Smart Growth

More Choices For Our Families

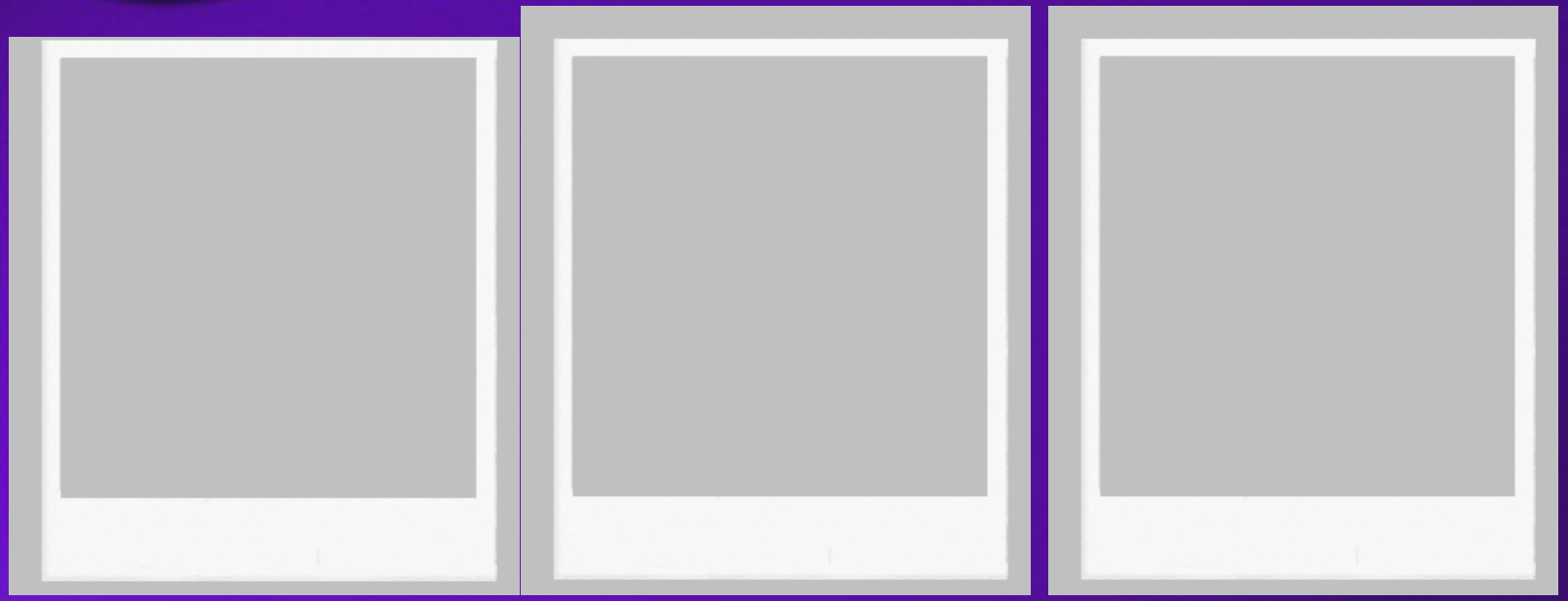
READ THIS!

The following presentation has been developed through a collaborative project involving individuals and organizations operating under the guidance of Smart Growth America. Research assistance was provided by the U.S. EPA. The presentation is intended to be used to by individuals and organizations committed to helping communities achieve the objectives of Smart Growth. If you have any questions about the use of this presentation, please contact John Bailey (jbailey@smartgrowthamerica.org). Smart Growth America welcomes hearing from individuals about how they plan to use this PowerPoint presentation. At the end of the presentation, there are a series of 15 instruction slides. For example, there are directions on how to insert new photos tailored to local communities or constituencies and how to prepare a printed handout to accompany your presentation. There is space to write the presenter's name and organization on the opening and closing slides. And an organization's logo can be placed to the left of the Smart Growth America logo on each page (see slide 45). Before showing the presentation, presenters should cut and paste all of the instructions slides into a separate file.

Smart Growth America

Smart Growth

More Choices For Our Families



Insert Name of Presenter and Organization

Smart Growth America

Families Care About How Communities Grow

Election Day 2000 ballots included more than 550 growth-related measures in 38 states

For example:

There were 209 land conservation measures on ballots in 25 states

83% Passed!

$7.5 billion for land protection

A12 Sunday, September 24, 2000

The Battle for the House

Sprawl Emerges As Hot Issue in Swing Districts

By Matthew Vita
Washington Post Staff Writer

HOPEWELL TOWNSHIP, N.J.—When Rep. Rush D. Holt (D-N.J.) decided to dedicate one of his regular town meetings to the issue of suburban sprawl last November, his aides anticipated that a couple dozen constituents might show up.

But when more than 150 people packed the forum, Holt realized he was on to something. He's since held six other meetings on the topic to overflow crowds and is making sprawl one of the cornerstones of his campaign to retain the central New Jersey House seat he won two years ago in one of the biggest upset victories for the Democrats.

"A campaign is about people's lives," Holt said. "And there are few things that are more on people's minds—and which affect their lives more—than suburban sprawl."

This year, a growing number of House candidates, and a few Senate candidates, are detouring from traditional issues like health care, education and taxes, and tapping into a new current coursing through the political landscape—mounting voter concern with overdevelopment, disappearing open spaces, overcrowded schools, congested roads and deteriorating air and water quality.

