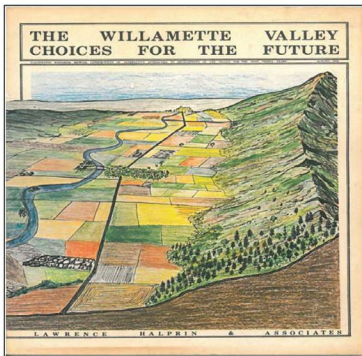


Roadmap to 2020 – Seven Propositions

Spring 2011

The State of Oregon has set ambitious greenhouse gas (GHG) emissions reduction goals: a 10% reduction from 1990 levels by 2020 and a 75% reduction from 1990 levels by 2050. Carbon dioxide is the most prevalent GHG; others include methane, ozone, and other heat-trapping gasses. Meeting our reduction goals will require all our efforts.



Governor Tom McCall -- 1972

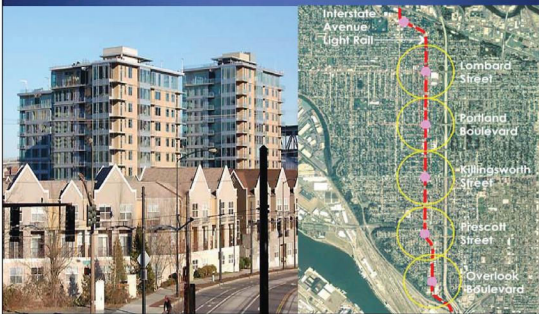
Why couldn't we rethink how we plan our communities, industrial parks, roads and transit, energy and water systems, so carbon makes a difference?

1

Embed Carbon in the Planning Process

- Include carbon generated by local transportation and land use decisions in the community planning process.
- Incorporate meeting Oregon's GHG reduction goals into State transportation and land use planning.
- Set 5 to 10 year benchmarks to meet ultimate GHG reduction goals.
- Incorporate State GHG goals into gas and electric utility planning.

Why couldn't we design and build cities that are energy and carbon efficient?



2

Maximize the Energy Efficiency of Cities

- Redesign neighborhoods so schools, services, and shopping are easily accessible by walking, biking or transit.
- Maintain existing Urban Growth Boundaries through 2050.
- Make public transit more convenient, frequent, accessible, affordable.
- Transport more freight by rail, less in trucks.
- Create "smarter" roadways to manage traffic flow and to boost efficiency.

Why couldn't we create tomorrow's buildings, and rebuild today's, for superior energy and carbon performance?

[Portland, OR Health Sciences solar south façade]



3

Increase Efficiency of Buildings

- Achieve zero total GHG emissions for new buildings.
- Require existing buildings to meet retrofit efficiency standard.
- Require the most carbon-efficient fuel for heating and cooling of new buildings.

Roadmap to 2020 – Seven Propositions (continued)

Why couldn't we shake the oil habit, and move full speed ahead to electric and other new vehicles and fuels?

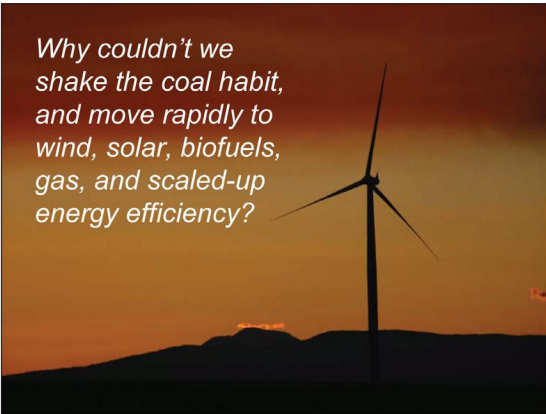


4

Shift to Lower Carbon Transportation Fuels

- Increase investment in infrastructure for electric vehicles such as recharging stations.
- Introduce electric, gas, and other low emissions vehicles in Oregon at double the national rate.
- Support vehicle biofuels production, requiring that biofuels result in a net reduction in GHG emission over their life cycle.

Why couldn't we shake the coal habit, and move rapidly to wind, solar, biofuels, gas, and scaled-up energy efficiency?



5

Ramp Down Coal Emissions Ramp Up Efficiency, Renewables

- Build a smart grid to integrate new energy generation and distribution technologies with new homes, machines, and vehicles designed to save and store energy.
- Replace coal generation with increased efficiency, renewable power sources (wind, solar, other), and gas turbines.

Where else can we go digging for carbon reductions? Industry? Farms? Forests?



6

Reduce and Capture Carbon Across the Board

- Strengthen community programs to reduce, reuse, recycle materials.
- Label goods with their carbon content across their full lifecycle from manufacture to disposal.
- Align forest management practices to reduce and store carbon, e.g. conservation, harvest, fire management.
- Align agricultural practices with carbon reduction and storage, e.g. soil disturbance, fertilizer use, methane generation.
- Support industrial efficiency improvements.

Can we imagine taxing carbon inefficiency instead of taxing income or property values?



7

Embed Carbon in Energy Prices

- Replace property taxes based on market value with tax based on carbon inefficiency of buildings.
- Implement fees for using highways at rush hour.
- Replace gas tax with a fee for miles traveled, discounted for more fuel efficient vehicles.
- Charge for parking.

For more information:

www.keeporegoncool.org