

# Green Culture: Low Driving 200- Apartment Communities

- From U.S. Environmental Protection Agency suburban sustainability study (Bay Area focus)
- Suburbs: highest driving
- Agenda: TravelSmart, then low driving comm.



# “TravelSmart” - promising

- Door to door outreach for green travel behavior
  - Personalized recommendations + persuasion
  - “Give people tailor-made info & support to choose to walk, cycle and use transit more often.”
- Train trainers
- SocialData’s Werner Brog
  - Many derivatives
  - Repeated “failures “ {Bay Area Travel Choice, Portland SmartTrips, Seattle InMotion, Australia, Scotland, etc, etc, etc}.

# TravelSmart Critique

- Clever idea → needs something additional
  - “70% there”
  - Small reduction
  - Behavior reverts
  - InMotion \$19 per mile reduced
- Un-critical repetitions of same program
  - SocialData results reporting conflict
    - Large driving reduction claimed.

# Online green behavior pledges

- Promising, especially with friending
  - Haven't made a difference
  - Many come and go
- “A Billion Acts of Green,” etc
- Superficial, soon-forgotten

# Something additional: “Success recipe”

- Persuade a panel of smart skeptics
- “Low Drive Community” never implemented
  - U South Florida's Center for Urban Transportation Research (CUTR)
  - U Surrey's RESOLVE program
  - Google.org, Yahoo green, Omidyar (eBay)
  - Searched for housing near Surrey
- See also Smart Travel Choices session at 10:30: Urban Trans Australia Kevin Luten
  - Delivers strong driving reduction.

# Low Driving Community Scheme

- New residential complex
- Everyone signs low driving pledge
  - Entry condition to obtain housing
  - People are “self-consistent”
- Manufacture critical mass
  - Trips share same start location
  - Currently, it’ s often dumb to be green
  - Positive peer pressure (can’ t get away with stuff)
- Problem-solving think tank. Online & in person
  - Carpool to grocery store
  - Ex: Biking learning curve: route, gear, defensive
    - People love to share such self-discovered expertise
  - Delivery services, etc.

# Culture: Low Driving Community

- Easy to do good
  - 5 min per day, untapped resource
- 400 people supporting you!
  - vs. individual change (wrong scale for transport)
- Persuasion: reciprocation, commitment and consistency, social proof, liking, authority, and scarcity.
- EBay's online community phenomenon
  - Make friends, achieve social status
  - Self polices bad behavior
- “Communities of Practice” – expertise around a problem domain (green travel).

# Recipe for success?

- Would you want to live in such a community?
  - Better neighbors?
  - Radically different sub-culture than suburbia?
- Would this be an awesome community?
  - A political force at City Council meetings?
  - Take on new green challenges?
- Take the 30-page grant proposal & modify it!
- Thanks!
  - “On their own, each ant's behavior is relatively useless, but when swarms of ants come together, the patterns optimize naturally and allow them to accomplish tasks that should be far beyond their reach.” Anthill communities blog.

# Backing slides

- Cohousing is great, but it's a huge commitment
  - LDC: start with small commitment that grows