

The SMART Train and Pathway



Riding and Rolling
on the Rail
Right of Way

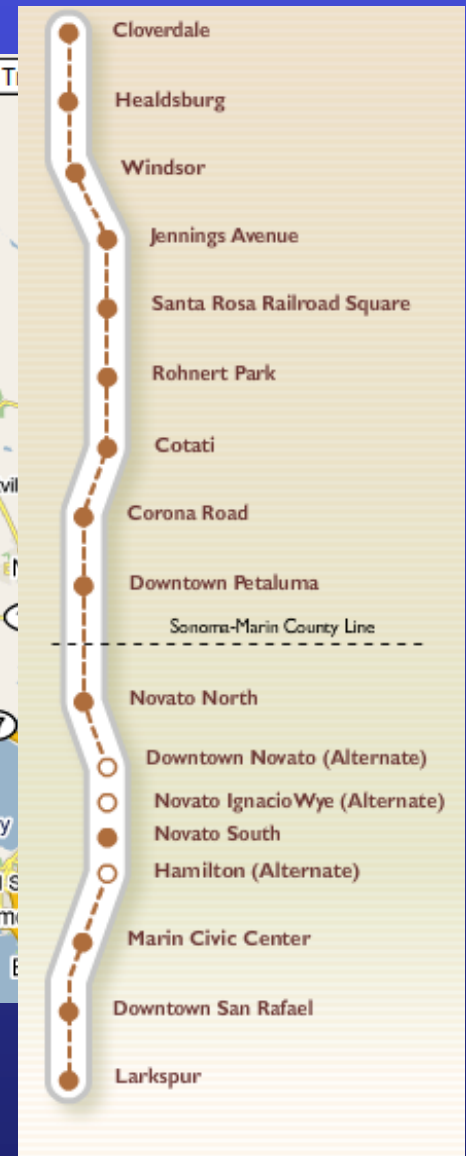
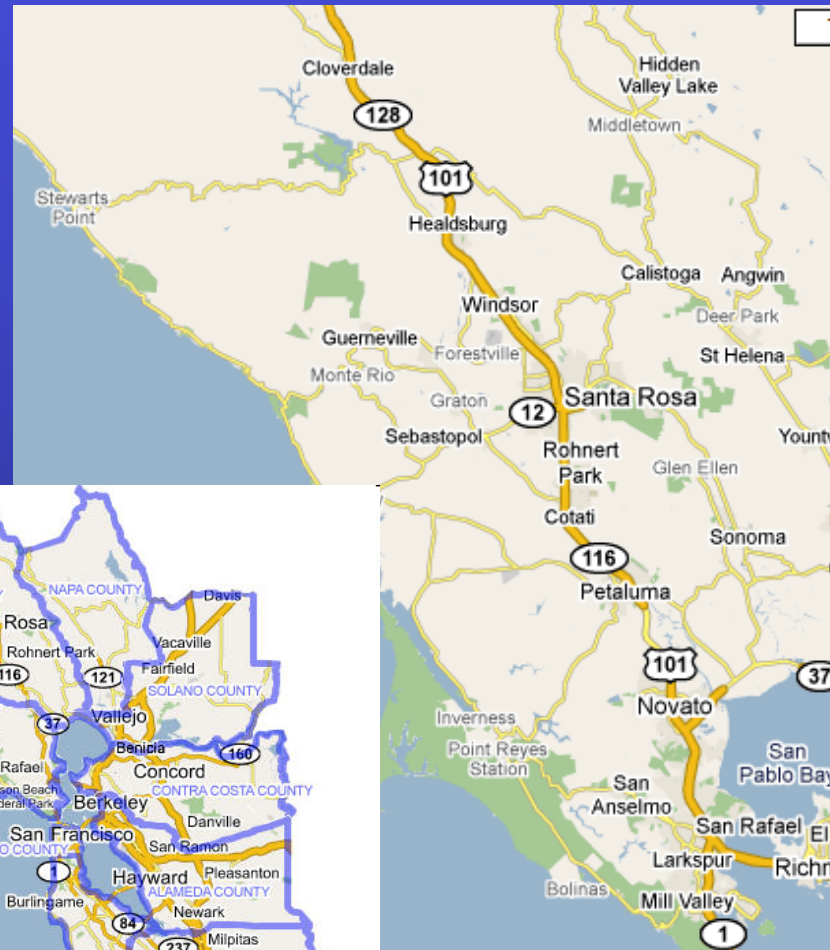
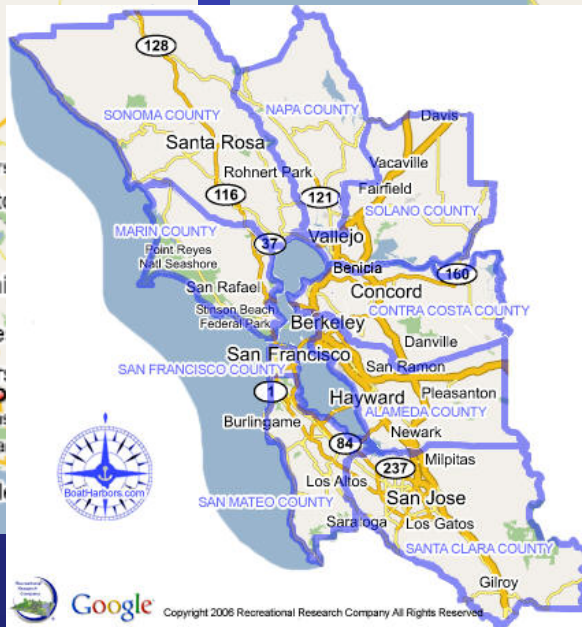
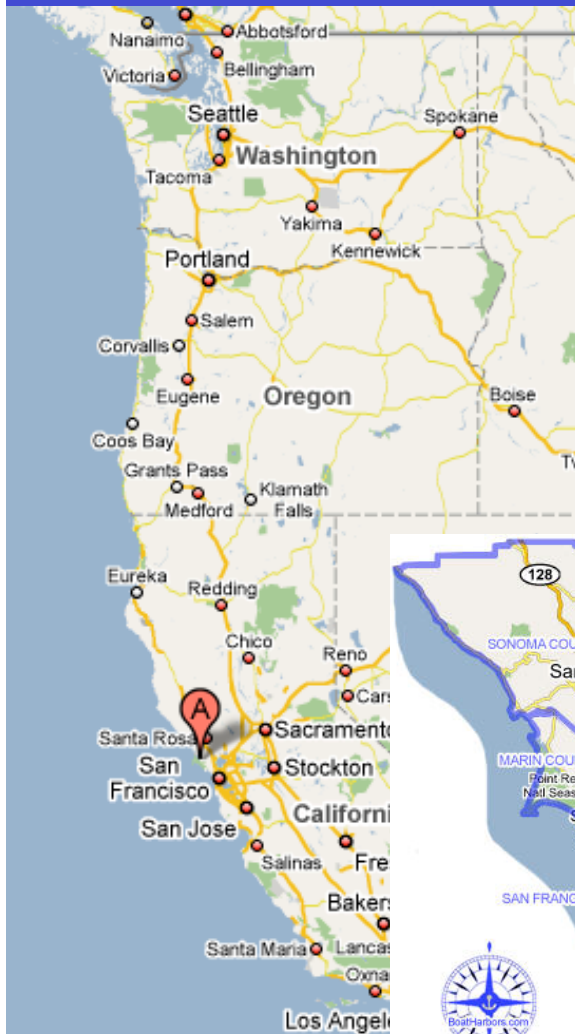
Finding the Ecological Balance

