

Smart Growth America

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a national coalition
working towards better
choices for our communities


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Friday, December 15, 2006

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Election 2006



Smart Growth at the Ballot Box

The movement for forward-looking, people-oriented planning and development scored tremendous gains at the ballot box this fall.

Governors in at least 13 states were elected or re-elected on platforms with strong calls for moves such as focusing investment on existing cities, towns and suburbs; expanding affordable housing options near job centers; balanced

transportation investments; and protecting farmland and natural lands. In at least 21 of 30 transportation initiatives, citizens voted to tax themselves to invest about \$40 billion in transit and other transportation upgrades. Voters in 23 states approved more than \$5.7 billion for land conservation, a 77 percent success rate, marking the highest rate since the Trust for Public Land began keeping track in 1988.

Perhaps most encouraging, voters in three key Western states—California, Washington and Idaho—rejected anti-taxpayer measures that sought to hamstring communities' efforts to protect property value and make decisions about future growth and development. For more, see [SGA's post-election newsletter](#).

New Transportation Resources

With anxiety over oil security mounting along with angst over traffic congestion, even as most states face shortfalls in transportation funding, the nation is reaching a pivotal decision point over transportation policy, as [Neal Peirce points out in this excellent column](#). (And [don't miss his follow-up column](#).)

The Surface Transportation Policy Partnership is working hard to make sure citizens and local communities aren't left out of that conversation. Fresh from a series of interactive sessions with communities across the country STPP has released a



From the Margins
to the Mainstream

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Transportation Greenhouse Gases: Three Legs of a Stool



Vehicle Efficiency (mpg)



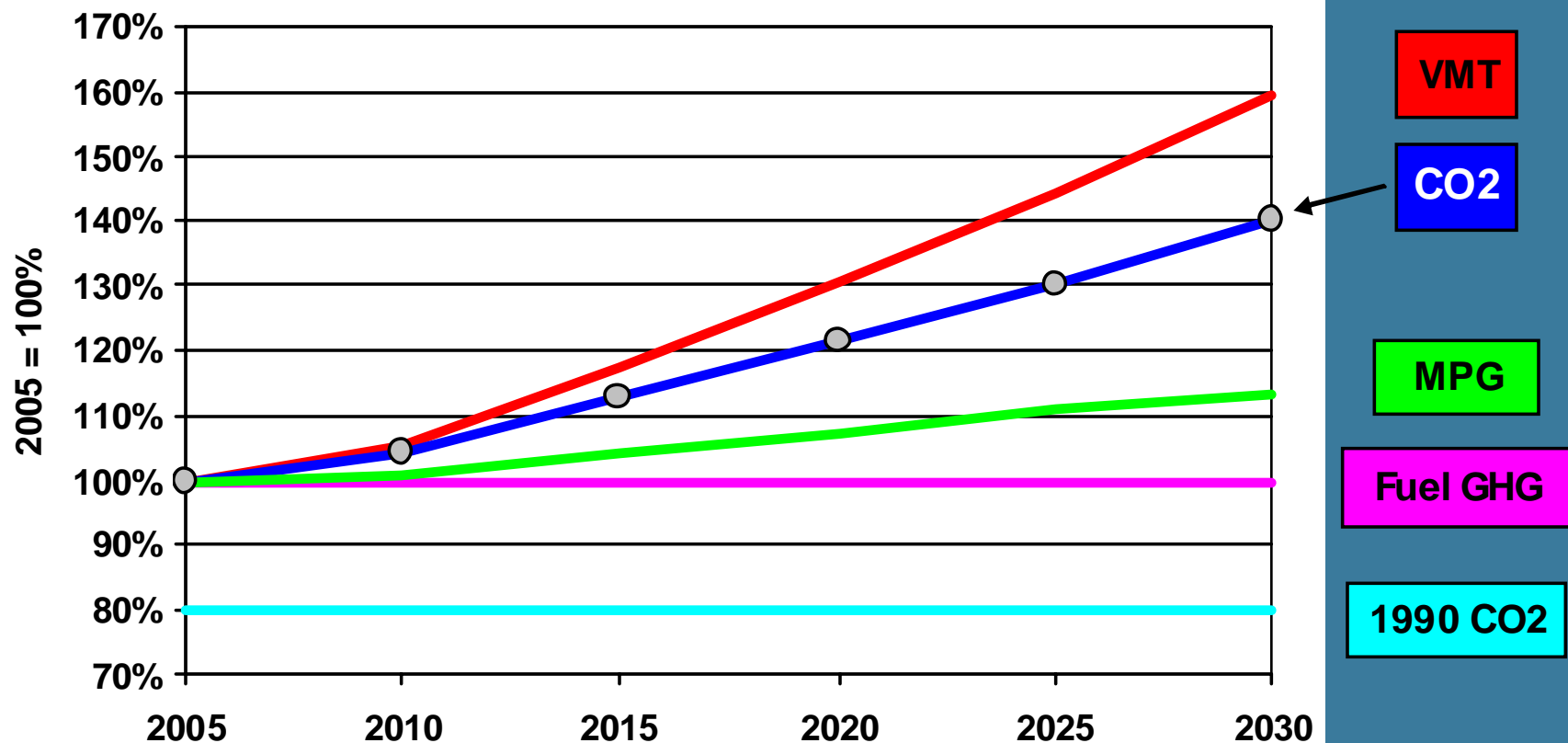
Fuel Greenhouse Gas content (Fuel GHG)



Vehicle Miles Traveled (VMT)

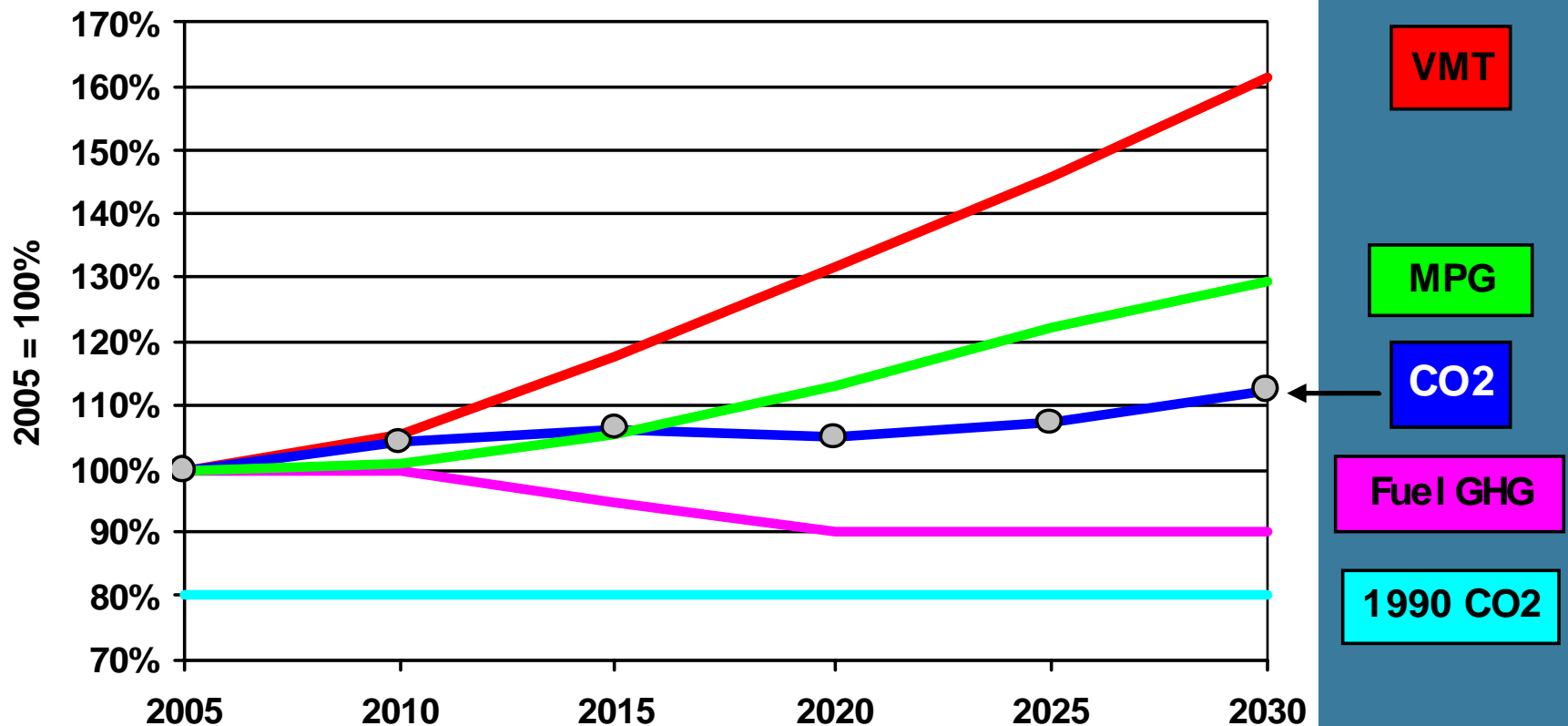
*Need progress on all three, but climate
policy discussions have ignored VMT*

