



Way to Go, Seattle One-Less-Car Demonstration Study

Replicability Package

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Introduction

Welcome to the Replicability Package CD-Rom of the Way to Go, Seattle! One-Less-Car Demonstration Study. In this package are the reports and products that will allow you to understand rationale, methods, and outcomes of this project. Way to Go, Seattle! is part of the City of Seattle's effort to make the most of its transportation system and provide more transportation choices. It was designed to show people that they could save money and make their communities more livable by making more conscious transportation choices. Way to Go, Seattle! strives to find creative and innovative ways to reduce demand on the transportation network, a practice commonly referred to as Transportation Demand Management, or TDM.

The One-Less-Car Study was conducted in three rounds during 2000, 2001, and 2002, and engaged a total of 86 Seattle households in living with 'one-less-car' for either six or nine weeks while keeping detailed trip diaries showing their changing travel choices. During just these few short weeks of having 'one-less-car' to use, participant households made 8,003 fewer car trips which resulted in 41,463 fewer miles of neighborhood traffic and 30,198 pounds less of carbon dioxide emitted in our atmosphere. The families demonstrated that every type of household (such as those with and without children) in a variety of Seattle's neighborhoods can get where they need to go with 'one-less-car' while saving money and reducing stress.

The materials in this package are shared in the interest of supporting and encouraging other municipalities' efforts to reduce drive-alone car trips beyond commute trip reduction programs. They may be used without fee or copyright permissions for educational purposes by governmental agencies, non-profits, community organizations and groups, and anyone wishing to improve their quality-of-life as long as they are not charging a fee for these materials. Labor to implement this project or its elements may of course be compensated. Our study and its materials may also be freely adapted. The only payment we request is that you let us know if you find them useful and that you let us know your results so that we may continue to improve our programs.

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Note: During the timeframe of this study, the primary project manager's name changed from Jemae Pope to Jemae Hoffman due to marriage, and the project moved from the Transportation Planning unit in the City of Seattle's Strategic Planning Office (SPO) to the Mobility Management unit in the Policy, Planning and Major Projects Division (PPMP) of the City of Seattle's Department of Transportation (SDOT).

CD-ROM Table of Contents

- The material on this CD-Rom is organized into seven sectional folders and a word document versions folder.
- Clicking on the underlined section titles below will take you to the related section of the CD-ROM Document Directory.
- The CD-ROM Document Directory is also provided in a separate Excel spreadsheet file which allows the entries to be sorted.

1. Introduction and Directory

An introduction to the Replicability Package, a directory of its contents, a Quick Fact Sheet that gives a general overview of the study, and similar documents.

2. Final Report (Narrative)

For a quick overview see the Executive Summary.

An in-depth Final Report describing the vision, goals, methods, and results of the Way to Go, Seattle One-Less-Car Demonstration Study. This section also contains worksheets and forms, and participant profiles for each round of the study.

3. Report on Results (Data)

Data analysis reports for the 2001 and 2002 rounds of the study (second and third rounds), a Comparison Report with the same charts side-by-side from the 2001 and 2002 rounds, and data tables for the 2001 and 2002 rounds of the study.

4. Evaluation and Results

Quick Results sheets from each round of the study (2000, 2001, and 2002), key participant quotes (2001 and 2002) about their experience, a Summary Sheet for the 2002 Round, a "What Participant Families Say" sheet, and a summary of VMT Reductions in the study. Also has an evaluation (Executive Summary and Final Report) of the effectiveness and cost/benefit of all of the Way to Go, Seattle! programs conducted by Victoria Transport Policy Institute and CH2M HILL, including the One-Less-Car Demonstration Study.

5. Media Articles

Relevant media articles on the One-Less-Car Demonstration Study including CNN and ABC News.

6. Products and Forms

Materials created for and used during the study. These are organized sequentially as they are used in conducting one round of the study from start to finish.

a-Application and Recruitment

Press release, outreach materials, application, car cost worksheet, emissions chart, pre-program questionnaire, and various recruitment letters.

b-Orientation Materials

Kick-Off meeting agenda, possible questions sheet, participant contract, travel diaries (in several formats), and odometer reading sheet.

c-Wrap Up Materials

Ending survey, incentive letter for selling your car, agenda for Wrap Up meeting, possible media questions sheet, household profile template, and a Follow up survey.



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7. Online Database and Webpages

A Read Me file and a copy of the ASP and SQL Server applications, with relevant HTML and Excel spreadsheet files, used to allow prospective participants to apply online, and for finalist participants to enter travel diary data online so that the data entered can be stored in a database and downloaded into a spreadsheet.

