead>
<tbody>
<tr>
<td>Site 1</td>
<td>25</td>
<td>26</td>
<td>5</td>
<td>2</td>
<td>19</td>
</tr>
<tr>
<td>Site 2</td>
<td>15</td>
<td>8</td>
<td>3</td>
<td>2</td>
<td>5</td>
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<tr>
<td>Site 3</td>
<td>16</td>
<td>16</td>
<td>6</td>
<td>3</td>
<td>7</td>
</tr>
</tbody>
</table>

Total: 31
Parking – One size does not fit all
Jan Lindenthal
MidPen Housing
The role of renter preferences
Case Study #1:  
*Donner Lofts: No-Car Preference*

- Property profile:  
  - Downtown San Jose  
  - 102 units  
  - 233 units/acre  
  - 52 parking spaces

- No-car preference for half of the community

- Transit kiosk in building lobby
Case Study #2:  
Sequoia Belle Haven: Local Preference

• Property Profile:  
  • Belle Haven, Menlo Park  
  • 90 units for seniors  
  • 31 units/acre  
  • 78 parking spaces

• City Live/Work Preference  
  • For eligible households that live or work 20+ hours/week in Menlo Park