Koyaanisqatsi (1982)

Hopi- crazy life, life in turmoil,
life out of balance, life
disintegrating, a state of life
that calls for another way of
living'



Geographic Orientation



Getting the Pathway Message through...



Image courtesy of
Jonathan Patz.

History of Pathway

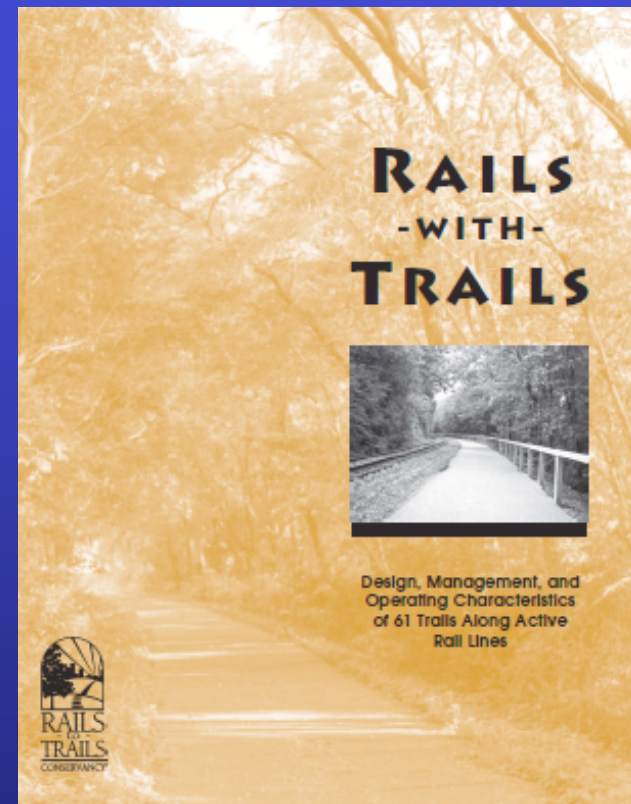
In 2008 fourth attempt to pass rail and... success!!

- In 1998 rail tax on ballot, included money for commuter rail and busses and small bike/pedestrian and open space- Failed
- January 1999 group from Marin and Sonoma conducted a debrief regarding rail- Voters wanted specifics such as cost, stations, etc.; they wanted a real plan
- In 1999 the Sonoma Marin Area Rail Transit (SMART) Commission was created; it consisted of 5 elected officials from Sonoma County and 5 from Marin County



More History of Pathway

- SMART Commission was charged with creating a conceptual plan via monthly meetings
- Advocate Deb Hubsmith attended all meetings encouraging a pathway to be included from the start; lots of commissioners didn't want bikeway (rail only thinking)
- Research showed every jurisdiction along corridor called for railway to be used for bike/pedestrian use in its general plans-foresight....
- Deb contacted Rail to Trails Conservancy; then there were 61 identified Rails with Trails (today there are over 120)



Even More History of Pathway

- Despite letters and community pressure at meetings, and conversation by commission, there was not the will to include pathway in plan
- September of '99 the day of adoption of their plan Commissioner Mike McGuire indicated that it was in his jurisdiction's general plan and expressed interest in including the path
- Subsequent meeting pathway was included in CEQA process
- In 2002 Assemblymember Joe Nation introduced and got passed AB 2224 which created a two-county district and allowed. Ms. Hubsmith got amendment introduced to get bike path included in legislation which gave SMART legal authority to have pathway

“Failure” and Sweet Victory

- SMART Environmental Impact Report was completed in 2005; we went to the ballot in 2006 and fell short of the required 66.6% by 1.34%!



- In 2008, despite the economy beginning to go down, stellar campaign was run and achieved a victory of 69.6%, 3% over the required 66.6%!

Conspiracy of Synchronicity



Food Mart

Regular

5 16 $\frac{9}{10}$

Plus

5 25 $\frac{9}{10}$

Premium

5 35 $\frac{9}{10}$

Gasoline

Diesel #2

5 15 $\frac{9}{10}$

Rail Ridership Way Up...

Charlotte Area Transit System logged more than two million trips in February, up more than 34 percent from February 2007.



Caltrain, the commuter rail line that serves the San Francisco Peninsula and the Santa Clara Valley, set a record for average weekday ridership in February of 36,993, a 9.3 increase from 2007



The South Florida Regional Transportation Authority- commuter rail system from Miami to Fort Lauderdale and West Palm Beach, posted a rise of more than 20 percent in rider numbers this March and April as monthly ridership climbed to 350,000.



