

CHALLENGES

- Public (Urgency/Denial; Abstract; “Not My Problem”) Perception (Standard of Living)
- Ex built environment
- Resistance to new transportation modes
- Current carbon intensity content/energy infrastructure
- Externalities and economic models
- Skepticism at leadership levels
- Finding messages (benefits) that work
- Energy not truly priced
- Status Quo and inertia; fear of change
- Effectiveness at individual level imperceptible
- Status Quo
- Solutions are social/moral, not technical and economic
- Global/Complex, not Local/Easy
- No commonly viewed single solution
- Financial/Funding
- Consumption a value paired with growth and progress
- Equity/poverty challenges making sustainability a viable, affordable choice for all

OPPORTUNITIES

- Decouple growth and consumption – Carbon
- Best practices – Learn how to do things better
- Build energy efficiency in all sectors
 - Conservation
- Finding wasted resources
 - Time
 - Money
 - Energy
 - Space/Land
 - National resources
 - Water
 - Air
- Time for game changer
 - People
 - Ideas
 - Places
- New healthy/happiness priorities. Quality vs. Quantity.
 - Bike/Walk/Neighborhoods. Slow vs. Fast.
- New, better toys – New sectors of economy
- More safer lives
- More choices – Housing, transportation, community, jobs, spending
- Energy security = National Security
- Keep more U.S. Dollars in the U.S.

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CHALLENGES (SUMMARY)

- Perception
 - Public
 - Leadership skeptics
 - Difficult messages
- Status Quo/Inertia and fear of change
 - Economic
 - Externalities not included
 - Energy not truly priced
 - Externally built environment
 - Resistance to Alternative Transportation
 - Current carbon intense energy infrastructure

- Complex, Global -- not easy or local
- Social/Moral – not economic/technical solutions

CHALLENGES

1. Skepticism
 - a. Existing Standards
 - Difficult to move beyond bureaucracy
 - b. Connecting the dots
2. Communicating why this is important/"What's in it for me". Communicating vision.
3. Resistance because it is not required
 - a. Silos
 - b. Money
4. Focus on meeting current standards
5. Competing priorities – GHG never rises to highest priority
6. Livability issues not considered
7. Focus on preserving existing infrastructure
8. Need for visualization, but this needs to be easily accessible/affordable
9. Rural environments
 - a. "Concepts to not apply to me"
 - Access
 - Standards
10. Technology
11. Need ideas that address rural environments

12. Younger generations not angry (engaged/active) on this issue
 - a. Climate competency for high school/college/higher education
 - b. Lifestyle/behavior choices
13. No certainty on right way to approach issue (personal/professional)
14. Difficult to integrate into institution
15. Communication
 - a. Need better information on impacts
16. Economy
 - a. Challenging times/other priorities
17. Fear
 - a. Want to maintain standard of living

OPPORTUNITIES

1. Green Economy
2. Time of stress/change motivator
3. Openness to hear about personal choices that may save money, time, etc.
4. Create infrastructure that responds to perception of safety (Bicyclists)
5. TGM funded best prices book
 - a. How do you integrate bike/ped in design
6. Feeling that you can make a difference

GREEN STEP

1. DeFazio
2. Oregon Leadership/Legacy around Planning
3. New Language/Communication strategies
4. Reauthorization
 - a. Opportunity to remove silos
5. New emphasis with reauthorization
 - a. Performance Measures
 - b. Regional Transportation Corridors
6. Tools to prioritize/consider; larger sustainability/principles; livability
7. Foster innovation through grants, other mechanisms
 - a. Architects/Designers
8. Lots of Ideas outside the traditional
 - a. Capitalize on those
9. Linking Business Oregon
10. Help businesses transition from start-up (grow and prosper)
11. Change in legislation regarding state budgeting
12. Innovation grant program
13. Focus on issues at appropriate levels

OPPORTUNITIES

1. Intergovernmental cooperation/collaboration
2. Economic development – brings a lot of potential, e.g. weatherization, manufacture of solar cells – creates jobs*
3. Greater national security*
4. Greater self-sufficiency
5. Balance of payments*
6. Quality of life improvement – health benefits*
7. Renovation and building new housing stock
8. Rezoning
9. Flexible Planning -- Do it differently by multi-function, e.g. mixed use*
10. Change in demographics
11. Health benefits of walking, biking, etc.
12. Technology can make choices more viable/affordable/accessible*
13. New business opportunities
14. Mileage-based pricing
15. Creates jobs
16. Outdated funding mechanisms – new funding mechanisms
17. Transit education*

