

Mastering the Art of the Campaign: Setting the context for reform

Rail-Volution
Boston, Mass.
Oct. 31, 2009



**Transportation
For America**

Historic Context: The era of suburbanization

One era ends,
another begins

The Halcyon Days Before Suburbanization

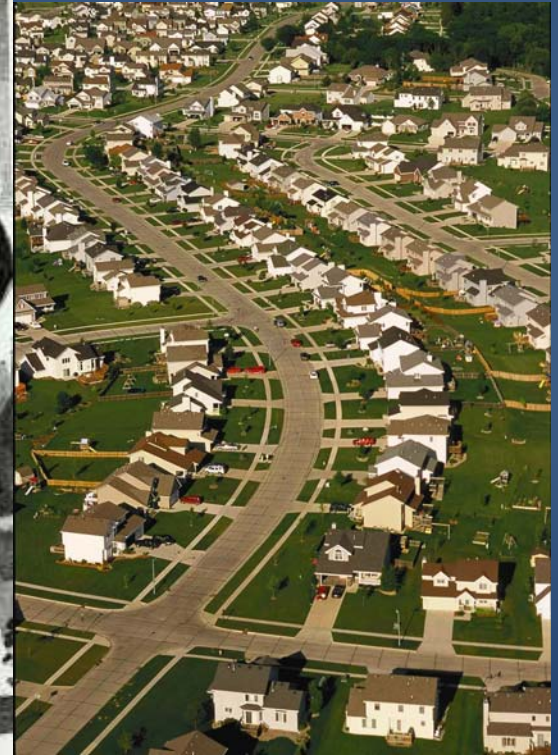


World War II: Austerity Measures



Smart Growth
America

Post War Prosperity: Marketing the American Dream



Post War Prosperity: Marketing the American Dream



Give a Man
some room
to Roam in !

It took an "explosion" to get Bill Jr. out into the wide open spaces of the suburbs—not a literal explosion but one that shows up on the maps of our cities.

A few decades ago, our cities and towns were largely concentrated clots in which kids like Bill, and their families, huddled close to factories or business districts.

But men of General Motors and other companies thought they had something in the automobile. They wanted to produce more and sell more.

By dipping deeply into earnings for regular improvements, they succeeded. And as cars grew better and more useful, cities and towns changed.

They "exploded" into the countryside, spreading real estate developments, suburbs

and smart new neighborhoods all over the local map.

And so Bill Jr. is gaily growing up where boys can be boys and the breathing's good — where he has a better chance at health and happiness.

Maybe his dad works for GM. There were more than 3 1/2 times as many General Motors employees in 1946 as in 1925—and they shared a pay roll more than 6 times as great.

Or maybe Bill Sr. works with one of the thousands of concerns who supply GM with parts and materials. These have benefited greatly as General Motors has grown.

So have dealers. And gas stations. And countless other businesses that maintain local pay rolls, pay local taxes, support local prosperity in every corner of these United States. All those, as well as kids like Bill, are better off because General Motors has done well.

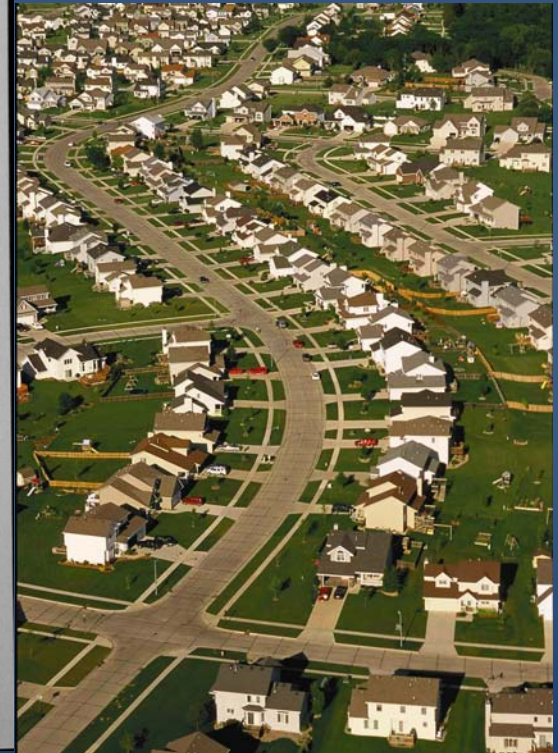
In fact, the history of General Motors demonstrates that all the people profit when a business prospers.

On the left: ROBERT J. FORTER, Marketing and Public Relations, over more than 200 General Motors plants in 1946. Near right.

