

Growing Wealthier

Smart Growth,
Climate Change
and Prosperity

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Clean Air Policy
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**Transportation
GHGs**

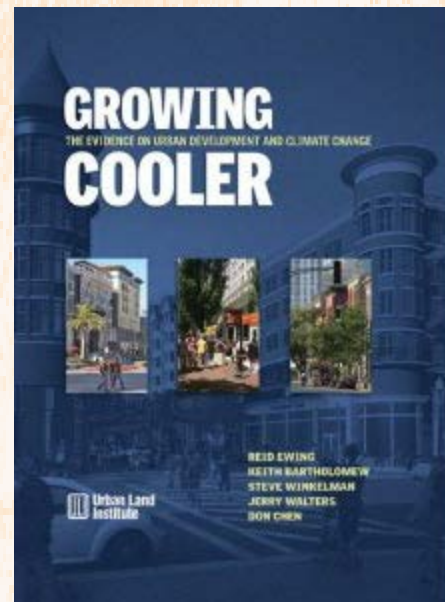
Vehicles

Fuels

VMT

**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)**



Why *Growing Wealthier?*

- 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**

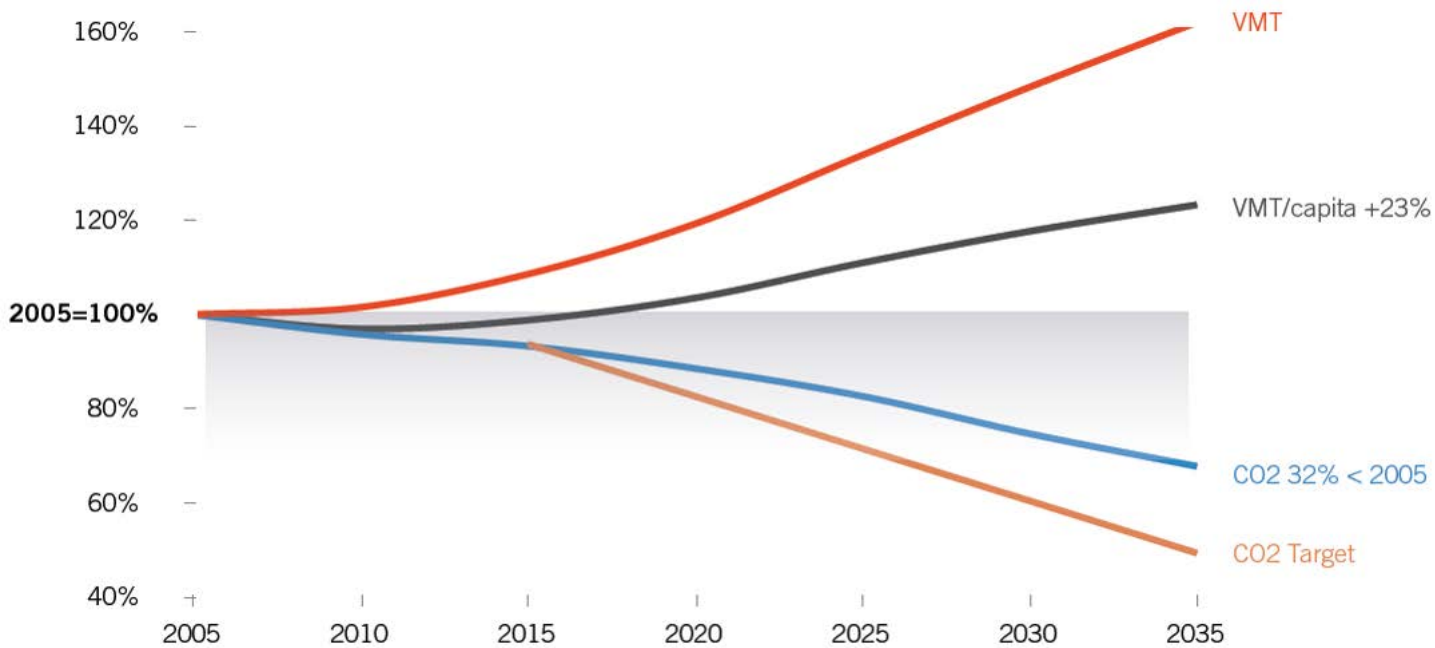
Key Principles of Smart Growth

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
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10. Take Advantage of Compact Building Design

Common-sense principles can improve accessibility and reduce the need for driving.



Why should there be accessibility with less driving?