18. Market choices will influence choices

19. Redefine the “American Dream”/Build Community*

20. Better use of public spaces

21. Local access to food

22. Greater focus on local businesses

23. Complexity of the planning process – generates lots of options

24. Public/Private partnership – market choices*

25. Need to change fast – prioritize choices/critical investments*

- = Top Ten

CHALLENGES AND OPPORTUNITIES

- Economic Development vs Environmental Protection
 - Environmental protection as a drag on economic development; small business capacity
- Reframe image; staff morale
- Silo thinking pervasive; missing agencies at table
 - AG, Forestry
 - Other transportation components
- Communicate co-benefits
 - “Wicked” problem -- complex, hard to see all interactions
 - Gloom and doom and hopeless
- Success stories needed; co-benefits; public health message
- Redevelopment/rebuilding is hard – grey fields; instead get large manufacturing campuses on large parcels, edge low density, poor transit access
- Balance jobs/housing within cities – BETC only for certain “mixed” or density development
- Cheaper often to do the “wrong” thing
- Reverse this incentive, reward
 - Develop community demand for “good” projects
 - Develop public health message
- Limited capacity in local government to do integrative planning
- Employment tool kit, sample plans, guidance on prioritization of dollars plus risks; BMPs
- Top down regulation – not local
- Public’s priorities; outreach; vision-enthusiasm; community based
- Long timeframes – difficult to relate to >40 year time
- Outreach tools tailored to local geography, issue
 - Iconic Mt. Hood

- Funding, Funding, Funding
 - Silo funding – Silo interests – Silo geography – Regional vs Local
 - Infrastructure bank –Redefine integration on across purposes projects. Agenda for new economy.
 - Generational differences – attitudinal changes to car ownership, housing types, etc.
 - Financing Agencies – difficult to change entrenched policies
 - State Infrastructure Bank
 - Local/Oregon State Bank
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- = Challenges
 - = Opportunities

OPPORTUNITY #3

- Engage younger generations most impacted by these decisions and who are more flexible/responsive to change
- Appeal to an individual’s potential return (time, dollars, livable community, etc.)

CHALLENGES

- It’s not tangible (but focus on the children can help make more relevant)
- How is this made relevant for those without children?

CHALLENGES

- How to present this information to the general public without being overwhelming/creating fear
- Bringing participants along for positive contributions – both ends of spectrum
- Solutions require urgency, but also require care (technical analysis and engagement
- How do you make something so much bigger than you a priority at the local level
- Resource and time/staff constraints from everything else we are required to do and/or care about/prioritize
- Integrating into all components of commercial development, so it's part of the decision making process (approach/lens)
- Threats/realities of legal challenges preventing actions to implement changes
- Each area/city wants to do things their way – manipulating tools used elsewhere
- We don't have the examples/proven strategies to find the answer. We can't use past to direct us.
- Getting elected officials to plan for all generations

OPPORTUNITIES

- Compelling data can build momentum to change the existing way of doing business
- Take advantage of quality of life message/values vs. mitigation
- Opportunity to change how we currently do business
- Main Street/downtown redevelopment is embraced –this supports it
- To build a common vision for the future of our communities (co-benefits of cc)
- Reinvigorate the “we are Oregonians” sentiment and what do we all value – what can we embrace
- Keep/support local dollars/businesses
- Reduce spending on energy/fossil fuels
- Reassess old standards that may actually be disincentive to development that addresses c.c. (e.g. ODOT LOS)
- Infrastructure savings
 - Life-cycle cost assessments/more holistic analysis can tip in favor of more sustainable infrastructure
- Opportunity to assess costs comprehensively – and communicate with public about the costs of their choices and the options they have.

