

*mobility. sustainability. livability.*

Background

The U.S. transportation sector is responsible for over a quarter of the nation's green house gas emissions and over two-thirds of the nation's demand for oil. Approaches to reducing green house gas emissions and fossil fuel dependence include: replacing current fuel sources with lower carbon alternatives, enhancing the efficiency of mobility, and influencing demand for transportation options. Eco-labels can play a significant role encouraging suppliers to adopt low impact practices and helping consumers to identify and choose environmentally sustainable options. Motorcoach travel is an important component of the passenger transportation sector and can serve as a focus area for studying eco-labels.

Goal

- Evaluate the components necessary in a green certification program to achieve a high level of environmental sustainability in passenger transportation, including tourist travel

Objectives

- Establish components for a pilot green certification program for motorcoach travel
- Assess the impacts of a pilot green certification program on knowledge, attitudes, and behaviors of motorcoach operators
- Measure consumer interest and willingness-to-pay for green certified motorcoach travel

Methods

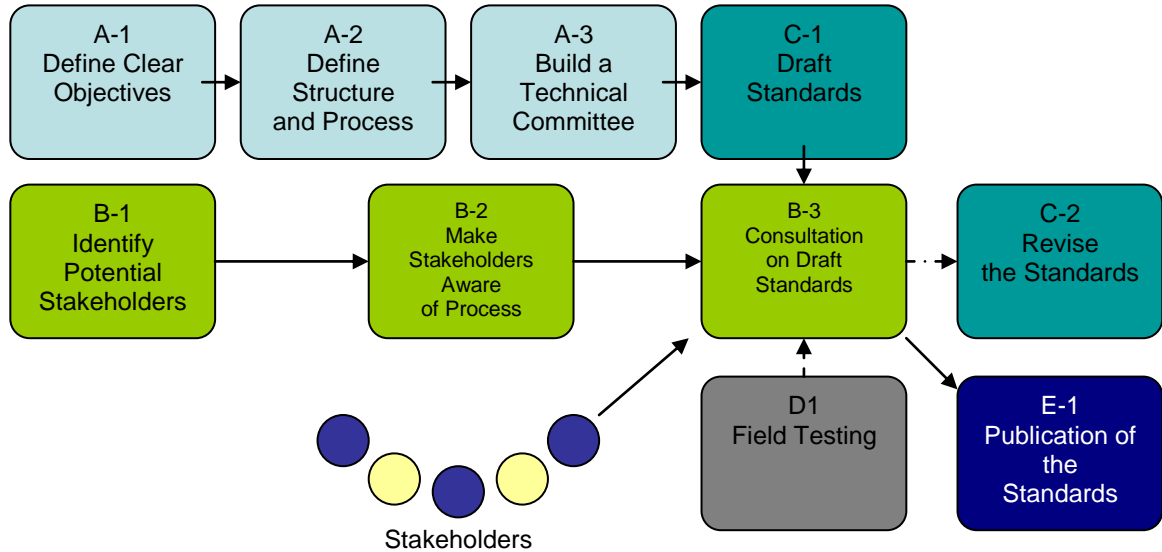
- Develop a pilot green certification program in collaboration with motorcoach industry stakeholders
- Conduct an 18 month field test of the pilot Green Coach Certification (GCC) program
- Administer surveys of American Bus Association and United Motorcoach Association members during the summer and fall of 2009. Survey groups include:
 - North American motorcoach operators (n=204)
 - Motorcoach operators participating in the GCC pilot program (n=21)
 - North American tour operators (consumers) (n=74)
- Consider key variables:
 - Motorcoach operator and tour operator interest in, awareness of, green certification
 - Environmental knowledge, attitudes, and behaviors in the motorcoach and tour industries
 - Consumer willingness to pay for green certified products and services
- Conduct follow-up surveys at the conclusion of the 18 month pilot GCC program

Green Coach Certification

[SIGNATURE PROJECT 3]

Development of Pilot Certification Process

- The Green Coach Certification program is guided by a planning framework for developing certification programs and standards known as the International Social and Environmental Accreditation and Labeling Alliance (ISEAL) Process:



Green Coach Certification Eco-Label

- During the field test phase of the pilot certification program, motorcoach operators are eligible for an eco-label for motorcoaches complying with at least one of the following criteria:
 - Meeting or exceeding the industry average of 148 passenger miles per gallon
 - Running an EPA 2007 or 2010 compliant engine
 - Offsetting carbon emissions by 80% through an endorsed carbon-trading program
 - Running on an alternative fuel such as a blend of biodiesel
 - Having a documented, verifiable energy conservation and recycling program
 - Incorporating other emerging environmental technologies

