



Government Relations & Public Affairs Committee

November 25, 2009

Alternative Mode Fall Campaign Summary

Issue: Information item summarizing October Low-Car Challenge TDM behavior change campaign.

Recommendation: None; this item is for information only.

Discussion: In 2007, staff and the Transportation Demand Management (TDM) Task Force developed a strategic plan to identify the role of TDM programs as a regional strategy for addressing the MTP2035’s goal of reducing vehicle miles traveled through public education, promotional campaigns, and expanded relations with our transportation management organizations. The transportation management organizations serve as local outreach partners across the region. The strategic plan identified the need for a regional behavior change campaign in the fall that promoted alternatives to driving alone to complement the May is Bike Month campaign.

Staff, working with the TDM Task Force, launched the October Low-Car Challenge this year as an effort to pilot an annual fall campaign promoting driving less in favor of using any alternative mode of travel. In order to be eligible for an incentive drawing, individuals needed to change modes from driving alone for any trip three days within one week. At the end of the month there was a drawing for 100 gift certificates for \$50 to a local restaurant, local bicycle shop or for a transit pass.

Over 5,000 promotional printed pieces were distributed by TDM Task Force members. Two local newspapers, two local news stations, and several e-newsletters/blogs ran stories on the campaign.

There were 338 online entries and 55 entries faxed in for a total of 393 participants for the campaign. Below is a detailed breakout for the online entries showing type of mode change by day. Cost of the campaign was covered by dedicated CMAQ funds for SACOG’s TDM programs.

Mode	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Total	%
Biking	27	76	68	87	76	53	30	417	26%
Carpool/Vanpool	15	95	94	99	98	75	20	496	31%
Telecommute	3	19	17	19	16	18	3	95	6%
Transit	10	82	90	96	89	54	10	431	27%
Walking	26	26	27	33	25	25	17	179	11%
Total	81	298	296	334	304	225	80	1618	100%
	5%	18%	18%	21%	19%	14%	5%	100%	

Staff and the TDM Task Force received positive feedback on new pilot campaign and will look to expand participation next year.

Approved by:

Mike McKeever
Executive Director

MM:RS:AJ:sb

Attachment

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OCTOBER

low-car challenge



Need to save money? Give your car the day off

The average Sacramento area resident drives a total of 40 miles a day, which costs \$22* for fuel and operating expenses.

Pick any week in October to try an alternative to driving alone for any of your daily trips. Share the ride (**carpool**), take **transit**, **telecommute**, **bike** or **walk**. If you can make a change for any trip (errands, work or elsewhere) three days in a week, you could win a \$50 gift certificate.

Save money, reduce your time in traffic, and improve our air quality.

Visit www.sacregion511.org and tell us how you changed your travel for the low-car challenge for your chance to win. If you don't have internet access, please call (916) 340-6229 to request a participation form.

* AAA, 2008. Includes average fuel, routine maintenance, tires, insurance, license and registration, loan finance charges and depreciation costs. Fuel prices are based on late-2007 national averages.



Sacramento Region
Travel Info



www.sacregion511.org or dial **511**: Your source for traffic, transit, rideshare and bicycling information.