



Overview of King County Metro's In Motion Program

Regional Transit Committee

July 19th, 2017

Sunny Knott, Transportation Planner

Carol Cooper, Supervisor, Market Development

Major transportation projects influencing the future transit network

Types of Changes:

- New Light-rail and bus-rapid transit stations
- Bus network restructures
- New Metro Community Connections services

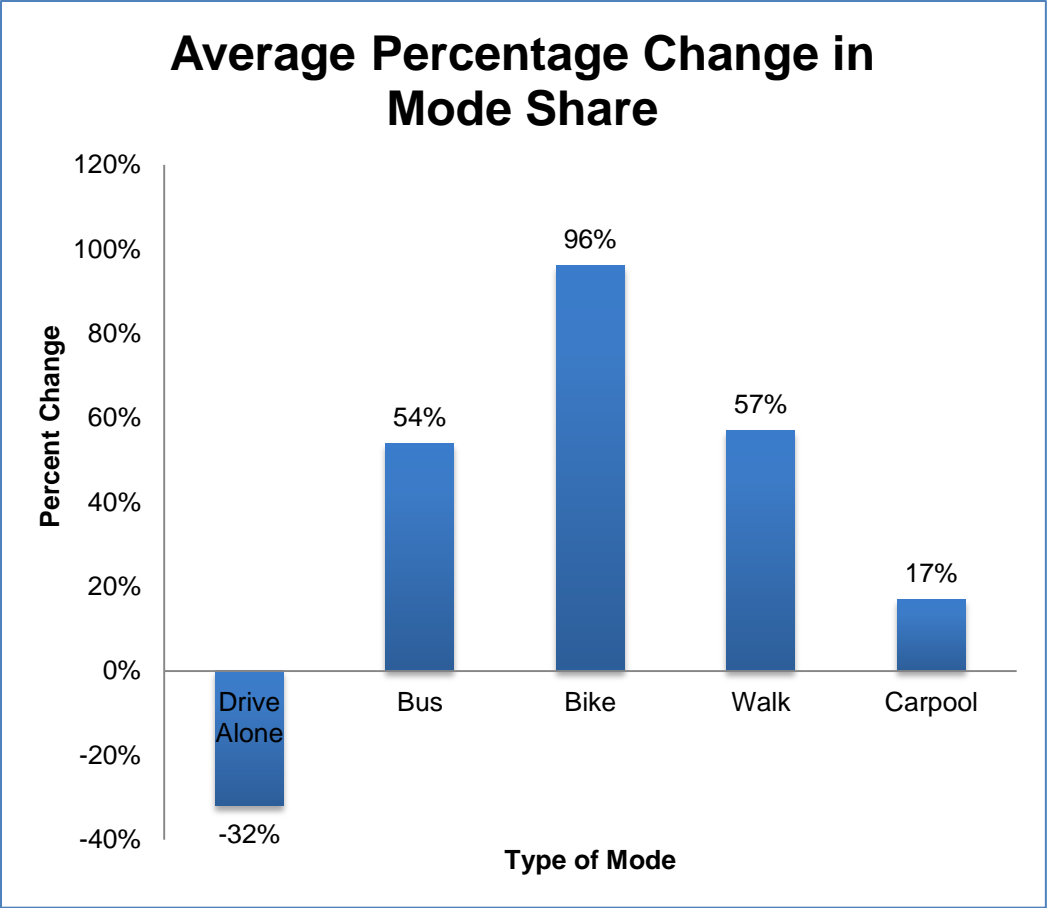
What is In Motion?

