

REDEFINING, REEVALUATING & REINVENTING TRANSIT THE TRANSPORTATION/LAND USE/ENVIRONMENT CONNECTION

October 14-16, 2001

UCLA Conference Center at Lake Arrowhead

850 Willow Creek Road

Lake Arrowhead, California

The past quarter century has witnessed an enormous commitment of public resources to the modernization and expansion of transit services in cities, suburbs, and small towns around the U.S. Transit services can take many forms: fixed-route buses, subways, light-rail lines, freeway-flyer express buses, dial-a-ride vans, airport shuttles, taxis, informal, unregulated jitneys, and more. In California, plans to expand and extend transit services are especially ambitious, prompted largely by concerns over the increasing reliance on private vehicles for travel. Many policymakers and planners see improved public transit as an important tool in reducing chronic traffic congestion, mobile-source emissions, sprawling suburban development, and even poverty and isolation among the central city poor. Despite these ambitious goals for transit, concerns over costs and effectiveness persist. The 2001 UCLA Lake Arrowhead Symposium focuses on transit – its promise, problems, and prospects for the future. In particular, the presentations, discussions, and debates look to the future, with an emphasis on creative and unique approaches to reinventing transit to work more efficiently, effectively, and equitably in our cities and regions.

SUNDAY AFTERNOON, OCTOBER 14, 2001

1:30 pm **REINVENTING TRANSIT: INTRODUCTION AND SYMPOSIUM
OVERVIEW**

This opening presentation outlines the questions to be explored in sessions to follow: What are the operational, fiscal, and political challenges facing transit systems today? What will it take to overcome these challenges? What opportunities for transit are offered by changing demographics and new technologies? How can transit systems balance efficiency, effectiveness, and equity objectives? What can we learn from transit innovations elsewhere about the best ways to reinvent transit? Can we develop new forms of transit to work effectively where traditional fixed-route systems do not?

Brian D. Taylor, Associate Professor of Urban Planning and Director, Institute of Transportation Studies, UCLA School of Public Policy and Social Research

2:00 pm **LOOKING BACK, LOOKING AHEAD: THE CHALLENGES TO
TRANSIT'S RENEWAL**

The evolution of transit is examined with an eye toward the future by addressing the following questions: What are the nature and extent of transit services in

California and the U.S. today? What kinds of services are offered? How have these services changed over time? How does transit patronage vary from place-to-place, for different kinds of trips, and at different times of the day and week? How have modern transit systems been shaped by the private, for-profit origins of the industry? And finally, what political, managerial, and operational challenges lay ahead in reinventing transit for the century ahead?

Moderator: Joanne Freilich, Director, UCLA Extension Public Policy Program

Transit Today: An Overview of Current Transit Service Types and Usage

Celia Kupersmith, First Vice Chair, American Public Transportation Association (APTA) and General Manager and CEO, Golden Gate Bridge, Highway and Transportation District

The Evolution of Urban Public Transit and the Challenge of Renewal

David W. Jones, Jr., Transportation Consultant, San Geronimo, CA

3:15 pm Break

3:30 pm HOW CAN WE BEST MEASURE THE COSTS AND BENEFITS OF TRANSIT?

Public expenditures on transit are large and growing in California and across the U.S. But while protracted debates over the geographic distribution of public funding for transit services are commonplace, planners and policymakers tend to devote less time and attention to analyzing which transit investments are best, or how much public investment in transit should be made vis-à-vis streets and highways. This session examines the costs and benefits of transit. How do we measure trends in transit performance? How do we evaluate transit investments? And how do the costs, benefits, and subsidies of transit and private vehicles compare?

Moderator: Brian Taylor, UCLA

The Anatomy of Costs, Deficits, and Subsidies in Public Transit

Brian Taylor, UCLA

Measuring Transit Performance and Evaluating Transit Investments

Richard Steinmann, Acting Deputy Associate Administrator for Budget and Policy, Office of Policy Development, Federal Transit Administration, Washington, DC

**Comparing Full-Cost Accounting of Private Autos and Public Transit:
Sorting Out Costs, Benefits, Subsidies**

Mark DeLucchi, Associate Researcher, Institute of Transportation
Studies, UC Davis

**Investment Decisions and Cost-Effectiveness Arguments: A Report from the
Field**

Arthur T. Leahy, Chief Executive Officer, Orange County Transportation
Authority

Discussion Among All Participants

5:15 pm **Check-in and Opening Reception**

6:30 pm **Dinner**

SUNDAY EVENING, OCTOBER 14

7:45 pm **JUST TRANSIT? TRANSIT DEPENDENTS, CIVIL RIGHTS, AND
TRANSIT POLICY**

Public debates over the allocation of transit service are not new. But in recent years civil rights organizations, environmental justice activists, and advocates for the poor around the U.S. have argued – at public meetings and in court – for a redeployment of transit resources and restructuring of transit fares on behalf of the poor, minority, disabled, and other transit dependents. Such transit justice arguments have put many transit policymakers and managers in uncomfortably defensive positions, and have added new wrinkles to transportation planning processes. This session examines transit’s important and evolving role in providing mobility for those with little or no access to autos. How can we better meet the mobility of access-deprived people?

