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

Rail-Volution
Boston, Mass.
Oct. 31, 2009
Historic Context:
The era of suburbanization

One era ends,
another begins
The Halcyon Days Before Suburbanization
World War II: Austerity Measures

- **Food is a Weapon**
  - Don’t waste it!
  - Buy wisely, cook carefully, eat it all
  - Follow the National War Time Nutrition Program

- **Millions of troops are on the move...**
  - Is your trip necessary?

- **When you ride alone, you ride with Hitler!**
  - Join a Car-Sharing Club Today!

- **Rationing Safeguards Your Share**
Post War Prosperity:  Marketing the American Dream

There's a... great day coming

Smart Growth America
Post War Prosperity: Marketing the American Dream

Give a Man some room to Roam in!

It used to be said “man’s will not be satisfied” to get him to out into the wide open spaces of the countryside. But a little exploded and now this desire is reawakening.

A few decades ago, we often talked about the country not being enough materialism was a way of life. But this was not enough to satisfy the desire for new opportunities in the cities.

But now, the desires of General Motors and other manufacturers bought their need for the automobile. They wanted to produce cars and sell them.

By shipping and saving, buying for regular improvements, they were able to make them grow better, sell more useful, and even save money.

They “expanded” into the countryside, spreading their retail developments, and smartly using neighborhoods to vie for the limit space.

And so it is with General Motors. With General Motors, the man is free and the machine is free, too.

The people profit when a business prospers.

Smart Growth America
“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
My house is too big to heat.

And it's too far from work.

That I drive to in a car that's too large.

Fueled by gas that's too expensive.

And the money just goes to terrorists.

Who want to attack the way I live.

And I'm too tired for irony.
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
Surging transit ridership, despite cheaper gas

Public transit ridership soars 6.5 percent
Gains from July to September were biggest increase in 25 years

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.
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

Source: FHWA 2005.
U.S. share of car emissions of GHG

- United States: 45%
- OECD Europe: 21%
- OECD Pacific: 9%
- Former USSR & Eastern Europe: 6%
- China: 2%
- Africa: 2%
- Latin America: 5%
- India: 1%
- Other Asia: 2%
- Middle East: 1%

Smart Growth America
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?”

- Improve public transportation: 49%
- Develop communities where people do not have to drive as much: 26%
- Build new roads: 21%
## Decline in Households with Kids

<table>
<thead>
<tr>
<th>Household</th>
<th>1960</th>
<th>2000</th>
<th>2025</th>
</tr>
</thead>
<tbody>
<tr>
<td>With Children</td>
<td>48%</td>
<td>33%</td>
<td>28%</td>
</tr>
<tr>
<td>Without Children</td>
<td>52%</td>
<td>67%</td>
<td>72%</td>
</tr>
<tr>
<td>Single Person</td>
<td>13%</td>
<td>26%</td>
<td>29%</td>
</tr>
</tbody>
</table>

The Senior Tsunami

Year

People Turning 65 in Year

Thousands

0

2,000

Thousands

People Turning 65 in Year

1996

1997

1998

1999

2000

2001

2002

2003

2004

2005

2006

2007

2008

2009

2010

2011

2012

2013

2014

2015

2016

2017

2018

2019

2020

2021

2022

2023

2024

2025
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
“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."
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
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
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
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

Contact me:
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