

It's the healthy choice -
For you and your family
For our planet
For your wallet - beat high gas prices

King County Metro
and local Ballard businesses will
reward you for traveling smarter
and healthier.

HELP GET BALLARD IN MOTION THIS SUMMER LEAVE YOUR CAR BEHIND

Whether you live or work in Ballard . . .

Metro Free Ride Tickets

Pledge to Drive Less

Incentives to reward your new travel habits

How to get information on healthy travel choices



Improving our community - and the planet - through healthier travel choices!

It's all about local partners . . .

A host of Ballard businesses have joined together to support Ballard In Motion. And three non-profit implementation partners will be organizing local activities and outreach:

Ballard Chamber of Commerce

Working Hard for the Ballard
Community Since 1927
www.ballardchamber.com



Groundswell Northwest
Creating Community Parks
and Habitat
www.groundswellnw.org



Sustainable Ballard
Collective Community
Self-Reliance
www.sustainableballard.org



Rider Information 206-553-3000
TTY 206-684-1739
Trip Planning and Metro Online
<http://transit.metrokc.gov>
Alternative Formats Available
206-684-2046 (voice) 206-684-2029 (TTY)

Find out more about Ballard In Motion

Look for IN MOTION displays and materials throughout the neighborhood at partner and business sponsor locations and at summer community events.

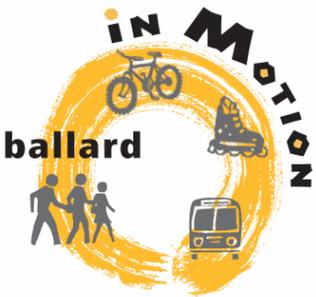
Check the website for a full list of all sponsors and more great tips on driving less.



We'll Get You There

www.metrokc.gov/inmotion
In Motion Hotline 206-296-3455

Printed on Recycled paper



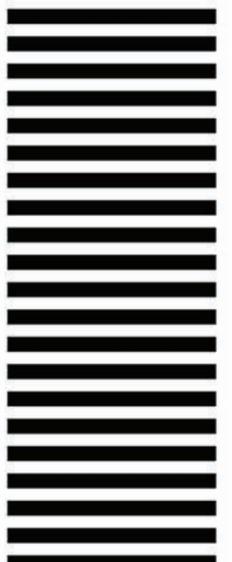
BUSINESS REPLY MAIL

FIRST-CLASS MAIL PERMIT NO. 1863 SEATTLE WA

POSTAGE WILL BE PAID BY ADDRESSEE

KC METRO TRANSIT/BALLARD CHAMBER OF COMMERCE
2208 NW MARKET ST STE 100
SEATTLE WA 98107-9800

NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES



BALLARD IN MOTION

Here's how it works:

Beginning in early June and continuing through Labor Day, people living and/or working in Ballard will have many opportunities to get **IN MOTION** - by busing, biking, walking and sharing rides.

All you have to do is:

- **REGISTER** - online or by returning the attached postcard. You'll receive TEN METRO FREE RIDE TICKETS just for signing up!
- **REQUEST INFORMATION** about how you can reduce your driving and bus, bike, walk and share rides more often.
- **PLEDGE TO REDUCE DRIVING ALONE** in the car by at least two trips each week.
- **REPORT YOUR PROGRESS** through weekly trip logs and accrue points for each trip log you submit.
- **RECEIVE REWARDS** from Metro and local merchant sponsors for every week you keep your pledge. You'll receive an **IN MOTION TOTE BAG** the first time you report in! And the longer you keep reducing your driving, the more rewards you receive.

Who is eligible to participate ?

- Must live or work in the program area - bounded by the Ship Canal, Puget Sound, NW 65th St. and 8th Ave. NW.
- Must be 16 or older (If you have younger kids, get them involved in your drive-less trips - it's a great way to build healthy habits for the future!)
- Must have at least one car in the household (so you can get used to using it less!)

There are LOTS of ways to reduce your driving - whether it's for work, errands or family trips



BUS

- Find out all the places you can go by bus - all day, everyday.
- Look at the enclosed map to see all the bus routes serving Ballard.
- Help your kids learn to take Metro to school - Ballard High School will be "all Metro" this fall.
- Get personalized commute planning help from Metro.
- Take the bus to downtown Seattle - it's easy, and you save on parking.