Grabbing hold of what was once considered primarily a local issue, congressional candidates are discussing problems created by overdevelopment and talking about what Washington can do to help. They are proposing an array of federal solutions such as altering the tax code to encourage urban redevelopment, promoting [illegible]

stretches from the Pennsylvania border almost to the Jersey shore and includes towns such as Princeton and East Brunswick. It is the fastest-growing region of the most densely populated state in the country, and it comes as no surprise that Holt's Republican challenger, former representative Dick Zimmer, has also seized on the issue.

Zimmer, whose campaign Web site lists preserving open space as one of his top four concerns, warns that candidates for federal office should not "raise false expectations" about how much Congress can do to influence local development patterns.

"I am not asking people to elect me so they will be able to down-zone their municipality. They should understand this," Zimmer said.

But, he adds, "It's a concern voters have, it's something I care deeply about, and as a congressman I'm going to do what I can to make sure we don't ruin the beautiful open space we have around the country, and the precious and rare open space we have in New Jersey."

Holt's approach is more holistic. When he talks about the problem, he includes a wide array of "quality of life" issues such as traffic congestion and overcrowded schools that opinion polls suggest are high on suburban voters' minds. Holt tells voters that the federal government's role in such areas as loan incentives for building detached single-family homes, construction of new interstate highways and locating new post offices "all have great implications for patterns of growth in a town."

A26

Republican presidential

Campaign Diary

It Make

By David Von Drehle
Washington Post Staff Writer

ORLANDO, Sept.

He's the son of a presid and the grandson of WASPy Connecticut sen for. There's Wall Street his bloodline and there's coun club golf. He has Andover and Ya and Harvard on his résumé.

But the man drawling an shouting his way through politic rallies across this all-important sta was red-blooded, not blue. On th stump, George W. Bush has a stem winding, snob-bashing, up-from-the gut style redolent of the glory days of oratory.

Smart Growth
More Choices For Our Families

Why Do So Many Families Care?

Environment

Air and water pollution are threatening human health

Economics

Transportation budgets are larger than food budgets

Equity

Families are finding fewer choices in housing styles, price ranges, and neighborhoods

Engagement

People have less and less time for involvement in their children's schools or other civic activities

Soccer Moms Become Cab Driver Moms

Everything is a Drive Away

Suburban mothers spend
17 full days a year
behind the wheel, more than the average parent spends dressing, bathing and feeding a child

Source: Surface Transportation Policy Project

Home

Recreation

Workplace

Families Lack Time For Their Communities

From 1983-95, the average length of work trips increased by

36%

Source: U.S. Department of Transportation

Each additional 10 minutes in daily commuting time cuts involvement in community affairs by

10%

Source: *Bowling Alone: The Collapse and Revival of American Community*, by Robert D. Putnam

Let's Start With Definitions

Sprawl is irresponsible development that takes our tax dollars away from our community and destroys farmland and open space.

Smart Growth is well-planned development that keeps tax dollars in our communities and provides more choices for our families.

I'm Not Alone In Supporting Smart Growth

Organizations that have adopted Smart Growth principles include:

- National Association of Counties
- National Governors Association
- Smart Growth Network
- National Association of Realtors
- National Trust for Historic Preservation
- American Farmland Trust
- And many more

Ten Principles Of Smart Growth:

1. Mix land uses
2. Take advantage of compact building design
3. Create a range of housing opportunities and choices
4. Create walkable neighborhoods
5. Foster distinctive, attractive communities with a strong sense of place
6. Preserve open space, farmland, natural beauty, and critical environmental areas
7. Strengthen and direct development towards existing communities
8. Provide a variety of transportation choices
9. Make development decisions predictable, fair, and cost effective
10. Encourage community and stakeholder collaboration in development decisions

What Smart Growth "Is" And "Is Not"

More transportation choices and less traffic	Not against cars and roads
Vibrant cities, suburbs, and towns	Not anti-suburban
Wider variety of housing choices	Not about telling people where or how to live
Well-planned growth that improves quality-of-life	Not against growth

