Key Feedback from "Cutting Carbs: A Professional Development Workshop for Transportation Professionals on Reducing Greenhouse Gas Emissions"*

What Do We Need?

1. **We need to increase our skills and tools.** We need baseline data, the ability to measure and estimate the impacts of our choices, and we need to know which strategies will be effective and which are red herrings.
2. **We need support from our leaders.** We need to allocate sufficient staff time and budgets to work on this. We need our leaders to make themselves accountable to (lifecycle and carbon-based) cost-benefit analysis, including developing the necessary data to support it. We need rewards for successful planning.
3. **We need to be bold.** We need an "Apollo" type approach to solving this. We need to pursue major projects that can make a big difference. We need strong cap-and-trade legislation and pricing systems.
4. **We need to be innovative.** We need to lead by example in areas such as telecommuting. We need to change old habits such as funding restrictions.
5. **We need more money, of course.** We will need funding for the solutions, from TOD to high speed rail, retrofitting of existing neighborhoods and more.

Key Messages:

1. **Be Positive.** We need to set positive goals and focus on values in contrast to focusing on problems and punitive impacts
2. **Carpe Diem.** We are in a special window of opportunity re: economic and environmental crises; we need to build on existing momentum and seize the chance for a major paradigm shift, which requires vision.
3. **Teamwork.** Balance the urgency/window of opportunity with the desire to fully integrate policies from local to state to federal level.
4. **Go to school.** The field (sustainable transportation, climate change) is not yet well developed and the measurement tools, in particular, need help.
5. **Tell it on the mountain.** Despite Al Gore, there is still a lot of education and messaging that needs to occur vis a vis the media, electeds, the public, etc.
6. **It's the miles, stupid.** There is no silver bullet, but VMT reduction is fundamental; we need to focus on transit on the basis of short- and long-term benefits
7. **Put up or shut up.** Climate change needs to be primary criterion in decision-making and that needs to involve full costing of energy and carbon consumption.

*Workshop held December 3, 2008 – organized by the Oregon Environmental Council