

CITY OF VANCOUVER

Residential Transportation Demand Management Pilot Program



Final Report

June 2025

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Executive Summary

In 2023, the City of Vancouver received grant funding from the Washington Department of Transportation (WSDOT) to pilot a residential transportation demand management (TDM) program in two communities.

The pilot program launched in July 2024 and ran for eight months, ending in February 2025. The program sought to:

- » Encourage and increase the use of travel options such as bicycling, walking, transit, carpooling, riding a scooter and vanpooling.
- » Assist new residents and long-term residents in accessing and using travel options available in their area.
- » Enhance transportation education for new residents and the community.

To evaluate the effectiveness of the program, the City collected and assessed data related to participation, media and community engagement throughout the program and conducted an online participant survey.

Key takeaways from the evaluation efforts include:



7% increase in transit use and a **5% decrease in drive-alone trips** among survey respondents.



1,259 program participants, including **260 new residents**.



832 custom neighborhood maps and **1,260 rack cards in three languages** distributed throughout the program areas.



3 custom events to help new residents and community members confidently navigate the bus system.



Program Overview

Background

The City of Vancouver recognizes that TDM is a key strategy in efforts to improve mobility and safety for its growing population. In 2024, the City launched its first residential TDM program, focusing on new and long-term residents in two primary communities: Fourth Plain and East Vancouver + Mill Plain.

Research shows that engaging people during major life transitions, such as moving, is an effective way to encourage new transportation habits because these moments present a natural opportunity for behavior change. When people relocate, they don't have established travel patterns and must establish new routines, including how they get around.

For comparison, the City also wanted to test how long-term residents would respond to the program to see if engaging that audience would be effective in the future.

Funding, Project Management and Consultant Team

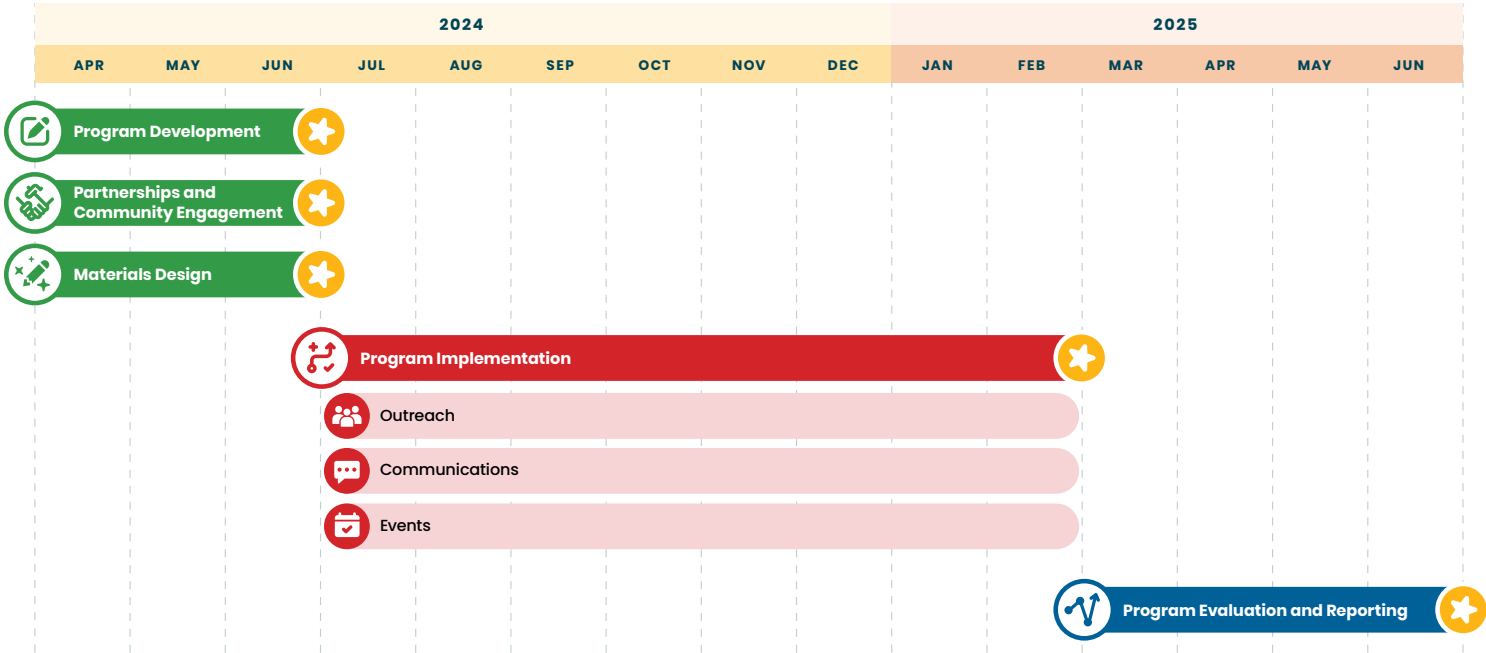
The City of Vancouver received grant funding from WSDOT to deliver the residential TDM program. The project was led by Travel Options Program staff.

The Travel Options Program aims to increase the use of travel options, reducing carbon emissions and improving air quality to support the City's climate, safety and equity goals. Travel Options Program staff played key roles in shaping the program's strategy, overseeing resource development and activities, and representing the program at public events.

The City contracted with a consulting firm, Alta Planning + Design, to assist in the development, implementation and evaluation of the program. This process is depicted in the timeline below.

The City team and consultant team are referred to as the "project team" throughout this document.

Figure 1. Project Timeline, featuring Program Development (Apr-Jun 2024), Program Implementation (Jul 2024-Feb 2025), and Program Evaluation and Reporting (Mar-Jun 2025)



Program Goal, Theory of Change, Logic Model and Outcomes

The project team established an overarching program goal, theory of change and logic model* at the outset of the project to guide program investments and activities and establish desired outcomes.

Overarching Program Goal:

- » Support the use of travel options by providing community members (especially people who have recently moved to the area) with customized transportation information, support, events and rewards to help them bike, walk, take the bus, carpool, ride a scooter and vanpool more often.

Program Theory of Change:

- » By receiving and using free transit fare, reading informative resources, receiving one-on-one support, and attending experiential learning events over an eight-month time frame, participants of this program will be able to increase their knowledge, confidence and use of travel options for everyday trips. Specifically, participants will be able to try new travel options for the first time and build familiarity and confidence with those options.

The logic model, seen in **Appendix A**, outlined the following desired outcomes to be measured through the pre- and post-surveys:

- » **Increased use of travel options**
- » **Reduced vehicle trips and vehicle miles traveled (VMT)**
- » **Increased confidence, knowledge and desire in using travel options**
- » **Reduced concerns about/barriers to using travel options**
- » **Increased sense that using travel options is a community norm in Vancouver**



Participants in the Fourth Plain group transit adventure, one of the custom events that was part of the program outreach.



A **theory of change** explains how the program tactics lead to desired outcomes and results. It explains the mechanisms by which change comes about, and reveals assumptions about how behavior change is accomplished.

A **logic model** maps out the theory of change in a diagram form. It shows what resources are available, how they will be used, and what the assumed or intended outcomes will be. Logic models are commonly used in the public health field.

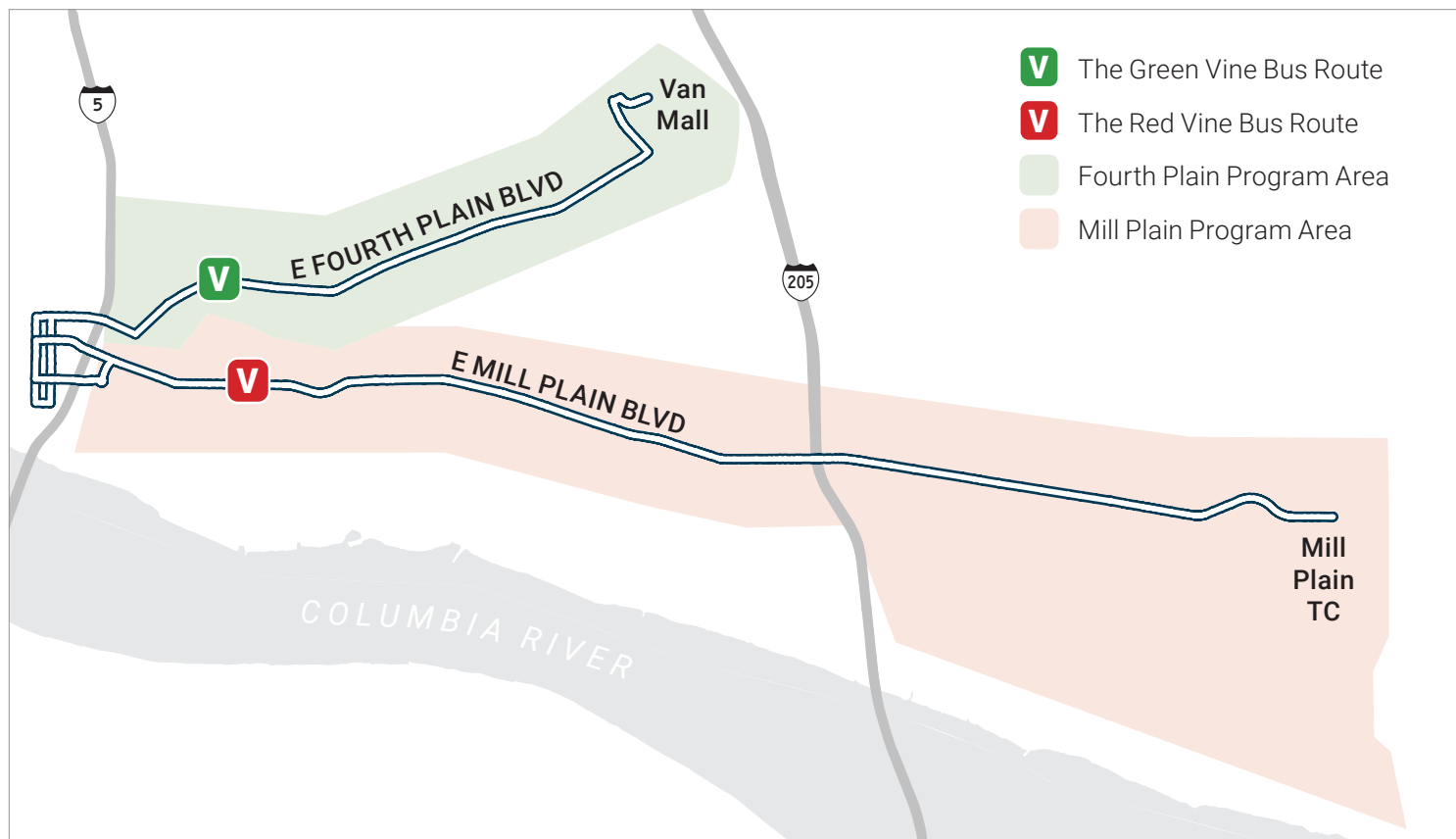


Figure 2. Program Boundaries, with the Fourth Plain boundary spanning a half-mile buffer along Fourth Plain Blvd between I-5 and I-205 and the East Vancouver + Mill Plain boundary spanning a half-mile buffer along E Mill Plain Blvd between I-5 and the Mill Plain Transit Center, including SE Vancouver around Fisher’s Landing.

Focus Geography and Audience

The program focus geography included communities with easy access to two bus rapid transit (BRT) lines that run along Mill Plain Boulevard and Fourth Plain Boulevard in Vancouver.

The City initially planned to focus TDM efforts only on the Fourth Plain and Fisher’s Landing communities, but the project team determined it was strategic and feasible to expand the geographic scope to promote new transit infrastructure.

The program boundaries are seen in **Figure 2**.

At the start of the program, the project team established focus audiences and languages to guide program strategies and materials development. This allowed for specific communications, activities and materials to effectively engage each audience. Three focus languages were determined for this project, with the decision being informed by demographic data within the program boundaries. To support accessibility and inclusivity, translated materials and interpretation services were provided in each of the three languages as needed.

Focus Audiences:

- » New residents (i.e., residents who had moved within the past year)
- » Long-term residents

Focus Languages:

- » English
- » Spanish
- » Russian

Program Design

Community Conversations

Partnerships and input from community organizations are key to the success of community-focused programs like the Vancouver residential TDM program. To guide program design, the project team hosted four community conversations to gain feedback on program elements, including program name, messaging, communication channels, events and incentives.

Key community organizations and potential partners in each program area were invited to participate in an in-person meeting, and each attendee was offered a \$100 Visa gift card for their time. A brief overview of each community conversation is included in **Table 1** below:



Outreach at the Community Tree Lighting ceremony

Table 1. Pre-Program Community Conversations Overview

DATE	PROGRAM AREA	ATTENDEES	ORGANIZATIONS PRESENT	MEETING GOALS
3/19/24	East Vancouver + Mill Plain	8	Community in Motion City of Vancouver Parks, Recreation and Cultural Services Neighborhood associations: Emerald Landing, Riveridge, Mountain View, Airport Green and Fishers Village	» Understand the unique values, needs and cultural identity of the community » Assess current transportation options, challenges and gaps » Determine the most effective communication methods to reach and engage the community
3/21/24	Fourth Plain	8	Meals on Wheels City of Vancouver Fourth Plain Forward Fourth Plain Community Commons Neighborhood associations: Bagley Downs, Bagley Estates, Rose Villa Neighborhood Association/Americans Building Community	
5/22/24	East Vancouver + Mill Plain	11	Community in Motion Neighborhood associations: Emerald Landing, Harney Heights, Countryside Woods, Fircrest, Cascade Highlands	
5/29/24	Fourth Plain	5	City of Vancouver Parks, Recreation and Cultural Services Fourth Plain Community Commons Fourth Plain Forward Bagley Downs Neighborhood Association Americans Building Community	» Determine community needs for information and resources » Understand what incentives motivate the community » Brainstorm event ideas and activities catered to each program area

Messaging and Design

The project team designed all program materials to align with Get There SW Washington brand guidelines and developed custom program names for each program area with input from community conversation attendees.

Program Names:

- » Get There Fourth Plain
- » Get There E Vancouver + Mill Plain

The project team customized materials for each program area using a photo-based design featuring local photos taken in each area. Accent colors were selected to represent the BRT lines: a red accent for the Red Vine BRT in Get There E Vancouver + Mill Plain and a green accent for the Green Vine BRT in Get There Fourth Plain.

The project team individualized participant and promotional communications by creating custom content for each focus audience in each program area, while establishing an overarching communications style early in the project to ensure brand consistency. The established communications style aimed to:

- » Empower individuals to use travel options over driving
- » Build awareness of the personal and community benefits of using travel options
- » Highlight the reliability and convenience of non-driving modes while demonstrating their advantages

Samples of campaign materials are provided in **Figure 3 through Figure 8**.



Get There Fourth Plain is here to help you take the bus, bike, walk + roll, or carpool to explore your community.

Sign up and unlock **FREE** access to...

-  A Hop card loaded with a **Regional Day Pass to use on The Vine and other C-TRAN and TriMet buses**
-  Exclusive **events in your community**, like neighborhood walks and transit adventures
-  Custom Fourth Plain **transportation resources**, such as a bus and bike map
-  Ongoing **prizes**
-  Trip planning **support**

Explore Fourth Plain in a new way!

 
citygetthereswwa@cityofvancouver.us | 360-487-8000

Sign up today at
GetThereSWWashington.org/GTV





Figure 3. Fourth Plain Flyer



Figure 4. Fourth Plain Bus, Bike, & Walk Map shown unfolded



Figure 5. Fourth Plain Bus, Bike, & Walk Map detail



Figure 6. Fourth Plain Bus, Bike, & Walk Map front cover

Explore East Vancouver + Mill Plain in a new way!

