

Study Brief #5: Committee ADA-30

Title: “Don’t Drive One In Five”

Responsible Agency: Santa Cruz County Regional Transportation
Commission

Date Prepared: December 2003

Approximate Cost: \$200,000.00

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Study Description: The project objective was to inform the public, via a wide variety of methods, of transportation alternatives to the single-occupant automobile.

The program included radio advertising, a “Commuter Idol” contest on the Web, posters, employee outreach through major employers, airplane advertising banners and many other media approaches. The “post project” evaluation surveys showed an “astounding” 75 % awareness of the program and some behavior modification was noted as a result of the project
