

I do not see cap and trade as a effective solution to our carbon emissions problem. It unfairly impacts certain businesses, such as transportation, that we all need.

In the study of the psychology of behavior, adding something good for the purpose of increasing a behavior is usually the most effective way to change a behavior. Or to decrease a behavior you may need to rely on removing something good to decrease the behavior, followed by a reward for the desired results. I see adding a cost as doing neither of those, but adding a punishment.

You also must consider each industry has a wildly different baseline behavior, so you need to react to their individual progress based on where they started, not compare everyone's end result. Otherwise you will loose buy-in from the very businesses you need to change the most.

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