CHALLENGES FOR TECHNOLOGY AND INNOVATION
Some Critical Questions

What Are We Actually Up Against?
What Options Do We Have?
How Is Decarbonizing Transport the Same or Different From Other Sectors?
Can We do It?
How Can We Stimulate Innovations in Transportation Related Technologies?
Some Other Things to Think About

Global Versus Regional Differences
  o The concept of “fitness for purpose”

The Intersection Between Technology and Policy
  o Social Science as the integrating factor

The Role of Experimentation and Learning in Policy Formulation and Evolution
  o R&D is based on learning from success and failure – what about policy?
Transportation R&D Agenda: Technology, Policy and Social Science

R&D in Three Interconnected Arenas:

Technology
• Supply Side
  – Alternative Fuels
  – Resource Development
• Demand Side
  – Vehicle Efficiency
  – VKT
    § Consumer education
    § Public transport
    § Highway design & land use practices

Policy
• Taxation
• Regulation
• Mandates
• Investment
  – Public funding
  – Public / Private partnerships
  – Private funding

Social Science
• Economics
• Behavioral & Cognitive Psychology
• Sociology
• Geography
• Law & Political Science