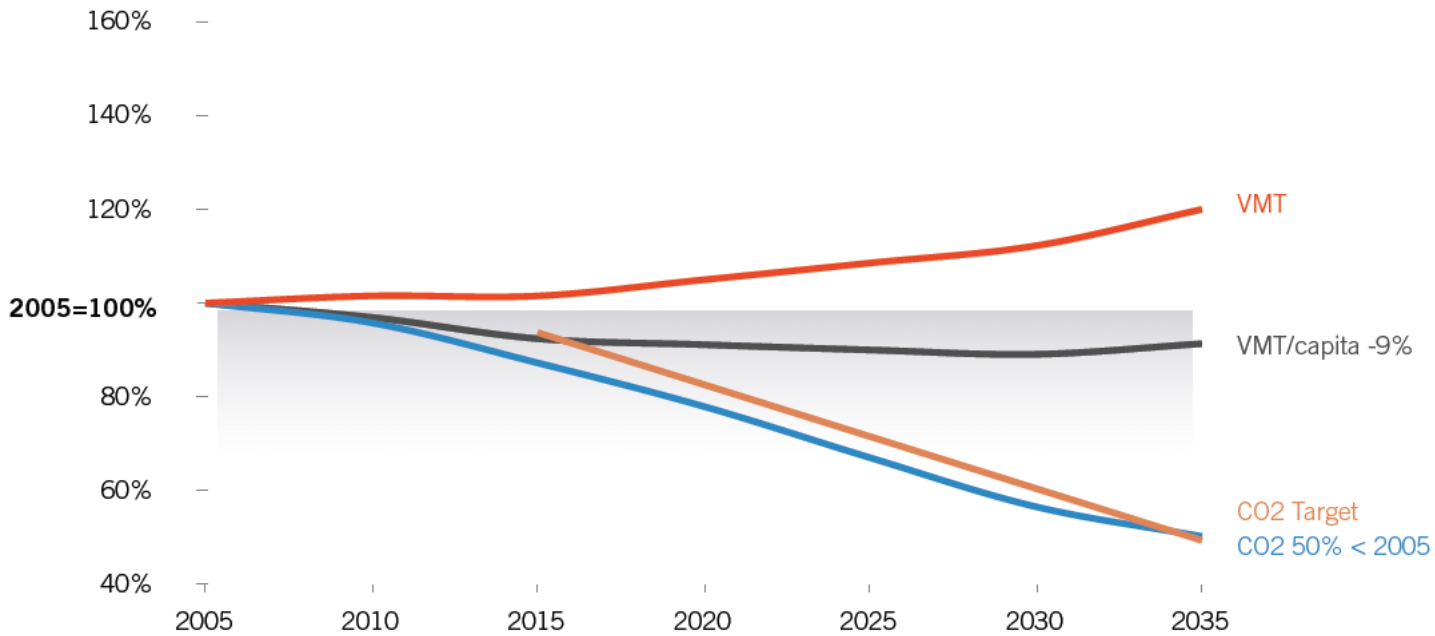


Source: *Growing Wealthier*, CCAP 2011

Mitigating climate change is one reason.



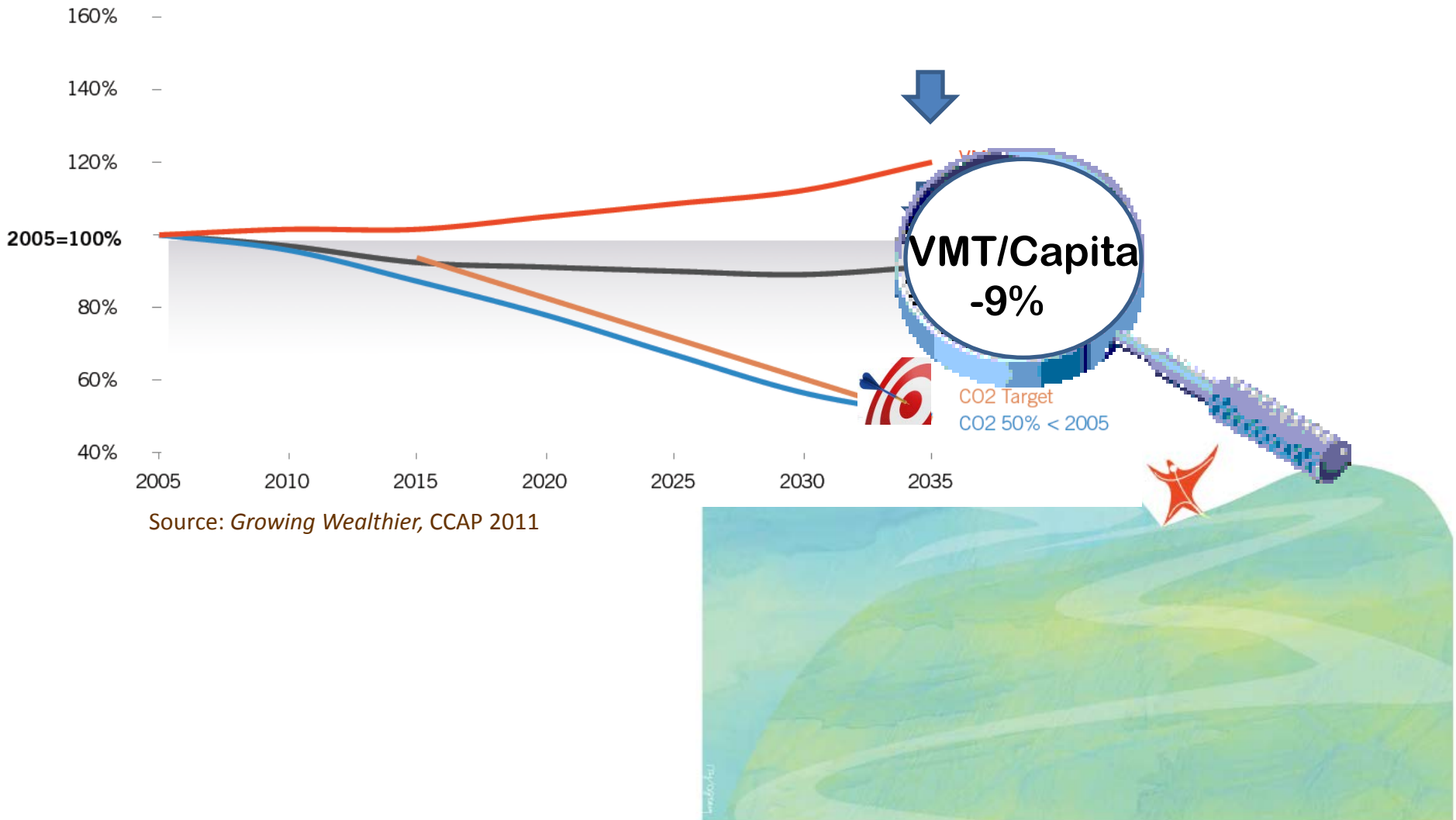
Transportation climate targets can be met...