This software is provided as-is on a no-charge basis, with no warranty or guarantee of support of any kind. The City of Seattle assumes no responsibility for its use or misuse by any parties.

Word Document Versions

Contains all of the word document version of the files in the other folders. Not all files have a word document version.



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CD-ROM Document Directory

This directory is also provided in a separate Excel spreadsheet file which allows the entries to be sorted.

Document Name	Primary Folder/Location	Sub Folder/Location	File Type	Word Version?
One-Less-Car Directory.xls	1-Introduction & Directory		Excel spreadsheet	yes
One-Less-Car Fact Sheet	1-Introduction & Directory		pdf	yes
One-Less-Car Introduction & Directory	1-Introduction & Directory		pdf	yes
One-Less-Car Value Pricing poster presentation	1-Introduction & Directory		pdf	no
One-Less-Car Demonstration Study Executive Summary	2-Final Report (Narrative)		pdf	yes
One-Less-Car Demonstration Study Report - Final	2-Final Report (Narrative)		pdf	yes
Appendix A - One-Less-Car Worksheets & Forms	2-Final Report (Narrative)		pdf	yes
Appendix B - 2000 One-Less-Car Study Profiles	2-Final Report (Narrative)		pdf	yes
Appendix B - 2001 One-Less-Car Study Profiles	2-Final Report (Narrative)		pdf	yes
Appendix B - 2002 One-Less-Car Study Profiles	2-Final Report (Narrative)		pdf	yes
Appendix C - 2001 One-Less-Car Report on Results	3-Report on Results (Data)		pdf	yes
Appendix C - 2002 One-Less-Car Report on Results	3-Report on Results (Data)		pdf	yes
Appendix D - 2001 One-Less-Car Diary Tables	3-Report on Results (Data)		pdf	yes
Appendix D - 2002 One-Less-Car Diary Tables	3-Report on Results (Data)		pdf	yes
2001 & 2002 One-Less-Car Results Comparisons	3-Report on Results (Data)		pdf	yes
2000 Results	4-Evaluation & Results		pdf	no
2001 Quotes	4-Evaluation & Results		pdf	no
2001 Results	4-Evaluation & Results		pdf	no
2002 Quotes	4-Evaluation & Results		pdf	no
2002 Results	4-Evaluation & Results		pdf	no
2002 Summary	4-Evaluation & Results		pdf	no
One Less Car "What Participant Families Say"	4-Evaluation & Results		pdf	no
VMT Reduced by WTG programs	4-Evaluation & Results		pdf	yes
Way to Go Programs Evaluation - Executive Summary	4-Evaluation & Results		pdf	yes
Way to Go Programs Evaluation - Report	4-Evaluation & Results		pdf	yes



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Document Name	Primary Folder/Location	Sub Folder/Location	File Type	Word Version?
2000 ABC News One-Less-Car Study	5-Media Articles		pdf	no
2000 City of Seattle press release	5-Media Articles		pdf	no
2000 CNN News One-Less-Car Study	5-Media Articles		pdf	no
2000 Queen Ann-Magnolia News One-Less-Car Study	5-Media Articles		pdf	no
2000 Seattle Union Record One-Less-Car Study	5-Media Articles		pdf	no
2001 City of Seattle press release	5-Media Articles		pdf	no
2002 City of Seattle press release	5-Media Articles		pdf	no
2002 Seattle Times One-Less-Car Study	5-Media Articles		pdf	no
2003 Queen Ann-Magnolia News One-Less-Car Study	5-Media Articles		pdf	no
2002 Application	6-Products & Forms	a-Application & Recruitment	pdf	yes
2002 Car Cost Worksheet	6-Products & Forms	a-Application & Recruitment	pdf	yes
2002 Emissions Chart	6-Products & Forms	a-Application & Recruitment	pdf	yes
2002 Pre-program Questionnaire	6-Products & Forms	a-Application & Recruitment	pdf	yes
Letter 1 - Application Received	6-Products & Forms	a-Application & Recruitment	pdf	yes
Letter 2 - Pre-program Questionnaire	6-Products & Forms	a-Application & Recruitment	pdf	yes
Letter 3 - You Are a Finalist	6-Products & Forms	a-Application & Recruitment	pdf	yes
2002 Community Paper Notice	6-Products & Forms	a-Application & Recruitment/Outreach	pdf	yes
2002 Display for Outreach Event	6-Products & Forms	a-Application & Recruitment/Outreach	pdf	no
2002 Outreach Press Release	6-Products & Forms	a-Application & Recruitment/Outreach	pdf	yes
2002 Promotional Article	6-Products & Forms	a-Application & Recruitment/Outreach	pdf	yes
2002 Kick-Off Agenda	6-Products & Forms	b-Orientation Materials	pdf	yes
2002 Odometer Reading Sheet	6-Products & Forms	b-Orientation Materials	pdf	yes
2002 Participant Contract	6-Products & Forms	b-Orientation Materials	pdf	yes
2002 Participant Info Sheet	6-Products & Forms	b-Orientation Materials	pdf	yes
2002 Q & A for Kick-Off	6-Products & Forms	b-Orientation Materials	pdf	yes
2002 Baseline0000a.xls	6-Products & Forms	b-Orientation Materials/ Spreadsheet Diaries	Excel spreadsheet	no
2002 Nondriving0000a.xls	6-Products & Forms	b-Orientation Materials/ Spreadsheet Diaries	Excel spreadsheet	no
2002 Spreadsheet Diary Instructions	6-Products & Forms	b-Orientation Materials/ Spreadsheet Diaries	pdf	yes
2002 Baseline Diary (pdf)	6-Products & Forms	b-Orientation Materials/ Word Diaries	pdf	yes
2002 Non-Driving Diary (pdf)	6-Products & Forms	b-Orientation Materials/ Word Diaries	pdf	yes
2002 Word Diary Instructions	6-Products & Forms	b-Orientation Materials/ Word Diaries	pdf	yes



