

In the Zone

From Simply Living's Alternative Transportation Project (www.simplyliving.org/transportation)
June 29, 2009

Consider forming a discussion group with friends or neighbors!

- I. ***Walk, Bus, Bike: Routes to a Better Society***
 - a. Complete current transportation assessment (*pages 2-3*)

- II. **Be the Change!**
 - a. Consider issues using outline provided (*pages 4-5*)
 - i. Review transportation assessment
 - b. Find bus schedules and bike resources
 - i. Consider role of human resources and word of mouth
 - ii. Use Walk, Bus, Bike presentation resources handout
 - c. Complete transportation targets (*page 6*)

- III. **Targets**
 - a. Consider what is needed to make targets real
 - i. Review transportation targets
 - b. Would you like ongoing support?
 - i. Ask friends or neighbors to ride bike, bus, carpool
 - c. Political or community actions?

The \$\$ cost of your car

Check out www.edmunds.com for a car calculator or calculate your own costs

How many miles did you put on your car last year? _____

	Per month	Total for year
Depreciation		
Financing		
Insurance		
Tax		
Fuel		
Maintenance & repairs		
License		
Garage space		
Parking fees		
Washing car		
Unproductive time		

Infrastructure costs

- Roads, highways, bridges
 - Repair/maintenance increased by weight and amount of traffic
- Parking
- Congestion mitigation
- Other?

Time costs

Be the change!

Motivation

- Shift in perception
 - Technology is not the only answer
 - Change from mentality of ALWAYS talking your car versus using other modes
 - Make unconscious choice, conscious
- Change in habit
 - Habits are very resistant to change
 - Need to talk, process, make small steps
- Peer pressure/status
 - What does your car say about you?
- Encouragement of friends and family
- Community support
- Building community through increased social exchanges
- Support local businesses

Thought experiment

- What if you had a car that cost nothing, used no fuel and created no pollution?
 - Solves air pollution, fossil fuel use
 - But what about other issues such as:
 - Land use
 - Sprawl
 - Infrastructure requirements
 - Parking
 - Roads, bridges
 - Isolation from people and nature
 - Opportunity for social exchange
 - Diversity of social exchange
 - Sense of place
 - Congestion
 - Wasted time
 - Lack of exercise
 - Death and injury due to accidents
 - Disruption to animal migratory paths and roadkill

Bus

- When do you take the bus today?
- What do you see as the challenges?
 - Skills (using a bus schedule, mapping a route)
 - Safety
 - Time (must plan and be on time)
 - Control (perception or reality?)
- What do you see as the benefits?
 - Cost

- Avoid parking hassles
- Time ON the bus is available to you
- Get exercise walking or riding your bike to the bus stop
- Good for the environment
- Reduces congestion and need for parking
- Compliments other modes (when walking or biking won't work due to weather, emergency, etc.)

Walk

- Where do you walk today?
- What are the challenges?
 - Time required
 - Lack of infrastructure (sidewalks, etc.)
 - Safety
 - Weather
 - Habit
 - Car culture
 - Indoor mentality
- What are the benefits
 - Health
 - Social interaction
 - Cost

Bike

- Where do you bike today?
- Could your bike replace your car? During good weather?
- Many challenges and benefits similar to walking
- Additional benefits over walking
 - Hauling capacity
 - Range
- Additional challenges over walking
 - Skill in riding in traffic
 - Finding and maintaining a bike that “fits” you

Car

- How could you use your car less?
 - Can you take greater advantage of businesses that deliver?
 - What about the use of taxis and rental cars?
 - Could you find a local business instead of driving further?
- Could you carpool?
 - What about MORPC's rideshare program?
- Could you change the type of car you drive? A smaller car?
 - Borrow or rent for special needs
- What would it take for you to become a one car family?
 - Role of bus, walking, bicycles, car pool, car sharing

