

There can be challenges to starting a green fleet, or converting an existing fleet to the use of alternative fuels. According to some industry experts, a successful plan to reduce fuel consumption and carbon emissions requires a long-term vision, incremental change, support from top management, and flexibility to make changes along the way.

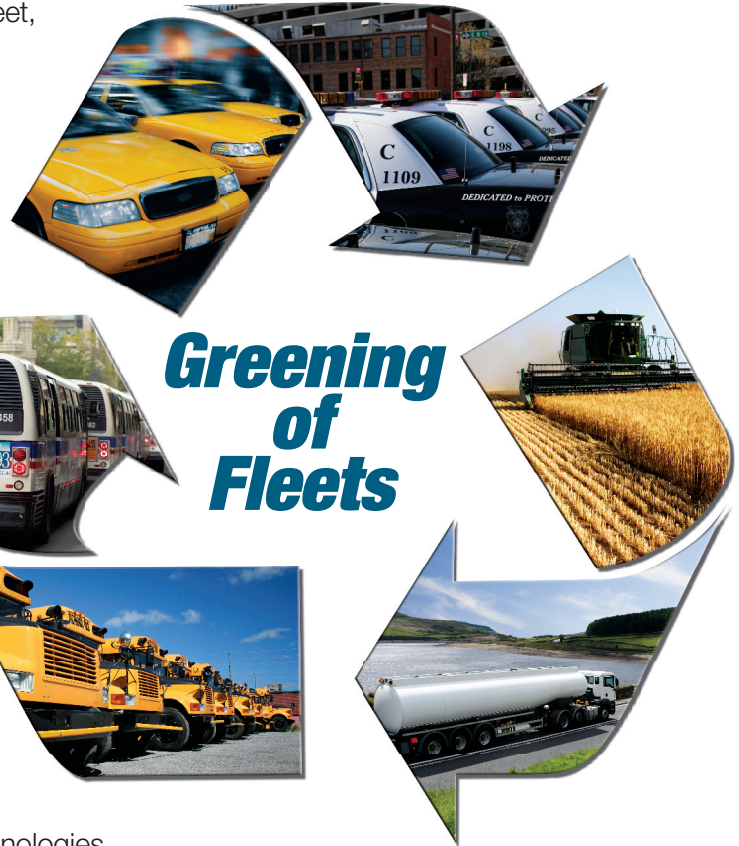
There are compelling reasons *why* fleets should be green and deliberate steps on *how* to implement alternative fuels.

Why Use Green Fleets?

- **Reduce operating costs** by improving efficiency, reducing life cycle costs, and reducing vulnerability to volatile fuel prices.
- **Reduce greenhouse gas emissions** by implementing the use of fuel efficient technologies and strategies in vehicles, which are the primary source of greenhouse gases and urban air pollution.
- **Improve corporate image** by branding business strategies and appealing to public concerns about energy conservation and ecological sensibilities.

How to Implement Green Fleets

- **Get buy-in** from all management and staff levels, and be sure to communicate information about the benefits, goals, and targets frequently.
- **Create long-term objectives** and tangible goals based on best practices in the industry (such as baselines, benchmarks, and progress reports).
- **Avoid setting reduction goals in absolute numbers** for growing fleets or fleets just starting because absolute goals can impede growth.
- **Anticipate obstacles**, such as driver resistance, lag time between original equipment manufacturers' technology and market availability, and slower return on investment.
- **Move slowly** and implement change over time.
- **Improve vehicle use** with selection analysis and education of drivers.
- **Track and report progress** and share successes with employees, shareholders, and the public.



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Fuel Economy Basics

Fuel economy is a measure of how efficiently a vehicle uses fuel and may be called "fuel mileage." The most common unit associated with fuel economy is miles per gallon (MPG). Improvements in fuel economy mean that a vehicle will be able to travel a larger range for a given volume of fuel. Fuel economy varies between all vehicles. New vehicles advertise vehicle fuel economy as determined by specific tests. Many things can affect fuel economy, including vehicle design and operation.

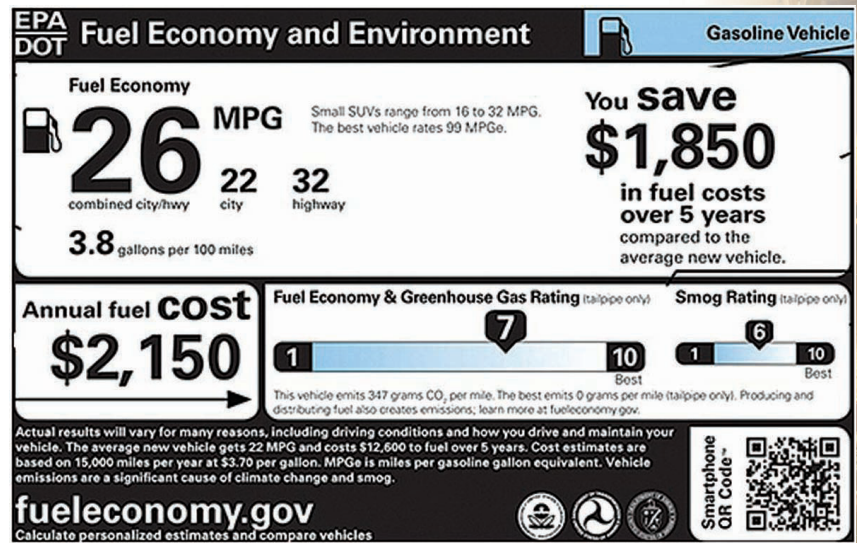
- **Measured in two common units**
 - Miles per gallon (MPG), for conventional diesel and gasoline
 - Miles per gasoline gallon equivalent (MPGe), for alternative fuels
- **Corporate Average Fuel Economy (CAFE)**
 - Target of 54.5 MPG by 2025
- **EPA measures fuel economy and vehicle emissions for all vehicles from light- to heavy-duty**
- **Common practices that can increase fuel economy**
 - Remove extra weight
 - Reduce idle time
 - Use cruise control
 - Maintain proper tire inflation
 - Use cruise control
 - Slow down
- **Common technologies that can increase fuel economy**
 - Lighter vehicles
 - Advanced internal combustion engines
 - Hybrid electric vehicles
 - Idle shutoff functions



Did You Know?

Check out the following link to see what incentives are available for fuel economy improvements.

<http://www.afdc.energy.gov/afdc/laws/matrix/tech>



New EPA window label for consumers. Source: EPA.

Incentives

Despite the fluctuating economy and budget woes, there are a record number of grants and incentives for funding alternative fuel vehicles that have been made available. For example, in 2009 the U.S. Department of Energy (DOE) made nearly \$300 million of American Reinvestment and Recovery Act (ARRA) funding available through the Clean Cities program. This single grant funding opportunity is responsible for putting more than 9,000 alternative fuel and energy efficient vehicles on the road and establishing an additional 542 fueling stations across the country.

New Window Label

The EPA has unveiled a new label for consumers to help them choose the most fuel efficient car for their driving habits. This new label includes more than the MPG and will be standard for 2013 vehicle sales. Details such as predicted annual fuel costs and average fuel savings will appear alongside a greenhouse gas rating (a scale from 1-10, 10 being the least emissions and 1 being the most) and a smog rating.