Get your **FREE** resources at
GetThereSWWashington.org/GTV



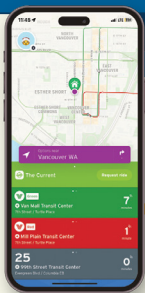
Figure 7. East Vancouver + Mill Plain Yard Sign



Program staff distributing Fourth Plain yard signs

Herramientas para viajar mejor

¡Viaje a gusto por todo Vancouver!



Herramientas digitales

Aplicaciones

Transit

Vea el horario de llegadas en tiempo real, información para planear su ruta, reciba alertas para bajar en la parada correcta, ¡y más!
Descárguela en App Store o Google Play

Google Maps

Vea el horario de llegadas en tiempo real, datos actualizados del tráfico e información para planear su ruta y explorar destinos.

Descárguela por internet, en App Store o en Google Play

Métodos de pago

Use un teléfono con billetera móvil, una tarjeta de débito o de crédito sin contacto o una Hop Card virtual y toque el lector verde al abordar.

NextRide

Para saber cuándo llegará su autobús a la parada, llame al 360-695-0123 y presione "1" para conectarse al sistema de NextRide; después, presione "1" de nuevo para introducir el número de identificación de cuatro dígitos de la parada, el cual se encuentra en la parte inferior derecha del letrero de la parada.

Herramientas físicas

Hop card

Compre una Hop Card física de 3 dólares en un supermercado o tienda. Recargue su tarjeta en comercios autorizados o en el sitio web, aplicación o teléfono de asistencia de Hop.

Más información en myhopcard.com.

Carteles informativos para pasajeros

En todas las estaciones de The Vine de C-TRAN y en algunas paradas regulares hay carteles con información de los horarios de llegada y salida de los autobuses y alertas de servicios.



Figure 8. Rack cards in Spanish, English and Russian

Bike and ride with C-TRAN

C-TRAN makes it easy to combine biking and bus travel. Get to your destination in a convenient, inexpensive, and eco-friendly way!



Standard C-TRAN buses

Loading your bike

- As the bus arrives, make sure your driver sees you before you step in front of the bus to load your bike.
- Reach over the top of the bike rack to squeeze the handle and lower the rack.
- Lift your bike onto the rack and place it into an empty slot closest to the bus.
- Pull the support arm up and over the front tire.

Unloading your bike

- Exit the bus through the front doors and let your driver know you'll unload your bike.
- Raise the support bar up and lift your bike off the rack.
- If the rack is empty, fold the bike rack up.



Watch this How-to video by scanning the QR code!



Добро пожаловать на борт C-TRAN

Откройте для себя удобство общественного транспорта!

Планирование поездки



На компьютере: посетите сайт c-tran.com.



На телефоне: скачайте Transit, приложение для планирования поездок C-TRAN, в котором вы сможете:

- посмотреть ближайшие варианты маршрутов общественного транспорта,
- воспользоваться пошаговой навигацией и отслеживать прибытие транспорта в режиме реального времени,
- настроить оповещения о выходе на нужной остановке.



В офисе обслуживания клиентов C-TRAN: получите распечатанное расписание.



Через Google Maps: в режиме реального времени просматривайте информацию о прибытии транспорта, о пробках, планируйте поездки и изучайте пункты назначения.

C-TRAN

C-TRAN – безопасная, надёжная и удобная система общественного транспорта по всему округу Кларк, состоящая из:



The Vine: системы скоростного автобусного сообщения с большими автобусами, приоритетными полосами движения автобусов, сигналами и обновлёнными станциями. В настоящее время Vine включает в себя две линии: зелёную (проходит по Fourth Plain Boulevard) и красную (проходит по Mill Plain Boulevard)

The Current: сервиса совместных поездок, который вы можете заказать заранее по цене проезда на автобусе. Работает в пяти зонах округа Кларк либо может связать вас с более широкой системой C-TRAN. Заказать поездку можно с помощью мобильного приложения, онлайн или по телефону. Узнайте больше на сайте ridethecurrent.com

C-VAN Paratransit: службы перевозки маломобильных категорий граждан «от двери до двери» по предварительному заказу для людей с ограниченными возможностями, которые не могут пользоваться системой регулярных автобусных маршрутов.

Узнайте больше на сайте c-tran.com/c-van



Participant Journey

The project team established an engagement funnel framework to guide program strategies, activities and communications. An engagement funnel outlines the journey individuals take from first learning about an initiative to actively participating and staying involved. The engagement funnel for this program included three main stages:

- 1

Awareness
Spreading the word about the program
- 2

Program Enrollment
Getting participants to sign up for the program
- 3

Engagement
Keeping participants engaged through program offerings

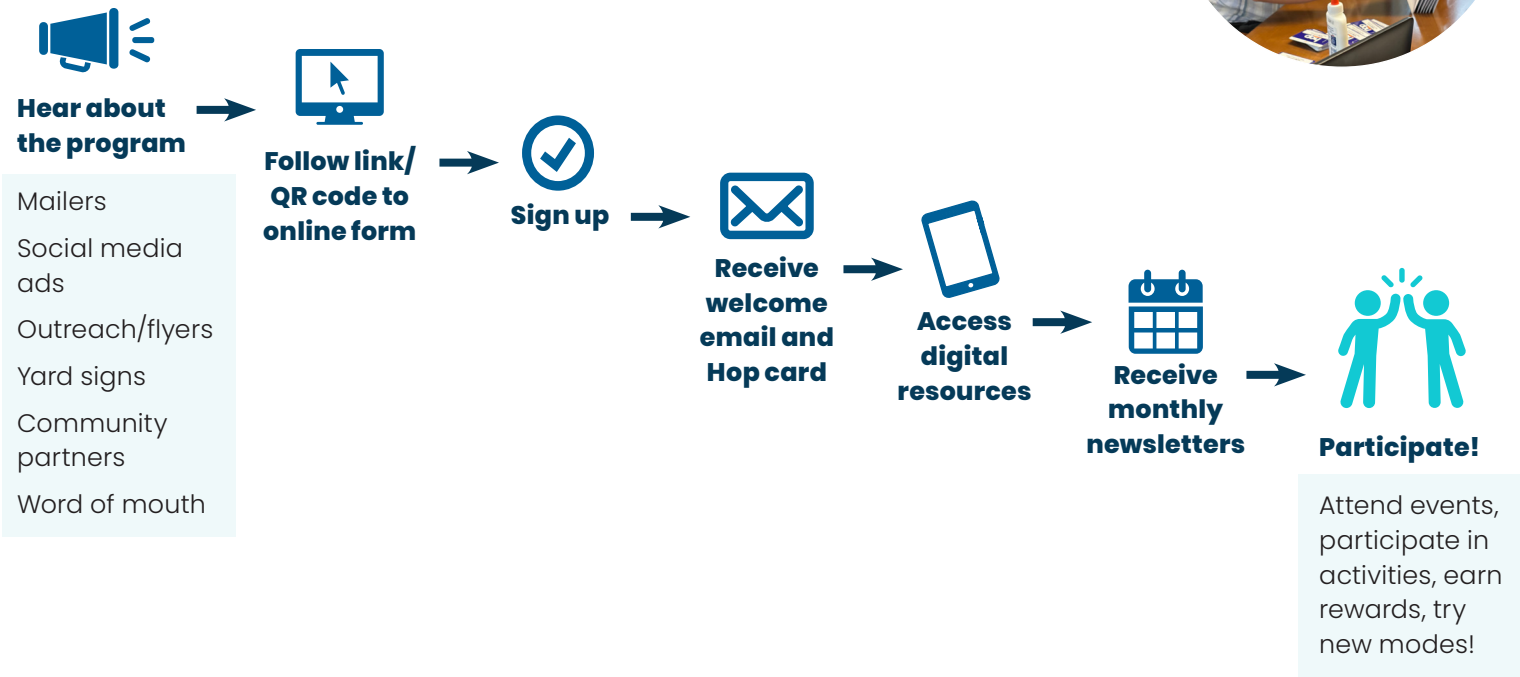
The journey map in **Figure 9** details the steps that participants experienced as they moved through the engagement funnel.

The following sections detail activities and outputs for each stage of the engagement process.



Hop Cards bundled and stuffed in envelopes for distribution to participants

Figure 9. Participant Journey Map



Program Activities and Outputs

1 Awareness

The project team spread the word about the program using four primary tactics: paid advertising, promotional collateral, tabling events and partner communications.

The primary call to action in program communications directed participants to sign up using an online form. Sign-ups were incentivized with an option to receive a free regional day pass to use on The Vine and other C-TRAN and TriMet buses and access to other program offerings, such as events.

Paid Advertising

Paid advertising included delivery of three separate batches of household mailers and geotargeted social media ads. For the mailers, the project team worked with a mailhouse to identify those who moved within the past 12 months and all other residents within the program area. The household numbers varied for each mailer because the lists were generated at different times.

Tables 2–4 summarize the reach and sign-ups associated with each mailer and **Figures 10** and **11** depict the front cover of each mailer that was sent. **Table 5** summarizes key metrics from the geotargeted social media ads, and **Figure 12** depicts social media ad graphics.

Mailer #1

Send date: July 16, 2024
Theme: Summertime; program introduction
Total households: 30,700

Table 2. Mailer #1 Reach

PROGRAM AREA	AUDIENCE	NUMBER OF HOUSEHOLDS	NUMBER OF SIGN-UPS AFTER DELIVERY*
Fourth Plain	New residents	500	43
	Long-term residents	7,700	150
East Vancouver + Mill Plain	New residents	1,800	59
	Long-term residents	20,700	269
Total		30,700	521

**Number of sign-ups after delivery were calculated by adding the number of sign-ups received through the online form from the week the mailer was sent, plus the two weeks after.*



Figure 10. Mailer #1 for new residents of the Fourth Plain neighborhood



Figure 11. Mailer #2 (left) with fall-themed artwork, and mailer #3 with winter art (right)

Mailer #2

Send date: Oct. 14, 2024

Theme: Fall; exploring the neighborhood

Total households: 29,814

Table 3. Mailer #2 Reach

PROGRAM AREA	AUDIENCE	NUMBER OF HOUSEHOLDS	NUMBER OF SIGN-UPS AFTER DELIVERY*
Fourth Plain	New residents	279	7
	Long-term residents	7,631	25
East Vancouver + Mill Plain	New residents	766	17
	Long-term residents	21,138	79
Total		29,814	128

Mailer #3

Send date: Jan. 20, 2025

Theme: New year; last chance

Total households: 30,202

Table 4. Mailer #3 Reach

PROGRAM AREA	AUDIENCE	NUMBER OF HOUSEHOLDS	NUMBER OF SIGN-UPS AFTER DELIVERY*
Fourth Plain	New residents	342	18
	Long-term residents	7,695	26
East Vancouver + Mill Plain	New residents	964	27
	Long-term residents	21,201	121
Total		30,202	192

*Number of sign-ups after delivery were calculated by adding the number of sign-ups received through the online form from the week the mailer was sent, plus the two weeks after.

Social Media

Table 5. Social Media Reach

TOPIC	SCHEDULE	BUDGET	KEY METRICS	NOTES
Get There Fourth Plain program intro	7/15/24–8/15/24	\$500	Clicks: 1,340 Reach: 50,379 Impressions: 123,081 Amount spent: \$513.88	Post was shared in Russian and Spanish
Get There East Vancouver + Mill Plain program intro	7/15/24–8/15/24	\$500	Clicks: 1,789 Reach: 45,040 Impressions: 104,681 Amount spent: \$499.89	Post was shared in Russian and Spanish
Get There Fourth Plain Art Walk + Transit Adventure invite, program reminder	9/11/24–9/18/24	\$500	Clicks: 884 Reach: 48,651 Impressions: 131,398 Amount spent: \$491.78	Post was shared in Russian and Spanish
Get There East Vancouver + Mill Plain Transit Adventure invite, program reminder	10/4/24–10/10/24	\$500	Clicks: 548 Reach: 70,664 Impressions: 31,006 Amount spent: \$318	Post was shared in Russian and Spanish
Bagley Downs Holiday Hop	12/2/24–12/13/24	\$100	Clicks: 171 Reach: 7,061 Impressions: 13,127 Amount spent: \$100	
Cafe Quest announcement	1/8/25–1/31/25	\$100	Clicks: 622 Reach: 27,839 Impressions: 49,119 Amount spent: \$100	



Figure 12. Fourth Plain Instagram post (left) and East Vancouver + Mill Plain Facebook post (right)

Promotional Collateral

The project team also developed and distributed collateral to promote the program at community hubs in the program areas. Over 300 flyers, 230 yard signs and 550 maps were delivered to partners for placement at community hubs including:

- » Cascade Park Community Library
- » Clark County Historical Museum
- » Firstenburg Community Center
- » Fourth Plain Community Commons
- » K West Apartments
- » Keller Williams Premier Partner
- » Luepke Senior Center
- » Maple Ridge Apartments
- » Marshall/Luepke Community Center
- » Our Third Space
- » Vancouver Community Library
- » Vancouver Pointe
- » Vancouver VA Medical Center

Tabling Events

The project team hosted outreach tables at 11 established community events to raise awareness of the program and connect with community members directly to answer questions and encourage sign-ups. Staff serving as outreach ambassadors engaged nearly 300 event attendees in conversations about the program, as seen in **Table 6**.



Tabling at Clark College

Table 6. Tabling Event Reach

EVENT NAME	DATE	NUMBER OF CONVERSATIONS ABOUT THE PROGRAM
Rose Village Summer Block Party	8/4/2024	24
National Night Out @ Countryside Woods	8/6/2024	16
Harney Heights Summer BBQ	8/7/2024	29
Art & Nature Walk in the Park @ Bagley Downs	8/24/2024	22
September Ice Cream Social @ Emerald Landing	9/7/2024	8
Connecting Across Cultures Wellness Fair	9/28/2024	29
Old Apple Tree Festival	10/5/2024	10
Community Tree Lighting	11/29/2024	40
Clark College Student Involvement Fair	1/15/2025	44
Hot Cocoa Handout	1/22/2025	29
Vancouver Farmer’s Market	1/25/2025	18
Total		269



Participants enjoy a group walk in Fourth Plain

2 Program Enrollment

At the program enrollment stage of the engagement funnel, the project team's focus was to make it easy and enticing for community members to sign up for the program, gain information from participants to further individualize programming and communications, and provide a warm welcome to participants with information to support their engagement.

Each program material and communication included a QR code and link to a custom sign-up form. The sign-up form for the program was housed on GetThereSWWashington.org/GTV, a webpage on an existing City website. To sign up for the program and receive a free regional day pass Hop card, participants had to answer a series of questions in the form. The form included questions to confirm if they were eligible, their preferred language, a trip diary question for evaluation, and optional demographic questions.

Between July 2024 and February 2025, 10,651 people visited the website and 1,259 participants signed up for the program. Of the 1,259 participants that signed up for the program, 1,207 requested a free regional day pass Hop card.

After signing up for the program, participants received an automated welcome email segmented by their program area and language selection in the sign-up form. The welcome email thanked them for signing up for the program, provided them with information on using their Hop card, and told them that the program team would be in touch soon with fun opportunities.

3 Engagement

At the engagement stage of the engagement funnel, the project team's focus was to keep participants engaged through program offerings and encourage them to try new travel options. Community engagement for the program included four strategies: custom resources, ongoing e-newsletters, custom events and a promotional activity.

Custom Resources

To support residents in using travel options, the program team developed a custom map for each neighborhood and a series of rack cards focused on riding the bus. The project team distributed a total of 832 maps and 1,260 rack cards in three languages, as described in **Table 7**.

