

**DYNAMIC
SUSTAINABILITY:**

REDUCING VMT
(SOON)

Railvolution 101

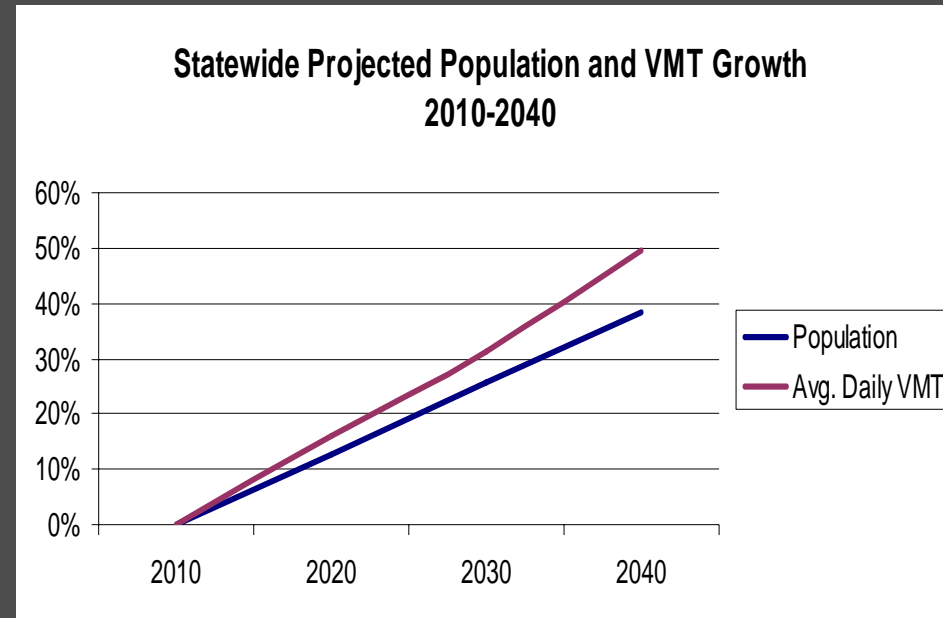
October 29, 2008

William Fleissig
Communitas Development
Inc.

GROWTH WITHOUT VMT INCREASE

Local Challenge:

How to alter the fundamental equation between growth of VMT and redevelopment



CA AIR RESOURCES BD 2007

LET'S PLAY THE GHGR GAME



Door #1

**Improved Car Fuel
Economy**

(AB 1493)

