

drive less challenge 2011

Drive Less Challenge 2011 • drivelesschallenge.com • drivelesschallenge@gmail.com

March, 2011

The Drive Less Challenge (DLC) encourages participants to try out alternative, non-car transportation like public transit, biking, walking, and carpooling. The goal is to promote health, quality of life, and environmentally sustainable transportation behavior by reducing solo car trips. For 2011, anyone in the San Francisco Bay Area can participate and volunteer teams plan to organize local merchants to offer prizes to top performers who live or work in Burlingame, Cupertino, East Palo Alto, Los Altos, Los Altos Hills, Menlo Park, Morgan Hill, Mountain View, Palo Alto, Redwood City, San Carlos, San Francisco or Sunnyvale.

The DLC is normally a two week event starting on Earth Day (for 2011, from April 22nd to May 5th). An Awards Party is normally held 2 or 3 weeks after the end of the challenge. (for 2011 it will be on Saturday, May 21, 7-9pm at Kepler's Books & Magazines, 1010 El Camino Real, Menlo Park).

In 2009, DLC started with 120 participants in Menlo Park replaced over 5,000 car miles with alternative "green" trips, reducing local CO2 emissions by over 2 tons. In 2010, 280 participants in four communities replaced 29,000 miles, equivalent to taking 55 cars off the road. In 2011, with thirteen communities, organizers expect a substantial increase in both participants and green miles.

Our Organization

The 2011 Challenge is a grassroots endeavor run by "green teams" in participating communities like Green Town Los Altos, Menlo Park Green Ribbon Citizens' Committee, Palo Alto CEAP, Green Mountain View and the Burlingame Citizens' Environmental Council. These organizations encourage environmental sustainability through a range of local initiatives including transportation. They are community organizations, staffed by volunteers, and deeply connected to the culture, needs, networks and institutions in the community.

Communications

The Drive Less Challenge is publicized by local community outreach through business, school, faith and civic networks. In addition, the website and other social media including Facebook, Twitter, and Linked-In are used by participants to invite others and share updates. Posters in downtown high traffic areas are also used to get the word out to pedestrians and shoppers. The Drive Less Challenge typically gets coverage in local newspapers and broadcast media.

Support & Sponsorship

The Drive Less Challenge team asks for your help as they establish connections within the community. Please reach out to your employers and personal associates to get them involved by providing the materials available here on the website or by providing information to the Drive Less Challenge team, so that we can follow up with materials and education to interested parties. Contact us at drivelesschallenge@gmail.com.

There are four categories of participation that individuals and organizations can consider:

- Participation - promoting participation to employees or members of your organization

- Publicity – publishing DLC information on web sites, newsletters, etc.
- Prizes – gift certificates from local shops of \$8 - \$25 each
- Resources – funding (tax deductible through Acterra, our 501(c)(3) fiscal sponsor) or in-kind assistance in outreach, web & tool development

Financial Sponsors and Our Budget

With minimal resources we are able to reach participants and deliver a service that significantly impacts travel habits with direct environmental and community benefits. Our annual budget is about \$15k now and we are pleased to have met that goal in 2010. We hope to reach it again this year with another group of several major financial supporters. In 2010, they included Microsoft, Specialized Bicycle Components, Interactive Sciences, Inc., Vinod Khosla, and Jim Baer.

Your sponsorship signals your support for a sustainable future community at local and global levels. The following benefits are available depending on the level of funding provided.

Levels: Platinum: > \$ 4000 Gold: > \$ 1000 Silver: > \$ 300 Bronze: > \$ 25

Benefits:

- Logo on our website (www.drivelesschallenge.com), posters and materials
- Mention as a major sponsor in Challenge advertising, emails and articles
- Recognition at the Challenge awards celebration and other electronic announcements

We are a small, responsive and open organization that is always looking for ways to work with others to build our program and increase our impact.

To Contribute to The Drive Less Challenge:

Tell us how you want to contribute: e-mail the following information to drivelesschallenge@gmail.com:
 Your: *Business Name, Contact Name, Phone Number, E-mail Address,*
Contribution type (Cash, gift certificate prizes (quantity & value), participants and/or publicity)

Or, contribute by **credit card** using our website: www.drivelesschallenge.com

Or, contribute by **check** by sending checks, payable to Acterra/MPGRCC, memo "to DLC", to
 Menlo Park GRCC C/o Acterra
 3921 East Bayshore Road
 Palo Alto, CA 94301

For Questions: see www.drivelesschallenge.com or email us at: drivelesschallenge@gmail.com