Sprawl Vs. Smart Growth

Smart Growth
More Choices For Our Families

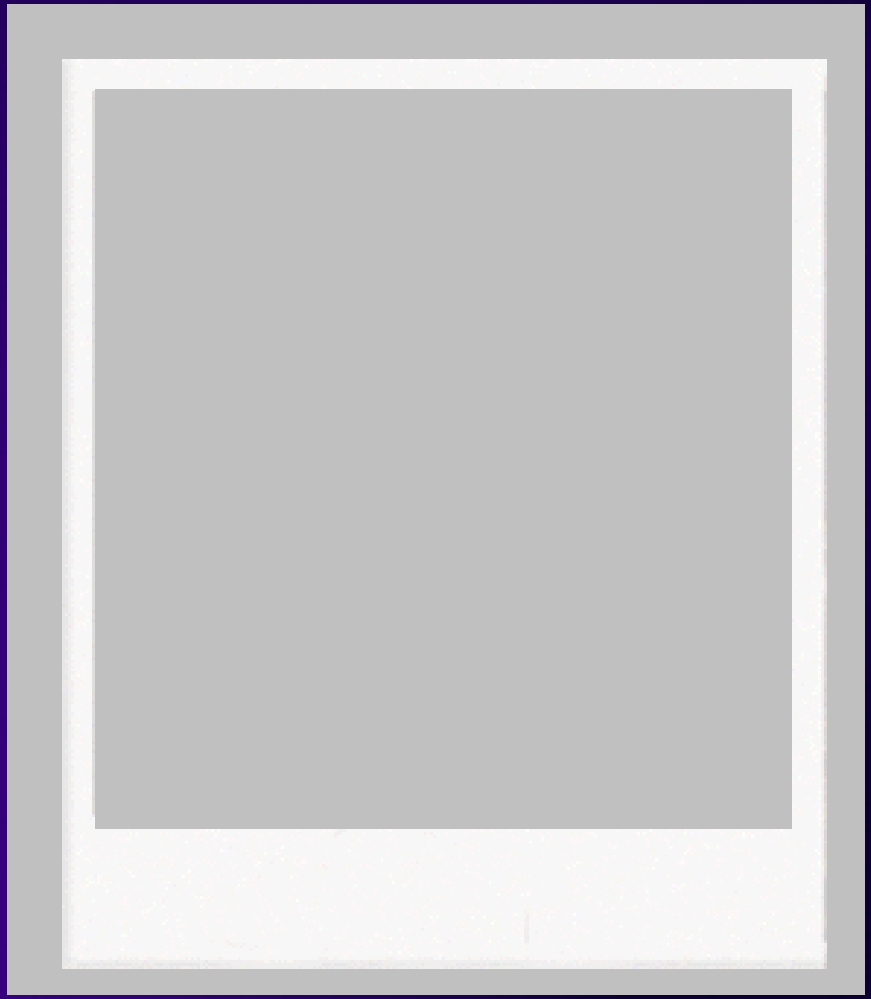
Smart Growth America

Why Does Smart Growth Work Better?

Environment	Causes less air and water pollution, and destroys fewer farms and open space
Economy	Succeeds economically and attracts businesses and a skilled workforce
Equity	Encourages more affordable housing and creates better choices in transportation and housing
Engagement	Encourages participation in civic life and supports healthier and more active residents of all ages

Why Do People Prefer Smart Growth?

Sprawl Creates Traffic Congestion



We're Driving Ourselves Crazy

Number of miles we drive	25% increase in last 10 years
Time we spend in traffic	236% increase since 1982
Money lost in time and fuel	$78 billion in 2000

Why Do People Prefer Smarter Growth?

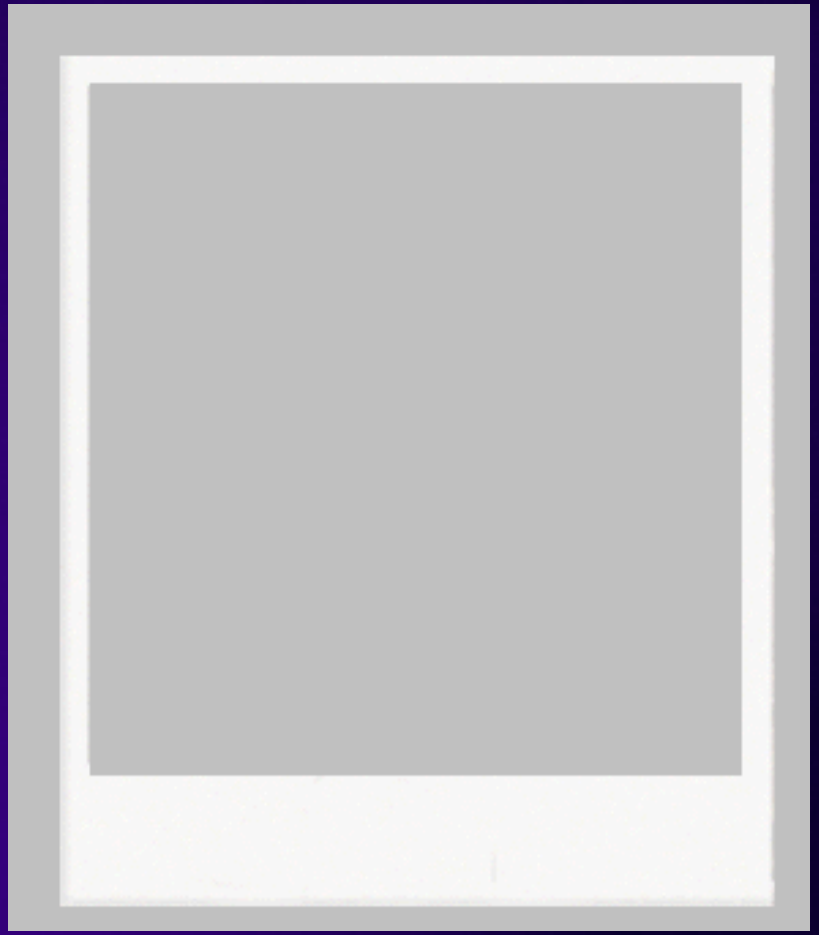
Smart Growth Provides More Transportation Choices

Why Do People Prefer Smart Growth?

