

Improving our community through healthier travel choices

What will happen ?

This summer, King County Metro will be working with many non-profit and retail partners in the Ballard community to make it easy for Ballard residents and workers to leave the car behind and travel by bus, bike, foot or other non-motorized methods.

The *Ballard in Motion* program will:

- Provide travel information and assistance - for work trips & everyday errands as well
- Offer Metro Free Ride Tickets to say "thank you" to all participants
- Give additional rewards to support people who pledge to reduce their use of the car (Commuter Bonus and Commuter Bonus Plus vouchers)
- Provide special certificates from local merchants for those who are successful in keeping their pledges for multiple weeks
- Celebrate community successes in driving less

Who's involved from the community ?

One of the goals of Ballard In Motion is to build a strong neighborhood corps of supporters & participants - so that smart travel choices continue after the official campaign ends.

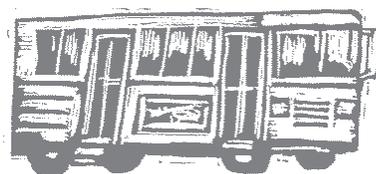
- The Ballard Chamber of Commerce is the prime Implementation Partner for Ballard In Motion, along with Groundswell Northwest and Sustainable Ballard.
- By serving as program sponsors, local retail merchants are helping to get the word out & provide reward certificates for participants who succeed in changing their travel habits.
- The City of Seattle's Neighborhood Service Center is an active supporter and convener for the project.
- The Transportation Action Team, an energetic group of knowledgeable people who care about transportation and are active in the neighborhood, are serving as a sounding board and helping to build the community base encouraging healthy transportation choices in future months and years

How can I get involved ?

- First and foremost - participate in the program by making a pledge to reduce your car travel!
- Volunteers are needed for many outreach tasks - posting program information, handing out informational materials at local events like the Farmers Market and lots of other opportunities.
- Join the Transportation Action Team to encourage ongoing smart travel in Ballard
- If you're a local business, sign on as a sponsor to support the In Motion program - and get your employees (wherever they live) to participate as well.

For more information?

Contact the Ballard In Motion Implementation Partner, the Ballard Chamber of Commerce - call 206-784-9705 or email to info@ballardchamber.com.



Our travel choices - where we go and how we get there - affect our quality of life. The health of our community - and of individuals and families - improves when we shop locally and walk, bicycle, rideshare or take the bus rather than driving alone.

