

To: Newsletter and/or web editor

From: Pam Wilson  
Pac/West Communications  
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RE: Articles that can be tailored for your publication

*The Drive Less/Save More Campaign continues to remind drivers of the personal benefits of trip chaining and using options other than the car. The site, [www.DriveLessSaveMore.com](http://www.DriveLessSaveMore.com), is proving to be a useful one-stop shop for driving tips and resources. It offers everything a person needs to take advantage of travel options such as biking, riding public transit, carpooling, walking and car sharing. After the splash page, the most visited page on the site is the driving cost calculator.*

*Here are several possible newsletter articles from the Drive Less/Save More Campaign that can be tailored for your publication. Please use them as you see fit. We can also provide you with the campaign logo – just give me a call.*

*Thank you – your assistance is appreciated.*

## **How much money can you save on gas before 2007?**

*(NOTE: Electronic photo of this family available upon request.)*

Are you trying to save money for the holidays? Saving for a sunny vacation in February? Look no further than your own car or truck. Here's how UPS showed one metro area family how to save \$1,000 a year.

Laura Day and her husband Patrick Learned became more aware of their driving habits after their monthly gas receipts totaled \$360. Yet driving is a necessity for these working parents and their two children.

“We recently traded in our mini-van for a more fuel-efficient, mid-sized car that gets 24 miles per gallon in the city because we wanted to be more gas-conscious and still drive something that would accommodate all of us,” says Day.

But, even with the more fuel-efficient car, the family’s gas consumption can still be cut to save yet more money. How? By following a few simple techniques that UPS teaches its drivers.

“Any driver can adopt our practical steps such as planning out routes, combining trips and making only right-hand turns to ease their pain at the pump,” says Malina Downey, UPS package engineering manager. “The key is to break down your driving routine into where you go and when. Then, you can work out how to get most everything done at once using the fastest route possible.”

And that’s exactly what UPS did for Day and Learned. Even with as much driving as the two did, UPS found significant time and cost savings for them when it mapped out a single day’s travel for the couple.

Using the routes mapped out by UPS, Day and Learned now can save a combined \$3.69 a day or nearly \$1,000 during the course of the year on just the weekdays alone.

Go to [www.DriveLessSaveMore.com](http://www.DriveLessSaveMore.com) and check out the trip cost calculator to see how much money you can save.

## **New tool shows you how to save money**

Want to save money for the holidays? Saving for a sunny vacation in February? Look no further than your own car or truck for savings. Visit [www.DriveLessSaveMore.com](http://www.DriveLessSaveMore.com) for ways to reduce your car trips. Then use the site’s trip cost calculator to see how much money you can save in a week, a month, or a year.

## **Almost 600 commuters participate in regional challenge**

“Participation in this year’s Carefree Commuter Challenge increased by 22 percent,” reports program manager Alyson Wiley of the Westside Transportation Alliance.

The Carefree Commuter Challenge, funded by Metro and sponsored by many local companies, awarded prizes to almost 600 commuters in Multnomah, Washington and Clackamas counties, as well as SW Washington, who chose to carpool, vanpool, use public transit, walk, bicycle and telecommute. As part of the effort, participants submitted essays about the experience of commuting without driving alone in their car.

Top essay winners were Juan Monje of Lloyd Mall Management, Beaverton resident Kim Coffman of Columbia Sportswear, Banks resident Tarah De George of PGE, Aloha resident Christine Choi of URS Electronics, and Beaverton resident John Ochwat of David Evans and Associates.

*(NOTE: Individual photos of Coffman, DeGeorge and Ochwat receiving award are available upon request.)*

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