King County Metro In Motion
February 24, 2016

What is In Motion?
• Began in 2004
• 36 neighborhoods throughout King County
• Nearly 23,000 participants

Why Residential?

Average Annual Travel Activity per Household by Purpose

Why Residential?

Basic In Motion Framework
• Outreach to people in their home environment
• Focus on local trips in target residential area
• Materials geared toward individual needs and barriers
• Lower barrier to entry using info and rewards
• Realistic goals – one or two trips per week
• Multimodal
• Can be applied to schools, workplaces, new residents

Social Marketing Techniques
Techniques
• Identify community-specific motivations, barriers and benefits to driving less
• Solicit trusted partners and identify local outreach channels
• Customize messaging
• Ask for a commitment
• Incentives
• Norm appeals

Behavior Change Continuum

The In Motion Model
1. Neighborhood identification
2. Community/stakeholder outreach
3. Design
4. Implement
5. Measure
Neighborhood Identification

- Target areas where people identify as “belonging”
- Sufficient travel network
- Links to changes in transit service or capital investments

Design Program

- Develop messages based on community input & barriers
- Secure local partners
- Tailor key program elements
  - Pledge
  - Rewards – ORCA card, drawings
  - Direct mail and other materials
  - Prompts
  - Evaluation

Implement Program

- Get the word out
- Get people signed up, get info packets out & reward them for behavior change
- Ongoing outreach and communication
- Programs run 12-16 weeks

Measure Results

- Pre/post surveys
- Trip tracking
- Legacy survey
- Transit data
Emerging Ideas

- Legacy Survey
- LEP
- Motivational Interviewing

Limited English Audiences

- Demographic analysis indicated 22% of the population in White Center and South Park spoke Spanish.
- Transcreated materials
- Outreach to Spanish-speaking communities
- The radio advertising campaign was targeted:
  - El Rey, Radio Luz and Radio Variedades.

Motivational Interviewing

Meets individuals where they are on behavior change continuum

Talking with people in person
- Customizes the communication
- Encourages commitment
- Exposes barriers
- Doesn’t rely on the audience to contact you

Key Lessons Learned – Motivational Interviewing

- Prepare the community
  - Fewer surprises = higher receptivity
- Be flexible
- Train outreach team and encourage culture of feedback
- Cater the conversation

Participation – Motivational Interviewing

<table>
<thead>
<tr>
<th>Households</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Targeted</td>
<td>3,322</td>
</tr>
<tr>
<td>Visited</td>
<td>2,310(62%)</td>
</tr>
<tr>
<td>Participants</td>
<td>1,218 (29%)</td>
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</tbody>
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58% of residents we spoke to became In Motion participants!
Results – ORCA Card Usage

- Roughly 50% of participants do not have an ORCA card prior to In Motion
- 65% used
- 15% reloaded

Results – Individual

- During 12-week program on average each participant reduces:
  - 10.7 car trips
  - 7.5 gallons gas
  - 151 vehicle miles traveled
  - 143 lbs CO2
- On an annual basis reduces:
  - 28 car trips
  - 19 gallons gas
  - 392 vehicle miles traveled
  - 372 lbs CO2

Source: Program Data and In Motion 2014 Legacy Survey

Overall Annual Impact

- Engaged 36 neighborhoods
- 22,898 participants
- Annually, all participants reduce:
  - 637,000 car trips
  - 447,000 gallons of gas
  - 9 million vehicle miles traveled
  - 4,259 tons of CO2

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