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GREEN DRIVING AMERICA INC.
END OF FISCAL YEAR SUMMARY TO BOARD MEMBERS
March 17, 2021

To: Green Driving America Board of Directors members, David Polow, Ellen Michaud, Richard Battersby, Susan Schneider, Richard Kearney

First, I really appreciate each of you continuing to serve as Board of Directors members of Green Driving America Inc.! Board members and their bios are listed on the Green Driving America website [About page](#); please indicate any changes/edits desired.

FINANCIAL REPORT

In the fiscal year of April 1, 2020 to March 31, 2021, the organization reports no revenue, contributions, fundraising events, gain on sale of investments, grants, investment income, or member dues. It does report expenses under \$400 in software subscriptions.

FOR 2022 ITEMIZE ALL EXPENSES

FISCAL YEAR NOTABLES

For this past fiscal year, the activities of the organization were pretty minimal. Since 2016, idle reduction educational efforts under the organization's previous name, Idle-Free California, have not been having the impact that they did when the organization operated in Vermont.

After I departed GRIP Idle Management as their California sales representative in February 2020, I was looking forward to devoting more time to the organization. This was an opportunity to bring in another board member. Susan Schneider of Stockton has had an academic career that has featured sustainability and the climate issue, plus, as co-founder of the San Joaquin County Climate Action Coalition, one of her efforts has been working with schools in the county to reduce idling on school grounds. She was elected as a board member at the end of the last fiscal year.

Then there was a shot, finally, of implementing a funded idle-free educational effort in California. The Bay Area Air Quality Management District took an interest in my "*Bay Area Idle-Free Schools*" proposed project, based on having funded idle reduction efforts at five schools under their school community grants program in 2019. Our project would conduct idle-free schools campaigns at 20 Bay Area schools for the 2020-21 school year. In June, I gave a Zoom presentation to a couple of BAAQMD leadership members. The proposal was rejected

with the claim that such a project would be redundant to the work they were already doing (Of the Bay Area's more than 1,500 schools, approximately 10 to 15 schools have participated in idle reduction related efforts over the last five years.). It turned out to be a moot proposal as, due to the pandemic, in-person schooling and idling vehicles at schools would be very minimal for this school year.

But this was really the "last straw" for the organization's idle reduction specific advocacy.

ORGANIZATION NAME AND PURPOSE CHANGE

In October, the California Secretary of State approved an organization name change to Green Driving America (GDA) and a purpose statement change from "educate on the issue of unnecessary vehicle idling" to "educate about the practices of green driving and cleaner vehicles". The first step in this organizational change was to build the GDA [website](#).

Why the change? Idle-Free California did not achieve the level of success that its original version did: Idle-Free VT in Vermont. Overall, California health and environmental organizations (some California Clean Cities Coalitions excepted), regional and state agencies and the state legislature took little interest in the behavioral solutions to discretionary idling, despite the low-hanging fruit opportunity to reduce its impact in the state: 300 million gallons of fuel consumed resulting in three million tons of CO₂ emitted annually by vehicles idling just when parked. The State of California's goal to reduce transportation GHG emissions is largely limited to technological solutions: the transition to zero-emission vehicles. This no doubt is a critical goal, but one which will take decades.

This change serves to broaden the organization's transportation efficiency advocacy as well as its geographical reach.

Following the name change, the organization lost a board member: Stu Fram. While Stu supported this change, he felt it was a good time to "roll off the board" to focus time as an MBA candidate at UC Berkeley.

NEW BOARD MEMBER ELECTED TO THE ORGANIZATION

GDA's focus on working with driver educators lent credence to the idea of adding one to the board. Richard Kearney, owner of a driving school in Vermont, was the perfect answer: as GDA builds a New England project (see below), Vermont will play a key role as relationships with these educators are rekindled from past Vermont projects. Also, Richard places an emphasis on green driving in his instruction; he currently owns a Subaru Crosstrek plug-in hybrid (PHEV), one of the most viable cleaner transportation choices for Vermont winters. He conducts some of his on-the-road driver training in this vehicle. Rich became a GDA board member in December.

