

Community Climate Technical Advisory Group

Transportation Sector

Agenda 8/25/2014

1. Sign-in and introductions
2. Discuss the homework (Led by Zach Baumer):
 - Review the Seattle Plan content
 - Vision: What does a near zero carbon transportation system look like in 2050? What are the top 3 solutions and/or changes that would need to have occurred?
 - What are the top 3 initiatives that would need to be started in the next 10 years to put us on the right path to reach your top 3 visionary solutions?
3. Discuss measurement of strategies/actions - identifying the amount of reduction in CO2 emissions each strategy is intended to achieve. (Led by Zach Baumer)
4. Discuss the strategy/action framework and plan a series of steps to achieve the actions. (Led by Zach Baumer)

Next Meeting Date: To Be Determined

Notes:

Reviewed Seattle Plan

Can try to address congestion and still achieve GHG reduction goals; solutions can have multiple benefits

Vision: Short-term actions and long-term actions

Political and regional governance, City and other local governance, Connectivity - City and Region

Climate, Economics/Affordability, Equity, Connectivity

Carbon Trading - City buy trees – offsets (local)

Freight Master Plan? <http://www.campotexas.org/plans-programs/freight/>
CAMPO 2040 Plan - in 2015 - addresses freight
Freight mobility – TxDOT report?

2050 Zero Carbon Vision

- 1) Minimize fuel/Max renewable Energy to increase electric vehicles
 - Fleet conversions
 - Widespread plug-in infrastructure
 - Incentivize – like airport did (after installing 20 fast charge stations Southwest converted 20 vehicles on their own)
- 2) True Multi-modal:
 - Choose lowest emission option
 - All ages bikeways (reflected in current bike plan)
 - Connections between transit options (last mile solutions [folding bikes, skateboards, segways])
 - Aggressive advertising/outreach/promotion (app)
 - individualized messaging for each user group
- 3) Behavior change is necessary:
 - give private sector tools/training
 - incentives/ordinances for business programs, sell the co-benefits
 - Individualize marketing to specific segments
 - What influences choice? Fun!
- 4) Fewer Trips:
 - shorter distance, network density

- infrastructure to achieve this goal - high speed internet, technology tools for effective online meetings and collaboration, co-working spaces
- Who are you riding with? Reading lists
- Carpooling, ride sharing facilitation

5) Economics

- Pay true cost of driving (show through app?)
- co-benefits - health, affordability, reduce congestion, get back time when riding transit, social aspect of carpooling, livability
- Insurance rates lowered

6) Integrate with Land Use, Electricity/Natural Gas

- Eliminate free parking, e-parking app
- Incentivize transition

Rate priority - impact, ease, cost, precursors (must be done before other things)
marketing

Begin with the end in mind

Scope - based on what population

List of expectations for incoming companies - impacts on our local emissions, quality of life, etc. (incentives or not)

Incentives to build a structure that is net zero energy or water use