

## State and Local Action

*What can government leaders do to encourage EcoDriving? From community efforts to state-wide campaigns, here are steps that every leader can implement to help encourage EcoDriving.*

### **Driver education programs: Incorporate EcoDriving lessons as an element of all driving school curriculums.**

Encouraging youth to become EcoDrivers is a special priority for many reasons. Drivers who begin EcoDriving as youth are more likely to maintain these practices throughout their lives. Youth embraced recycling and shared this ethic with their parents, and they can do the same for EcoDriving. Since youth will inherit this planet, it is important to implement stewardship early in their lives. An EcoDrivingUSA curriculum, developed with leading educational experts, is available for implementation.

### **Local government: Encourage service stations to provide free air so motorists can more easily inflate their tires.**

Maintaining proper tire pressure is an important step in being an EcoDriver. Optimal tire pressure is crucial for the safety of the vehicle as well as improving fuel economy. Safety experts estimate that 25% of vehicles are running on tires with lower than recommended tire pressure. Drivers can improve their gas mileage by about 3% by keeping tires properly inflated. Requiring service stations to provide free air to motorists is one way to help encourage drivers to check and maintain their tire pressure at least once a month and before long driving trips.

### **Local government: Consider implementing an EcoDriving program for state employees.**

Encouraging state and local government employees to deploy EcoDriving techniques is an important way to demonstrate the state is fully committed to the important impact EcoDriving can have on reducing CO2 emissions. The city of Denver launched an EcoDriving initiative in January 2008 called "Driving Change" and city employees are participants in the launch of this program. This program can include driver training for public bus drivers and taxi cab drivers. Encouraging government employees to spread the word to families and friends on how to be an EcoDriver is also a cost-effective means of spreading the word, along with posting EcoDriving tips in government facilities and break-rooms.

### **Local highway officials and DOTs: Place EcoDriving messages on electronic signs along highways during nonpeak hours (i.e. the signs that say "HOV" or "Congestion Ahead" during rush hour).**

Utilizing the electronic billboards along major travel arteries during non-peak hours is one effective way to communicate an important and simple message to the driving public. By placing quick EcoDriving tips on these electronic billboards, the state can reach a large percentage of the community at little cost. Messages could include: "Be an EcoDriver. Check your tire pressure," "Be an EcoDriver. Remove excess weight from your trunk" or "Be an EcoDriver and a safe driver - drive the speed limit."

### **DMVs: Include EcoDriving information on websites and at every licensing facility as well as on brochures.**

Including messaging on EcoDriving at DMVs across the state and on state-specific DMV web sites is a natural fit. A "Quick Facts on how to be an EcoDriver" poster can be downloaded from the EcoDrivingUSA web site and posted in DMV facilities. Banner ads on EcoDriving can also be downloaded from the EcoDrivingUSA web site to upload on state DMV sites.

### **States: Provide grants to municipalities that sponsor EcoDriving programs for their city employees.**

Training individuals to become EcoDrivers and communicating the messages around EcoDriving still costs money. If the state provides grants to municipalities that sponsor these programs for their city employees, this will help incentivize the popularity of

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this program.

### **States: Work with state EPAs to post information on EcoDriving on their individual state web sites.**

Consistent with materials posted on the state DMV web sites, state EPA sites can provide banner ads with a link to the EcoDrivingUSA web site, along with tips on how to be an EcoDriver. Banner ads and EcoDriving tips are available to download from the EcoDrivingUSA web site.

### **DOT and highway officials: Post EcoDriving information at state highway rest stops.**

Engaging drivers while they are in-transit is an ideal time to pique their interest in EcoDriving. Similar to hanging EcoDriving tips up in DMVs, signs can be hung around the restroom and maps located inside state highway rest stops.

### **State voting officials: Post EcoDriving information at state voting facilities in November.**

All eligible voters must present a valid driver's license prior to voting, therefore handing out EcoDriving tips once the voter is cleared to vote is an ideal way to communicate the importance of EcoDriving to large members of the public.

### **State and Local Government Officials: Support legislation that requires EcoDriving checklists as part of the mailings to drivers reminding them of vehicle emissions check-ups and signage placed inside facilities.**

All drivers are required to bring their vehicles in for vehicle emissions testing. When the reminder of the pending expiration for the emissions testing is sent out to county residents, a check-list on EcoDriving tips can be included. EcoDriving tips posters can also be placed inside testing facilities.

### **Mayors/City Councils: Combat congestion mitigation to help support EcoDriving.**

Reducing vehicle idling is an important step towards improving fuel economy. For every two minutes a car is idling, it uses approximately the same amount of fuel it takes to go about one mile. Local governments can help ease vehicle idling by coordinating red lights in major cities, specifically during rush hour.

### **State EPAs: Post information on EcoDriving in individual state web sites.**

Consistent with materials posted on the state DMV web sites, state EPA sites can provide banner ads with a link to the EcoDrivingUSA web site, along with tips on how to be an EcoDriver. Banner ads and EcoDriving tips are available to download from the EcoDrivingUSA web site.

### **Mayors and City Council Members: Encourage EcoDriving Tips be posted in metros, subways, local buses and the backseat of taxi cabs.**

Communicating with the public on the importance of EcoDriving while they are in transit is a convenient and logical place to reach large numbers of people. Placing EcoDriving tips inside public transportation or the backseat of taxis would help spread the message of EcoDriving.