

Healthy Transport Strategies: Lessons from San Francisco Bay Area

PATH Forum

December 8, 2005

Jeff Hobson


TALC Policy Director




1998 Alameda County Measure B Fails

San Francisco Chronicle
NORTHERN CALIFORNIA'S LARGEST NEWSPAPER
**Measure B Transit Tax
Tougher Sell This Time**

San Francisco Chronicle
NORTHERN CALIFORNIA'S LARGEST NEWSPAPER
Alameda County Pork Barrel



Vote NO on Measure B



Diverse Support Solidifies Coalition, and Victory

San Francisco Chronicle
NORTHERN CALIFORNIA'S LARGEST NEWSPAPER

Support Builds FRIDAY, FEBRUARY 25, 2000

58% in 1998

81% in 2000

Alameda Tribune
FRIEND OF THE PEOPLE IT SERVES
Diverse groups rally behind Measure B
Many foes of 1988 tax

Sierra Club, coalition back transit tax plan

LISA VORDERBRUEGGEN
The Sierra Club and a Bay Area public transit advocacy coalition say they will support a proposed \$1.4-billion transportation sales tax spending plan in Alameda County.
"That's fantastic," said Livermore City Councilman Tom Vargas, who sat on a steering committee that wrote the plan. "This should really help us in areas that did not do as well in 1988."
The Sierra Club and the Bay Area Transportation and Land Use Coalition had threatened to fight the measure unless officials agreed to spend more on buses and alternatives to new roads.
With a two-thirds vote requirement, measure supporters know they can ill afford opposition.
In 1988, environmentalists fought the county's first attempt to extend the tax.
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The money is to fund increases in Hayward, San Le...
Other new provisions for bicycle transit-oriented additional money goes to the disabled.
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TRANSIT
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Good Access in denser Alameda Co.

