

## **News Release**

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### **Drive Less/Save More Campaign Launches in Portland Metro Area to Reduce Single-Person Car Trips**

#### ***Region's newest tool offers drivers ways to save time and money through use of travel options and trip chaining***

Portland, Ore. —The Drive Less/Save More Campaign, a unique public awareness initiative that aims to reduce single-person car trips, kicked off today in the Portland metro area, offering residents aid in dealing with increased traffic congestion.

“Oregonians are now driving more miles in more cars than ever before. Traffic congestion today carries with it a heavy price tag for residents, local businesses and our economy,” said Tom Brian, chair of the Washington County Board of Commissioners and one of the lead organizers of the campaign. “The Drive Less/Save More Campaign aims to help address traffic issues by getting people to think about combining or ‘chaining’ trips, or using other travel options.”

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

Studies show that non-work trips, including shopping, recreation and running errands, account for 67 percent of all trips made in the region. A majority of non-work trips are generally made during peak travel times.

“Residents often think they have little control when it comes to getting stuck in traffic. Yet, travel options, like taking the bus, MAX or carpooling, and trip chaining can save hours on the road, as well as money at the gas pump,” added Metro Councilor Rex Burkholder, another campaign organizer. “Trip chaining—that is planning errands in advance, finding the best route and getting things all done in a single trip—is both easy and practical. By cutting 20 miles worth of trips a week, drivers whose cars get 22 mpg can save about \$700 a year.”

Local elected officials, public agencies, business leaders and community groups joined together to officially kick off of the Drive Less/Save More campaign at Washington Square. Drive Less/Save More car decals were distributed, and the campaign’s new television ads were shown publicly for the first time.

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. It aims to inform the public about transportation choices, especially trip chaining, to reduce single-person car trips. For more information, please visit [www.DriveLessSaveMore.com](http://www.DriveLessSaveMore.com).

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