LET'S PLAY THE GHGR GAME



Door #1

Improved Technology



Door #2

Low Carbon Fuels

LET'S PLAY THE GHGR GAME



Door #1

Improved Technology



Door #2

Low Carbon Fuels



Door #3

Reduced VMT

DRIVERS OF VMT REDUCTION

CA AIR RESOURCES BOARD 2007

Integrated Strategies

Alternate Mode Infrastructure

Transit
Carpool/Vanpool
Bike
Walk

Land Use

Density
Diversity
Design
Destinations

Pricing Signals

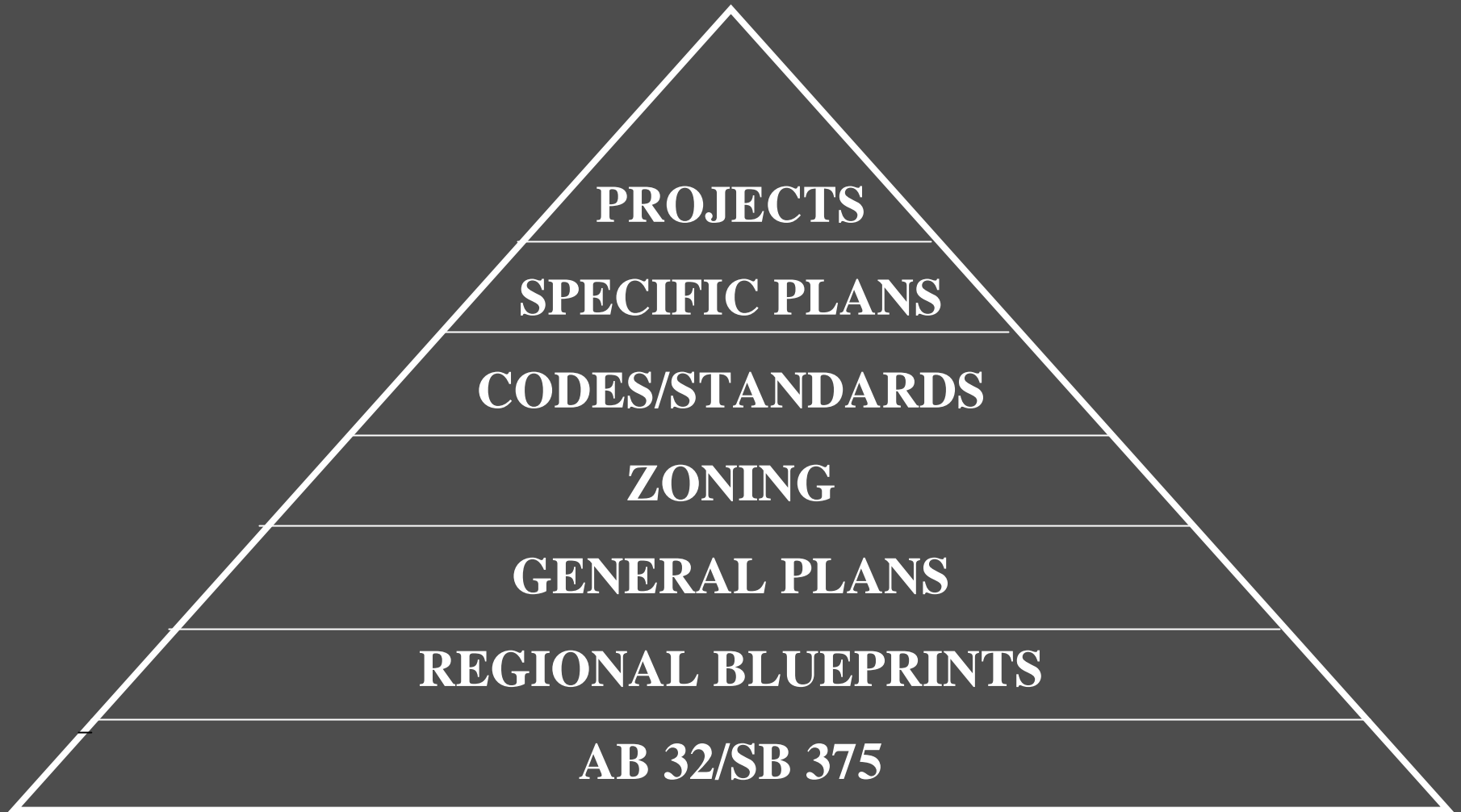
Cost per mile
Cost per gallon
Parking costs
Congestion relief costs

Transportation Conservation

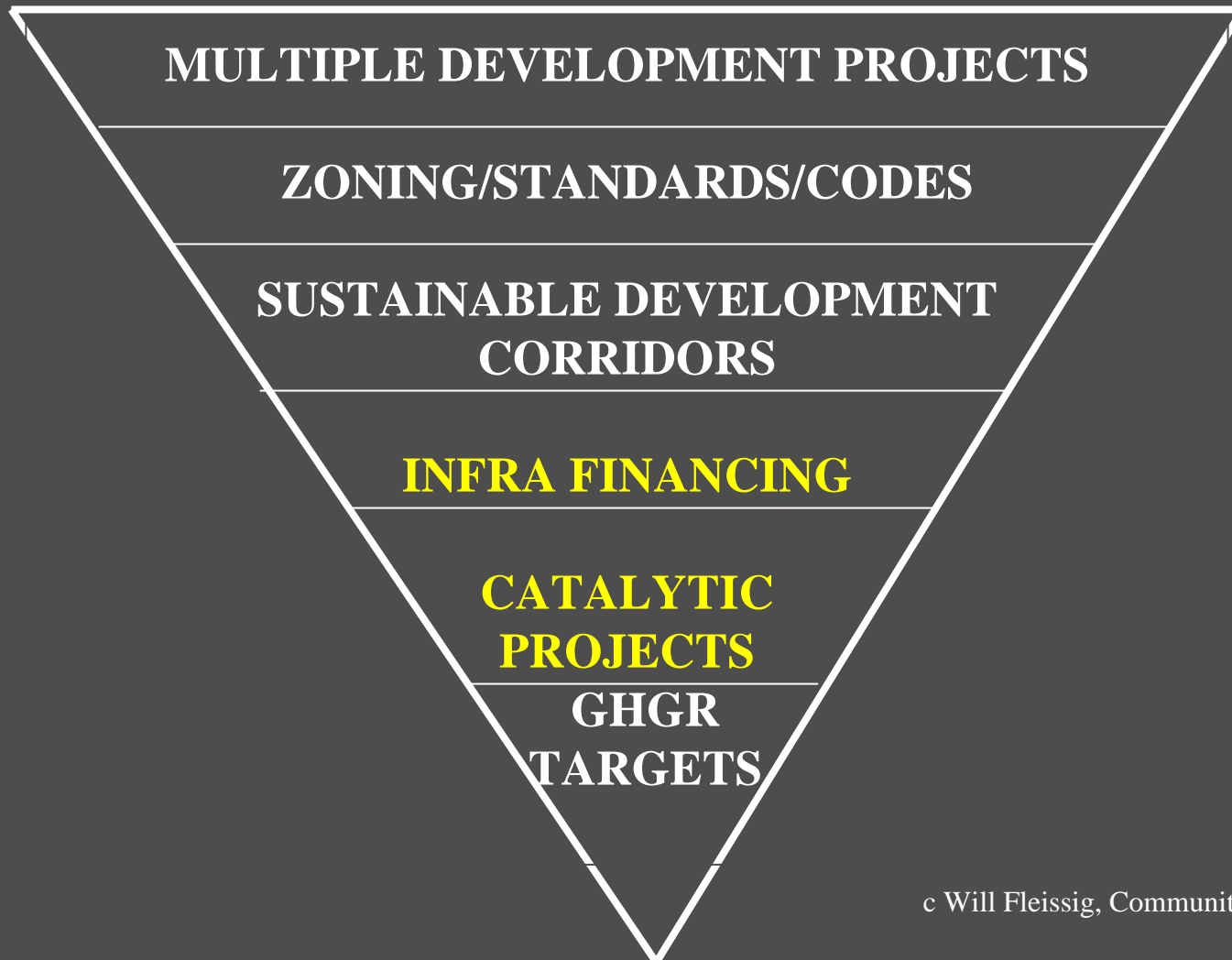
Education
Incentives to drive less
TDM Programs