New York Times, May 2008 as gas reached \$4.00/gallon

Transit Use above 1956 Levels (Pre-Interstate Highway System Levels)

New York Times, March 9, 2009

Transit Use Hit Five-Decade High in 2008 as Gas Prices Rose



Justin Sullivan/Getty Images



Confronting Obesity-

25 million children (33%) are
overweight or obese

67% of adults overweight or obese

Costs of Obesity-

- \$77 billion dollars due to physical inactivity....
- \$117 billion due to obesity....
- Shifting Transportation “mode” can be major part of the solution



Win-Win-Win

Moderate increase from 9.6% to 13% bicycling and walking (3.4%) in US (trips 3 miles or less):

Less than 1 out of 20 trips

- 69 billion miles driving avoided
- 3.8 billions gallons gasoline saved
- 33 million tons of GHG reduced

Substantial increase above current 9.6% to 25% (15.4%):

Around 3 out of 20 trips

- 199 billion miles driving avoided
- 10.3 billions gallons gasoline saved
- 91 million tons of GHG reduced

<http://www.railstotrails.org>

Active Transportation for America

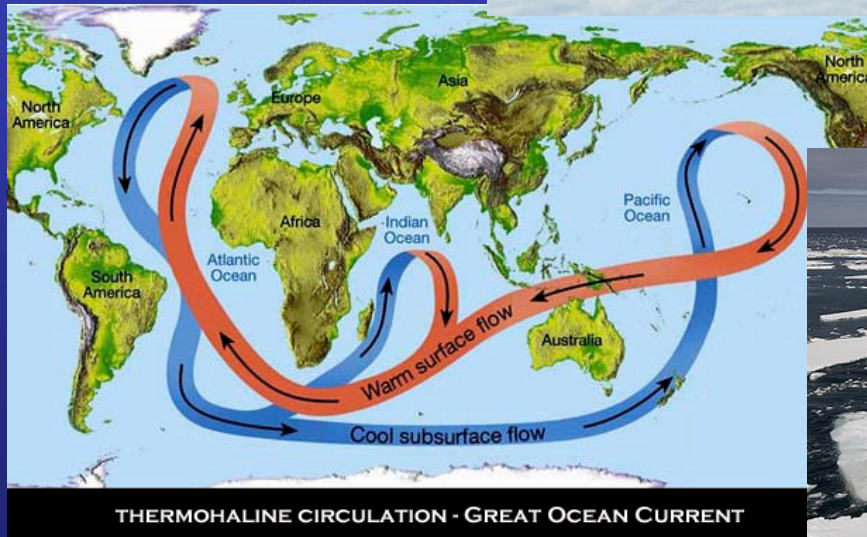


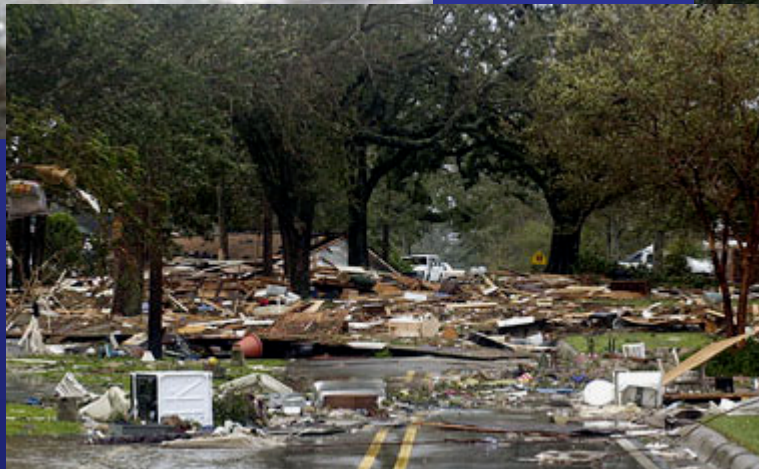
The Case for Increased Federal Investment in Bicycling and Walking

Supported by
Bikes Belong
AMERICAN


rails-to-trails
conservancy

Climate Change Issues





August 2005

Shift in Awareness

“...America
is addicted
to oil...”

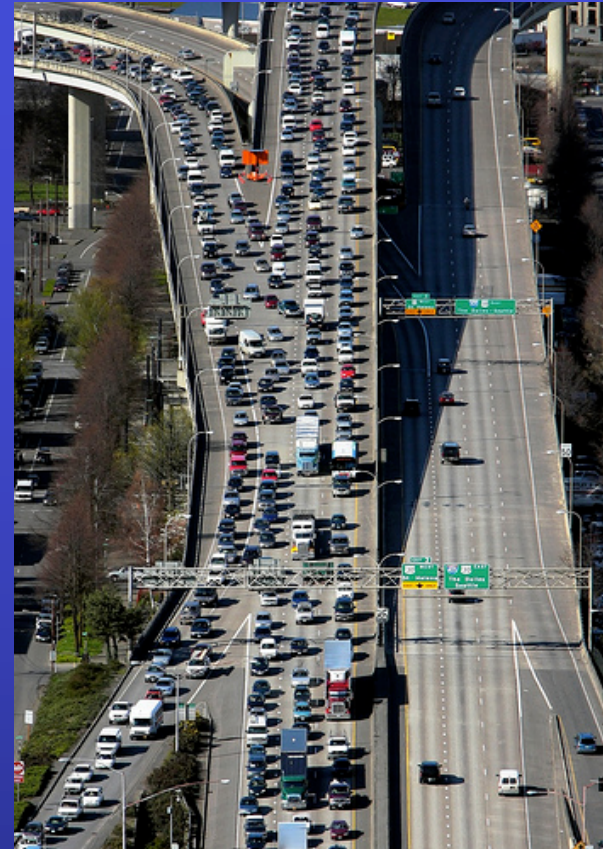
Former President
George W. Bush
January 31 2006



