



## FOR IMMEDIATE RELEASE

### **Smart Drive Challenge helps drivers change their driving habits.**

We track our steps, our calories – why not our driving?

**Victoria, BC, June 6, 2016 – Scout Environmental** ([www.scoutenvironmental.com](http://www.scoutenvironmental.com)) is challenging drivers in BC's Capital Region to take the Smart Drive Challenge ([www.smartdrivechallenge.ca](http://www.smartdrivechallenge.ca)) to change their driving habits by learning how to reduce fuel use, related greenhouse gas emissions and costs. Participating drivers will use a telematics device, like a Fitbit for cars, to track their individual driving habits and encourage simple corrections and adjustments to their driving behaviour.

In alignment with Environment Week, the **Smart Drive Challenge** has officially launched. "Vehicle emissions are a significant component of emissions linked to climate change" said Ian Morton, CEO of Scout Environmental. "Through Smart Drive Challenge, drivers can achieve positive reductions in their fuel use and emissions by receiving real information about their driving behaviour and the tools to help them change it. Drivers in the capital region will be able to better understand and change their driving habits."

Across the Capital Regional District (CRD), more than 1.47 million tonnes of carbon dioxide emissions are generated annually. "The CRD is always looking for opportunities to help residents reduce their emissions and improve their climate impact," said Vic Derman, Chair of the Environmental Services Committee at the CRD. "Through programs like the Smart Drive Challenge, we can encourage, engage and challenge residents to change their driving and travel behaviours and reduce their fuel consumption to contribute to a healthier, cleaner, more vibrant region."

**How it works:** Participating drivers will be given a sophisticated in-vehicle device to measure their regular driving habits, getting a snapshot of how they normally drive. Next, drivers will take a free 30 minute online training course and learn how to drive better (more efficiently) and drive less (reduce the amount they drive). Finally, drivers will put their training to the test by taking the *Challenge*. With the goal of reducing their fuel consumption by 15%, drivers will be given online tools and communications that track individual progress AND show how participating drivers compare to one another!

*Smart Drive Challenge* stands apart from other driver and commuter challenge programs through the use of the devices connected to the vehicle's computer. These devices collect data in real-time on how participants are *actually* driving their vehicles - like a Fitbit for cars. This allows participants to see their own results by giving them visibility to their data. Through a personalized online dashboard and targeted communications, participants are encouraged and empowered to improve their driving habits.

To sign up and find out more information about the Smart Drive Challenge visit [www.SmartDriveChallenge.ca](http://www.SmartDriveChallenge.ca)

To book an interview or if you have questions, please contact Michael Driedger, Scout Environmental at 416-922-2448 x 250 or [mdriedger@scoutenvironmental.com](mailto:mdriedger@scoutenvironmental.com) or Kathleen Powderley 416-803-5597, [Kathleen@responsiblecomm.ca](mailto:Kathleen@responsiblecomm.ca)

### **About Scout Environmental and the Smart Drive Challenge**

Scout Environmental [www.scoutenvironmental.com](http://www.scoutenvironmental.com) is a not-for-profit organization that specializes in the development, delivery and management of creative programs that engage people on issues related to the environment.

*Smart Drive Challenge* is a program of Scout Environmental and is brought to you by the Canadian Fuels Association with funding support provided by Natural Resources Canada and the Government of Ontario. Program collaborators include the Automobile Journalists Association of Canada (AJAC) through their 2016 EcoRun program, Toronto Atmospheric Fund, University of BC, University of Toronto Transportation Research Institute and FleetCarma.

**Call to Action:** *Smart Drive Challenge* is now recruiting drivers within BC's Capital Region and Ontario's Greater Toronto and Hamilton Area (GTHA).

Participating drivers will be rewarded with a \$50 Visa card for completing the program.

Registration is now open at [www.SmartDriveChallenge.ca](http://www.SmartDriveChallenge.ca)

#### **Why it matters:**

- Transportation in Canada accounts for one-third of all greenhouse gas emissions;
- Average commute times in major urban centres are increasing; and
- On average, households spend 15% of their budget on personal transportation.

Drivers have the power to significantly reduce the impact personal transportation has on their lives, their communities and the environment, and the ***Smart Drive Challenge*** will help them do it!