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Document Name	Primary Folder/Location	Sub Folder/Location	File Type	Word Version?
2002 Ending Evaluation	6-Products & Forms	c-Wrap Up Materials	pdf	yes
2002 Follow-up Survey	6-Products & Forms	c-Wrap Up Materials	pdf	yes
2002 Household Profile template.doc	6-Products & Forms	c-Wrap Up Materials	word only	yes
2002 Media Q & A and Messages	6-Products & Forms	c-Wrap Up Materials	pdf	yes
2002 Selling Your Car Incentive	6-Products & Forms	c-Wrap Up Materials	pdf	yes
2002 Tips on Selling Your Car	6-Products & Forms	c-Wrap Up Materials	pdf	yes
2002 Vacation Poster	6-Products & Forms	c-Wrap Up Materials	pdf	yes
2002 Wrap Up Agenda	6-Products & Forms	c-Wrap Up Materials	pdf	yes
2002 Wrap Up Focus Group Questions	6-Products & Forms	c-Wrap Up Materials	pdf	yes
Letter 4 - Wrap Up Meeting	6-Products & Forms	c-Wrap Up Materials	pdf	yes
Letter 5 - Non-attending Participants	6-Products & Forms	c-Wrap Up Materials	pdf	yes
SQL Server & Database files	7-Online Database & Webpages	Database Files	various file types	no
Administrative-Diary Add Trip screen	7-Online Database & Webpages	Database webpages/ Administrative Screens	htm	no
Administrative-Diary Edits screen	7-Online Database & Webpages	Database webpages/ Administrative Screens	htm	no
Administrative-Diary List screen	7-Online Database & Webpages	Database webpages/ Administrative Screens	htm	no
Administrative-Login screen	7-Online Database & Webpages	Database webpages/ Administrative Screens	htm	no
Administrative-Participants Add New screen	7-Online Database & Webpages	Database webpages/ Administrative Screens	htm	no
Administrative-Participants Edits screen	7-Online Database & Webpages	Database webpages/ Administrative Screens	htm	no
Administrative-Participants List screen	7-Online Database & Webpages	Database webpages/ Administrative Screens	htm	no
Application Deadline Passed	7-Online Database & Webpages	Database webpages/ Public Screens	htm	no
Users-Dairy Add Trip screen	7-Online Database & Webpages	Database webpages/ Public Screens	htm	no
Users-Diary Delete Trip screen	7-Online Database & Webpages	Database webpages/ Public Screens	htm	no
Users-Diary Edit Trip screen	7-Online Database & Webpages	Database webpages/ Public Screens	htm	no
Users-Diary Instructions screen	7-Online Database & Webpages	Database webpages/ Public Screens	htm	no
Users-Diary List screen	7-Online Database & Webpages	Database webpages/ Public Screens	htm	no
Users-Diary View Trip screen	7-Online Database & Webpages	Database webpages/ Public Screens	htm	no
Users-Login screen	7-Online Database & Webpages	Database webpages/ Public Screens	htm	no
Way to Apply screen	7-Online Database & Webpages	Database webpages/ Public Screens	htm	no
Online Database - Sample Data.xls	7-Online Database & Webpages		Excel spreadsheet	no
Online Database Read Me	7-Online Database & Webpages		pdf	yes