

Transportation and Land Use Coalition (TALC) Regional Meeting Minutes September 20, 2006

1. Special Presentation - Winds of Change: Adapting Our Communities to the Changing Realities for the 21st Century (Don Weden, retired senior planner with Santa Clara County)

Obstacles to smart growth:

- Resistance to change in general
- Anti-urban attitudes
- Vagueness of term "smart growth"
- Lack of effective political leadership (critical to have at the state level)
- Organized opposition
- Political influence of NIMBYs
- Perception that smart growth limits choices and threatens the "American Dream"
- Smart growth is linked with liberalism
- Lack of sense of urgency
- Few successful, large scale examples to point to
- Misconception about cities being "built out"
- Insufficient emphasis on the personal benefits of smart growth
- Failure to effectively engage seniors and senior organizations
- Lack of understanding of the distinction between "planning" and "placemaking"
- Availability of cheap gasoline
- Public investment and tax policies favoring suburban development

Communities don't see:

- need for change
- benefits of change
- potential for change
- opportunity to influence change

People need to see pictures of what results will look like!

Stages for change: resistance, reluctant acceptance, active support

- Most people don't go directly from resistance to active support

- There's a "reluctant acceptance" stage in the middle
 - It's harder to get from resistance to reluctant acceptance than from acceptance to active support
- HOW and WHERE we house our future population will be one of the most important decisions we will be making (local to national level)*

"7 WINDS OF CHANGE" THAT THE BAY AREA FACES ARE ALL IMPACTED BY HOUSING DECISIONS:

1. Population growth

- We're not talking about, and preparing for, volume of growth in CA
- CA will add another "Los Angeles" every 8 years for the next several decades
- Another San Jose every 2 years
- From 2005-2020, 13% population growth – and 24% VMT growth
- 50% of CA's growth projected to be in inland areas
- Paving over Central Valley will affect food AND fuel supplies (e.g. sources of biofuels)
- Most growth will be accommodated through suburban sprawl - in hot areas

2. Aging of baby boomers

- seniors becoming larger portion of population
- seniors want to remain active, independent, engaged
- urban living can meet many people's needs
- in many places, households with children are a minority (about 1/3 in Santa Clara County)
- for some seniors, urban living is a necessity
- people who live alone, don't drive, and don't have nearby services are "trapped in suburbia"
- 1 out of 5 Americans over 65 do not drive
- non-driving seniors make far fewer trips to doctors, shopping, restaurants, social, family, religious activities than those who drive
- Senior-friendly neighborhoods help everyone

3. Global warming

- land use patterns → vmt → carbon emissions → climate change
- US has 5% of world population, uses 25% of world's oil (2/3 of it for transportation)
- We need to recognize that land use is a big part of the problem
- Sprawl increases the length of "necessary" trips
- Difficult to cut back these trips – and transit is often not a viable option

- "The first rule of holes - stop digging!"
- Transit can only be as effective as land use patterns allow it to be
- Current energy efficiency efforts focus on hybrid vehicles
- "Land use trumps technology"
- "As environmentalists, we have to care about the quality of life of commuters as much as we care about the environmental effects of their commute."

4. Economic competition

- Internet
- outsourcing
- offshoring
- U.S. cities' competitive advantages have diminished
- The big competition is the competition for talent ("the creative class")
- Big concern for Silicon Valley firms: housing and commute costs for workers
- Quality of life issues are key for attracting and retaining talent

5. Disaster potential

- high chance of major earthquake in Bay Area
- importance of emergency service providers
- major earthquakes likely to occur when they're at home (far from the area they serve)

6. Public health

- rising healthcare costs
- childhood obesity
- commute stress ("road rage")
- walkability is about more than sidewalks (destinations and access to them)

7. Energy

HOW WILL WE ADAPT OUR COMMUNITIES?

- Suburban sprawl is not a sustainable model
- The goal is NOT to REPLACE existing single family residential neighborhoods
- The goal is to SUPPLEMENT them, in appropriate locations
- Need to INCREASE choices, not LIMIT them
- The big challenge - envisioning and implementing new models for 21st century urban

neighborhoods

- Brookings - "nearly half of the 2030 built environment doesn't exist yet. This give the current generation a big opportunity.'
- "Built out" doesn't mean unchangeable
- Need for big, bold visions and action

GOALS FOR THE NEW MODEL OF GROWTH

- socially responsible
- economically healthy
- environmentally sustainable . . .
- and great places!

LEDS - A CONCEPT FOR CONSIDERATION (Livability Enhancement Districts)

- high density, mixed use neighborhood (20-30 blocks, compact, not linear)

IMAGINE WRITING A LETTER TO FUTURE GENERATIONS . . .

"We could foresee trends that would affect the world you inherit from us. Because of that, we chose to _____."

2. "The Taxpayer Trap Initiative": Prop 90 – 7:05 (David Reid, Greenbelt Alliance)

- Proponents are saying it's about eminent domain abuse
- It makes it so that any desirable land use policy would require that property owners would have to be compensated for loss of value
- Very similar to Oregon's Measure 37
- People aren't getting the facts about what Prop 90 does - decimates our land use planning system
- Proponents are spending lots of money - and it could be the death knell
- For more information, web site is www.noprop90.com

3. Campaign Update: Local Vehicle Registration Fees (Marta Lindsey, TALC)

- Split between air and water quality, bike/ped and transit
- The bill passed the legislature
- Big challenge is getting the Governor to sign (in the next week and a half)

4. Increasing Walking, Bicycling, and Public Transit Use in Alameda – (John Knox-White, TALC)

- Started a year ago with outreach in Alameda and Fruitvale in Oakland
- Program talks to households about how they travel, how they might travel differently, giving them information about choices
- Talked to 4,800 households in Alameda - provided information about all non-automobile travel options
- We allow households to choose the information that's interesting to them

- Hired Nelson-Nyggard to do before-and-after project surveys
- 40% reduction in drive alone trips (control groups had an increase in these trips)
- 34% increase in transit use
- We've applied for a grant to expand the program
- Unlike other programs, this one includes all modes and all trips

5. Announcements

- MUNI board meeting next Tuesday 9/25 - goals, objectives, and governance 9:00am Market and Van Ness
- 8:30am Regional Growth Dialogue tomorrow
- Tomorrow - Solutions Salon
- Rachel Donovan, Institute for Transportation Engineers – accepting award nominations for transportation programs due October 6 – www.sfbayite.org is site to nominate
- City of Oakland Car-Free day, Friday, Frank Ogawa Plaza
- TALC is supporting "SMART" proposal in Marin and Sonoma Counties

**Next regional meeting is November 15 from 5:30 – 7:30.
Please contact Marta Lindsey to suggest future agenda items
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