GENERAL MOTORS

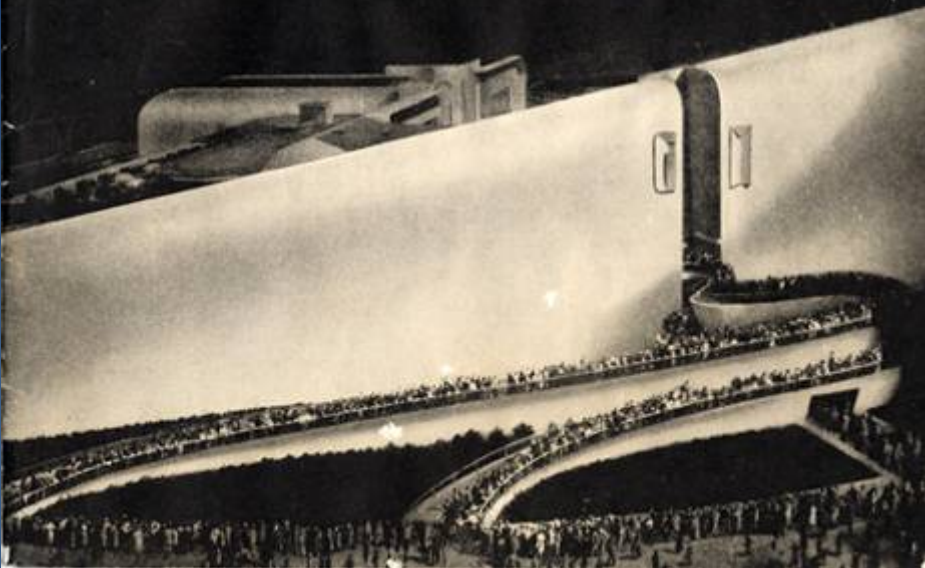
THE PEOPLE PROFIT WHEN A BUSINESS PROSPERS

RESIDENTS • GMC TRUCKS & COACHES • GULF BUSES • CHEVROLET • PONTIAC • OLDSMOBILE • BUICK • CADILLAC • BODY BY FORD • BUICK • UNITED MOTORS SERVICE • AC SMALL PARTS



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FUTURAMA

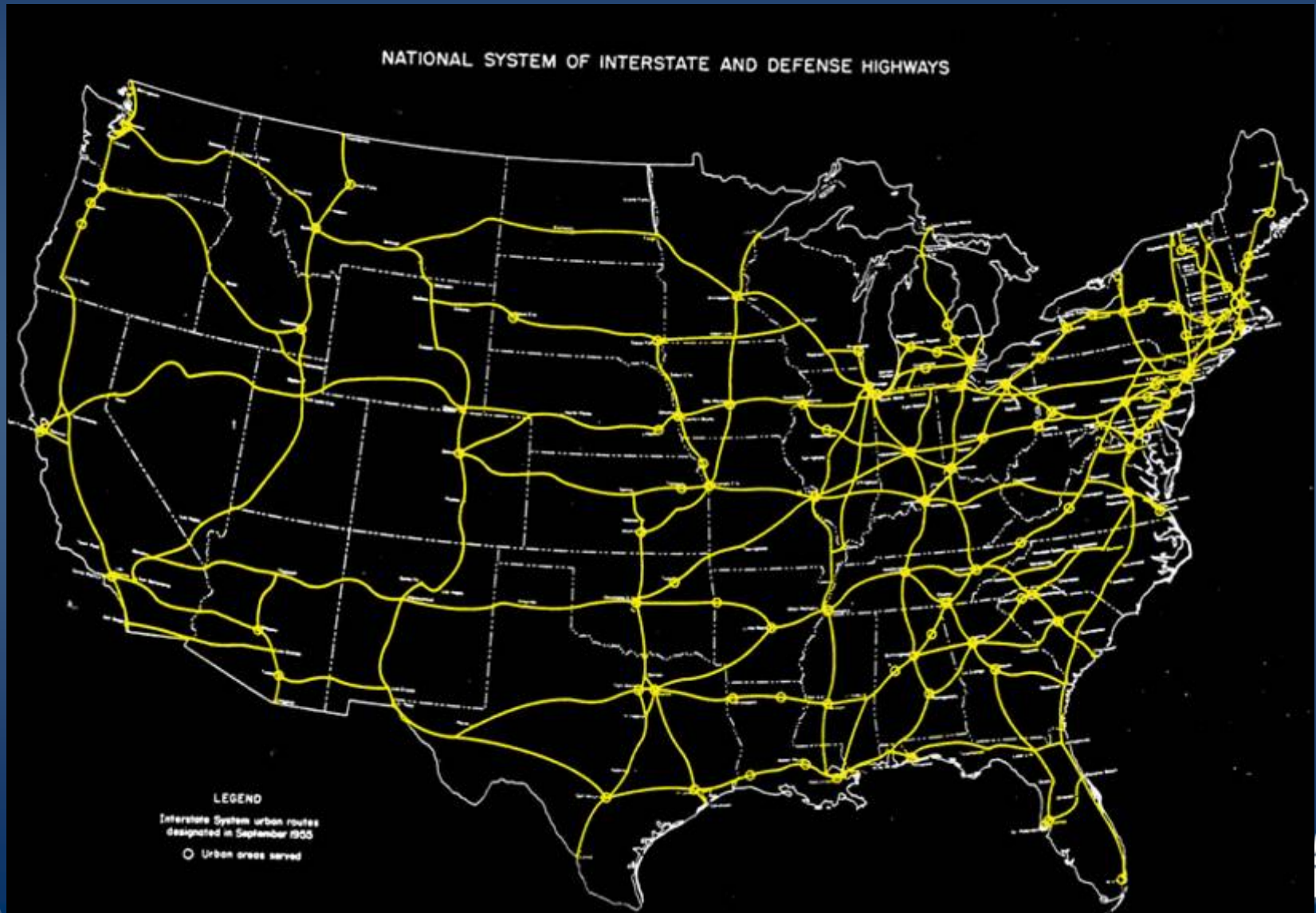


“We are pushing ahead with a great road program, a road program that will take this Nation out of its antiquated shackles of secondary roads... It will be a nation of great prosperity, but will be more than that: it will be a nation that is going ahead every day... The expanding horizon is one that staggers the imagination.”

