



California's New Approach to Land Use and Transportation Planning *Big Picture Messages for SB 375*

20-Second Message

We have an opportunity in California. There's a new statewide initiative that could create cleaner air and more vibrant communities. It gives us a chance to shape what, where, and how we build. We're a growing state, but we don't have to stick to business as usual. We can improve the daily lives of Californians *and* get our economy back on track by expanding our transportation choices and making thoughtful decisions about where we build new homes.

30-Second Message

We all realize that the current pattern of growth and development in California is not working. Most Californians spend countless hours in traffic, precious hours that could be spent with family and friends. But with SB 375, Californians have an opportunity to chart a new future. We can put Californians back to work and improve our daily lives by expanding our transit system and building neighborhoods within walking distance of jobs, stores and schools.

Another 30-Second Message

As we get California's economy back on track, construction is one area where we definitely want to put people back to work. But we simply can't afford to stick to business as usual. The days of cheap foreign oil, unlimited water supplies, and easy mortgages are gone. In moving forward, we need to rethink how we've been building and realize that the choices we make today will affect quality of life for our grandchildren. We can do a much better job if we build family-friendly neighborhoods within walking distance of schools, jobs and parks. The Sustainable Communities Strategies can help us get there.

45-second message

We all realize that the current pattern of growth and development in California is not working. Most Californians spend countless hours in traffic, precious hours that could be spent with family and friends. We've been building further and further out into the countryside, using up precious farmland and natural areas. As a result our air is unhealthy to breathe, and many Californians are forced into long commutes to get to work, school, or the grocery store.

But we have an opportunity to chart a new future. Sustainable Communities Strategies give us the chance to participate in decisions about what, where, and how we build. We're a growing state, but we don't have to stick to business as usual. We can improve our economy *and* the lives of Californians by expanding our transit system and building new communities that offer alternatives to sitting in traffic.

Big Picture Message Highlights

- This is about the future of California and the legacy we leave for our grandchildren -- and future generations.
- We can improve our economy *and* the lives of Californians by expanding our transit system and building new communities that offer alternatives to sitting in traffic.
- California is currently suffering from the effects of poorly planned growth – long commutes and traffic jams, dangerous air pollution, threats to farmland and open space, and an unbalanced housing market.
- We're a growing state, but we don't have to stick to business as usual.
- We have an opportunity to improve the lives of all Californians by making decisions that look at the big picture.
- We have a chance to invest in a transportation system that provides us with choices about how to get where we need to go.
- We can free ourselves from long commutes, high gas prices, and dependence on foreign oil.