



driven **to** drive less

Driven to Drive Less Q&A

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What is Driven to Drive Less?

It's a community-driven movement that incentivizes Boulder locals and in-commuters to drive their car one day less each week. By encouraging and cultivating a culture of transportation conservation, together, we can decrease emissions and traffic congestion, and improve quality of life. We also believe Driven to Drive Less will pave the way for new relationships and social groups interested in a car light lifestyle.

How will you track participants and their success?

Participants will sign up either with a street team on an iPad or online at driventodriveless.com. They will tell us what day they will go car free – while we are suggesting that certain car colors coincide with a particular car-free day, we're also allowing people to simply tell us what day(s) are best for them. All participants can elect to participate in the tracking study to measure specific individual success, including miles not driven, emissions saved, etc.

When does the campaign begin and end?

Driven to Drive less will be introduced to the community in the first week of September and throughout the following year until May. If the program is as successful as we anticipate, it will continue.

Who is responsible for the Driven to Drive Less campaign?

The City of Boulder is working with the community to create a movement around the decreased use of automobiles in Boulder. It is supported in part by a federal CMAQ grant, the City of Boulder, and by local companies who are sponsors of the program.

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What are the goals of the Driven to Drive Less program?

The goals of the campaign, guided by the Federal Congestion Mitigation and Air Quality (CMAQ) Program, are to get Boulder residents and in-commuters to decrease their use of automobiles. The Driven to Drive Less strategy is to get thousands of people to pledge to drive less by keeping their car parked at home at least one day per week. If just 2,800 participants fulfill this pledge it will equate to taking 400 cars off the road for an entire year. Success will be measured by tracking participants' decrease in the number of vehicle trips, vehicle miles traveled and transportation related emissions.

Why one day per week? Why not a longer commitment? Many people in Boulder already go carless one or more days per week.

It is true that there are many Boulder residents who go car-free or car-light. However, there are still many locals and most in-commuters who drive their car seven days a week.

While we could have asked people to go car free for a full week or a month at a time, we believe that a less daunting initial commitment would garner far broader participation and create change we seek: to make getting around Boulder without a car the preferred norm.

How is Driven to Drive Less different than the Eco Pass program?

Driven to Drive Less is a fun, socially engaging community movement that cultivates a car light lifestyle in and around Boulder. Participants may choose to bicycle (traditional, electric, incline, unicycle), skateboard, ripstick, rollerblade, walk, run, skip, scooter, carpool, telecommute or use mass transit. Driven to Drive Less will have made its intended impact when people in and around Boulder begin to consider alternative transportation the fun and preferred norm. The Eco Pass is an RTD product that is purchased in bulk by employers and neighborhoods throughout the Denver Metro area. It offers an affordable and convenient universal transit pass for people using RTD services in and around Boulder and Denver. Broadly, the Eco Pass program and Driven to Drive Less share the common goals of reducing congestion and pollution.

Who are you targeting?

We're reaching out to Boulder residents and in-commuters, which means we have well over 100,000 people to draw from. We also hope to gain support from folks who might not be able to participate fully, but may begin to consider going car light whenever possible.

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