

ShowCase

In Motion

Topic: Sustainability

Organisation: King County Metro Transit

Location: Various neighbourhoods in King County, Washington (USA)

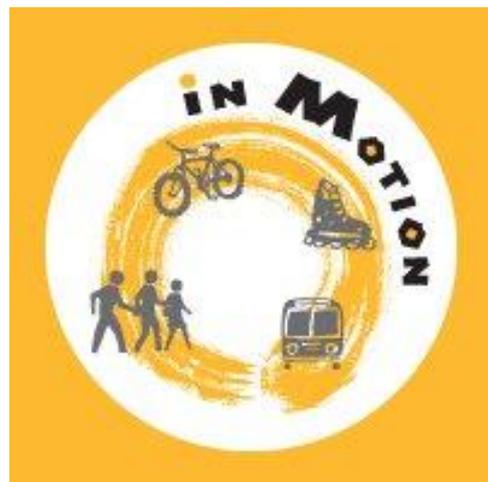
Dates: 2003 to ongoing

Website: www.kingcounty.gov/inmotion

Contact: Carol Cooper

Email: Carol.cooper@kingcounty.gov

Telephone: +1 206 684 6766



Overview

In Motion was developed by King County's public transportation agency, Metro Transit. It applies community-based social marketing techniques to encourage residents to choose alternative modes of transportation instead of drive-alone travel (single occupancy car use).

Research is conducted in each neighbourhood to ensure the programme's messages are tailored to each community. Each programme lasts 10 to 16 weeks, and interventions include: mail-outs of travel information to all residents; residents pledging to commit to change two trips a week from drive-alone to any other travel mode; rewards for those who pledge; posters and materials in local businesses and community centres; and local leaders recruited to promote the programme.

Results to date:

- Engaged over 10,000 individuals who have reported changed travel behaviour
- Participants have reported saving a total of over 1.7 million vehicle miles travelled
- Over 90 per cent of participants have reported that they expect to be able to continue some or all of the travel changes they began during the programme
- Each neighbourhood has reported an average 20 per cent fewer drive-alone trips
- Each neighbourhood saves an average 35 tonnes of CO₂ during the 10- to 16-week programme

1. BEHAVIOUR

- Residents to replace two single occupancy car journeys per week with other modes of sustainable transportation

2. CUSTOMER ORIENTATION

- Review of best practice in travel behaviour change
- Interviews with community and business leaders
- Discussion groups with residents and community leaders in each neighbourhood to identify perceived barriers and motivations to changing travel behaviour, and communication channels

3. THEORY

- **Community-based social marketing framework (Doug McKenzie-Mohr):** Identifies and removes perceived or actual barriers to behaviour change, and emphasises direct, personal contact among community members
- **IndiMark® programme:** Direct marketing programme of travel behaviour change through identifying those individuals interested in changing travel behaviour, and then providing them with the specific information, advice and incentives to encourage change

4. INSIGHT

- Initiatives to address residents' non work-related travel (versus employees' work-related travel) were missing
- The programme would need to effectively compete with the ease, speed and familiarity of driving

5. EXCHANGE

- **Barriers:** Personal safety; Lack of and shortcomings of alternative transport services; Inconvenience; Hills and topography
- **Motivators:** Personal health benefits; Community connection; Avoiding parking hassle; Environmental concerns
- **Incentives:** Free ride tickets; Vouchers for bus passes or non-bus alternative mode gear; Local business coupons to encourage local travel

6. COMPETITION

- Ease and speed of driving – Combated through providing information and tools which can reduce the obstacles to alternative travel modes
- Within King County Metro Transit, staff successfully promoted the programme to decision makers by making the case that every walker is a potential bus rider, and so tied the programme to the objective of the organisation

7. SEGMENTATION

- Residents within target areas who could reasonably replace journeys conducted by car with more sustainable travel modes
- Residents are targeted rather than employees because 75 per cent of journeys in King County are not work-related
- The programme has developed special outreach tools for specific ethnic groups when needed

8. METHODS MIX

- Direct mail to all households, including programme brochure, local access map and incentives
- Residents recruited to become part of a Transportation Action Team to help deliver the programme
- Pledging to change 2 trips a week from drive-alone to any other travel mode during the 10- to 16-week programme
- Rewards for those who pledge and participate, e.g. a packet of 10 Metro Free Ride Tickets
- Flexible brand and locally specific messages
- Local business sponsorship and non-profit support
- Website and telephone support
- Community events
- Vanpooling, car sharing and cycling programmes