

**COOPERATIVE APPROACHES TOWARDS TECHNOLOGY, POLICY, & RESEARCH
ON REDUCING EMISSIONS THROUGH ECO-DRIVING**

Monday, June 20 – Tuesday June 21, 2011

MICHIGAN LEAGUE 911 NORTH UNIVERSITY AVE, ANN ARBOR, MICHIGAN

On June 20, the Mansfield Foundation, ITS America, and the University of Michigan Transportation Research Institute convened a two-day, U.S.-Japan workshop in Ann Arbor, Michigan on near-term implementation of eco-driving practice, technology, and policy. Workshop participants, consisting of a select group of eco-driving specialists from Japanese and American government, private sector, and academia, concluded their discussions by drafting the following list of obstacles and catalysts for near-term eco-driving implementation.

Obstacles to Near-Term Implementation of Eco-Driving

- National policy goals are ambiguous
- Motivation for policymakers is there, but we haven't figured out how to articulate the return on investment yet
- The system needs to reach a critical mass in order to achieve a network affect, enabling its effectiveness and compelling social change
- User incentive is not being effectively articulated
- Users lack an adequate understanding of *how* to eco-drive
- The U.S. does not yet offer emissions credit for eco-drivers
- Long-term data that would quantify benefits of eco-driving is currently lacking

Key Catalysts for Near-Term Eco-Driving Implementation

- Data from real world operations, aggregated in a way that makes sense
- Analysis of economic impact analysis: who pays and who benefits
- Coalition of stakeholders including local/state/regional officials (people who are not yet in the conversation but ought to be)
- Expansion of eco-driving technology beyond electrics and hybrids to traditional vehicles and careful re-branding to appeal to broader audience
- USDOT advocacy to White House for enabling eco-driving to become a *credible* emissions abatement tool
- Consistency of message and recommendations between automakers
- Cooperation and standardization between OEMs
- Open protocols and common data standards (small, easy subset, rather than including everything)
- Clear delineation of roles and expectations regarding government signals (such as a federal rating system on access to eco-driving accessibility) and private sector response
- Promotion of broad-scale deployment sites