

**ULTIMATE ROAD TRIPPING:** Determined not to let the rising cost of fuel slow them down, forward-thinking consumers are driving these alternative trends in transportation:

**Slugging:** As roads get increasingly congested with commuters, an informal loosely organized ride sharing program has popped up in cities including Washington, D.C., San Francisco, and Pittsburgh. Named for the counterfeit coins, aka "slugs", used by passengers trying to ride a bus for free, slugging is a barter system in which people in need of a ride link up with drivers in need of enough passengers to allow them to drive in the speedier high-occupancy vehicle (HOV) lane. Slugs line up for rides at predetermined pick-up and drop-off spots. The informal rules of slugging state there is no exchange of money, no talking unless the driver initiates, and the slug cannot alter the temperature, music or car window.

**Hypermiling:** The term "hypermiler" originated when members of a hybrid vehicle driving club realized that driving behavior actually improves the fuel efficiency of their cars. Today, hypermilers - who drive many types of cars, not just hybrids - strictly alter their driving techniques in order to maximize fuel efficiency and exceed the United States Environmental Protection Agency's estimated fuel efficiency on their vehicles. In addition to being environmentally friendly, a large part of hypermiling's appeal is the competition amongst the group as they compare their mileage displays with others to see who gets the best fuel economy.

**Portable Electric Motor Scooters:** The ultra-portable Roth Electronic Motorboard 2000XR is the first in its class to feature a lithium ion battery—which means it's lighter, more powerful, and charges faster than its competition (including the Segway, and the Go-Ped). And since the scooter weighs a mere 16 lbs., if it does run out of juice, its lightweight frame provides alternative transport options; the passenger can continue "scooting" manually along, or they can simply fold up the Motorboard, hop in the subway and head for the closest electric outlet. As next generation scooters continue to evolve, so will their user base; of course, they will continue to grow in popularity on college campuses, but they'll also become popular alternative forms of transportation for eco-minded professionals living in the urban jungle.

**Locasumerism:** Locasumers are a relatively new yet growing category of consumers, apply "going local" to all facets of their lifestyle. They support local businesses by purchasing goods sourced and produced on the premises. They eat items produced and transported from sources within 100 miles. They favor clothing swaps, vintage stores, and handmade products. They ride bikes, walk, or drive biodiesel vehicles. Sticking with a lifestyle in which their purchases and activities create the lowest possible carbon footprint, while at the same time supporting their own communities, is the goal of this new niche consumer

**Bike Sharing:** With an increasing focus on green living and the buzz-worthy topic of "quality of life", qualitatively we're hearing more young people say they want to contribute to bettering the efficiency and carbon output of their city by cutting down automobile use. Taking inspiration from more sustainable cities in Europe and thanks in part to online grassroots campaigns, bike-sharing programs are planned to launch as early as this year in San Francisco, Portland, Chicago and Washington; and several other cities are keeping an eye on the success of these programs. Internationally, such programs are often brand sponsored.

**Car Sharing:** Innovative companies such as Flexcar and Zipcar offer national car-sharing services that provide an affordable and eco-friendly car rental alternative to Urbanites who bike, walk, use the subway, or have a car that doesn't get enough road time. Users have 24/7 access to a fleet of Honda Civics, Civic Hybrids and Elements. Billed monthly according to usage, pricing includes gas, insurance, cleaning, maintenance and reserved parking.

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