

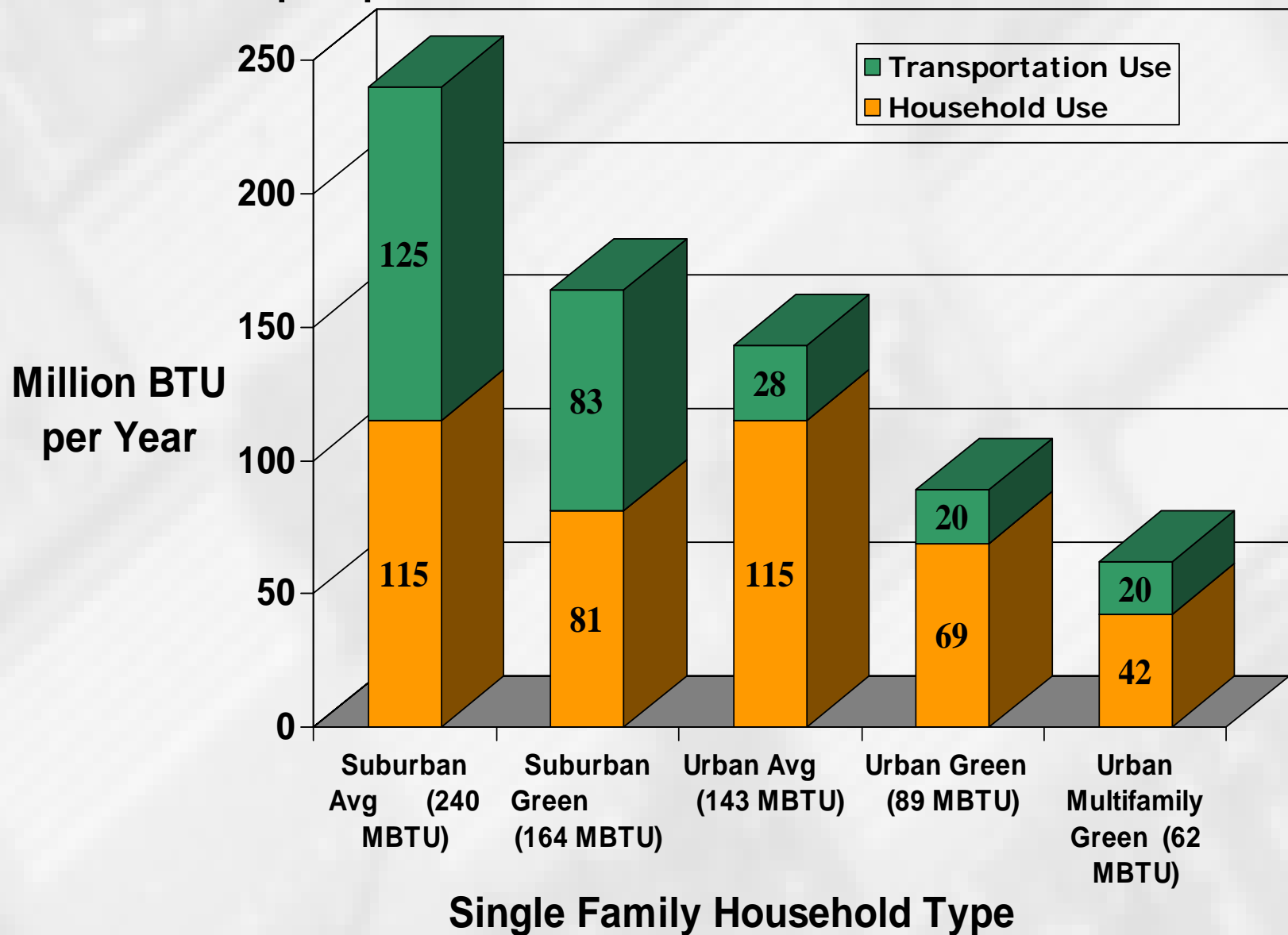
Transforming Office Parks Into Transit Villages

- PRT, Traffic reducing housing, parking charges, green culture.



