

Transportation Behavior Change in Diverse Communities: The *White Center In Motion* Experience



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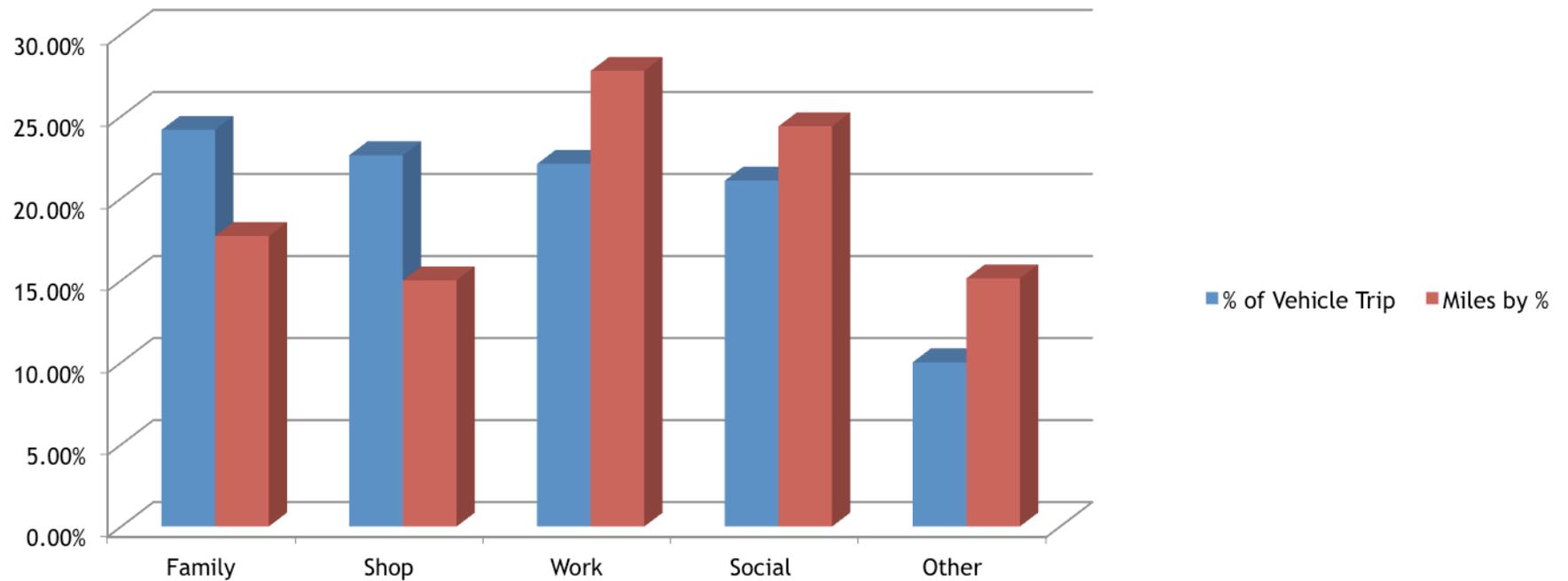
white center
IN MOTION



Jessica Roberts
Alta Planning + Design

TDM – Not Just Work Trips

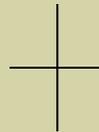
Average Annual Travel Activity per Household by Purpose