Sprawl Provides Few or No Options for Pedestrians and Cyclists

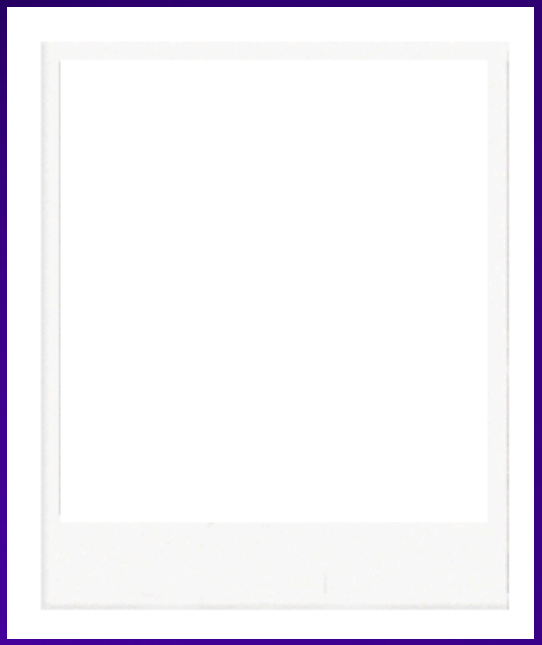
Why Do People Prefer Smart Growth?

Smart Growth Provides Safe Places to Walk, Bicycle and Tricycle



Why Do People Prefer Smart Growth?

Sprawl Destroys Farmland



Between 1982-1992, the U.S. lost an average of

45.7 acres

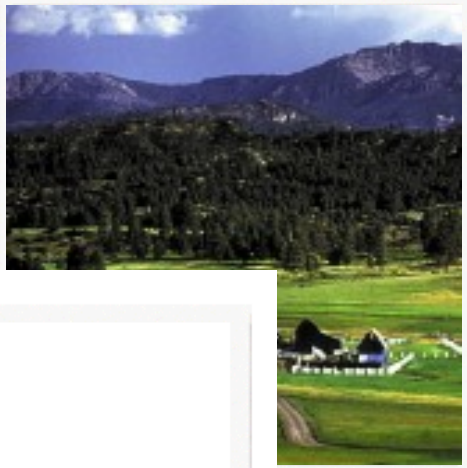
of farmland per hour, every day.

4,000,000 acres in total!

Source: American Farmland Trust

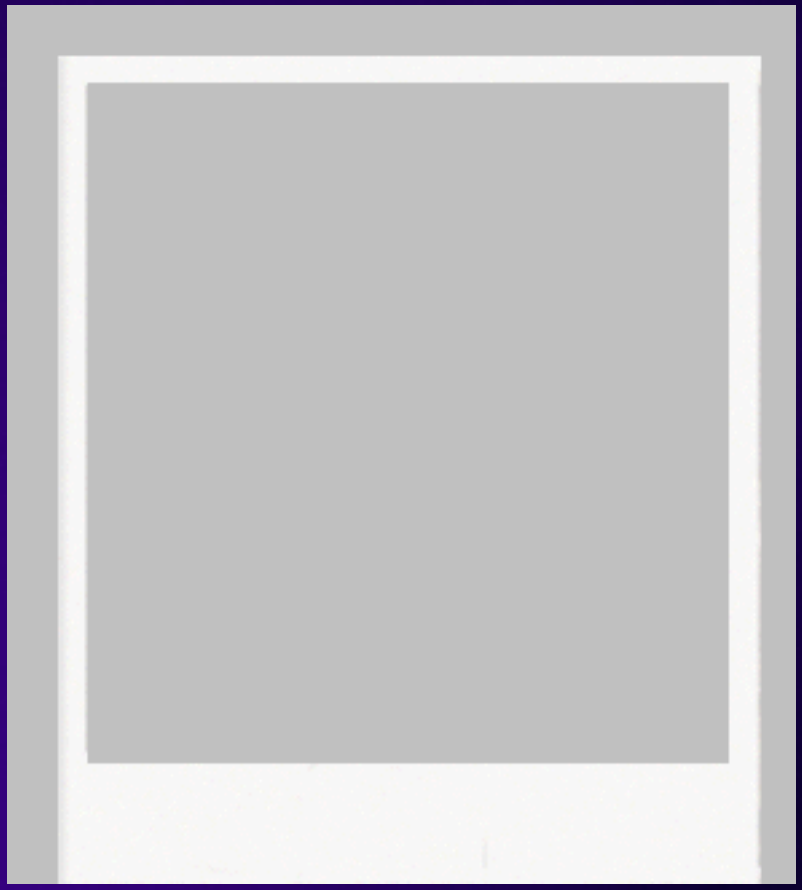
Why Do People Prefer Smart Growth?

Smart Growth Allows Farmers and Communities to Save Farmland



Why Do People Prefer Smart Growth?

Sprawl Consumes Open Space



Why Do People Prefer Smart Growth?

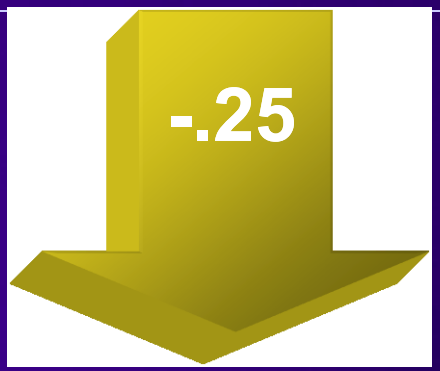
Smart Growth Creates Parks and Preserves Open Space

Why Do People Prefer Smart Growth?

Returns to Community Per Dollar Spent

Sprawl Costs Tax Payers More Money

Residential Developments



Farms, Forests, Open Space

Source:
American Farmland Trust

Why Do People Prefer Smart Growth?