Family Energy Consumption

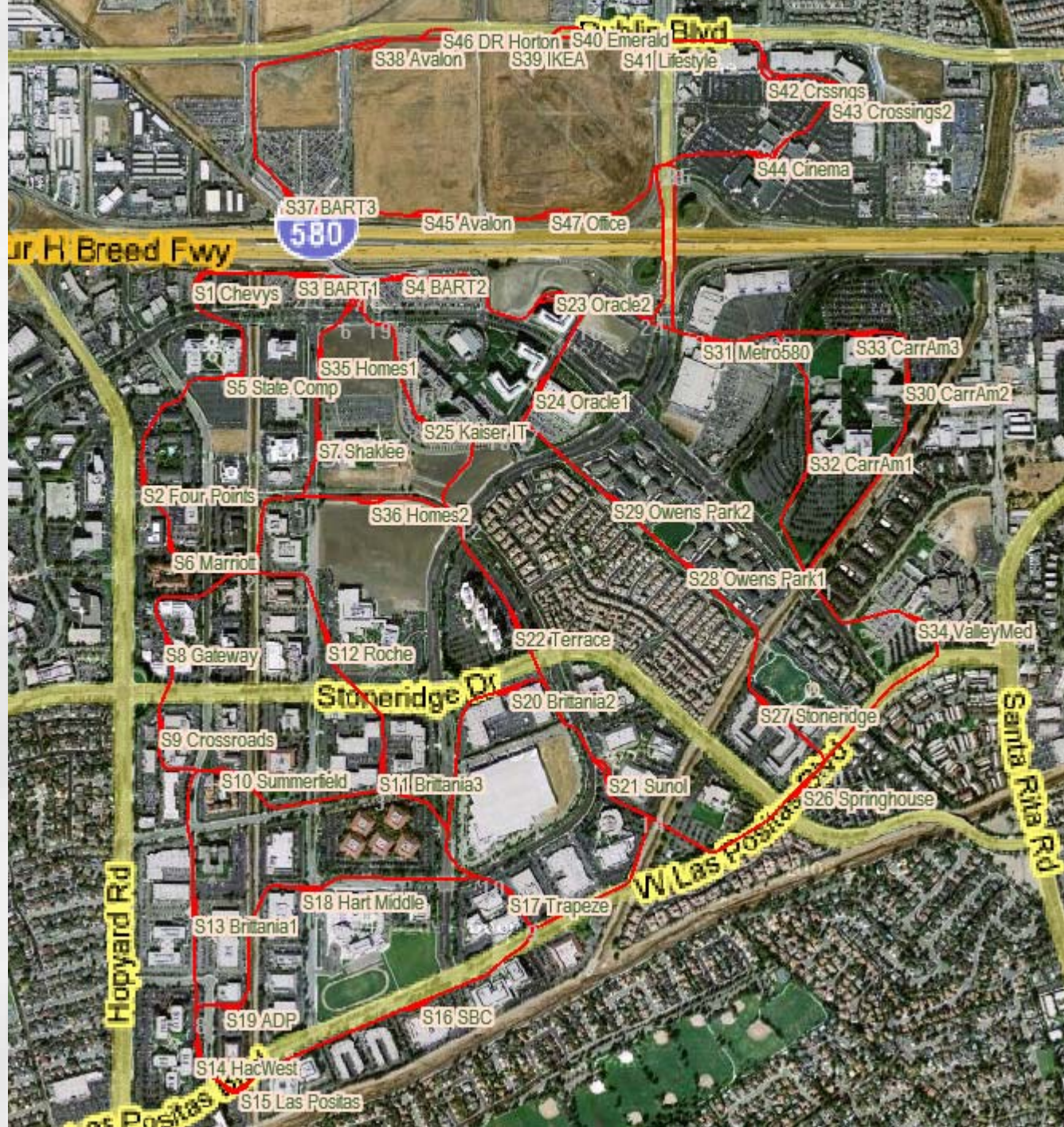
Suburban: disproportionate to rest of world



Expected Sustainability (PRT)

