



## **King County Metro Transit**

### Public Transportation Services

#### **What is the program?**

Other Programs to Reduce SOV and VMT

King County Metro implements a wide array of programs to make our public transportation and ridesharing services, as well as non-motorized travel, more attractive to travelers. The programs address both the commute and non-commute markets.

#### **What are we doing now?**

##### Commuter Market

Metro's programs have focused primarily on the employers affected by the state Commute Trip Reduction (CTR) program. The ability to reach non-CTR affected employers via the Growth and Transportation Efficiency Center program is a step in the right direction to engage more employers. Metro has over 2000 employer customers for the following programs:

- Transit Passes (PugetPass, FlexPass, Soon ORCA smart card)
- Home Free Guarantee (emergency ride home)
- Commuter Bonus (Vouchers for transit and vanpool fares on many transit agencies)
- Commuter Bonus Plus (Vouchers to provide subsidies to employees who carpool, bike, walk or telework)
- Carsharing (in partnership with Zipcar, reduced the need for commuters to have a car at work for mid day trips)
- Promotions to employers and commuters
- Numerous partnerships with cities, business groups, and employers

##### Non-Commute Market

King County Metro has created several programs to reduce SOV travel for non-work trips. Several cities, counties, and transit agencies have done the same. All have been pretty successful. Since non-commute trips represent such a huge proportion of all trips, any state program to implement 2815 must direct resources to this market segment. A critical place to start in this would be to better understand what non-commute trips are taken by individuals and why. Recent PSRC survey data suggests that this is the right place to start.

##### In Motion

The In Motion program was designed to help individuals leave their cars at home — some of the time. It was built using the foundations of community-based social marketing: speaking to the motivations of local communities by providing information, getting action commitments, and offering prompts and incentives to encourage new, healthier travel behavior.

Average results for In Motion programs:

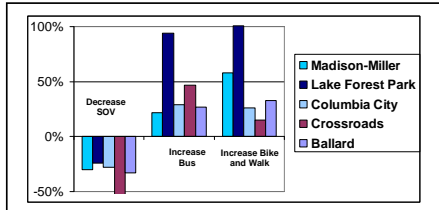
- participation rates between 8% and 10% of the households contacted
- reported changes of 20% fewer drive-alone trips
- corresponding increases in busing, biking, ridesharing and walking
- increased openness to using alternative modes more often.

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*Community-Based Marketing Reduces SOV*



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Figure 1. Change in travel behavior in *In-Motion* neighborhoods

**Partners In Transit**

The Partners in Transit program is a new way for Metro to work with organizations that share our commitment to sustainable living. Partners in Transit brings a membership organization’s customers the information they need to explore how they can get around their community while leaving their car behind. The program is geared to helping individuals think about every trip they make, and finding the ones that are easy to change from driving to taking the bus, walking, biking or sharing a ride.

Partners in Transit promotes healthy transportation through communications with partner members, shoppers, and/or affiliates. The Partners provide information and incentives to encourage the use of sustainable transportation as well as touching individuals through more traditional advertising and promotion.

**Mileage Based Insurance**

Over the next five years, King County and Unigard Insurance Company of Bellevue will be enrolling participants in a mileage-based insurance pilot. In a mileage-based program, drivers who reduce their miles driven qualify for lower insurance premiums. As people drive fewer miles to save on insurance, they will utilize more efficient travel options, reduce emissions and save energy. The pilot will aid in the creation of an insurance program that saves consumers money and it will also contribute to the nation’s goal of establishing energy independence and reducing the production of greenhouse gasses. The demonstration will hopefully lead to acceptance of the pricing model by the Washington State Insurance Commissioner’s Office for application statewide.

**How does the program help reduce VMT?**

For both the commuter and non-commute markets these programs, and others, influence the individual’s decision about how to meet their mobility needs. They increase the attractiveness of riding the bus, ridesharing, biking, and walking.

<sup>1</sup> In Motion Program Data, survey of participants

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**What can we be doing with existing resources?**

Transit agencies need to focus on promoting existing services and engaging local partners to help commuters and residents understand how to use their systems.

The level of effort in Washington State for the areas of public transportation, ridesharing and TDM stand head and shoulders above other states. Through statewide and national associations (WSTA, WSRO, APTA, and ACT), transit agencies and others should use that experience to affect state and national transportation policy.

**What could we be doing with additional resources?**

A significant expansion of programs to support both the commuter and non-commute travel markets is needed. Agencies and local jurisdictions need resources for promoting the availability and viability of alternatives, taking the CTR and GTEC programs to a much broader scale, and engaging a very large number of residents statewide in exploring and using travel modes that reduce VMT while enjoying the ability to meet their daily needs.