

## **[Neighborhood] IN MOTION PROGRAM**

### **Stakeholder Outreach Guide**

#### **A. Welcome 5 minutes**

Thank you all for coming. My name is XX and I am working with [your city/organization] on a project called *In Motion* that we are really excited to bring to the XX neighborhood this summer.

Staff introductions

We requested this meeting to:

- Explain the goals of the *In Motion* program and how it works.
- Listen to your thoughts about transportation challenges and opportunities in this neighborhood.
- Ask for your advice and ideas about how we can make the *In Motion* program more meaningful and effective for the residents and employees of XX.

#### **B. In Motion Program Explained 5 minutes**

First, I want to tell you about King County Metro's *In Motion* program.

- The ultimate goal of *In Motion* is to encourage residents and employees in a neighborhood to drive alone less by walking, bicycling, carpooling, and taking the bus instead. We help residents do this by providing customized transportation information, rewards, and support.
- The program is in its 12<sup>th</sup> year. So far, we have reached more than 34 neighborhoods, including Green Lake, Ballard/Crown Hill, Lake Forest Park, North Seattle/Shoreline and other King County neighborhoods.
- Quick stats (if needed) - King County neighborhoods have:
  - Reduced over 3.2 million miles of drive-alone trips
  - Saved 157,000 gallons of gas
  - Saved over 1,480 tons of CO<sub>2</sub> from the atmosphere
- The program does not add transit service. It is a grant funded, community-based program focused on increasing awareness of options that are currently available and how to use them.

Basic Program elements (samples):

- We communicate with the community through direct mail, posters and signs, social media, and other methods.
- We ask people to sign up and pledge to drive less (online or by mail); they earn a reward for signing up.
- We provide participants with information about transportation options they are interested in, including walking, taking transit, carpooling, and biking in their neighborhood to help them get started.
- To keep participants engaged, they are entered to win prizes to local businesses by telling us that they switched trips from driving alone to taking the bus, walking, bicycling, or carpooling.

#### **C. Neighborhood Assets 5 minutes**

Let's start with talking a little bit about your community features.

1. What name do residents use to refer to the community? [Show map of suggested mailing area]
  - a. What about [sub-neighborhood]? Do residents consider [sub-neighborhood] a separate, unique community? If we call the program XX In Motion, will residents of [sub-neighborhood] feel it is for them?
2. How would you describe this area's character? If XX was a person, how would you describe him or her?
3. Where are the most popular destinations within the community? [Prompt for shopping centers, commercial districts, restaurants, parks, family activities, community centers]
4. What services or destinations regularly take people outside of the community? [Prompt for work, shopping, library, post office, doctor's offices, health/wellness services, social services]
5. What are some hot topics in the neighborhood right now that we should be aware of? [Prompt for new-comers/growth, single-family home preservation, environmental concerns, other issues currently affecting the community]

#### **D. Traveling in the Neighborhood 15 minutes**

Now we'd like to talk about how neighborhood residents and visitors get around.

1. How do your members/clients/neighbors get to destinations **within** the community?
2. How do your members/clients/neighbors get to destinations **outside** of the community?
3. Do you think most residents are already using transportation options (like bicycling, walking, carpooling, and transit)?
  - a. Optional follow-up (if appropriate) If yes, how do you recommend we try to meet our goal of reducing driving trips and increasing transportation options?
4. What do your members/clients/neighbors think of **transit service** in the community?
  - a. Is there anything you think your members/clients find confusing or frustrating about bus service?
  - b. How do residents usually pay for transit fare? [Prompt for cash, tickets, transit cards]
  - c. What bus or transit-related information services have you heard others talking about? [Prompt for websites, phone/text, smart phone apps (i.e. OneBusAway, Puget Sound Trip Planner, Google Maps)]
5. What would you say your members/clients/neighbors think about **walking and biking conditions** in the community?
  - a. Do most people think this community is a nice place for walking and biking? Are there areas where more people tend to walk or bike?
  - b. Do your members/clients/neighbors use any resources (e.g., maps or websites) to help them decide which routes to take when walking or riding a bike? Have you had any requests for this information?

6. For people who already walk, bike, take the bus, or carpool, why do you think they do? [Prompt for access to car, financial reasons, health, environment, support local businesses and services]
7. What do you think keeps people from **taking the bus** in your community? [Prompt for lack of information (routes, zones, fares, etc.), cost, stigma]
8. What do you think keeps people from **walking or biking**? [Prompt for lack of information, access to bike, safety/security, cultural factors]
9. What do you think keeps people from **carpooling**? [Prompt for coordination, time commitment, reliability]
10. What might motivate your members/clients/neighbors to drive less? What arguments/messages would be effective? Which messages would be less effective? [Prompt for save money, improve health, community connection, environment, recreation/social, lower stress]

### **E. Communicating with the Neighborhood 15 minutes**

We want to get your thoughts on how to best communicate with residents and employees to get them involved in the program, and to help them stay involved.

In the past we have used:

- Mailings
- Posters, lawn signs, and store window decals throughout the community
- Website, email, Facebook, Twitter, and Instagram posts.

We'd like to learn more from you about how we can reach the community with information about *In Motion* and how to help them log their trips and earn rewards once they've registered.

1. Would you say that most residents are web savvy? What about smart phones?
2. Are there major community institutions in the community where residents congregate or get information? [Prompt for churches, community centers]
3. How can we best communicate with families? Teens? Seniors?
4. How do people get news about what is going on in the community? Are there avenues of communication we might use? [Prompt for meetings/events, blogs, email lists, websites, newsletters, community displays, third places (like churches)]
  - a. What **ongoing (weekly/monthly)** events take place in the community that we should know about? Any events that would be good places to talk to residents about transportation options and *In Motion*?
  - b. Are there any **summer events (mid-May – mid-Aug)**?
  - c. If the *In Motion* program were to host an event, what kind would appeal to the community? [Prompt for historical walking tour, farmers market bike ride, transit training]
  - d. Do you have any other ideas for how to spread the word?

## **F. Rewards & Incentives**

**5 minutes**

In the past, as a transit-related sign-up incentive, we have given away two-week unlimited transit cards. Then, once participants officially pledge to reduce their drive alone trips and start logging those trips using other options, we have weekly or bi-weekly prize drawings.

For your community, we would like to offer the transit card incentive, but knowing that transit won't work for everyone and some residents likely already have a transit card, so we are considering other options as well. Generally, we prefer to offer incentives that support the use of transportation options and/or support residents going to local businesses using those options.

1. Other ideas we have for additional sign-up incentives are tote bags, umbrellas, bike lights, multi-tools, and audio books. Do any of these seem attractive? Do you have other ideas?
2. For our weekly or bi-weekly prize drawings, what local businesses (or types of businesses) do you think would be viable or attractive? Generally speaking, do you think that frequent smaller incentives or infrequent large incentives are better?
3. Do you have a relationship with any of these business owners, and would you be willing to introduce us?

## **G. THANK YOU 5 minutes**

Is there anything else you'd like to tell us?

If you'd like to stay involved, please look for program information on the *In Motion* Facebook page and the XX Instagram and Twitter pages. We would love to have you help us get the word out about the program through your communities and networks, but please do not feel obligated to get involved.

Thank you so much for your time! We look forward to reaching out to the community with the *In Motion* program this summer.