ORGANIZATION PLANNED PROJECT

As the decision was being made to change the organization's name and purpose, I went back to an idea of what was most successful: funded projects in Vermont from 2013-2016 that

worked with driver educators and some high school environmental educators, with more than 120 presentations showing drivers-to-be and new drivers the benefits of green driving. The difference would be a deemphasis on idle reduction, to the promotion of low- to zero-emission vehicles—the ultimate form of green driving—plus to touch on alternatives to single occupancy vehicle travel. And as always, driver educators emphasize driver safety; green driving goes hand-in-hand with being a safer driver.

Green Driving from the Start is a project for the 2021-22 school year. It will feature 45-minute classroom presentations, given exclusively via video conferencing (This project would not be viable without this more widely accepted format.), conducted by trained college level interns. [Project details](#). We have planned a project for the New England region (four to six states) and perhaps for Oregon as well.

Given my past relationships with driver educators (DEs), and further steps taken in the project recruiting process (see below), they are the best fit for this project. We also hope to bring the presentations to high school environmental education classes, including environmental clubs/green teams. But establishing connections with these educators via email, in science and math listservs, and environmental education state association pages in social media, has yielded few commitments. Our planned project is a tough sell for this sector as traditionally, an emphasis is placed on natural resources, ecosystems, and the outdoors. While our project does relate with the energy/sustainability/climate/air quality part, most environmental educators don't perceive green driving to be core to their curricula. And now, rightfully so, they are placing a strong emphasis on environmental justice, which our project does not really address.

Further recruiting of driver educators:

- The Vermont Driver Training and Safety Education Assoc. has invited me to present via Zoom at their May annual conference. I'm told this conference will reach many DEs not just in Vermont, but for much of New England.
- After a Maine driver educator I initially reached out to said they couldn't consider our presentation as the state does not allow guest speakers in DE classroom instruction, I contacted the Maine Bureau of Motor Vehicles, Driver Education division. Their representative was quite impressed with my project, and so helped initiate a MBMV rule change to allow guest speakers in DE classes. Furthermore, the MBMV will actually promote our project by emailing an overview to a list of licensed Maine driving schools!
- Sierra Club: based on a past relationship with the Conservation Program Manager of the Vermont chapter, real interest has been expressed in some sort of collaboration with the GDA project. And connections are being looked into with the other New England chapters as well, including the Clean Transportation Campaign Director out of Boston.
- Oregon: so far one driver training school in Oregon has taken a real interest in our project and estimates ten to fifteen presentations can be given to the schools they work with.

Funding: I am now in the process of researching grantmakers: foundations and crowdfunding. Foundation opportunities can be limited as most do not accept unsolicited grant proposals. As to crowdfunding, an advantage is the flexibility in building up a portion of funding (donations) for the initial phase of the project, with a good possibility of additional funding as it continues to go forward and, in the process, builds momentum as it demonstrates it is succeeding. One

hundred to 150 presentations are planned to be given in the school year. The cost will be around \$200 per presentation (college interns will be paid around \$40 per presentation).

WHAT ABOUT CALIFORNIA?

Unfortunately, the GDA project does not look promising for California. California is one of the relatively few states where driver education classroom instruction is a self-taught, preprogrammed online course - not conducive to live classroom guest-lecturing. As to environmental educators, my outreach to California Dept. of Education [CREEC Network](#) environmental literacy contacts have thus far yielded a single interested educator for all of the state's eleven region coordinators contacted.

(ADDENDUM: March 19, 2021) -

However, it is still very possible for the organization to consider implementing an idle-free schools project in California in the future. Citizens, mostly located in the Bay Area, have reached out to me with the concern of vehicles idling at schools. The organization as Idle-Free California had failed on numerous occasions to secure a grant for such a project from private foundations and state government programs. But, as mentioned, crowdfunding is an alternative source that GDA is considering for the *Green Driving from the Start* project. Perhaps the difference of going directly to individual donors will yield a successful result for this project and, with the anticipation of full in-person schooling, enable a California idle-free schools project.

I welcome and appreciate any comments and suggestions about the organization in general and for the planned *Green Driving from the Start* project.

Thank you,
Wayne Michaud