*Moderator: Martin Wachs, Director, Institute of Transportation Studies, and
Professor of City & Regional Planning and Civil & Environmental Engineering,
UC Berkeley*

**Conflicting Constituencies: The Struggle to Serve both Transit Dependents
and Choice Riders**

Brian D. Taylor, UCLA

How Do Poor People Get Around? Implications for Reinventing Transit

Paul Ong, Director, Lewis Center for Regional Planning Studies and
Professor of Urban Planning, UCLA

Putting Transit Justice in Perspective: Planning for Transportation Equity in the 2000s

Jeff Hobson, East Bay Coordinator, Bay Area Transportation and Land
Use Coalition

Commenter:

Michael Townes, Executive Director, Transportation District Commission of
Hampton Roads, Virginia

Discussion Among All Participants

9:30 pm **Informal Reception and Continued Discussion**

MONDAY MORNING, OCTOBER 15

7:30 am Breakfast

8:45 am **HOW CAN WE MAKE TRANSIT WORK IN CALIFORNIA?**

Brian Smith, Deputy Director, Planning & Modal Programs, California
Department of Transportation

9:15 am **MATCHING AND SELLING TRANSIT TO EMERGING MARKETS**

Over the past century, transit systems have lost most of their customers to the private automobile. But transit's market share has not declined uniformly for all trips; some "markets" – like downtown commuters and transit dependents – remain strong, while others are potentially important, but remain unexploited. Understanding the emerging markets for transit can allow operators to customize service to better respond to customer needs. Further, the marketing of transit – both in how transit is presented to the public and sold to users in the form of fares – could change radically in the coming years in response to changes in both technology and the markets for transit.

Moderator: Donald Shoup, Professor and Chair, UCLA Department of Urban
Planning

Transit Markets of the Future

Gordon J. "Pete" Fielding, Professor Emeritus of Social Sciences, UC
Irvine

Innovations in Fares and Marketing Strategies

Daniel Fleishman, Principal, Multisystems, Inc., Cambridge, MA

Commenter:

Tom Larwin, General Manager, Metropolitan Transit Development Board (MTDB), San Diego

Discussion Among All Participants

10:45 am **Break**

11:00 am **TRANSIT AND LAND USE: EVALUATING THE CONNECTIONS**

Transit plays a central role in what critics of sprawling suburban development have come to call traditional town planning, new urbanism, compact development, and smart growth. “Transit-oriented development” (TOD) is now a firmly established part of the planning lexicon; its principles have been incorporated into local land use regulations around the U.S., and dozens, even hundreds, of new TODs – ranging from single-parcel projects to enormous new-town developments – are now occupied and functioning. This session moves past speculative debates over the merits of compact development and sprawl by focusing on research evaluating the links between land use planning and transit usage: Have efforts to encourage compact, transit-oriented development meaningfully shifted travelers from private vehicles to transit, biking, and walking? If so, how? And if not, why not?

Moderator: Jonathan Levine, Associate Professor of Urban & Regional Planning, University of Michigan

Evaluating the Transit-Land Use Connection: What Does the Research Tell Us, and What are the Implications for Planning?

Reid Ewing, Research Professor and Acting Director, Voorhees Transportation Center, Rutgers University

Transit-Oriented Development in American Inner Cities: Opportunities and Constraints?

Anastasia Loukaitou-Sideris, Professor of Urban Planning, UCLA

Transit for Livable Communities: A Helping Hand Using Regional Incentives at the Community Level

Therese McMillan, Director of Policy, Metropolitan Transportation Commission, Oakland

Commenter:

Ellen Greenberg, Director of Policy and Research, Congress for New Urbanism

Discussion Among All Participants

12:30 pm **Lunch**

MONDAY AFTERNOON, OCTOBER 15

1:45 pm **GREEN TRANSIT: TRANSIT AND ENVIRONMENTAL QUALITY**

From visionary calls for a sustainable future, to specific plans for air quality compliance, transit is usually a part of environmental planning efforts. Transit systems are frequently proffered as important alternatives to resource- and emissions-intensive private vehicles. A variety of cleaner propulsion technologies have also been developed to clean-up transit's largely diesel fleet. In a roundtable panel discussion, this session explores both the potential and limits of efforts to make transit a central part of green mobility and environmental quality in the coming decades. Besides environmental benefits, what are potential environmental costs of transit projects?