US VMT Growth Projected to Outpace Vehicle & Fuel Improvements



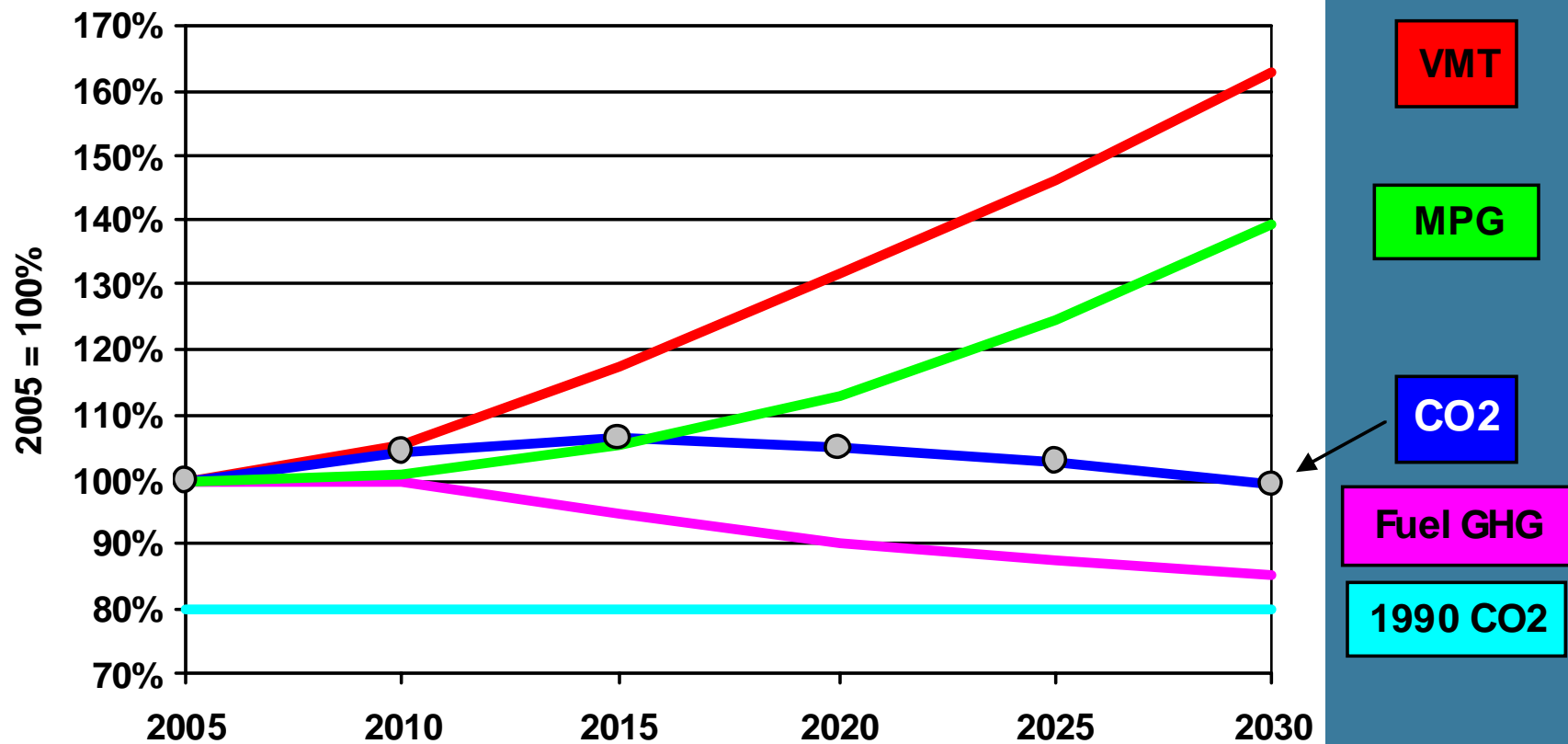
Source: EIA AEO 2007

Senate CAFE (35 mpg) + CA Fuel Standards (-10%): 40% above 1990 Levels in 2030



Sources: VMT: EIA with 10%rebound MPG: US Senate, Fuels: CARB

45 mpg CAFE in 2030 & -15% Fuel GHGs: 24% above 1990 in 2030 (Fig 2-5)



Sources: VMT: EIA with 10%rebound, MPG & Fuel: Trend Extrapolation

The 3 Questions Answered in *Growing Cooler*

- What reduction in vehicle-miles traveled (VMT) is possible in the United States with compact development rather than continuing urban sprawl?
- What reduction in CO2 emissions will accompany such a reduction in VMT?
- What policy changes will be required to shift the dominant land development pattern from sprawl to compact development?
 - Does the U.S. want compact development?

Four Literatures – Core of ULI Book

- Aggregate travel studies
- Disaggregate travel studies
- Regional simulation studies
- Project simulation studies

20-40% VMT Reduction for
Each Increment of Compact
Development

7-10% Reduction in Total CO₂ Emissions

Only Land Development Effects

Only Transportation Sector

And Essentially Permanent

Projected 2030 Savings from Compact Development

- Shifting 60% of new growth to compact patterns
 - 85 million metric tons of CO₂ in 2030
- Equal to a 28% increase in CAFE standards to 32 mpg in 2020
 - Half the savings of the Senate's 35 mpg CAFE bill
- Fuel cost savings in 2030: \$24 billion
 - Cumulative: \$250 billion

Compact Development: As Good as a Hybrid!

- Living in a convenient neighborhood can reduce as much CO₂ as using a hybrid
- Even better together!

What *Growing Cooler* Does Not Include

- Gains from Pricing
- Gains from More Travel Options
- Emissions Benefits of Natural Areas



But Will It Happen?

Do Americans Want More
Compact Development?