Behavior Change Continuum



History of In Motion



In Motion Approach

Residential

Multimodal

Goal: 2 trips/week

Trip logging

Non-work



In Motion Tools



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Direct Communication

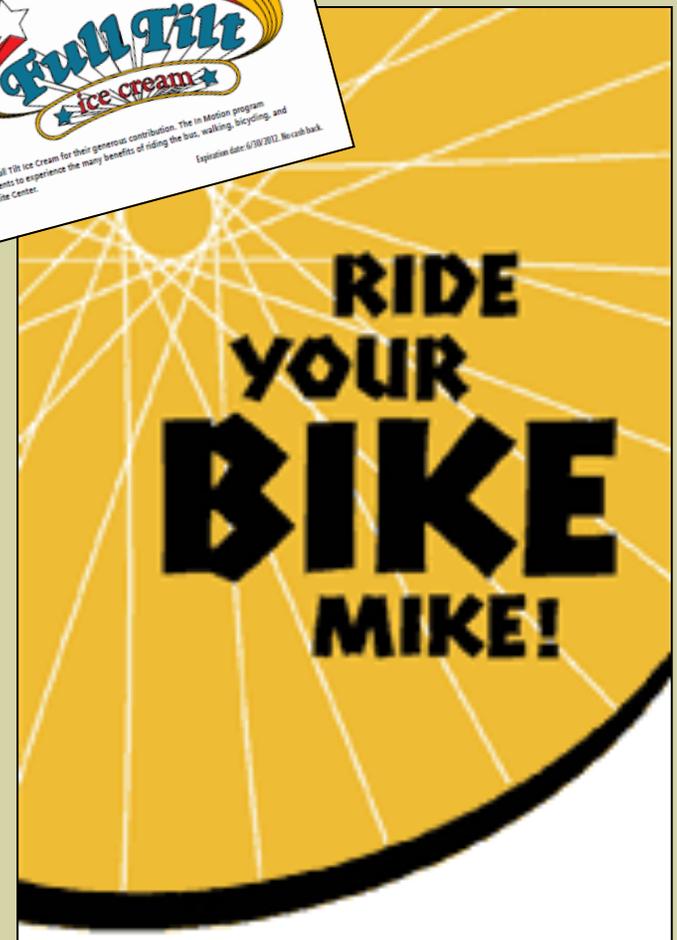
Info packets

Incentives

Norming

Pledge

Events



Localizing



White Center Overview



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South Park Overview





Opportunities and Challenges



Working in Low-Income Areas



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Working in Diverse Neighborhoods



Keys to Success: Listening



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Keys to Success: Local Partners & Focus



Measuring Success: Evaluation



- Participation rates
- Post-program interviews
- Trip logs
- Self-reported travel patterns

