

**“Concord Gets Cooler” Fair/Campaign
Transportation
Draft of June 18, 2016**

Category: Transportation

Slogan:

Category Owner: Sue Felshin

Action #1: Travel less by car

Earned Annual Points: Per car-mile avoided = 1. Target: 1000 points.

<i>Barrier</i>	<i>Response</i>	<i>Supporting Exhibit Material</i>
Lack of local transit	1. Awareness of (very limited) local transit. 2. More local transit is being investigated; stay tuned. 3. Commuter rail is free for students between Concord and West Concord. [pre-fair action item: find out how true this is]. 4. Carpool. 5. Trip-chain. 6. Bicycle. 7. Walk	Local transit maps and schedules [pre-fair action item: is there an app for that?].
Biking: Lack of bike amenities	Awareness of locations ¹	Map/app of bike rack and public water locations.
Biking: Don't feel safe biking on roads	Data on bike safety [pre-fair action item: just how safe is it compared to driving?]. Bicycle etiquette for kids and adults (how to ride on roads, e.g., hand signals; how to ride on pathways shared with pedestrians, e.g., “on your left”)—police? other training available locally? schools provide biker ed?	Map/app of good bike routes. Bike helmets, reflectors, lights Info on BFRT
Carpooling: Too many individual errands	Trip-chain instead	Explain what trip-chaining is. Map showing miles saved by trip-chaining a typical mother's errands. Transparency overlay: bottom layer is location of errands, second layer is trips w/o chaining, top layer is trips with chaining.
Carpooling: Schedule too irregular	Hard to address ... need a large pool of commuters from the same area ... er, sounds like transit is	

¹ Town needs to install more bike racks. How about bike sheds at train stations? In West Concord, take away two Town-owned parking spaces, located as close as possible to Commonwealth Ave.; try to get local artists to paint sides with art. No town-owned land near Concord train station—would Jim DiGiovanni make an arrangement with the Town? Jill on good terms with him.

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	the answer	
Commuter rail: Too expensive	Is not.	Compare price of commuter rail to other metro systems. Compare price of commuter rail to gas (stop-and-go traffic = low mpg) <i>plus</i> parking <i>plus</i> wear and tear. Avoid breathing pollution of stop-and-go traffic. Suggest that people ask employers about non-car benefits and ask employers to add if non-existent/insufficient. ²
Commuter rail: Too slow and unreliable.	What, so driving is really better? Not if you travel during rush hour.	Talk up side benefits: on train, can use time better, avoid stress of jockeying with traffic.
Need to run errands near work	Use ZipCar and Hubway.	
School buses: Too slow	Suck it up and save the planet. (Caution: Don't interfere with sacred cow “rite of passage” of high schoolers driving to school.)	Data on carbon saved by taking bus, and safety advantage. [Get data from alternative school bus transit committee report from a few years ago.]
School buses: Not enough flexibility	For playdate, send child home with friend (school needs to make this easy enough).	
Walking: Dangerous	Not compared to climate change.	Stats on walking safety. Info on how streetlights reduce safety when they cause glare. Info on how to use reflector tape for best safety (arms and legs, not torso).
Can't park once and walk from shop to shop because insufficient public parking	[Requires town and/or commercial action to increase public parking or create shared private public parking]	
	Telecommute occasionally	

Existing incentives: None

² Get list of workplace incentives offered by forward-thinking employers. E.g., T-pass subsidies, train station parking subsidies, subsidized ZipCar and Hubway memberships (you pay only for hourly rental fees), on-site bike storage and repair stations, “emergency ride home”, free lunches (or something) for people who walk. If employers offer free parking on site or nearby, should offer equivalent or better benefit for not parking; simplest way is to charge for parking on site.

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Needed new/additional incentives: More bike racks, need bike sheds for train commuters. Biked in schools and for adults. Bike leaders to take kids to school in groups? Walking group leaders to walk kids to school in groups?

Key Statistics:

- Percentage of country’s carbon footprint for transportation; percentage of this for personal cars.
- Percentage of country paved for roads
- Percentage of country paved for parking (includes driveways)

Other Benefits:

- Less emissions means cleaner air, water (run-off), ground (run-off).
- Less driving means less traffic

Key Messages:

- Messages TBD

Vendors to be invited: Electric-assist bicycle

Exhibit staffing: Friends of BFRT?? Janet Miller has tentatively agreed to help, is an avid bicyclist

Relationships with Local Businesses: TBD

Giveaways/Reduced price merchandise:

- Raffle:
 - Free pass for Town commuter parking (offer 5 monthly passes?).
 - Free bike tune-ups at local bike shops (offer 5 tune-ups?). (ATA in Concord and Pedal Power in Acton?)
- Biking: helmets, LED bike lights, maps, map apps.
- Walking: reflector tape for arms and legs (stick-on, sew-on, Velcro bands), small & lightweight flashlights with long-lasting and/or replaceable batteries (every wind-up I’ve ever tried has been useless junk).
- Driving: tire gauges

Special Exhibit Needs: TDB.