Transportation Contribution of GHG

Marin County 62%
State of California 38%
Nationally 30%

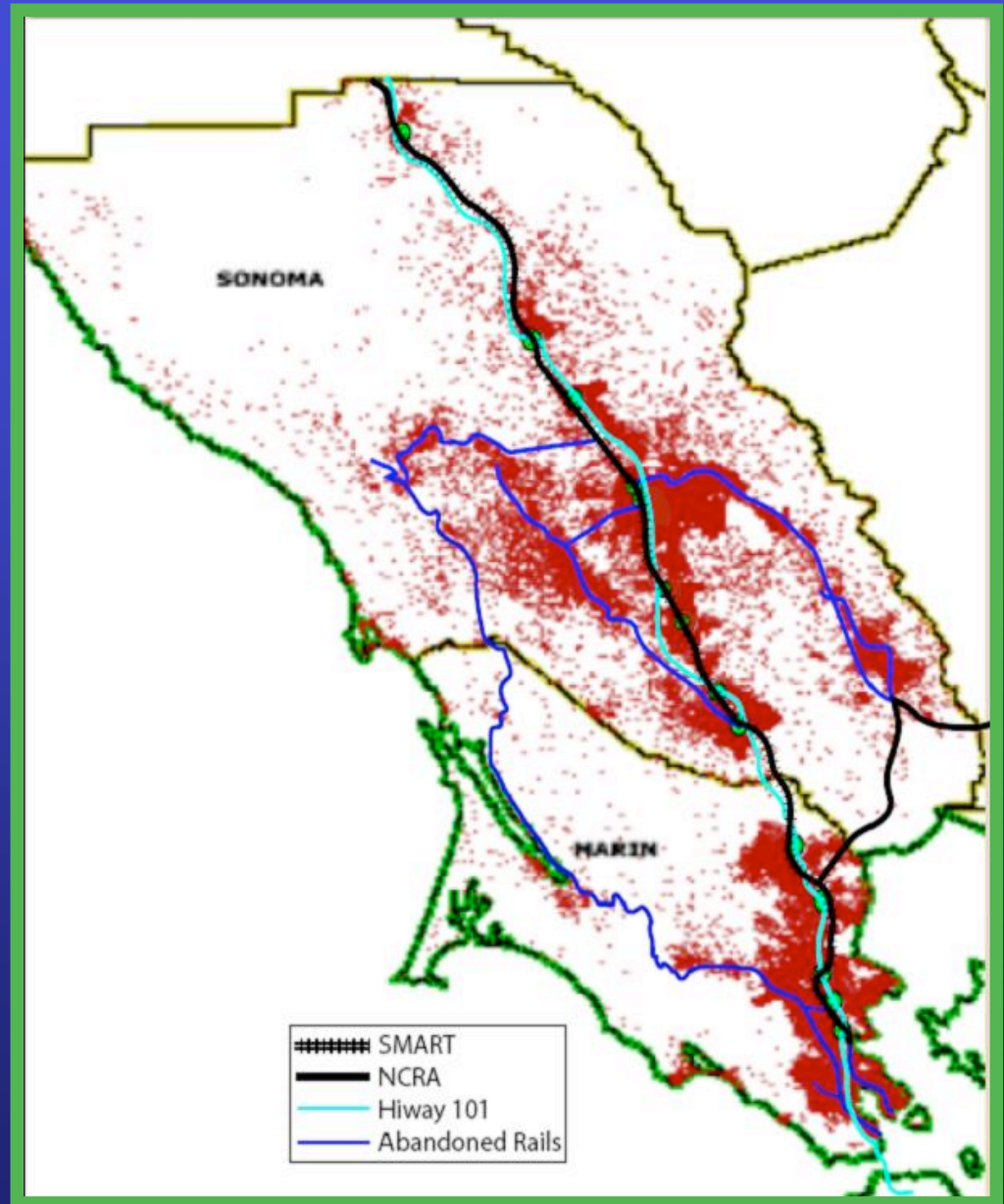
Big Opportunities!



California AB 32 mandates that California reduce its greenhouse gas emissions to 1990 levels by 2020.

SMART's Great Advantage- Existing Infrastructure and Historic Rail Line

The vast majority of residents live with 2 miles of transit in Marin yet only 4% of trips are made by transit



Getting Pro-Active on SMART and Sustainable Transportation



Rail with Trails- Wine with Cheese

Phenomenal campaign partnerships- broad-based coalition- Working together- far better chance of winning at the ballot box

- Wineries- (weekend service)
- Ecological/Conservation groups
- Mall Owners
- Large Employers and Medium Employers
- Bicycle Advocacy Groups
- Chambers of Commerce
- Rotary Clubs
- Labor
- Transportation
- Elected Officials



Before the Vote

- Identified leaders in each sector to be supporters of the campaign, especially with respect to fundraising- these were the spokespeople for SMART
- Where there were issues with some single-issue conservation groups we identified influential individuals and highlighted their support
- We organized, waited and then launched campaign 3 months before election
- We called, we walked precincts, we supported letters to the editor by SMART supporters
- We did several highly targeted mailers
- 2/3 vote requirement required a very intense, expensive and robust campaign- Washington State 50%?
- Cost of project- comparison \$541 million for 70 miles versus \$800 million for 17 miles...



More on the Campaign

- **Financing/Funding- Sales Tax?**
- **Campaign development will be influenced by funding source**
- **Working with cities- station planning- olive branch to vehement opponents**
- **Reducing traffic an important issue, pathway helps with this.**
- **Shuttle routes (with bicycle accommodation), very important for voters**
- **Media relationships- SMART and the campaign met editorial boards to help them to understand project / misinformation- Framing the project early-**
- **Despite economy “tanking”, framing the project with respect to GHG and its ecological benefits won over**
- **Polling and crafting message....**

SMART Successes

- Environmental framing was an important part of campaign
- Developed Overall plan
 - Agency to run rail, policy/legislation
 - Program design/environmental (CEQA/NEPA)
 - Campaign development
 - Polling for campaign
 - Need good policy
 - Public confidence in governing body
- Integration of other planning documents that are in process (general plans, transportation plans, bicycle pedestrian master plans, etc.)
- This is the right time!! Get NEPA and your local environmental laws coupled
- SMART multi-agency dialog, collaboration, communication

New Transportation Paradigm?



Senate Abandons Automaker Bailout Bid

By DAVID M. HERSZENHORN and DAVID E. SANGER

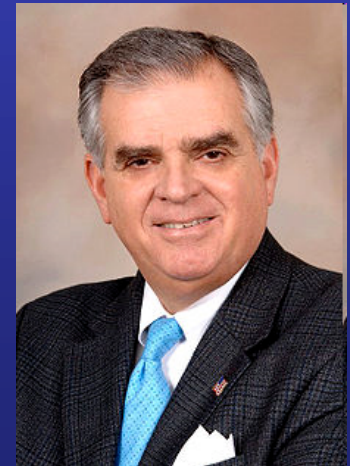
Published: December 11, 2008

WASHINGTON — The Senate on Thursday night abandoned efforts to fashion a government rescue of the American automobile industry, as Senate Republicans refused to support a bill endorsed by the White House and Congressional Democrats.

Fiscal Hope for Rail- Yes



- President Obama is a strong supporter of Rail and bicycle infrastructure
- Secretary of Transportation Ray LaHood great supporter of bicycle infrastructure and rail too
- “You will have a full partner in working toward livable communities” National Bike Summit Washington DC, March 2009



Fiscal Hope for Rail- Yes

- SMART growth and Transit advocacy groups such as Transportation for America are stronger than ever.
- Historic 80:20 ratio of highway to transit funding is already changing
- When the new federal transportation bill at the end of September we can expect to see significant increased funding for rail projects like SMART
- There is also a robust transportation component of the climate plan and potential of additional funding for train/pathway projects
- SMART visited DC in March and has been very proactive regarding seeking federal funds- a worthy endeavor for local public officials

Elements of Support



Getting Children to School Safely without a car...