“PLAN, BABY, PLAN....?”

TYPICAL PLANNING HIERARCHY



DYNAMIC SUSTAINABILITY MODEL



NEW CURRENCY - VMT

- Modeling used to calculate VMT is based on historic, empirical data.
- VMT estimates typically overstate trip generation in mixed-use and TND development.
- VMT/household can be impacted in newly developing areas, but rarely shifts in older communities with static development patterns.
- Not all VMT is alike –key variables include number of riders; time of trip; where trips take place; home-to-work vs non-work trips; and climate.

THE PROBLEM REGULATING VMT

- As fuel efficiencies continue to increase and carbon content in fuels is reduced, impact of VMT on GHG will continue to decrease.
- Targets become ceilings.
- Regional Blueprints -- offer development and infrastructure options; not geared for implementation.
- Not clear what policies, choices and incentives actually *reduce* VMT – no reliable indicator of personal choice

TEST NEW VMT PROGRAMS - NOW

- **Time frame is too long** -- Blueprints, update General Plans, change local zoning, create new transit infrastructure, and build multiple development projects with reduced VMT
- **Key Challenge -- test new prototypes that might actually impact VMT now:**
 - parking pricing
 - transit frequency
 - car share services
 - new development designs
 - shuttle services
 - employer incentives
 - infra financing models
 - floating gas tax
 - “alpha test” cap and trade system

PROMOTE CATALYTIC PROJECTS

- Incorporate innovative models than can reduce VMT.
- **Request for Innovation (RFI)** -- promote business-developer-community-municipal joint endeavors.
- Catalytic Projects – State should promote, monitor, and evaluate effective strategies to reduce mobile GHG/VMT.
- **Constant Innovation – tap into California entrepreneurship, creativity, and openness to new ideas.**

ACHIEVING SUSTAINABILITY AT 4 SCALES

- **Re-densify** at City Core
- **Re-develop** Older Malls/Office Parks
- **Re-fill** along Arterials / Strip Commercial
- **Re-mix** Village Centers

DYNAMIC SUSTAINABILITY

**Recalibrate “The Bottom Line”
underlying all operating costs and
investment (ROI) to achieve major
VMT reductions:**

- **Public Investment Strategy**
- **Pricing Incentives**
- **Environmental/VMT Management**
- **Underwriting Criteria include Generated VMT**

MOVING FORWARD

Embrace concept of ***KAIZEN***
“continuous incremental improvements”

- Systemic Thinking
- Teamwork and Small Groups
- Focus on Specifics
- Collaborative Approach
- Culture for Innovation and Improvement
- Suggestions for Improvements