

Denver launches study on driving habits, emissions

March 12 -- Denver is launching a new pilot program aimed at measuring the impact of driving behavior on greenhouse gas emissions and fuel consumption.

Dubbed the "Driving Change," the program will use on-board devices to record vehicle data from individual drivers and fleets.

The equipment will show real-time measurements for a variety of driving situations, including idling, speeding, fast stops and hard breaking, organizers said. Drivers can view reports via the Internet to show how their driving patterns can impact their own carbon footprint.

"Driving Change can help city employees and Denver residents reduce fuel consumption and greenhouse gas emissions simply by changing the way we drive," Mayor John W. Hickenlooper said.

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