

Code R.E.D.

—

(Reduce Everyday Driving)

Team R.E.D.



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*Project Manager
& TOD*
I love raccoons



Christina Radu
Finance
I love bridges



Lance Luong
Development
I love food



**Dulce'Celeste
Martinez**
Community Engagement
I love rest



Joel Tam
Micromobility
I love maps



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Delivery
I love planes

Our Mission and Vision

Mission

- To reduce greenhouse gases while ensuring a safe and equitable transportation system that reflects the community that it serves.

Vision

- To foster the research, implementation, and improvement of Transit-Oriented Development and micromobility.

Transit-Oriented Development (TOD)

A vibrant, pedestrian-friendly street scene in a town, likely a transit hub, with people walking, shops, and outdoor seating. The text "Transit-Oriented Development (TOD)" is overlaid in white serif font. The street is lined with colorful buildings, including a brick building with a sign that says "WOODRUFF JEWELLERY". There are white tents on the left side of the street, and a black street lamp with a flower basket hanging from it. The foreground is filled with out-of-focus red and purple flowers. The background shows a hillside with more buildings and trees.

Impact on Community

- Encourages use of public transportation
- 17% of CO₂ emissions come from cars alone via [EPA](#)
- Promotes housing and transportation equity
- Reduces the need for transported goods

“As a senior who already lives
in a walkable community,
TOD is super valuable to me.

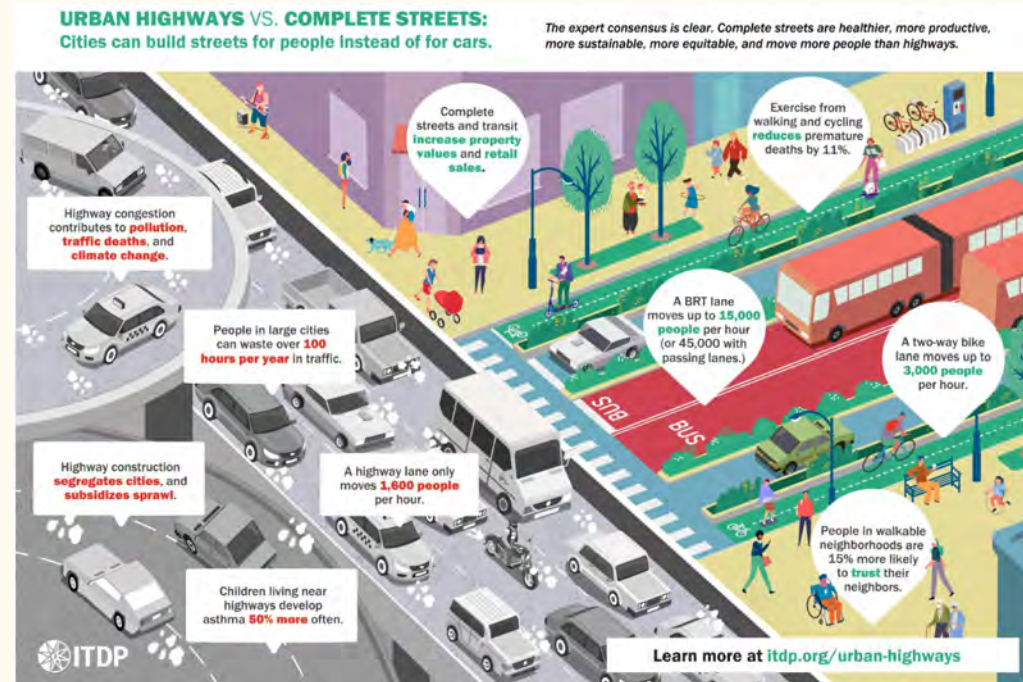
I feel much safer and have more
independence where I live!”



Tutu Haute
Climate Scientist

Complete Street

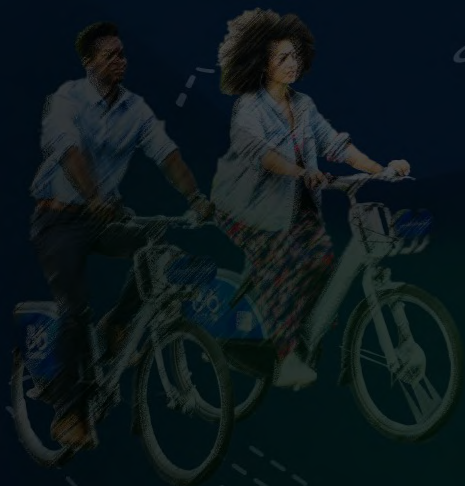
- Human scale design
- Greater capacity movement through BRT lanes.
- Dedicated micro-mobility lanes for active transportation.
- Barriers
 - Trees, planters, parallel parking spaces, etc.
- Mixed use development



Public-Private Partnerships



- Help local governments establish financial incentives for private entities to enter into a P3 with the local government to build mixed use developments
- Build in terms for profit-sharing, such as 25% of pre-tax proceeds to go to local government
- Proceeds are to be reinvested into local transportation system development