Table 7. Custom Resource Specifications*

PRINT RESOURCE	SPECIFICATIONS	KEY INFORMATION	QUANTITY DISTRIBUTED
Fourth Plain Bus, Bike & Walk Map	17" x 11", folded to 4.25" x 5.5"; English with legend in Spanish and Russian	<ul style="list-style-type: none"> » Map with bike, walk and bus routes and points of interest » Basic bus information » Biking tips 	516
East Vancouver + Mill Plain Bus, Bike & Walk Map			316
Bus Basics Rack Card	4" x 9"; 3 versions in English, Spanish and Russian	<ul style="list-style-type: none"> » Planning a trip » C-TRAN services » Fares and payment » Accessibility 	800 English; 50 each Spanish and Russian
Bike and Ride Rack Card		<ul style="list-style-type: none"> » Loading and unloading your bike on standard buses and The Vine 	80 English; 50 each Spanish and Russian
Bus Trip Tools Rack Card		<ul style="list-style-type: none"> » Digital tools, including apps » Physical tools, including info displays » Accessibility » Travel training 	80 English; 50 each Spanish and Russian



See **Messaging and Design** starting on page 8 for samples of custom resource materials.

E-Newsletters

E-newsletter audiences were segmented into 12 audience groups, based on what they selected in the sign-up form (e.g., which neighborhood they live in, whether they moved in the past year, and their preferred language). Subscribers by audience are seen in **Table 8**.

Audience segmentation allowed the project team to provide audience-specific information for each group. A total of five e-newsletters and four event announcements were sent to program participants throughout the program. **Table 9** includes a summary and metrics for each ongoing e-newsletter, and **Table 10** includes a summary and metrics for each event announcement.

Table 8. Number of E-Newsletter Subscribers by Segment

PROGRAM AREA	LANGUAGE	NUMBER OF SUBSCRIBERS
Fourth Plain	English	377
	Spanish	16
	Russian	6
East Vancouver + Mill Plain	English	771
	Spanish	15
	Russian	5
Total		1,190

Table 9. Ongoing E-Newsletter Metrics

TOPIC	DATE SENT	NUMBER OF RECIPIENTS	OPEN RATE*	CLICK RATE*	CLICK-TO-OPEN RATE*
Upcoming events, resources, prize	8/21/24–8/23/24	867	61.4%	4%	6.5%
Free print resources (maps and travel guides), trip ideas, prize	10/16/24–10/18/24	783	65.1%	7.3%	11.3%
Travel tips, free print resources, winter events	11/22/24	952	58.7%	4.4%	7.4%
Cafe Quest reminder, fresh start effect	1/16/25	969	51.4%	3%	5.8%
Program wrap-up	2/27/25	1,327	59.2%	1.4%	2.4%
Average			59.1%	4.02%	6.2%

Table 10. Event Announcement Metrics

TOPIC	DATE SENT	NUMBER OF RECIPIENTS	OPEN RATE*	CLICK RATE*	CLICK-TO-OPEN RATE*
Fourth Plain Art Walk + Transit Adventure invite	9/9/24	327	58.4%	5.6%	9.6%
Mill Plain Transit Adventure invite	9/30–24–10/3/24	570	67.8%	3.4%	5%
Bagley Downs Holiday Hop invite	12/3/24	388	45.4%	1.8%	3.9%
Cafe Quest announcement	1/6/25	1084	47.1%	1.3%	2.7%
Average			54.7%	3.0%	5.3%

**The open rate, click rate and click-to-open rate were calculated using the average of all program area and language segments of the corresponding newsletter.*

Table 11. Custom Events Summary

EVENT NAME	DESCRIPTION	DATE	COMMUNITY PARTNER	NUMBER OF ATTENDEES
Fourth Plain Art Walk & Transit Adventure	Guided walk of neighborhood art combined with transit adventure to downtown Vancouver	9/21/2024	Fourth Plain Community Commons	10
Mill Plain Transit Adventure	Transit adventure to Vancouver Waterfront and Farmer's Market	10/12/2024	Harney Heights Neighborhood Association	13
Bagley Downs Holiday Hop	Transit adventure to Farmer's Market Kid Makers Day	12/14/2024	Bagley Downs Neighborhood Association	5

Custom Events

At the launch of the program, the team invited select partners to collaborate and co-host customized community events. The custom community events were intended for program participants, but open to anyone in the program area. In exchange for a \$2,000 stipend, partners assisted with event planning, outreach, and participation. The program team partnered with Fourth Plain Community Commons, Harney Heights Neighborhood Association, and Bagley Downs Neighborhood Association to host three unique events, detailed in **Table 11**.

Each event featured a guided transit ride to a fun destination, designed to create a positive transit experience for participants. Attendees also had the opportunity to play “Bus Bingo” (as seen in **Figure 13**), an interactive game that encouraged riders to observe their surroundings and mark off items as they traveled on The Vine, with a chance to win a Visa gift card (as seen in the photo below).



A Bus Bingo winner with a Visa gift card prize

Bus Bingo

Say Thank You to the Bus Driver Da las gracias al conductor del autobús	A Red Vine Bus Traveling Eastbound Un autobús de Vine rojo viajando hacia el este	Mobility Aid Dispositivo de movilidad	Use Transit app to Map Route Usa la aplicación Transit para mapear la ruta	Get There Vancouver Yard Signs Letreros de jardín de Get There Vancouver
Ride on the Green Vine Viaja en el Vine color verde	School Bus Autobús escolar	15 Bridge Puente de I-5	Mural: Women & Flowers Mural: Mujeres y Flores	Ride Past a Bakery/ Coffee Shop Pasa por una panadería / café
City of Vancouver Vehicle Vehículo de la ciudad de Vancouver	Library Biblioteca	FREE LIBRE	City of Vancouver Operations Center Centro de operaciones de la ciudad de Vancouver	Dog/ Cat or Other Pet in a Carrier Perro/gato u otra mascota en una jaula de transporte
Pedestrian Crossing Sign Señal de paso de peatones	Bus Only Lane Carril exclusivo para autobuses	Use a Bus Pass, Phone, or Tap Card for Bus Fare Usa un pase de autobús, un teléfono o una tarjeta para el pasaje del autobús	Bike Lane Painted Green Carril bici pintado de verde	Someone Walking Their Dog Alguien paseando a su perro
Fort Vancouver Cannons Cañones de Fort Vancouver	Bike Rider Ciclista	'Next Ride' phone number Número de teléfono de 'Next Ride'	Mural: Turtles Mural: Tortugas	Neighborhood Name Sign Letrero con el nombre del vecindario

Mark off the spots that you observe on the ride.
The first person to mark **five consecutive boxes in a row** will win a Get There Vancouver swag bag!

Figure 13. Sample Bus Bingo card

Cafe Quest

To deepen engagement among existing participants, the program team launched a fun winter promotion to encourage participants to try different modes, including taking transit, biking, walking, rolling and carpooling, while visiting local businesses. The program team partnered with local cafes to offer incentives and increase customer visits to their businesses.

To be eligible for prizes, participants had to be registered with the program, visit at least one participating business, scan the QR code on the promotional poster at the location (as seen in **Figure 14**), and submit a form entry specifying which mode they used to get there. Each additional visit to a participating cafe earned them a bonus raffle entry into a drawing for one of five \$50 gift cards to a participating cafe of their choice.

The promotion was active from Jan. 6 to Feb. 16, 2025.

- » Nine local cafes participated in the Cafe Quest
- » Ninety-nine participants scanned the QR code 169 times

Get There Vancouver

Cafe Quest

**JAN. 6 –
FEB. 16**

Explore Vancouver in a new way, support local businesses, and win prizes!

How to Participate

- 1** Join Get There Vancouver. **Sign up** at GetThereSWWashington.org/GTV
- 2** Carpool, bike, bus, walk, or roll your way to **participating cafes**.
- 3** Scan the QR code or visit bit.ly/cafequest to learn more and log your visit for the chance to **win prizes**. You could win one of four **\$50 gift cards** to the participating cafe of your choice, **bike accessories, tote bags, and more!**

Visit these Cafes!

- » Cariño Coffeehouse
- » Cupidone Coffee House
10% off your order
- » LoRo Coffee*
- » RichlandHub Coffee
10% off your order
- » River Maiden
- » The Great North*
- » Dandelion Teahouse & Apothecary
- » Kaflex Coffee Lab (Esther Short Park)
- » Kaflex Gastro Café (Waterfront)

**español &
русский**

*Vancouver locations only

Figure 14. Cafe Quest poster displayed at participating business locations

Outcomes

Survey Methodology

The desired outcomes (outlined on page 5) of the TDM program were measured through pre- and post-program participant surveys, offered in English, Spanish and Russian. The pre-program survey was established at the start of the program and completed by participants on a rolling basis as they signed up. The post-program survey was distributed to participants at the end of the program. Both surveys included trip diary questions designed to measure mode share and related changes in vehicle trips and vehicle miles traveled (VMT).

All program participants took the pre-program survey, which was open for the duration of the program, July 15, 2024, to February 28, 2025. The survey received 1,259 responses. The post-program survey was open March 4 to March 26, 2025, and received 129 participant responses. Three additional post-program survey responses were received but discarded because the project team was not able to verify that the respondents were program participants. Throughout this section, “survey respondents” refers to the 129 people who participated in both the pre- and post-program surveys. The following section outlines key findings from the survey analysis. Complete results can be found in **Appendix B**.

Participant Overview (Pre-Program Survey)

Of the 1,259 program participants, 568 (45%) completed the pre-program survey’s optional demographics questions intended to understand who the program was reaching.

Compared to the overall demographics of the city of Vancouver, program participants were 14% more likely to be between the ages of 40 and 64. They were also more likely to experience a disability (30% of participants vs. 18% of the city’s population), which may be partially attributed to their older age. In terms of racial identity, participants were 5% more likely to identify as white than the general Vancouver population (76% vs. 71%).

Characteristics of pre-program survey participants include:

- » **Age:** The largest age group is 40 to 64 (44%), followed by 65 and older (32%).
- » **Disability:** 30% experience a disability.
- » **Race:** 76% are white.

Post-Program Survey Respondent Overview

Of the 129 post-program survey respondents, 46 completed the optional demographics questions. Characteristics of the post-program survey respondents largely aligned with the characteristics of all participants, with the most notable differences being a higher percentage of white and employed full-time survey respondents.

Characteristics of the post-program survey participants include:

- » **Age:** The largest age group is 40 to 64 (46%), followed by 65 and older (35%).
- » **Disability:** 31% experience a disability.
- » **Race:** 88% are white.

Program Outcomes

The post-program survey reveals that progress was made toward the program's desired outcomes. While overall positive, the benefits of the program vary across the desired outcomes. The section below summarizes key findings relevant to each outcome. **Figures 15 through 20** illustrate related findings from the post-program survey.

Increased Use of Travel Options

The pre- and post-program surveys asked participants a series of questions about the types of trips they took the day before they completed the survey, along with which mode they used to get there, referred to as "trip diary" questions. Trip diary answers showed a significant increase in transit use, with the use of all other travel options changing only by +/- 1%, as seen in **Figures 15 and 16**. Several factors may have contributed to the increase in transit use, including the provision of pre-

paid Hop cards, the fact that both communities were well served by bus rapid transit (BRT), and program activities and communications that emphasized trying transit. Highlights from the post-program survey indicate the program was successful in encouraging participants to take travel options more often. Program outcomes include:

- » Half of survey respondents said they use travel options more often since participating in the program.
- » Transit use among participants increased by 7%.
- » The most popular modes among survey respondents since participating in the program are riding transit (32%) and walking (27%).
- » Of the 81% of survey respondents who reported receiving a Hop card, 44% used it. Participants who received a Hop card reported that they were much more likely to try new modes (any mode).

Figure 15. Survey Respondent Mode Share Difference

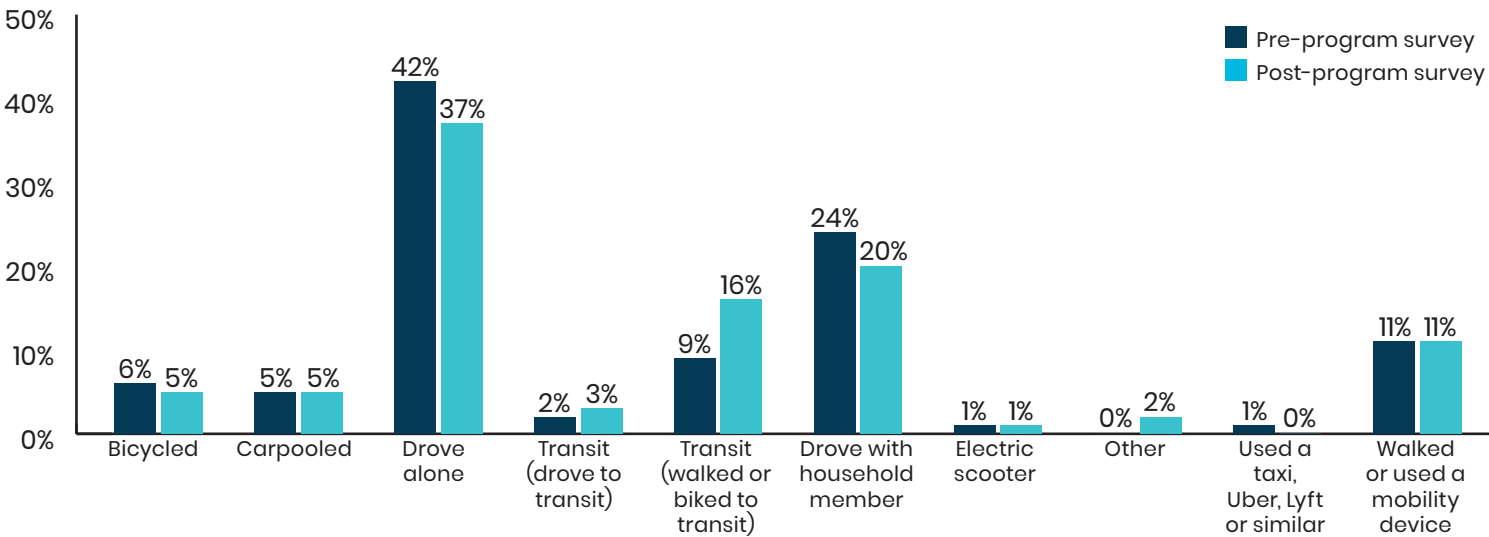
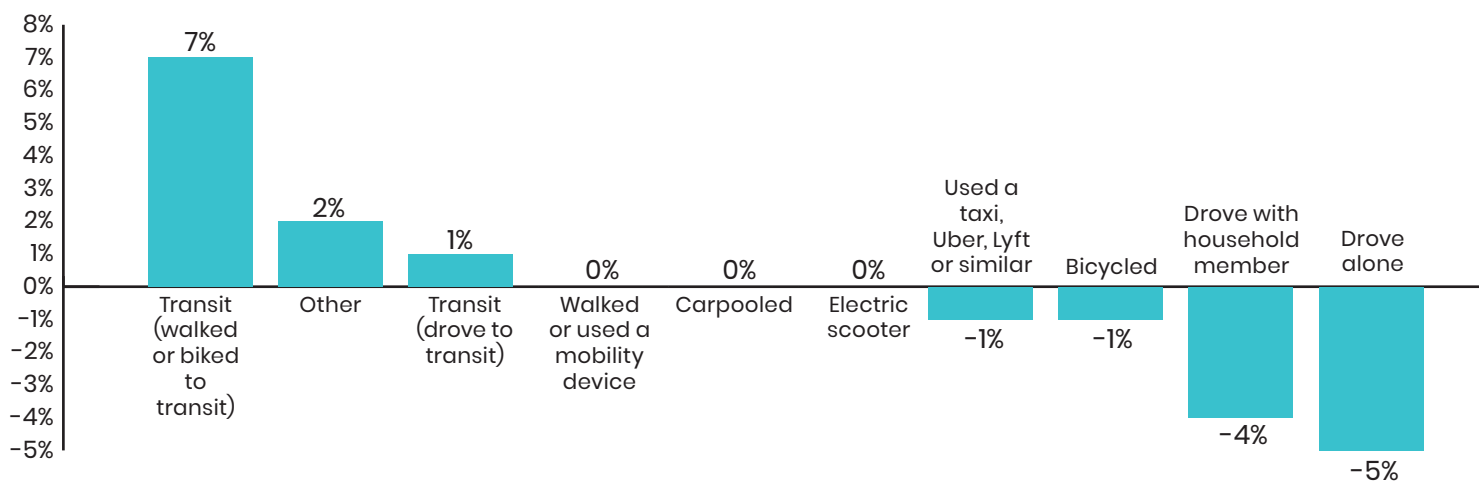


