

US EPA ARCHIVE DOCUMENT



OnCampus ecoAmbassadors are college students who implement projects from EPA's partnership programs to help carry out the Agency's mission to protect human health and the environment. The program is open to ANY college student, regardless of program, age, or background. All interested students are encouraged to participate.

Did You Know?

- Assuming 15,000 miles per year and \$3.70 per gallon, a car that gets 30 miles per gallon (mpg) costs \$925 less to fuel each year than a car that gets 20 mpg.
- The average new car gets 22 mpg and costs \$12,600 to fuel over 5 years.
- Fixing an out-of-tune engine can improve its efficiency by 4 percent, on average.
- Fixing a serious maintenance problem, such as a faulty oxygen sensor, can improve gas mileage by as much as 40 percent.
- Beginning with 2013 models, new automobiles sold in the U.S. will be labeled with expanded information about fuel economy and fuel consumption, greenhouse gas and smog-forming emissions, and projected fuel costs and savings.

Learn More

To learn more, visit www.fueleconomy.gov.

For more information about the importance of fuel economy, please visit:
www.fueleconomy.gov/feg/why.shtml

Fuel Economy Fair

A Fuel Economy Fair is a great way to show fellow students, faculty and staff, and the surrounding community the benefits of reduced fuel consumption. The fair can include exhibits on anything from smart driving tips to a detailed explanation of how hybrid engines work. Since transportation and fuel economy are interdisciplinary topics, a fuel economy fair provides a great opportunity to reach out to people with different academic backgrounds and raise awareness about fuel efficiency.

The OnCampus Fuel Economy Fair program is sponsored by EPA's Office of Transportation and Air Quality (OTAQ). OTAQ protects public health and the environment by regulating air pollution from motor vehicles, engines, and the fuels used to operate them, and by encouraging travel choices that minimize emissions.

Goals of a Fuel Economy Fair

- Raise awareness about the benefits of reduced fuel consumption
- Educate a broad audience about new transportation technologies
- Encourage people to consider fuel efficient driving
- Promote the environmental, health, and economic benefits of reduced fuel consumption

If You're Interested In:

- Educating others about environmental issues
- Empowering and motivating students to change their behavior
- Discussing new technologies
- Gaining hands-on project management and event planning experience
- Finding solutions to improve local air quality

... then a Fuel Economy Fair is for you!

See page 2 for a step-by-step checklist for a Fuel Economy Fair.



Be Among the First Students To Take Action

This is the first time that EPA has encouraged Fuel Economy Fairs on college campuses. Through the Fuel Economy Fair, you can help to educate your classmates on efficient driving techniques, as well as provide tips to maintain their cars to obtain the best fuel economy possible. The air we breathe will stay cleaner, the health of young people will be protected, and fewer greenhouse gases will be emitted. Not to mention—more money for you, and less for fuel!

A Fuel Economy Fair is ideal for students pursuing degrees in biology, chemistry, engineering, environmental studies, physics, and public policy.

Checklist for a Fuel Economy Fair

Follow the steps below to host a Fuel Economy Fair on your campus.

☐ 1. Find out what's being done on your campus.

Your efforts to organize a Fuel Economy Fair may complement other efforts on your campus to raise awareness about environmental, health, and financial issues related to transportation. Meet with campus organizations – such as student environmental groups, the health clinic, sustainability office, and undergraduate research office – to learn more about what they're doing.

☐ 2. Set your goals.

Set goals for yourself and the event. For example, determine how many people you want the event to reach. Knowing your goals will help you plan your efforts and identify the support you will need from others on your campus.

☐ 3. Reach out to partners and gain support on your campus.

Pitch your idea to your friends, clubs, organizations, and research groups. Explain how the fair will provide an opportunity for them to highlight their fields of study. To help reach a larger audience, seek sponsorship from student organizations and campus officials.

Ask for help. Network with local organizations to find out whether they will consider donating any resources to assist with your event. Confirm which organizations will participate in your fair. If you anticipate a large turnout, consider asking the members of participating organizations to volunteer during the fair.

☐ 4. Plan the Fuel Economy Fair and encourage participation.

Choose an appropriate date and location for your fair—be sure to confirm that the location is accessible to your audience and consider other campus events that could potentially conflict with yours. Work with your student government, campus administration, and facilities staff to obtain permission and financial support to host a fair on your campus. Check out the tips for successful events on the right.

☐ 5. Publicize your event.

Use multiple media outlets to get the word out about your fuel economy fair, including ads in your school newspaper and on social media sites such as Facebook and Twitter. Student government, environmental, or volunteer clubs on campus are also good resources to contact for help promoting your event.

☐ 6. Host your Fuel Economy Fair and take pictures.

Host the fair. Take pictures during your event to send to EPA and to share on the OnCampus Facebook page. Celebrate the success of your event with your partners and record lessons learned so that the next fuel economy fair will be even better.

☐ 7. Fill out your completion form.

Record the information that you are required to report to EPA on the event completion form, including your name, date of the event, name of your college, a description of the event or events, the number of interactions (include any interesting comments), and additional comments.

Resources

Fuel Economy Information Website

www.fueleconomy.gov

Your MPG! Website

Register at www.fueleconomy.gov/mpg/ to track your fuel economy, compare it with EPA test ratings, and share it with others.

Ideas for Fair Exhibits

Encourage participants to think of creative ways to capture the imaginations of other participants. For example:

- o Contact a local car dealer to bring green vehicles to your campus
- o Host a symposium to explore transportation topics on your campus
- o Set up a cost-savings calculator
- o Promote local public transportation
- o Showcase car comparisons based on estimated fuel economy

Tips for Successful Events

1. Find a suitable space.
2. Put up posters to advertise the event.
3. Create a Facebook event.
4. Ask friends to spread the word.
5. Plan to have snacks available – find out if you can get donations.
6. Arrange for music at the event.
7. Arrive early to set up the space, including snacks and music.
8. Use sign-up sheets to record attendance.
9. Create a written summary of the event.

EPA Contact Info

EPA OnCampus Team
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EPA OnCampus Websites

Visit the EPA website at
www.epa.gov/ecoambassadors/oncampus



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