DOE's Fuel Economy Outreach

(a cooperative effort with the EPA since 1999)

DAVID L. GREENE OAK RIDGE NATIONAL LABORATORY

MOBILE SOURCES TECHNICAL REVIEW SUBCOMMITTEE

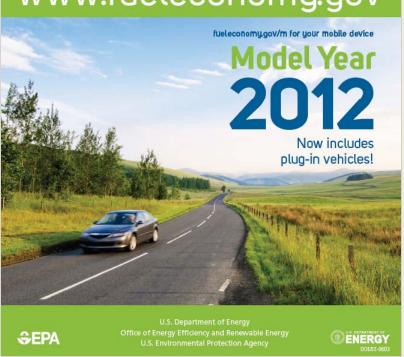
APRIL 19, 2012

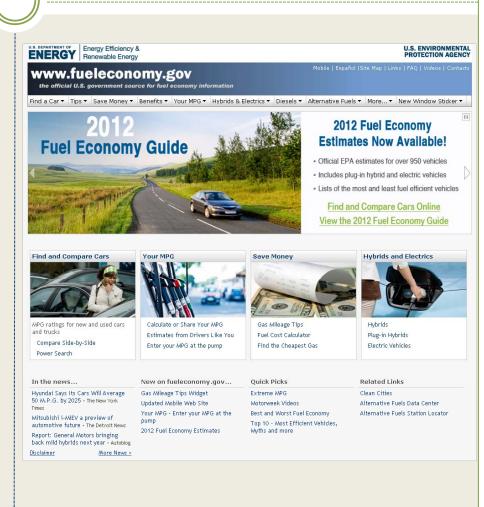
WASHINGTON, DC

The Fuel Economy Information Program's two primary products are the annual Fuel Economy Guide and fueleconomy.gov, but research on fuel economy issues is also an important product.

Fuel Economy Guide

www.fueleconomy.gov

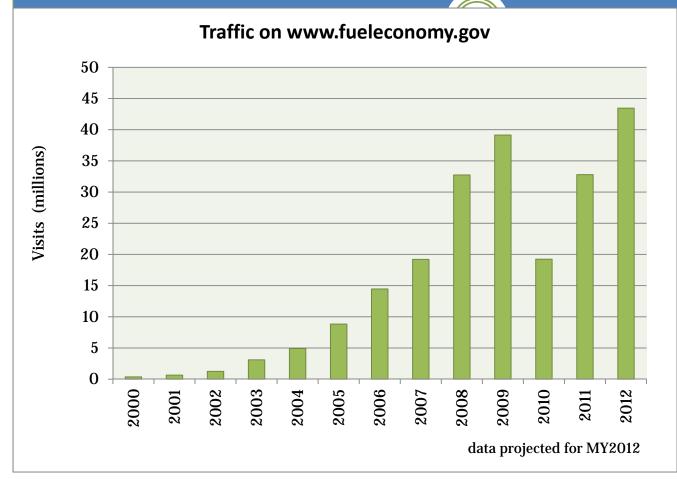




Fueleconomy.gov hosts tens of millions of user sessions each year. Until this year, "Cash for

Clunkers" helped drive our highest traffic on record.

Model Year 2012		
	Average (daily)	Model Year 2012 (Projected)
Visits	118,725	43,334,644
Page Views	931,774	43,334,644 340,097,459
Hits	4,279,363	1,561,967,674



Averaging 160,000+ visits per day over the past six weeks

We believe our success is due to a focus on the consumer, innovation and continuous improvement.



Still, this is the big sclerotic federal government we're dealing with, so I am not going to assume that just because Washington has learned how to use social media, they are going to really *listen* to what we have to say (though I am rooting mightily that the CFPB becomes everything Warren fought for).

For now, what's most compelling tech-wise coming out of Washington are a handful of helpful apps produced by various federal agencies that can save you both time and money. Pair these Uncle Sam apps with Farnoosh Torabi's list of 16 great money saving iPhone apps and you're good to go.

- 1. My TSA.gov As you're nearing the airport, check to see the wait time in the security line at various checkpoints throughout the airport and start plotting your survival strategy. The TSA is even trying out crowd sourcing, allowing users to report their real-time wait times as well. The TSA app is available for the iPhone, as well as on the web. If you're headed outside the country, you might want to keep the web-based Find Your Embassy app handy in case you lose your passport or find yourself in the midst of a local uprising. And for those of you jetting to warmer climes who are wondering how much sunscreen to slather on, there's the UV Index app courtesy of the Environmental Protection Agency, which is available for Android. Blackberry and the web.
- 2. IRS2go Come on, you know what your life has been missing is a live Twitter feed from the IRS. Well, wait no more. In addition to giving you access to the IRSNews Twitter feed, this iPhone app connects you to daily tax tips from the IRS (they are actually pretty good) and even allows e-filers to check on the status of their refund.
- 3. FuelEconomy.gov If you're out shopping for a car and wondering how many barrels of oil a particular model will run through in a year on average (it breaks it down into imported and domestic barrels), the carbon footprint and yes, the mpg, the Department of Energy gives you this info, alas only in a web-based app. In addition, the Alternative Fueling Station Locator, also from the Department of Energy, is handy for anyone who has made the switch over to biodiesel, ethanol, or an electric car, and needs to find a place to fuel up or plug in.
- 4. USAJobs Granted, given the tenor in Washington, there's not likely to a be a WPA-like flood of new federal jobs coming anytime soon, but this app keeps you up to speed on the latest government job

