Inexpensive energy to work for us made it possible to do almost everything on a large scale—from schools to transportation systems to corporate industry.

"Bigger seemed better" because it meant that someone else took responsibility for planning and providing things. "Bigger" was part of "more"—a convenient way to think when quantity was more easily available than quality. But bigger means centralization of power and wealth, and the opportunity to profit from others' work. And it means alienation. Smaller means WE have to take responsibility—it also means things are understandable and controllable.

It's been firmly established now that one size isn't best for everything—particularly if that means Biggest. *Smaller industries, smaller towns, and even smaller cars are proving more economical, more efficient, and easier to live with. Almost all our systems—taxes, laws, education and finance—are oriented to stimulate growth and favor size. One of our changes is to reorient these structures to provide at least equal opportunity for various scales, and even to favor small scale organizations where socially more desirable. This means such things as giving employment tax credits rather than investment tax credits, leveling or inverting our electric rates that give power cheaper to big users, and favoring locally-owned businesses over chains or franchises.*

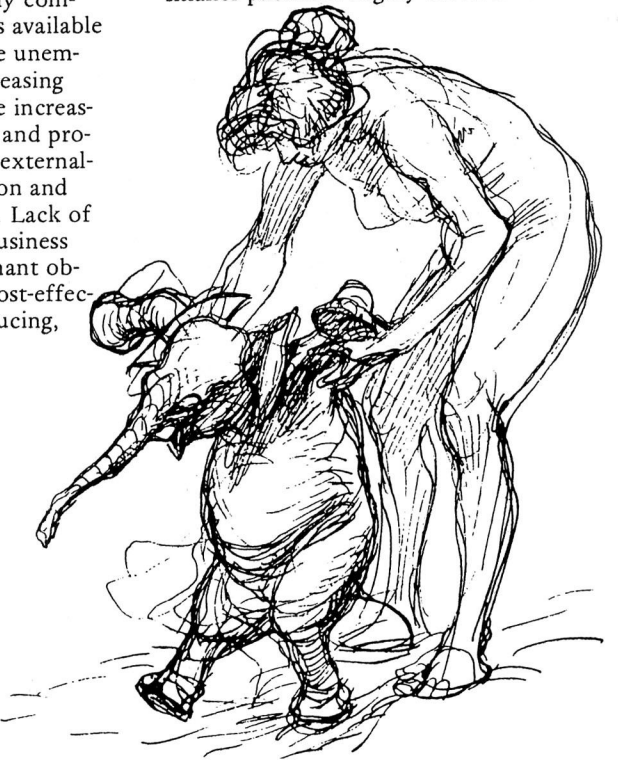
SIZE and

Size, Efficiency and Community Enterprise, Barry Stein, 1974, $5 from:
Center for Community Economic Development
639 Massachusetts Ave., Suite 316
Cambridge, MA 02139
Extensive documentation of economies and diseconomies of scale in manufacturing industries showing large firms to be generally economically less efficient than small ones. It also shows how a large number of specialized small firms can enjoy more economies of scale than a large, integrated firm; documents greater inventiveness of individuals than corporations. A wealth of important data and insights into myths and realities of large and small scale business operations.

Returns to Scale and Comparative Efficiency in Investor- and Municipally-Owned Electric Power Distribution Systems, $7 from:
Leland Neuberg
Institute of Urban and Regional Development
University of California
Berkeley, CA 94720
An economic/statistical analysis of claims by private utilities opposing municipal takeover that municipalized firms are likely to be less efficient and that extensive economies of scale exist in distribution. Results show unit distribution costs decreasing up to 85,000 customers and increasing beyond that, and show total distribution costs for private utilities to range from 5.7% to 11.7% higher than for municipal utilities.

Technology and Employment in Industry, A. S. Bhalla, ed., 1975, $14.95 from:
International Labour Office,
Washington Branch
1750 New York Avenue, N.W.
Washington, DC 20006
This collection of specific, detailed case studies of industries and industrial processes in many countries demonstrates that a considerable range of technologies exists for industry—even in "core" processes. Such alternatives provide significant latitude for different mixes of employment, machinery, materials and energy within economically competitive costs. Options are thus available that can simultaneously reduce unemployment, respond to our increasing capital shortage, accommodate increasing energy and material prices and provide mechanisms for reducing externalized costs such as transportation and unemployment compensation. Lack of awareness of alternatives by business leaders is shown to be a dominant obstacle in businesses adapting cost-effective changes to more job-producing, energy-saving processes.

