



Deploying Building Blocks for Impact

Building Blocks Road Show
New Partners for Smart Growth
January 29, 2015



Know Your Tools

Do you need
this...



...or this?



Or is this enough?



Building Blocks Strengths

They **engage stakeholders** in determining the changes to rules, regulations and processes that are necessary to support desired outcomes.



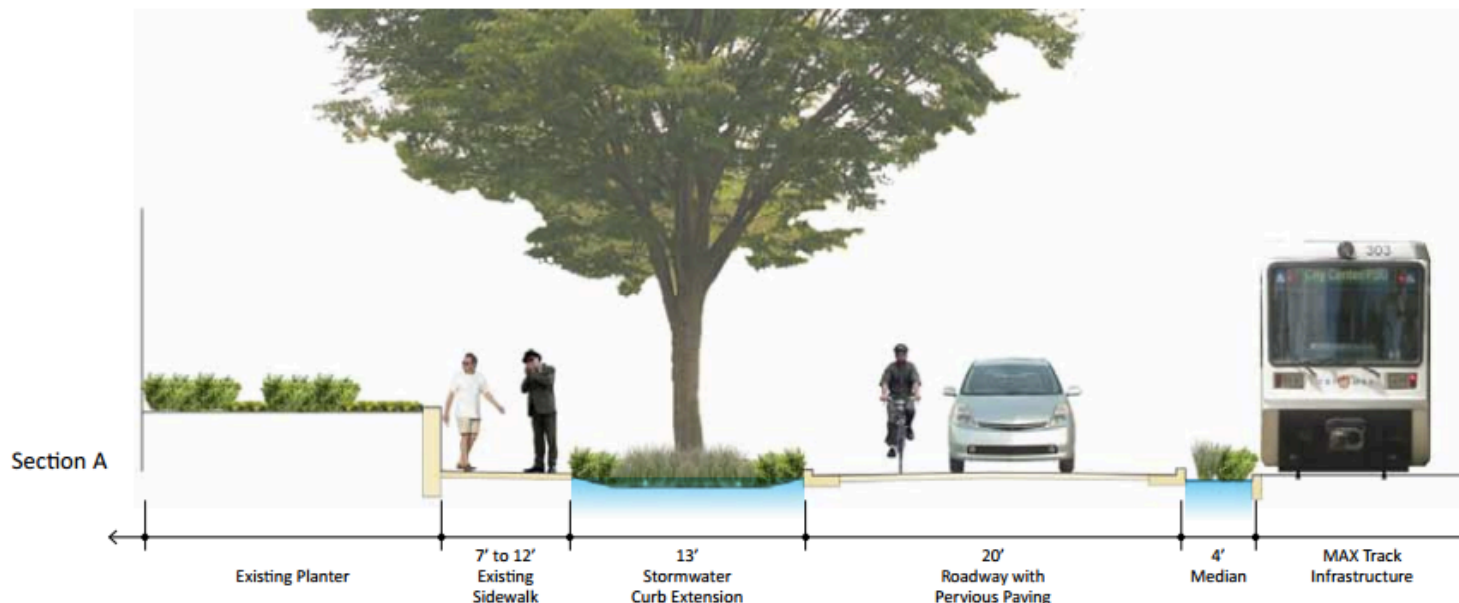
Building Blocks Strengths

They provide a vocabulary, best practices, and case studies that communities can use to frame their issues