- In August 2000, Marin County Bicycle Coalition was funded by the National Highway Traffic Safety Administration to develop a national model Safe Routes to Schools program
- Reduce traffic congestion around schools, get more children walking and bicycling and promote healthy alternatives.
- On August 10, 2005 a federal transportation bill passed that included a \$612 million appropriation for a new national Safe Routes to School program that provides benefits in all 50 states-
- Safe Routes National Partnership- Establishing Safe Routes to School State Networks in 10 states. Departments of health, transportation, education



Traffic and Safety Connection



20-30% of morning traffic can be generated by parents driving kids to school- (cost of pathway- cost of traffic)



50% of collisions with children going to and from school are with parents of other kids driving to and from school

Washington State DOT

Nonmotorized Transportation Pilot Program (NTPP)



- NTPP- \$25 million federal grant to Marin County
- Marin was one of four communities selected nationwide in 2006
- Demonstration how investment in walking and biking could increase the number of people that walk and bike
- This funding offers a unique opportunity for Marin County to make significant safety improvements in Marin and create example for the rest of the US (as with Safe Route to School)
- WalkBikeMarin.org
- Spokane is control community

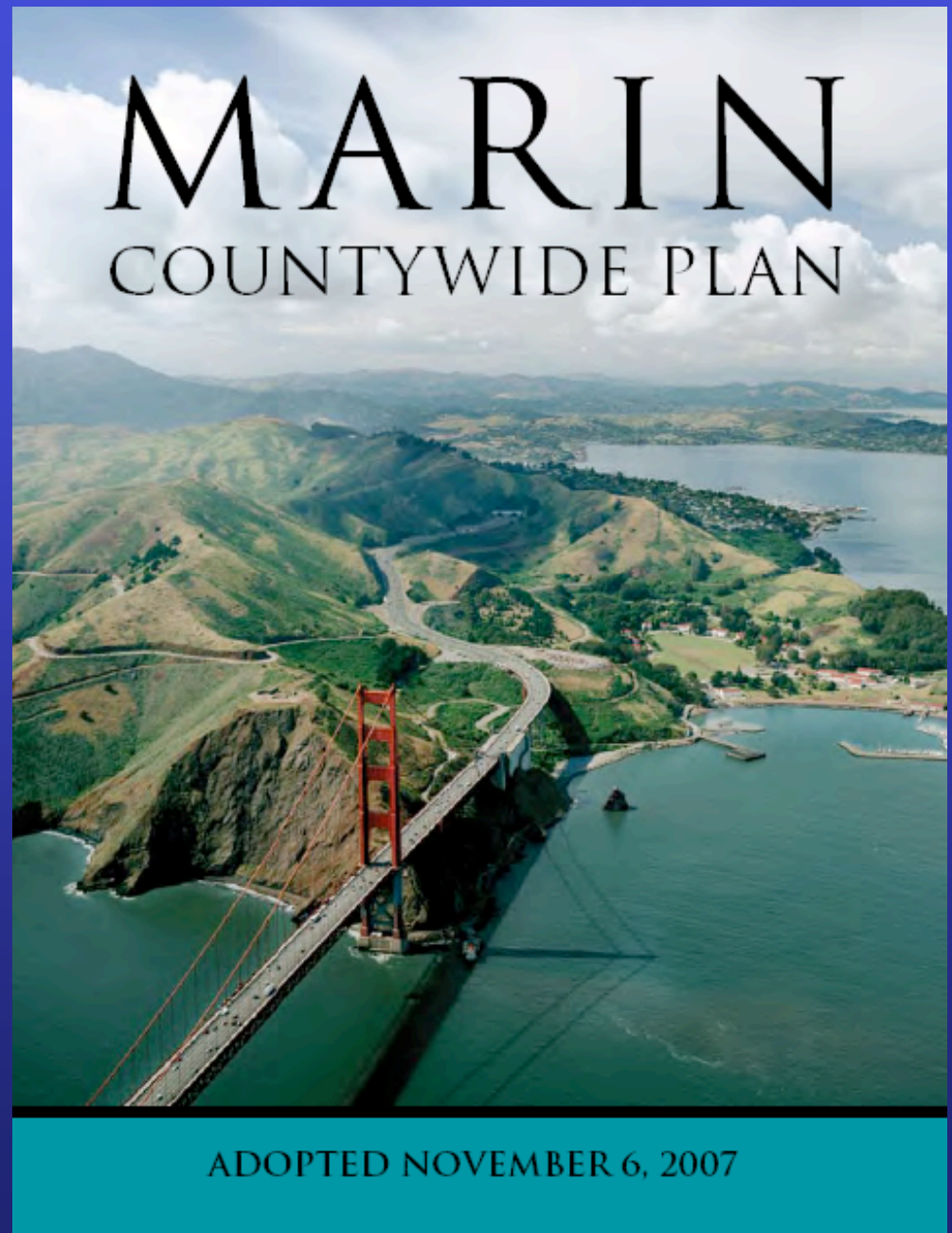
Americans Starting to “Get It” on Passenger Rail Transportation



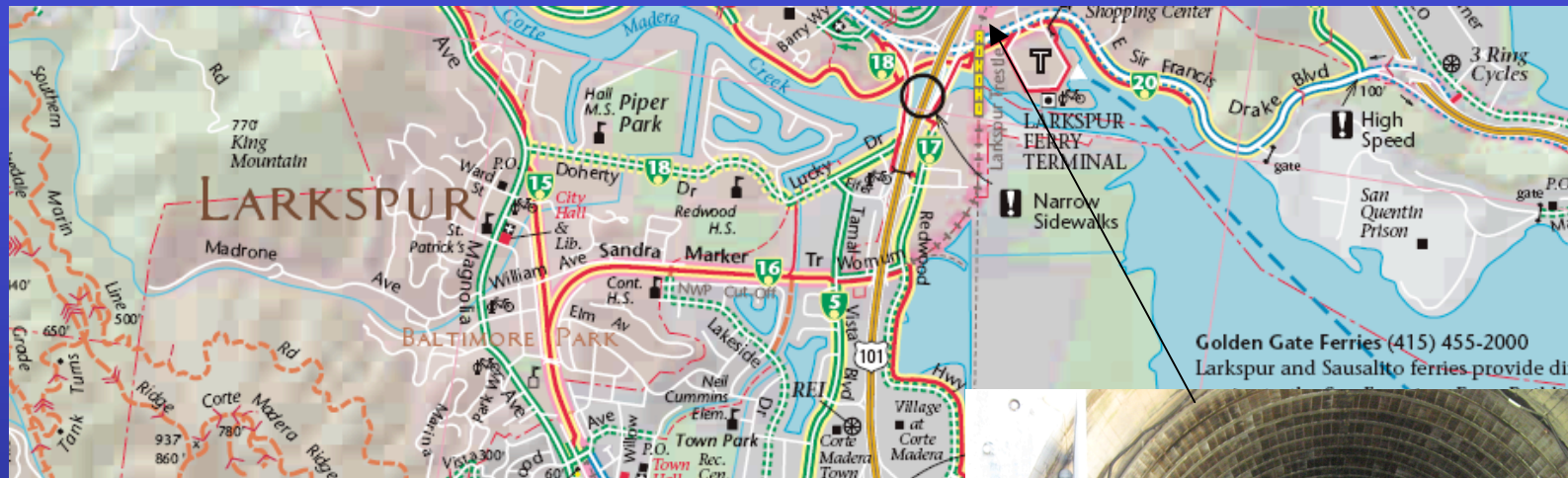
- Energy efficiency
- Reduce congestion in cities resulting in fewer cars therefore more safety for pedestrians, bicyclists, children going to school, etc.
- Reduced air quality impacts
- More efficient transportation land-use
- Safer and much more enjoyable

