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Economic Snapshot is a weekly feature provided by the



Small changes on the road can add up to big savings

Thrive's recent report on the eight-county Madison region notes that average daily vehicle miles driven in the region declined from 31.6 to 30.8 per capita between 2000 and 2007.

A mere 0.8-mile reduction may not seem significant. However, it equates into an average of 782,000 fewer vehicle miles traveled per day. It also means an estimated 38,500 fewer gallons of fuel consumed daily. On an annual basis, that equals 285 million fewer miles

Thrive report
Week 5:
Hidden savings of driving less

traveled and a savings of 14.1 million gallons of gasoline. With gas figured at \$2 per gallon, this represents an annual savings of \$28.1 million. The decline in miles traveled per capita cannot be used as a pure measure because it includes the miles driven by people traveling through the region. However, it does provide a useful metric and is indicative of the significant impact a small reduction can have on total miles driven and energy consumption in the region.

Vehicle miles driven in the Madison region (2000-07)

Daily vehicle miles (2000)	31.6 miles
Daily vehicle miles (2007)	30.8 miles
Daily savings (region)	782,000 miles
Annual savings (region)	14.1 million gallons
Annual savings at \$2 per gallon (region)	\$28.1 million

SOURCE: U.S. Census population estimates, 2000-07; Thrive Report; WisDOT statistics