

Possible Media Questions and Key Messages:

Key Messages:

third and final round of the “One-Less-Car” study, having **proved that all types of families can live with “one-less-car” while still getting where they want to go, saving money and improving the quality of their lives**

This **study was even more real – proving you can do it** in real life.
(actual individual car costs, mix of demographics including single HH, low income; 12 week time period)

TOP 3 things people liked:

Sense of community – meeting more neighborhoods, spending more time together
Exercise and health/weight benefits
Discovering biking or new bus routes

Top frustrations:

Want bus come more frequently, especially on weekends
Sitting in traffic when did drive

Questions:

Who is going to sell their car and who isn't?

3 families have, and another 5 are thinking about.

What makes you think other people will do this?

The tremendous response, hundreds of applicants motivated for not only cost savings but benefits to health, environment and community.

What is next do you plan to do this information?

We plan to use the results to develop a campaign like recycling, We can highlight for other people the costs of driving and have them think about if they, like these families, want to choose to save money and get around other ways. Others might choose to sell their 2nd car when they hear these results, or like a water conservation program – encourage people to think about whether they need to make that trip.

Is your goal to have people sell their cars?

That's a small part of the goal – it is equally valuable to us that most of these families plan to make lasting changes in how they get around, and will continue to drive less and think about whether they need to drive.

So...did people change how they got to work?

Yes but more importantly they went beyond their commute trip and made a difference in neighborhood traffic. Over 75% of our trips are doing errands, visiting friends, dropping off friends, etc.

How much money did the City spend on this?

This study was funded by a grant from the federal government because it is cutting edge in helping people realizing their costs of driving. The grant funds this study, and producing a “how to kit” for the over 20 other cities who have requested more info.”

(If pressed) the stipend to families cost about \$34K, in order to simulate their real life car costs each week. And we are spending another \$34 on evaluation and analysis. (Ttl grant \$130K and local match \$30K) grant. The majority of our transportation priorities fund providing transportation choices (bicycle lanes, transit priority, car-sharing etc.) It is critical we spend our resources to really provide transportation options. Trip reduction is cost-effective and an important part of the mix of solutions.

Did anyone cave in? did it not work for anybody?

No – Every family discovered they could still get around without using that extra car, and they all saved money

Did they drive the first car more?

It varied by family. Many families tried to take their trips by bike or bus instead, others reduced the number of errands they ran. We do have some information that lets us compare the number of miles they drove using just the one car in comparison to when they are using two cars. Did use first car more, but not as many miles or trips made as with two cars

With these cost savings, why wouldn't everyone sell their car?

We think when some people hear how much they are spending, they will. No doubt that we need more transportation choices, more convenient transit service to get people everywhere they want to go.

Project is a good example of not everyone ready to sell their car, but some are when they realize the cost. Everyone willing to drive less!

- **What about people who don't have enough money to even own a car?** Again, the majority of our transportation priorities fund providing real transportation choices and increasing transit reliability and other services. This is particularly important for low income families where the cost of owning a car has a disproportionate impact on the family income. One of the reasons we are putting extra money into car-sharing, is to allow us to increase the number of areas in the City where Flex Car is available.
- In addition, the Car-Smart Community Grants and are available to any individual who wants to apply for a grant
- **What about me? I already have given up a car and try to drive as little as possible?**
First of all, thank you! It is great that you are already driving less. We very much appreciate that you are already doing your part to ease neighborhood traffic, preserve our air quality, and make our communities more livable. Like the people who were recycling before we all had city-sponsored curbside recycling, you are leading the way for others.

We don't see the \$85 as a reward – it is in exchange for the daily information we will receive, as well as the reduced trips these families will make (and the public benefit we all will get from the reduced air pollution and neighborhood traffic).