



Helpful Web sites for green drivers



Drive Green, Save Green partners

Take a \$20 bill. Now strike a match and watch the money go up in smoke. Pretty crazy idea, right? Yet many of us do something similar every time we drive. We fill up our gas tanks, then burn through extra fuel — and money — that we could be saving.

The good news is that it doesn't take much to start saving money at the gas pump. By tweaking your driving habits and adopting a few simple car maintenance tips, you can easily cut your fuel consumption and get more mileage out of your vehicle. **Getting 30 MPG instead of 20 MPG saves the average driver about \$990 per year in fuel costs!**

There are other benefits, too. **Reducing the amount of fuel you use improves air quality, since motor vehicles account for about half of all greenhouse gas emissions in North Carolina and up to 70 percent in urban areas.** That means everyone — you, your grandma, the family next door — can breathe easier.

No matter what you drive, **you can reduce carbon dioxide and save money** — right now. This page will show you how to *start driving green and saving green.*

How to Save Green

Drive more efficiently

Learn how small changes in your driving habits, like going a little slower, using cruise control or cutting off the AC can add up to big savings.

Maintain your vehicle

Tips for simple, regular maintenance that can help you save on gas and avoid more costly repairs.

Drive less

Find public transit in your area, locate a carpool buddy, and get information on biking and walking in North Carolina.

Did You Know?

Your air conditioner can consume up to one gallon of gas per tank to cool the vehicle?


Ecodriving Calculator

Use this calculator from ecodrivingusa.com to find out how much you'll save by driving green.



Stay Connected

Sign Up For Email Reminders

 **SIGN UP** to stay up to date on the **Drive Green, Save Green** program in North Carolina with our email newsletter.

Small, pop-up window that appears for each topic, located under HOW TO SAVE GREEN

Drive More Efficiently

Leave early and don't rush.

"Jack-rabbit" starts and hard braking alone can increase fuel consumption by 40 percent but reduce travel time by only 4 percent.

Keep it close to 60 mph on the highway.

Highway driving that exceeds 60 miles per hour uses more fuel. According to the U.S. EPA, every 5 miles over the 60 mph level is equivalent to paying 20 extra cents per gallon for gas. Observing the speed limit and not exceeding 60 mph (where legally allowed) can improve mileage by 7-23 percent.

Avoid idling.

With today's advanced vehicles, turning the engine off and on again is no longer hard on your starter and you no longer need to warm up your engine. An automobile may burn more than half a gallon of fuel for every hour spent idling. Unless you are simply dropping off or picking up someone, make it a habit to turn your engine off when waiting at the curb even if it's just for a short period, and avoid drive-thrus.

Use AC only at higher speeds.

Air conditioning can reduce mileage significantly, by as much as 20 percent. In fact, your air conditioner can consume up to one gallon of gas per tank to cool the vehicle. But driving with your windows open can produce aerodynamic drag, which reduces fuel economy. What's a driver to do? When driving at slower speeds (less than 40 mph), such as driving in urban areas, open windows are better. At higher speeds (over 40 mph), close the windows and turn on the air conditioner – the AC uses less fuel.

Use cruise control.

Using cruise control on 10,000 miles driven in a year could save you nearly \$200 and save more than 60 gallons of fuel, according to the Department of Transportation (assuming \$3 a gallon for fuel, 20 MPG, and 15,000 miles driven annually).

Keep on rolling in traffic.

Slow-and-go is always better than stop-and-go, and not just to reduce traffic congestion woes. Maintaining a constant speed in your commute increases fuel economy, because it takes much more energy to move a stopped vehicle than to keep a vehicle moving. In fact, it can take 20 percent more fuel to accelerate from a full stop than from 5 miles per hour. Try to anticipate stops and coast as much as possible.

Attend a driving clinic.

Training sessions may be available in your area to learn more about efficient driving techniques.

Track your fuel consumption.

There's no better way to realize how much you're saving than by keeping track of how much fuel you're using. Save your fuel receipts, and start recording distance travelled and fuel economy (MPG) for each trip. Also record trip type and new techniques employed to monitor your progress. See Ecomodder.com for more information on tracking fuel consumption.

Install and use a fuel consumption display.