— October 29, 1954



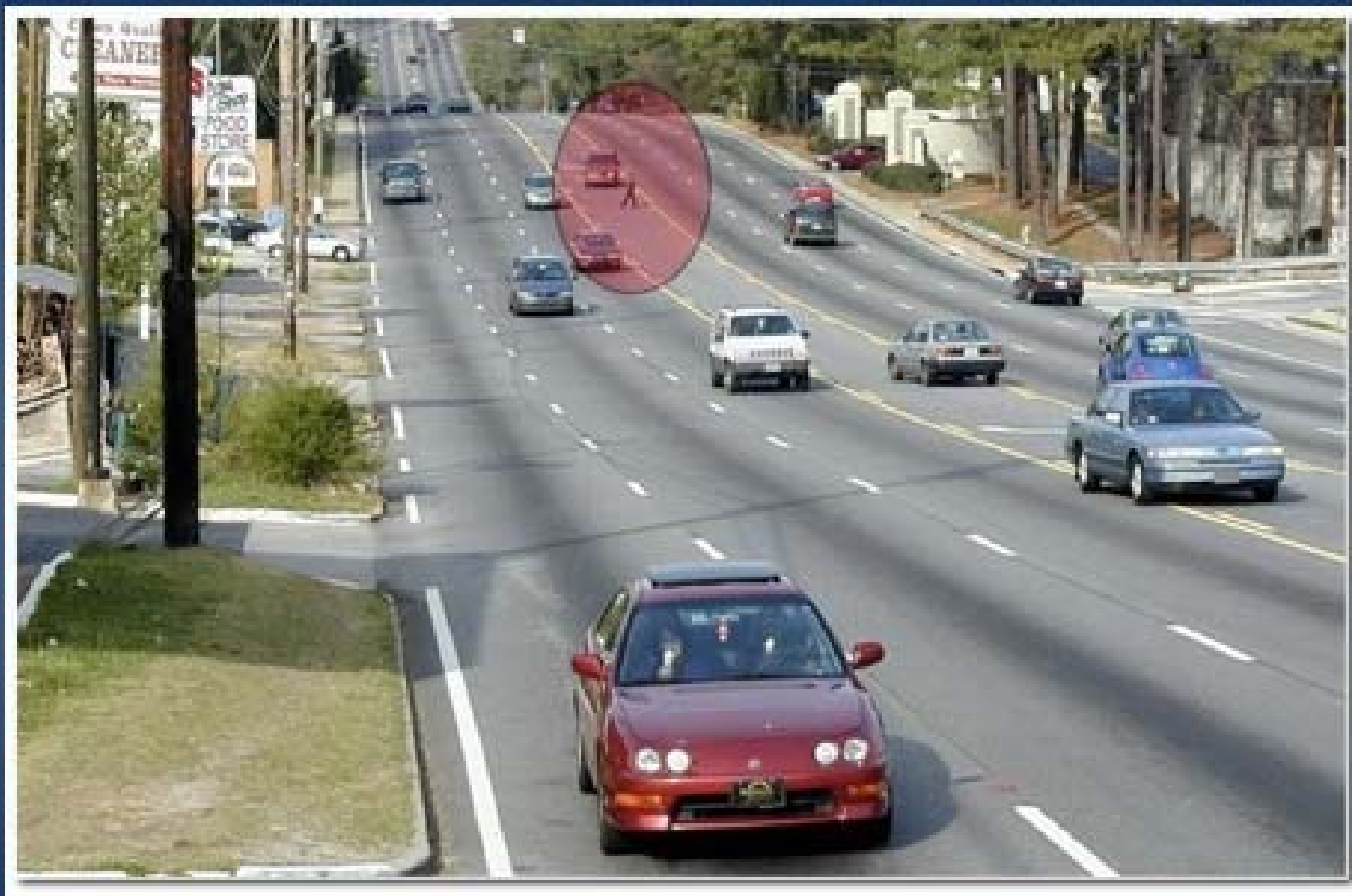
**Intent: 40,000 miles in 20 years.
Today: 47,000 miles-plus**





