Think Globally, Act Regionally

Public Health Institute
Web Forum
Rick Cole
City Manager, City of Ventura
"California is moving the United States beyond debate and doubt to action!"

Gov. Arnold Schwarzenegger
Can’t get there from here

“The U. S. transportation sector cannot do its fair share through vehicle and fuel technology alone. We have to find a way to sharply reduce the growth in vehicle miles traveled across the nation’s sprawling suburban areas.”

**ULI: Growing Cooler**
Gov. Arnold Schwarzenegger signed a landmark bill Tuesday to discourage sprawl in future decades, completing a deal among environmentalists, homebuilders and local governments on the final day of bill signing.

Senate Bill 375, by Democratic Sen. Darrell Steinberg of Sacramento, will push California communities to consider climate change impacts of development in regional planning, with an emphasis on reducing car travel.

Environmentalists and other proponents feared the bill was in trouble as Schwarzenegger officials raised transportation and business concerns last week. But the Republican governor ultimately embraced SB 375 as a “first in the nation” effort to link land-use planning and greenhouse-gas reductions.

“This legislation constitutes the most sweeping revision of land-use policies since Gov. Ronald Reagan signed the California Environmental Quality Act (CEQA),” Schwarzenegger wrote in a statement.
Conventional development

- Zoning segregates where we live, work, and shop
- Is the law in virtually every city in America
Planning neighborhoods

Projects vs. places
Zoning is the DNA of sprawl
Coding for people, not cars

Neighborhoods, Districts and Corridors
Number one lesson

You can’t buy political will on eBay
Act regionally

Creating a sustainable future is our challenge
Our own communities is where we start