

Drive 55 Conservation Project
www.Drive55.org



Dear Leader,

Your courageous leadership is needed so that we can work together to educate drivers how they can help reduce emissions while saving money and improving safety. Drive55.org asks drivers to voluntarily observe ALL speed limits, never exceeding 55 MPH to save 20% to 50%. Leaders in communities nationwide are using bumper stickers to notify approaching drivers and help spread the message. No one wants to be a hypocrite, so the bumper sticker also helps drivers moderate their own speed.

We want you to lead by example with the enclosed bumper stickers, and hold a press conference to announce your support of this low cost, voluntary measure that could do so much right now!

Drive 55 Conservation Project Action Plan

There are three levels of activity contemplated.

Level One is Voluntary modification of driving behavior via a public relations campaign anchored by a recognizable design on bumper stickers for motor vehicles. The stickers serve to make the driver more conscientious while informing other drivers that the vehicle is observing the 55 MPH speed limit.

Supported by a multi media campaign with messaging geared toward benefits of slowing down, the bumper stickers will create community and encourage other drivers to join the trend. Project experience has revealed that it can actually be unnerving and unsafe to drive 55 mph if others are doing 85, therefore safety will be improved by having a way to notify speeders of the drivers intention.

Level Two is Market Based Compliance including taxing vehicles by horsepower vs. weight and seatbelts, carbon tax on fuels, and pollution tax on wear items such as tires and brakes.

Level Three effort would combine Market Based Compliance with Direct Regulation, first legislatively and then by law enforcement. Political will on the part of the legislature, especially by a few key leaders, is required to write new law. CHP must be provided sufficient resources if mandated to step up enforcement, however structured carefully, CHP activities will pay for themselves.

We seek to try the easiest and lowest cost Level One effort first and have already distributed hundreds of bumper stickers. With your help and leadership we can do more and really make a difference.

Using the 2004 baseline Road Transportation Emissions figure of 166.747 MMT CO2E, even if the reduction turns out to be only 1% that would still be an impressive 1.7 MMT per year for a total reduction of 20.4 MMT by 2020.

Thank you,

Tim Castleman
June 24, 2008