POLICY STRATEGIES FOR CREATING STRONG NEIGHBORHOODS

Advancing the climate, affordability, and the economy
OVERVIEW OF CIRCULATE SAN DIEGO

• WalkSanDiego founded in 1998 to promote walkability
• Move San Diego formed in 2004 to promote public transit
• Converging emphasis on land use
• Merged to form Circulate San Diego in 2014
  • Promote active transportation, infrastructure & safety
  • Promote convenient, accessible affordable transit
  • Promote sustainable land use
SUSTAINABLE LAND USE: A DRIVER OF WALKABILITY AND TRANSIT

• Transit performs better in walkable places.
• Transit provides connectivity that enhances utility of walking.
• Every transit trip starts and ends with walking (or biking).
• Densely populated places generate more transit trips.
• Mixed use development provides employment, residential, and retail opportunities.
• Mixed use development near transit provides more mobility options.
SUSTAINABLE LAND USE: MIXED USE TRANSIT ORIENTED DEVELOPMENT

**BENEFITS OF TOD**
- Provides Housing And Mobility Choices
- Improves Environmental Performance
- Results In Infrastructure Cost Savings
- Helps Support Healthy Lifestyles
  - Strengthens Transit Systems
  - Creates Lasting Value
- Reduces Greenhouse Gas Emissions

**ADDITIONAL BENEFITS OF MIXED-INCOME TOD**
- Offers Truly Affordable Housing
- Stabilizes Transit Ridership
  - Broadens Access To Opportunity
- Relieves Gentrification Pressures

**BENEFITS OF MIXED-INCOME NEIGHBORHOODS**
- Provides Needed Housing
- Helps Deconcentrate Poverty
- Integrates Low Income Households Into Society
- Helps Workforce Stability
POLICIES THAT PROMOTE WALKABILITY AND TRANSIT

• **Affordable Homes Bonus Program:** Provide added development rights if projects incorporate affordable homes.

• **Traffic:** Provide traffic reduction credits to TOD projects based on studies showing reduced trip generation when using Smart Growth principles.

• **Parking:** Allow developments near transit to provide modestly less parking.

• **Floor Area Ratios:** Sell bonuses to commercial developers that allow higher floor area ratios and use proceeds to fund affordable housing.

• **Development Fees:** Reform the calculation methods to remove disincentives to build compact units near transit.
PROMOTING DENSITY AND TOD:
A COUNTERINTUITIVE STRATEGY

The smaller sale, the larger the opposition!