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The concept of smart driving, also called "eco-driving", has been around for decades, receiving particular attention during periods of high fuel prices or fuel scarcity. The U.S. Department of Energy implemented a smart driving training program in the late 1970s and early 1980s as part of a nationwide fuel saving effort. More recently, smart driving programs have been established in Europe, Japan, and Canada – often as part of GHG reduction commitments. In the U.S., smart driving has received relatively little attention in recent years. Most analytical and policy research in the U.S. has focused on opportunities to reduce transportation GHG emissions and energy use through: (1) improving vehicle fuel efficiency; (2) reducing the carbon content of fuels; or (3) reducing the amount of driving and other transportation activity. For example, a major 2011 report by the National Academy of Sciences, Transportation Research Board entitled "Policy Options for Reducing Energy Use and Greenhouse Gas Emissions from U.S. Transportation" makes no mention of smart driving or eco-driving. Research surveys commissioned by MTC suggest that many Bay Area drivers are open to adopting smart diving practices. In a 2011 Baseline Survey on climate change attitude and behaviors, 56% of participants stated that it would be Very Easy or Easy to "Adjust your driving habits to reduce your use of gas, including staying under 65 miles per hour, and being smooth in how you speed up and slow down". In the same survey, 48% of respondents said it would be Very Easy or Easy to "Remove unneeded items from your vehicle to improve your gas mileage, such as roof racks, golf clubs, etc." MTC has recognized the potential for smart driving to reduce fuel use and GHG emissions, in concert with a variety of other approaches focused on vehicle fuel efficiency and reducing vehicle miles of travel (VMT). The 2013 Play Bay Area includes funding to develop a smart driving public education campaign for the region's drivers and to provide rebates for in-vehicle, real-time fuel efficiency gauges. This presentation will review MTC's two smart driving pilots, which include both a study of a smart driving device installed in participant's vehicles and a corresponding education campaign, and a study of a smart driving app used by pilot program participants. The presentation will also review smart driving research and literature.