Smart Growth Costs Less

Roads	25% less
Utilities	15% less
Schools	5% less

Source: *Economic and Fiscal Impacts of Alternative Land Use Patterns*, by Robert Burchell, Rutgers University

Why Do People Prefer Smart Growth?

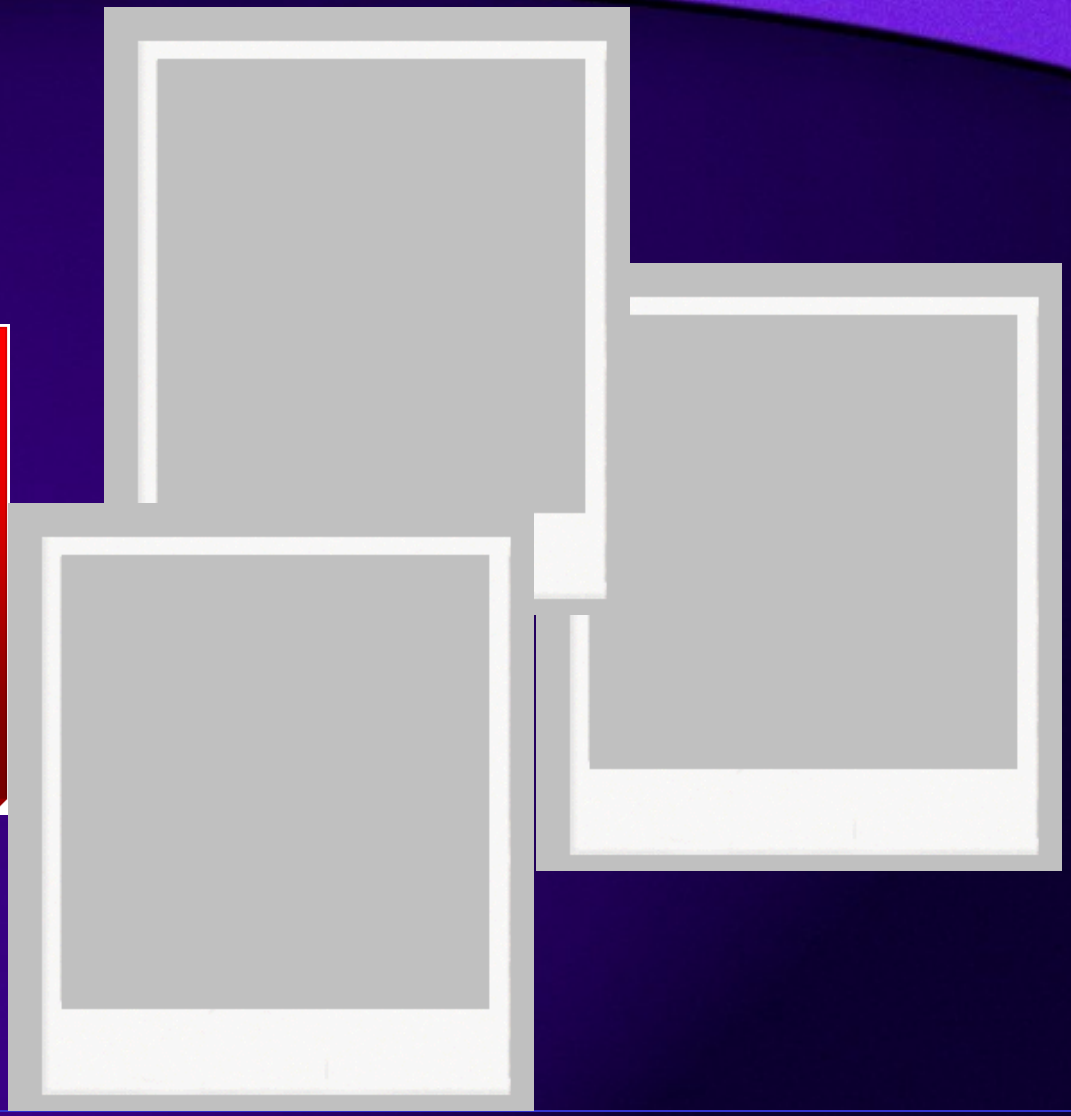
Sprawl Pollutes the Environment and Harms Public Health

In 1997, approximately **113 million people** lived in counties that had unhealthy air quality

Source: U.S. Environmental Protection Agency

Why Do People Prefer Smart Growth?

Smart Growth Protects the Health of People and the Environment



Why Do People Prefer Smart Growth?

Sprawl Takes Resources Away from Our Communities

Why Do People Prefer Smart Growth?

"There has been a lot of talk about urban sprawl. Well, one of the best ways to arrest urban sprawl is to develop brownfields, and make them productive pieces of land, where people can find work and employment. By one estimate, for every acre of redeveloped brownfields, we save four and a half acres of open space."

Source: President George W. Bush Speech at signing of the Brownfields Redevelopment Act on January 11, 2002

Smart Growth Achieves the Right Balance

Smart Growth Enhances Our Communities

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How Do We Make Smart Growth Happen?