If you're out shopping for a car and wondering how many barrels of oil a particular model will run through in a year on average (it breaks it down into imported and domestic barrels), the carbon footprint and yes, the mpg, the Department of Energy gives you this info...

Source: CBS News – Moneywatch.com Feb, 2011 Over 1500 newspaper, TV, radio and magazine articles featured fueleconomy.gov last year.



A new section was added to fueleconomy.gov to explain the new fuel economy and environment label.





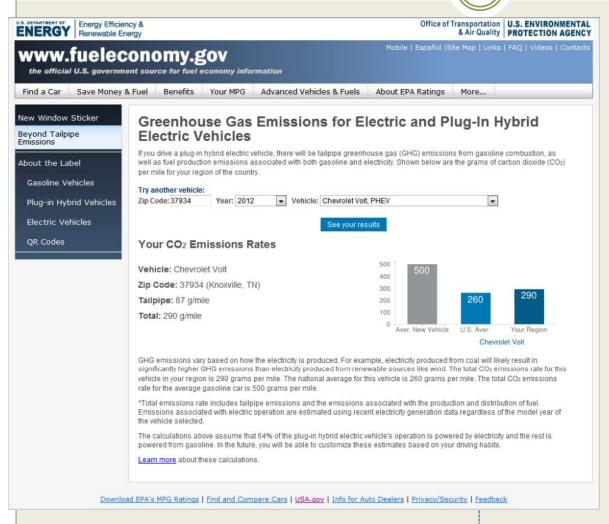
Beginning with Model Year 2013, the window sticker on **all** new cars will contain a QR code linked directly to fueleconomy.gov's mobile site





- Car shoppers can scan the QR code on the label to find more information about vehicles they are interested in
- Results can be personalized to use their fuel prices, annual miles and city vs. highway driving

The new label brings a new emphasis on environmental information.



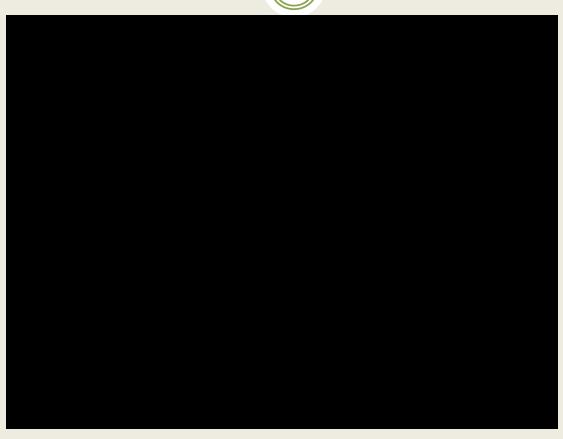
The Beyond Tailpipe Emissions Calculator allows consumers to calculate upstream and tailpipe greenhouse gas emissions for Electric and Plug-in Hybrid Vehicles based on their zip code.

