



Drive Less/Save More

Today's roads are becoming more and more congested. It's projected that by 2025, residents in the Portland metro area will spend an additional 50 hours in traffic per year as the population grows. Congestion is also taking a toll on local businesses and the economy.

Faced with significant limitations to expanding transportation infrastructure, the Drive Less/Save More Campaign seeks to increase awareness of the benefits of reducing single-person car trips. This strategy is part of the solution to congestion and infrastructure issues, as well as to reducing Oregon's energy/gasoline consumption.

If each household in the region eliminated two car trips per week, there could be a four to five percent reduction in the number of cars on the road.*

There are many ways to reduce single-person car trips. Depending on where a person lives or works, many travel options are easily within reach.

More residents in the greater Portland area are taking advantage of mass transit and car pooling, as well as walking and biking. These travel options are more practical than many people think because services have expanded during the last five years. Residents can now enjoy more travel options and more personal choices.

For almost every driver, there's also a practical, cost-saving option that can help reduce single-person car trips. It's called trip chaining. Trip chaining is about thinking ahead, planning errands, finding the best route to take, and getting it all done in a single trip.

Reducing single-person car trips: trip chaining style

Trip chaining is an easy way to cut down on travel, and it offers many benefits.

- Combining errands into a single trip can save hours a week on the road and money at the pump.
- Transportation costs account for an estimated 16 percent of household spending for Portland area families, second only to housing costs.

More about the Drive Less/Save More Campaign

The Drive Less/Save More Campaign is a unique public awareness initiative developed by the Oregon Department of Transportation, Metro, TriMet, Washington County, and many other public and private partners.

The Drive Less/Save More Campaign will inform the public about transportation choices and encourage simple, convenient actions that people can take to save time and money.

The two-year pilot effort will take place mostly in the Portland metro area and then is scheduled to go statewide. The primary campaign tools are paid media, news media, word-of-mouth communications and considerable grassroots communications. It is modeled after Oregon's anti-tobacco and recycling campaigns that successfully address individual behavior change.

*Note: A "car trip" is defined as a single, one-way trip.
This information is derived from Metro's travel model and is based on year 2000 information.

For more information, go to www.DriveLessSaveMore.com Ph. 503-813-7566 February 2006