air travel emissions

1. alternatives:
   - skype study to assess reasoning for flights
   - web conference data: what were you flying for, why didn’t you take a train, bus, etc.
   - bus
   - carpool
   - train

fleet usage: better understand mileage/demand

2:3
   → get better understanding of trips driven
   → eventually understand ideal vehicle types (so that if conversion to renewables occurs, individual vehicles potentially get more miles → faster payback)

parking:

4 - cheaper parking for shared-ride vehicles (increased price for single-person)
   - using parking to encourage carpools
   - feel-out political environment