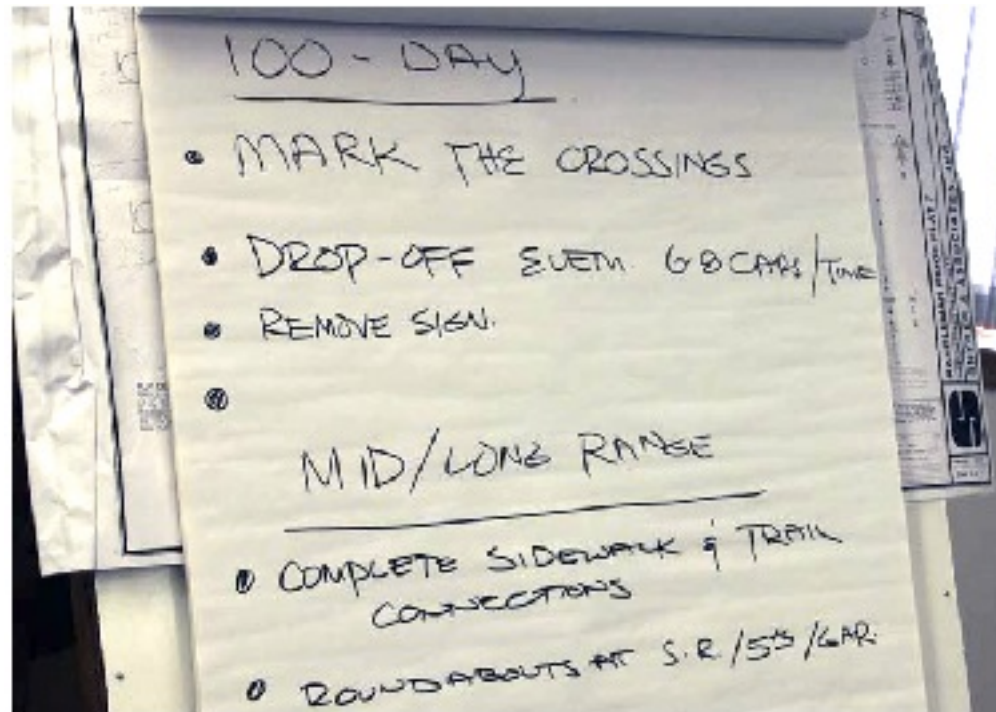
Building Blocks Strengths

They **facilitate cooperation** among public agencies and other organizations to develop frameworks to use one investment **to achieve multiple benefits.**



Building Blocks Strengths

They support implementation by **reframing problems** and pointing to **actionable steps** that can be taken to solve them.



Silo Busting

Source: Michael Gonzalez via
laurelhollowpark.net





Technical Framework

A (Very Abbreviated) History of Transportation Planning



WPA Art – Wilkinsburg, PA

Traditional approach

- Transportation systems prioritize high speed mobility
- Auto oriented development follows
- All other modes at disadvantage
- Spread out development increases transportation demand
- Cycle repeats

From Integrating Land Use and Transportation Planning
Through Placemaking by Gary Toth



Innovations circa 1991



Transportation Planning Today



Source: Smith Group JJR

Transportation Planning Today

- Access rather than mobility
- Urban streets as places of social and economic exchange
- Non-motorized transportation is key to urban cores
- Neighborhood streets safe for play
- Commercial streets safe for walking and cycling while moving through and local traffic
- Plan for people and places, not cars and traffic

From Integrating Land Use and Transportation Planning
Through Placemaking by Gary Toth



Transportation Planning Today

“Transportation – the process of going to a place – can be wonderful if we rethink the idea of transportation itself. We must remember that transportation is the journey, but enhancing the community is always the goal.”

From Integrating Land Use and Transportation Planning
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Reduce Infrastructure Costs

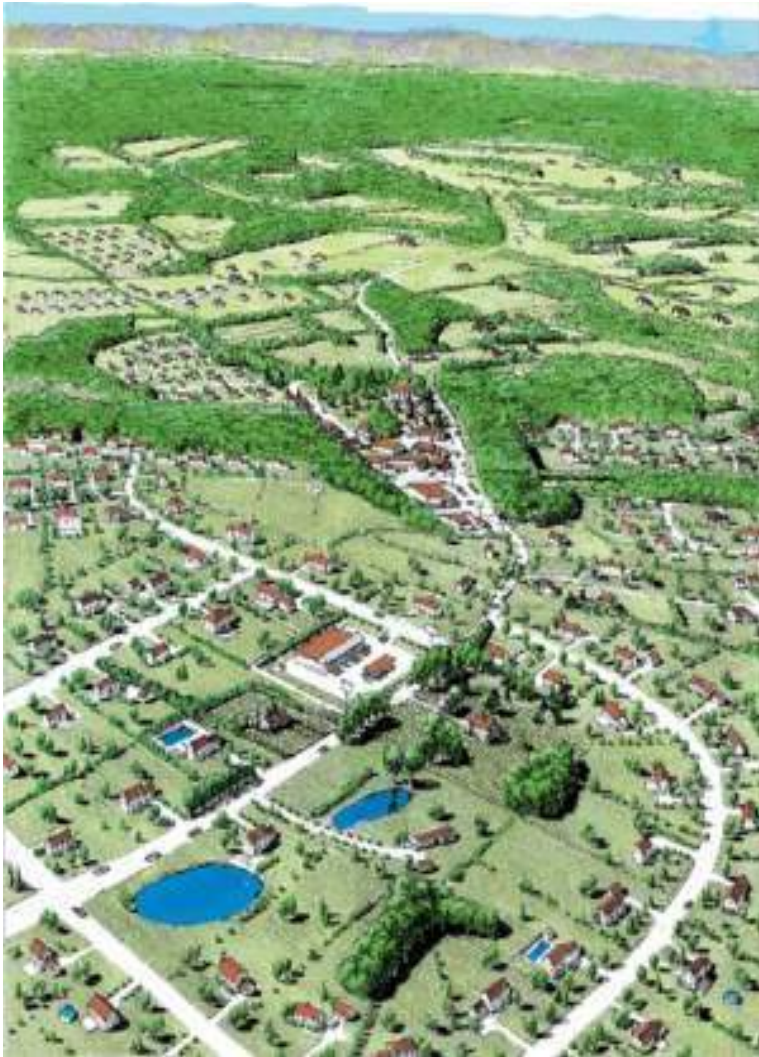
“the application of smart growth strategies over the next 25 years could save as much as \$250 billion, mainly in the form of infrastructure investment.”