- Medium density
- Numerous health clinics
- Extensive grid of bus routes



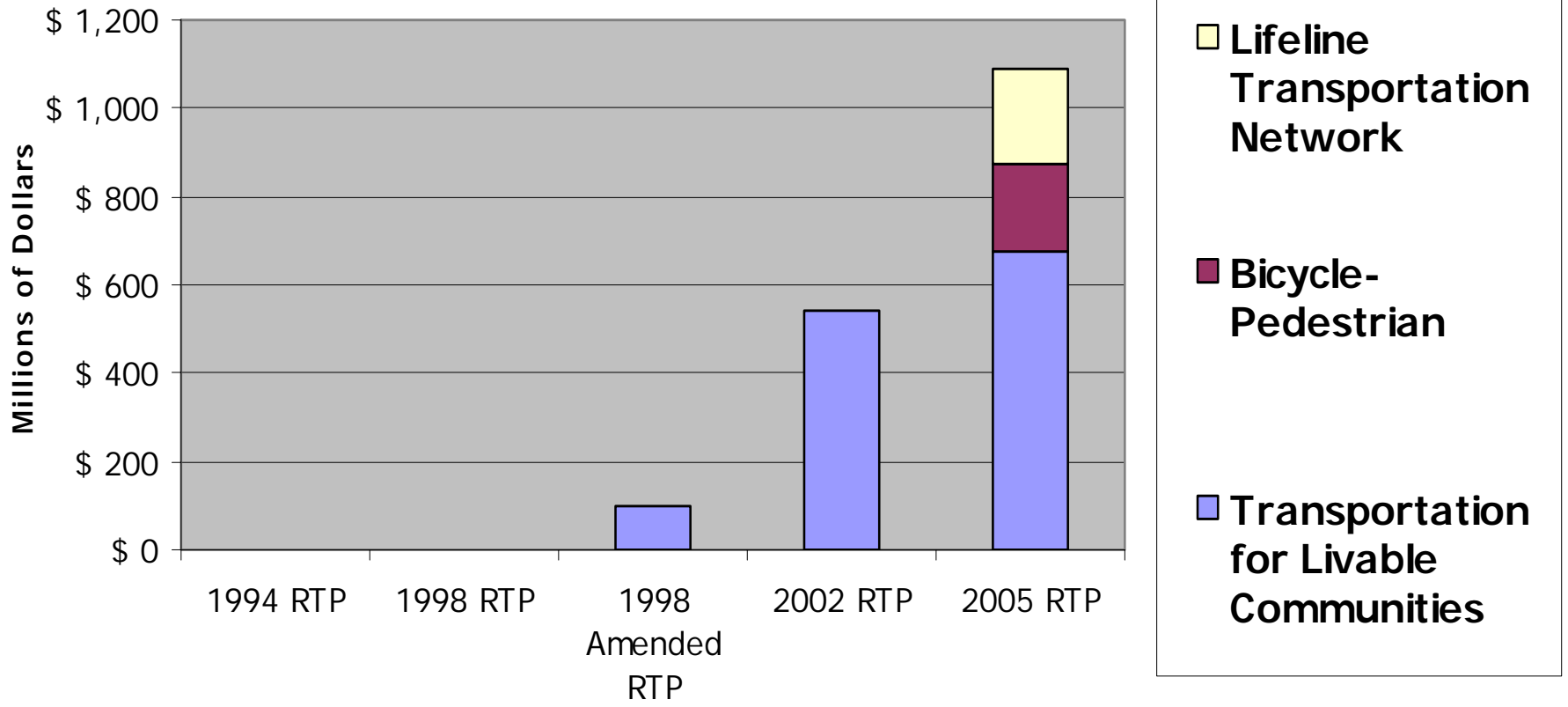
Overcoming Roadblocks to Health



Transportation Equity And Community Health Project (TEACH)



Regional Transportation Plans



Transportation for Livable Communities

- Invest in safety and access for people who walk or bicycle
- Support communities that promote smart growth
- Make it easier for people to use transit and other modes



MTC's RTP Options, 1998

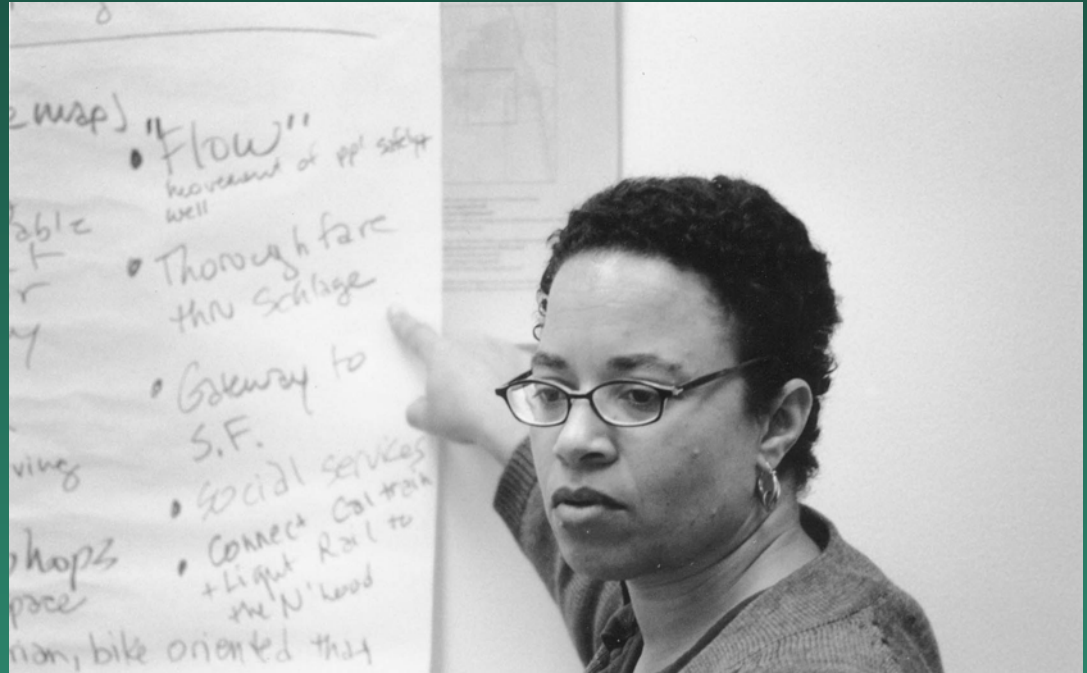
Indicator	RTP	Alt. 1	Alt. 2
Drive –Alone	70.6%	70.5%	70.4%
Transit	10.5%	10.6%	10.7%
Miles of Travel	166.7 million	166.7 million	166.5 million

PROJECT GOALS

- Regionwide smart growth land use vision supported by local governments.
- Regulatory changes and fiscal incentives needed to implement vision.
- A set of smart growth land use projections.



