

Agencies launch campaign about transportation habits

'Drive Less Live More' kicks off April 30 and is aimed at getting people to occasionally leave their car at home.

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DAYTON — Four regional agencies are announcing this morning the launch of a campaign to get people to take a second look at their transportation habits.

The program, Drive Less Live More, will feature events, contests and a new Web site, www.drivelesslivemore.org, to promote alternative transportation. The campaign is supported by the Miami Conservancy District, Five Rivers MetroParks, the Miami Valley Regional Planning Commission and the Greater Dayton Regional Transit Authority.

Brenda Gibson, public relations manager for the conservancy district, said the campaign is aimed at getting people to leave their car at home every once in a while.



"When you were a kid, you had your bike and you rode to your friend's house three or four miles away and never batted an eye," Gibson said. "It's just that when you got the keys, that was the end of that."

The campaign kicks off April 30 with a regional issues forum featuring Chris Balish, author of *How to Live Well Without Owning a Car*, and Charles Gandy, an expert on designing livable communities.

It will also feature three contests with prizes.

One contest, One Less Trip, asks people to leave their car at home to bike, walk, carpool or

ride the bus on one trip a week for four weeks. Participants will register on the new Web site for chances to win — among other prizes — a trip to Mackinac Island, Mich.

Another contest, the River Ride, on May 5, will take riders on a 12- to 13-mile bike ride to different locations around Dayton. At each stop, riders will get a poker card. The highest hand at the end of the trip wins a \$300 gift card from roll: bicycle shop.

In the third contest, Explore Dayton with the RTA, the bus system will give out 400 passports good for free rides to various locations. People who get their passport stamped at all four sites will be eligible to register for prizes.

The agencies hope people will see they can burn calories instead gas, create less air pollution and traffic congestion, and enjoy themselves in the process.

"The idea behind all of it is to encourage people to give it a try," Gibson said. "I think people will be surprised how much fun it is and how easy it is."

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