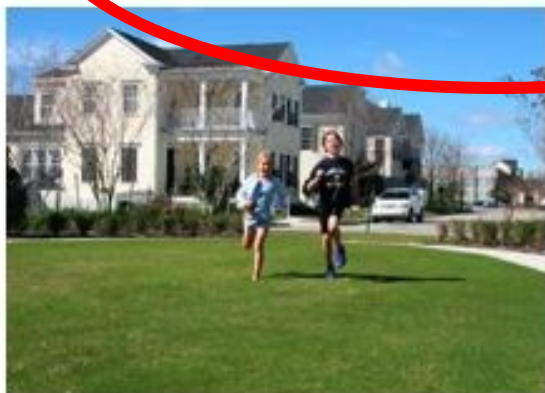
RCLCo Consumer Research

- ▶ 12 studies for builders and developers as input to planning new communities
 - Consumer surveys in Atlanta, Phoenix, Denver, Provo, Albuquerque, Boise, and Chattanooga conducted in the early part of this decade
 - More recent studies conducted in Tampa, Orlando, Phoenix, Charlotte and Savannah
 - Both urban and suburban locations
- ▶ Surveys measuring the interest in new urbanism communities
 - Indicate the market for smart growth
- ▶ Consistently find one third respondents prefer new urbanism communities and housing product



Findings: 1/3 want smart growth products

- ▶ Reviews of existing studies on consumer demand...
- ▶ Survey's conducted by Robert Charles Lesser & Co. LLC...
 - Consistently find that about a third of the market prefers smart growth products
 - Demand increases with shorter commute
- ▶ Share of the market growing due to
 - Demographic trends and
 - Changing buyer preferences (lifestage changes)



Market Acceptance of Smart Growth

- Kentlands, Lakelands, and 20878 zip code
 - 4,744 resales between 1997 - 2005
 - Kentlands 16.1% price premium
 - Lakelands 6.5% price premium
- 1997-2005 year-over-year:
 - Kentlands - sustained premium
 - Lakelands - sustained and growing (9.5% between 2002 - 2005)

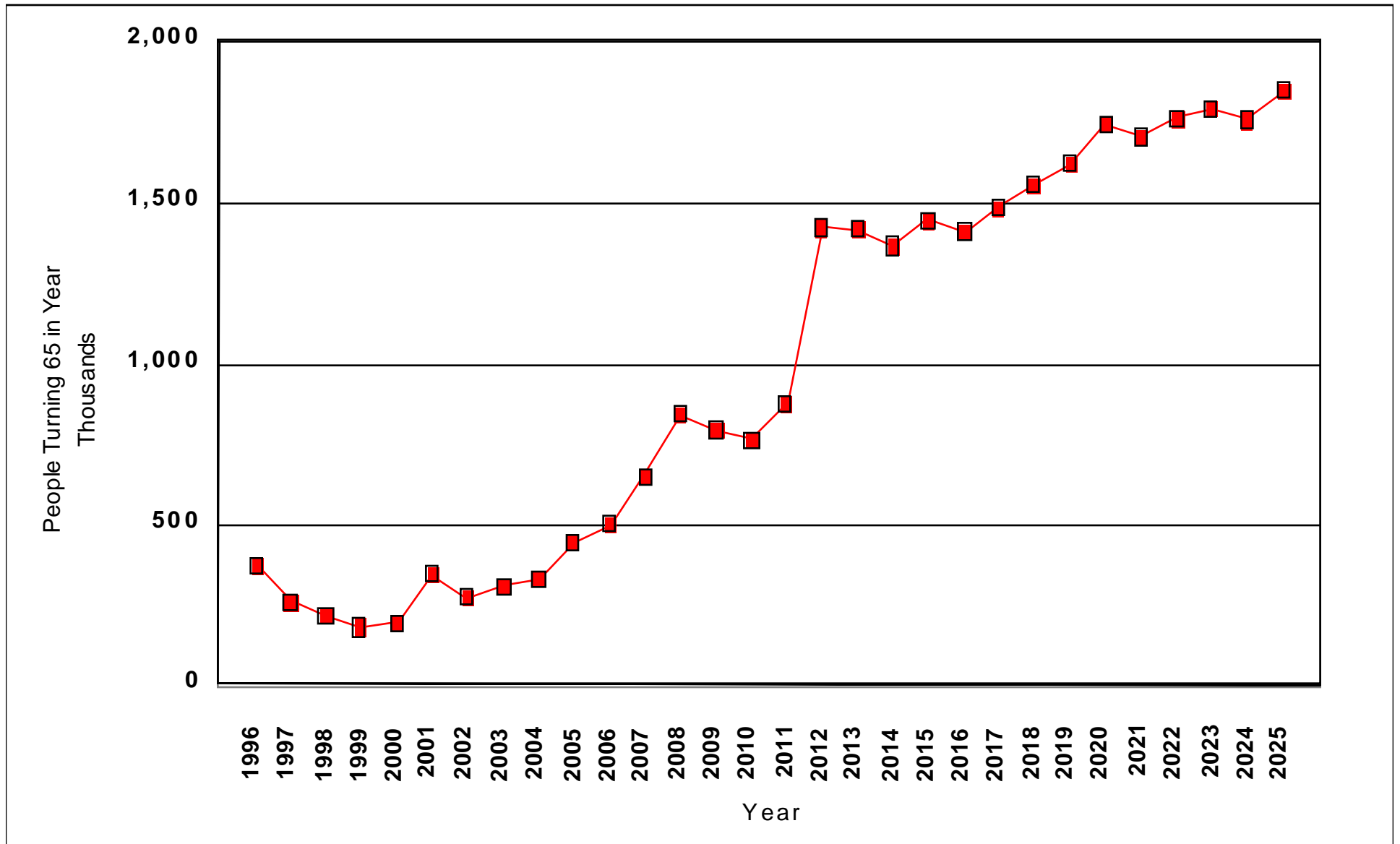
Strong Returns for Smart Growth Investment

Hi-Pros Expanding Their Urban Brands

- Centex Homes - Cityhomes
- K. Hovnanian - Metro Living
- KB Homes - KB Urban
- Toll Brothers - City Living