Small Is Beautiful, E. F. Schumacher, 1973, $2.45 from:
Harper and Row
10 East 53rd
New York, NY 10022
Schumacher shows that the smaller and more direct ways of doing things both work and feel better, in thinking and in practice. Reports on decentralization attempts in the British coal industry, worker and community-controlled corporations, successful development and application of small-scale manufacturing and farming equipment, and the effects on people and their communities of such smaller patterns. Highly recommended.



For a long time we fell for the magic shell game of urban growth—it always looked like we would profit individually. But it always ended up with us paying and the other guy driving the new Cadillac. Merchants imagined new customers that growth would bring, but not the new competitors that accompanied them. Homeowners saw a larger tax base but not the increased costs of services for larger numbers of people. Shoppers saw the greater variety of large cities, but not the crime rates, loss of natural areas and higher housing costs. The numbers are clear now—it costs more to live in a growing city or to live in a large city. Some people profit from growth—but not many. You can tell who they are. They're the ones saying growth is good for everyone. More and more communities are beginning to decide HOW they want to live and what kind of growth—if any—is good for that goal, and acting accordingly.

GROWTH

"Santa Barbara—The Impacts of Growth," reprinted in the *Second Alternative Public Policy Reader*, Shearer and Webb, ed., $7.50 from:

Conference on Alternative State and Local Public Policy
Institute for Policy Studies
1901 Q Street, N.W.
Washington, DC 20009

A solid and straightforward discussion of the questions people have about growth of a community: Will growth controls raise my taxes? Will growth provide jobs? For whom? —with well-reasoned answers. Gives a good, simple view of the issues involved and some of the realities behind them.

***More Is Less*, Elizabeth Bardwell, 1973, $1 from:**

Capitol Community Citizens
114 N. Carrol St.
Madison, WI

A specific case study done by a community group of the costs of urban growth in Madison, Wisconsin. It analyzes costs of services, amount of open space per capita, noise and pollution levels, manufacturing and industrial statistics, employment levels, etc. over several decades of continuous growth.

Community Environmental Council
109 E. de la Guerra
Santa Barbara, CA 93101

Active and successful community group that stays on top of developments in this this and many other areas.

***The Costs of Sprawl*, Real Estate Research Corporation, 1974:**

U.S. Government Printing Office
Washington, DC 20402

Executive Summary (4111-00023) 55¢; *Detailed Cost Analysis* (4111-0021) $2.90; *Literature Review & Bibliography* (4111-0022) $3.25. Also summarized in *Ekistics*, Oct. 1975. Thoroughly documents a wide range of costs for different patterns of community land use from low density single-family suburbs to high density compact planning. Covers capital, land, energy, pollution, water use and auto use costs for different options. Many costs are halved through compactness of land use.

***The Costs of Urban Growth: Observations and Judgements*, Richard C. Bradley, 1973, $2.32 from:**

Pikes Peak Area Council of Gov'ts.
27 East Vermijo
Colorado Springs, CO 80903

A good comparison of the costs and benefits of living in various sized cities—and in cities growing at various rates. The bigger the city, and the faster it grows, the higher the taxes, the costs of housing and services, and the crime rate. Smaller cities and slower growth were shown to be associated with more open space, hospital beds, library capacity, and school space per person. It's full of good statistics:

"Among the 148 SMSAs with populations larger than 200,000 people in 1970, those that LOST population during the 1960s averaged a 9% increase per capita cost . . . whereas those that GAINED population averaged a 12% increase in per capita costs."

***Urban Growth Management Systems*, American Society of Planning Officials, Planning Advisory Service Report Nos. 309, 310, 1976, $12 from:**

ASPO
1313 E. Sixtieth Street
Chicago, IL 60637

Analyzes an interesting range of thirteen operating growth management systems and surveys legal considerations in growth management, socio-economic and environmental impacts of such activities. Informative on the actual effects and community response to various measures.

***Nongrowth Planning Strategies*, Earl Finkler and David Peterson, 1974, $3.95 from:**

Praeger Publications
111 Fourth Ave.
New York, NY 10003

A concise and right to the point study of growth control for communities. No one has yet dealt with real responsibilities of small regions towards growth, but at least this covers what isn't happening at state and federal levels and why it is pragmatically necessary for communities to act. Analyzes economic costs of non-growth and explores a range of available mechanisms for attaining it.

This book and the ASPO study both discuss the landmark legal victory of Petaluma, California, to control its rate of growth. For more detailed information on the Appellate Court brief in the case, contact City Manager Robert Mayer or City Planner Frank Ray, Petaluma, CA 94952.