



# City of Seattle

Gregory J. Nickels, Mayor  
**Seattle Department of Transportation**  
Grace Crunican, Director

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August 27, 2002

Dear **Way to Go, Seattle** "One-Less-Car" Study Applicant,

## **Congratulations!**

You have been selected to participate in the Fall 2002 "One-Less-Car" Study. We were impressed with your application and feel you will be part of a diverse mix of households and neighborhoods in our study. We hope you accept this offer to participate and learn from using "one-less-car" for both work and non-work related (errands, entertainment) trips.

The first day of the study is Tuesday, September 3rd, and we would like to confirm that you are interested in participating. **If so, we need to schedule an orientation session with you right away. Please call me ASAP at 684-8550 or e-mail me at waytogo@seattle.gov.**

We also need to have you fill out a Pre-Program Questionnaire, which is included in this mailing.

At the orientation session we will do a number of things, such as go over and ask you to sign the participant contract, as well as show you how we need you to keep the daily travel diaries, and answer any questions you or your household may have. We will also need a voided check (or your ABA routing number) so that we can arrange for direct electronic deposit into your bank account of the weekly stipend

## **A brief overview of the "One-Less-Car" Study**

Starting Tuesday, September 3rd each driver will begin keeping a daily travel diary showing what trips they make. For the first three weeks of the study, your household will use your car(s) as normal, so that we can understand what your usual trip behavior is like. After three weeks, starting on Monday, September 23rd, you will park one car and not use it for the next nine weeks, until the end of the study on Monday, November 25th.

During this nine week period, each driver will continue keeping their daily travel diary so we can understand how your trip behavior changes when your household has "one-less-car" available, and during these nine weeks, your household will receive a weekly stipend of what that car costs weekly to own and operate. So it is as if, for nine weeks, we are asking your household to pretend that you own "one-less-car." But at the same time, your household will have the savings in hand that you would have if you didn't own that 'extra car', and we will get to see what transportation choices your household makes.

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An equal-employment opportunity, affirmative action employer. Accommodations for people with disabilities provided on request.

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Some important things to know about your participation in the study:

- All drivers in your household will be tracking all their daily trips in a travel diary for twelve weeks, and for nine of those weeks you will not be allowed to drive your extra car (or your only car for those of you giving up your primary automobile). The first three weeks, from September 3rd through September 22nd - you'll still be able to use the car you'll give up - you'll just be tracking daily information on how you normally get around in a travel diary. The following nine weeks, from September 23rd through November 24th - you'll be getting by with one less car. We will discuss how to fill out your daily travel diary, and when to return it to us.
- Participant households will receive a weekly stipend during the nine weeks they get by without their "extra car" comparable to what each car actually costs to own and operate weekly; as an example of how much money would be in your pocket if you didn't own that car.
- Each driving member of the household must agree to keep a daily diary of their travel behavior, including costs, e.g. when and why they took a bus or taxi, drove their car, biked, walked, rode with a neighbor, etc. They'll also keep qualitative comments in their diary, such as how they consolidated trips, when and why the transportation mode they chose either worked well or was too inconvenient, etc. (see sample diary enclosed).
- For the first three weeks of the project, participants will also keep the travel diary, detailing how they normally get around - to give us "baseline" information. The household will be paid for providing us with this valuable baseline information, but at the lesser rate of \$25 per week for the first three weeks.
- Participants will turn in their travel diaries each Monday (via our online travel diary webpage, or by email, fax, or postal mail), and receive their weekly stipend via automatic deposit after we confirm receiving all travel diaries for their household.
- We'll check odometers of the car your household is giving up at three times: at beginning of the study, and at the start, and end of the non-driving period, to make sure the "extra" car was not used during the nine weeks. We'll also check the odometer of your household's other car(s) to give us an estimate of how much the other car was driven.
- Households will be asked to participate in media/informational/educational campaigns to describe the pros and cons of making more conscious transportation choices for up to one year after the project is completed (through November 24th, 2003).
- Participants will fill out an ending survey at the conclusion of the twelve week study, and a follow-up survey six months later to determine if there are lasting results in travel behavior and choices.
- At the kick-off you will also be asked to review and sign a participant contract which describes the terms and conditions that each driver in your household is agreeing to as a participant.
- We'll provide you with a toolkit including a website with tools for reducing trips and information about different transportation choices you can use.
- We'll also answer any questions you may have, such as whether the money you will receive is taxable and what happens if you break down and drive the extra car.

We will be glad to answer any questions you have about any of these items or the study in general. Please let me know how I may be of assistance. If you have any questions, please feel free to call us at (206) 684-8550.

I look forward to your participation in the 'one-less-car' study.

Sincerely,

Jemae Hoffman, Mobility Manager  
Way to Go, Seattle Project Manager  
Seattle Department of Transportation

Randy Wiger, Research and Evaluation Aide  
Way to Go, Seattle "One-Less-Car" Study  
Seattle Department of Transportation

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