



## Overview of King County Metro's In Motion Program

Regional Transit Committee

July 19<sup>th</sup>, 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

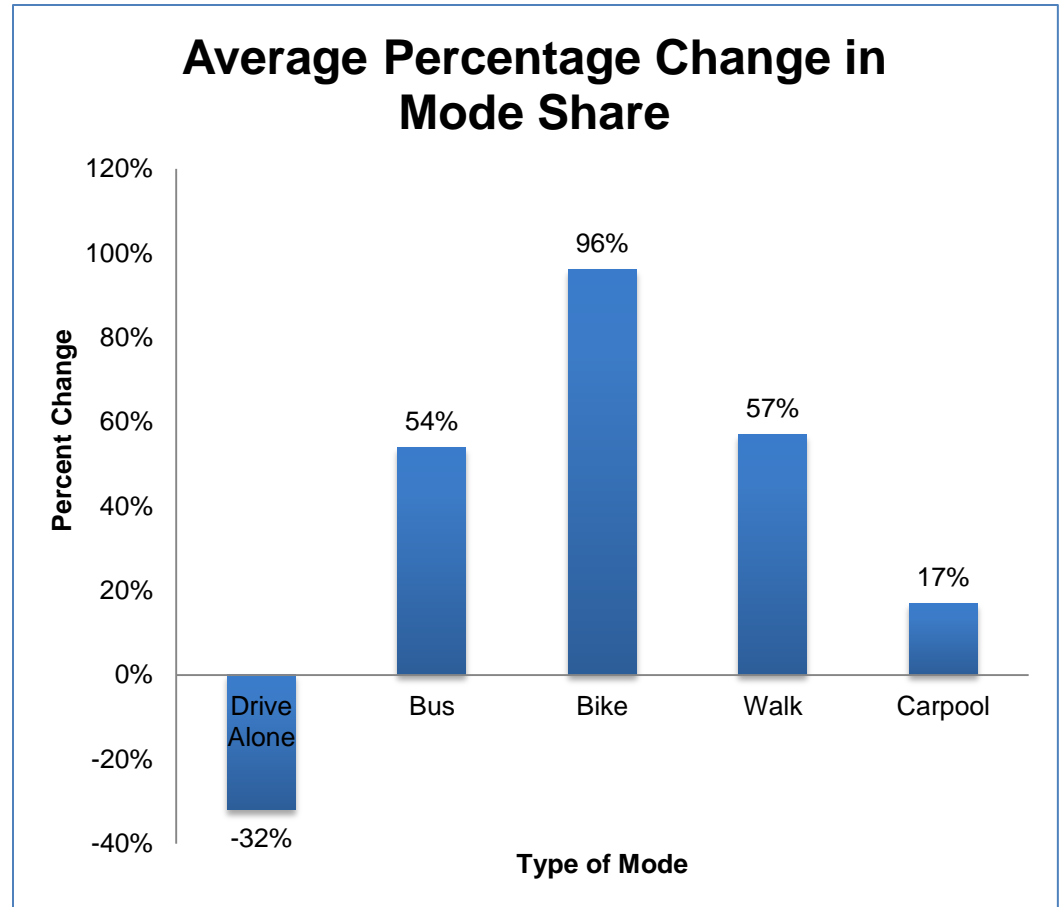
# What is In Motion?

- 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 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](http://www.kingcounty.gov/inmotion)



643 people reached Boost Post

Like Comment Share

Katie Graham and Kensley Trac

Write a comment...



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

**in motion**  
RAVENNA-BRYANT

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

1. I will log my trips on the In Motion website and pledge to get In Motion.

2. No cash! No problem!

3. Choose your reward (Please check one box)

☐ ORCA card - good for 3 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. 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 ☐ In Motion Tote Bag ☐ Pronto

☐ Recycling

☐ Walking

☐ Northeast Seattle Map

☐ Carpool, Vanpool, Vanshare

6. Tell us where to send your information

Name:

Address:

Apartment:

City:

Phone:

Email:

Zip:

In case we need to contact you about your order, please provide your email to log your trips online.

\*Valid for two weeks from when you receive it. Offer available until August 7, 2016.

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](http://kingcounty.gov/inmotion)