OPPORTUNITIES

- Provide incentives for mixed use development
 - Pedestrian
 - Open space – increased density
- Tie community desirability to climate change
- Educating public – adults and youth
- Engage public on issues
- Co-benefits of addressing climate change
- Quality life opportunity
- Strategies can be affordable (bike/walk)
- Personalize issues and economics
 - Health
 - Safety
 - Benefits – Counteract arguments by doubters
- Focus on climate change strategies that have co-benefits
- Local purchasing policies at agencies
- Broaden partners beyond transportation sector
 - Vision together
 - Partnership/coordination (not competition)

- Level playing field for disadvantaged communities, including transit access, affordable housing

- Use rulemaking to help address/achieve equity goals
- Coordinate with universities to address C.C. – Research, data, learning class project

- Economic prosperity focus

- Compact communities can lower infrastructure costs – consider externality costs of sprawl

- Investing in energy savings
 - Financial incentives/assistance can be a city-supported activity

- Document others’ (US/International) successes and how we can learn/implement

- Historic preservation – old is green. Adapt existing stock – reduce sprawl.

- Lively communities – amenities, character.
 - Design review – “Dress Up” existing places

- Multimodal scenic byways
 - Tourism by bike

- Enhance Green Step for regional application (MPO use)

CHALLENGES/HURDLES

- Problem so big – turn into manageable pieces
- Funding – Prioritizing to support climate smart strategy
- Ability to address funding sources – taxing/pricing
- Lot of work to do to educate public doubting science
- Urgency of problem/need to be comfortable with risk required to address solutions, which may not be perfect at first
- Doing nothing makes things worse – not a good option
- Allocation of costs – tend to react, then be proactive
- Resistance to unfunded mandates
- Public is not engaged on this issue
 - In denial
 - Lack of trust of authorities
 - Anger with authorities
- Having courage not to do business as usual
- NIMBYism

CHALLENGES

- Money
- Finding ways to engage the public without saying “Climate Change”
- Get over fear of change and that things will be different
- What will community as a whole look like, not just compared to your/the current situation
- How do you get people to imagine a different lifestyle and the associated benefits
- Overcoming the idea that global warming as a whole is a hoax
- Effectively communicate other benefits, especially economic development at a local/household level; monetary savings
- Capture savings from efficiencies (i.e., water treatment, etc.) and transfer savings to other infrastructure needs
- Climate change outreach, education, messaging needed at political (elected officials) and staff level too
- Economy – hard to get climate change issues prioritized
 - Frame discussion around quality of life and savings
- Now is an opportunity now

- Challenges around localizing the problem
- Climate change is a polarizing issue (red, blue)
- Polarization of society has made it challenging to have a rational conversation
- Certain land use laws may be too rigid

OPPORTUNITIES

- Planning for a livable future
- All climate change solutions have benefits – short and long-term, far and near reaching
- New technologies being developed to solve climate change and those technologies have spin-off benefits
- Can reassess values and potential change or re-evaluate ; could dramatically change society
- Reassess ourselves and create community
- Climate change will drive new ways of thinking
- Recreate sense of community and neighborhoods, if start working/using transit again
- Lets us define where want to be and how we create the ways to get there
 - Need atmosphere of trust
 - People need to feel safe being innovative
- Huge opportunities now (building turn over, population growth)
 - New energy, new growth – can be passive or active
 - New ways of engaging the public

CHALLENGES

- How to motivate personal change
- Misinformation (Fox News)
- Reflecting emotions vs. fact
- Pro-environment is anti-jobs and jobs/economic development
- Jobs sole focus
- Is climate change stepping on personal rights
- Great ambition – limited dollars
- Complex, enormous problem – no simple solution
- Expensive existing infrastructure will require expensive retrofitting
- Sustainability is very broad and owned by no single party
- Concern by some that hand use change is worse than problem
- Silos thwart integration -- require integrative approach

- Immediate personal change is needed for a global distance problem
- Change implies increased cost/decreased standard of living
- The ICLEI needs a new name
- Hard for individual to grasp complexity
- Existing regulations are inflexible

OPPORTUNITIES

- Amongst influential, vast majority are believers
- Good co-benefits
- Health co-benefit is strong sales tool for both livability and financial
- Public support for climate change helps attract green economy (climate prosperity)
- Benefits have to be locally driven
- Walking is cool
- Negative mandates not necessary
- Use TSP to identify projects that support to accomplish goals for economic, environment, health, etc.
- Don't sell climate change; sell co-benefits – hope
- Effective public engagement builds public support
- Strong group of knowledgeable expertise locally