People Turning 65 Annually 1996-2025

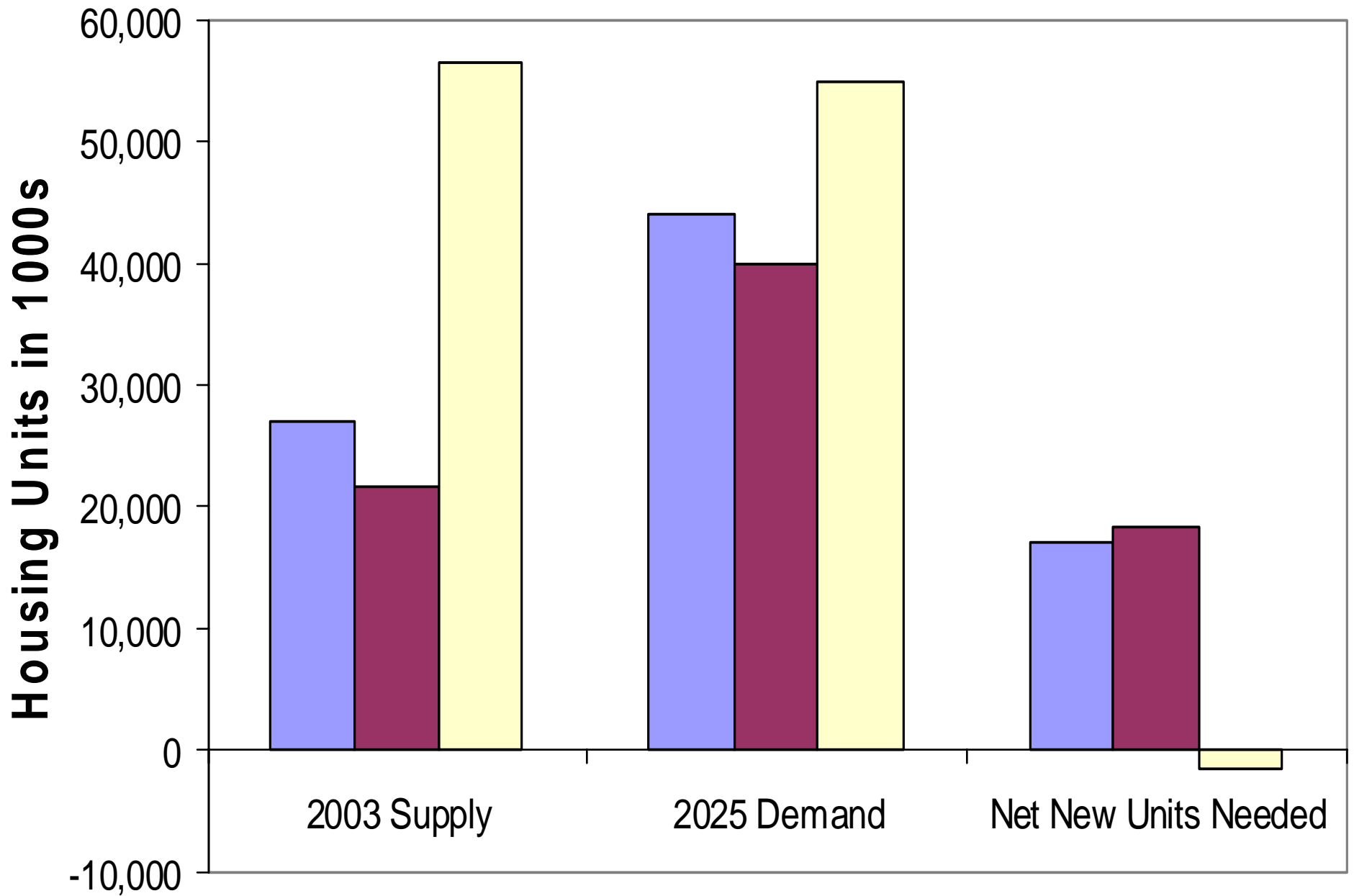


Decline in Households with Kids

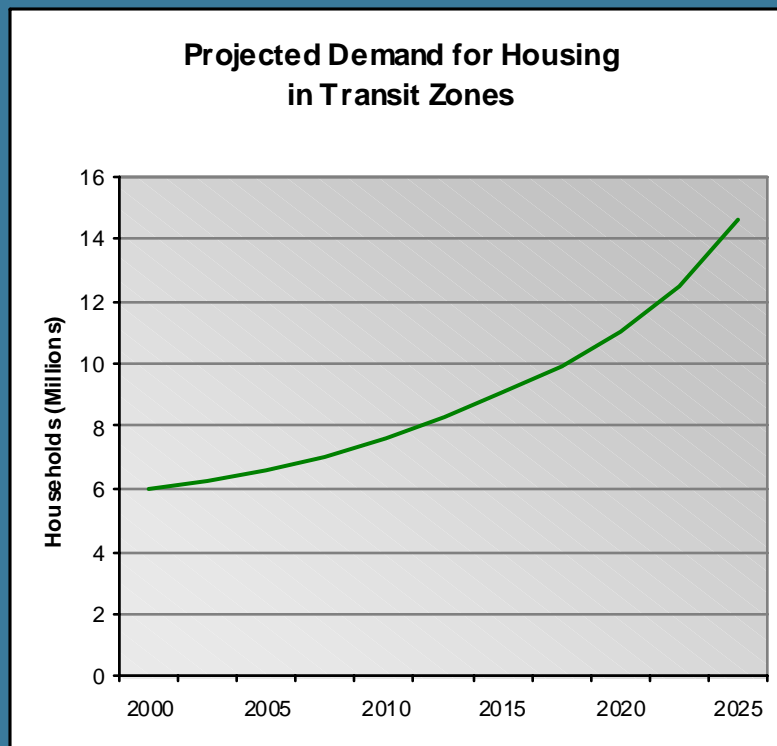
| Household | 1960 | 2000 | 2025 |
|------------------|------|------|------|
| With Children | 48% | 33% | 28% |
| Without Children | 52% | 67% | 72% |
| <i>Single</i> | 13% | 26% | 28% |

Source: 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).

Attached Small Lot Large Lot



Growing Demand for TOD



- Residential demand could grow from 6 million to 16 million households by 2030
- Regions with extensive and growing transit systems offer the greatest TOD potential.
- Growth is likely to be modest through 2010 and accelerate in later years as transit systems are constructed and expanded
- TOD Capture Rates are driven by household type and system size

Source:

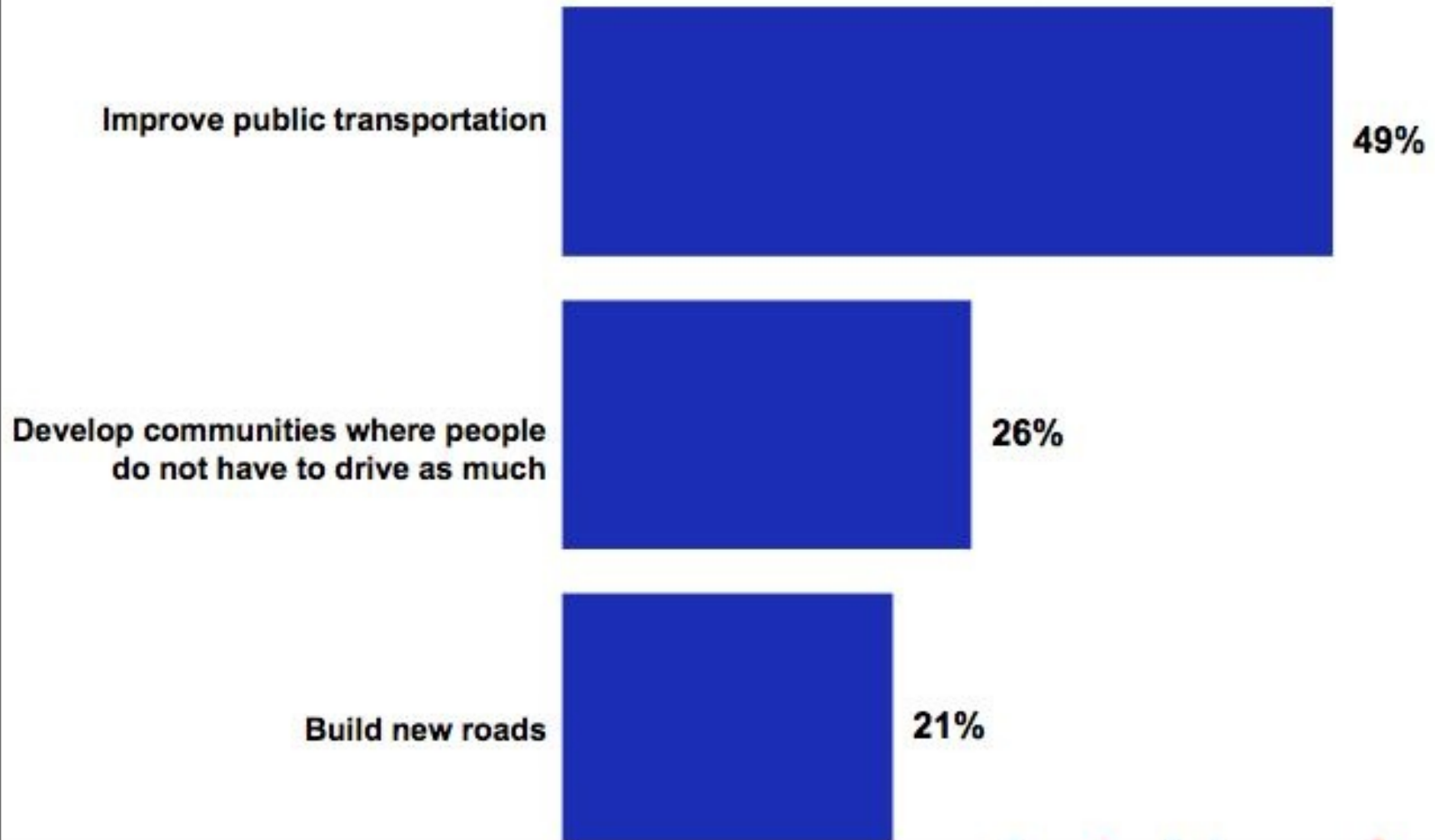
Reconnecting America, *Hidden in Plain Sight*, 2005

