

U. S. Department of Transportation

news:



Office of Public Affairs

Washington, D.C. 20590

REMARKS PREPARED FOR DELIVERY BY U.S. SECRETARY OF TRANSPORTATION NEIL GOLDSCHMIDT, URBAN CARE ASSOCIATION, BERKELEY, CALIFORNIA, MARCH 20, 1980.

I know that you invited me here as Secretary of Transportation; but if I could, I would like to appear under false pretense and speak, not as the Secretary of Transportation, but as the former mayor of Portland, a progressive, thoughtful, medium-sized community, which cares about its future -- much like your own.

In my view there has always been a common bond among people who care deeply about cities -- whether as mayors or as neighborhood activists concerned enough to improve their communities.

What is shared, first and foremost is a set of values that make cities special places:

- * Density that provides the critical mass for creativity and stimulation.
- * Diversity that reflects the variety of viewpoints and backgrounds, making the whole of the city equal more than the sum of its parts.
- * Choice that offers people the opportunity for self-expression and self-realization, as well as a sense of control over the decisions that affect their lives.

It is these attributes which define cities that make them so important during this time of national transition -- a transition caused by scarce and expensive resources, both energy and capital. For cities offer the opportunity for efficiency and for conservation; and these will be the defining characteristics of the era ahead.

In a time of energy and capital scarcity, efficiency and conservation allow us to do more with less; to be more productive and less wasteful. The key is to develop a strategy that will take most advantage of the attributes of the city, that will be conserving and reinforcing of our basic urban values.

Transportation is the vehicle which can bind such a strategy together. As an integrating force, transportation can weave together land use, energy, economic development, environmental strategies and programs into a unified, self-reinforcing strategy for the city.

The Portland experience suggests that transportation is a good place to begin. By recasting the regional plan so it respected neighborhoods, supported downtown with transit, offered good choices for suburban commuters, and identified work centers, we were able to send clear signals to citizens, to prospective developers and to the marketplace. Once we got the forces of the marketplace running with our strategy, we achieved a multiplier effect. We were able to attract new development downtown -- and they underbuilt parking because it saved them money and we guaranteed good transit service; once the neighborhoods knew they were safe from the auto, previously undesirable areas became targets for rehabilitation -- families moved in and stabilized the areas and supported the schools; new industry was eager to locate in the industrial areas where we both improved auto access and developed experimental transit service; and we were able to adopt a far-reaching energy conservation program for the city.

The basic message is that the real work of developing a conservation ethic for this country will be done at the local level. Federal support can help -- with incentives for transit, better auto management, vanpooling and the rest. But local communities know their needs best and can plan for them best; can organize to devise strategies most efficiently, and can develop the political constituency to implement them most effectively. Our conservation ethic is really the collection of individual choices, by cities, by neighborhoods, by households.

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