Fuel tracking devices are available that allow the driver to track individual trips or portions of trips. Options for vehicles without factory installed fuel economy computers (like in Toyota hybrids) include the ScanGauge and SuperMID.

Combine trips.

Plan ahead so you can get all your errands taken care of in one trip. Go to the furthest destination first, then work your way back.

(Tips compiled from NCDQA, ecodrivingusa.com, fuelconomy.gov, mass.gov.)

Maintain your vehicle

Get the junk out of your trunk.

Removing unnecessary items from your vehicle saves fuel. It takes energy to move the extra weight around. An extra 100 pounds in your vehicle can reduce your miles per gallon by up to 2 percent.

Keep tires properly inflated.

The Department of Energy estimates that 1.2 billion gallons of fuel were wasted in 2005 as a result of driving on underinflated tires. Tires can deflate naturally, by as much as 1.5 PSI (pounds per square inch) a month. Experts estimate that 25 percent of automobiles are running on tires with lower than recommended pressure. Fuel efficiency is reduced by 1 percent for every 3 PSI that tires are under-inflated. So, keeping your tires properly inflated translates into a free tank of gas a year and reduces CO2 emissions too. You can also consider purchasing fuel-efficient tires.

Change your oil.

According to the U.S. EPA, you can improve your fuel economy by 1-2 percent by using the manufacturer's recommended grade of motor oil. Use an energy-conserving grade of motor oil. For information of how to do this correctly and environmentally visit <http://www.epa.gov/epawaste/>.

Replace your air filter.

According to the U.S. Department of Energy, replacing a clogged air filter can increase your mileage by 10 percent.

Tighten your fuel cap.

As much as 30 gallons of gasoline could be lost annually to evaporation when the fuel cap is not fully tightened. Loose, damaged or missing gas caps cause 147 million gallons of gas to evaporate each year, according to the Car Care Council.

Pay attention to your tank.

Fill gas tank during cooler evening hours to cut down on evaporation. Avoid spilling gas and don't "top off" the tank.

Reduce aerodynamic drag.

Wind resistance can reduce mileage, so you can maximize your mileage by removing luggage racks, roof-top carriers, and ski racks when they are not needed. Experts at Edmunds.com say that even keeping your car washed and waxed improves aerodynamics.

(Tips compiled from NCDQA, ecodrivingusa.com, fuelconomy.gov, mass.gov.)

Drive Less

Public Transportation

Taking the bus or vanpooling can save you money on gas, and has other benefits. Instead of driving in rush hour traffic, you can sit back and enjoy a stress-free commute with a coffee and newspaper. You don't have to worry about where to park, and if you have a few drinks on a Friday night, public transportation offers an alternative to getting behind the wheel. Taking public transportation also puts fewer vehicles on the road, which reduces harmful emissions and pollutants entering our air, and increases the longevity of our road system.

Bike/Walk

Get healthy and spend some quality time outdoors by riding a bicycle or walking to your destination. Find information on maps, laws and health benefits here.

- * **Traveling by bicycle**
- * **Traveling on foot**
- * **Google maps also lets you plan your route by foot.**

Tips for Employers (courtesy of N.C. Division of Air Quality)

Ideas for encouraging employees to leave the car behind when they come to work.

- * Allow your staff to work at home, if possible, through telecommuting.
- * Use teleconferencing, instead of driving to meetings.
- * Promote alternatives to drive-alone commuting, like carpooling, vanpooling, biking, walking, or teleworking.
- * Obtain and promote transit maps and schedules for nearby routes to your employees. Including: bus, car/van pool, and bike routes.
- * Start a ridesharing program. Contact N.C. Air Awareness at 1-888-RU4NCAIR for help.
- * Offer employee incentives, recognition, and praise for alternatives to driving alone.
- * If possible, encourage flex-time to reduce roadway congestion during peak commuting hours.
- * Subsidize transit (bus and vanpool) for your employees. Visit www.CommuterChoice.com to learn about corporate tax incentives for subsidizing transit.
- * Buy a bike rack for your employees' use, or allow them to park bicycles safely indoors.

Color Palette

Green
RGB: 76, 130, 49

Cream
RGB: 236, 244, 207

Dark Gray
RGB: 70, 71, 73

Logo Used



Graphics Used



Fonts Used

Myriad Bold

Myriad Roman

Myriad Italic