**“20% of trips by
bicycling and
walking by
2020”**

**The County and all towns
and cities have adopted
bicycle and pedestrian
master plans**



Mapping the Non-Motorized Transportation to Transit Vision



Golden Gate Ferries (415) 455-2000
Larkspur and Sausalito ferries provide direct

LEGEND

Countywide Bicycle Route Number

- Existing Route
- Planned or Proposed Route

On-street Bikeways

- Primary Route (solid)
- Secondary Route (dashed)
- Busy or Narrow Route (blue)

Off-street Bikeways

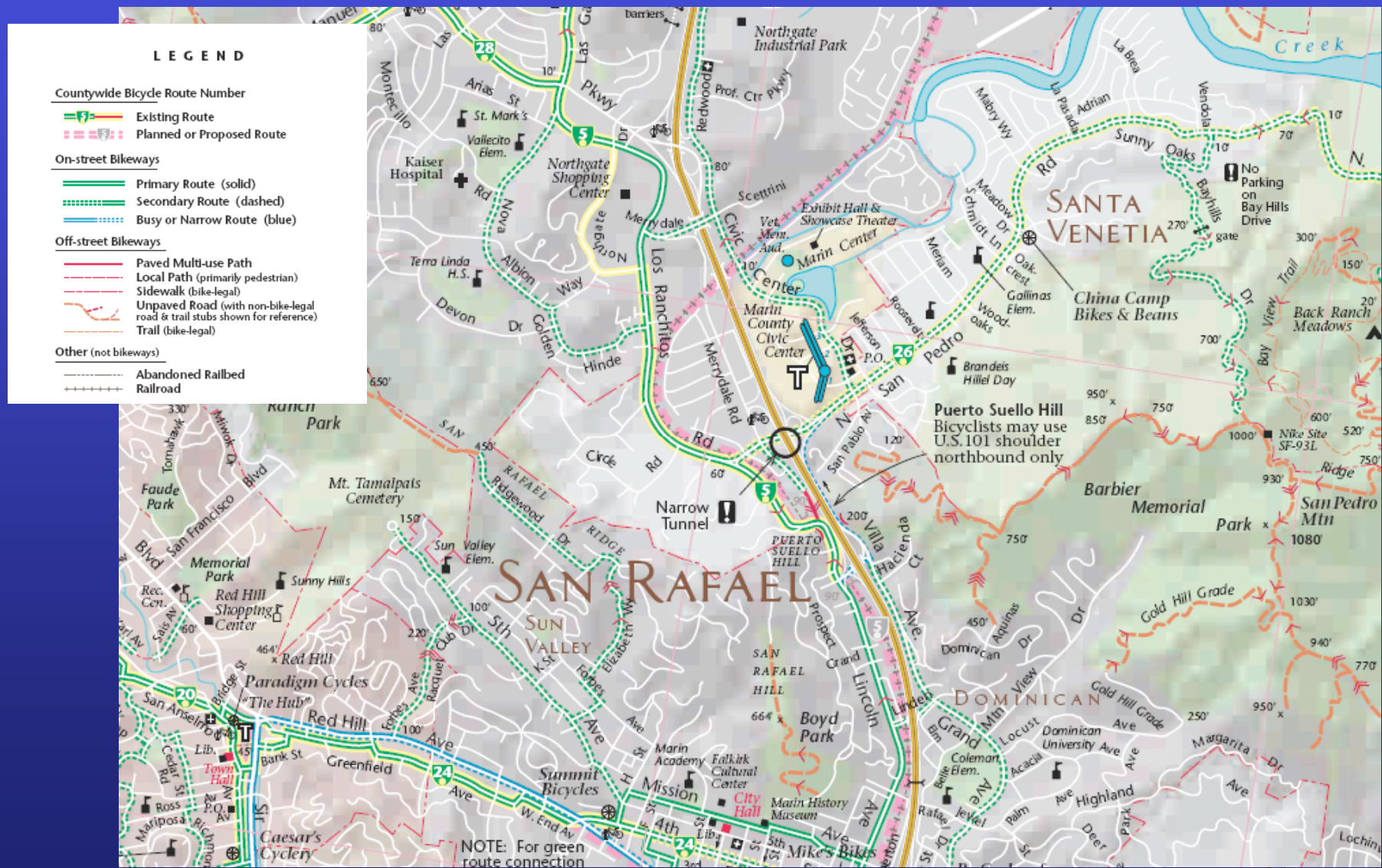
- Paved Multi-use Path
- Local Path (primarily pedestrian)
- Sidewalk (bike-legal)
- Unpaved Road (with non-bike-legal road & trail stubs shown for reference)
- Trail (bike-legal)

Other (not bikeways)

