

drive less challenge 2010

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Drive Less Challenge 2010 successfully expands to multiple cities. *Burlingame, Menlo Park, Mountain View, Palo Alto*

Organizers and participants celebrated the successful finish of the Drive Less Challenge 2010 at last Friday's awards party at Kepler's Books and Magazines in Menlo Park. In its second year, the Challenge saw more than 400 people participate and log over 29,000 green miles, equivalent to a reduction of 17,500 pounds of carbon emissions during the two-week challenge period that ended May 5th. Residents and workers in the four participating Peninsula cities formed over 50 competing groups from local schools, employers, faith, civic and other communities.

The expanded 2010 Challenge greatly exceeded last year's results when a total of 5,000 green miles were recorded in a Menlo Park-only event. By contrast, the 2010 breakdown of green miles traveled per city included 11,000 miles for Menlo Park; 7,700 for Palo Alto; 7,200 for Mountain View; and 3,300 for Burlingame.

"The challenge was more fun and engaging this year and easier to manage for multiple cities because of a new online application that was supported by sponsors" said Adina Levin, founder of the Drive Less Challenge. The major sponsors of the 2010 Challenge were Microsoft, Specialized Bicycle Components, Interactive Sciences, Inc., Vinod Khosla, and Jim Baer. The website helped participants share stories and tips, invite and connect with one another via Facebook and Twitter and access local travel with information links and bulletin boards for biking, public transit, and carpooling.

The stories that participants posted of their experiences of driving less during the Challenge can be seen at www.drivelesschallenge.com. "I enjoyed the Challenge, it inspired me to bike more and allowed me to really see how I get around: 75% of my trips were for social/civic/fun, 14% for Errands and 11% for work and I saw my miles by bike, walk, carpool, etc." David Coale of Palo Alto said after the Challenge. Benoit Delaveau took his twins to school in Burlingame on a bike and reported "the twins are happy to discover the morning fresh air, the new flowers, and the people that we come across every morning!"

The Challenge was open to anyone, and those who live or work in this year's four participating

cities also competed for prizes contributed by local merchants to encourage local shopping and further reduce car miles. Over 55 local sponsors contributed prizes that were awarded to leading participants and groups in categories such as most green travel, greenest group, least driving alone, and greatest green travel improvement.

The Drive Less Challenge is a grassroots initiative to reduce solo car trips and associated greenhouse gas emissions. For 2010, Challenge started on Earth Day, April 22nd and continued to May 5th in the cities of Burlingame, Menlo Park, Mountain View, and Palo Alto. The Challenge encouraged participants to experiment with local transportation modes such as public transit, biking, walking, and carpooling. Modeled after social games and behavior change programs in fitness and health, the Drive Less Challenge employed social encouragement and competition along with personal goal-setting to motivate participants to find practical alternatives to driving.

The Drive Less Challenge 2010 was organized by volunteer community groups from participating cities: Menlo Park Green Ribbon Citizens' Committee; Palo Alto CEAP, PTAs, Traffic Safety, and Green Teams; Green Mountain View; Citizens Environmental Council Burlingame.

For more information visit <http://www.drivelesschallenge.com> or contact us at drivelesschallenge@gmail.com.

The Drive Less Challenge Team

- Menlo Park Green Ribbon Citizens' Committee (<http://menlogreen.typepad.com>)
- Palo Alto Community Environmental Action Partnership (<http://pa-ceap.pbworks.com>)
- Green Mountain View (<http://www.greenmountainview.org>)
- Citizen's Environmental Council - Burlingame (CEC Burlingame) (<http://www.burlingamecec.org>)