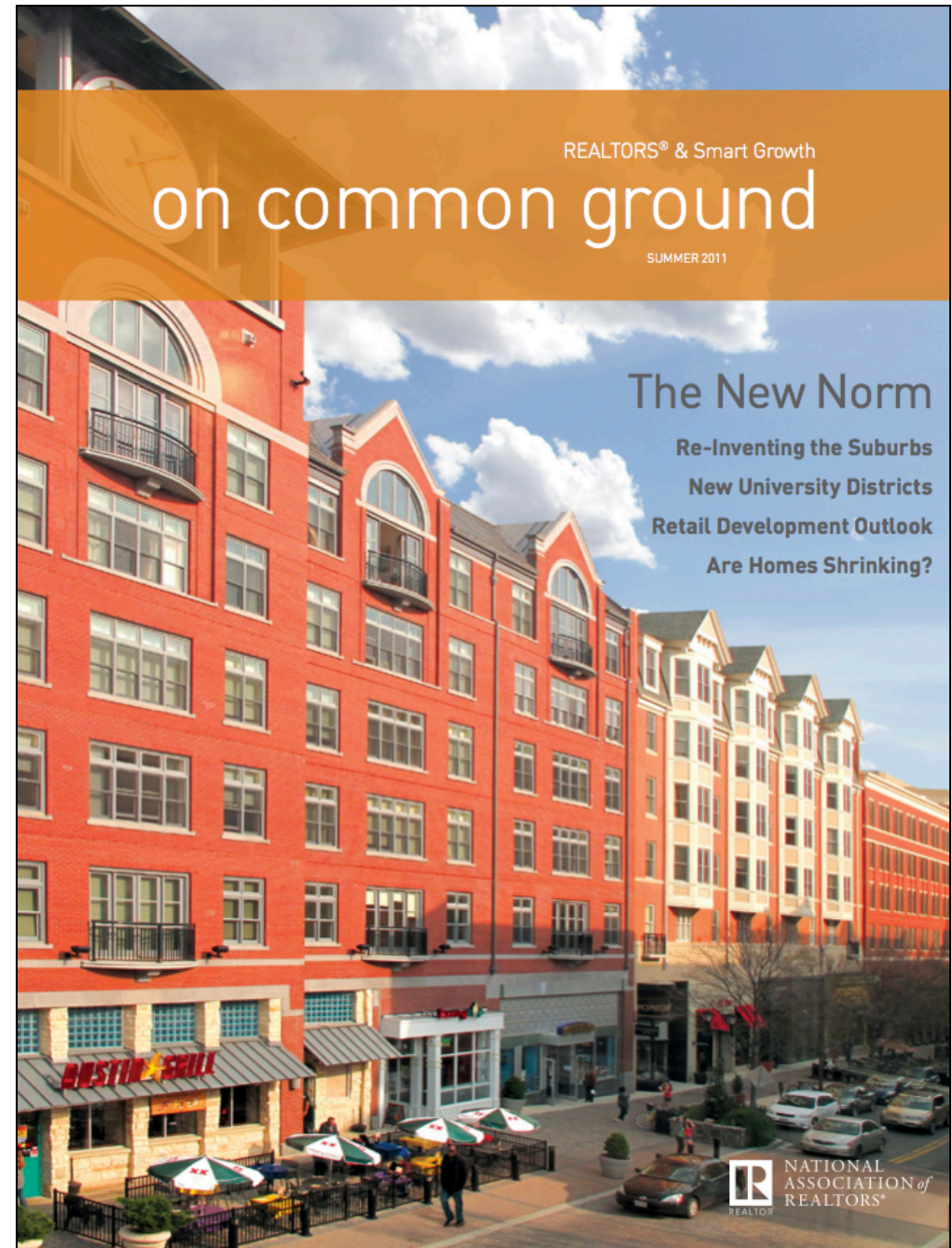


The 2011 Community Preference Survey shows “more people want to live in a neighborhood characterized by smart growth than one characterized by suburban sprawl,” and “Improving public transportation is viewed as the best answer to traffic congestion by half the country.” *The New Norm at 10*