Figure 16. Survey Respondent Mode Share Change



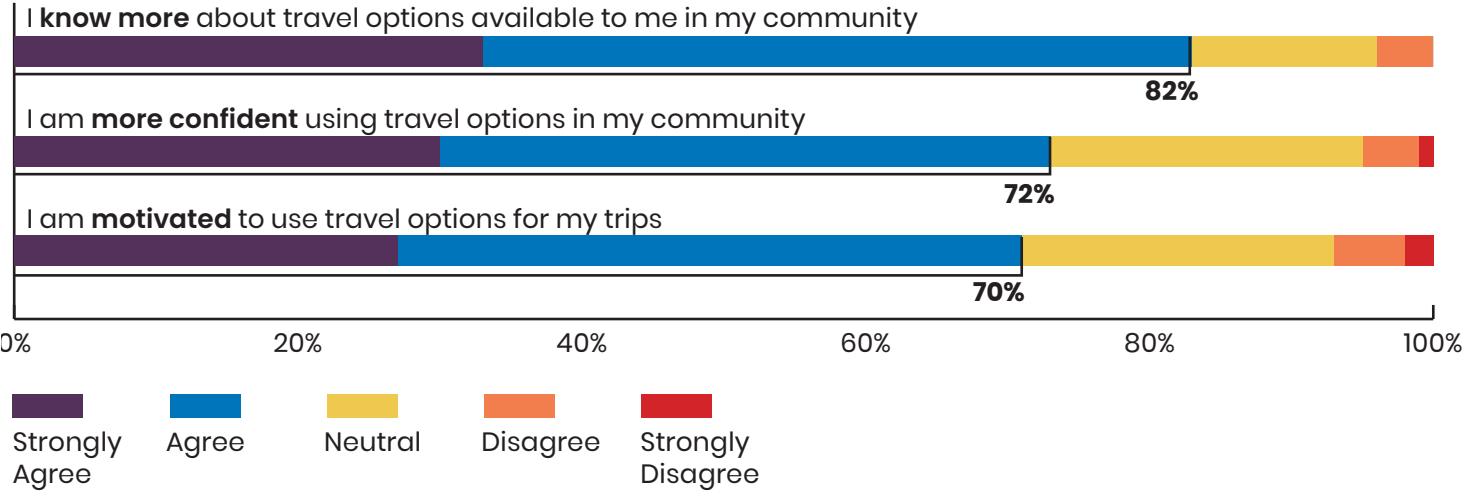
Reduced Vehicle Trips and Vehicle Miles Traveled (VMT)

Survey respondent trip diaries showed a decrease in the number of trips made by driving alone and driving with a household member. The type of trips that had the highest drop in driving alone were entertainment/dining, followed by work trips, and trips to an exercise location. The reduction in vehicle trips is a testament to the success of the program, as all program activities were designed in pursuit of this end goal. **Figure 16** above illustrates the following trip reductions:

- » 5% decrease in driving alone
- » 4% decrease in driving with a household member

Based on Replica data showing that Vancouver residents take an average of 4.22 trips per day with an average trip length of 12.5 miles, it’s estimated that the program’s 1,259 participants contributed to a reduction of 1,978,990 VMT in the first year.

Figure 17. Responses to Attitudes and Motivations Likert Scale Statements



Increased Confidence, Knowledge and Desire in Using Travel Options

Overall, survey respondents indicated they know more about travel options and are more confident and motivated to use them since participating in the program. This may be attributed to the resources and support provided by the program, the provision of pre-paid Hop cards or a positive experience using transit during one of the custom events. The prompts and findings from corresponding Likert scale questions are summarized to the right and in **Figure 17**.

Most survey respondents said that after the program, they:

- » Know more about alternative travel options available to them in their community (82%).
- » Feel more confident about using travel options in their community (72%).
- » Feel more motivated to use travel options for their trips (70%).

Survey respondents indicated that receiving a Hop card and learning more about the travel options available to them in their neighborhood were motivating factors in trying new modes. Participants who tried new modes were most likely to be motivated by improving mental health/reducing stress and maintaining/improving physical health.

Reduced Concerns/Barriers for Using Travel Options

Three common barriers to using travel options were assessed in the post-program survey: accessibility, affordability, and convenience. Most respondents agree that travel options are accessible, affordable and convenient since participating in the program. This indicates that the resources and support provided by the program may have addressed perceived concerns and barriers. The prompts and findings from corresponding Likert scale questions are summarized below and in **Figure 18**.

- » 62% of respondents find travel options accessible for their needs.
- » 79% of respondents find travel options affordable for their needs.
- » 45% of respondents perceive travel options as being convenient for their needs.

Increased Sense That Using Travel Options Is a Community Norm in Vancouver

The post-program survey used two types of data as an indicator of community norms: personal motivation to use travel options and personal beliefs about City-led efforts. The majority believe that the City is making positive changes to support travel options and that continuing similar programs would be valuable, indicating that there is community demand for continued (or increased) program investment to reach more residents and encourage more use of travel options. Trip diary responses show that participants are strongly personally motivated to use travel options, indicating that using them is desirable in Vancouver. The prompts and findings from corresponding Likert scale questions are summarized below and in **Figure 19**.

- » 70% feel more motivated to use travel options for their trips.
- » 79% of respondents believe that the City of Vancouver is making positive changes to support travel options.
- » 85% of respondents believe continuing programs like Get There would be valuable.

Figure 18. Responses to Value Likert Scale Statements

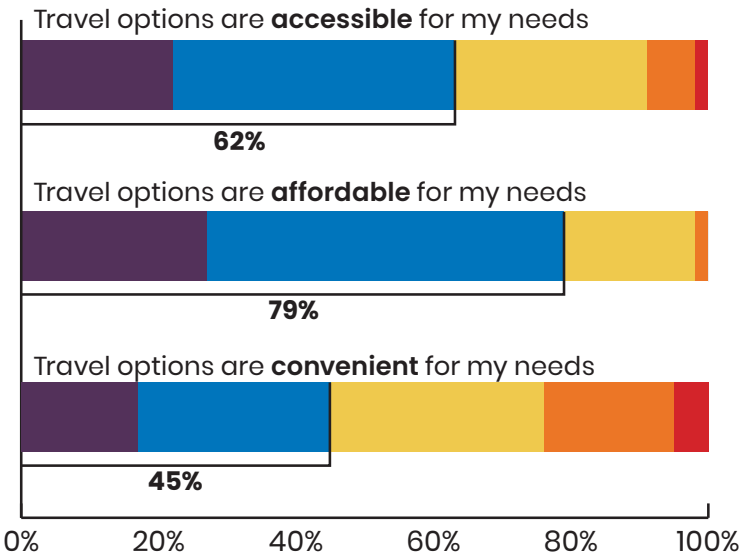
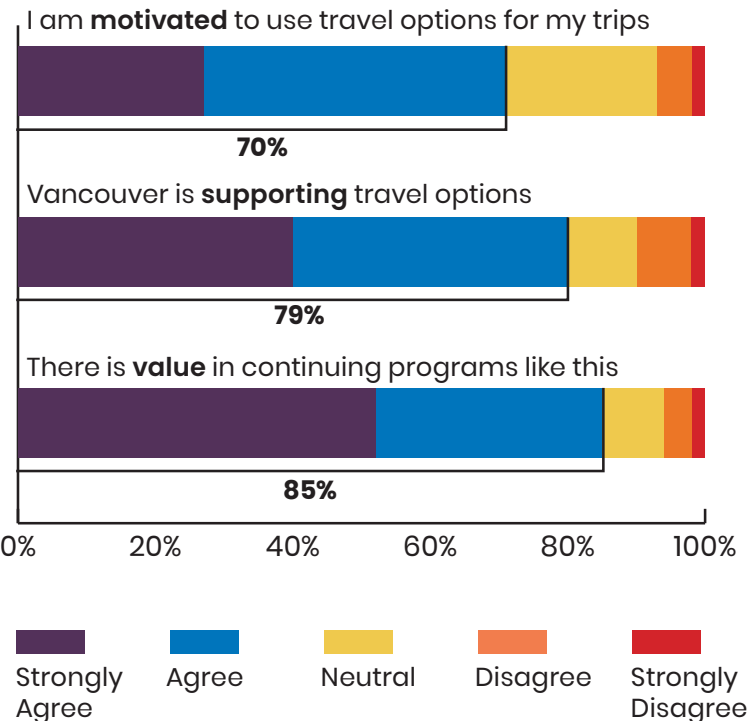


Figure 19. Responses to Concerns and Barriers Likert Scale Statements



Program Outcome Highlights by Segment

New residents vs. long-term residents

Survey respondents who identified as new residents reported driving less and using electric scooters more compared to long-term residents. New residents also reported more trips made by driving with a household member. However, they reported fewer trips made by walking, biking and carpooling compared to long-term residents.

Figure 20 illustrates the following trip reduction:

- » 5% decrease in driving alone for new residents, compared to 4% decrease for long-term residents
- » 3% increase in electric scooters, compared to no change for long-term residents

While it’s encouraging to find that drive-alone rates decreased, there is a high degree of uncertainty in the data due to the following:

- » Only 14 out of 261 new resident participants completed the post-survey (5%), and 114 out of 996 long-term residents completed the post-survey (11%).

» “New residents” in the context of the survey question is anyone who moved within the past year and does not specify whether someone moved within the same neighborhood. Participants did not provide insight into the effect of the program on their behavior as a new resident.

East Vancouver + Mill Plain vs. Fourth Plain

Fourth Plain respondents reported driving less (–22%) than East Vancouver + Mill Plain residents (–13%), and taking transit more (+19%) than East Vancouver + Mill Plain respondents (+4%). This could likely be attributed to the fact that Fourth Plain is a more central location near major destinations, such as downtown.

Fourth Plain respondents’ overall perception of the program and how it impacted them was more positive as well. Some possible explanations include that the program held more tabling and custom events in Fourth Plain (due to availability of events the program could table at, and availability of community partners to co-host custom events). Program communications also included more trip ideas and events paired with transit navigation tips in the Fourth Plain area in ongoing e-newsletters due to events or major attractions being concentrated there.

Figure 20. Mode Share Change Comparison Among New Residents and Long-Term Residents

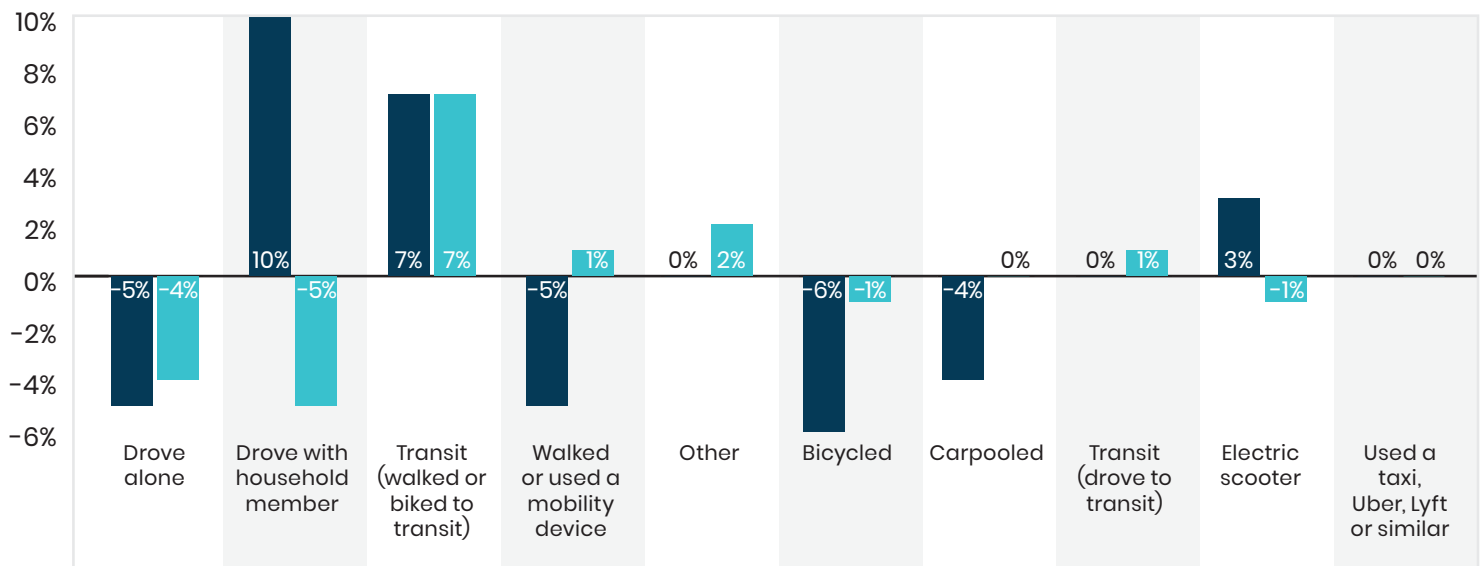


Table 12 demonstrates the percentage of respondents from both East Vancouver & Mill Plain, and Fourth Plain program areas who strongly agree and agree with the following statements:

Table 12. Likert Scale Question Responses Among Program Area Residents

	% OF RESPONDENTS WHO STRONGLY AGREE AND AGREE – EAST VANCOUVER + MILL PLAIN	% OF RESPONDENTS WHO STRONGLY AGREE AND AGREE – FOURTH PLAIN
I use travel options more often	79%	91%
I know more about travel options available to me in my community	64%	90%
I am more confident in using travel options in my community	62%	84%
I am motivated to use travel options for my trips	39%	57%
Travel options are convenient for my needs	58%	73%
Travel options are accessible for my needs	80%	77%
Travel options are affordable for my needs	73%	93%
I believe the City of Vancouver is making positive changes to support travel options	78%	100%
I believe there is value in the City of Vancouver continuing programs like this	78%	100%

It is important to note that out of 422 Fourth Plain participants, only 44 completed the post-survey (10%), and 85 out of 835 East Vancouver + Mill Plain residents completed the post-survey (10%), leading to a high margin of error. This indicates that the data is uncertain, and a higher number of respondents for each program area is needed for a more accurate comparison.

Lessons Learned

The engagement process (described on page 12) served as a useful framework for program design, guiding strategies, activities and communications throughout the program. Lessons learned from each stage of the engagement funnel are described below.

Awareness

A mix of using paid advertising, promotional collateral, tabling events and collaborating with community partners worked well to successfully raise awareness and drive participation. Mailers proved to be the most effective individual tactic, but community events were also vital to bringing awareness of the program.

Paid Advertising

- » **Mailers were the top source of awareness:** The most common way participants heard about the program was through mailers, according to the post-program survey.
- » **Mailers are effective, but costly:** Despite their cost, mailers resulted in the greatest jump in sign-ups when compared to other paid media such as social media ads and outreach events.
- » **Follow-up mailer messaging needs clarification:** Repeat mailings should include a note specifying that people who already signed up for the program don't need to sign up again.
- » **Photo-based social media posts outperform graphic-based posts:** Social media content featuring people received better engagement.

Promotional Collateral

- » **Print materials work well in community spaces:** Community centers, libraries, and community-based organizations were effective locations for print materials distribution. Many of these locations are near transit stops, have high foot traffic and have areas dedicated to posting and distributing community materials.