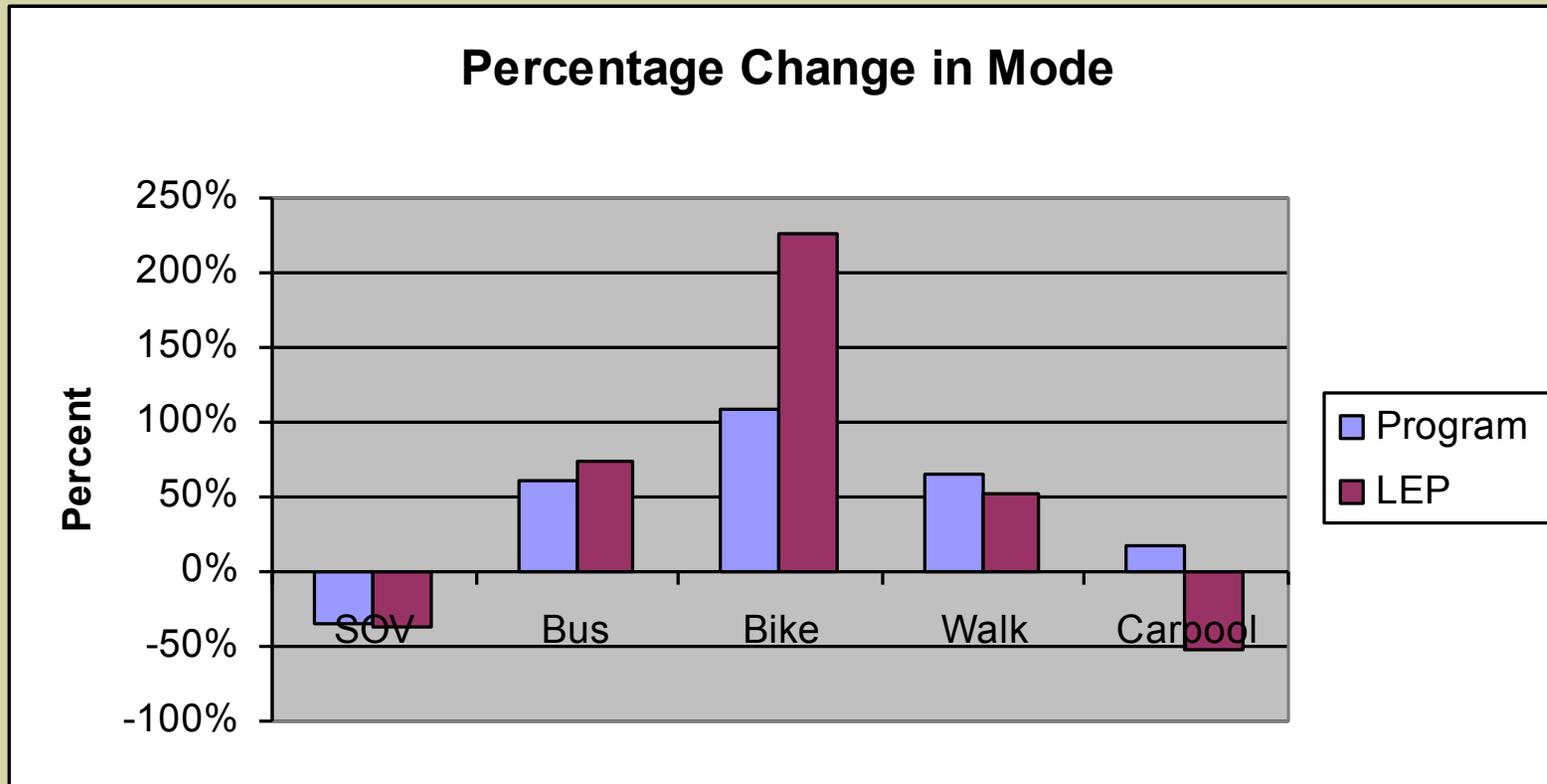
*"The program was a great incentive to rethink how I get from point A to point B."
- South Park In Motion participant*

Participation Rates



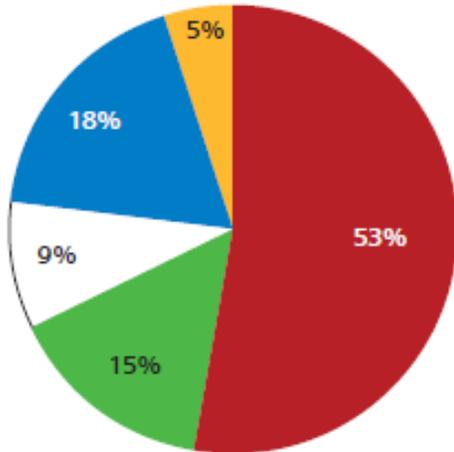
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Mode Change