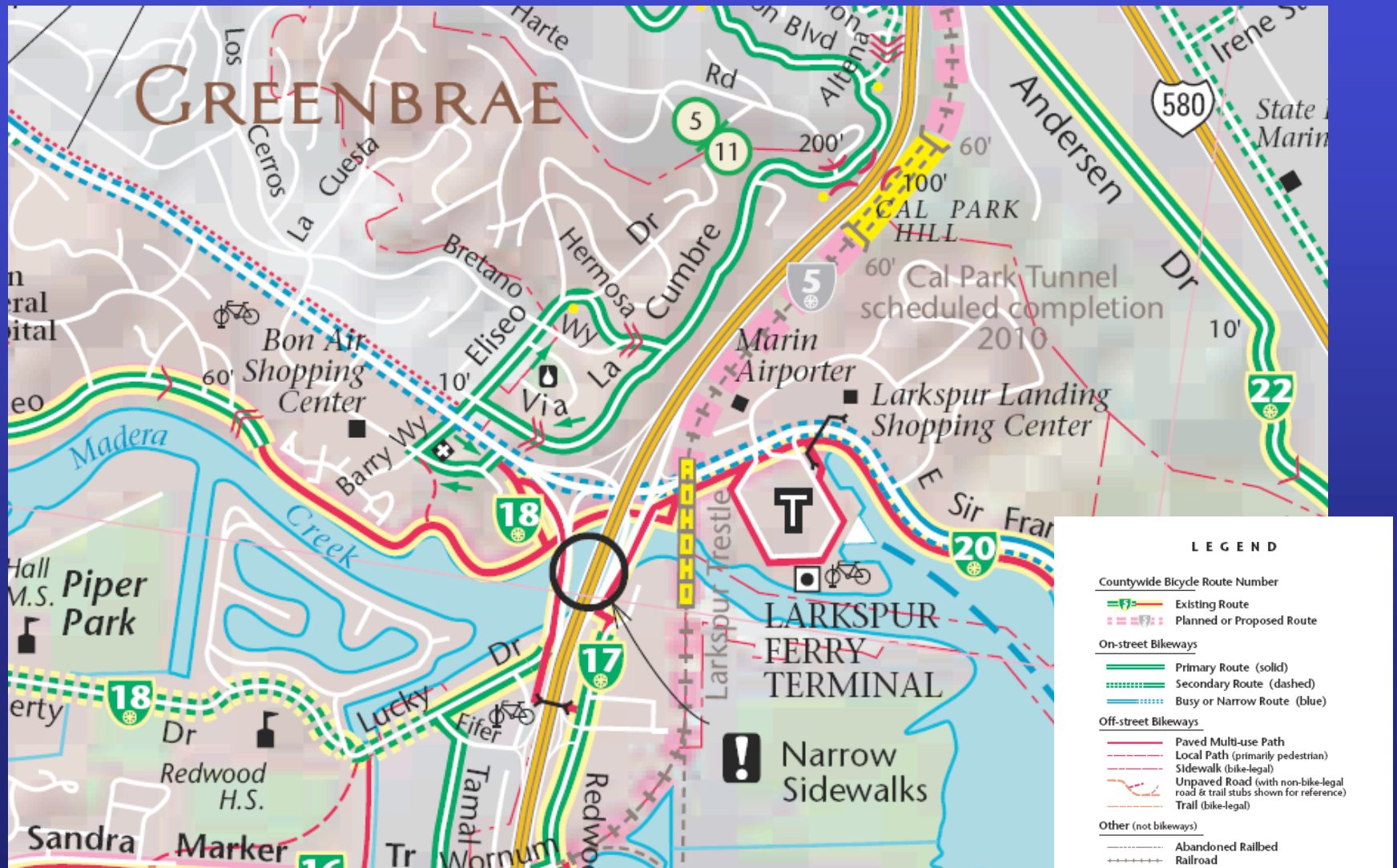
- Abandoned Railbed
- Railroad



Making the Connections to Transit



Getting to Transit- Start of the Line...



Sprawl - A Fundamental Problem



Over 2.7 million new suburban homes and apartment built between 1945 and 1950... suburbia was born...

TOD versus Urban Sprawl

- Low Population Density
- Rarely pedestrian-friendly
- Work, schools, shopping, services disconnected from each other
- Automobile dependent
- Often freeway linked
- Loss of wildlands, native habitat, plants and animals
- More pollution per capita
- Water pollution impacts
- Social isolation