Tabling Events

- » **Table placement impacts engagement:** During in-person outreach, positioning tables near entrances, exits or high-traffic areas improves engagement.
- » **On-site tech lowers barriers:** Having technology like iPads or laptops on hand at outreach events helps increase on-the-spot registrations by removing barriers and improving accessibility. These devices can allow individuals without personal access to the internet or limited digital literacy to register for the program.

Partner Communications

- » **Community-based organizations are valuable outreach partners:** A few organizations proactively requested print resources they could display or distribute. Devoting additional communication efforts toward direct outreach to community-based organizations may have yielded increased participation.



Tabling at Countryside Woods neighborhood picnic and National Night Out event at East Woods Presbyterian Church to encourage sign-ups

Program Enrollment

The program was effective in meeting its enrollment goal, likely due to the Hop card being an enticing incentive to join the program.

A core lesson from the program enrollment stage is that sign-ups and/or Hop cards requested are not the clearest indicator of program success.

- » **Hop cards were a successful incentive to join the program:** 1,207 out of 1,259 participants signed up for a Hop card, which was a meaningful way to get participants to try transit.
- » **Hop card use was difficult to track:** Due to limitations in transit agency data, actual Hop card use couldn't be verified. Relying on self-reported data limited the ability to assess the impact of the offering.
- » **Hop card fulfillment requires planning, staffing, and training:** Distributing Hop cards involved multiple steps that were best handled by two staff members. A dedicated fulfillment station with all materials in one place improved efficiency.
- » **Auditing and Hop card management added complexity:** Distributing preloaded Hop cards required time-consuming auditing requirements under city policy. Additionally, low inventory caused fulfillment delays, as card restocking from C-TRAN could take up to a week.

- » **Regular review of sign-ups and address verification is essential:** Weekly checks of the sign-up spreadsheet are helpful in identifying duplicate sign-ups or participants living outside city limits, and address verification can help reduce return mail.
- » **Trackable QR codes will yield better insights:** The project did not set up trackable QR codes for all program materials, making it difficult to understand which program materials were most effective in driving sign-ups.



Program staff holds Hop card in front of The Vine

Engagement

Having a mix of passive and active engagement strategies allowed people to participate in ways that fit their lifestyle and their needs. Passive, lower-effort strategies like e-newsletters, custom resources and the Cafe Quest proved to be effective at reaching many participants, while active ones like custom events were higher-effort and costlier and reached fewer participants.

Despite the higher cost of custom events, they served as useful marketing tactics to include in outlets such as the e-newsletters, generating content that provided local, personal examples from community members using transportation options, which is a foundational element of community-based social marketing tactics in shifting community norms.

Custom Resources

- » **Custom resources were valuable:** The most popular way that survey respondents participated in the program was by ordering program materials or resources (36%).

Newsletters

- » **Newsletters had high engagement rates:** Email newsletters had open rates between 45% and 68%, outperforming the industry average of 36%. Offering a print resource order form in the e-newsletter boosted performance, with a click rate of 7.3% and an open rate of 65%.
- » **Newsletter segmentation was overused:** Although many audience segments were created, the content differences were minimal. Simplifying segmentation or identifying more ways to customize content may be beneficial in the future.

Custom Events

- » **Add mode shift questions to post-event or promotion surveys:** Asking participants whether they tried a new mode as a result of program activities will help evaluate behavior change.
- » **Custom events had a high cost per participant:** Future efforts should prioritize building off existing events or using lower-effort promotional campaigns like the Café Quest, which could reduce the cost per participant while still serving an important role in participant engagement and marketing efforts.
- » **Increase outreach to Spanish and Russian-speaking communities:** In-person event attendance from Spanish and Russian participants was minimal.
- » **Program events were a good way to engage participants:** Attending an event was the second most popular way that survey respondents participated in the program (24%).

Cafe Quest

- » **Low-effort campaigns can be effective:** The Cafe Quest took less staff time and material expenses to implement, yet had a larger number of program participants (99) engage in it compared to other custom events.
- » **Involving local businesses was a great way to engage the community:** Nine local cafes participated in the Cafe Quest, and some provided a small discount to encourage participation.

Table 13 provides the relative cost and reach for each type of engagement strategy, described in detail on pages 18 through 21. Cost refers to both labor and expenses, and reach refers to the number of people who participated or received the offering.

Table 13. Relative Cost and Reach of Engagement Strategies

	CUSTOM RESOURCES	E-NEWSLETTERS	CUSTOM EVENTS	CAFE QUEST (PROMOTIONAL ACTIVITY)
Cost	Medium	Low	High	Low
Reach	High	High	Low	Medium

Recommendations for Future Programs

The program evaluation findings support the program's theory of change: by engaging with the program, participants increased their knowledge, confidence and use of travel options for everyday trips. **The outcomes highlight the value of continued investment in individualized and community-based TDM programs.**

As the City of Vancouver advances its TDM efforts to align with policy goals and address community needs, TDM programs should be considered a proven tactic.

The success of this pilot program suggests that residential or neighborhood-focused TDM programs are an effective way to engage Vancouver residents to try new or improved travel options, such as bus rapid transit. The City should consider employing TDM programs alongside future transit or travel options service or access improvements. New services or access improvements can serve as an entry point for TDM programs. TDM programming can capitalize on community engagement that occurs during service planning or construction.

Findings from the pilot program also suggest that TDM programs focused on new residents may be an effective way to reduce drive-alone trips among residents. Program findings are limited by data available, but the results are consistent with general behavior change theory, which says that moments of change, such as when someone moves to a new area, are strategic times to engage people to change their behavior as their routines are already in flux. For future programs, it is recommended the City conduct additional research on timelines, audience and emerging best practices for interventions triggered by residents moving to or within the city. In the future, strategic interventions may focus on the time period just before or just after a move, and on people that have moved outside of their previous neighborhood as their commute and daily trips are more likely to have been disrupted.



Program staff tabling at a community event

Title VI Report

Overview

To support Title VI population requirements, the project team identified the top three program languages informed by demographic data within the program areas: English, Spanish and Russian. To engage these populations, the project team provided in-language versions of all program elements, including the sign-up form (which included the pre-program survey), print materials (mailers, maps and flyers), online communications (newsletters and social media advertisements), post-program survey, and provided live interpreters by request for all in-person engagement activities.

Participant Demographics

Program participants (1,259) selected the following as their preferred program language:

- » English: 1,186 (94%)
- » Spanish: 44 (4%)
- » Russian: 12 (1%)

Participant Quotes

"Because of the program, I learned how to use the Green Vine to commute for all or part of my work commute. My best friend and I also learned how to travel safely to Portland with our bikes and how to get home using the cooperative transit system."

- **Program Participant**

"I went on a bike ride with my 22-year-old daughter. It's the first bike ride we've taken together in years – it was a beautiful day, the sun was shining. It's been 10 years since we've been on a bike ride together. This is because of this program. Thank you."

- **Program Participant**

"Having moved here from out of state, we are delighted to see how proactive the city is in doing intelligent, efficient things to try to engage the community, from the free Hop card, to the Get There program, to Pedalpalooza, to the community centers... We are delighted that the city does so many great things." - **Program Participant**

"Since I started walking to the coffee shop instead of driving during Café Quest, my family and I have walked several more times and are really enjoying it! I am glad the city partnered with local businesses to provide incentives. Thank you!" - **Program Participant**

"I travel along Fourth Plain Blvd a LOT as a pedestrian, bicyclist, and driver. Through the program I learned how to track the bus arrival on my phone and that I can simply tap my credit card to pay fare once I step onto the bus. These two things have been game changers." - **Program Participant**

Acknowledgments

The project was led by Olivia Kahn, transportation demand management planner with the Travel Options Program, who served as project manager, with Laurel Priest, associate transportation planner, as assistant project manager. Travel Options intern, Kail Hibbs, also supported the program through community engagement and outreach.

Appendix A: 2024 Vancouver Residential TDM Logic Model

Purpose: To support the use of transportation options by providing community members (specifically people who have recently moved) with customized transportation information and support, events, and rewards and prizes to help them walk, bike, carpool, and take the bus more often.

Theory of Change: By receiving and using free transit fare, reading informative resources, receiving one-on-one support, and attending experiential learning events over an eight-month timeframe, participants of this program will be able to increase their knowledge, confidence, and use of transportation options for everyday trips. Specifically, participants will be able to try new transportation options for the first time and build familiarity and confidence with those options.

INPUTS/ RESOURCES	ACTIVITIES	OUTPUTS	OUTCOMES	
			During Program	End of Program
Advertising & Collateral budget	Paid advertising (social media)	# ads placed, clicks, impressions, reach	» Fourth Plain and E. Vancouver + Mill Plain residents are aware of the program and know how to participate. » First 1,000 participants receive and use their Hop cards. » Participants access resources. » Participants attend events to experience using transportation options.	» Increased use of transportation options (measured through pre- and post-survey) » Reduced vehicles trips and VMT (measured by pre- and post-survey) » Increased confidence, knowledge, and desire in using transportation options (measured through post-survey) » Reduced concerns/barriers for using transportation options (measured through post-survey) » Increased sense that using transportation options is a community norm in Vancouver (measured through post-survey)
	Collateral distribution	# mailers distributed, # yard signs distributed, # flyers distributed, # maps distributed		
	City communications (e-newsletters, Next Door, print newsletter)	# of articles, posts, etc.		
	Program website & sign-up form	# of website views view time, clicks, sign-ups		
Consultants & City of Vancouver Staff	Program e-newsletter	# of events, activities, participants, collateral		
	Tabling at existing events	# of events, # of attendees or conversations		
	Partner engagement	# of Promoting, Event, & Collaborative partners		
	Custom events	# of custom events, # of attendees		
Partnerships	Partner communications	# of partners promoting the program, # of social media shares/posts, # of partner e-newsletter articles		

Appendix B: Summary Results from Participant Survey

The following charts outline key findings from the post-program survey analysis, except where presenting pre- and post-program comparisons.

Figure 21. Responses to the question “Which program area do you live in?” (n=129)

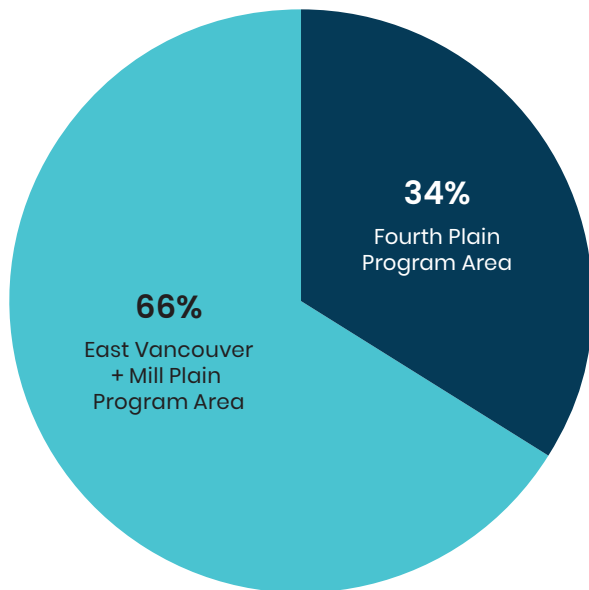


Figure 23. Responses to the question “Have you moved within the past year?” (n=129)

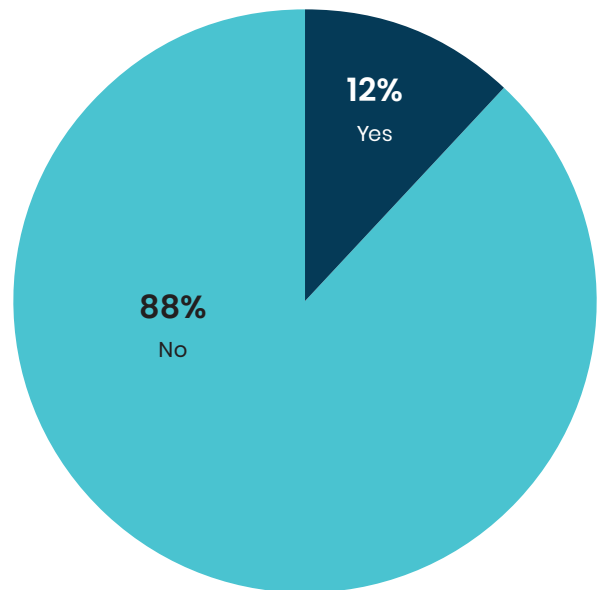


Figure 22. Responses to the question “Did you receive a HOP card after signing up for the program?” (n=129)

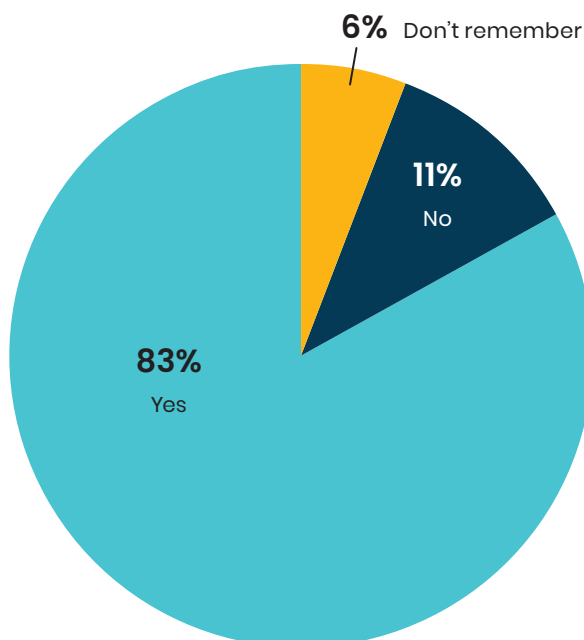
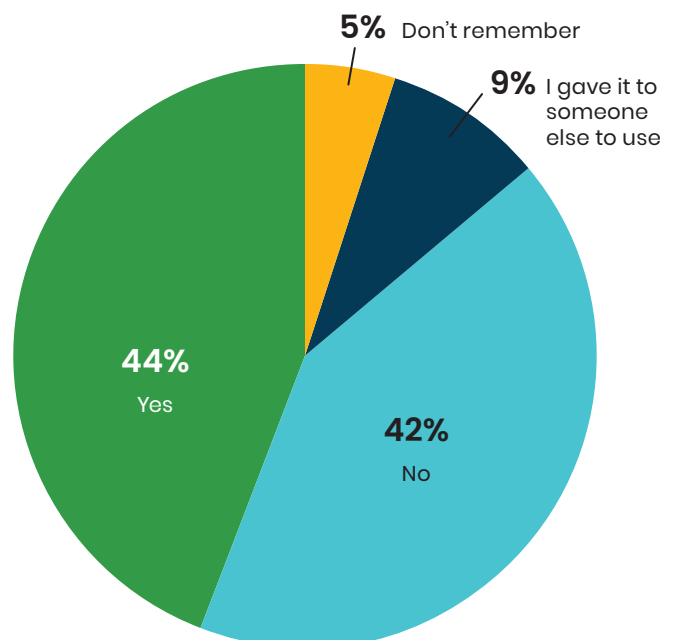


Figure 24. Responses to the question “Did you use your HOP card that you received after signing up for the program?” (n=107)



The pre- and post-program surveys asked participants a series of questions about the types of trips they took the day before they completed the survey, along with which mode they used to make the trip, referred to as “trip diary” questions. Figure 25 reflects answers to the questions by mode and Figure 26 reflects answers to these questions by trip purpose.