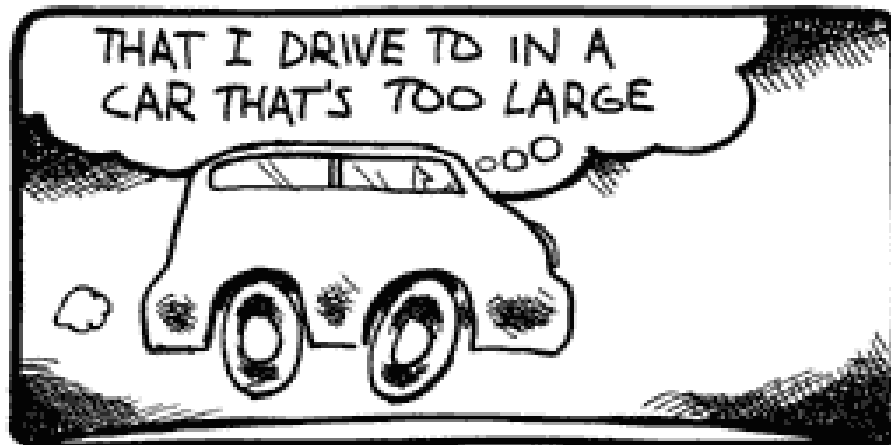
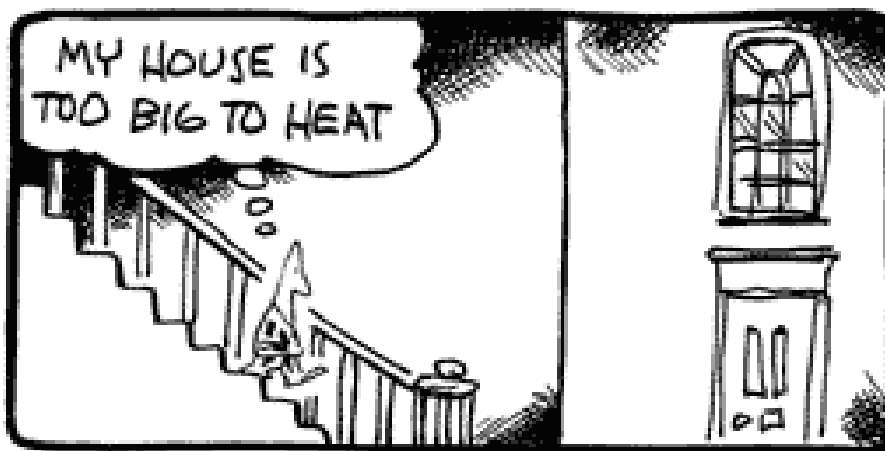


Unstated motto: Death to pedestrians ...



The context for future growth and development

Economic,
environmental, demographic and
cultural trends



National Priorities: Concern over oil dependency sky high

High priorities:

- 69% - Dependency on oil**
- 68% - Health care costs
- 64% - Education
- 62% - Jobs and the economy
- 56% - The war in Iraq
- 56% - Public safety
- 45% - Global warming and climate change

Which of the following national issues do you consider a priority?
After each one, please indicate if it is a low, medium, or high priority
for the country? Are there any other national issues that were not
mentioned that are high priority to you? If so, what is the issue?

Source: Dec. 2007 Nat'l Survey, Harris Interactive

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Surging transit ridership, despite cheaper gas