Transit Systems are Exceeding Expectations

| Transit System | Ridership Estimate | Target Year | Ridership Estimate | Measurement Date |
|--------------------------|--------------------|-------------|--------------------|------------------|
| Minneapolis Hiawatha | 24,800 | 2020 | 31,000 | August 2006 |
| Houston Metrorail | 40,000 | 2020 | 40,000 | September 2006 |
| Salt Lake City Trax | 34,600 | 2020 | 55,000 | October 2006 |
| Portland Streetcar | 3,000 | 2001 | 8,800 | October 2006 |
| San Diego Green Line | 10,800 | 2015 | 18,455 | December 2005 |
| St. Louis St. Clair Ext | 13,502 | 2010 | 14,083 | November 2003 |
| Tacoma Link | 2,000 | 2010 | 2,880 | March 2006 |
| Portland Westside Max | 27,100 | 2005 | 32,700 | October 2005 |

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?"

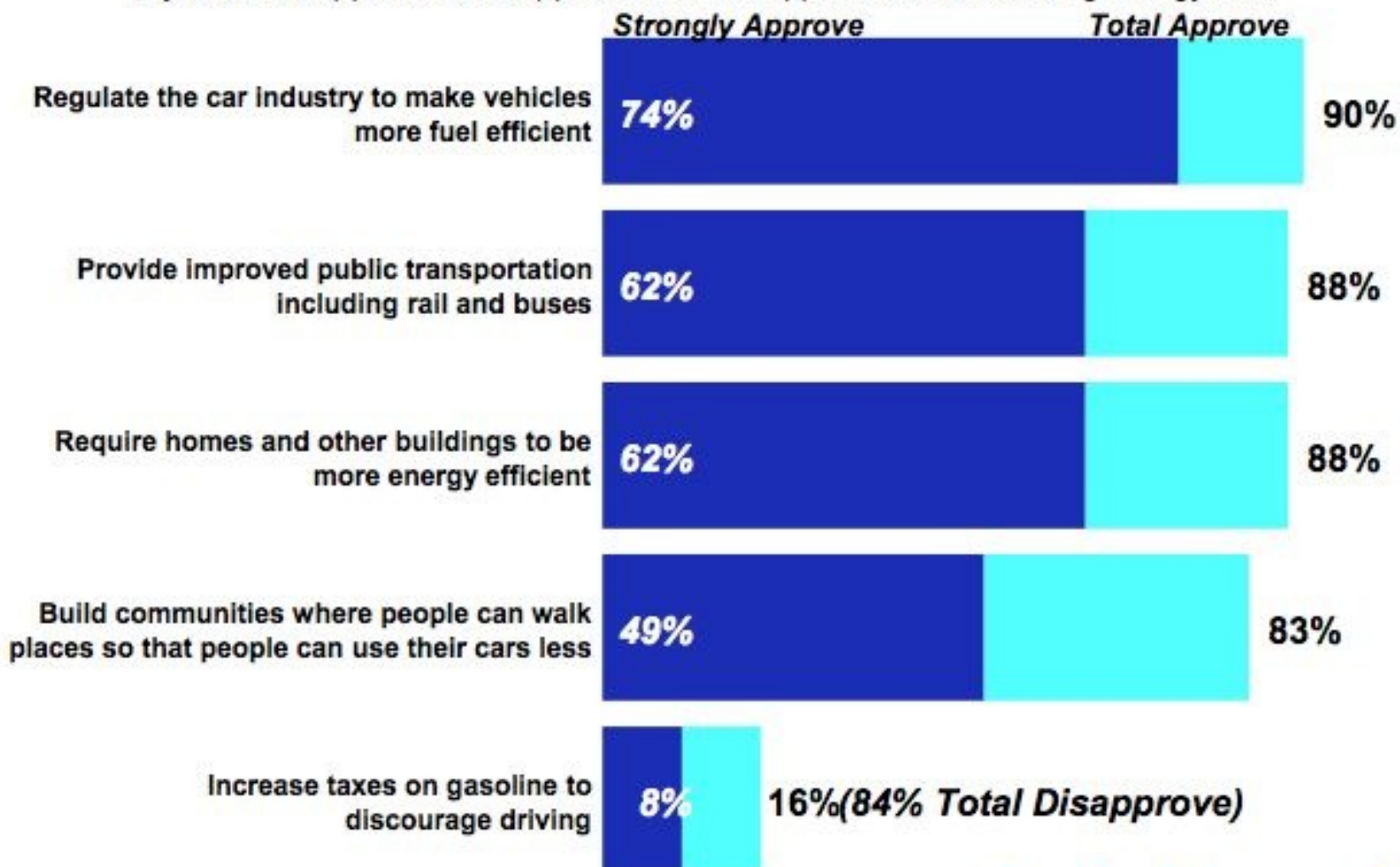


National ~ October 5, 7, 9-10, 2007

SLIDE 3

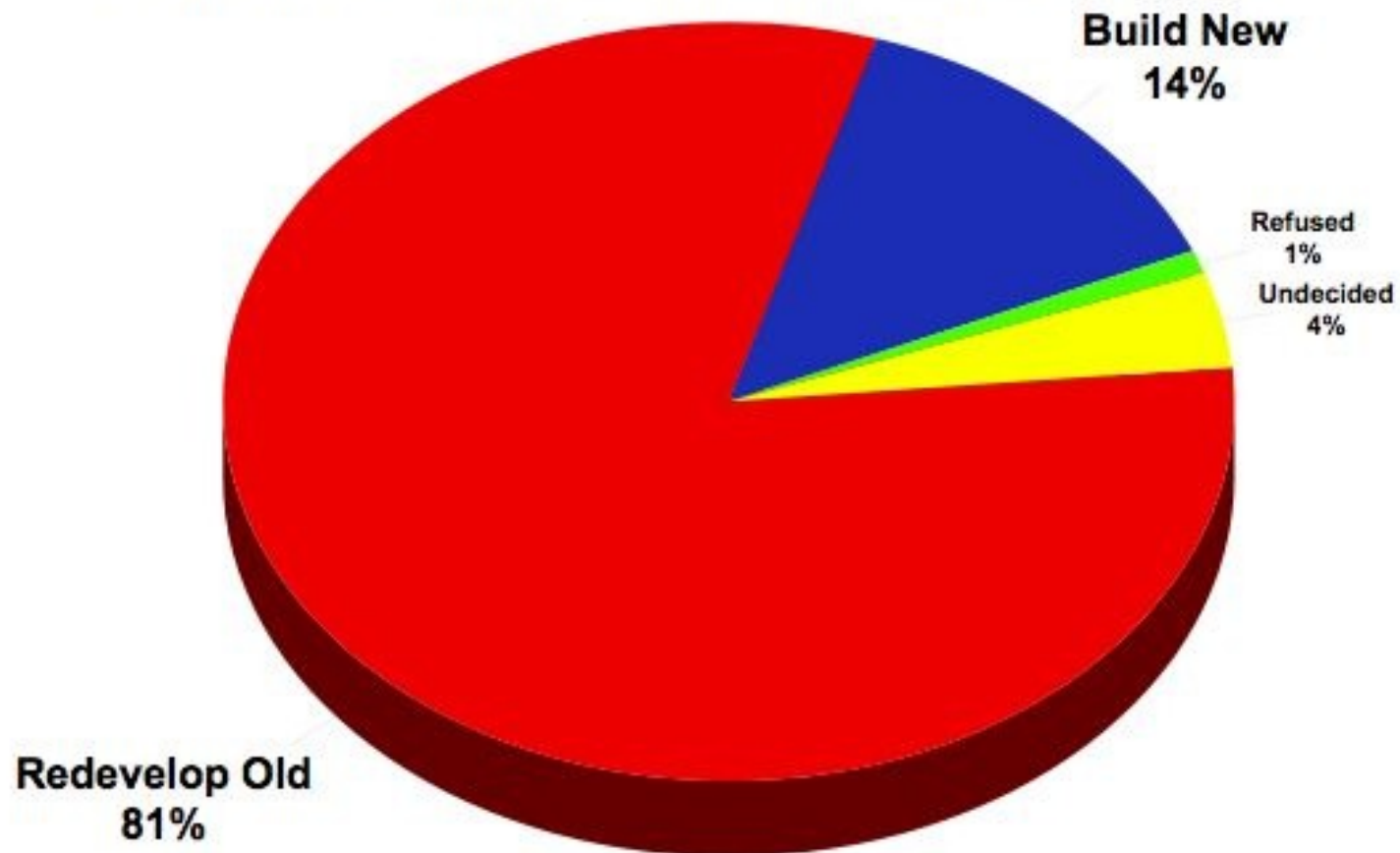
Americans embrace transit and walkable communities as solutions to climate change.