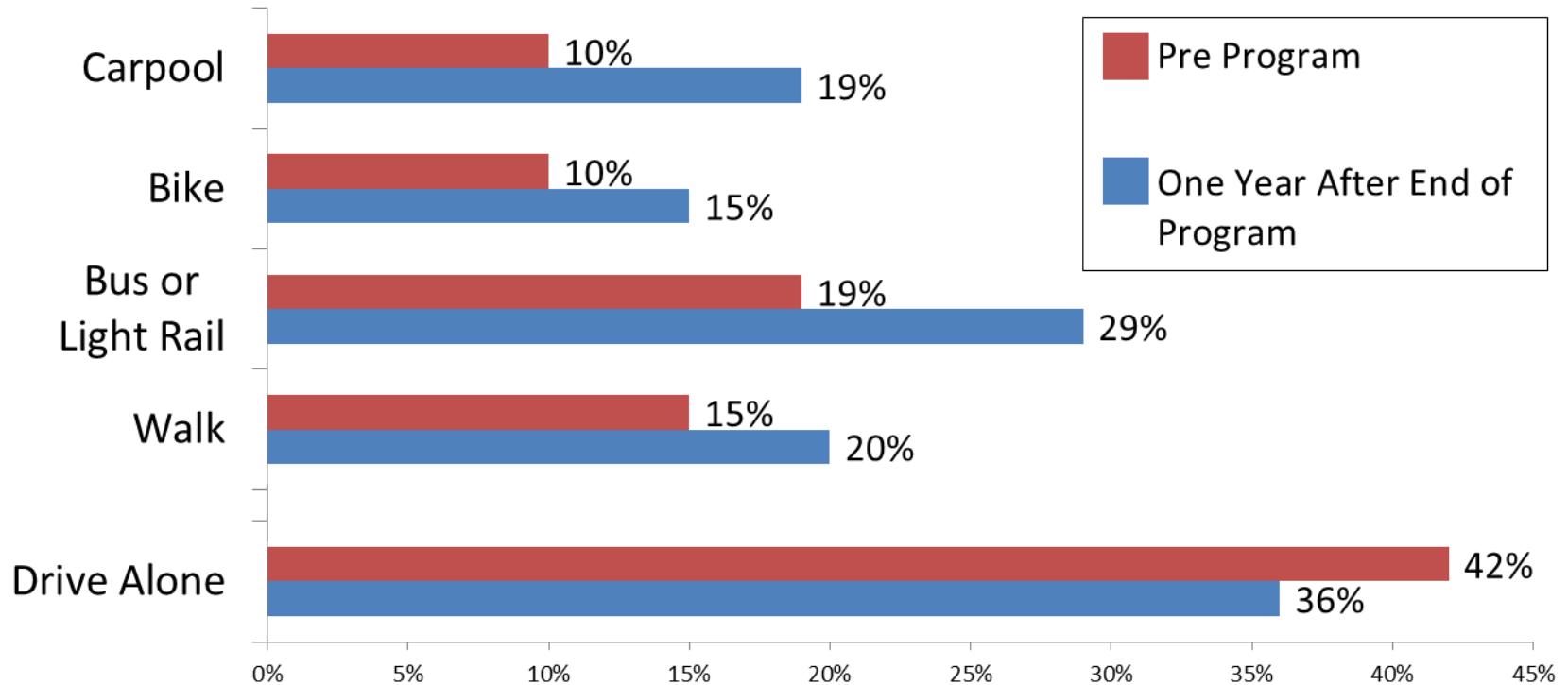


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# Lasting Impacts of In Motion

## Mode Share Before and After



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# In Motion Projects Countywide





# 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%)

**in motion**  
¡Vámonos! | 在行動



**BEACON HILL & MOUNT BAKER**



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](http://www.kingcounty.gov)

[Learn More](#)

16 6 Shares



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# 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





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# 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:



# 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

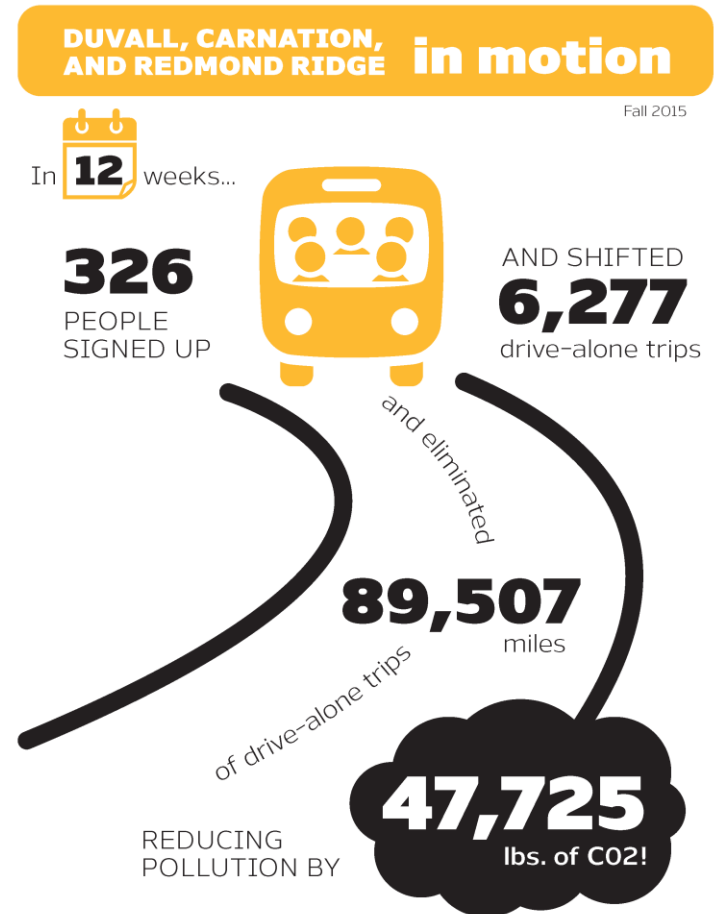
### Post-Program survey results:

- 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.



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