

El Dorado County

2018 Car-Lite October Campaign

Results and Findings

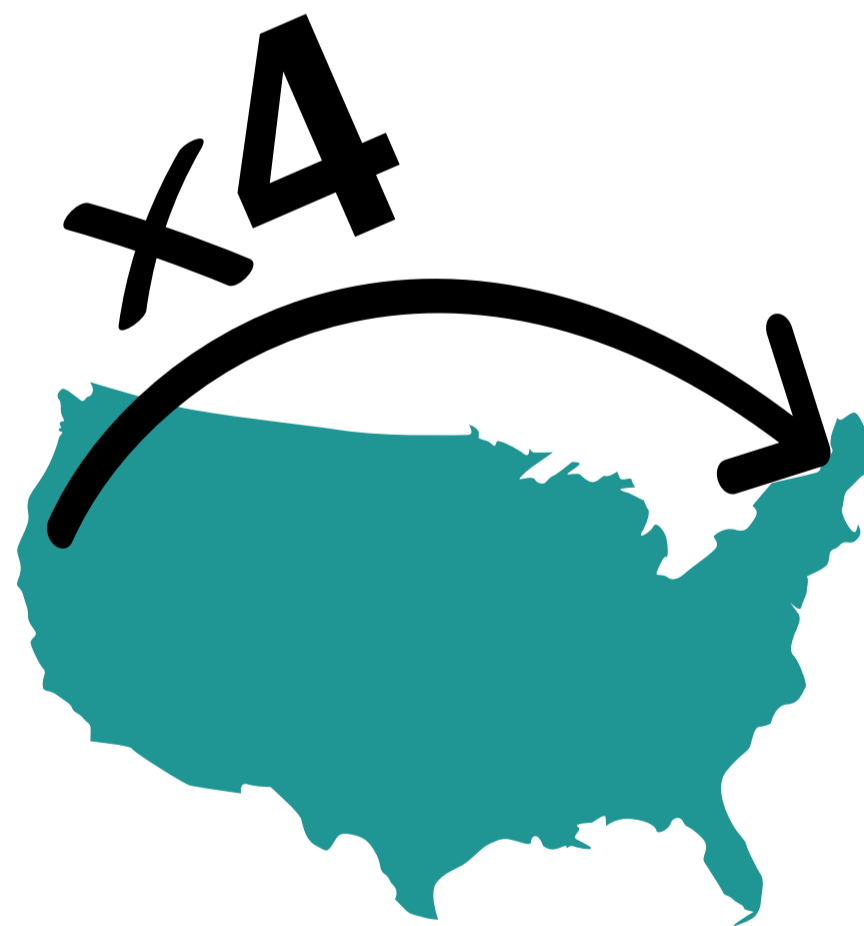
From October 1 through October 31, 2018 the Car-Lite October Campaign encouraged El Dorado County residents and employees to try something new and replace car trips with walking, biking, using transit, riding in a carpool or vanpool, or teleworking. Residents and employees participated in the campaign by making a pledge to go car-lite at welldorado.org. The goals of the campaign were to encourage different modes of transportation and raise awareness about the impact our travel has on both our health and the environment.

Pledge Findings

107
individuals

pledged to go car-lite during the month of October

Over 12,700 miles were pledged. That's the equivalent of walking from San Francisco to Portland, Maine 4 times