Figure 25. Trip Diary: Mode

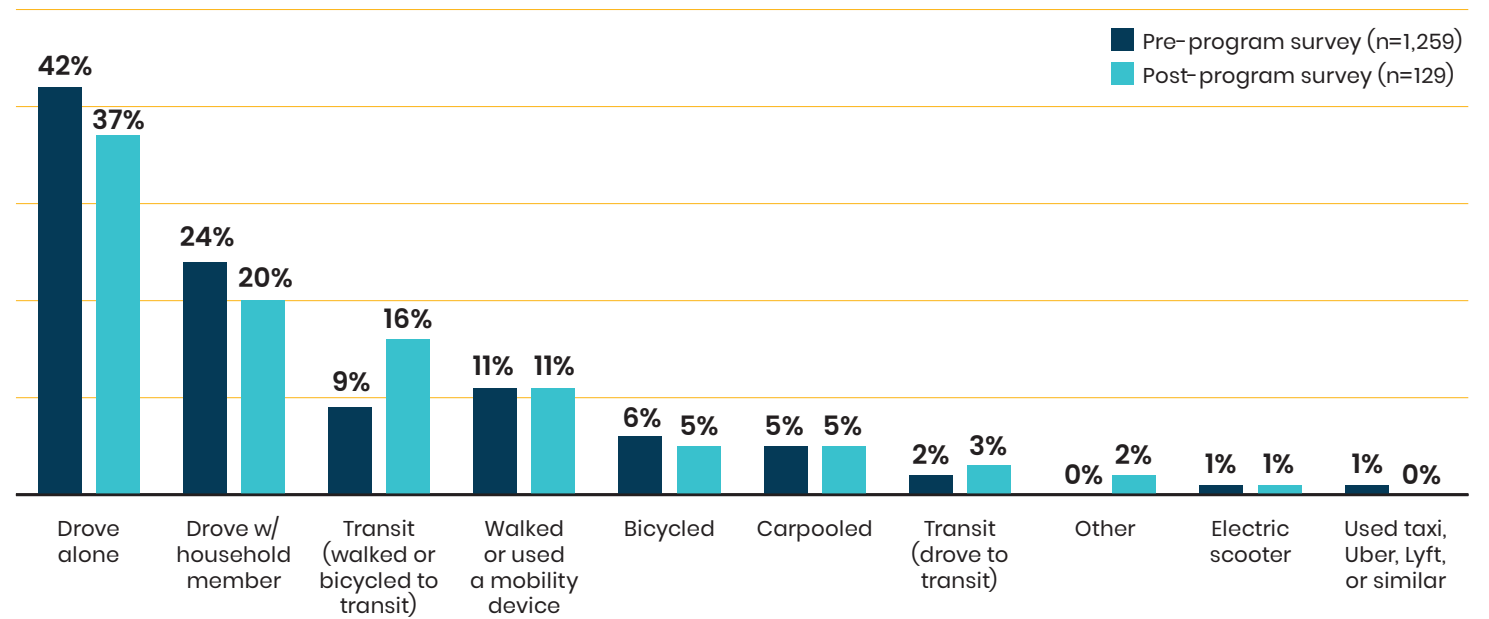


Figure 26. Trip Diary: Trip Purpose

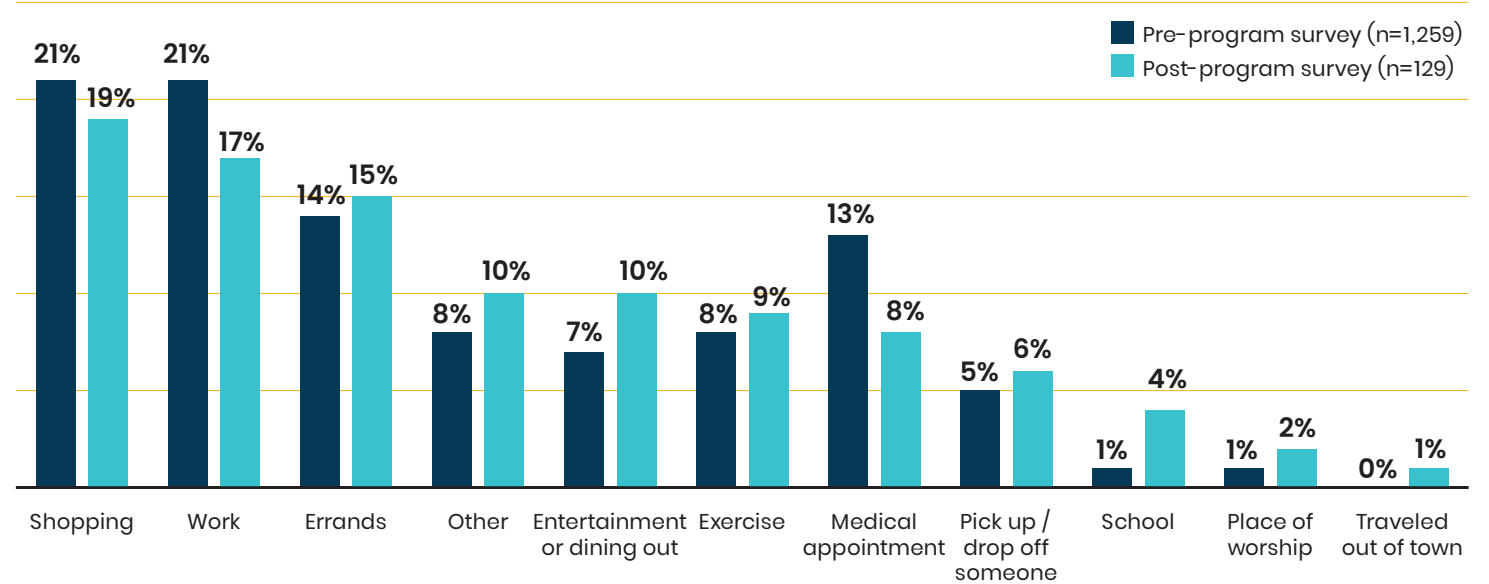


Figure 27. Responses to the question “Where did you see or hear about the Get There Fourth Plain or Get There East Vancouver + Mill Plain Program? Select all that apply.” (n=129)

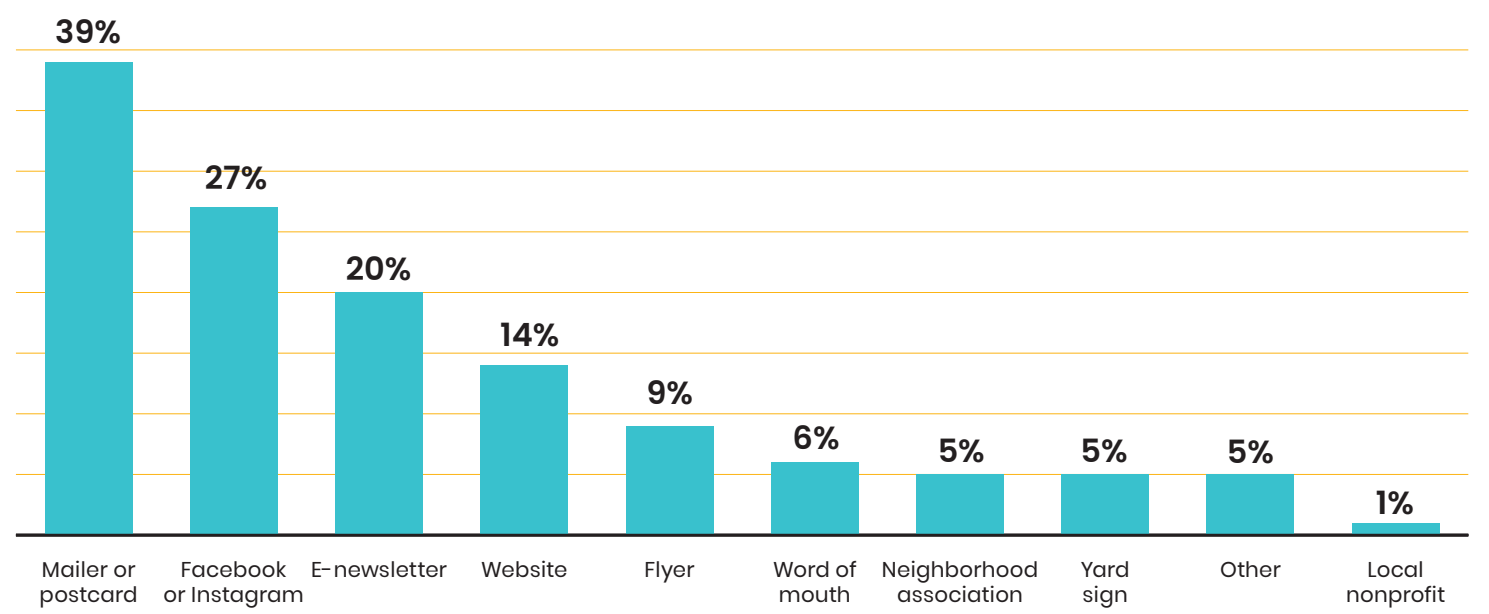


Figure 28. Responses to the question “How did you participate in the program? Select all that apply.” (n=129)

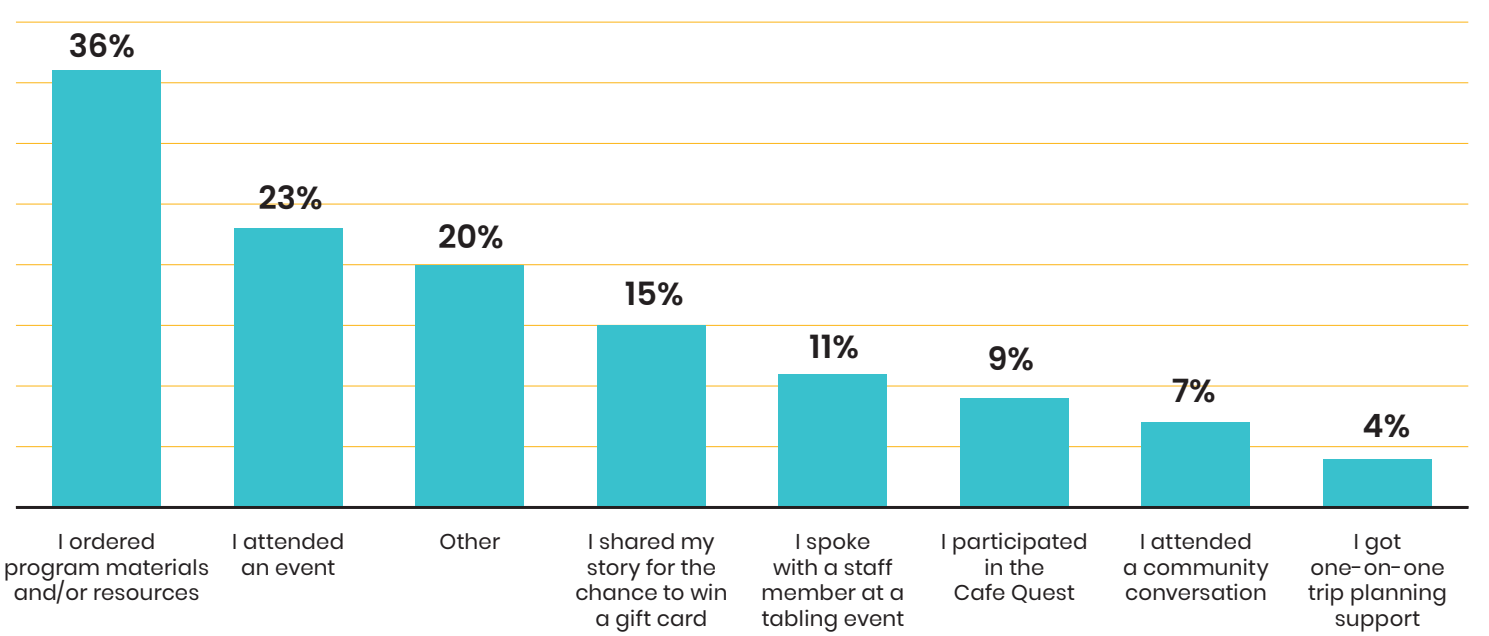


Figure 29. Responses to the question “Since participating in the program, have you tried a new mode of transportation? (Biking, walking, rolling, carpooling, riding transit.” (n=129)

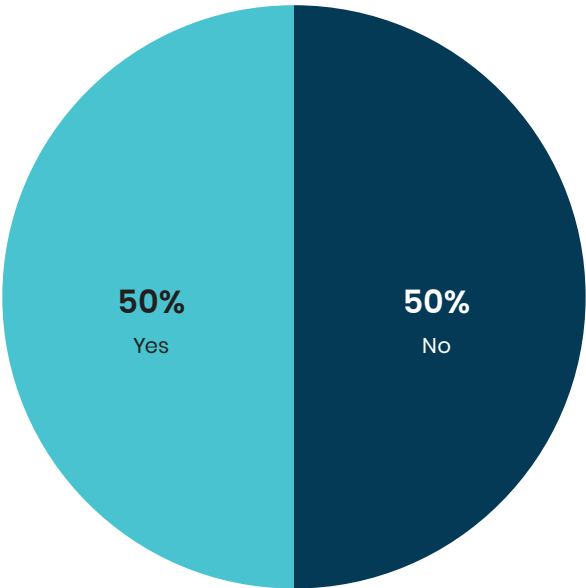


Figure 30. Responses to the question “What new mode of transportation have you tried since participating in the program? Select all that apply.” (n=65).

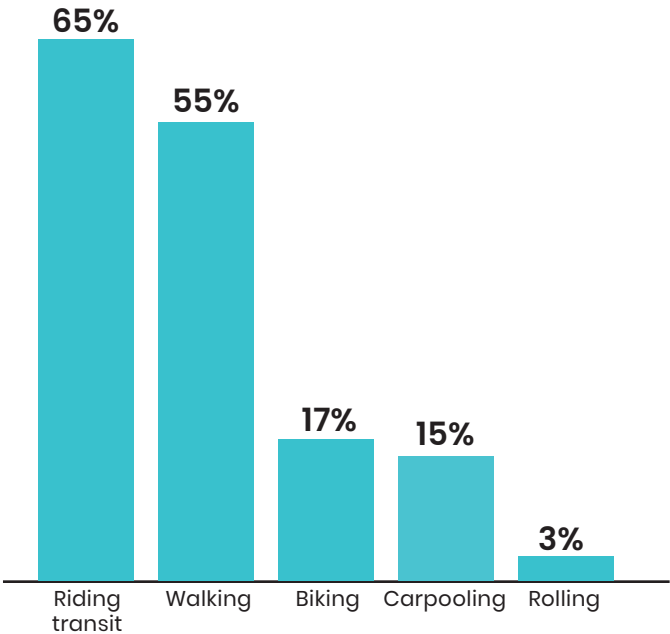


Figure 31. Responses to the question “What motivated you to participate in program activities?” (n=129)