Moderator: Joanne Freilich, UCLA Extension

Tom Cackette, Chief Deputy Executive Officer, California Air Resources Board

Mike Davis, Principal, Environmental Planning Group, Jones & Stokes, Oakland CA

Madelyn Glickfeld, Assistant Secretary, California Resources Agency

James Ortner, Manager, Transit Technical Services, Orange County Transportation Authority

Discussion Among All Participants

3:15 pm **Free Time**

5:30 pm **Reception**

6:30 pm **Dinner**

MONDAY EVENING, OCTOBER 15

7:45 pm **LESSONS FROM ABROAD: WHAT U.S. TRANSIT SYSTEMS CAN LEARN FROM THE DEVELOPED AND DEVELOPING WORLDS**

“Why can’t we have transit like this in the U.S.?” is a frequent question posed by Americans when using public transit while abroad. Rates of transit use tend to be far higher in other developed and developing countries where services are frequent, varied, and heavily patronized. This session examines the provision of transit in cities around the world, with an emphasis on the lessons to be gleaned from other countries. What roles do land use, parking, and tax policies play in explaining differences in transit use? Why do some cities in developing countries have such a diverse array of inexpensive transit services? How have some cities deployed high-speed, high-capacity transit systems at relatively low cost?

Moderator: Gordon J. “Pete” Fielding, UC Irvine

Lessons from Europe and Canada

David Bayliss, Director, Halcrow Consulting, United Kingdom

Lessons from the Developing World

Robert Cervero, Professor of City and Regional Planning, UC Berkeley

9:30 pm **Informal Reception/Discussion**

TUESDAY MORNING, OCTOBER 16, 2001

7:30 am **Breakfast**

8:45 am **TRANSIT SERVICES FOR THE NEXT GENERATION**

Metropolitan areas in California and, indeed, most of the rest of the world, continue to disperse as they continue to grow. Each year more people use private motor vehicles more often. Does transit have a future in the increasingly dispersed, auto-oriented cities and suburbs of the future? If so, what will new, successful transit services of the future look like? How can they compete effectively with the door-to-door service provided by automobiles? How can new transit services work effectively in low density settings where traditional fixed-route transit services do not? Finally, are there examples of innovative services in place today that hold promise for the future?

Moderator: Melvin Webber, Professor Emeritus, Department of City & Regional Planning, UC Berkeley

Making Transit Function More Like Automobiles: Taxis, Paratransit, Private Shuttles, Ridesharing, and New Technology

Roger Teal, President, TWJ Consulting, Wilmette, IL

Development-Oriented Transit: Smart Jitneys, Smart Communities

Robert Behnke, President, CO-WIN, Inc. Portland, OR

Technology and Decentralization: The Potential of and Limits to Transit Services in Low-Density Environments

Jonathan Levine, Associate Professor of Urban & Regional Planning, University of Michigan

Discussion Among All Participants

10:15 am **Break**

10:30 am **PULLING IDEAS TOGETHER AND PUTTING THEM INTO PRACTICE**

The symposium closes with three short talks on current efforts – both large and small – to put many of the ideas and concepts presented in previous sessions into practice. This sampling of current, creative efforts to reinvent transit in both urban and suburban areas is intended to stimulate ideas and a lively closing discussion among participants.

Moderator: Brian Taylor, UCLA

The Metro Rapid Bus Program in Los Angeles

James de la Loza, Executive Officer, Countywide Planning and Development, Los Angeles County Metropolitan Transportation Authority, Los Angeles, CA

Bay Area Station Car Programs

Susan Shaheen, Research Scientist, Partners for Advanced Transit and Highways (PATH) and ITS Davis, and Model Integration Specialist, Caltrans

Unlimited Access: A New Way to Pay for Public Transit

Donald Shoup, UCLA

Discussion Among All Participants

11:45 am

**PUTTING IT ALL TOGETHER: CLOSING THOUGHTS ON
REINVENTING TRANSIT**

What have we learned? Where should we be headed? And what are the next steps? The symposium concludes with closing thoughts by a senior official involved in transportation planning and management.

Moderator: LeRoy Graymer, UCLA Extension

Mortimer Downey, Principal Consultant, PbConsult, Washington, D.C. and former deputy secretary, U.S Department of Transportation

12:15 pm

**Concluding Lunch
Steering Committee Meeting**