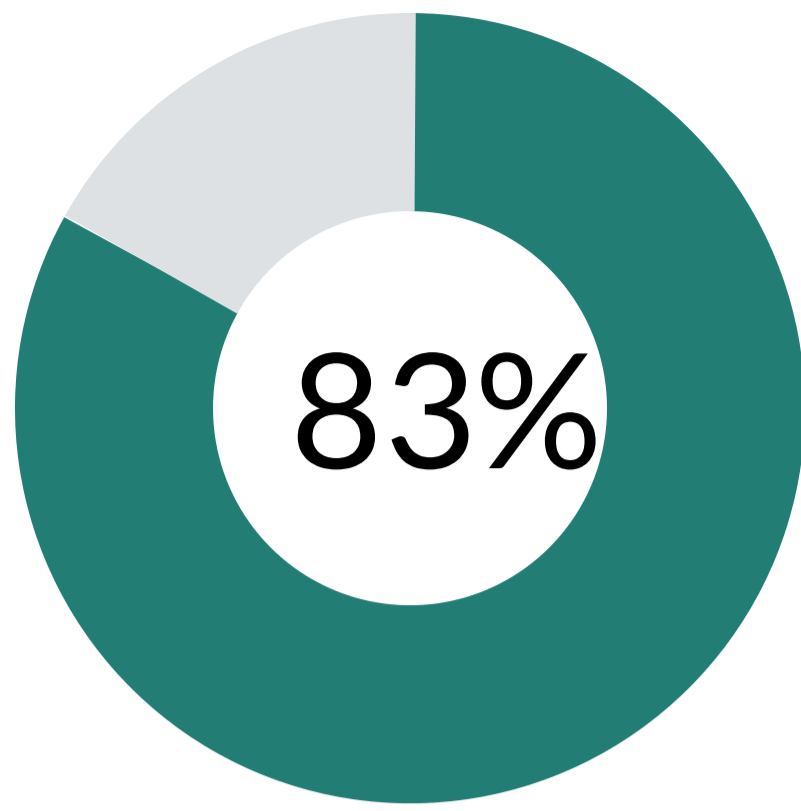
11,440

lbs of carbon dioxide were saved- that's about 6 acres of US Forest (based on pledge data)