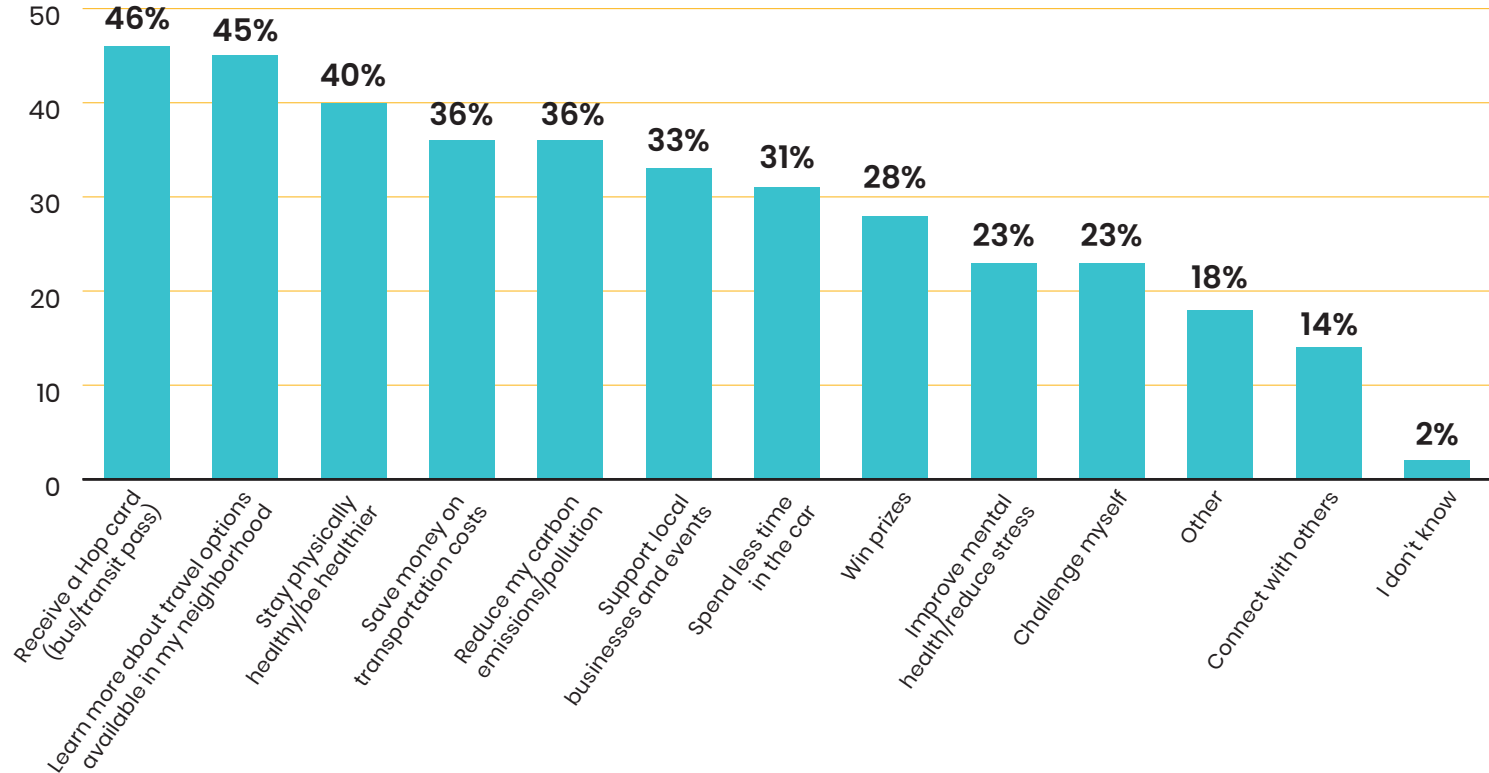
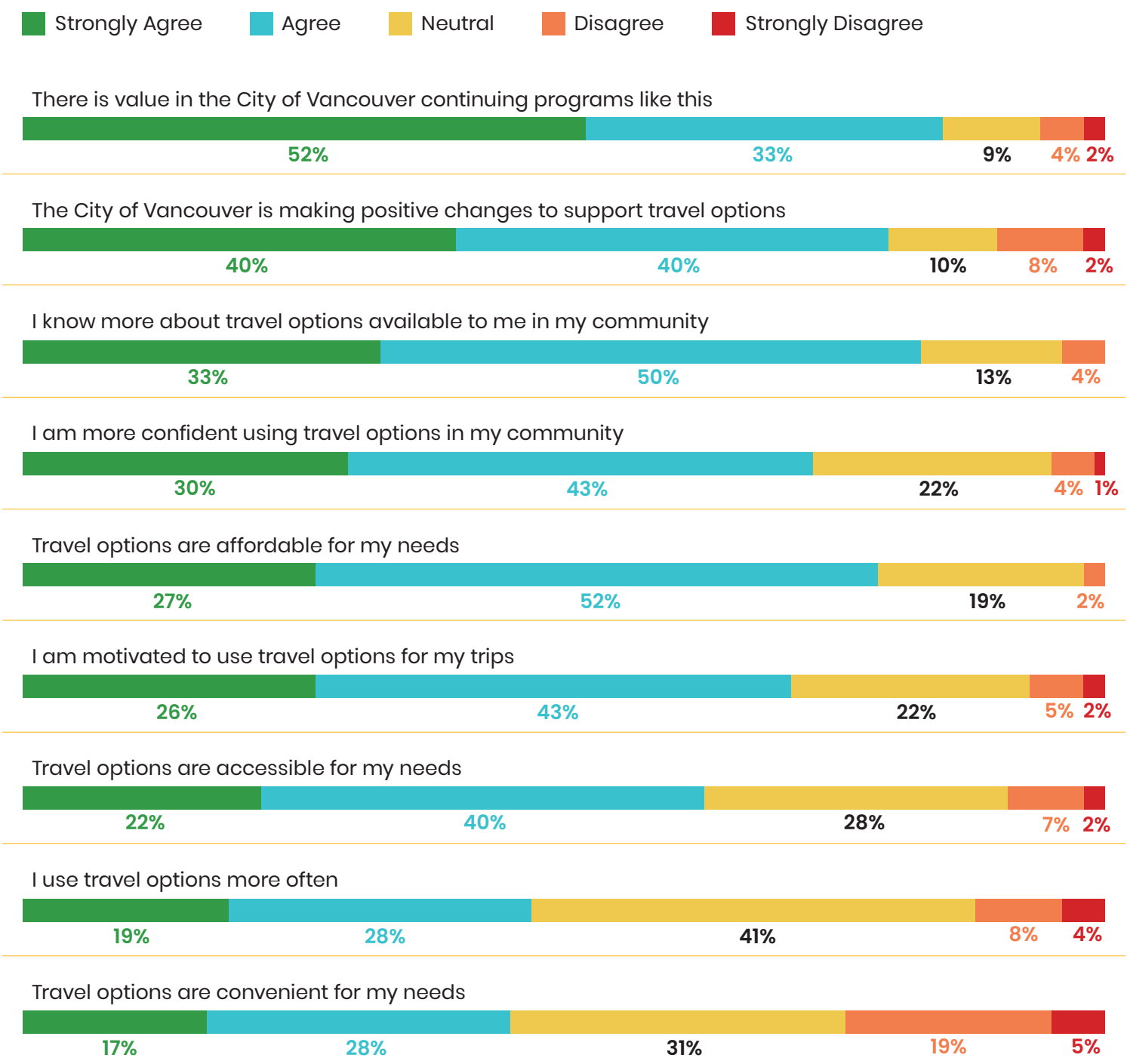


Figure 32. Responses to the question “Please rate your level of agreement with the following statements.” (n=129)



Demographics

Program Participants (pre-survey)

Figure 33. Responses to the question “Which category below includes your age?” (n=562)

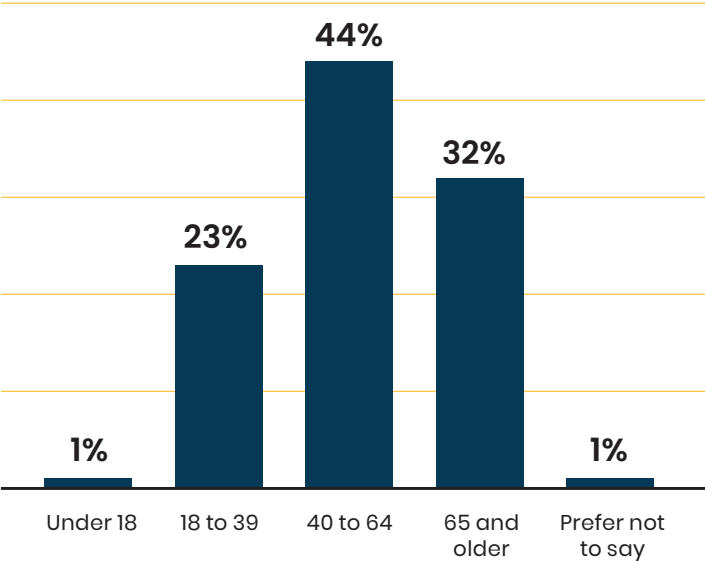


Figure 34. Responses to the question “Which language do you speak most at home?” (n=561)

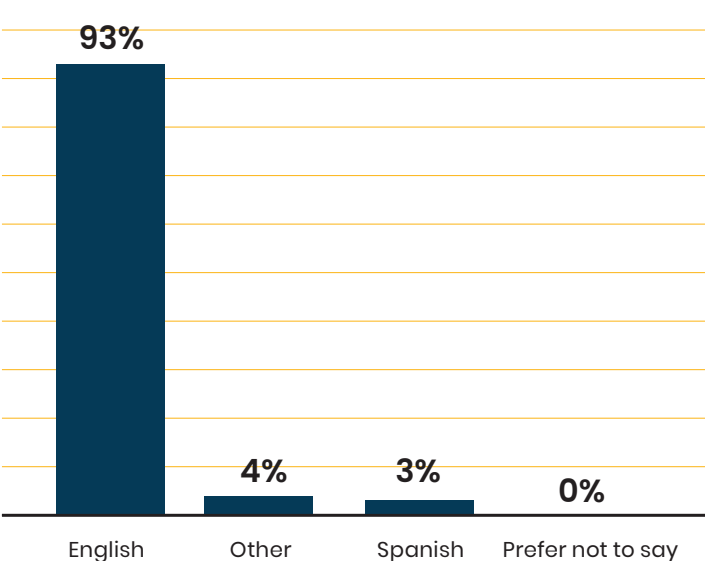


Figure 35. Responses to the question “Are you of Hispanic or Latino descent?” (n=560)

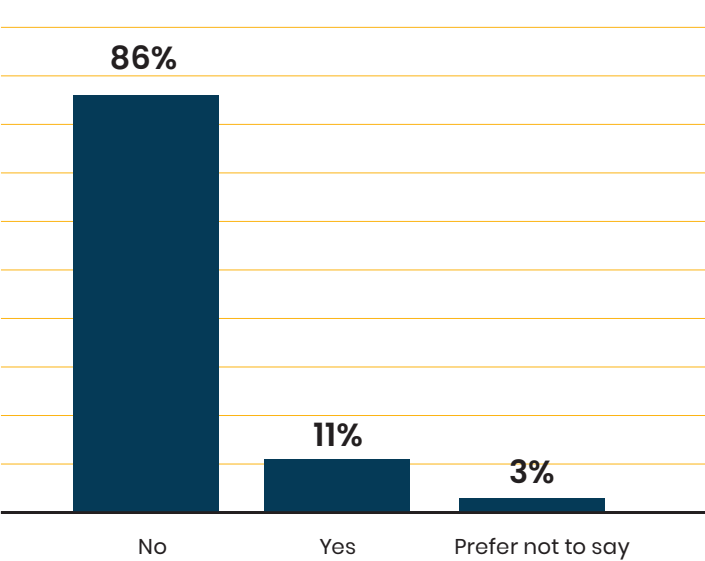


Figure 36. Responses to the question “Do you experience a disability?” (n=557)

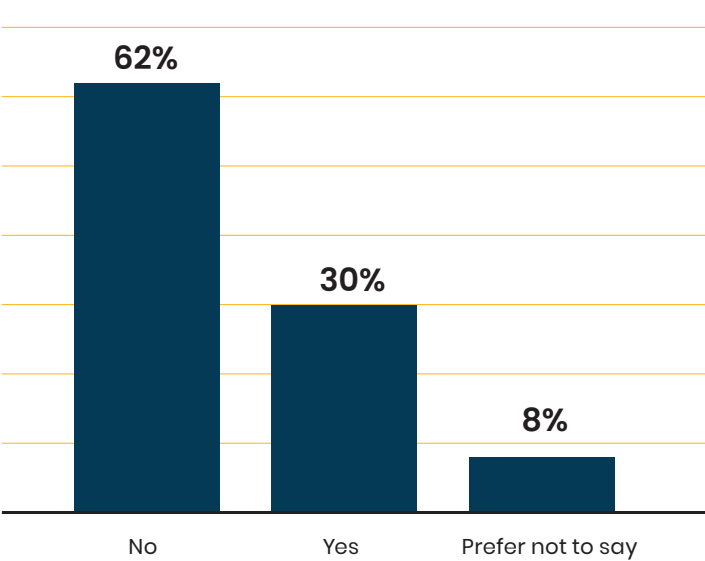


Figure 37. Responses to the question “Which racial designations below best describe you?” (n=553)

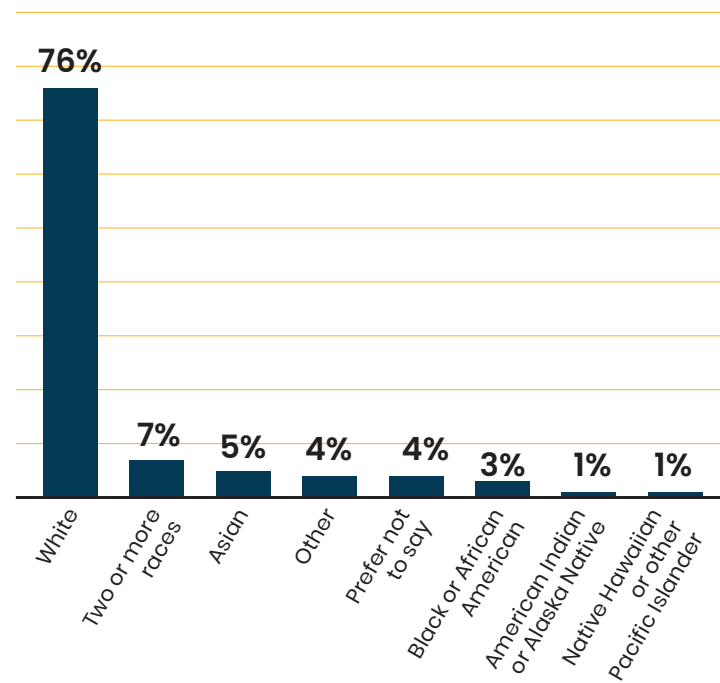


Figure 38. Responses to the question “What is your employment status? Check all that apply.” (n=579)

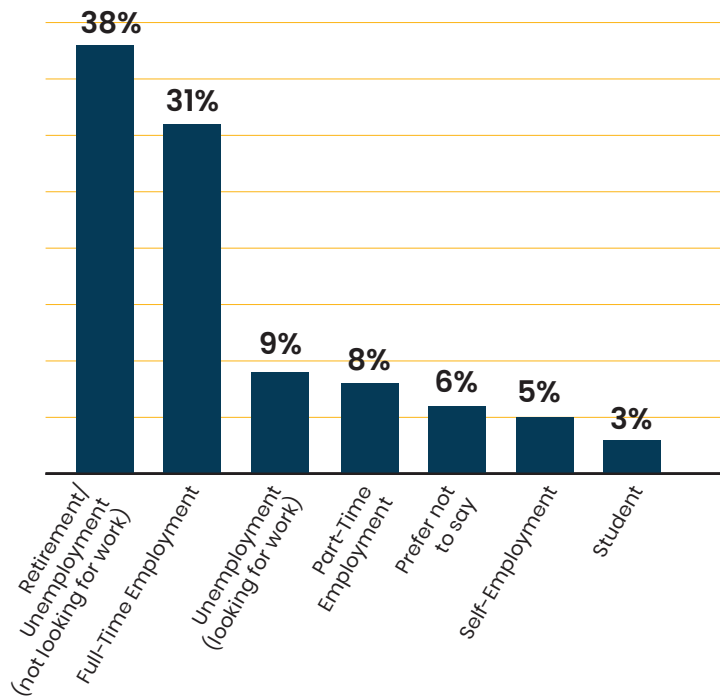


Figure 39. Responses to the question “What is your annual household income?” (n=558)