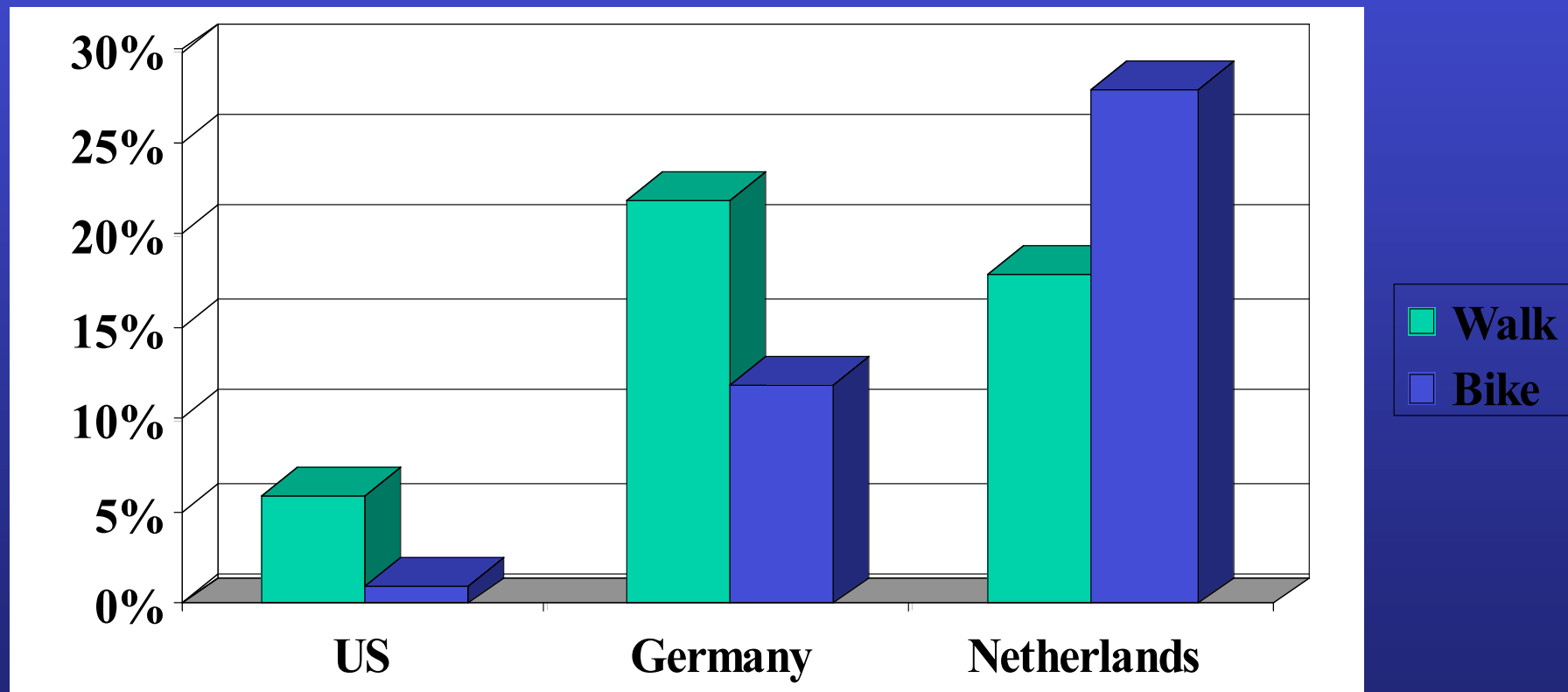
Netherlands



Leiden University

Europe has more bicycle/pedestrian travel

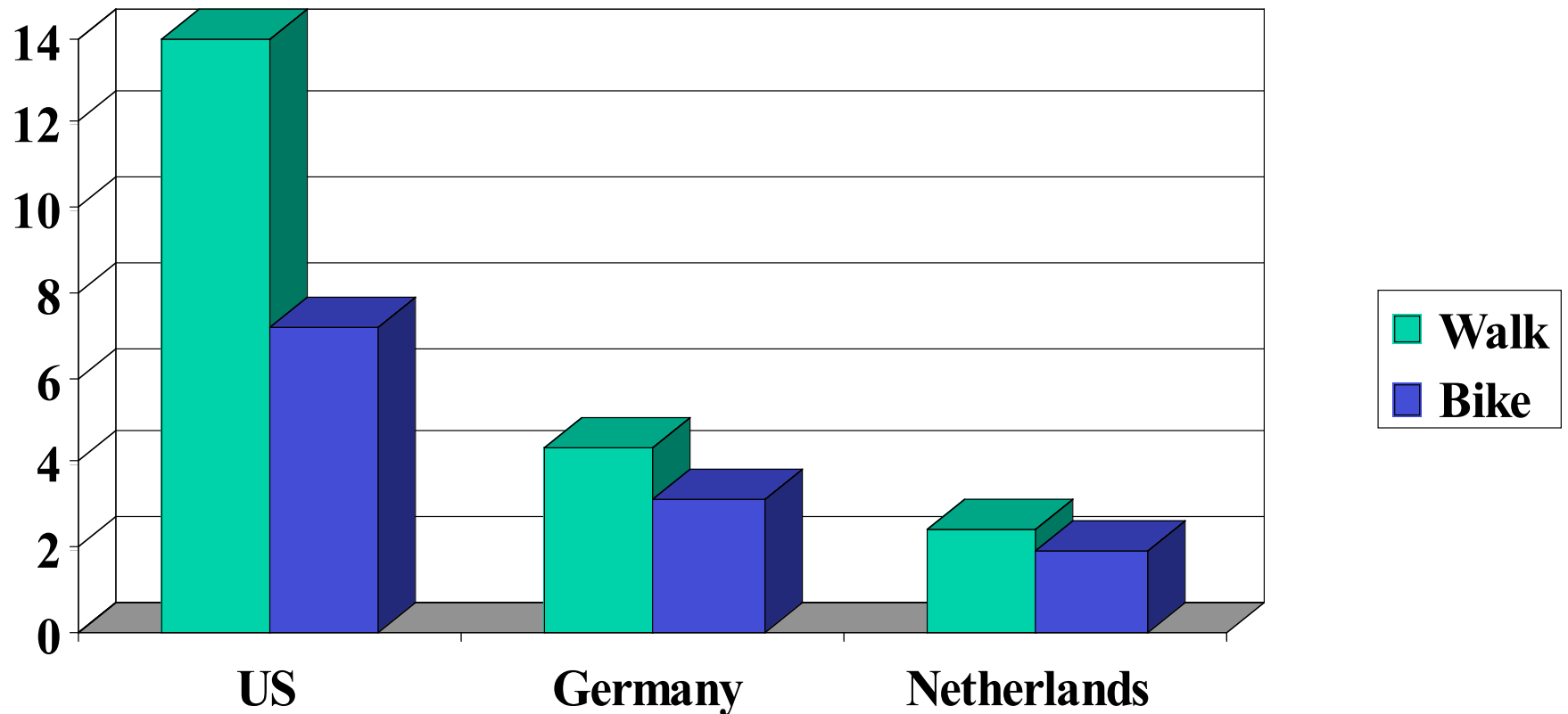
Portion of all trips



Pucher, AJPH Sept 2003

...And far fewer deaths

Deaths per 100 million km travel



Pucher, AJPH Sept 2003

Promoting/Advocating and Building Bicycle-Pedestrian Facilities

41% of trips in US are 2 miles or less

- The US is amongst the lowest in non-motorized transportation in the world
- Saddle Bags and Motivation
- No more stationary biking



Personal and infrastructure needs for bicycling



- Getting to “Netherlands” level...
- For safety, bicycle facilities necessary (bike lanes, bike paths, signage, driver/rider education/ share the road programs, DMV test requirements for drivers of cars, etc.
- Proper way-finding signs, established routes, public transit connections, maps
- Public transportation allowance/connectivity
- Secure bicycle parking and lockers
- Showers/changing rooms, etc.



A Healthy Relationship with SMART



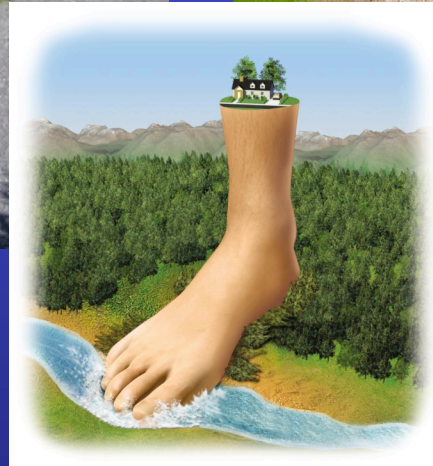
My Personal Vested Interest



Interdependence



Thich Nhat Hanh
Interbeing- Transportation



Multi-Use Solutions- For All Users for Safety and Well- Being



Leadership and Vision in a Transportation Vacuum



Sustainable living, for ourselves and for future generations of all beings





Marin County Bicycle Coalition

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