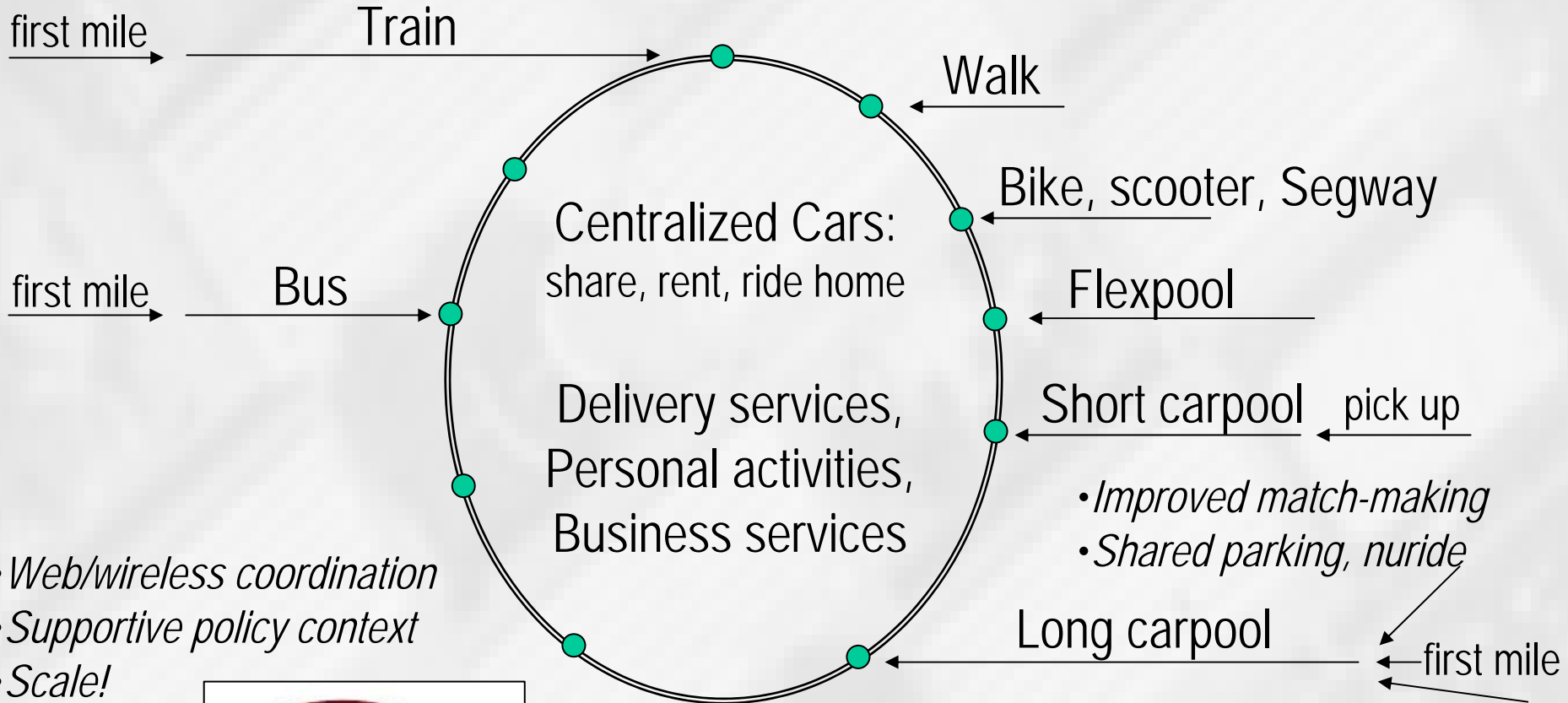
- Personal Rapid Transit (PRT)-centered office park transformation. 16K CO2 tons/year. >50% chance, 2012. Potential: 200X++
- PRT
 - 30 mph, non-stop
 - Coming in 2-4 years
 - UK, Korea, Sweden ...
 - Shuttle bus on steroids.





Comprehensive, Integrated Mobility

Door to Door



- *Web/wireless coordination*
- *Supportive policy context*
- *Scale!*



*PRT shuttle system
LAST MILE
mid-day trips*

Surprises / Partners (PRT)

- Horizontal mixed use. Resident → out generate more PRT trips than employee → in. (Needs more research)
- Line haul transit capacity constrains explosive PRT growth
- Mayor, transit agency: reaction to PRT. Small cities & agencies are good size. Paxson's social IQ helps
- Partners
 - Custom commute alternatives by MPO's 511.org → challenging
 - Oracle's promised 225 surveys/lunches → 3X more work on survey recruiting
- Surveys aren't surprising.