Source: *Growing Wealthier*, CCAP 2011



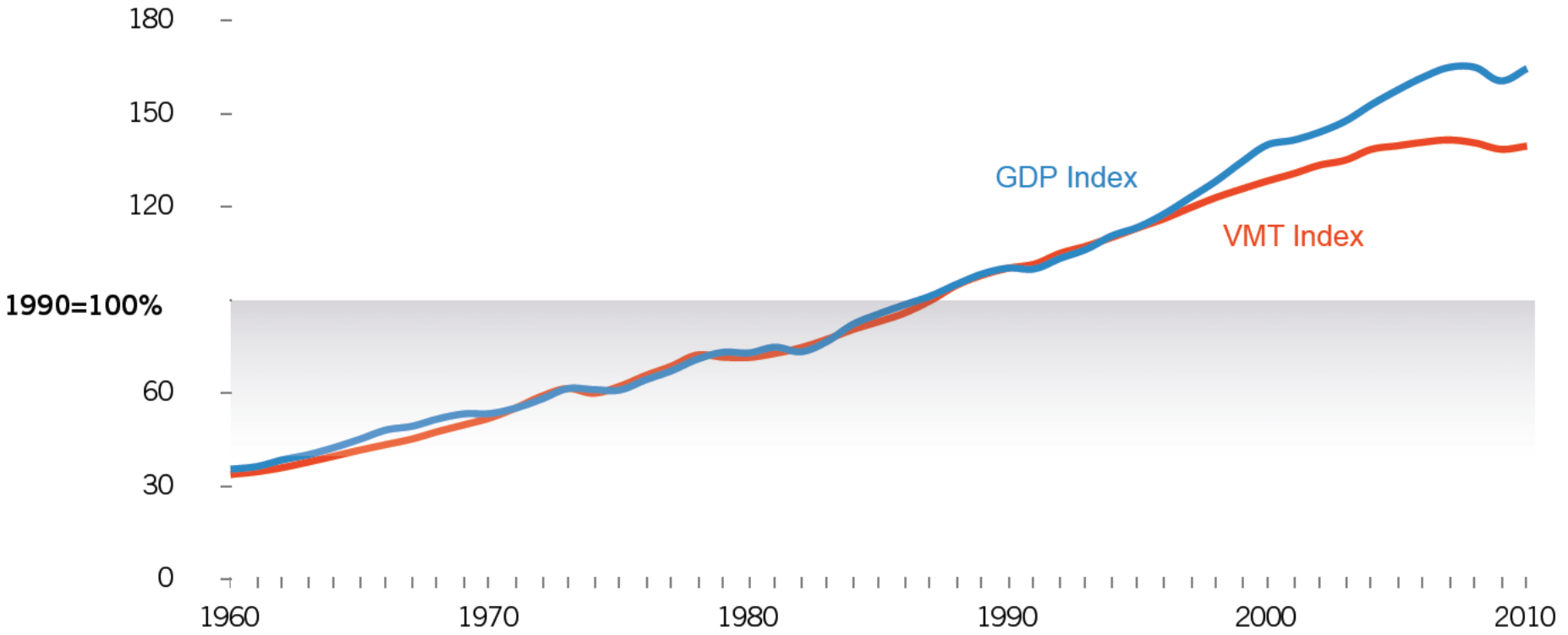
By driving 2 ½ miles less per person per day