- ✓ Support **well designed** developments
- ✓ Conduct community **vision** exercises
- ✓ Implement participatory regional, citywide, and **neighborhood planning**
- ✓ **Build coalitions** that include the entire community...businesses, schools, social equity groups, environmental organizations, elected officials
- ✓ Encourage the **public to vote** for Smart Growth and Smart Growth candidates

Public Support is Rising for Smart Growth

- **73% of the 113 ballot** measures supporting parks and open space passed in November 2001, generating $905 million
- **Transit use has grown 21%,** while driving has increased only 11%, in the last 5 years
- **More than 1,000 bills** aimed at reforming land use regulations were introduced in state legislatures nationwide in 1999
- **11 states** have created statewide growth related commissions, since 1997

More Families Are Choosing Smart Growth

Smart Growth is
on a Roll
Across the Nation

A12 Sunday, September 24, 2000

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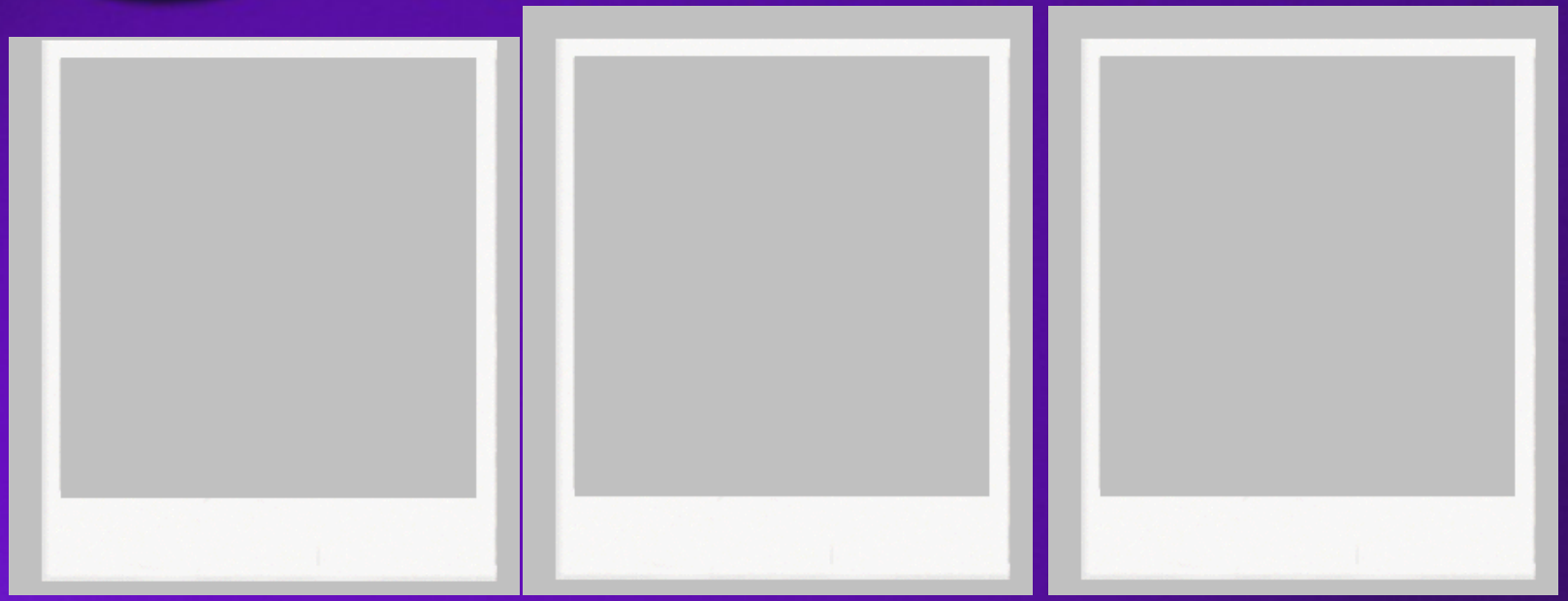

Insert Name of Presenter and Organization

Smart Growth America

Instructions

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- How to Add and Delete Slides
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- How to Insert Text
- How to Insert A Photo
- How to Crop A Photo
- Using the “Polaroid” Frame
- How to Insert Your Logo
- How to Print this Presentation
- Presenters Script in Speaker’s Notes

How To Use This Presentation

- This presentation was designed by various organizations to help you inform and educate people about Smart Growth
- Some of the slides, including definitions of sprawl and Smart Growth, the ten principles of Smart Growth, etc. should stay as they are, because they represent a national standard
- Some of the slides are meant to contain your own information, about your own region
- A set of basic instructions for working with this presentation follow -- delete these slides before you make your presentation

Important First Step!

- In the upper menu, choose FILE>SAVE AS and rename your own version, such as "Smart Growth.My Organization.ppt". (This preserves the original as an unchanged "master"to always work from).

- Do this NOW, before you go on.

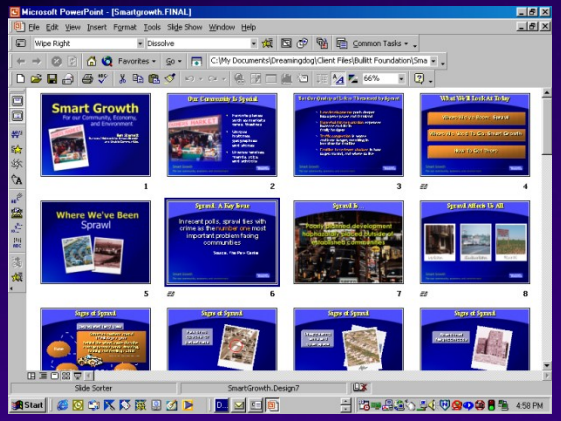
Add and Delete Slides in Slide Sorter View

- Add new slides and delete slides in Slide Sorter view. You can also rearrange slides in this view, by clicking and dragging, or cutting and pasting.