Public transit ridership soars 6.5 percent

Gains from July to September were biggest increase in 25 years

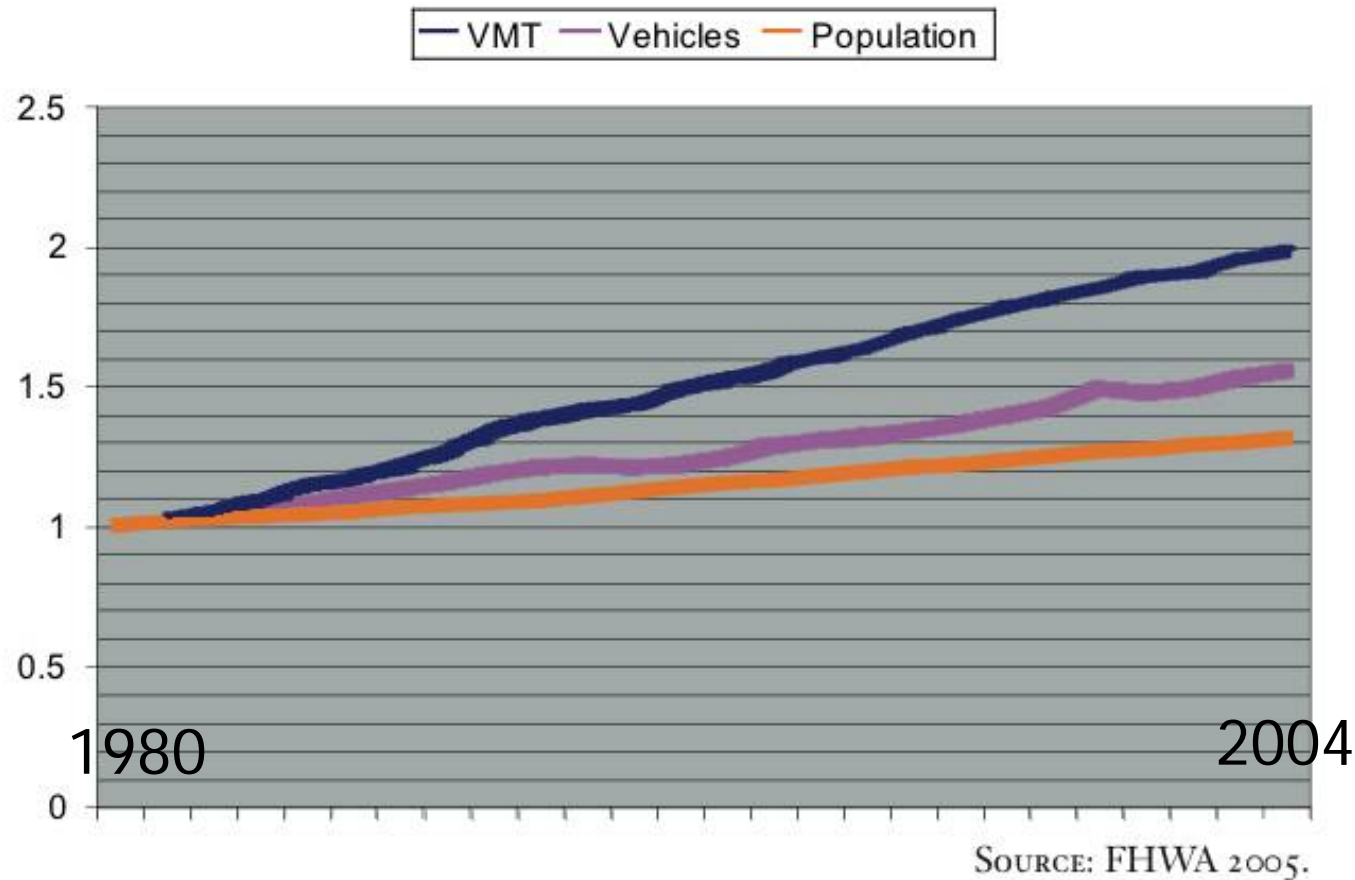


Jacquelyn Martin / AP

Subways, buses, commuter rail and light-rail systems saw a 6.5 percent jump in ridership from July to September, according to the Washington-based American Public Transportation Association.

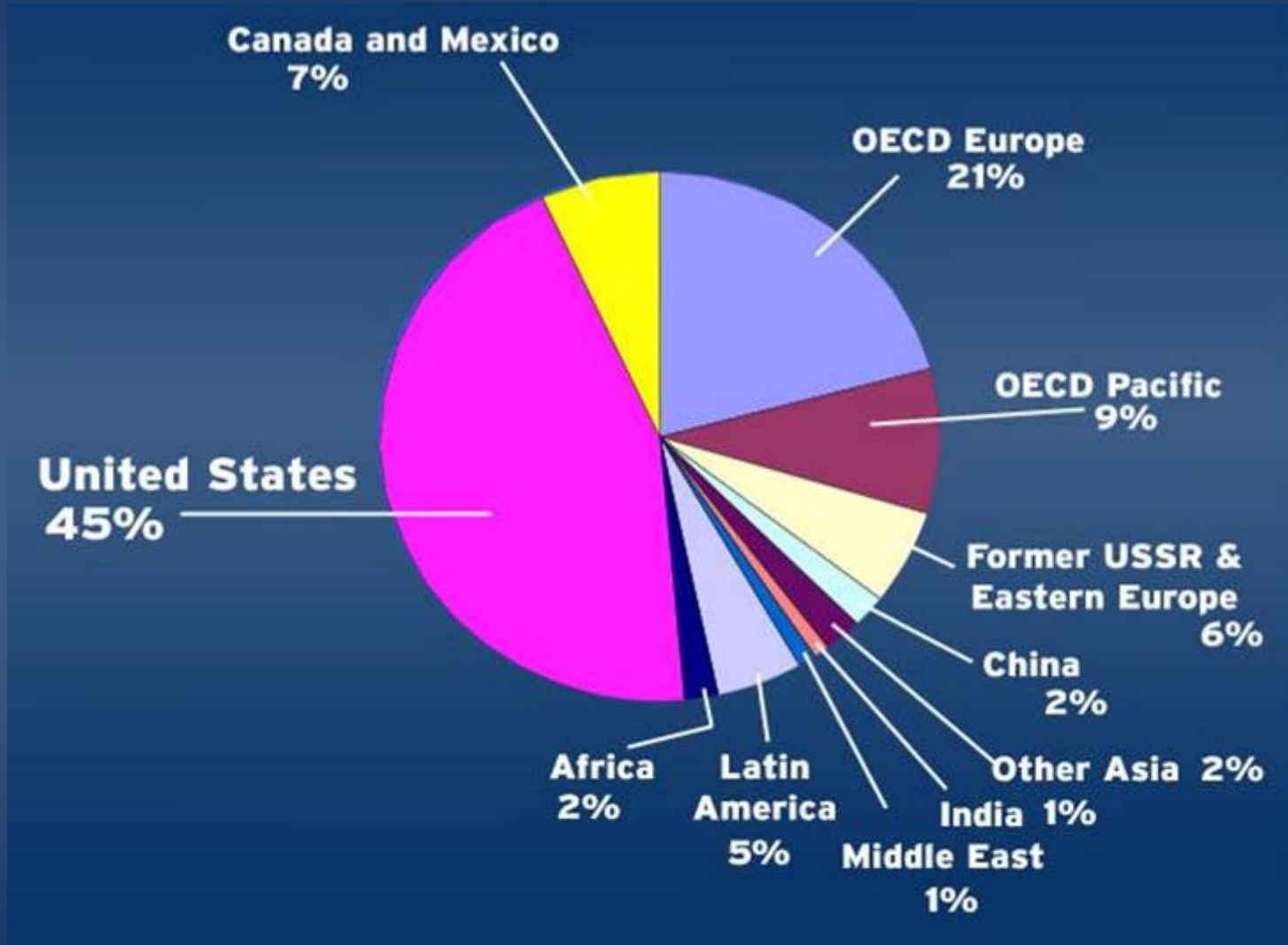
 [View related photos](#)

VMT still high, after years of growth exceeding that of population



Growth of VMT, vehicle registrations, and population in the United States relative to 1980 values