**Doesn't driving
make us
prosperous?**

**Not like it
used to.**

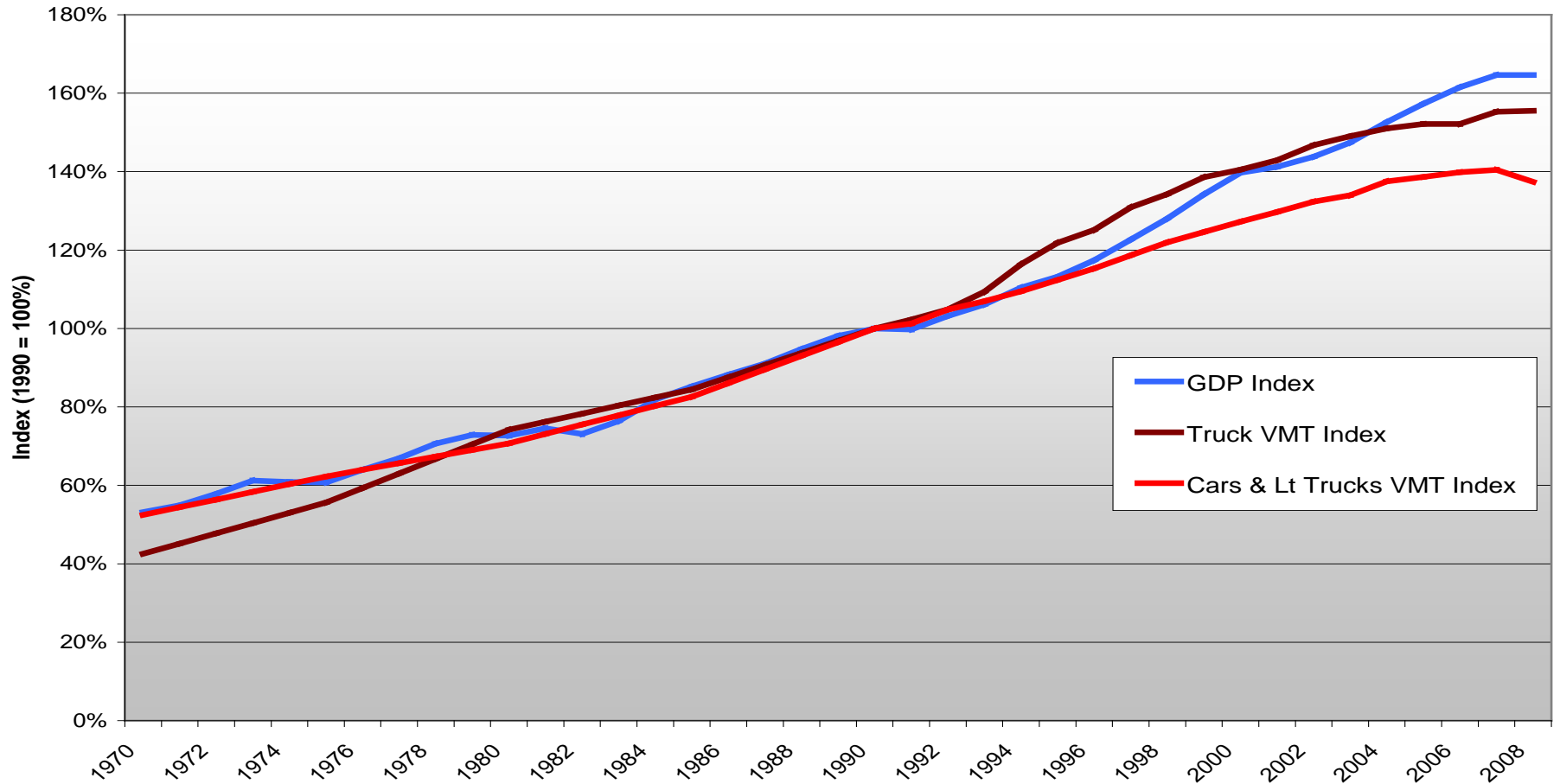


Source: *Growing Wealthier*, CCAP 2011

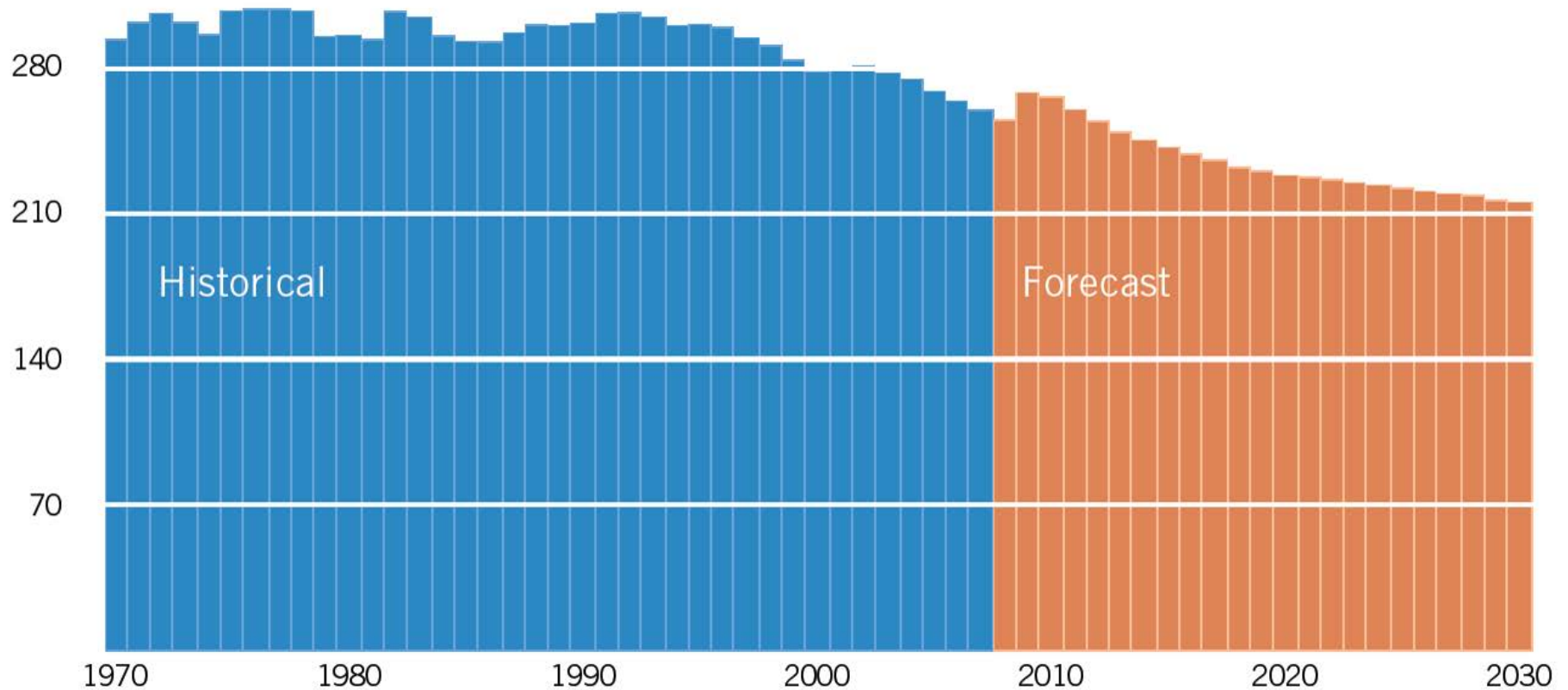
By 1996 economic growth began to outpace driving growth.