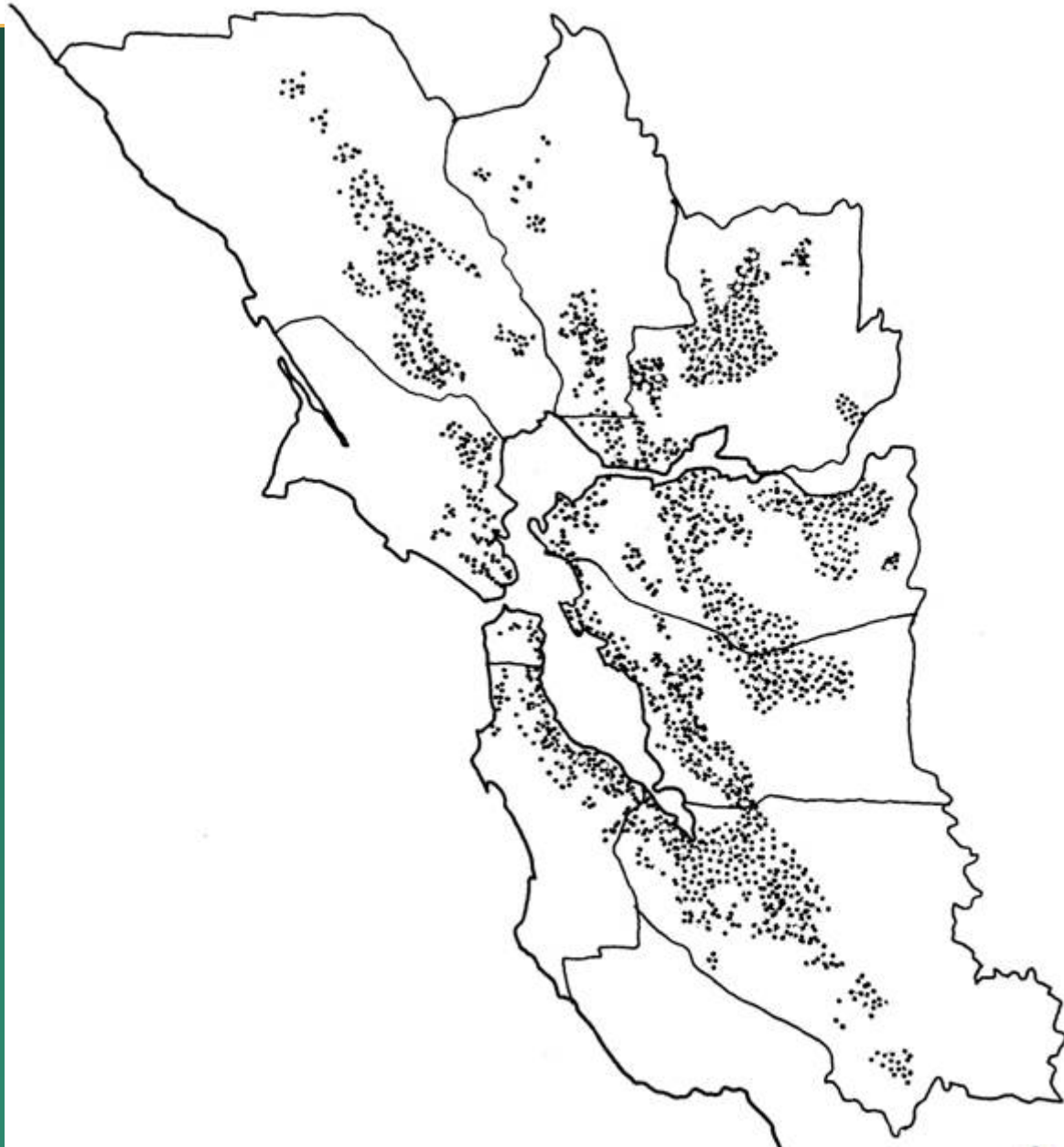
Planning Workshops



Photos courtesy Urban Ecology

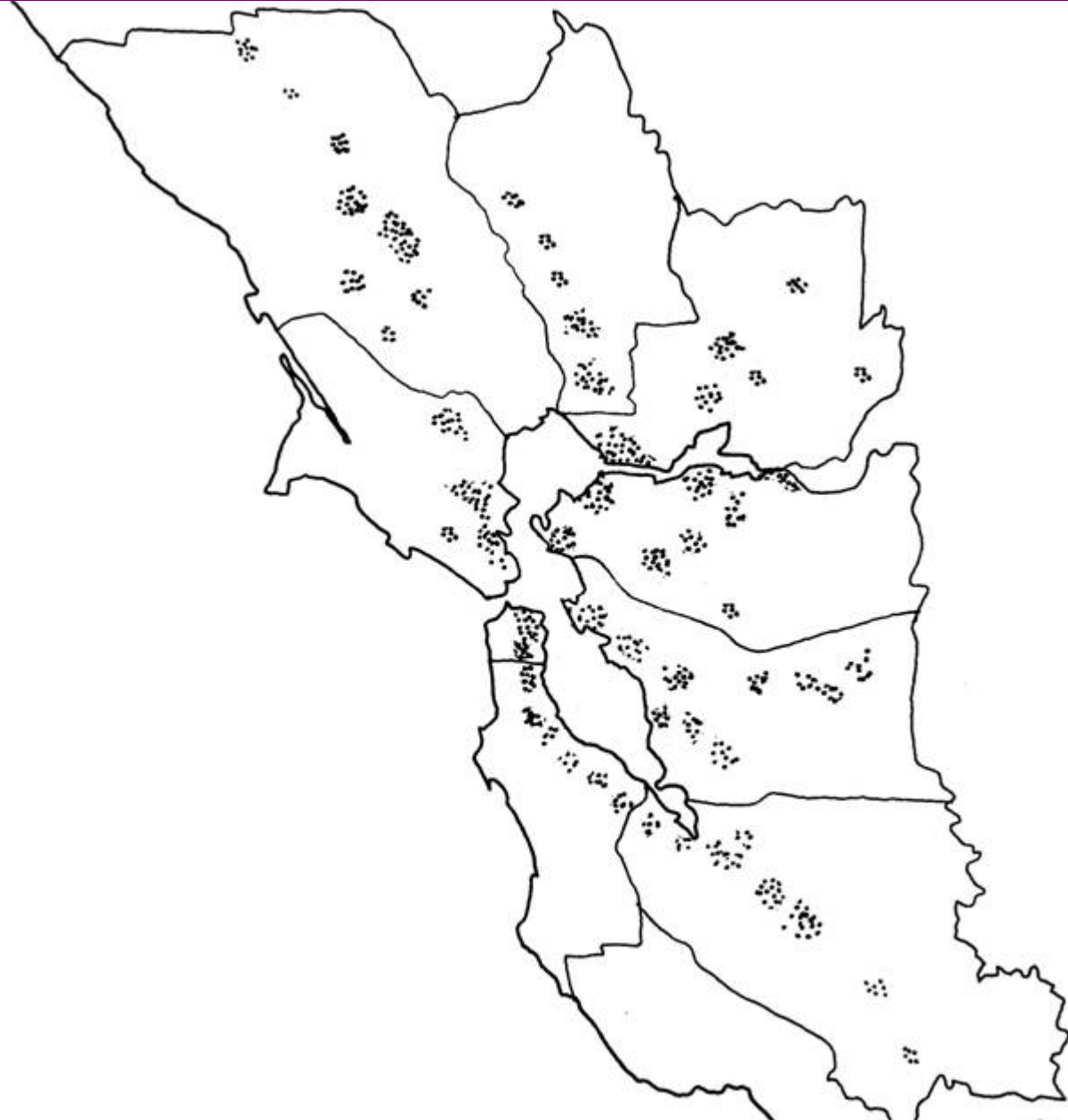
CURRENT TRENDS

*Business
as
Usual*



ALTERNATIVE TWO

*Network
of
Neighborhoods*



Building a coalition for transportation choices & livable communities



www.transcoalition.org

(510) 740-3150