U.S. share of car emissions of GHG



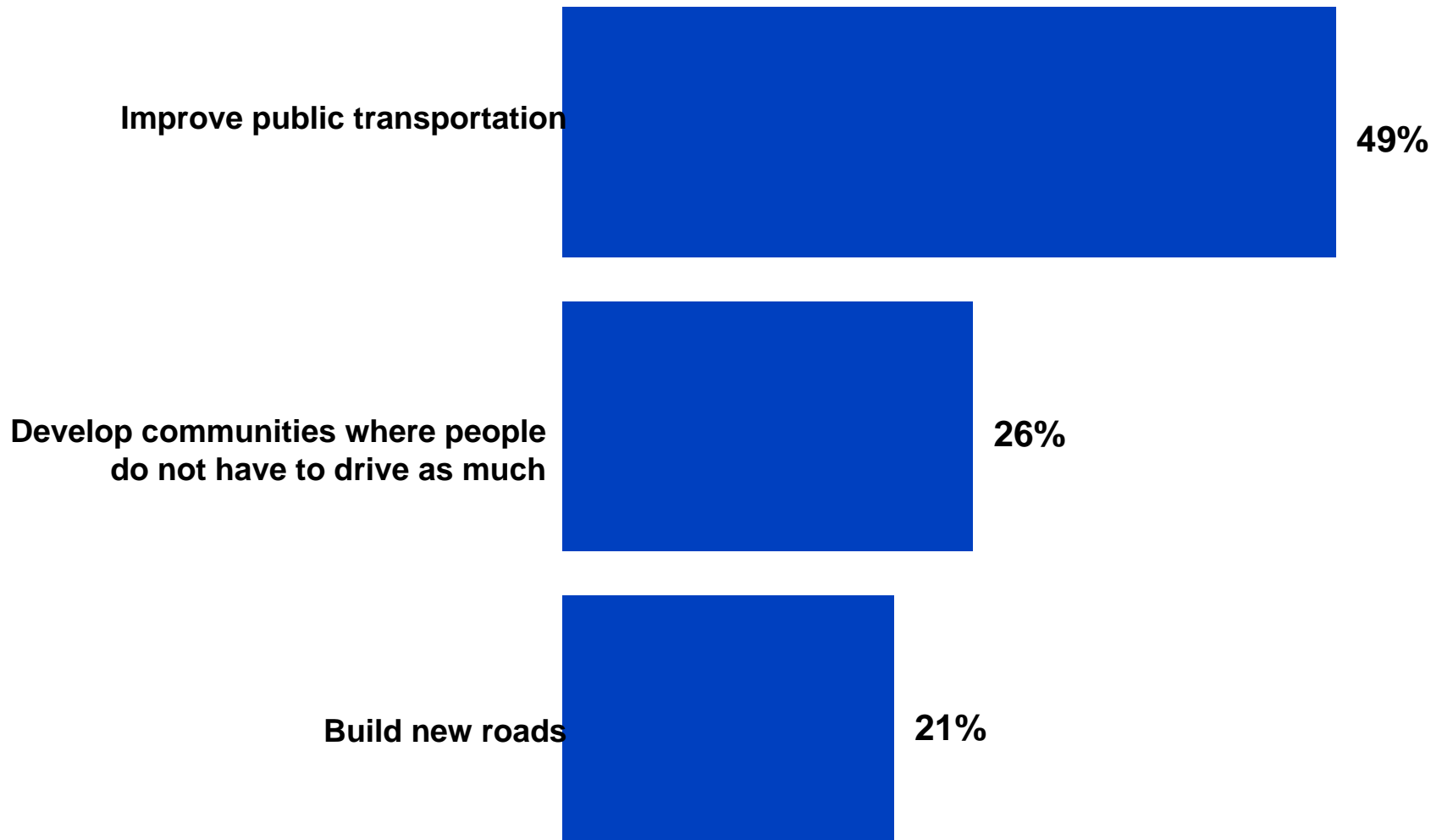
Why do we drive so much?



Do we
have
another
choice?

Three-fourths of Americans believe public transportation and smarter development will do more to cure traffic than building new roads.

“Which of the following proposals is the best long-term solution to reducing traffic in your area?”

