

Driving Change for a Healthier Tomorrow

How EIA Helps Support CLF's Environmental Advocacy Efforts

EIA is a unique insurance agency because it is owned by CLF and supports work to reduce our region's greenhouse emissions and improve our transportation systems. EIA's policyholders help support the following:

- **Advocating for A New Insurance Model:** EIA and CLF partnered with the Massachusetts Climate Action Network to push for legislation to base insurance rates on a "pay as you drive" basis for coverage related to collision or accident losses.
- **Expanding Public Transit Options:** CLF is holding the Commonwealth of Massachusetts accountable to its legal promise to expand transit service as part of the Big Dig. CLF legal action forced the state to commit to a strict timeline for completing outstanding transit projects, including the MBTA Green Line extension to Somerville and Medford.
- **Investing in Our Transportation Future:** CLF is a founding member of Our Transportation Future, a coalition of business and non-profit organizations working to fund a safe, efficient and expanded public transportation system that will meet environmental, economic and equity goals.

- **Demanding Cleaner Emissions:** ACLF lawsuit settlement led to a dramatic reduction in toxic emissions from Boston buses by requiring the replacement of conventional diesel fuel with far cleaner ultra-low-sulfur diesel. Using ultra-low-sulfur diesel buses will result in a 95 percent reduction in health-endangering particulate pollution.
- **Leading the Clean Cars Campaign:** CLF is helping the New England states defeat an automaker lawsuit seeking to block stricter California-based tailpipe emissions standards. The standards will gradually require new cars to reduce their carbon dioxide emissions by up to 30 percent by 2016.
- **Reducing Power Plant Pollution:** CLF helped develop and is now helping to implement the Regional Greenhouse Gas Initiative (RGGI) "cap and trade" emissions auction. This 10 state regional compact will reduce carbon dioxide pollution from power plants 10 percent below 1990 levels by 2019.

If you would like to learn more, check out CLF's web site: www.clf.org

Environmental Insurance Agency

Encourage your friends and neighbors to go green with an insurance policy from EIA! Call **1-877-999-9EIA** for a free quote or visit us online at www.clfventures.org/eia.htm



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EIA HIGHLIGHTS

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The Newsletter for the Environmental Insurance Agency

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Participating Groups:

- Appalachian Mountain Club
- Mass Audubon Society
- Conservation Law Foundation
- Transportation Alliance
- Massachusetts Bicycle Coalition
- South Shore Natural Science Center
- Friends of the Blue Hills

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It's Easy Being Green With The Environmental Insurance Agency

Want to save money and the environment? If so, an insurance policy with EIA is right for you!

Hello and welcome to the Environmental Insurance Agency's newsletter. This highlights some of the accomplishments that policyholders like you have made possible. Read on to learn about the discounts you receive by being a part of EIA, and to hear about how EIA is growing.



Plymouth Rock Assurance, the insurance company for which EIA acts as agent, is the first automobile insurer in Massachusetts to reward policyholders for driving less (more details on page two). When you purchase Plymouth Rock insurance through EIA, a portion of the commission helps support the Conservation Law Foundation's efforts to combat climate change and make our region less car dependent (see page four). For over 40 years, CLF has been fighting to protect New England's environment. So, your Plymouth Rock policy through EIA is an important way you are making a difference right now!

We are pleased to announce that EIA is expanding into New Hampshire! Another development is that individuals can now purchase Plymouth Rock insurance from EIA without being a member of our participating groups. Now everyone in Massachusetts and New Hampshire can take advantage of this program – spread the word!

Thank you for helping EIA reach 10 years of business in Massachusetts! We recognize that you have many choices when it comes to insurance and appreciate your continued support for this great program. As you weigh your insurance options, please call us first so that we can ensure you get our best offer: **1-877-999-9EIA**. Questions, comments, or just want to stay in touch? E-mail us at eia@clf.org.

