

Priority Development Area Criteria
FOCUS PDA Speakers Series
Guest Speaker – Mr. Ted Droettboom
May 9th, 2008

Participant Comments:

General Priority Development Area Comments

- Adequate funding for Transit is needed to make the PDAs work
- Frequent transit service is critical as well
- California and the Bay Area are considered leaders in addressing climate change and developing strategies for reducing greenhouse gas emissions nationally
- The Bay Area's transit and bus system must be much better integrated if transit is to provide for a reduction in auto use
- Incorporate carshare and rideshare programs into regional transit strategies
- Pedestrian counts should be made in the PDAs
- One size does not fit all

Capital Funding and Capital Funding Criteria -specific Comments

- Small, more suburban PDAs are important in addition to urban PDAs
- Do we have the tools to measure VMT? Ted's and other staff indicated that tools are being developed and that many regions are looking at the issue
- Timeframe of development and local context are key considerations relative to measuring VMT
- Reductions in VMT should be measured by comparing future VMT to current VMT levels
- VMT should be measured by housing unit rather than geographic units
- Regional VMT Measurement should consider and demonstrate what could happen if PDA development does not occur at significant levels
- A term other than Vehicle Miles Traveled (VMT) (that is less wonky) would be helpful
- VMT must be explained in a way that non-policy folks can understand
- Urbemis would not work for PDAs such as CNWS
- What is the role of non-residential development in PDAs relative to VMT?
- A subregional approach to VMT might be workable
- Measure the percentage of change relative to adopted PDA plans if implemented
- Replace Vehicle Miles Traveled (VMT) with language related to "reducing carbon footprint"
- VMT measurements should be by household and also per capita
- Measures other than VMT may be necessary, since VMT does not capture community-building issues. Other potential measures include:
 - Mode split
 - Transit speed and efficiency
 - Number of housing units
 - Housing affordability