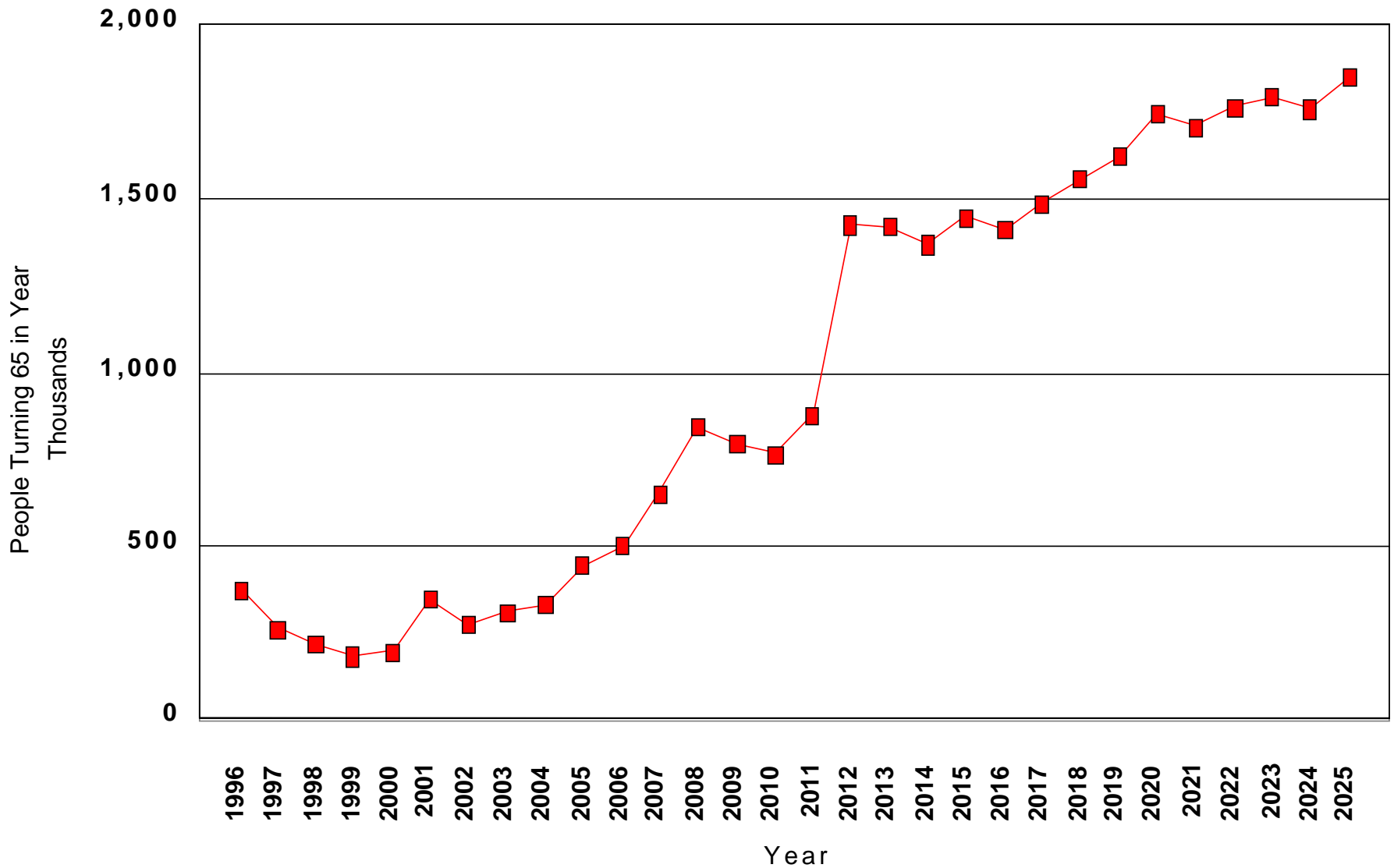


Decline in Households with Kids

Household	1960	2000	2025
With Children	48%	33%	28%
Without Children	52%	67%	72%
<i>Single Person</i>	13%	26%	29%

Census for 1960 and 2000, 2025 adapted from Martha Farnsworth Riche, *How Changes in the Nation's Age and Household Structure Will Reshape Housing Demand in the 21st Century*, HUD, 2003.

The Senior Tsunami





National Real Estate Analysis, Robert Charles Lesser Co.

LOCATION IS MORE IMPORTANT THAN EVER WITHIN METRO AREAS, DEMAND IS SHIFTING



- ▶ **Moving forward, the most desirable locations will be:**
 - Proximate to major employment cores
 - Adjacent to local-serving retail and convenient to regional retail and entertainment
 - Walkable and transit-accessible

- ▶ **Focus on product insufficient**
 - Finishes, amenities, and views no longer compensate for marginal locations
 - Must deliver the lifestyle - convenience
 - For-sale projects in marginal locations may be better off as rental
 - Lasting appeal and enduring value will be an important purchase motivator for condo buyers moving forward

A HEAVY LOAD:

The Combined Housing and Transportation
Burdens of Working Families

CENTER
FOR
HOUSING
POLICY

October 2006



Adding “fuel” to an existing trend



March 3, 2008

PAGE ONE

Americans Start to Curb Their Thirst for Gasoline

By ANA CAMPOY
March 3, 2008; Page A1

As crude-oil prices climb to historic highs, steep gasoline prices and the weak economy are beginning to curb Americans' gas-guzzling ways.

“The housing boom encouraged the development of far-flung suburbs, contributing to longer commutes. Now developers are building more walkable neighborhoods close to city centers and public transit, and Americans are beginning to migrate back toward their workplaces, city planners and other experts say.”

Automobile-dependent suburbs in decline

Bedroom community blues: foreclosure crisis creating suburban slums

By: **BILL MYERS** and **DAVID SHERFINSKI**

Washington Examiner

October 22, 2009

Two years of economic collapse have pockmarked the D.C. region's affluent suburbs with blight and experts are worried that the foundering cul-de-sacs and towns are on the verge of becoming the region's next ghettos.

"What you're looking at now is a structural problem," Brookings Institute scholar Christopher Leinberger said. "We have structurally overbuilt the fringe...It ain't coming back."



Neighbors have gone from worrying about curb heights to fighting to leave

The end of driving to qualify?

Percent change in home values in the D.C. region, 2007-08

- » Downtowns (D.C., Arlington, Alexandria): up 3.4 percent
- » Inner suburbs (Fairfax, Montgomery and Prince George's Counties): down 3.2 percent
- » Outer suburbs (Loudoun, Prince William and Frederick Counties): down 25.6 percent.