- A community tailored program to encourage people to drive less
- Connects people with transportation options, including transit, rideshare, biking, walking



In Motion Background

- Began in 2004
- Conducted in 40 neighborhoods throughout King County
- Over 25,000 participants
- Funded with CMAQ and WSDOT Regional Mobility grants
- Average program cost \$15-\$20 /household



The In Motion Framework



Program Principles

- Neighborhood focused
- Partner with community organizations
- Target local trips
- Tailored promotional materials
- Realistic goals (1-2 trips per week)
- Multimodal
- Multiple Applications:
schools, workplaces, new residents



In Motion Tools



King County METRO
King County Metro
1402 3rd Ave Suite 206
Seattle, WA 98101



Ravenna and Bryant
Sign up and pledge to get
In Motion
LOOK INSIDE TO FIND OUT MORE.





King County In Motion
Published by Kingcounty Staff (?) · April 24 ·

Four more weeks of prize drawings until the end of Beacon Hill & Mount Baker In Motion! Are you logging your trips?
www.kingcounty.gov/inmotion



643 people reached

Like Comment Share

Katie Graham and Kensley Trac

Write a comment...

Boost Post



1. I will log my trips on the In Motion app or website.

2. No cash! No problem!

3. Choose your reward (or please check one box):

☐ ORCA card - good for 2 weeks of unlimited travel on regional buses, light rail, Seattle Streetcar, and water taxi.

☐ Set of durable blinking lights - perfect for biking, walking, or taking the bus.

4. Tell us how you get around:

How many cars are there in your household? _____

In general, how much of your travel around town is by...?

Drive alone: _____

Bicycle: _____

Walk: _____

Bus/Light Rail: _____

Carpool/Shared Rides: _____

5. Tell us where to send your information:

Name: _____

Address: _____

Apartment: _____

City: _____

Phone: _____

Email: _____

6. Send me information about...:

☐ Light Rail

☐ Bus and ORCA Card info

☐ Metro Bus Schedules

☐ ORCA LIFT (Reduced transit fare)

☐ ACCESS - for people unable to take the bus

☐ Carshare and Bikeshare: ☐ Car2Go ☐ Zipcar ☐ Pronto

☐ Bicycling

☐ Walking

☐ Northeast Seattle Map

☐ Carpool, Vanpool, VanShare

☐ In Motion Tote Bag

☐ Pronto



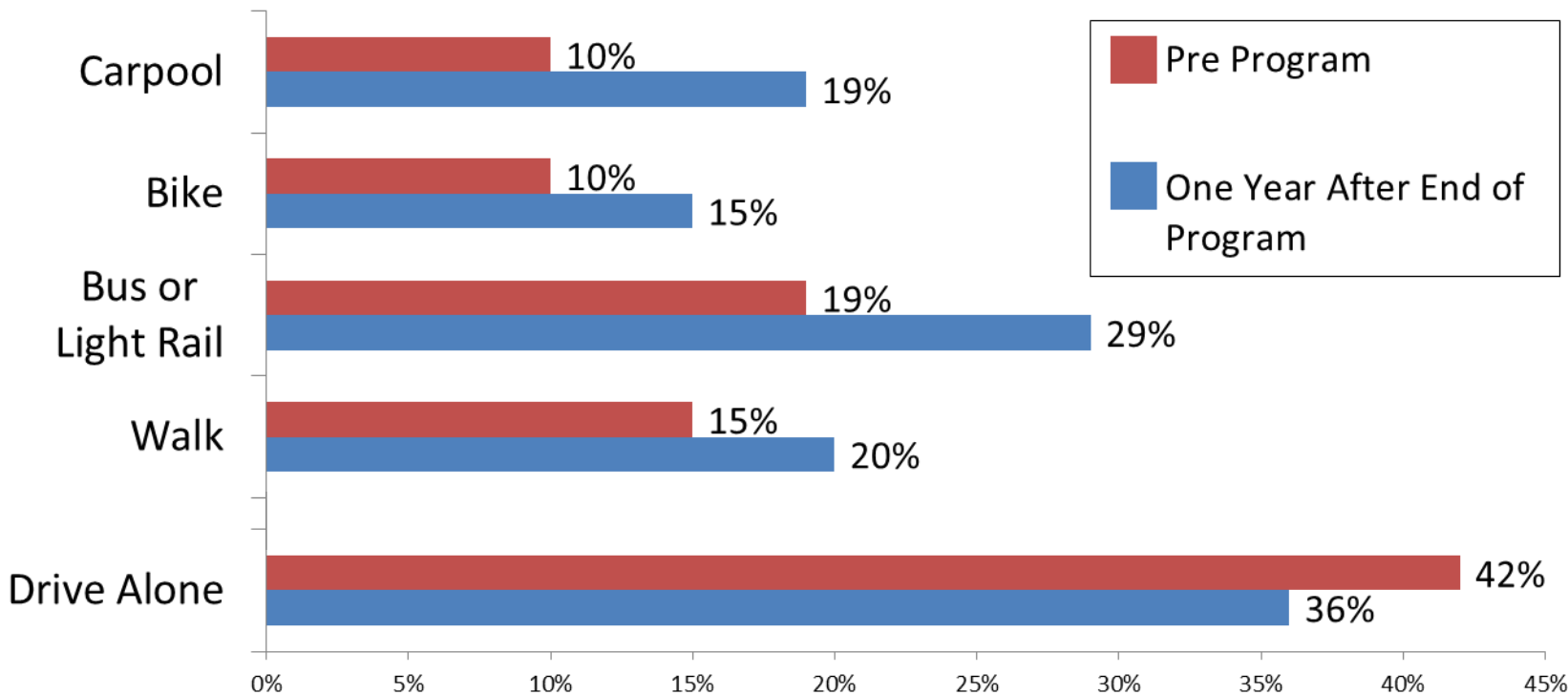
How do you get around **BEACON HILL & MOUNT BAKER?**
Less Driving. More Living. Earn Rewards.