Action #2: Improve mpg

Earned Annual Points: Per 10 mpg gained per mile = 1 point.

<i>Barrier</i>	<i>Response</i>	<i>Supporting Exhibit Material</i>
Don’t need to replace car yet	Unless you have a truly egregious guzzler, wait until you do—embodied energy of car is <i>big</i>	
Hybrid car is expensive	Incentives (are there still any?). Buy used.	

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Electric car is expensive	Incentives	Info on incentives
Electric car is too unknown	Get familiar	Electric car(s) on site
Electric car range anxiety	Use as commuting-only car for two-car household	Info on range, typical commute length
“Electric car doesn’t save carbon because electricity comes from fossil fuels”	1. Only part of it. 2. Less and less.	
Takes too long to charge car		
Too hard to untangle ways to charge car (day, night; peak, off-peak; home, work, away)		
	Tune up your car: tire pressure and ...?	Info on how much mileage saved with well-tuned car, how much life of car extended (reduces embodied energy usage)

Existing incentives: State? Federal?

Needed new/additional incentives: Need CMLP to make it easy to set up home charging with Smart Metering (e.g., charge off-peak with override when immediate charge needed).

Key Statistics:

- TBD

Other Benefits:

- Electric car fleet as grid storage; peak shaving reduces *all* electric rates

Key Messages:

- TBD

Vendors to be invited: TBD. Jill has contacts at Toyota dealership.

Exhibit staffing: Brian Foulds???

Relationships with Local Businesses: TBD

Giveaways/Reduced price merchandise:

- Driving: tire gauges

Special Exhibit Needs: Outdoor demo of how to use a tire gauge

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Action #3: Own fewer cars

Earned Annual Points: Per car owned by household = 1000

<i>Barrier</i>	<i>Response</i>	<i>Supporting Exhibit Material</i>
Everyone wants their own car		
Need big car for vacations	Rent; is cheaper if you only need big car once in a while	
No ZipCar in Concord	(Would people use it if we had it? Would people car-share with their neighbors if it was easy? Car-share within condo association?)	

Existing incentives: ???

Needed new/additional incentives: ???

Key Statistics:

- Embodied energy of car
- Total space dedicated to parking
- % of time the average car spends parked and useless (worse than useless)
- Cost of owning a car (time/money spend on buying, fuel, excise taxes, insurance, selling, etc.)

Other Benefits:

- Space not needed for parking can be converted to green space, bike lanes, development. Smaller parking lots means shorter walks between shops.

Key Messages:

- TBD

Vendors to be invited: TBD

Exhibit staffing: TBD

Relationships with Local Businesses: TBD

Giveaways/Reduced price merchandise: TBD

Special Exhibit Needs: TBD

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Action #4: Fly fewer miles

Earned Annual Points: [Calculate and award approx. 1 point per pound of CO2 avoided.]

<i>Barrier</i>	<i>Response</i>	<i>Supporting Exhibit Material</i>
Need to travel for work	Teleconference/Skype some of the time. Take Amtrak or bus to NYC (speed is about the same including airport security)	Footprint of plane vs. train vs. bus to NYC; comfort and convenience of train, affordability of bus
Want to visit friends, family	Skype some of the time, buy carbon offsets when you fly	
Want to travel	Travel locally some of the time; take trains, buy carbon offsets when you fly	Info on local tourism (Northeast); info on carbon cost of train vs. plane.

Existing incentives: State? Federal?

Needed new/additional incentives: ???

Key Statistics:

- TBD

Other Benefits:

- TBD

Key Messages:

- TBD

Vendors to be invited: TBD

Exhibit staffing: TBD

Relationships with Local Businesses: TBD

Giveaways/Reduced price merchandise: TBD

Special Exhibit Needs: TBD

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Action #5: Buy less stuff, buy local stuff, buy less stuff online
Earned Annual Points: ???

<i>Barrier</i>	<i>Response</i>	<i>Supporting Exhibit Material</i>
	“Use it up, wear it out, make it do or do without”. Drop-Off/Swap-Off. Repair Café.	
	Shop locally so that stuff can be delivered in bulk [does that really help?]	
	Buy less stuff to save on transporting stuff	Statistics on how much of transportation footprint is for shipping stuff

Existing incentives: ???

Needed new/additional incentives: ???

Key Statistics:

- TBD

Other Benefits:

- Additional \$\$ returned to community when you shop local

Key Messages:

- TBD

Vendors to be invited: “Shop local” advocates; most or all are indie businesses

Exhibit staffing: TBD

Relationships with Local Businesses: Local indies who support “shop local”

Giveaways/Reduced price merchandise: TBD

Special Exhibit Needs: TBD