- Address risk of higher energy prices
- Leverage faith community on issues on conservation and stewardship
- Take small successes and build
- Ample green power and water in Oregon
- Economic development strategy builds on green technology

CHALLENGES

- Funding to implement plans, etc.
- Education and agreement re implementation
- Design standards for transportation system in conflict with emerging goals
- Coordination of challenges among GHG causes/entities; addressing them
- Lack of transit operation funds
- Lack of strategy/vision/planning for passenger rail
- Rail service lacking
- How to engage/educate public re benefits of GHG planning/implementation
- Housing/jobs imbalance (geography)
- Advantages of S.O.V.
 - Real and otherwise
 - How to incentive away from S.O.V.

OPPORTUNITIES

- Refocusing goals, objectives and policies in TSPs
- Economic development focus to diversify (address jobs/housing imbalance)
- Economic development through community design
- S.D. style sales tax
- Government as role model
- Respond to bike/ped/transit
- Prioritize flexible funds for bike/ped/transit
- Building codes: Showers, solar, transit orientation, etc.
- Change funding structure
- Creative/low-cost financing for energy-saving investments at residential/commercial level

CHALLENGES

- Implementing policies that are unpopular (How to?)
- Lack of clear cut problem – lack of clear definition of the problem
- Responding locally to a global problem. How to get people to act when benefits are not seen locally
- How do you get individuals to take responsibility for external forces (local responsibility for impacts externally)? Example: Drive through traffic
- How do you frame the issue so that it is relevant to our communities now
- Lack of federal leadership
- Persistent top down approach to solving the problem. Example: Funding mechanisms don't always support local strategies or needs – lack of funding flexibility
- Lack of trust in local governments by State and Federal agencies
- Lack of short-term payoff/deferred payoff (gratification) of current actions

- Lack of funding for implementation, research, scenario planning
- Communication mechanisms to engage entire community – how to determine the correct mix of engagement and communication tools (i.e., TV, online, social media, charrette)
- How do you measure and communicate ROL on a specification

OPPORTUNITIES

- Evaluate (and remove) mobility standards and travel demand models and regulatory challenges/barriers that get in the way of implementing/achieving climate change goals
- Choices can lead to lower cost infrastructure (less over-building/designing)
- Lower/reduce household energy and transportation costs, tax burden
- Neighborhood level – less auto oriented, design for pedestrians, bikes, etc.
- Better public health – opportunities to walk, bike
- Economic development opportunities – retail opportunities related to slower traffic (design standards)
- Support small/local businesses through mixed-use neighborhood design
- Alternative fuels and walk able communities reduce dependence on imported fossil fuels, reduce deficit spending, national security

- Supporting sustainable businesses as economic development goal.
- Create greater public safety, Example: Transportation policies to slow traffic

CHALLENGES

- Overcoming inertia; making people open to change
- Leadership development
- Lack of effective evaluation tools
- Differing media messages
- Don't know audience(s); how to message
- Not enough integrated planning; need to overcome government silos
- Existing policy/regulatory/disincentives
- Need more meaningful public involvement and stakeholders
- Mistrust of government – between agencies and from public

- Enormity of problem: How to be comfortable with uncertainty?

OPPORTUNITIES

- New government structure
- New economy
- New housing – more equity
- Learn from other countries
- Self-sufficiency
- Creative visioning
- Chance to change planning policy and assumptions and methodology
- Decrease polarization
- New and strengthened partnerships
- Increased community cohesion and resiliency

CHALLENGES

- Funding (emphasis on roads)/planning/implementation
- Poor pricing signals to further alternatives
- Public skepticism and problem seems overwhelming
- Equal access to transportation (social justice considerations)

- Inter-governmental cooperation
- Integrating transportation -- land use
- Lack of local, tangible consequences of climate change
- Perception that solutions will lead to other adverse impacts
- Politicalization
- Current regulation conflicts (Land use, building code, transportation)
- Variability in (future) forecasts
- Outdated funding mechanisms (e.g. gas tax)
- Transit angst
- Redefining “The American Dream”
- Implementing changes with accelerated timeline

