

*Eco-Tip for 10/1/17*

## **Go Green, Save Green, Win Green: Ride Week Returns to Ventura County**

By Raquel DeSantis

Commuting can be difficult. Between spending money on gas, sitting in traffic, and the effects on the environment, the struggle commuters face seems more like a mountain every day, but there is hope! Ridesharing is an easy way to help keep your eye on the environment and make that mountain that is commuting look more like a molehill.

From Oct. 2-6, Ride Week rolls through Ventura County, reminding weary commuters to get out and try an alternative ride to work or school. Sponsored by VCTC and the Ventura County Air Pollution Control District (VCAPCD) the yearly event spotlights easy, green and affordable ways to get commuters to work or school.

Did you know that if everyone carpoled just one day a week, traffic would be reduced by as much as 20%? Or that by riding the bus or another form of public transportation, a typical US commuter can save as much as \$600 a month?

“It is important to VCTC that we show the residents of Ventura County the power of ridesharing,” said Darren Kettle, executive director of VCTC. “Our daily commute choices matter. They impact the health and well-being of ourselves, our families and the entire community.”

During Ride Week, when you pledge to carpool, bike, walk or ride the bus, you will be entered to win a \$100 VISA gift card for your commitment! Go to [rideweek.org](http://rideweek.org) and pledge to take an alternative form of transportation. You can pledge from now until Oct. 11.

While solo driving may be the social norm in Southern California, it comes at a serious cost to the environment and lives of residents. Research shows that when we reduce our time behind the wheel, we can lower our blood sugar, cholesterol, decrease risk of depression, anxiety and even improve sleep quality. This year, during Ride Week, keep your eye on the environment!

“Ride Week is also an opportunity for people to make a difference in our air quality by getting out of their solo vehicles and using an alternative commute method like carpooling or public transit,” said Ben Cacatian, an Air Quality Specialist for the Ventura County Air Pollution Control District. “Ventura County is such a great place to live and work and it is our mission, at the District, to protect public health and agriculture from the adverse effects of air pollution.”

For more information about transportation, air quality and ridesharing during Ride Week and beyond, follow VCTC (@goVCTC) on Facebook, Instagram and Twitter and VCAPCD (@VCAPCD) on Twitter.