CCAP put the ‘third leg of the stool’ on the policy map. Reducing VMT (VKT) is:

- essential
- achievable
- cost effective.
US Federal Policy

• CCAP Transportation GHG Reduction Incentive proposal in 2009 House and (draft) Senate climate bills.
  • But Senate bill died and now the House is hostile

• Transportation funding dwindling

• Sustainable Community Partnership providing valuable assistance

• Key action is at state & local level (NYC, CA, OR, WA)
• You can’t make people do this

• They must find their own self interest – economic, quality of life – if they are going to try hard on implementation

• And as Lee Schipper said, “Carbon is a co-benefit” (we’re looking through the wrong side of the telescope)
Mobility – the ability to move

Accessibility – the ability to get where you want to go
Common-sense principles can improve accessibility and reduce the need for driving.
Why should there be accessibility with less driving?

Mitigating climate change is one reason.

Source: Growing Wealthier, CCAP 2011
Transportation climate targets can be met...

Source: Growing Wealthier, CCAP 2011
By driving 2 ½ miles less per person per day

Source: Growing Wealthier, CCAP 2011
Doesn’t driving make us prosperous?

Not like it used to.
By 1996 economic growth began to outpace driving growth.

Source: Growing Wealthier, CCAP 2011
Changes in Truck VMT Leads GDP Changes
It takes fewer miles to make a GDP dollar than it used to.
States with high per capita GDP tend to drive less, not more

Source: Growing Wealthier, CCAP 2011
Metro data show varied experiences
Driving isn’t Destiny
Modal Share of Motorized Private Travel vs. GDP

Source: Holger Dalkmann citation of UITP 2006, in IEA, 2008
But GDP is called “gross” for a reason.

The economy is felt at the micro level...
Most households are driving substantially more, but their income has not grown proportionally over the last 40 years.

Source: Growing Wealthier, CCAP 2011
Travel that contributes little or nothing to households and local economies might be called “empty miles”
Travel (Person hours) that consumes nearly as much as it contributes to households and local economies might be called “empty hours”
Which Miles are Empty?

- Bottom-up: you know it when you drive ‘em
- Smart Growth can reduce Empty Miles
  - From CA and OR MPO targets we might conclude that 13-20% of miles are empty
- Jerry Walters for CALTRANS came up with four categories:
  - Sustaining, Productive, Induced, Managed
Smarter development patterns can:

- make money
- save on costs
- improve quality of life

- for households, businesses and governments.
Key Principles of Smart Growth

1. Create a Range of Housing Opportunities and Choices
2. Create Walkable Neighborhoods
3. Encourage Community and Stakeholder Collaboration
4. Foster Distinctive, Attractive Communities with a Strong Sense of Place
5. Make Development Decisions Predictable, Fair and Cost Effective
6. Mix Land Uses
7. Preserve Open Space, Farmland, Natural Beauty and Critical Environmental Areas
8. Provide a Variety of Transportation Choices
9. Strengthen and Direct Development Towards Existing Communities
10. Take Advantage of Compact Building Design

It’s Common Sense…

Improved Accessibility
- things closer together
- efficient travel choices

Infrastructure Efficiency
- more people served

Visioning is Market Research
- profits follow demand
## Return on Investment

<table>
<thead>
<tr>
<th>Business</th>
<th>Household</th>
<th>Municipal and Region</th>
<th>Nation</th>
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## Savings on Expenditures

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## Improved Quality of Life

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</table>
Dallas: Retail grew 33% in 1st year after light rail began

Portland: $100 million public investment in streetcar attracted $3.5 billion in adjacent private investment

Denver: Households within ½ mile of light rail line rose in value by 18% 2006-8; other Denver homes lost 7.5%

US: Investments in transit create 2X jobs as in highways
## Savings on Expenditures

<table>
<thead>
<tr>
<th>Business</th>
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<th>National</th>
</tr>
</thead>
<tbody>
<tr>
<td>Employee health care savings</td>
<td>Save on travel costs</td>
<td>Infrastructure savings (construction &amp; operation)</td>
<td>Energy security</td>
</tr>
<tr>
<td>Better information &amp; decision making</td>
<td>Reduced energy &amp; water use</td>
<td>Reduced costs from urban decline</td>
<td>Health care savings</td>
</tr>
<tr>
<td>Reduced parking requirements</td>
<td>Health care savings</td>
<td>Green infrastructure (such as natural filtration) replaces gray infrastructure</td>
<td></td>
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<tr>
<td>Reduced energy &amp; water use</td>
<td>Lower taxes for infrastructure services</td>
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</tbody>
</table>

**Sacramento**: Infrastructure savings: $18,000 per household

**Bay Area**: $140 million in health savings by 2035

**Sarasota, FL**: Downtown development cost city 50% less than similar suburban development and generated 8 times the tax revenues

**Garland, TX**: Tree canopy diffuses 19 million cubic feet of runoff per storm, displacing the need for $38 million in retention infrastructure
**US**: Lower rates of pedestrian fatalities in compact urban areas, higher rates in car-oriented suburban areas

**Seattle**: Increase in neighborhood walkability was associated with more time spent walking and lower body-mass-index

**Placemaking efforts** in Ohio, Kentucky, Washington DC, others help attract new businesses and visitors to formerly depressed areas.
RCLCO survey:
88% of Gen Y
-- 80 million born
1979 to 1996 --
prefer to live in
an urban setting.

One-third are
willing to pay for
walkability.
Recommendations

• Do Measure Learn

• Equip and Empower
Adieu, Lee.

We were all your students.