Sign up **INSCRÍBASE 立即註冊**
kingcounty.gov/inmotion



Lasting Impacts of In Motion

Mode Share Before and After



In Motion Projects Countywide



Burien and Renton

Summer/Fall 2014

Program Profile	Renton	Burien
Mailing area (households)	6000	7,888
Registrants	847 (15%)	643 (8.2%)
Pledges to reduce drive alone trips	580 (68%)	399 (62%)
Participants who logged at least one trip	153 (18%)	161 (25%)



Burien and Renton

Summer/Fall 2014

- Coincided with inception of Rapid Ride F line in June 2014
- Operated as two independent but parallel projects

Local partners:



Mount Baker & Beacon Hill

Spring 2017

Program Profile

Mailing area (households)	8,200
Registrants	1,375 (16.7%)
Pledges to reduce drive alone trips	1,349 (98.1%)
Participants who logged at least one trip	344 (25.5%)



 King County In Motion
Sponsored · 🌐

Pledge now and get a 2 week unlimited ORCA card!
Join Beacon Hill & Mt. Baker In Motion.



Get In Motion!
www.kingcounty.gov

Learn More

👍❤️ 16 6 Shares

Mount Baker & Beacon Hill

Multicultural and Limited English Proficiency Outreach



- 300 Chinese participants (21% of total)
- 78 Spanish participants (5% of total)
- 88% of in-language pledges came from in-person events

Partnership with El Centro de la Raza

- Build trust with the community
- Help residents navigate Metro services





Sunny Knott
sunny.knott@kingcounty.gov
(206)477-5812



King County
METRO

We'll Get You There.

Duvall, Carnation and Redmond Ridge

Fall 2015

Program Profile

Mailing area (households)	8329
Registrants	326 (3.9%)
Pledges to reduce drive alone trips	219 (67%)
Participants who logged at least one trip	141 (43%)



Duvall, Carnation and Redmond Ridge

Fall 2015

Post-Program survey results:

- 51% of respondents reduced their drive-alone trips by two or more per week
- 89% of those who drove less reported they would likely continue their new behavior

Local Partner:



Small Town. Real Life.

