1. Think like an economist
Personal Mobility: Most Inefficient Sector

- Cars used only 5% of useful life
- Only 25% of capacity used
Transportation Demand Management

- Making more efficient use of existing infrastructure
- Making sure mobility is always available, whenever needed
2. Measure What Matters
## Old Speed Paradigm -> Roadway LOS

<table>
<thead>
<tr>
<th>LOS</th>
<th>Average delay in seconds per vehicle</th>
<th>Description of motorist perception</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>&lt; 10</td>
<td>Free-flow traffic: “Good” LOS</td>
</tr>
<tr>
<td>B</td>
<td>10.1 – 20</td>
<td>Reasonable free-flow</td>
</tr>
<tr>
<td>C</td>
<td>20.1 – 35</td>
<td>Stable but unreasonable delay begins to occur</td>
</tr>
<tr>
<td>D</td>
<td>35.1 – 55</td>
<td>Borderline “bad” LOS</td>
</tr>
<tr>
<td>E</td>
<td>55.1 – 80</td>
<td>“Bad” LOS: long queues</td>
</tr>
<tr>
<td>F</td>
<td>&gt; 80</td>
<td>Unacceptable: very high delay, congestion</td>
</tr>
</tbody>
</table>

Source: Reid Ewing
IN: BEDROOM

ALICIA'S ROOM - EVENING

ALICIA, a Mexican American teen, out of room. She slams the door and throws which is covered with worn purple-al
Level of Service A
Level of Service F

Source: Neighborhoods.org
What’s important depends upon perspective

Traffic engineer: F A

Economist: A F
California Shift: Senate Bill 743

LOS → Regional Average per Capita Vehicle Kilometers Traveled
3. Use the Right Tools, and Use them Correctly
“All models are wrong, but some are useful.”

George E. P. Box,

Induced and Latent Demand

Congestion

More People Drive

Widen Roadway

Faster Driving
Despite recovery, driving rates continue to decline since peak in 2005.

4. Reward the Private Sector for doing the Right Thing
Genentech
South San Francisco
Parking Cost Break-Down

Source: Adapted from Victoria Transport Policy Institute, 2012
Results
GHG Reduction Impacts by Year

<table>
<thead>
<tr>
<th>Year</th>
<th>Total Emissions (metric tons)</th>
<th>Number of employees</th>
<th>Emissions per employee (metric tons)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2006 (Nov)</td>
<td>45,000</td>
<td>10,000</td>
<td>4.50</td>
</tr>
<tr>
<td>2007 (Jan)</td>
<td>40,000</td>
<td>12,000</td>
<td>3.33</td>
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<tr>
<td>2007 (Oct)</td>
<td>35,000</td>
<td>13,000</td>
<td>2.69</td>
</tr>
<tr>
<td>2008 (Apr)</td>
<td>30,000</td>
<td>14,000</td>
<td>2.14</td>
</tr>
<tr>
<td>2008 (Oct)</td>
<td>25,000</td>
<td>15,000</td>
<td>1.67</td>
</tr>
<tr>
<td>2009 (Apr)</td>
<td>20,000</td>
<td>16,000</td>
<td>1.25</td>
</tr>
<tr>
<td>2009 (Oct)</td>
<td>15,000</td>
<td>17,000</td>
<td>0.88</td>
</tr>
<tr>
<td>2010 (Apr)</td>
<td>10,000</td>
<td>18,000</td>
<td>0.56</td>
</tr>
<tr>
<td>2010 (Oct)</td>
<td>5,000</td>
<td>19,000</td>
<td>0.27</td>
</tr>
</tbody>
</table>
5. Be Smart About Parking
Results:

- <\frac{1}{2} the parking
- <\frac{1}{2} the land area
- \frac{1}{4} the arterial trips
- \frac{1}{6}th the arterial turning movements
- <\frac{1}{4} the vehicle miles traveled
Align the mechanics of governance with your values.

Align values with budget.

Beware costs in one account and benefits in another.
Values
Goals
Objectives
Strategies
Performance Measures
Budget
Reporting