



Project Scope

"One-Less-Car" Demonstration

A Value Pricing Project Using Pricing to Reduce Automobile Use and Ownership

Funded by the FHWA

The ***Way to Go, Seattle*** "One-Less-Car" **Demonstration Studies** offer Seattle households an opportunity to discover if they can live with "one-less-car" and have the mobility they need while saving money at the same time.

The study aims to:

- ✓ Change the perceived cost of car ownership,
- ✓ Address all travel, especially the 75% of car trips which are not commute-related,
- ✓ Produce quantifiable reduction in miles and pollution as result of TDM investment, and
- ✓ Create a "conservation" program for transportation similar to those for energy, water, and solid waste.



Initial Impact

In Just 6 Weeks two dozen households:

- ✓ Saved about \$70 per week, and
- ✓ 18 out of 27 HH have MODIFIED or will modify their car ownership, which is over 60% of the group (including 4 who sold before project started).

As a group, just 22 families working to reduce neighborhood congestion and improve air quality can have a big impact! The Way to Go'ers reduced:



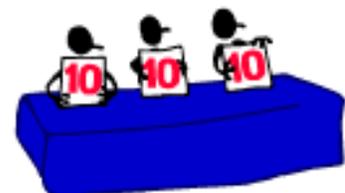
- 1,700 automobile trips in our neighborhoods
- 8,100 miles of neighborhood traffic
- 6,500 pounds of CO2 from being emitted into our atmosphere

To give a representation of how much pollution you saved, if you were to condense that CO2 into elemental carbon, like charcoal, you would have 1,770 pounds, or 177 ten-pound bags of charcoal!



Here's another comparison: if you convert the un-emitted CO2 to a volume measure, you'd have approximately 52,650 cubic feet of greenhouse gas pollutants. You can picture this as about 3 six-lane swimming pools of pollution...

...all saved due to the efforts of the 22 Way to Go families over just 6 weeks! Imagine what would happen if even 1 out of 4 families did the same!





Economics

Is there a price change occurring?

Yes. We facilitate households selling their cars - converting from a fixed cost transportation situation (with about 80% of the cost of automotive usage being fixed) to a pay-as-you-drive model that includes transportation alternatives, car sharing, and taxis. When people have a car readily available, they tend to think that using it is free, since the up front costs are already paid and each trip incurs few additional costs.

In addition, the perceived price of car ownership is changing as participation in this project dramatically changes awareness of the monthly cost of car ownership. When we contacted households to participate in the current demonstration, we had 5 - 6 households decide to promptly sell their second car and start realizing the savings immediately. Some of the families made the decision to sell their car after hearing how much other families saved, others made the decision after we helped them calculate how much money they would save each month if they gave up one car. Here are a few quotes:

- ✓ "After careful consideration, we have decided not to participate in the Way to Go demonstration. The main reason being money: during the month and a half we don't use the car you will pay us \$585. We realize after filling out the car cost worksheet - it will cost us \$900 - a difference of \$315 just to have it sit there. We have decided to sell the car right away before anything goes wrong with it or the warranty expires."
- ✓ "I decided to sell my second car. Your car ownership cost worksheet showed my monthly cost to be right around \$525 per month. That is far higher than the usefulness I get from it. I want to start putting that \$525 back in my own pocket. If it takes me an extra 20 minutes each way to commute or run my errands, that is like paying myself \$26.00 per hour, better than any part-time job I know of! And that is without counting the health benefits of walking to the bus stop or biking all the way in. I was also motivated to do this because my employer is a strong supporter of Commute Trip Reduction programs. I have a FlexPass from them and they provide a safe place to store my bike when I ride in, as well as shower facilities. I have used my car only 2 days in the past six weeks, and could have carpooled to one of those events with just a little foresight."

Can a reduction in car ownership reduce VMT?

Yes. In the Fall 2000 "**One-Less-Car**" Demonstration Study, 22 households made nearly 300 fewer car trips per week during the demonstration, which reduced over 8,100 VMT. All tell us they will continue to reduce the amount they drive and some have sold or plan to sell their extra car permanently and will continue to reduce VMT, and preliminary follow-up surveys indicate significant continued reduction.

Will any of the VMT reduction occur during peak periods?

Yes. In the Puget Sound region, approximately 66% of all trips are taken in peak hours. While most trip-reduction efforts have focused on commute trips, approximately 75% of trips are non-work related and there is tremendous potential to reduce these trips through incentives and education. Our region's highways and residential streets are increasingly congested on weekends and evenings as well as during peak commute hours. Data from our demonstration studies show that participants reduce VMT during these peak periods. One Mom got so good at timing her bus transfer she was able to go into the grocery store on the bus route home from work, pick up groceries for dinner and catch her next bus home.