

## 2030 Challenge

My name is Doug Farr, a Board Member of the CNU and I have the pleasure to introduce the two final scheduled speakers of CNU 15. As this session is structured as a presentation and rebuttal, I will introduce both of our speakers now to enable an uninterrupted and robust exchange.

Climate change is hot! Since the release of an Inconvenient Truth in early 2006, the issue of climate change and carbon reduction has risen to the forefront of national concern. Skeptics of the underlying science have been drowned out by an overwhelming scientific and public consensus in support of the position that human activities have and will continue to cause severe changes to our climate.

Industry and government are beginning to confront this stark reality and to formulate policies and responses. Most of the initial proscriptions are focused on swapping out current technology for new – using fluorescent light bulbs, buying a hybrid car, building new or renovating a green building – and on what I like to call fantasy fuels. **The consistent media message, even from people who know better, is that it is our light bulbs and not our lifestyles that are the problem.**

Why is this emerging message silent on the determinative power of land use and its relationship to carbon and climate change?

Where are the metrics that document sprawl's contribution to the problem and urbanism's contribution to the solution?

**What is the role of the CNU to ensure that urban form and the integration of transportation and land use is not passed over as both an essential message and an essential strategy in addressing this defining challenge of our time?**

**On Wednesday the Board of the CNU voted to authorize an initiative to be called the 2030 Community Challenge, inspired by the work of our first speaker Ed Mazria.** In my opinion the 2030 Challenge format is a brilliant blending of three things: a communications strategy, reducing a complex message into a single phrase, a robust policy proscription, and the urgency created by imposing a date to cease a harmful practice. In the case of the 2030 Architecture Challenge this is the end of buildings producing carbon. In our case it might be the end of sprawl. This initiative will bring the CNU together with two affiliated organizations, **the Center for Neighborhood Technology, a not for profit based in Chicago and the Surface Transportation Policy Partnership**, a Washington based not for profit with a proven track record at influencing public policy, notably its work on the Transportation Authorization bills. Both of these organizations are headed or founded by our second speaker, Scott Bernstein.

This 2030 Community Challenge, like its inspiration the 2030 Architecture Challenge, is envisioned to serve as both a communication and policy tool.

The first phase of work will focus on compiling the needed metrics. A second phase will seek strategic partnerships necessary to refine the standard and to push for implementation of its core message. I believe I speak for the Board in saying that the CNU has a lot riding on the success of this initiative.

When I was a young environmentally focused architect in the 1970's, the Passive Solar Energy Conferences were the place to be. Three inspiring keynote speakers stand out from that time: Doug Kelbaugh, Peter Calthorpe and the only one of the three architects who did not cross the line into town planning, our first speaker Ed Mazria. Ed's [Passive Solar Energy Book](#) published in the late 1970's remains a classic, a one-stop source for the theory and practice of solar heated buildings.

Edward Mazria is an internationally recognized architect with a long and distinguished career. His architecture and planning projects span over a thirty-year period and each employs a cutting-edge environmental approach to its design. He teaches at the University of

New Mexico, has published extensively, lectures constantly (makes Andres seem like a home body) and is the recipient of numerous in both architectural and environmental design. He is senior principal at Mazria Inc., an architecture and planning firm in Santa Fe, New Mexico and founder of Architecture2030 a global movement to address the current climate crisis. He speaks nationally and internationally on the subject of the building sector, energy and climate change.

We warmly welcome Ed to the CNU and look forward to his presentation on climate change and his inspiring recommendations for what to do to address it. Ed has 40 minutes to make his case.

Our second speaker Scott Bernstein is well known to many of you. Scott is President of the Center for Neighborhood Technology, which develops resources and systems to promote healthy, sustainable communities, by helping local leaders understand and use their hidden assets. CNT's headquarters is a LEED Platinum building, a renovation designed by Jonathan Boyer, Director of Architecture at my firm Farr Associates.

Like Ed, he too is a teacher, receiver of many awards and founder of organizations, having co-Founded both the Surface Transportation Policy Partnership and the Center for Transit Oriented Development, run by former CNU Director Shelley Poticha.

Scott is working with the CNU to replace aging elevated highways with surface boulevards in cities across the country and CNT is helping the Clinton Climate Foundation provide climate change software for the world's forty largest cities.

Scott has 20 minutes to provide a rebuttal.

Ladies and gentlemen please give a rousing Sunday morning welcome to Ed Mazria and Scott Bernstein.