25 miles/gallon

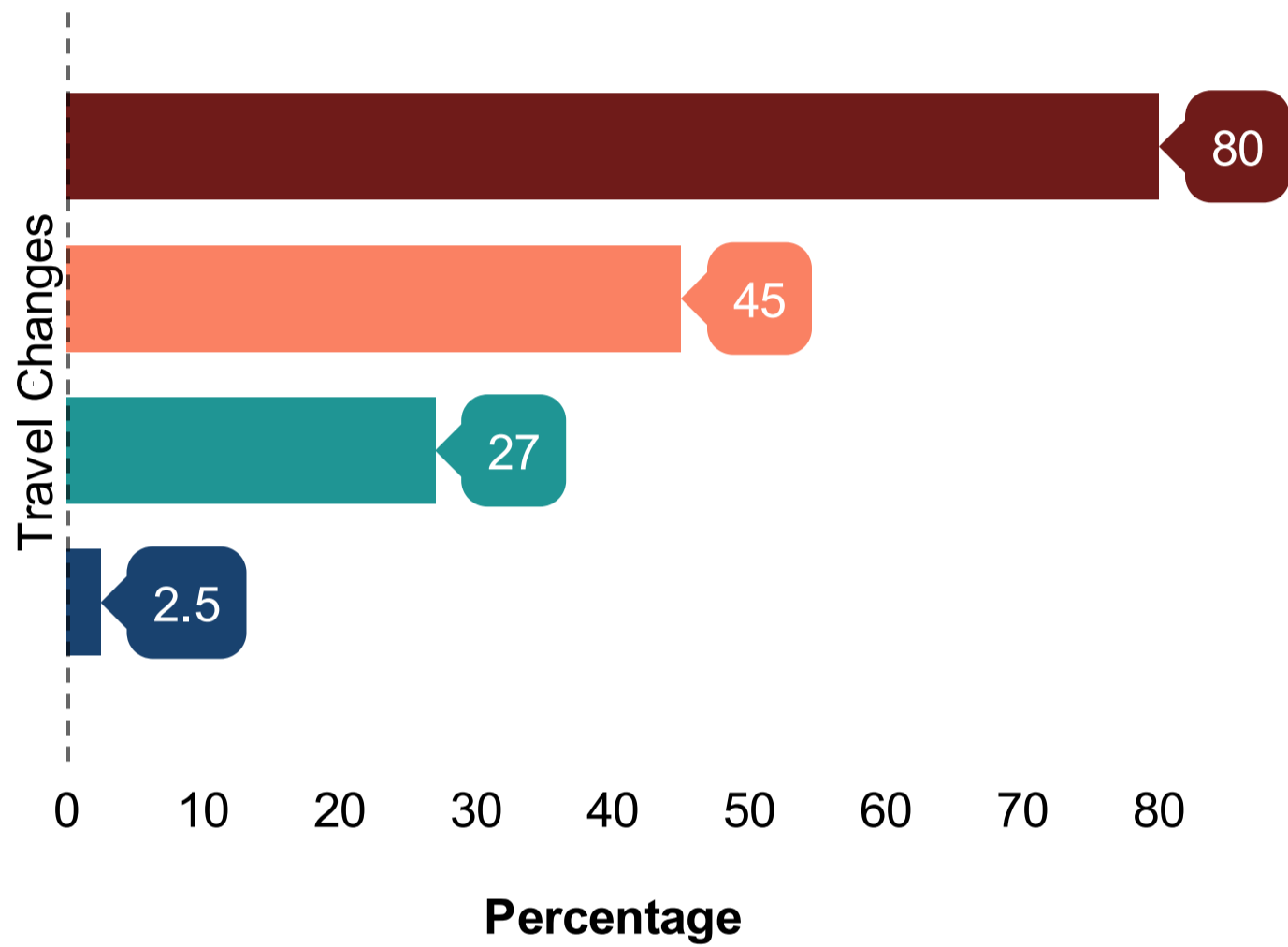
the average gas mileage of participants

Follow-Up Participant Survey Results



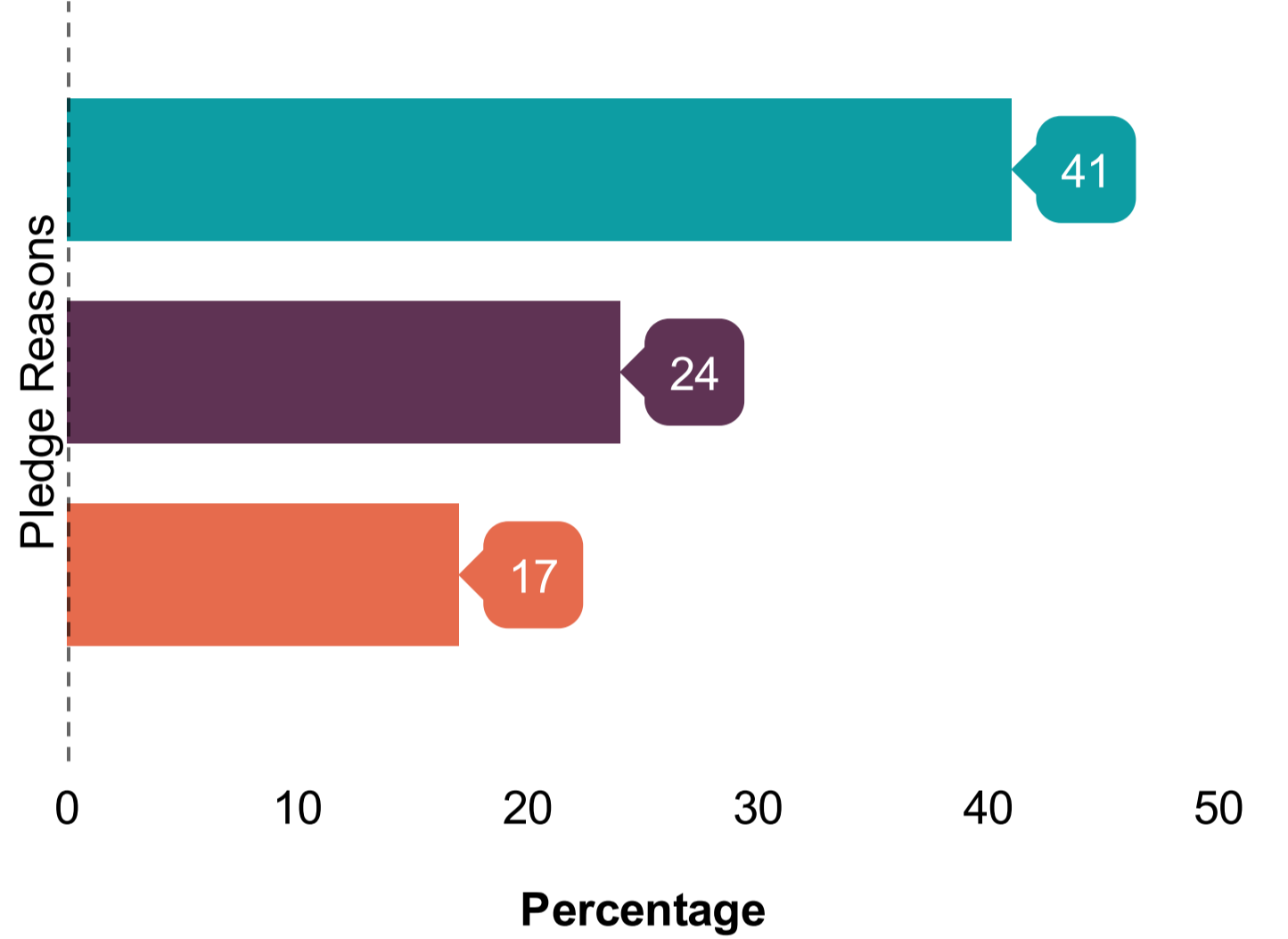
83% of follow-up survey respondents stated that they changed how they traveled after pledging to go car-lite in October