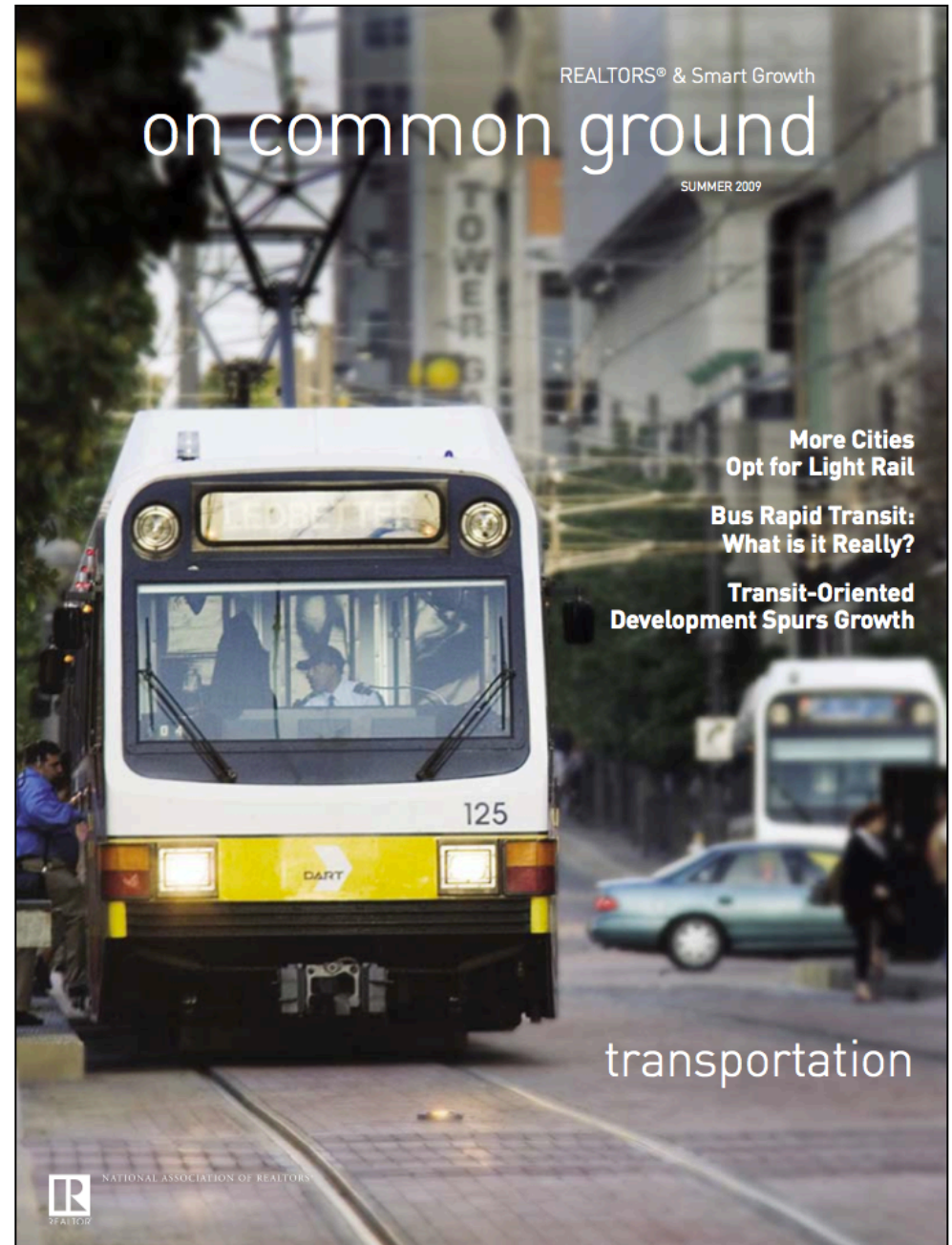
“The two largest demographic groups in the country, the baby boomers and their children — together comprising half the population — want homes and commercial space in neighborhoods that do not exist in anywhere near sufficient quantity... The coming demographic convergence will push construction inward, accelerating the rehabilitation of cities and forcing existing car-dependent suburbs to develop more compact, walkable and transit-friendly neighborhoods if they want to keep property values up and attract tomorrow’s homebuyers.” *The New Norm at 36*



“The market has begun to shift... For 50 years there was pent-up demand for drivable suburban [real estate] product, and it was a new product. We had a very good run of that, but now the pendulum has swung. Today there is pent-up demand for another product we haven’t addressed for decades — walkable urban.” *Transportation at 17*

“In five years, properties along transit routes will have increased in value because people will pay a premium to live where they can walk to a transit station, even if they’re not using it every day,...Those will be the most sought-after locations, and developers will want to develop where customers will be — it’s that simple.”

