

Crandall Arambula follows a step-by-step process to ensure that a community's high-capacity transit investment return is optimized.

What are investment returns?

Transit investment returns include:

- Increased transit ridership and transit revenues
- Reduced road construction costs
- An ongoing local economic stimulus (more discretionary spending occurs when gasoline expenses are reduced)
- Reduced auto congestion and greenhouse gases
- Expanded transportation choices for all age and income groups

What is the process?

The process starts with corridor selection and ends with regulating standards or station area plans. The four steps are summarized below:

1. Identify Potential Transit Corridors (Connect destinations)

This first step involves identifying:

- Potential transit alignments between population concentrations
- Potential station locations along the alignments

2. Evaluate and Select the Best Transit Alignment (Assess all factors)

Alignments are typically evaluated through an EIS process that identifies environmental issues, right-of-way acquisition and construction costs, ridership potential, and impacts on existing land use and transportation systems.

The piece that is always overlooked and must be considered is:

- Transit-oriented development (TOD) potential at each station along the alignment

3. Protect the Transit Investment (Prevent undesirable development)

Once the corridor alignment and station locations are selected, the public's transit investment can be protected prior to station construction by:

- Adopting a TOD Overlay Zone for each station area (within a 1/4 mile radius of the station platform)
- Adopting TOD Standards to ensure that new development is transit supportive within the Overlay Zone

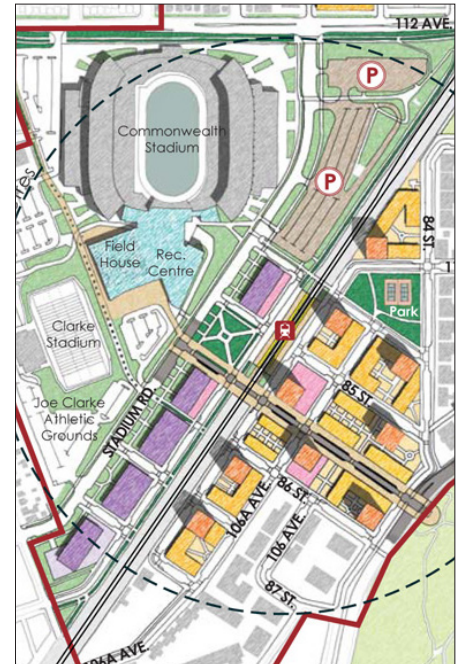
4. Maximize the Transit Investment Return (Create community and ridership)

Station Area Plans (within a 1/2 mile radius of the station platform) should be prepared for areas with:

- Large undeveloped sites
- Areas with significant redevelopment potential
- Regional destinations
- Significant civic uses

At a minimum, Station Area Plans should include:

- Land use, circulation and open space frameworks
- Build-out illustrations and calculations
- An implementation strategy that identifies the private investment stimulated by public expenditures



For more information contact:

Debra Ames, Marketing Director/Principal

503.417.7879

www.ca-city.com

Revitalizing America's Cities