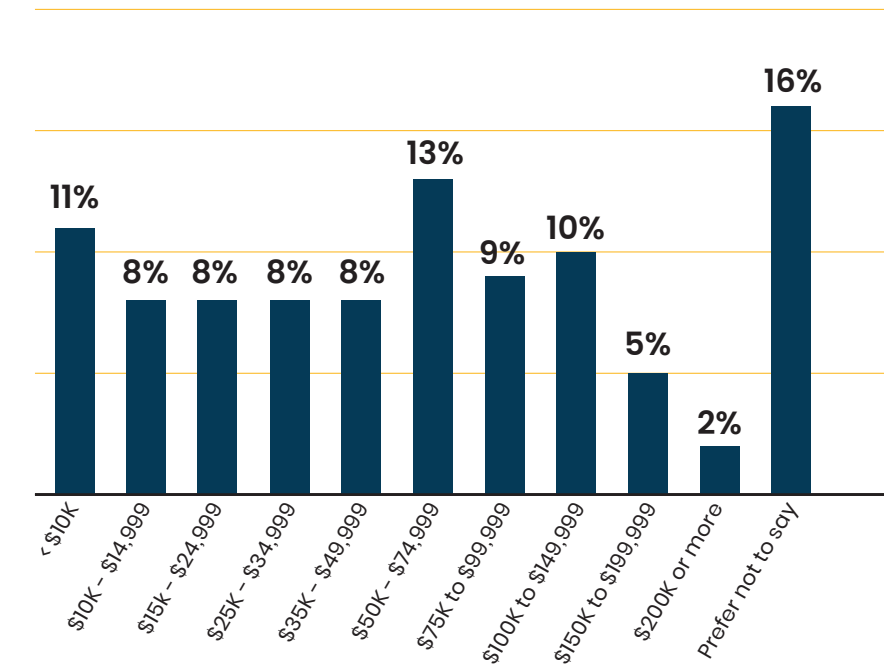
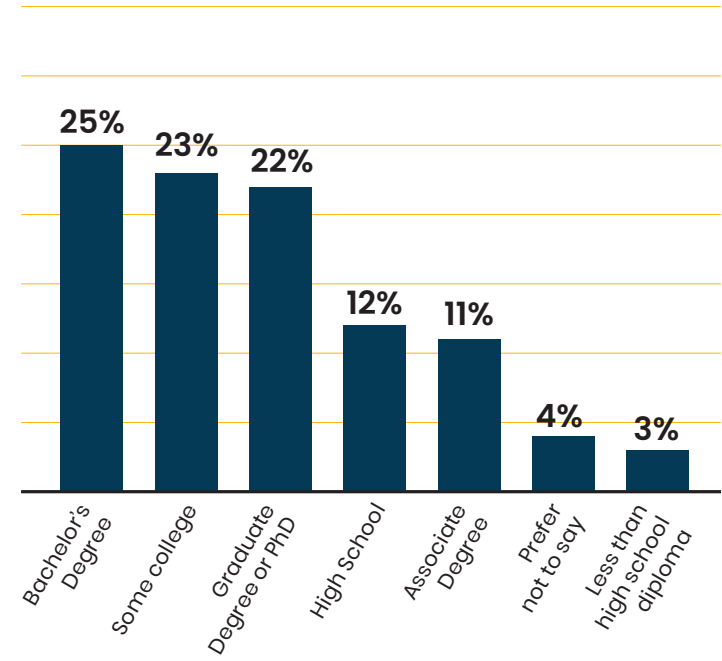


Figure 40. Responses to the question “What is your highest level of education?” (n=562)



Demographics

Post-program Survey Respondents

Figure 41. Responses to the question “Which category below includes your age?” (n=46)

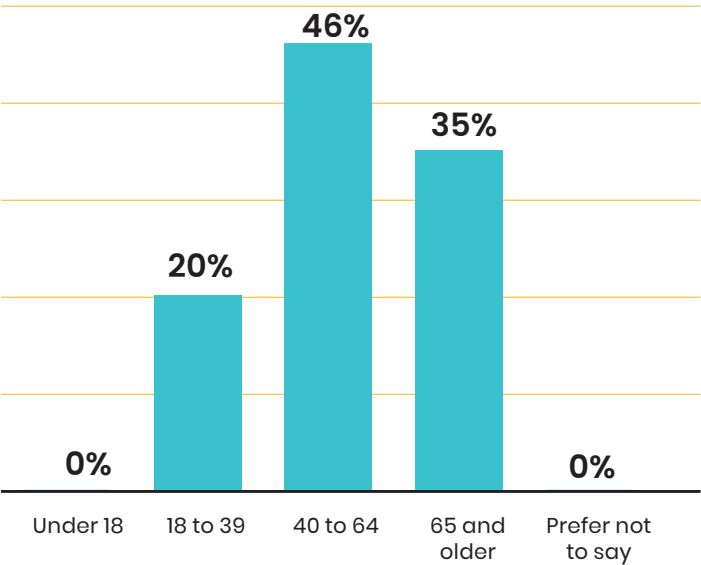


Figure 42. Responses to the question “Which language do you speak most at home?” (n=45)

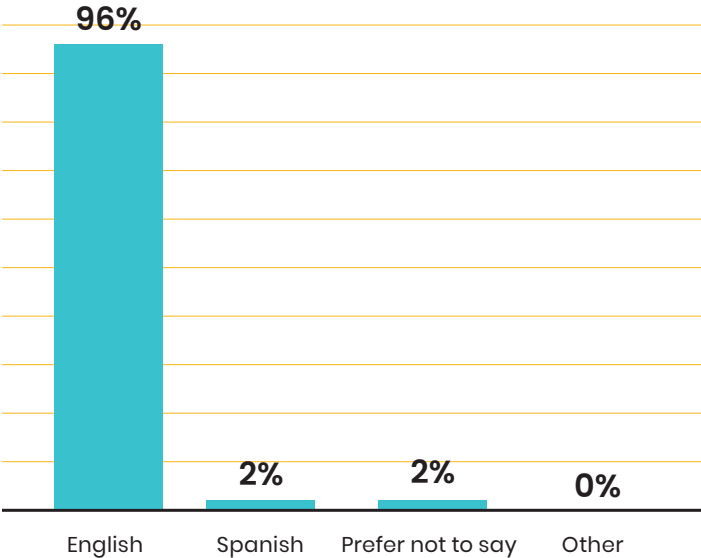


Figure 43. Responses to the question “Are you of Hispanic or Latino descent?” (n=45)

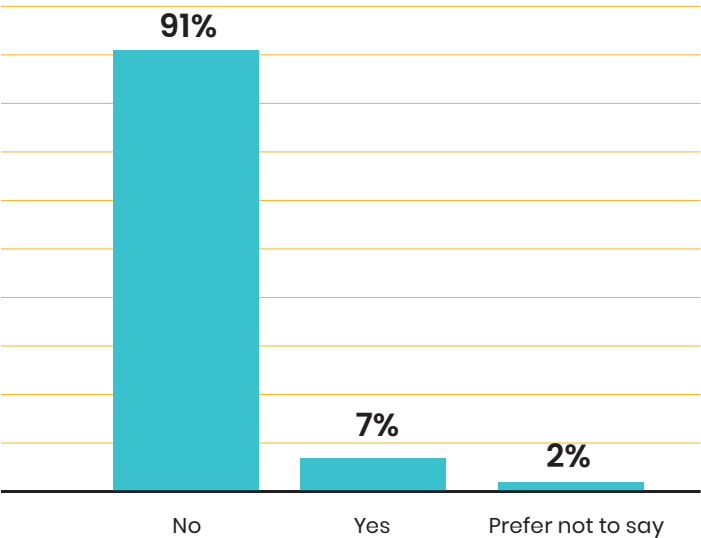


Figure 44. Responses to the question “Do you experience a disability?” (n=45)

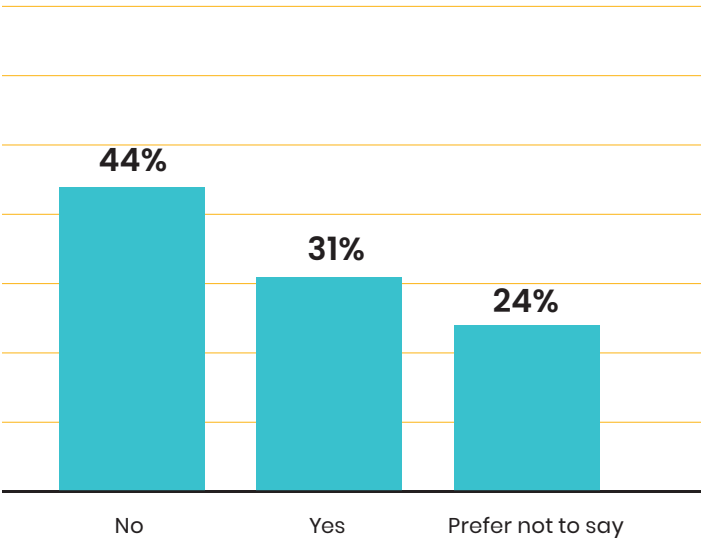


Figure 45. Responses to the question “Which racial designations below best describe you?” (n=43)

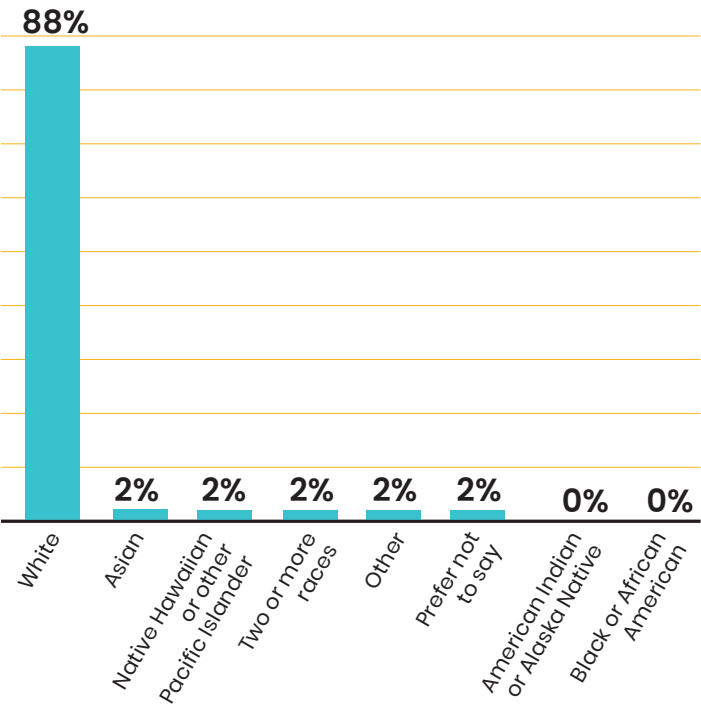


Figure 46. Responses to the question “What is your employment status? Check all that apply.” (n=45)

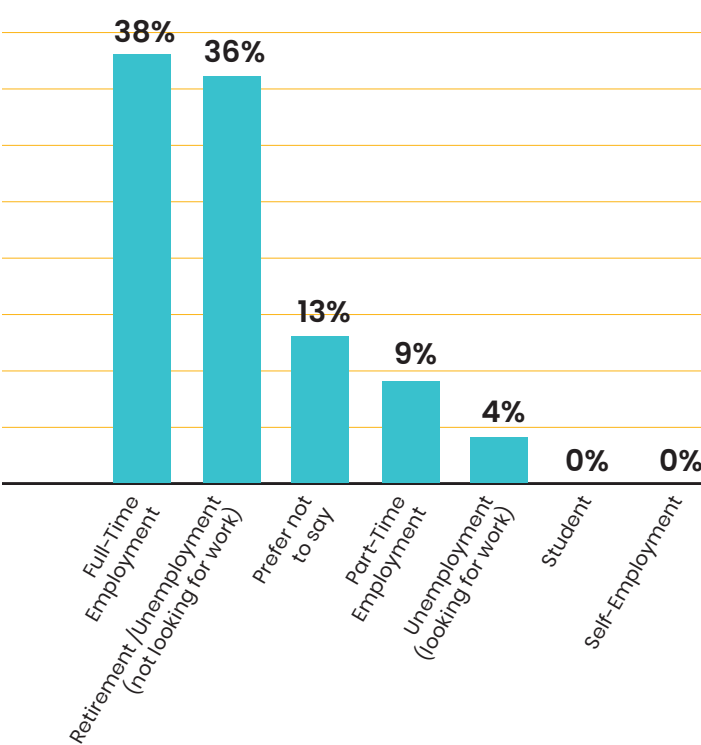


Figure 47. Responses to the question “What is your annual household income?” (n=45)

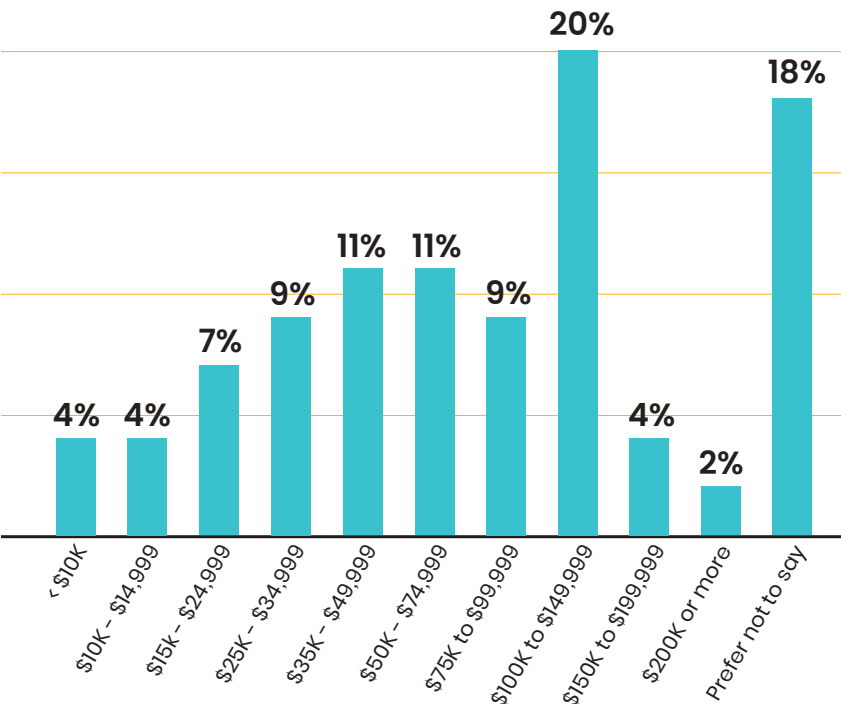
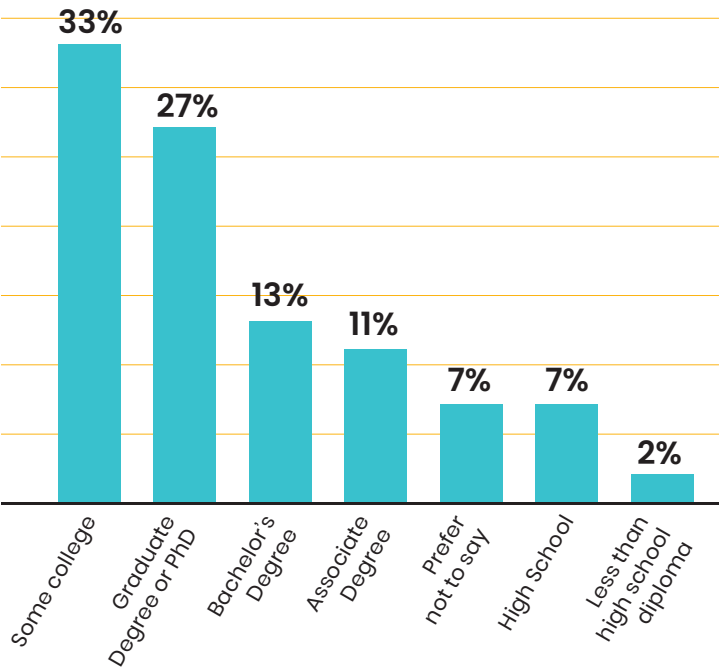


Figure 48. Responses to the question “What is your highest level of education?” (n=45)





Residential Transportation Demand Management Pilot Program