Foreclosures per 10,000 homes:

- » Arlington: 68
- » Alexandria: 87
- » Montgomery: 88
- » D.C.: 115
- » Fairfax: 189
- » Prince George's: 219
- » Loudoun: 343
- » Prince William: 722

Washington Examiner
Oct. 22, 2009

Impacts on Health:

Physical inactivity and obesity, diabetes and heart disease



Air quality

Safety



Reauthorization of federal transportation law - SAFETEA-LU



Creating a 21st Century Vision for Transportation



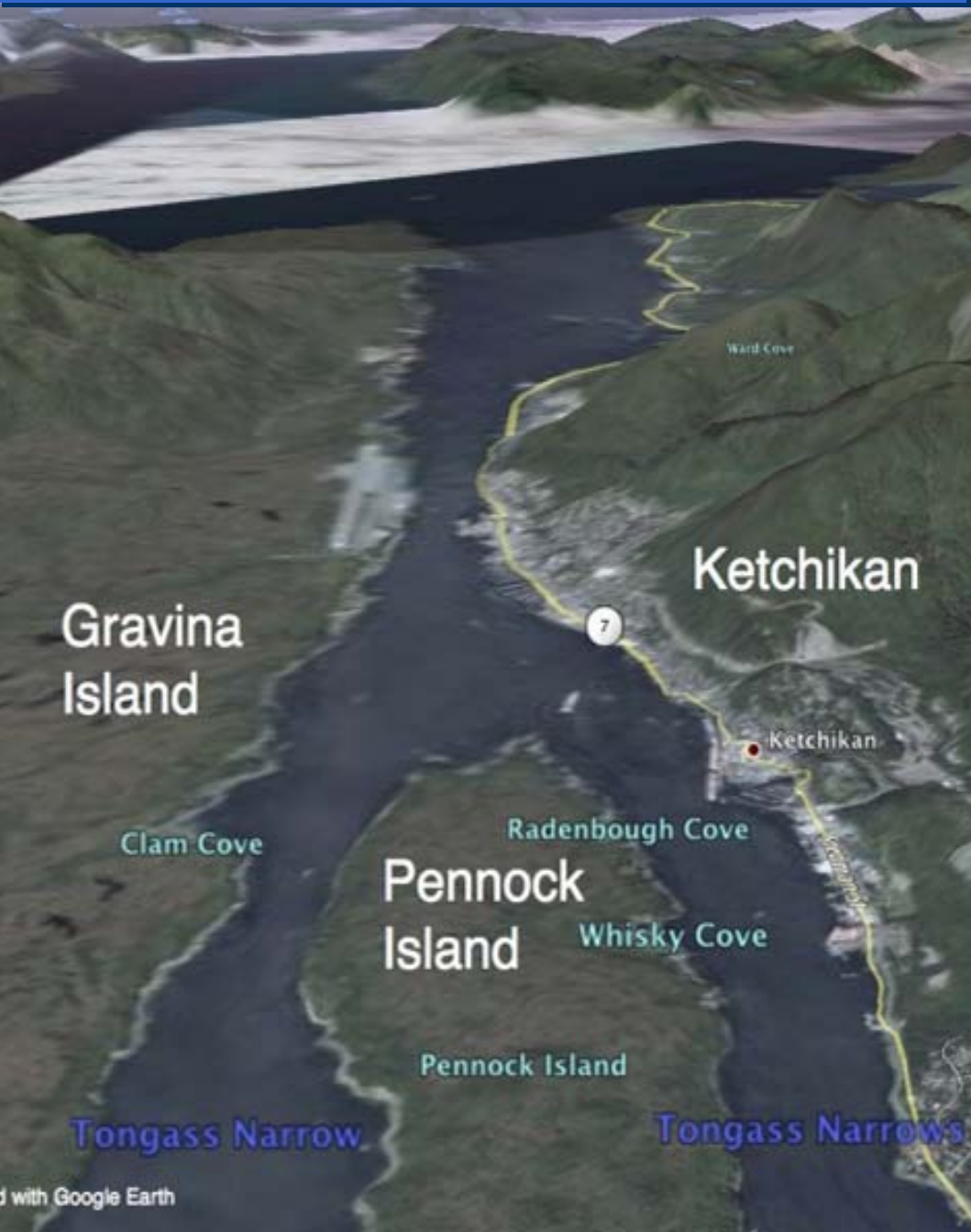
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Executive Committee

- **Reconnecting America (co-chair)**
- **Smart Growth America (co-chair)**
- AARP
- Action! For Regional Equity
- America Bikes
- American Public Health Association (APHA)
- Apollo Alliance
- LOCUS: Responsible Real Estate Developers and Investors
- National Association of REALTORS
- National Association of City Transportation Officials (NACTO)
- National Housing Conference
- Natural Resources Defense Council
- PolicyLink
- Surface Transportation Policy Partnership (STPP)
- Transit for Livable Communities (TLC)
- US PIRG

Bridges to Nowhere?



Or Bridges that Stand?



Key platform planks

- Fix-it-First for Highways and Transit
- A Level Playing Field for Transit
- Complete Streets
- Empower Local Solutions



Key platform planks

Hold agencies accountable for National Transportation Objectives:

- .Reduced oil consumption
- .Climate stability, environmental protection
- .Economic competitiveness and system efficiency
- .Safety and improved public health
- .State of good repair
- .Equitable access to transportation and jobs



Work with Us!

T4America.org

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