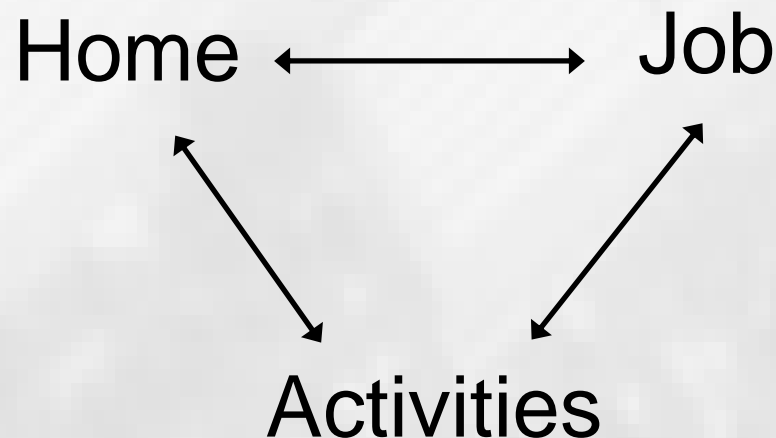


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Traffic Reducing Housing

- Sustainability: Traffic reducing housing: Priority access to new housing for green commutes: 1.2K tons/year. > 50% chance, 2009. Potential: 1,000X+
- Green commute: transit, carpool, bike, short drive



2 Traffic Reducing Hsng Examples

- Stanford West: 515 apartments
 - Shuttle bus, biking, hostile to cars
 - 396 Stanford, 96 hospital, 14 Palo Alto, 9 long commutes
 - 10% short-commute rent discount
 - 1,200 less tons CO2/yr
- Redwood City: 800 condos
 - 1 mi from dwntn, bike path
 - Cities21 “policy win”
 - 4 months: green commutes
- 1MM homes: 3MM tons/yr.



How CNS helps:

Convener of Stature for Traffic Reducing Housing

- HUD, CA State Housing & Community Development, CA Senate Transportation and Housing Committee, MTC (MPO), ABAG (COG), Alameda County, City of Palo Alto staff, City of San Jose staff
- Urban Land Institute, Natl Assoc. Realtors, Reconnecting America, AIA Housing Policy Committee, National Housing Law Project, Sierra Club Transportation & Land Use Committee, Silicon Valley Leadership Group, Washington Regional Network for Livable Communities, Mid-Peninsula Housing Coalition, Fair Housing of Marin, California Affordable Housing Law Project, East Bay Community Foundation, Transportation and Land Use Coalition of SoCal
- Berkeley, Virginia Tech, Brown.

Parking Charges

- Sustainability: \$8 per day parking charges at suburban offices. 20K tons/year. 10% chance, 2010. Potential: 23% U.S. commute reduction, 60MM tons
- Need to all “jump in together”
 - Example: smoking ban in bars: Bloomington, St. Paul, Minneapolis
- Start with \$1 per day & increase each year.
- Constituent \$ neutral.
 - Redevelop parking spaces & distribute “found” wealth
- Potential collaborators:
 - U.S. Mayor’s Climate Protection / Cool Cities → need high-impact local solutions.

Green Culture

- Sustainability: “Cool to be green culture.” Broad, shallow voter support for climate protection
- Big new residential complex
- Everyone signs low mileage pledge
 - Entry condition to obtain housing
 - People are “self-consistent”
- Manufacture a tipping point
 - Positive peer pressure
- Partners: Univ S. FL CUTR (cntr urban transp rsrch) transp-tdm list serv / chat board. 800+ “trip reduction” professionals. Helpful.

Feedback, questions, contacts

- EPA Smart Growth
 - Collaborate & network for sustainability? Meet?
 - Digest and contribute to the complex concepts
 - Strategize federal role in
 - PRT, traffic reducing housing, parking charges, green culture.
 - For PRT, will the U.S. federal government play a role (as in Europe and Asia) like it formerly did? Will cities seek federal assistance? Will private real-estate consortiums avoid fed govt?
- THE END.