"Now thinking about the environment... Climate change and energy security are of increasing concern to many people. I will read you a list of approaches to reducing energy use. After each one please tell me if you would approve or disapprove of these approaches to reducing energy use?"



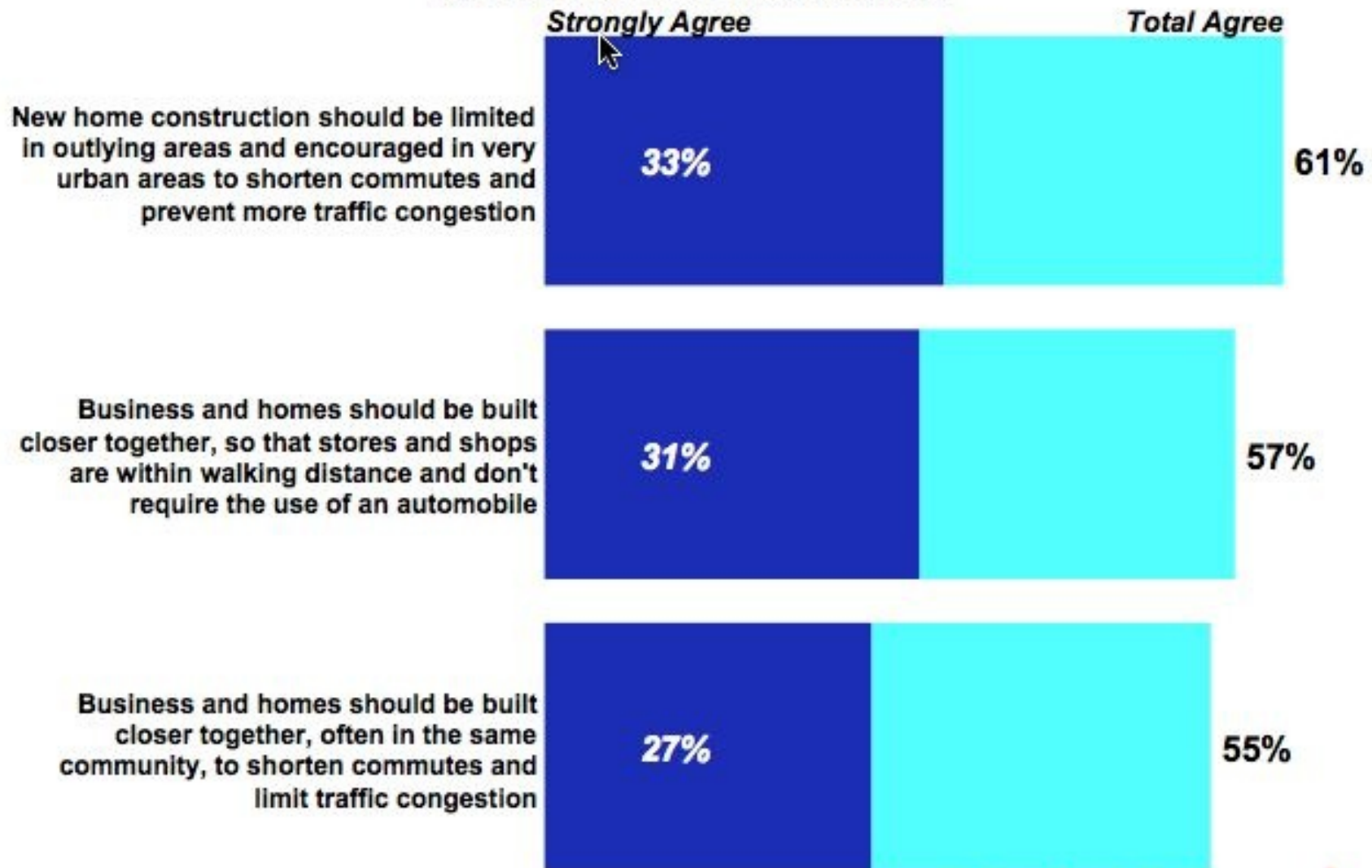
Eighty-one percent of voters want to redevelop older areas rather than building new.

"The population of the United States is expected to increase from 300 million to 400 million by 2050. I am going to read you two statements, please tell me which approach do you prefer to accommodate this growth... Continue to build new suburbs on the edge of the existing suburbs ...or... Redevelop older urban and suburban areas with additional development, that is, build new housing and commercial development in already developed areas. Which approach do you prefer?"



Americans see smarter development patterns as a viable way to reduce traffic and shorten commutes.

"I am now going to read you several about growth, and after I read each one, please tell me whether you agree or disagree with that statement."



National ~ October 5, 7, 9-10, 2007

SLIDE 9

What Policies Do We Need?

Four General Recommendations

- **Set targets** and get states and localities to show how they will achieve them
- Invest in transportation **choices**
- Provide technical know-how and staffing capacity to help communities **rewrite the rules**
- Create **positive incentives** and eliminate perverse incentives

and roles for citizens and businesses

Setting Targets

- Supreme Court recently affirmed EPA's authority to regulate CO₂ and other GHG emissions under the Clean Air Act.

Setting Targets

- Federal and state transportation policies should support conformity goals
- State climate action plans
- Local plans

Invest in Choices

- SAFETEA-LU reauthorization
- “Green-TEA”
- Direct funding of metropolitan areas

5 Metro Stations in Arlington, VA



5 Metro Stations in Arlington, VA



Outcomes

- 73.3% of patrons walk to transit; over 58,000 trips daily
- 38% of residents near stations take transit to work
- 12% of Arlington County households don't own cars--triple the regional average
- Corridor produces 32.8% of the County's real estate tax revenue from 7.6% of its land area
- Arlington has the lowest property tax of any major jurisdiction in Northern Virginia