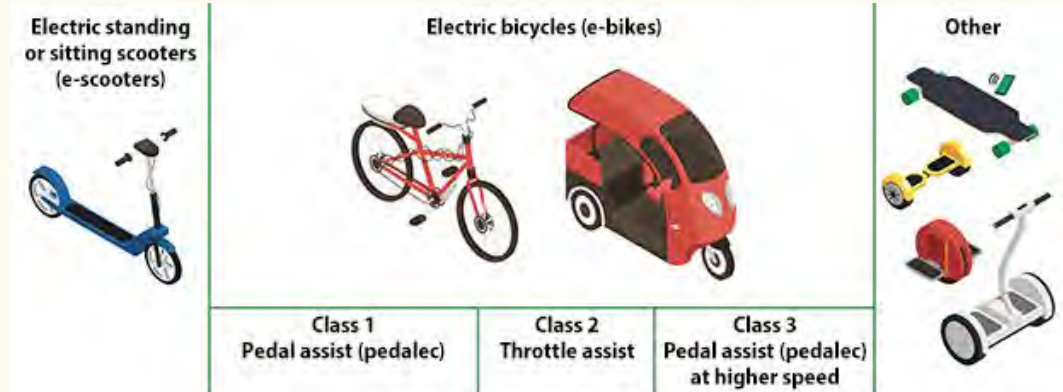
Micromobility



Micromobility: Accessible & On-Demand

What will we solve?

- First/Last Mile
- Equity
- Sustainability



Wins

- Connections
- Service Underserved/Underrepresented Communities
- >50% GHG Reduction (per Via)

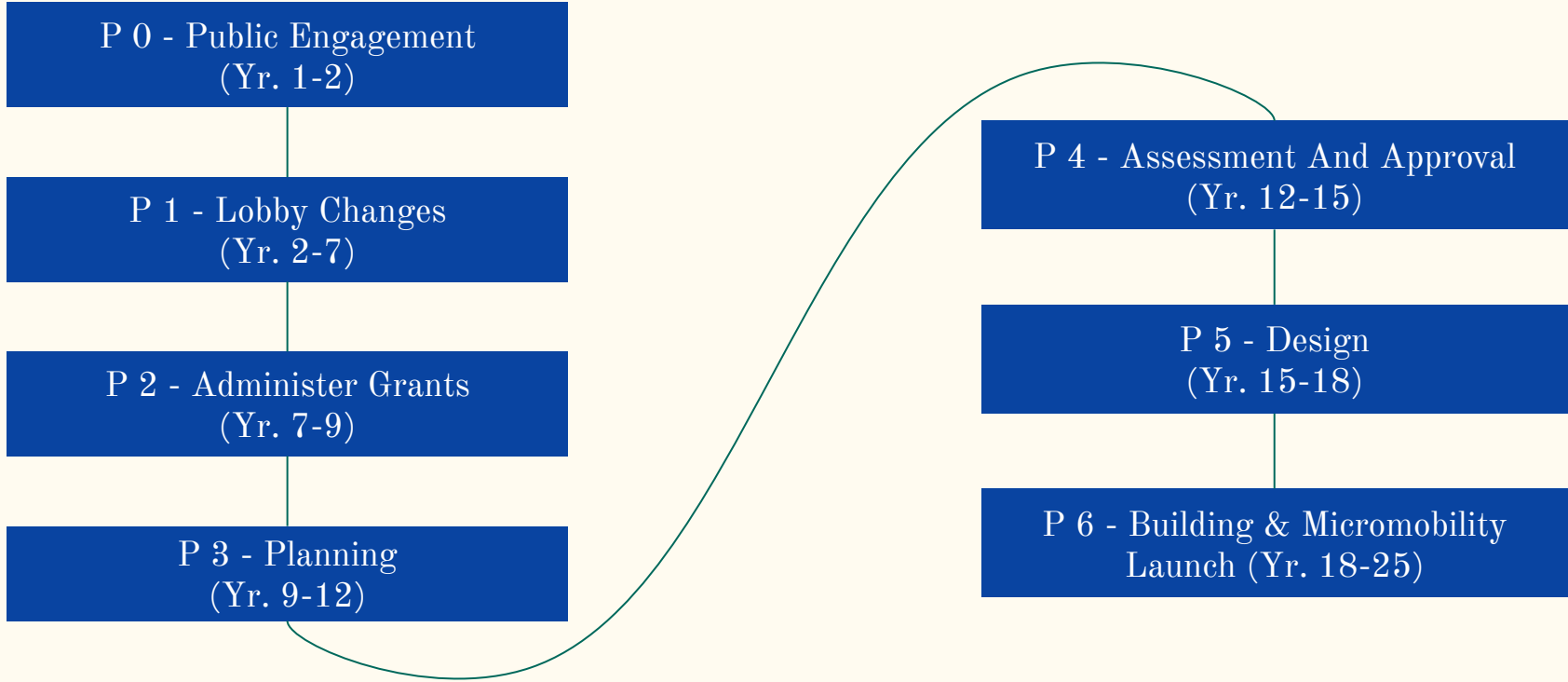


Large Scale - Microtransit

- Driverless, with safety driver that assists passengers

Project Delivery

Timeline





Fund Allocation

\$13 Million — CBO's & Research

\$5 Million — Lobbying

\$2 Million — Administration

Ten \$8 Million grants via RFP

—Require 20% local fund match

Accountability

- Reduced Emissions:
 - ↑ Mode Shift
 - ↓ VMT
 - Change in ridership
- Vision Zero:
 - ↓ Collisions & Fatalities
- Access & Equity:
 - Age & Ability
 - ADA Compliance

