

Clean Fuel Advanced Technology Public Education Campaign: Billboards



\$1 for Every Gallon
Driving on natural gas or propane saves more than that.

THIS SALE \$ **-1.00**

Start saving at CleanTransportation.org

- According to the U.S. Department of Energy's July 2013 alternative fuel price report, the price of propane (LPG) in North Carolina was up to \$1.49 less expensive per gallon equivalent of gasoline.
- In the same report, the price of compressed natural gas (CNG) in North Carolina was between \$1.50 and \$1.99 less per gallon equivalent of gasoline.
- Assuming an annual mileage of 15,000 and a \$1/gallon price difference, a pickup truck can save at least \$1,000 in yearly fuel costs by driving on natural gas or propane.



An Extra 25¢ per Gallon
That's what every 5 MPH over 50 costs you.

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- According to the U.S. Department of Energy and U.S. Environmental Protection Agency, gas mileage decreases rapidly above 50 MPH. Assuming a gas price of \$3.54 per gallon, every 5 MPH over 50 is like paying between 25 and 50 cents more per gallon at the pump, depending on vehicle. For example, driving a Toyota Camry at 75 MPH is like paying \$5.19 per gallon.
- Air resistance increases with speed; therefore driving faster requires more fuel, regardless of vehicle type.

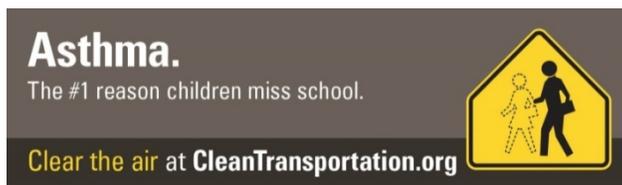


Electric vehicles cost 2/3 less to drive.

Get charged up at CleanTransportation.org

SAVE 66%

- According to the U.S. Department of Energy (and based on North Carolina electricity prices), the average electric vehicle costs 3 cents per mile in energy costs. Meanwhile, a very efficient 40-MPG gasoline vehicle costs 9 cents per mile in gasoline, assuming gasoline of \$3.50 per gallon.
- Assuming 15,000 annual miles, that means an efficient gasoline vehicle costs \$1,350 in fuel while an electric vehicle would cost just \$450, a savings of two-thirds.
- The average new gasoline vehicle in the U.S. achieves only 24 mpg, so an electric vehicle's savings over the average new vehicle are even higher.



Asthma.
The #1 reason children miss school.

Clear the air at CleanTransportation.org

- According to Charlotte-Mecklenburg schools, nearly a quarter of middle and high school students have asthma. In the U.S., students with asthma miss over 10 million school days each year.
- While the exact cause of asthma is not fully understood, the American Lung Association points out that air pollution may play a significant role. Motor vehicle exhaust is a significant source of the compounds that create ozone and particulate matter, and nearly 200,000 children in North Carolina have pediatric asthma. In North Carolina's urban areas vehicle exhaust is the number one source of air pollution.



- North Carolina currently has 5 biodiesel plants that are each able to produce from 1 million to 5 million gallons of fuel annually.
 - [Click Here](#) or visit www.cleantransportation.org under “Resource Library” to see a list of all North Carolina’s Biofuel Distributors and Producers
- North Carolina biodiesel plants use a variety of renewable resources to make biodiesel including waste vegetable oil and virgin soy oil. There are also plans to produce biodiesel from algae in the near future.



- Fuel makes up a large part of vehicle expenditures, but car payments, insurance, finance charges, maintenance and repairs add up, too. The American Automobile Association estimates that the average sedan cost \$8,946 to operate in 2012
- According to the U.S. Department of Energy, transportation is the largest single expenditure for the average American, other than housing. In 2010, transportation cost more than food and more than twice the health care costs of the average U.S. household.
- Aggressive driving (speeding, rapid acceleration and braking) wastes gas. It can lower your gas mileage by 33% at highway speeds.



- According to the American Public Transportation Association, the average individual in a two-person household can save nearly \$10,000 annually by commuting via public transit instead of owning a second car.
 - These savings assume a national average gas price of \$3.35 per gallon and the national unreserved monthly parking rate.

Contact Anne Tazewell for more information or questions on the public education campaign.

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