Behavior and Cultural Changes
Heather Davis, USFS

Driver Behavior: Reducing GHGs

- Maintaining correct tire pressure
- The correct tire, on the correct vehicle, for the correct job
- Right vehicle for the job
- Preventative maintenance
- Eco-Driving: Deceleration/acceleration control, cruise control
- Idle reduction
- Route optimization and planning
- Reduce excess weight
- Warm-up
- Video conferencing (when possible)

Why do the drivers care?

- Reduce cost
- Environmentally friendly
- Nice to be a passenger (let someone else take the responsibility of driving)
- Reduce vehicle wear and tear
- Safety
- Success in mission

How to increase awareness of the above?

- Education
- Accountability (Reward more efficient driving/Discipline for less efficient driving)
- Policy
- Include driving efficiency in performance reviews

Communication Pathways

- Lead by example
- Provide clear intent
- Car pool system (web based)
- Red, Yellow, and Green tags on keys to designate FE
- FE Reduction Game (GYA Wide?)

What are the barriers?

- Resistance to change
- Difficult to break old habits
- Survey from drivers to see if GHG emissions/cost/fuel economy mean to them
- “Image” – People want they’re big trucks
• Road systems (Use ATVs instead?)
• Teaching people how to drive (5-speed example, are they driving it “correctly”?)

How to Measure Success?

• Reduced miles traveled and/or gallons consumed
• Increase fleet MPG
• Need to be careful with MPG and biofuel comparisons (i.e. E85 has a lower energy content so your mpg will go down, BUT your GHG and petroleum consumption will also go down)

What do you need from leadership?

• How to prioritize tasks from leadership
• Understand what the consequences are if something isn’t met