Changes in Truck VMT Leads GDP Changes



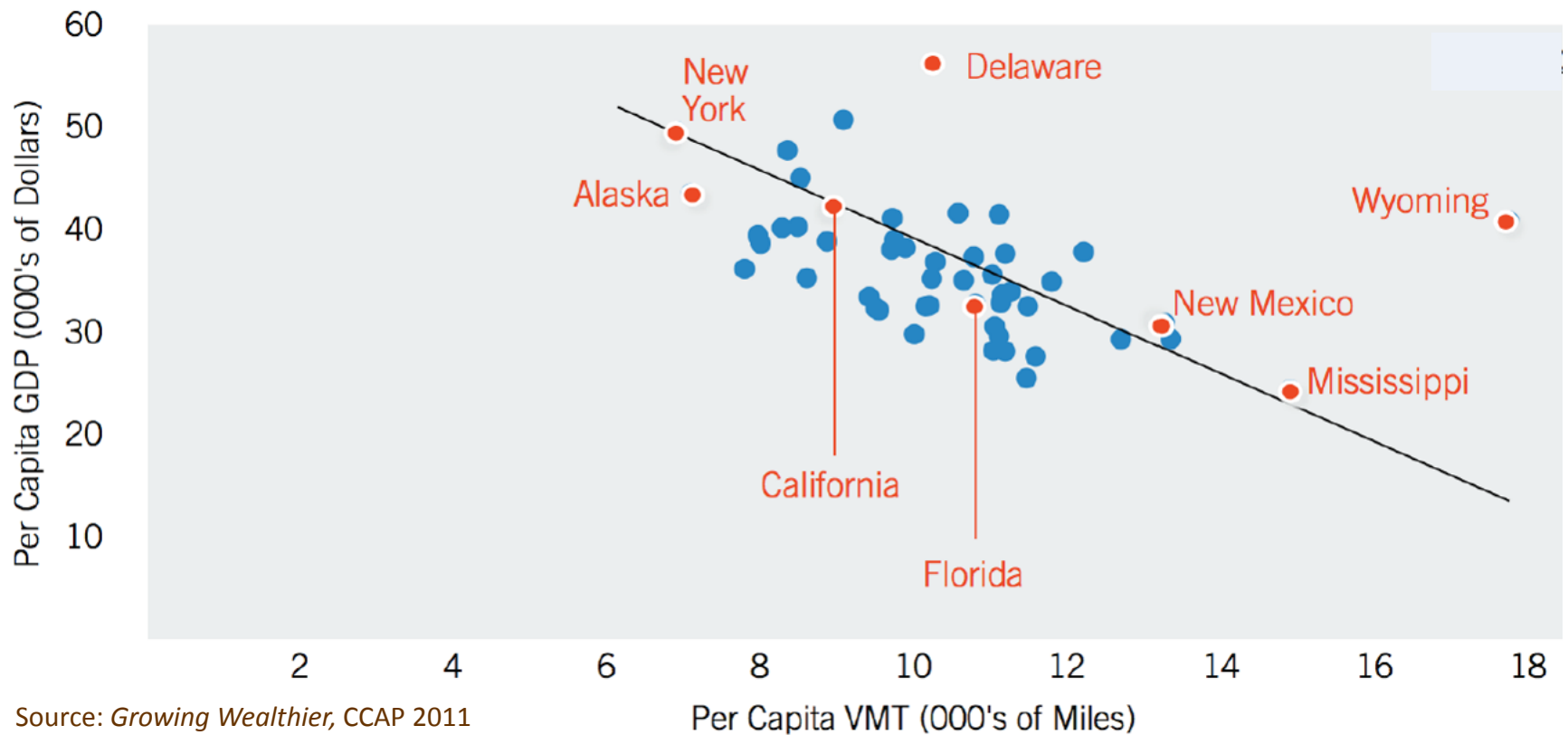
US Vehicle Miles Traveled per \$1000 GDP



Source: US Chamber of Commerce, as cited in *Growing Wealthier*, CCAP 2011

It takes fewer miles to make a GDP dollar than it used to.



