The presentation will discuss in broad terms why sustainability is important, what it means and how it can be applied. It then focuses on sustainable transportation, highlighting challenges and alternate views on the subject. Following this, the presentation will cover Dr. Zietsman’s research in the area of sustainable transportation, undertaken through several research projects and a recent book (Sustainable Transportation – Indicators, Frameworks & Performance Management) written in collaboration with three other academics.

Dr. Zietsman is the Head of the Environment and Air Quality Division at the Texas A&M Transportation Institute (TTI). He has been principal investigator of numerous research projects covering the areas of sustainable transportation, air quality, performance measurement and transportation planning. He is also a member of the Graduate Faculty of Texas A&M University. Dr. Zietsman is also an active member of the Transportation Research Board where he is immediate past Chair of the Committee on Transportation and Sustainability, Research Subcommittee Chair of the Transportation and Air Quality Committee, and former Secretary of the Performance Measurement Committee.

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