Slide views are controlled by this small toolbar on the **bottom left** of your screen

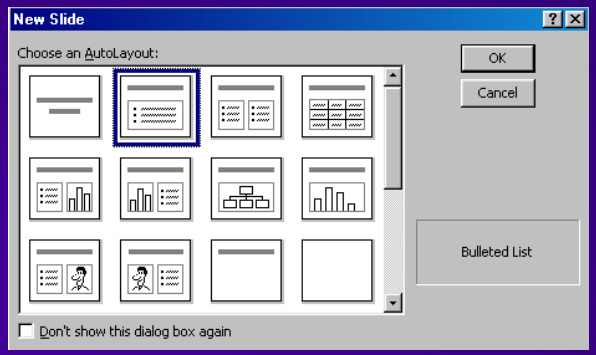
Slide Sorter view button

How to Add and Delete Slides



Slide Sort View

To Delete slides (such as these instruction slides), simply click on the slide and press the Delete key on your keyboard

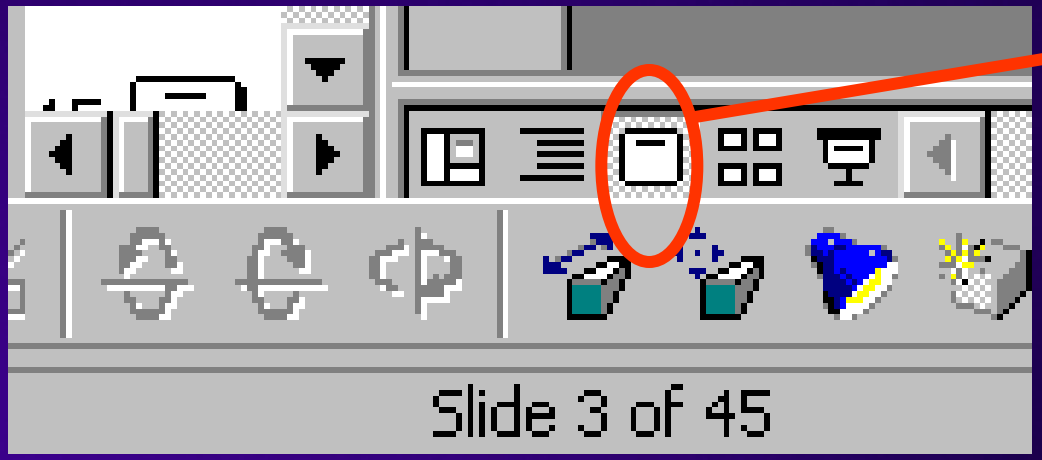


New Slide Palette

To Add new slides, click your cursor where you'd like the new slide, and press Cntrl+M (for Macs "Command + M"). In the New Slide palette that comes up, choose the slide layout you need and click "OK."

Use Slide View to Insert Text and Photos

Add or change text and photos in Slide View



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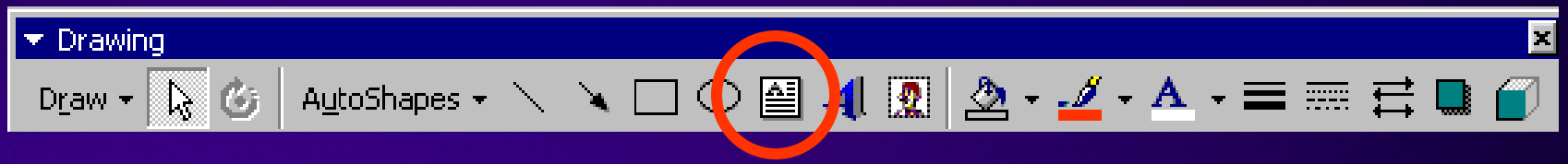
How to Insert Text

In the upper menu, choose View> Toolbars> Drawing to get the Drawing toolbar



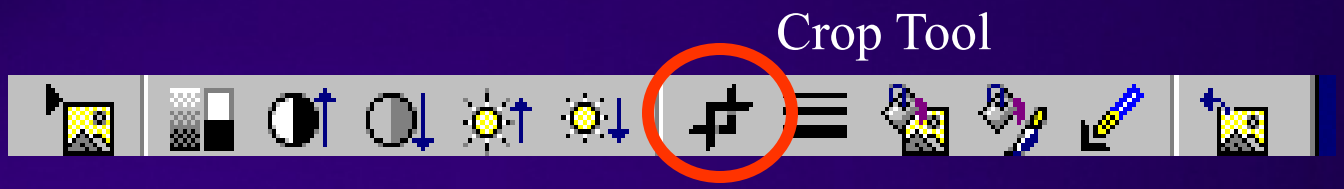
Click on the Text Box button and then click on your slide. This inserts a text box into your slide, into which you can type your text. This box can be moved and resized as needed.

