

# **BREAKOUT**

## **SESSION 2**

**HOST-FACILITATOR:**

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**RECORDER:**

**KIM BERGLAND  
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# SESSION AGENDA

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- **STANDARDIZATION**
  - USER STANDARDIZATION AND/OR VENDOR STANDARDIZATION
  - DESIRABLE?
  - HOW ACHIEVE, HOW "ENFORCE"
- **SHARED-USE STATION CAR SCENARIOS**
  - WHAT ARE THE DIFFERENT MODELS?
  - PROS/CONS?
- **IMPACTS (POSITIVE? NEGATIVE?)**
  - TRANSPORTATION
  - ENVIRONMENTAL
  - SOCIAL
- **OPEN TOPICS (LIMIT TO TWO)**
  - A. ALTERNATIVE FUNDING / INCENTIVE SOURCES
  - B. ACTION ITEMS / RECOMMENDATIONS

# STANDARDIZATION

## DESIRABLE?

- **IS IT NECESSARY?**  
**IS IT TOO EARLY (TO MAKE THE “RIGHT” DECISIONS)?**
- **PROS**
  - DATA COLLECTION
  - IMPROVE THE USABILITY TO THE END-USER
  - INTER-OPERABILITY  
(ATM MACHINES WORK THE SAME WAY EVERYWHERE)
- **CONS**
  - SLOWS MARKET GROWTH AND CREATIVITY
  - THE MARKET WILL SET THE STANDARDS AND SORT OUT THE DIFFERENCES
- **WHERE IMMEDIATELY NEEDED**
  - DATA COLLECTION –MONITORING, EVALUATION, RESEARCH
  - VMT, EMISSIONS, OPERATIONAL EFFICIENCY IMPACT, BASELINE
  - PERFORMANCE, NOT HARDWARE
  - STANDARDIZE ON METRICS

# STANDARDIZATION

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## HOW ACHIEVE, HOW “ENFORCE?”

- **LET THE MARKET SORT (MOST OF) IT OUT**
- **COLLABORATIVE AREAS**
  - **INSURANCE**

# SCENARIOS

## MODELS

- **MIXED FLEETS**
- **CLEAN MOBILITY CENTERS**
  - BIKES.....SULEV VEHICLES.....
- **DIFFERENT TYPES OF OPERATORS**
  - NON-PROFIT, COOPS, PROFIT, REAL ESTATE DEVELOPERS, ...
  - HOW ENCOURAGE TO SET UP THESE MODELS?
  - INCENTIVE PROGRAMS TO ENCOURAGE (E.G. “HERTZ’S” OF THE WORLD)
  - PORTFOLIO NEEDED TO FIT VARIOUS OBJECTIVES (VEHICLES AND PROGRAMS)
- **NEED DATA TO ESTABLISH EFFECTIVENESS**
  - EMISSION REDUCTIONS
  - VMT REDUCTION (NOT NECESSARILY...COULD GO UP)

# SCENARIOS

## QUESTIONS

- **WHICH SHOULD GET MORE CREDITS...  
STATION-CAR OR SHARED USE?**
  - HOW DEFINE, CALCULATE THE VALUE (EMISSIONS, FOR EXAMPLE) OF THESE OPTIONS – NEED DATA?
  - SHOULD THE PROGRAM INCENTIVES BE LIMITED TO ZEV, PZEV AND AT PZEV VEHICLES ONLY?
  - WHAT ASSURANCES THAT THE OEMs WILL INVEST
- **HOW DESIGN AN EFFECTIVE NETWORK?**
  - ELEMENTS VARY ACCORDING TO NEED:
    - TIE TO TRANSIT
    - SHARED-USE ONLY VERSUS SHARED-USE, STATION-CAR
    - MIXED FLEET VERSUS UNIFORM FLEET
  - COULD COMPLICATE THE CREDIT STRUCTURE IF USES VARY
  - ENTITLEMENT VS. SUSTAINABLE MODELS

# IMPACTS

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- **PARKING**
- **ABILITY TO DECREASE OVERALL FLEET SIZE**
- **TRANSPORTATION**
  - **POTENTIAL SOLUTION TO VOID IN OPTIONS (E.G. LIGHT TRANSIT SYSTEMS AND WALKING)**
- **ENVIRONMENTAL**
  - **DISPLACING “DIRTY” CARS**
- **SOCIAL**
  - **FAMILIES TO ELIMINATE A 2<sup>ND</sup>/3<sup>RD</sup> CAR – FINANCIAL IMPACT**
  - **MORE MOBILITY TO THOSE WHO HAVE LIMITED TRANSIT OPTIONS (DON'T OWN CARS)**
  - **COULD EFFECT THE ISSUE OF SPRAWL – LAND USE ISSUE**

# OPEN TOPIC A

## TOPIC: FUNDING/INCENTIVES

- LOOK TO ALREADY AVAILABLE – E.G. TAX INCREMENT FUNDING
- AIR QUALITY, ENERGY, TRANSPORTATION FUNDING
- WHAT NEW INCENTIVES DO WE NEED – BEYOND ARB ZEV MANDATE
- ENGAGE OTHER STATE AGENCIES – E.G., CALTRANS
- LOOK AT EXISTING PROGRAMS THAT COULD BE REVISED TO INCLUDE CARSHARING (FEDERAL AND LOCAL)
- “REWARD” SHARED-USE PROGRAMS FOR SAVING ON INFRASTRUCTURAL INVESTMENTS (E.G. NEED TO BUILD LESS HIGHWAYS)
- ESTABLISH INCENTIVES TO TURN IN “DIRTY” CARS
- PUBLICIZE CARSHARING – FUNDING, PARTNERSHIPS, PILOTS
- ENCOURAGE PARTNERSHIPS BETWEEN GOVERNMENT AND INDUSTRY TO FOSTER SUSTAINABILITY
- EVALUATE CEQA / NEPA – MITIGATION OPPORTUNITY
- PARK AND RIDE PROGRAMS (CALTRANS RUNNING OUT OF SPACES)
- INTRODUCE ENABLING LEGISLATION (E.G., FUNDING, CODES)

# OPEN TOPIC B

## TOPIC: ACTION ITEMS

- **RESEARCH / DATA COLLECTION**
  
- **ARB/CEC/CALTRANS TO FACILITATE AN OUTREACH PROGRAM AND CONFERENCES FOR COMMUNITIES TO PROPOSE THESE IDEAS**
  - **DEVELOPERS**
  - **COMMUNITY PLANNERS**
  - **TRANSIT PLANNERS**
  - **BUILDING & SAFETY STANDARDS PLANNERS**
  - **CEC, MPOS, ETC.**
  
- **DEVELOP PROGRAM INCENTIVES**
  - **LEGISLATION / REGULATION / INCENTIVES / FUNDING**