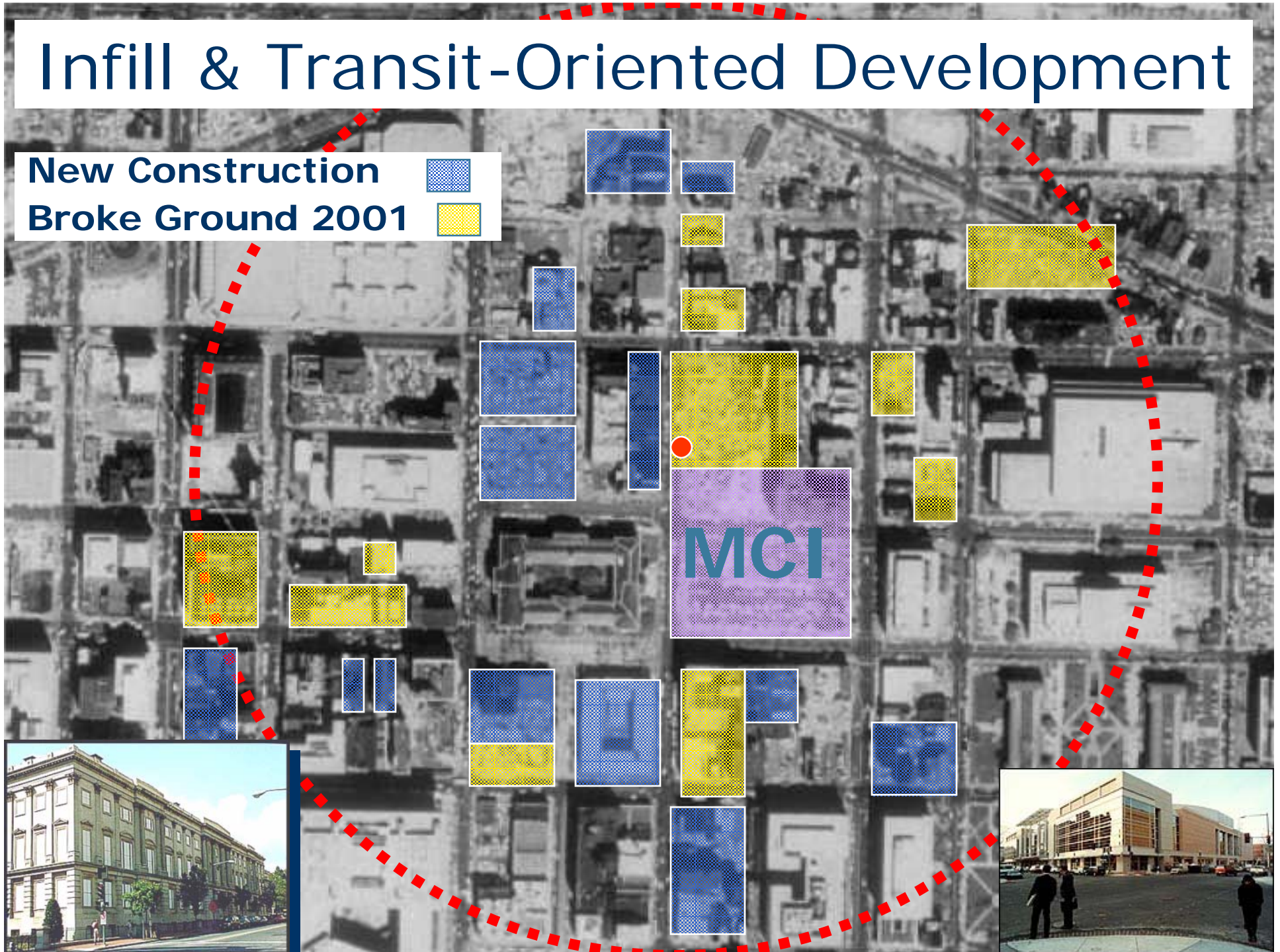
Source:

Reconnecting America, *Hidden in Plain Sight*, 2005

34

Infill & Transit-Oriented Development

New Construction
Broke Ground 2001





Land Use Outcomes

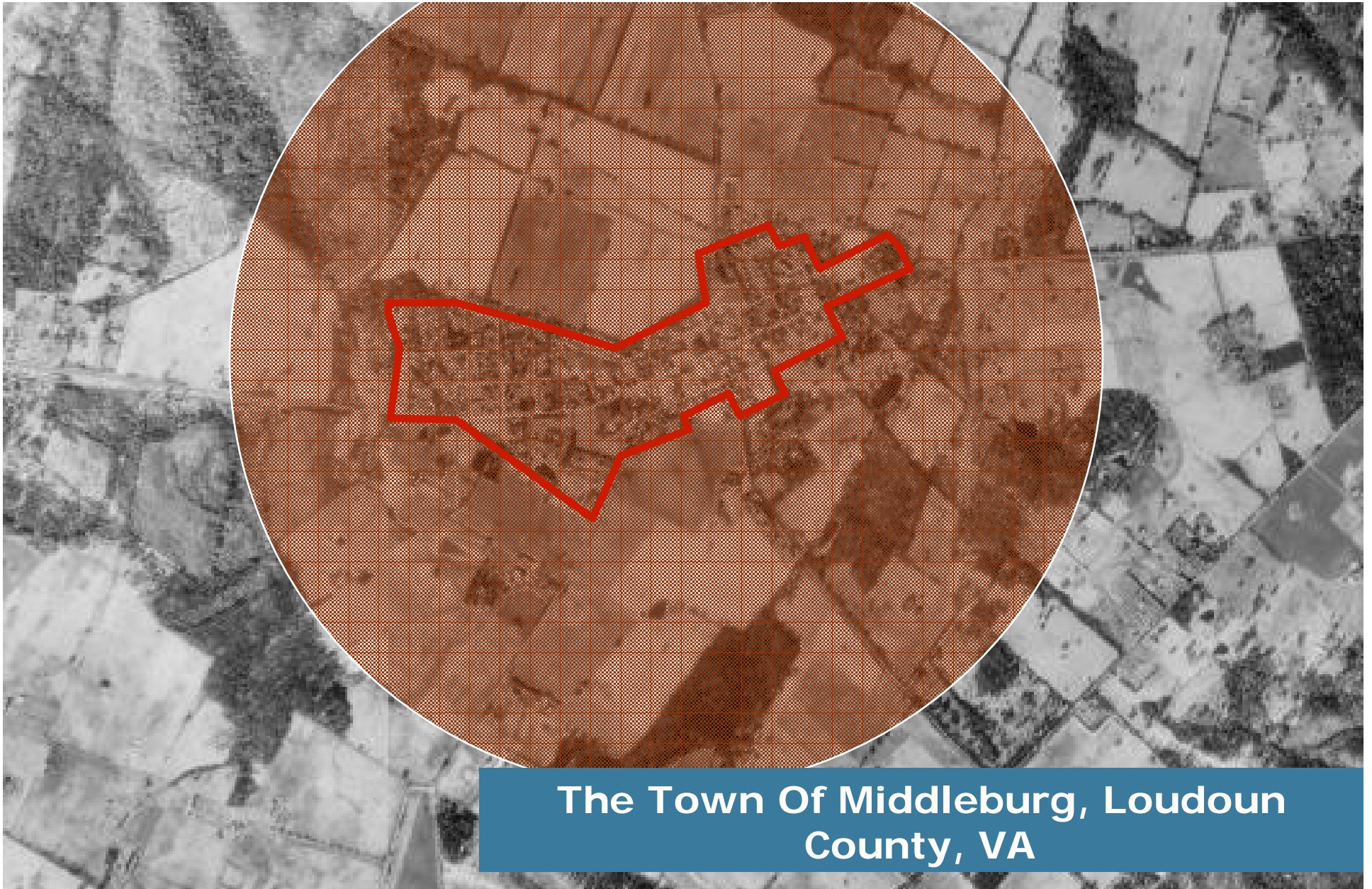
4.7M ft² of Office, Retail, Hotel & Entertainment

1,700 Housing Units

\$1.5 Billion Investment

| | Gallery Place | Loudoun County |
|----------------------|----------------------|-----------------------|
| Land Used | 25 Acres | 1300 Acres |
| Green Space | Zero | 1200 Acres |
| Land for Cars | Zero | 500 Acres |

What Does 1300 Acres Look Like?



