Who To Regulate:
The Car, The Driver or
Mandate Technological Change
Automobile Transportation
Defining the Problem

- Congestion
- Oil dependence & the economy
- Oil Dependence & national defense
- Air, water, noise pollution
- Resource allocation
- Safety
- Equity
Policy Life Cycle

- Specification
- Expansion
- Initiation
- Implementation
- Formal Agenda
- Public Agenda
- Containment
- Entrance
Policy Causal Models
Multiple & Simultaneous Causation

- Land use
- Corporate marketing
- Inadequate funding of alternatives
- Structural bias in favor of road-building, etc.
Policy Causal Models
Sequential Causation

• Increase funds for highway building
• Marketing of auto use
• Changes to land use
• Result – auto dependence
• Transportation “chicken & egg problem, land use first or infrastructure?
Expansion
Transportation Blame Game

• Who is to blame?
  - auto companies
  - transportation industry, e.g., road builders, oil industry, etc.
  - drivers
Containment

- Deflect blame, look elsewhere, e.g., point source pollution, land development.
- Deny, technology not yet availability.
- Demonstrate harm, e.g. economic competitiveness, jobs, safety.
Entrance to the Public Agenda

- Crowded space, must compete with other issues – even ‘reality TV.’
- Limited time to make complicated arguments, policy by sound bite.
Formal Agenda

• State legislature, courts, congress.

• Fragmented decision making, geography and legal jurisdictions.

• Limited time and attention.
Regulating the Car

- 1963 Clean Air Act, air quality mandate
- 1965 Emission standards for new cars
- 1966 Safety (Nader/NHTSA) HEW emission standards for all cars.
- 1968 First emission standards take place
- 1970 EPA created, Earth Day, mandated 90% reduction in auto emissions by ’75-76
- 1975 CAFÉ requiring 27.5 mph by 1985
- 1978 First CAFÉ standard takes affect, 18.5 mpg
- 1985 Reagan Admin reduces CAFÉ to 26
- 1989 Bush Admin sets CAFÉ at 27.5
- 1990 Clean Air Act, more emission reductions, clean fuels, longer warranties on pollution control equipment
US Regulatory Rulemaking Process

Congressional Decision Making (low public visibility) → Executive Interprets Congressional Intent → Data collection & Outreach to stakeholders

NPRM Notice of Proposed Rule-Making → Hearings → “Final” Rule-making
Implementation

• Problems do not fit neatly in any one jurisdiction.
• Large variation in authority and capacity.
• Ambiguous language from legislature
Regulating the Driver

- Fuel prices
- Transportation demand management measures, HOV lanes, restricted use, etc.
- Employer incentives and disincentives
- Land use reforms