Best,

David M. Thayer

David M. Thayer, Director

Plymouth Rock Puts Green Back in "Green" Drivers' Pockets

Auto Insurer Rewards Policyholders with Lower Rate for Driving Less

The Environmental Insurance Agency has acted as an agent of Plymouth Rock Assurance since the program's founding in 1997. Plymouth Rock, headquartered in Boston, Massachusetts, together with its affiliated companies, writes and manages over \$1 billion in auto and homeowners insurance throughout the Northeast.

EIA is proud to work with Plymouth Rock because it is the first automobile insurer in Massachusetts to reward new and renewing policyholders with lower rates for "going green" by driving less, a program born from its commitments to reduce emissions and help consumers find new ways to save on their insurance policies.

Plymouth Rock policyholders who drive as little as 15 percent below the average for their area could see their rates go down by as much as 15 percent.

"We are pleased to be able to take the lead in the use of mileage in the pricing of auto insurance in Massachusetts," said Hal Belodoff, President of Plymouth Rock Assurance. "Consumers are thinking more and more about how they can save on their auto insurance. We're providing a way for them to do that and help the environment as well. Our mileage-based rating, coupled with other exciting services and discounts, gets them more for their insurance dollar."

Plymouth Rock will continue to offer a standard low-mileage discount, but will now also provide an additional benefit. This new program is designed to reward any customer who helps to preserve the environment by driving fewer miles than the average in his or her community. The rewards are determined by comparing individual vehicle mileage records collected by the state Registry of Motor Vehicles during annual inspections with the average mileage for drivers in the



same type of geographic area in which they live (rural, suburban, inner suburban or urban). Customers who keep their mileage low can really see the savings add up!

Plymouth Rock also recently introduced a 5 percent companion discount on their auto policy for those policyholders that have a Bunker Hill Insurance Company homeowner, condominium or renter policy. This new discount applies to all vehicles and coverages on the policy, and it is offered in addition to the 20 percent discount given by Bunker Hill when the corresponding auto policy is with Plymouth Rock.

For more information about these great discounts, call us at: **1-877-999-9EIA**



Pay-As-You-Drive: A New Approach to Car Insurance

News and Research on the Benefits of PAYD

The rising number of cars on the road and a drastic increase in the number of miles people drive boosts accident rates, leads to traffic congestion, more global warming pollution, and continued dependency on foreign oil. The authors of the best-selling book *Freakonomics* contend that the roughly **3 trillion miles driven each year produce negative social impacts of more than \$300 billion**, including \$20 billion per year from carbon emissions from cars.

PAYD insurance could reduce carbon emissions by 2 percent and oil consumption by 4 percent.

Most insurers charge customers on an all-you-can-drive basis, so **low-mileage drivers end up subsidizing high-mileage drivers**. EIA's goal is to advance pay-as-you-drive (PAYD) insurance policies in New England. We believe that under PAYD-based auto insurance, consumers will more clearly



see the connection between their driving habits and insurance costs; this information will encourage people to limit their driving, minimizing environmental impact and making roads safer as a result.

PAYD is moving forward here in Massachusetts and around the world. A 2008 Brookings Institution study estimates that, with insurance costs that vary with miles driven, drivers nationwide **would reduce vehicle miles traveled (VMT) by approximately 8 percent**. An 8 percent reduction in VMT would provide a net social benefit of about \$50 billion from reduced congestion and accidents. **It would also reduce carbon emissions by 2 percent and oil consumption by 4 percent**. Moreover, PAYD can achieve these gains while actually reducing the cost of driving for most drivers. Almost two-thirds of households would enjoy reduced premiums under PAYD, and **the average savings for those**

households would be \$270 per car per year, equal to 28 percent of the average annual U.S. car insurance premium. The study is available at: www.hamiltonproject.org

The average household savings under PAYD insurance could be as much as \$270 per car per year.

The California Department of Insurance has begun to develop rules for PAYD and has filed Senate Bill (AB 2800) aimed at overcoming various obstacles to offering PAYD in California. The Environmental Defense Fund estimates that, **if 30 percent of Californians participate, the state will slash greenhouse gases by 55 million tons during the next 11 years**, the equivalent of taking 10 million cars off the road and saving \$5.5 billion gallons of gas during that time. For more information visit: www.brookings.edu.