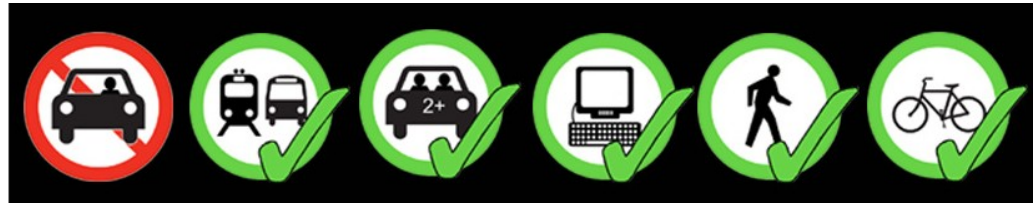


Don't Drive Day

August 11, 2011



Charlotte Area N.C. Air Awareness, Charlotte Area Transit System (CATS), and Mecklenburg County Air Quality partnered again to sponsor this an annual Don't Drive Day (DDD) event held in the Charlotte Region. The purpose is to promote alternatives to driving to work alone. Over 500 Charlotte Region commuters participated in DDD 2011, 45% of which would normally drive alone to work! This translates to 6.7 tons of air pollution* avoided on DDD 2011!

What we learned in 2011:

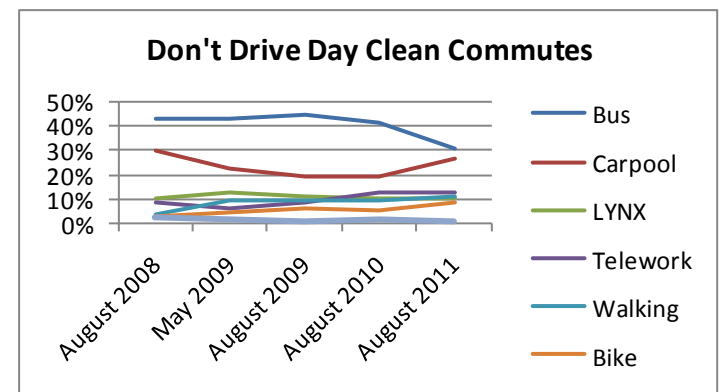
- Carpool participation increases from DDD 2010.
- Bus rider participation continues downward trend from 2009.
- Local employers are the most effective promoters of Don't Drive Day.
- Don't Drive Day participation continues a downward trend.

What can we do next year?

- Promote clean commuting via all modes and specifically target potential carpoolers.
- Engage more local businesses in active promotion of campaign.
- Create fresh campaign concept to attract media and public attention.

Participation was down 48% compared to the 1,074 participants in 2010 DDD continuing a 4 year downward trend. This decreased participation was coupled with unanticipated shifts in dominant commute mode and how participants heard about the event.

Carpooling increases thanks to local business leadership



The percentage of participants claiming "Bus" as their clean commute decreased significantly while participants claiming "Carpool" as their clean commute mode on DDD increased significantly! Carpoolers were also found to be the most adventurous group with the highest percentage of "first time" clean commuters.

There was also a significant shift in 2011 in how participants heard about DDD. There was a substantial decline in participants that claimed they heard about DDD from the "CATS Rider Alert". However, the role of employer promotion increased significantly from 20% in previous years to 40% in 2011.

The relationships and direct lines of communication with CATS Employee Transportation Coordinator (ETC) businesses and NC Air Awareness and *Clean Air Works!* businesses are invaluable to the successful promotion of DDD.

iPad winner calls clean commute "relaxing"

The average commuter in the Charlotte region travels 25 miles to and from work each day. DDD participants claim the reduced traffic-related stress as the coolest thing about their clean commute.



Donna Alston with the City of Charlotte won the Grand Prize, an Apple iPad 2, for carpooling to work on Don't Drive Day. Donna shared that "it was relaxing to ride and not drive."

Many participants also state they clean commute for lower vehicle operation costs, environmental and health benefits to clean commuting.

*Carbon monoxide, carbon dioxide, nitrogen oxides, 2.5 µm particulate matter, volatile organic compounds

Promoting Don't Drive Day

The Don't Drive Day organizers took the following actions to promote the event to businesses and the general public:

- Circulated a promotional flier designed by CATS and Air Awareness
- Promoted at NC Air Awareness events and presentations
- Distributed Don't Drive Day wristbands, provided by Air Awareness, at the bicycling event "24 Hours of Booty."
- Maintained www.DontDriveDay.org.
- Distributed email announcements to:
 - CATS riders and ETC business partners;
 - NC Air Awareness business partners;
 - All City of Charlotte and Mecklenburg County employees;
 - DDD participants in August 2010;
 - Those who signed up for reminder email on www.DontDriveDay.org.
- Issued media advisory on August 5, 2011 and press release on August 9, 2011.
- Conducted TV News interviews with local two local news programs.



Clean commuting comes with prizes!

Winners were randomly selected from all entries received via www.DontDriveDay.org Thursday, August 11 through noon on Friday, August 12. Harris Teeter, REI, Alta Planning + Design, and Duke Energy generously donated these prizes for Don't Drive Day.

Kristie Puckett, Healthy Connections Corp, won the \$50 gift card to Harris Teeter by carpooling to work on DDD.

Gail Mayhew, Robinson, Bradshaw & Hinson, PA, won the REI prize pack for taking the bus on DDD.



Laura Spranger, Charlotte Mecklenburg Library/PLCMC, won the \$50 gift certificate to Queen City Bicycles by riding her bike to work on DDD.

Tina Carper, Bank of America, won the Charlotte Motor Speedway tickets for taking the bus.



Moving forward in 2012

Methods of promotion were maintained from previous, more successful events to less effect. Contributing factors could include fewer CATS Express bus routes; lack of partnership with the now unfunded Clean Air Works! program; busy news week (Federal Debt crisis); and a overused campaign design.

Given the lowest participation in 5 DDD events, it is clear that a single day event does not capture the interest of the media or the general public as it has in the past. Offering an extended challenge would offer more participants an opportunity to participate.

DDD participants, especially those new to clean commuting, consistently express their intention to continue clean commuting. An extended challenge would continue to encourage that clean commuting behavior to form a habit.

A common comment received about his event is: "How much impact does this one day have?" If this behavior is adopted into a habit, it will have a considerably larger impact!

A summer-long campaign would serve to encouraging long-term clean commuting habits.