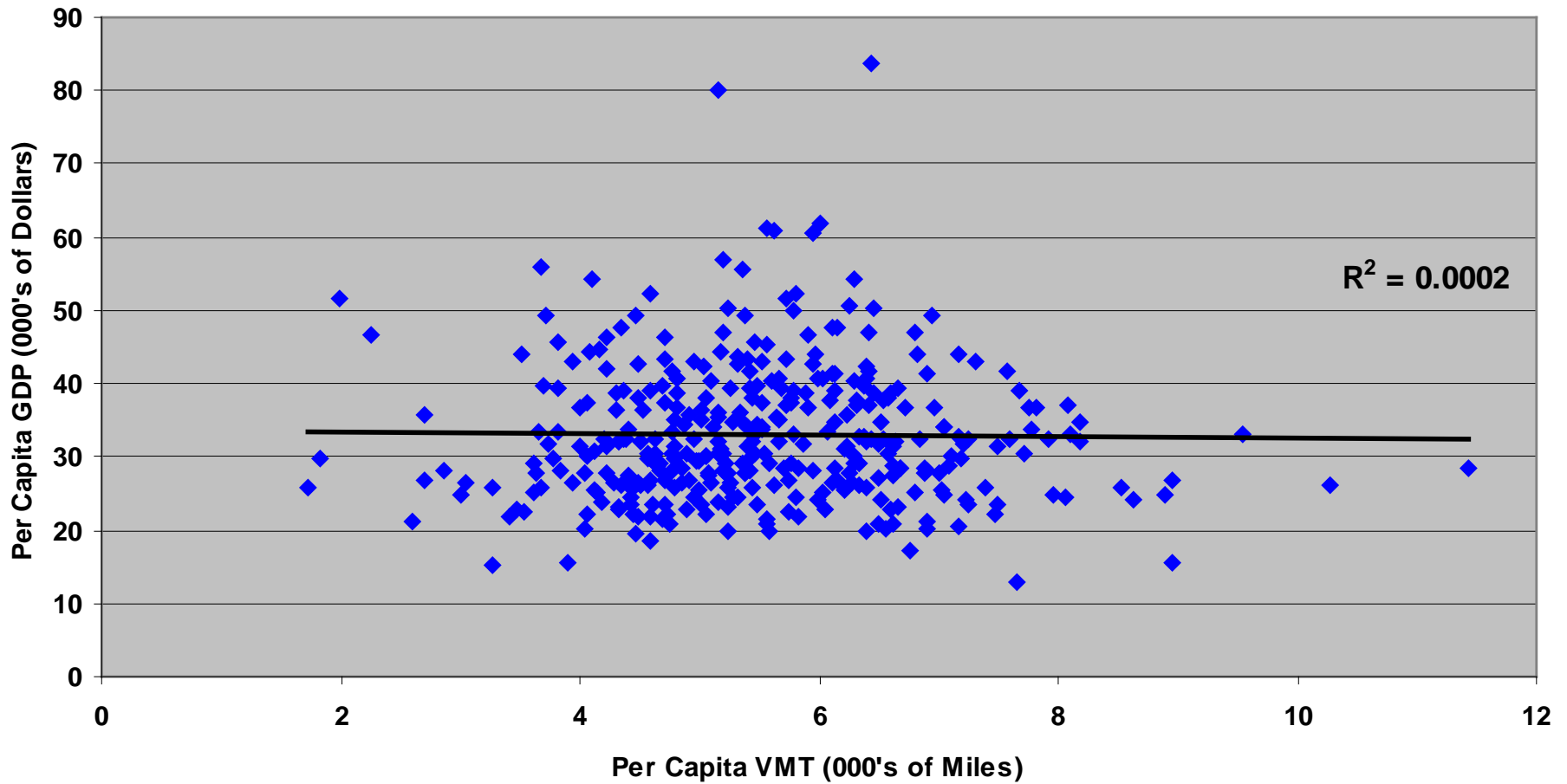


**States with high per capita GDP
tend to drive less, not more**



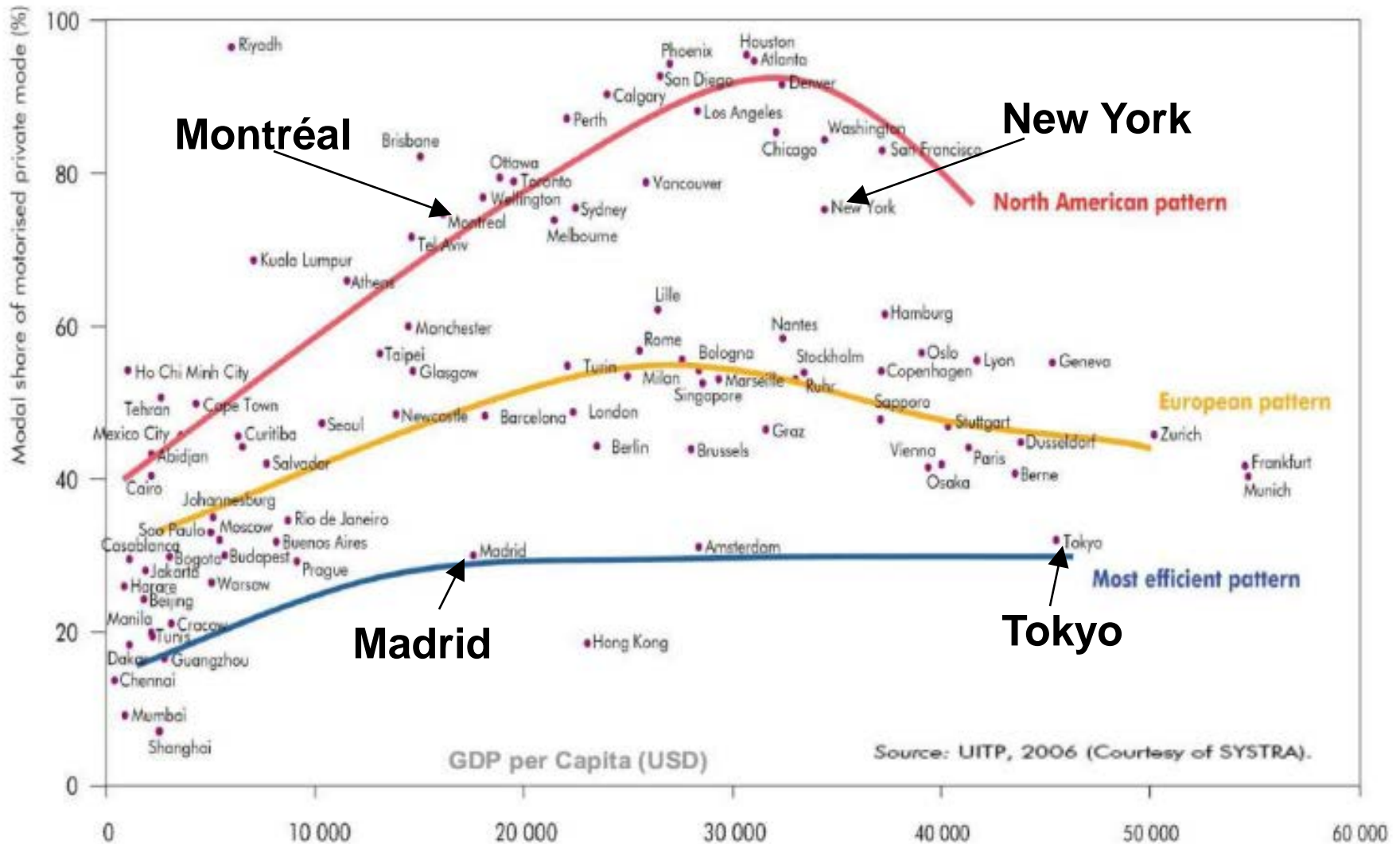
Metro data show varied experiences

Metropolitan-Level Per Capita GDP vs Per Capita Primary Arterial VMT (2007)