The Town Of Middleburg, Loudoun
County, VA



Creating Incentives and Eliminating Perverse Incentives

- Federal
 - Stop linking federal funds to VMT
- State
 - Allow gas tax revenue to pay for choices
- Local
 - Facilitate good development (LEED-ND)

Transit without Development



Automobile-Oriented Transit



Technical Know-How and Capacity

- Technical assistance
- Staffing capacity
- Advanced planning strategies, e.g., regional transportation scenario planning

Visioning



Non-Policy Strategies

- Citizens
 - Support good development
 - Get involved in the development and planning process
- Developers
 - ULI's Smart Growth Alliance program
- Government
 - Engage the public through charrettes, visioning efforts, and other tools

Choosing

Our Community's Future



A Citizen's Guide to Getting the Most Out of New Development

BY DAVID GOLDBERG
Smart Growth America

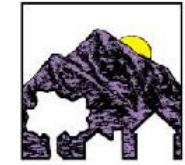
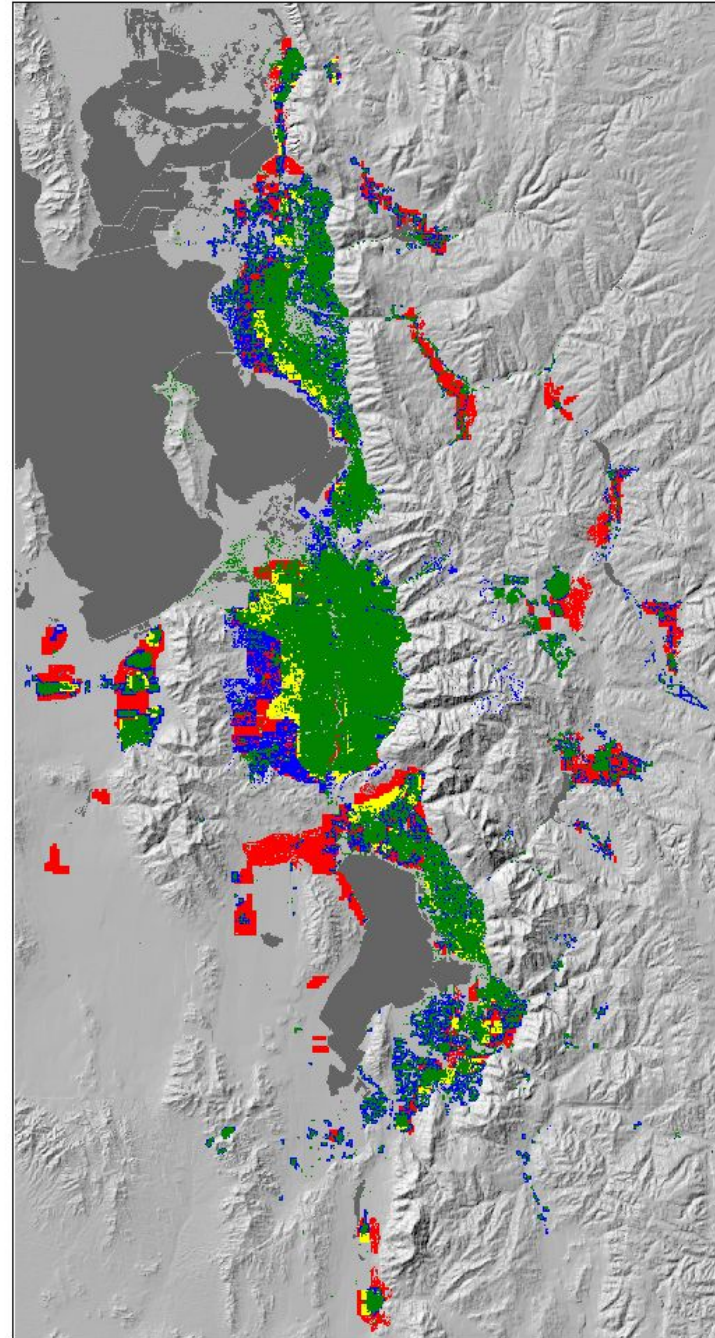
Engaging and Educating Citizens







Regional Simulation Studies

Envision Utah



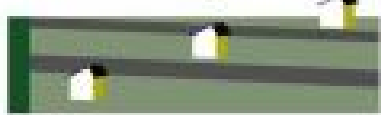
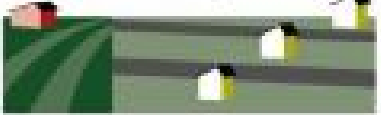










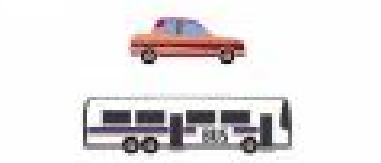
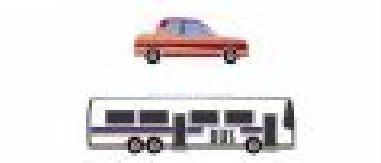


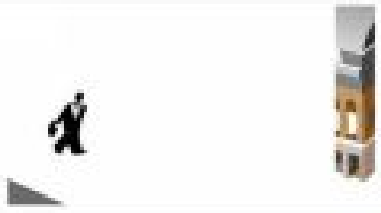



ENVISION UTAH
A Partnership for Quality Growth

Developed
Area

-  Scenario A
-  Scenario B
-  Scenario C
-  Scenario D

Fregonese
Calthorpe
Associates
Regional and Urban Planning



| Topic | Scenario A | Scenario B | Scenario C | Scenario D |
|---|---|--|---|---|
| Agricultural Land Consumed: 1998 - 2020 | 174 sq mi  | 143 sq mi  | 65 sq mi  | 43 sq mi  |
| Infrastructure Cost 1998-2020 (Transportation, water, sewer, utilities) | \$38 billion \$\$\$\$\$  | \$30 billion \$\$\$\$\$  | \$22 billion \$\$\$  | \$23 billion \$\$\$!  |
| Single Family Homes vs. Condos, Apts. & Townhomes | SF 77% Condos, etc. 23%  | SF 75% Condos, etc. 25%  | SF 68% Condos, etc. 32%  | SF 62% Condos, etc. 38%  |
| Transportation Choices |  |  |  |  |
| Walkable Communities (Walk to work, stores, school, transit) |  |  |  |  |

US Developed Land vs. Population Growth

| | Developed Land (millions) | US Population |
|------------------|------------------------------|---------------|
| 1982 | 72.80 | 232 |
| 1992 | 86.50 | 259 |
| 2002 | 107.30 | 288 |
| Change 1982-2002 | 47% | 24% |

VMT Growth vs. Population Growth

| Year | Total Miles (millions) | 2 & 4 Wheel (millions) | Population (millions) | Per Capita VMT |
|----------|---------------------------|---------------------------|--------------------------|-------------------|
| 1967 | 976,577 | 802,980 | 200 | 4,015 |
| 2006 | 3,100,000 | 2,800,000 | 300 | 9,333 |
| % Change | 217% | 249% | 50% | 132% |
| 2043 | | | 400 | ? |

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of 90 transportation initiatives, citizens voted more than \$5.7 billion in transit and other transportation funding, a 100 percent increase since the Trust for Public Land began.

Perhaps most encouraging, voters in three states – Oregon, Washington, and Idaho – rejected anti-taxpayer measures that would have restricted efforts to protect property value and make development. For more, see [SGA's post](#).

New Transportation Resources

With anxiety over oil security mounting and concerns over traffic congestion, even as most states are cutting transportation funding, the nation is reaching a decision point over transportation policy, as [points out in this excellent column](#). (See [his follow-up column](#).)

The Surface Transportation Policy Partners and local communities aren't left out of the interactive sessions with communities across

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Growing Cooler: The Evidence on Urban Development and Climate Change



Reid Ewing, Keith Bartholomew, Steve Winkelman, Jerry Walters and Don Chen

with Barbara McCann and David Goldberg