

November 21, 2002

Dear One-Less-Car Study Participant:

Thank you very much for your participation in the One-Less-Car Study. We feel that your household has provided us with wonderful and important information about how Seattle residents make transportation choices, not to mention the great job you did in reducing congestion in our neighborhoods and pollution in our environment. We hope the experience was as rewarding for you as it has been for us.

As a way of building on the momentum of your past nine weeks of living the 'one-less-car' lifestyle, we would like to offer you an incentive if you would continue your 'one-less-car' lifestyle for at least one year. Specifically, we would like your household to sell (or in some way get rid of) your 'extra' car during the time between now and Saturday, January 18th, 2003, and not replace it with another car (or car-like vehicle) for at least one year. If you do sell, we are prepared to give your household free-of-charge your choice of:

An 1-Year Metro bus pass good from February 1st, 2003 to January 31st, 2004,

OR

A lifetime membership in Flexcar with one calendar year of base level usage paid February 1st, 2003 to January 31st, 2004 (non-cumulative) - with the condition that household members meet the regular Flexcar membership requirements.

To qualify for the incentive, you would need to provide us with some kind of proof that your car has been sold or is otherwise no longer in your possession by the deadline of Saturday, January 18th, 2003 (contact us to discuss acceptable forms of proof).

Unfortunately, the offer is not applicable to cars that were sold before or as the program was starting. though we are able to waive the \$25 Flexcar application fee for any and all households that would like to join the Flexcar program regardless of whether or not they sell their car - please let us know if your household would like this.

We hope this incentive offer is tempting enough that, along with the savings and environmental benefits you would receive from using 'one-less-car', you will find the decision to sell your car an easy one to make. As much as we would be thrilled to have all participating households sell their car, we do realize that may not be feasible for everyone at this point in time. Also, households are under no obligation to sell their car as part of participating in the Study - it is your choice.

We also realize that whether or not you do decide to sell your car right now, as a result of your experience in the One-Less-Car Study you will be making smarter transportation choices that benefit us all. Thanks again for your work in helping ease congestion and improve air quality in our city and region.

Sincerely,

Jemae Hoffman, Manager  
Mobility Management Unit

Randy Wiger, Coordinator  
One-Less-Car Study

David Allen, Coordinator  
Transportation Demand Management