Driving isn't Destiny

Modal Share of Motorized Private Travel vs. GDP

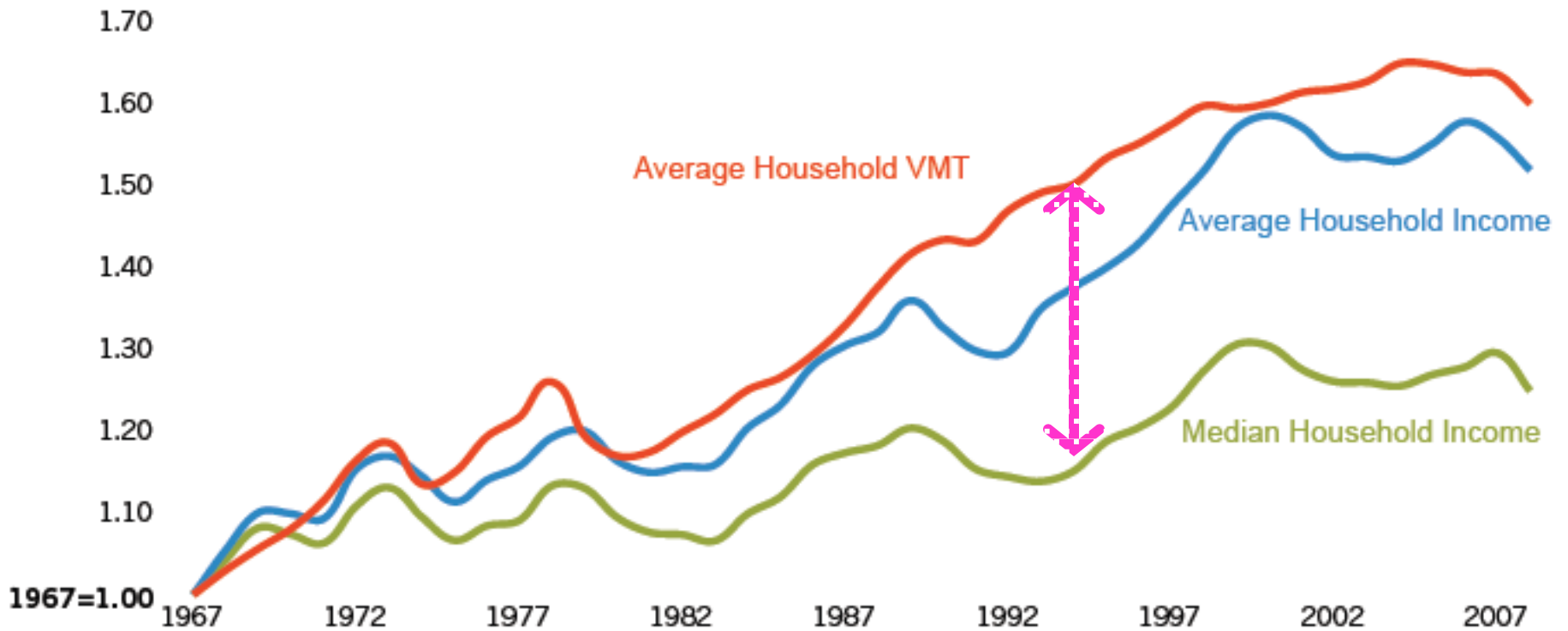


Source: Holger Dalkmann citation of UITP 2006, in IEA, 2008

But GDP is called “gross” for a reason.

The economy is felt at the micro level...





Source: *Growing Wealthier*, CCAP 2011

Most households are driving substantially more, but their income has not grown proportionally over the last 40 years.





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**



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Smarter development patterns can:

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

- for households, businesses and governments.



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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

Business

Household

Municipal and
Region

Nation

Savings on Expenditures

Business

Household

Municipal and
Region

Nation

Improved Quality of Life

Business

Household

Municipal and
Region

Nation



Business

Household

Municipal & Regional

National

Return on Investment

Access to new markets

Reduced investment risks

Construction & transit jobs

Higher property values

Productivity enhancements due to agglomeration

Enhance or preserve housing values

Better access to jobs

Higher public revenues

Reduced citizen opposition to development

Attracts private investment

More efficient economy

More efficient use of transportation investments

Construction & transit jobs

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

Business	Household	Municipal & Regional	National
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Savings on Expenditures

Employee health care savings	Save on travel costs	Infrastructure savings (construction & operation)	Energy security
Better information & decision making	Reduced energy & water use		Health care savings
Reduced parking requirements	Health care savings	Reduced costs from urban decline	
Reduced energy & water use	Lower taxes for infrastructure services	Green infrastructure (such as natural filtration) replaces gray infrastructure	

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

Business	Household	Municipal & Regional	National
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Improved Quality of Life

Quality places attract high quality workers	Better access to services	Reduced exposure to congestion	Reduced GHGs
	Affordable housing	Thriving public spaces	
Improved environment for small businesses	Access to nature & recreation	Growth reflects community values	
	Increased physical activity	Protects natural	

US: Lower rates of pedestrian fatalities in compact urban areas, higher rates in car-oriented suburban areas

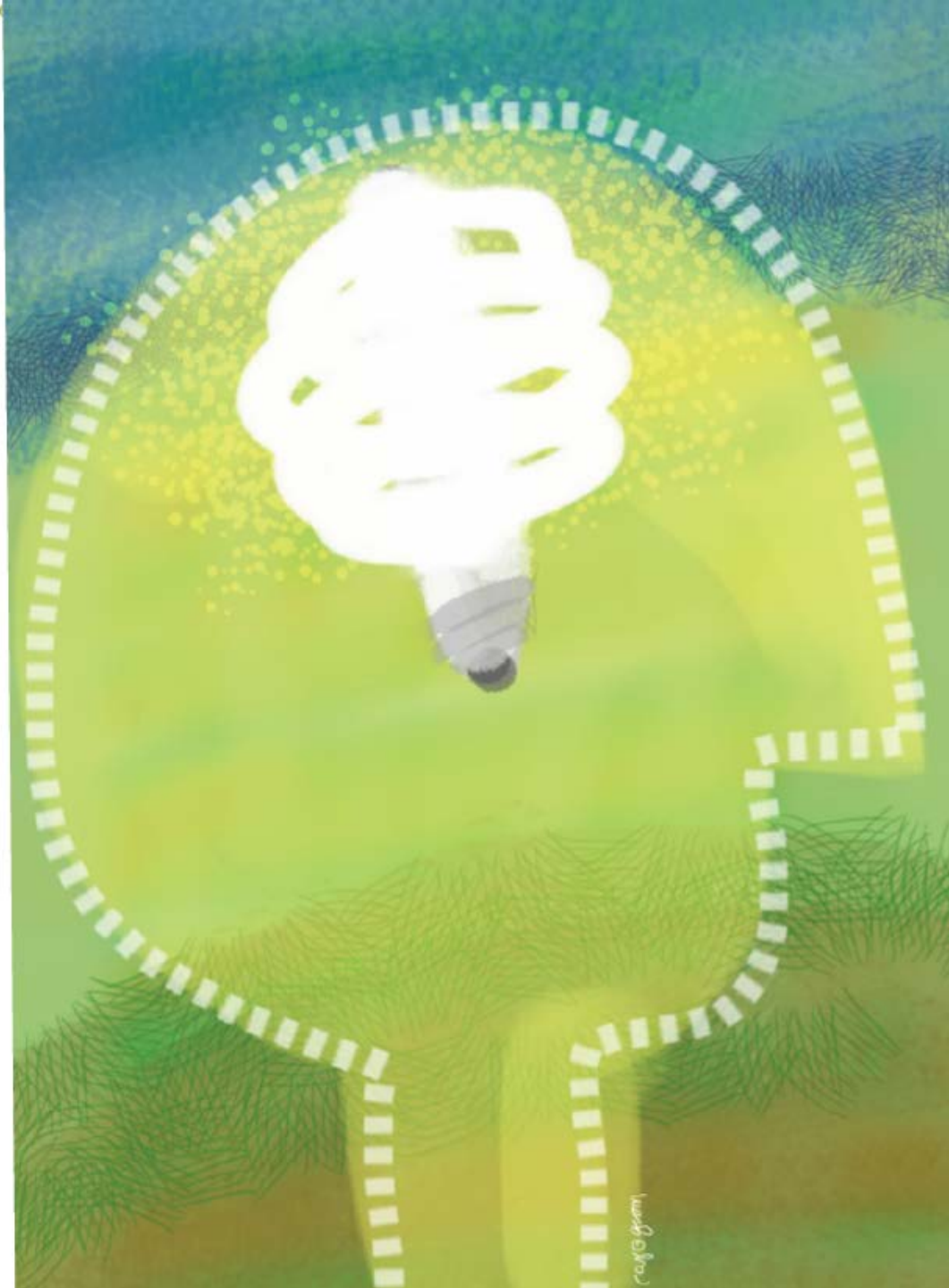
Seattle: Increase in neighborhood walkability was associated with more time spent walking and lower body-mass-index