*Transportation at 20-21*



“My husband is a REALTOR®, and he sells a lot of condos ... For most people the primary question is, ‘What kind of transit connections are there?’” *Transportation at 12*



“We spend a great deal of our tax dollars building wide arterial roads. But people don’t want to live near those... The opposite is true of high-quality public transportation, such as ... streetcar or rapid bus ways. Not only do they improve property values, but the corridors they serve also offer the opportunity for mixed-use development that yields higher tax revenue.”

*The New Norm at 38*





“Most cities can’t afford to pay for light rail or heavy rail. But Bus Rapid Transit is not only affordable, you can also provide the same level of service and demand as rail.”

*Transportation at 35*

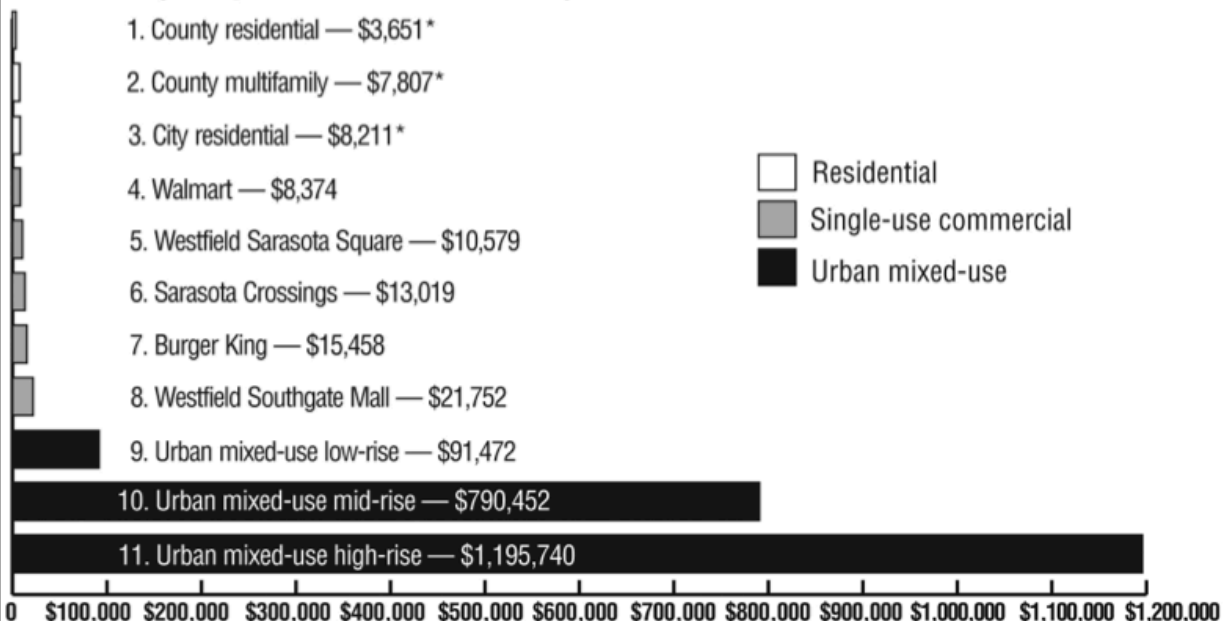


“The primary issue we’ve had to deal with is the cost ... People say, ‘It’s going to cost a fortune!’ But we’ve been able to demonstrate that [the cost of the Boise streetcar] is less than the cost of a new freeway interchange and the community benefits over time are much greater than with each new freeway interchange. This isn’t a project that withstands a 10-year test; it’s a 100-year, transformative community design project. We think it’s a much better investment.” *Transportation at 23*





**Annual tax yield per acre: Sarasota County, Florida**



New Urban News; Sources: Sarasota County Government, Office of Financial Planning; Joe Minicozzi, Public Interest Projects. Based on 2008 tax figures.  
 \*Based on average sales price per Sarasota County Board of Realtors, 2008 data.



“[O]n a per-acre basis, mixed-use, multi-story development yields far more tax revenue than big box retail, such as Walmart, or single-use residential.” *The New Norm at 37*

“The REALTORS’® interest in this stems from the interest in community livability, in smart growth, and — in looking at the polling we’ve done — the fact that housing consumers would like more options and different options. If we’re successful in providing those options, communities will be more prosperous and more livable and that’s got to be good for real estate.”

*Transportation at 18*