How To Insert A Photo

- In the upper menu, choose Insert > Picture > From File and find your photo
- Resize your photo by clicking on it and dragging the corner handles out or in

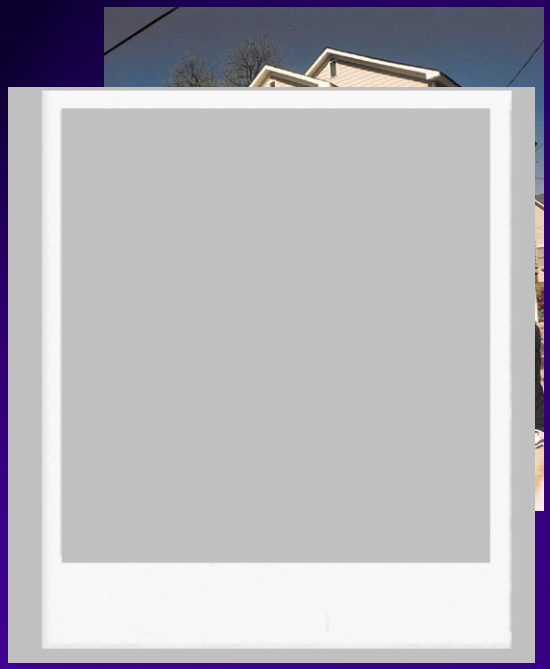
How to Crop A Photo

1. Go to VIEW in the upper menu and select TOOLBARS>PICTURE. This will bring up the picture toolbar



2. Click on the image you wish to crop
3. Click on the crop tool in the toolbar
4. Notice the pointer changes into the crop tool. Position the crop tool over one of the white squares surrounding the image and, while holding the left mouse button down, drag it in to crop

Using the “Polaroid” Frame



All the “Polaroid” photos in this presentation are actually in two parts, the frame and the image. Some are grouped, which means you can’t separate the images from the frames. To ungroup, go to DRAW>UNGROUP.

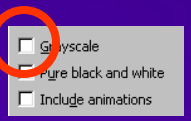
You can use the frame at left to make a Polaroid treatment of any image you have by copying and pasting it into your slide and arranging your image in it.

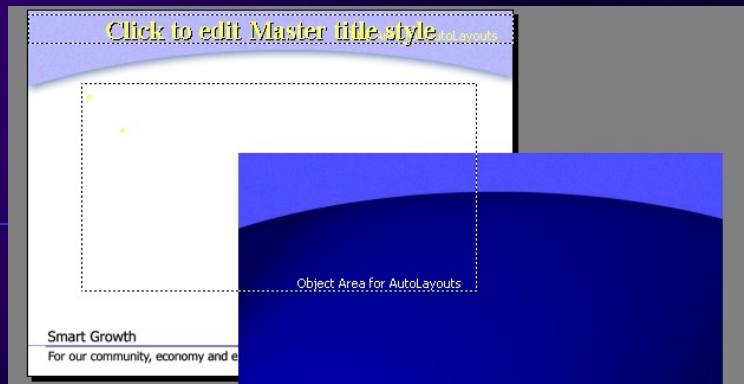
How to Insert Your Logo

- In the upper menu, go to View > Master > Slide Master
- Choose Insert>Picture>From File and insert your logo into the Slide Master
- Position it next to the Smart Growth America logo and resize/crop as needed
- View>Normal

How to Print this Presentation

- If you are printing in color, it's simple. In the upper menu, choose Print and select the best options for you in the Print Dialogue Box.
- If you are printing in black and white:
  1. After you make your changes, choose File>Save As and add the word "Print" to the end of your new file name.
  2. In the upper menu, choose View>Master>Slide Master
  3. Click on the blue background and hit the "Delete" key – This reveals a different background, more friendly for black and white printing.
  4. View>Normal and choose File>Print
  5. Select the "Grayscale" option





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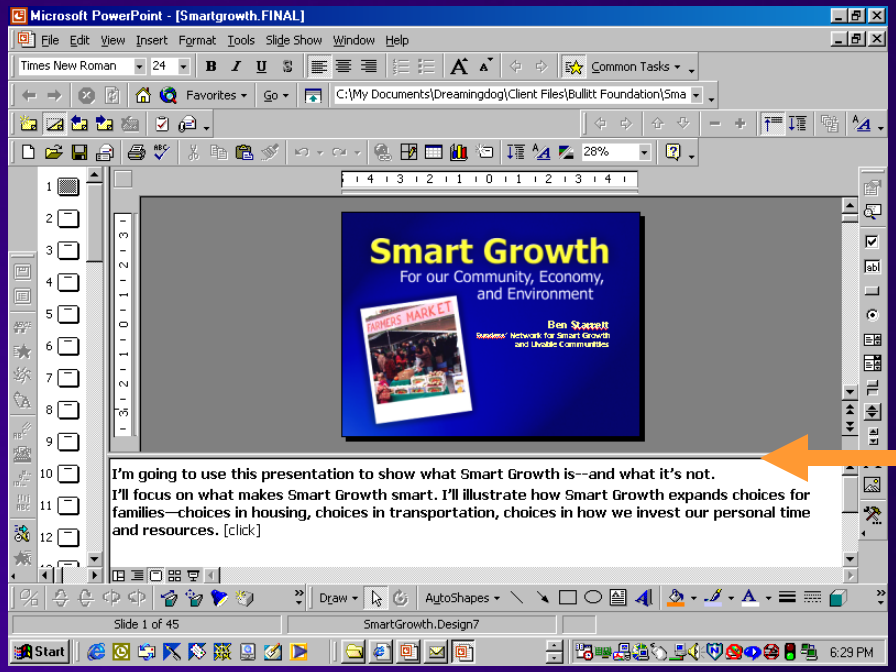
Presenter's Script in Speakers Notes

You can find a helpful suggested script in the Speakers Notes of each slide

To view speakers notes, simply click on the bottom pane border in Slide View and drag it up.



Bottom pane border