WALK or BIKE

- See how far you can get on foot or by bike in downtown Ballard without your car!
- Shop at local Ballard merchants - it's good for your community and good for you.
- Let Metro's Bike Buddy program help you get started with new biking routines.
- Organize a walking group to get kids to school without driving.
- Help create a sense of community by getting out of your car and walking around your neighborhood.

SHARE A RIDE

- Whether you live or work in Ballard, Metro can help match you up to share a ride - to regional events as well as work.
- Set up a carpool group to school or other activities.
- Learn about **cash rewards** available for vanpooling to work.

LESS DRIVING

- Walk to lunch with your co-workers instead of driving.
- Special deals** for new Flexcar members - look online.
- Calculate what it's costing you to drive - and you'll see another reason to leave the car behind.
- Check out ACCESS Transportation - for people unable to ride a regular Metro bus
- Take the City of Seattle's One Less Car challenge.

It's easy to sign up online!
Visit www.metrokc.gov/inmotion

YES! I WANT TO HELP GET BALLARD IN MOTION!

Everyone in the program area who registers - online at www.metrokc.gov/inmotion or by mail - gets TEN METRO FREE RIDE TICKETS. Ticket offer expires September 1, 2006.

Name _____
 Home Address _____
 City _____
 Phone _____
 Email _____
 I live in Ballard
 I work in Ballard*
 *Employer Name _____
 Employer Address _____

Tell us briefly about how you most often travel . . .
 How many ____ cars ____ drivers in your household?
 In general, how much of your travel (for all puposes) is by:
 _____ % driving alone
 _____ % bus
 _____ % walking
 _____ % bike
 _____ % carpooling
 _____ Total % (must total 100%)

I PLEDGE TO DRIVE LESS . . .

I pledge to reduce my driving alone in the car by at least two trips each week for as many weeks as I can this summer - and get rewarded for doing so.
 I will report my reduced trips each week online at www.metrokc.gov/inmotion OR Please send me postcards for reporting my reduced trips
 Please deliver a "Ballard In Motion - Count Me In" yard sign to my home.
 I would like to volunteer to spread the word about Ballard In Motion - please contact me.
 Please do NOT use my name in any printed materials

SEND ME INFORMATION ABOUT . . .

BUS TRAVEL

- Bus schedules in my area
- Bus safety tips
- How to adopt a bus stop
- Bus-friendly exercises

BIKING & WALKING

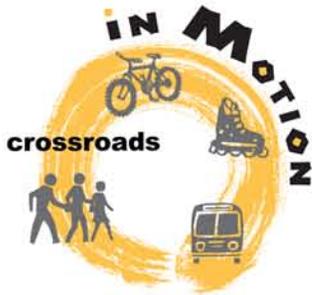
- Seattle bike map
- King County bike map
- Taking your bike on the bus
- Bike Buddy program
- Downtown Bikestation
- Ballard walking map by Feet First
- Walking for a healthy heart

CARPPOOL & VANPOOL

- Vanshare to make the connection between bus and work or home
- Finding carpool or vanpool partners
- Special incentives** for joining or starting a vanpool

OTHER WAYS TO DRIVE LESS

- ACCESS Transportation for people unable to ride a regular Metro bus
- Flexcar (car sharing program) and **special incentives**
- Calculating the cost of driving
- Seattle One Less Car Challenge
- Shopping by bus, biking or walking



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14812 MAIN STREET
BELLEVUE, WA 98007



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Learn how easy it is to **BUS & WALK**
in & around, to & from Crossroads !

Crossroads IN MOTION !

is a project by
King County Metro Transit & the City of Bellevue
in partnership with Hopelink.



hopelink
Helping people. Changing lives.



Help get

Crossroads IN MOTION

this Fall !

Improving
our community
through healthier
travel choices.

Pledge to
drive less
and receive
METRO FREE RIDE TICKETS.



WWW.METROKCCOV/INMOTION/CROSSROADS