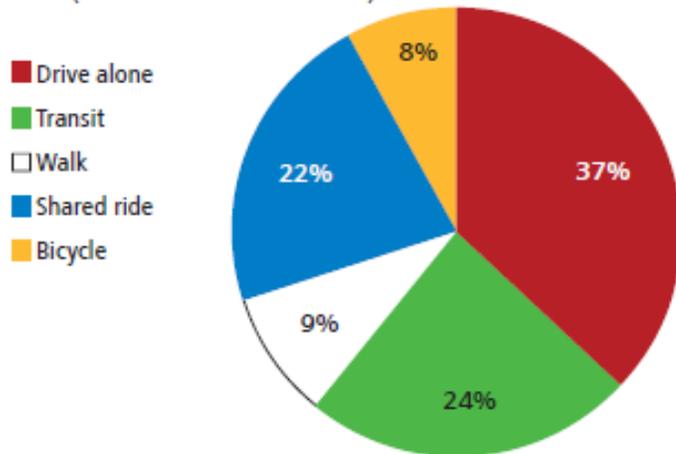


**Average Change in Trip Mode
Reported by Participants**

South Park Results

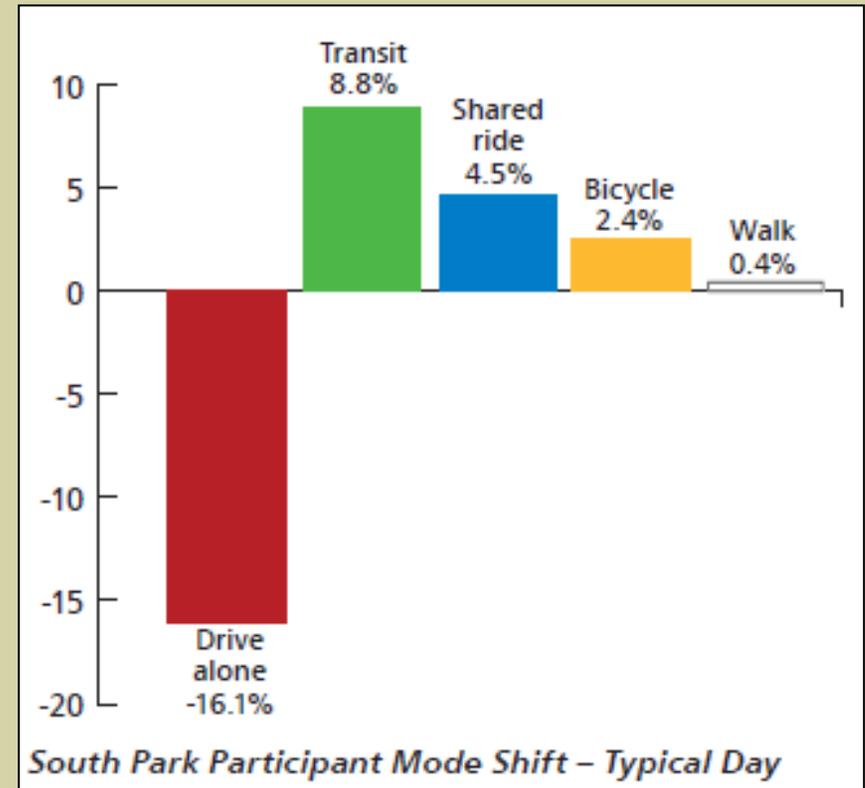


Pre-Program Mode Share
(ALL PARTICIPANTS; N=136)



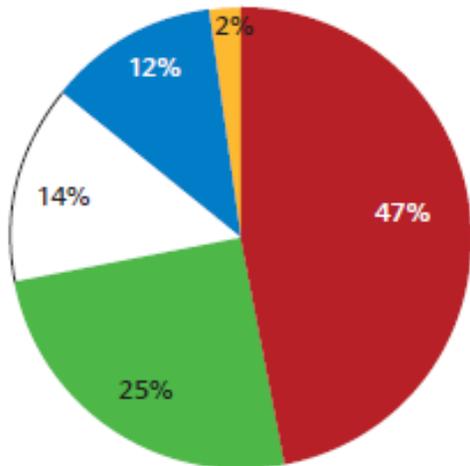
Post-Program Mode Share
(SURVEY RESPONDENTS; N=54)