Top Travel Changes

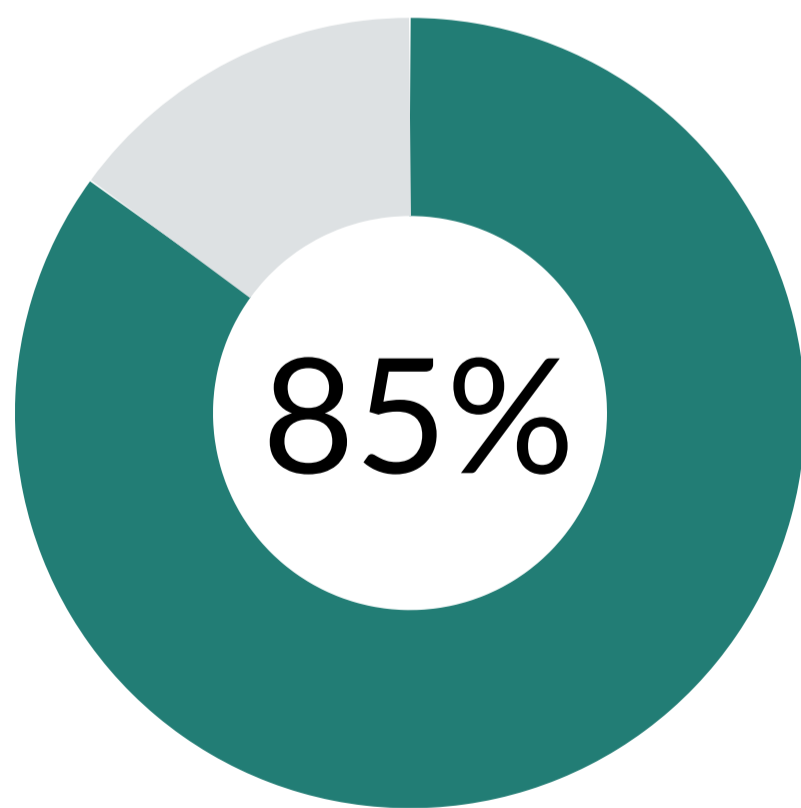


- Combined Errands
- Used Active Transportation
- Carpooled more
- Used transit

Top Reasons for Car-Lite Participation



- Environmental
- Health
- Reduce Car Dependence



85% stated that they were made more aware of how they travel and the impact it has on community health by pledging to go car-lite in October

93% of respondents stated that they would continue their pledge beyond the month of October