MotorWeek



Window's Media Player Version

MotorWeek

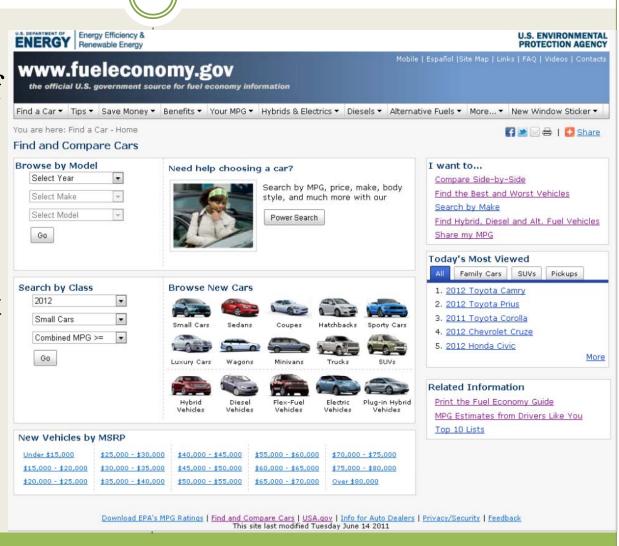


Quicktime Version

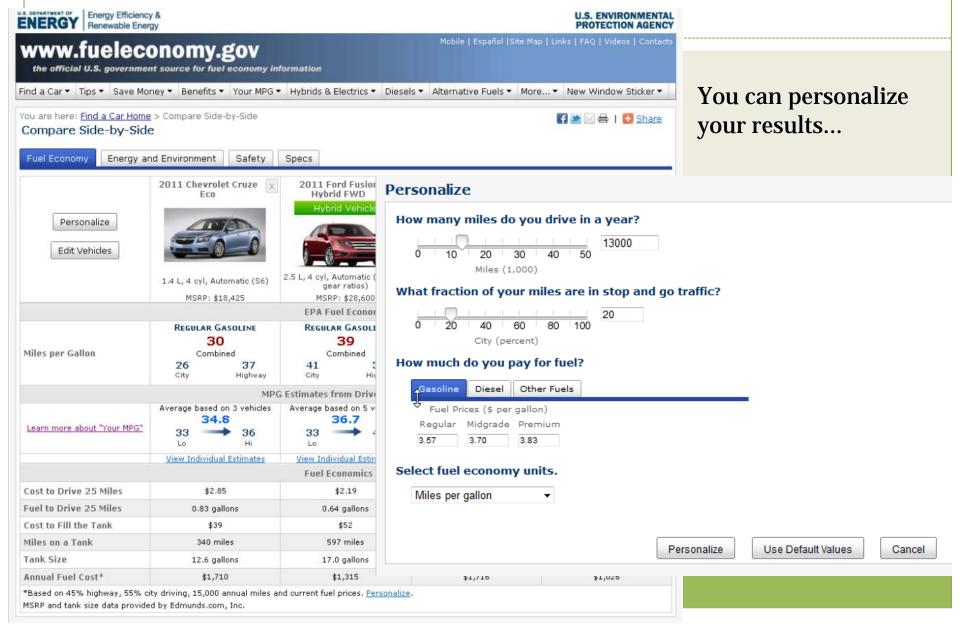
Find and Compare Cars is our most popular feature

 Accounts for more than 75% of the page views and page visits

 A new version was launched last fall



Fuel Economy tab includes EPA fuel economy estimates, realworld estimates from other consumers, and fuel economics

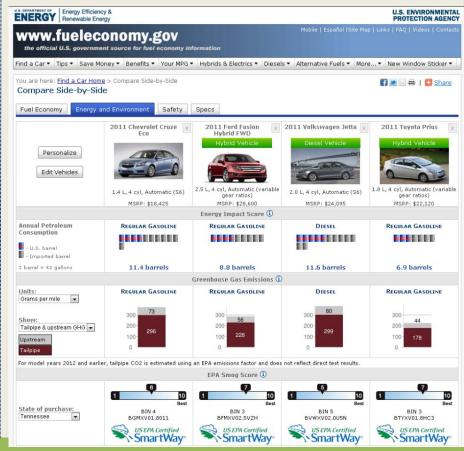


Energy and Environment Tab shows petroleum consumption, greenhouse gas emissions, smog rating, and EPA's SmartWay certification level.

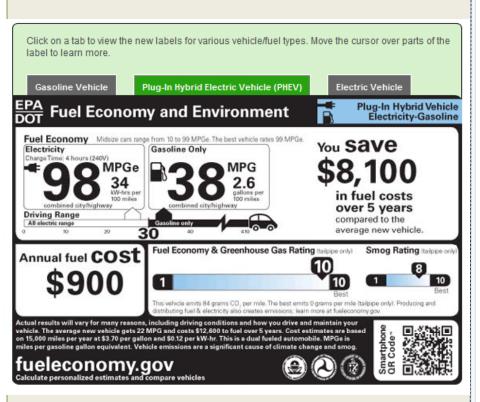
Greenhouse gas emissions are shown in grams per mile, but the units can be changed using the personalize feature.

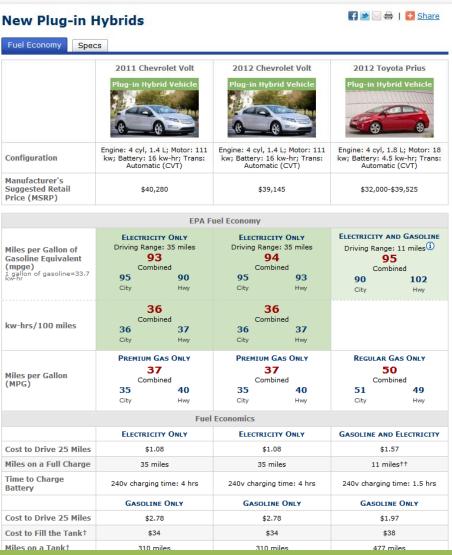


You can choose to show total greenhouse gas emissions.



Explaining Plug-in Hybrid Vehicles to consumers is a challenge...





Coming Soon: My Plug-in Hybrid Calculator



- With a few simple questions about driving patterns and charger availability, we can estimate:
 - How much gasoline and electricity you will consume
 - How much it will cost and
 - How many trips to the gas station you will make in a year

