



8690 Balboa Avenue, Suite 100  
San Diego, CA 92123-1450  
Tel: (858) 244-1177 · Fax: (858) 244-1178  
www.energycenter.org · info@energycenter.org

## REMARKS

Who: **Jim Madaffer, SANDAG's Regional Transportation Committee Chair and San Diego Councilmember**

---

Date: **05/18/07**

---

Where: **San Diego Automotive Museum, Balboa Park**

---

Subject: **Street Smart San Diego News Conference**

---

### **JIM:**

Good Morning, everyone.

As Chair of the Transportation Committee for the San Diego Association of Governments (SANDAG), we're working every day to address the congestion issues San Diego faces.

SANDAG brings together all 18 cities to effectively collaborate on regional projects.

The fact is, San Diegans drive more than the state average...total vehicle miles traveled in San Diego have increased 36% since 1990.

San Diego Mayor Jerry Sanders and I recently announced we were successful in lobbying for San Diegans to receive more than their fair share of state transportation dollars – a whopping \$451 million, \$145 million more than was originally allocated.

We're working to not only fix the infrastructure we travel on – but to afford those who do the environmentally right things – like carpooling and driving alternative fuel vehicles like we see here today – the opportunity to receive some *relief* for making the *effort* to make a difference.

And how are we being “street smart” with these dollars?

Our transportation committee has been working on funding for HOV managed lanes...lanes those driving alternative fuel vehicles like the ones we see here today may use to zip through traffic.

Funding for Fast Track on I-15 and how to make it more appealing to drivers so that they will want to use it.

Public transportation – to make alternatives to vehicles easier to use and more appealing such as the trolley, bus, and coaster.

*Working for a sustainable energy future.*

We're identifying not only funds for local and regional roads improvement, but also for alternate modes of transportation..to help with congestion..and to help with the environment.

We're working on the overall big picture to make transportation more efficient.

Speaking of efficiency...

Let's get back to the reason we drove up in this Model T today.

Back in 1916, Henry Ford, the inventor of the first mass-produced automobile, had produced a vehicle that changed the world.

Even then, Henry Ford knew straight gasoline wasn't the optimum solution for fueling these automobiles.

"There is simply no two ways about this fuel question," Ford said. "Gasoline is going – alcohol is coming. And we might as well get ready for it now.

"All the world," he said, "is waiting for a substitute for gasoline."

This was in 1916. Those substitutes are here today.

You know, nearly a full *century* ago, this Model T got 25 miles to the gallon.

How many cars on the road today can't even begin to meet that metric? Many.

But we're here today to show you those who *can* address Ford's concerns about gasoline as the primary fuel for our vehicles, and are giving consumers fuel-efficient options unlike ever before.

It couldn't come at a better time.

...And the companies who have created vehicles to bring fuel efficiencies to heights that would impress even Henry Ford himself.

Toyota, Phoenix Motor Cars, Honda...they're providing us with more options than we could have thought possible.

And here to talk about the "Here and Now" Street Smart solutions of fuel efficiency is San Diego City Councilmember Donna Frye.

(Toss to Councilmember Donna Frye, who is standing near the Toyota "Here and Now" Prius).

*Working for a sustainable energy future.*