

## **Campaign Speaking Points**

### **About the Drive Less/Save More Campaign**

- The Drive Less/Save More Campaign aims to increase public awareness about transportation choices, especially trip chaining or combining trips, to reduce single-person car trips. (A “car trip” is defined as a single, one-way trip)
- The Drive Less/Save More Campaign focuses on increasing awareness about the many personal benefits of reducing single-person car trips, including saving money at the gas pump and time on the road.
- The Drive Less/Save More pilot effort is being jointly launched by the Oregon Department of Transportation, Metro, TriMet, Washington County, and many other public and private partners.
- The Drive Less/Save More Campaign will take place mostly in the Portland metro area during the next two years and then is scheduled to expand statewide.
- There is no single action that will reduce congestion. Rather, we need a multi-faceted approach. The Drive Less/Save More Campaign will aid people in making individual choices that can help them better deal with congestion and energy consumption.

### **About Reducing Single-Person Car Trips**

- Reducing single-person car trips is part of the solution to addressing traffic congestion, as well as helping to reduce Oregon’s energy consumption.
- More residents in the Portland metro area are taking advantage of mass transit, car pooling, walking, biking and teleworking.
- For drivers, there’s a practical, cost-saving option that can also work to address traffic congestion called trip-chaining.
- Research shows that nearly two-in-three residents believe it would not be difficult to make one less car trip each week.
- If each household in the region eliminated just two single-person car trips each week, there could be a four to five percent reduction in the number of cars on the road.

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