Federal Reserve Vice Chairman of the Board of Governors, Edward Gramlich

Savings of:

- 12% on road-building
- 6% on water and sewer
- 4 % on annual operations

State Savings



NJ study shows that by 2020, a compact plan produces savings over the business-as-usual plan:

- Local governments cut annual fiscal deficit by nearly 40%
- **\$870 million** less in local road infrastructure costs
- **\$1.45 billion** less statewide in sewer and other infrastructure

The Costs and Benefits of Alternative Growth Patterns (NJ) 2000

Stronger Economic Outcomes

Arlington County, VA:

- 44.5 million square feet of office space County-wide
- 41 million square feet (92%) in Metro station areas
- More than 50% of the County's real estate tax revenue on 11% of land area
- 58K trips to Metro by foot (73%) and 47.2 % of residents in this corridor use transit to get to work



Transportation Savings

Portland saves \$2.6 Billion for its residents to invest in the local economy with better transportation policies

24.3 Median commute miles per day for 33 most populous US metro areas

20.3 Average daily miles for Portland area commute

2.9 B Miles saved compared to median

Transportation costs saved compared to median \$1.1B

\$15 per hour Estimated value of time spent commuting

100 million hours less traveled per year saves \$1.5B

Total savings per year \$2.6B

Source: Joe Cortright, Portland's Green Dividend, CEO for Cities, July 2007.

Small Cities and Towns



The estimated annual impact of rural public transportation on the national economy was over \$1.2 million per rural county



Research: in one study, rural counties with transit service were found to have 11% greater average growth of net earnings compared with counties without transit



Organizational Framework

Community Ownership

1. Tools are deployed at the request of the community to respond to a need they have identified.
2. Instructor provide data, facts, interpretations, and examples. Community chooses how to follow up.
3. Workshops allow time for Community to review and discuss Instructor's suggestions.

Identifying Audiences

- 1. Think strategically**
- 2. Select the right meeting types**
- 3. Attendance is mission-critical**



Think strategically

- Who has information?
- Who will be responsible for implementing?
- Who will have an opinion about solutions?
- Who is impacted by the problem and solutions?



Public vs. Stakeholders

- Community expectations
 - Is there precedent for the public to participate early on?
 - Has the public developed opinions about these problems?
- Nature of the problem
 - Is the primary problem internal or external?
 - Does the community need discussion or information sharing?



Attendance is mission-critical

- Local partners develop outreach and invitation strategies
- Statement of problems and approach may need to be reworked for desired audiences
- Local partners accountable for attendance goals



Local Organization

1. Leadership buy-in
2. Local Partner
3. Working group



Communications

1. **What is the need for THIS technical assistance in THIS community?**
2. **Set realistic expectations for outcomes and community follow up**
3. **Internal outreach**



BB Tools Work Best When...

1. **Well-defined need matches available tool**
2. **Community understands required preparation**
3. **Instructors are available who have the right problem-solving experience**

