Green Coach Research

• Over the next two years researchers at the University of Vermont will be working with motorcoach operators and industry organizations to develop, test, and evaluate standards and protocols for a Green Coach Certification program.
Collaborative Effort

• University of Vermont
  – Transportation Center
  – Rubenstein School for the Environment and Natural Resources
  – Extension

• American Bus Association
• United Motorcoach Association
• Others (e.g. EPA)
Funding

- US-DOT
- University of Vermont
- In-kind support from others
- Looking for more 😊
Primary Research Goals

• Developing a pilot green coach certification program with stakeholders.
• Assessing the impacts of a pilot green certification program on the attitudes and behaviors of motorcoach operators.
• Studying the impacts of a pilot green certification program on consumer interest and demand for motorcoach travel.
• Working with stakeholders to create a final, publishable set of standards for a permanent green certification program for the motorcoach industry.
ISEAL Standard Setting Process

A-1 Define Clear Objectives
A-2 Define Structure and Process
A-3 Build Technical Committee
C-1 Draft Standards

B-1 Identify Potential Stakeholders
B-2 Make Stakeholders Aware of Process
B-3 Consultation on Draft Standards
C-2 Revise the Standards

D1 Field Testing
E-1 Publication of the Standards

Stakeholders
Draft ‘Certification’ Criteria

- Meeting or exceeding the industry average of 148 passenger miles per gallon.
- Running an EPA 2007 compliant engine. **
- Running an EPA 2010 compliant engine. **
- Offsetting carbon emissions by 80 percent through an endorsed carbon-trading program.
- Running on an alternative fuel such as a blend of biodiesel.
- Having a strict, documented, and verifiable energy conservation and recycling program.
- Incorporating other emerging environmental technologies as prescribed by the GCC.
Sample Logos & Combinations

- Green Coach Energy Reduction Certified
- A pilot study exploring lower impact travel

- Green Coach Clean Engine Technology Energy Reduction Certified
- A pilot study exploring lower impact travel

- Green Coach Passenger Clean Engine Technology Biodiesel Energy Reduction Certified
- A pilot study exploring lower impact travel

- Green Coach Passenger Clean Engine Offsets Biodiesel Energy Reduction Certified
- A pilot study exploring lower impact travel
Participating Companies

- 34
- Geographically dispersed
- At least 5 of the 50 largest operators in North America
Survey of Operators

www.surveymonkey.com
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Stakeholders
Contact Information

Dave Kestenbaum
Outreach Professional Senior
University of Vermont
David.Kestenbaum@UVM.edu
(802) 656-9141 (office)
(802) 782-4753 (cell)