



For Immediate Release:

August 14, 2018

Contact: Ashwat Narayanan
Transportation Director, 1000 Friends of Wisconsin
608-259-1000

1000 Friends of Wisconsin releases report “The Road to Clean Transportation: A Bold, Broad Strategy to Cut Pollution and Reduce Carbon Emissions in the Midwest”

Carbon emissions from transportation are now the largest and fastest growing source of overall emissions in the United States. Preventing catastrophic climate change requires a deep and rapid “decarbonization” of the transportation sector, while ensuring that the future provides reliable, efficient and affordable transportation options for everyone in our communities.

1000 Friends of Wisconsin partnered with Frontier Group and WISPIRG to identify key pathways to achieve these goals across eight states in the Midwest. We released a report [*“The Road to Clean Transportation: A Bold, Broad Strategy to Cut Pollution and Reduce Carbon Emissions in the Midwest”*](#). The report lays out how a complete strategy to reduce carbon emissions that reduces the need for driving complements efforts to electrify vehicles with clean energy.

The key strategies are:

- Smart growth and compact development
- Public transportation
- Active transportation
- Shared transportation options
- Accurately pricing transportation options

Our findings include that these strategies also have the potential to improve social equity by increasing access to jobs and opportunities, reducing the risk of traffic crashes, improving air quality and reconnecting neighborhoods bisected by highway expansions.

Transitioning to a clean and equitable transportation system will require coordinated long term efforts across various governmental agencies and other stakeholders. Following the bold vision laid out in the report will enhance efforts to prevent irreversible climate change and build a better transportation future for the Midwest.

XXX