South Park Pre- and Post-Program Reported Mode Share – Typical Day

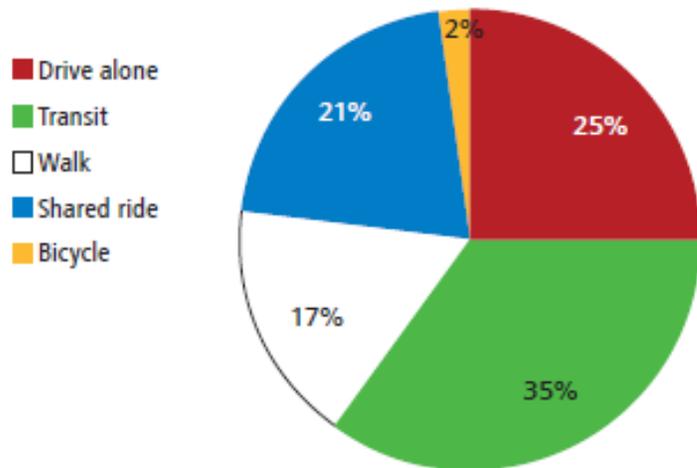


I used to drive the two blocks from home to the South Park Neighborhood Center five times a week. Now I walk even if it's raining!

White Center Results

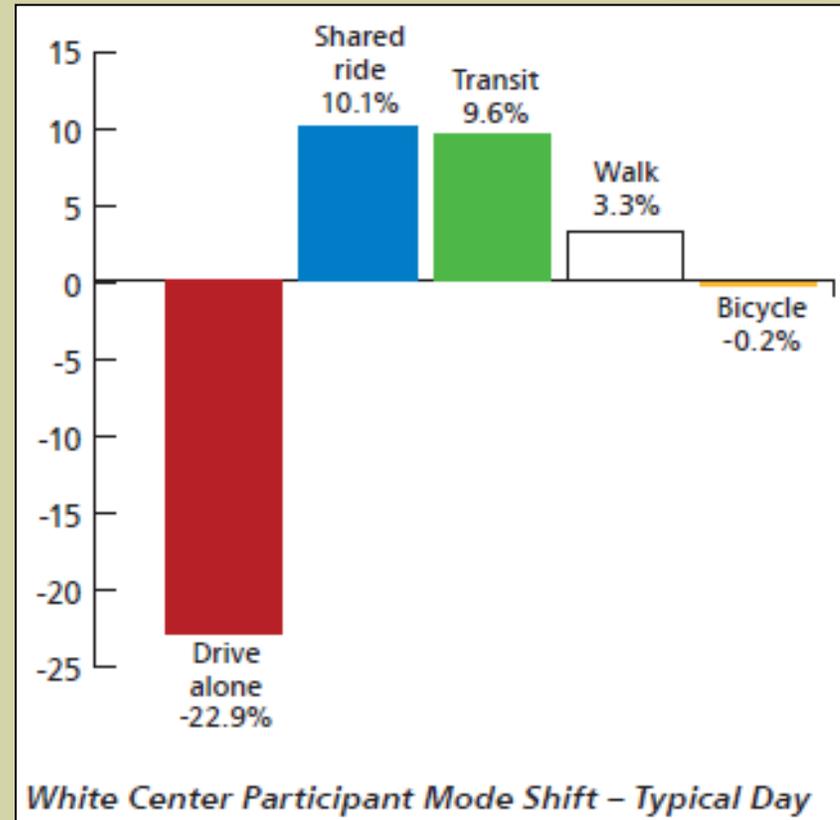


Pre-Program Mode Share
(ALL PARTICIPANTS; N=671)



Post-Program Mode Share
(SURVEY RESPONDENTS; N=199)

White Center Pre- and Post-Program Reported Mode Share – Typical Day



White Center Participant Mode Shift – Typical Day

“I never used to ride the bus before, and I met two new friends on the bus because of White Center In Motion.”

Participant Feedback



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"It's very liberating not to have to rely on my car anymore. Thank you!"

"It helped me get back and forth to the food bank, thank you!"

"Showed my step-son the cost of driving him to school, how it took money from family resources, and he caught the bus a lot more!"

"By foot and by bus I have learned so much more about what is going on in my community. Although I do own a car, I prefer riding the bus, especially during rush hour!"

"The program was a great incentive to rethink how I get from point A to point B."

"From the bottom of my heart, thank you. It helped me to get to the Seattle Cancer Alliance, being exhausted after treatments, knowing that I didn't have to deal with driving in traffic after sessions."

Thank You!



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