Placemaking efforts in Ohio, Kentucky, Washington DC, others help attract new businesses and visitors to formerly depressed areas.

**Not just smart,
it's what people
want.**

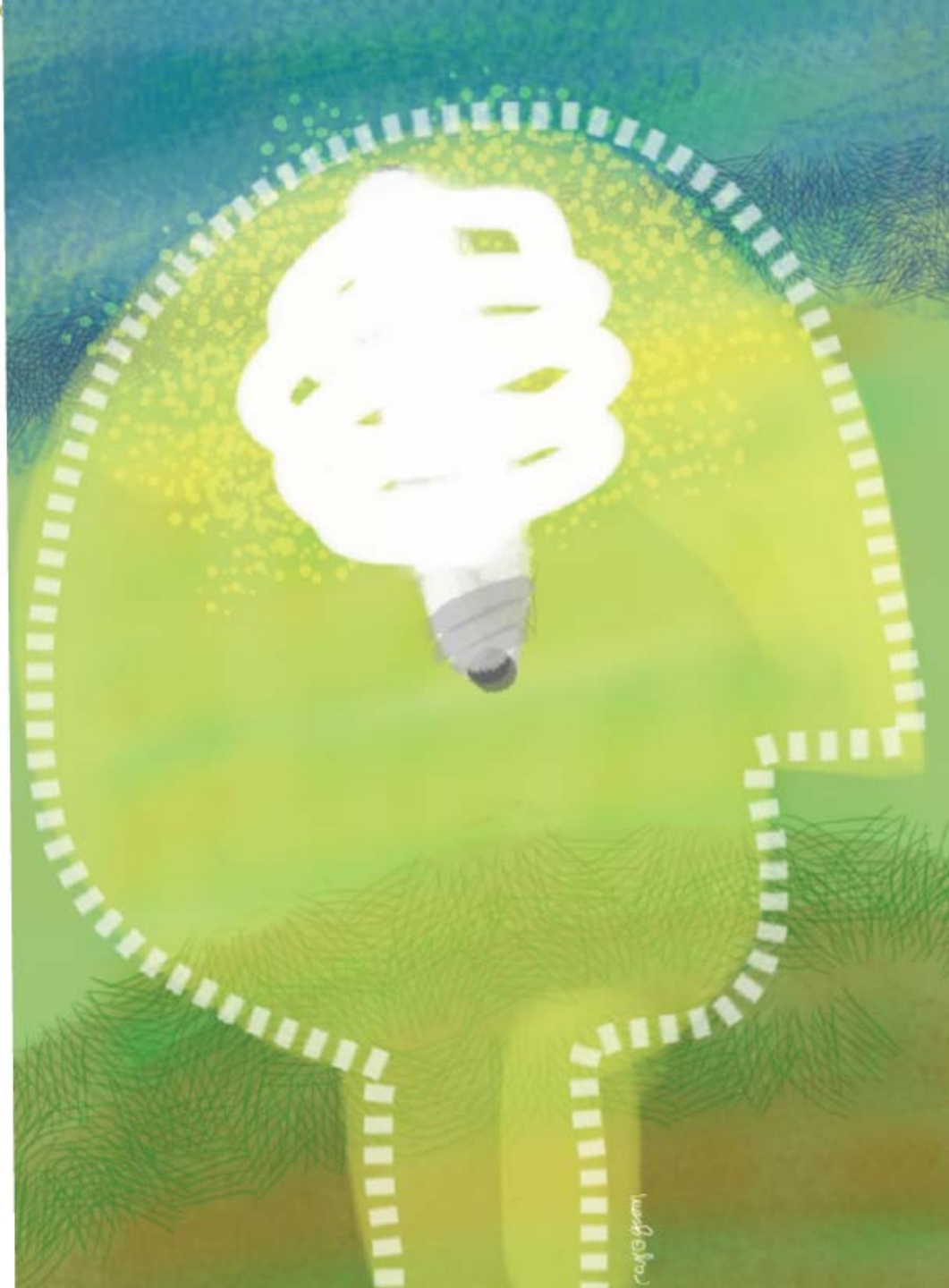
**RCLCO survey:
88% of Gen Y
-- 80 million born
1979 to 1996 --
prefer to live in
an urban setting.**

**One-third are
willing to pay for
walkability.**



Recommendations

- **Do Measure Learn**
- **Equip and Empower**



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www.growingwealthier.info



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Adieu, Lee.



We were all your students.