



# Get There Vancouver – Residential Travel Options Pilot Program

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# Agenda

- Overview
- Goals
- Program areas and audience
- Participant journey
- Activities & outputs
- Outcomes
- Lessons learned
- Next steps/future of the program





# Get There Vancouver

## Program Overview

- Residential travel options pilot program to provide people with resources and support to bike, walk, carpool, and take the bus more often
- Program ran July 2024 – February 2025
- Funded by the 2023-2025 WSDOT Regional Mobility Grant, seeking additional funding to iterate program beyond 2025
- Program evaluation used trip diary pre- and post-survey data and qualitative data and feedback.



# Pilot program goals

1. Support the use of transportation options
2. Provide community members, specifically people who have recently moved, with:
  - Custom transportation information and support
  - Events
  - Rewards and prizes
3. Help people walk, bike, carpool, and take the bus more often



# Pilot program areas and audience

## Near The Green Vine on Fourth Plain Blvd and The Red Vine on Mill Plain Blvd

### Where:

- East Vancouver + Mill Plain Blvd
- Fourth Plain Blvd

### Who:

- Adult residents who have moved in the past year (July 2023-2024)
- All other adult residents



# Participant journey



**Awareness**  
*Spreading the word about the program*

**Program Enrollment**  
*Getting participants to sign up for the program*

**Engagement**  
*Keeping participants engaged through program offerings*





# Activities & outputs - awareness

- 3 separate mailers sent to 30,202 households
- 300 flyers, 230 yard signs, and 550 maps were delivered to partners
- Tabled at 11 community events, engaging with nearly 300 attendees
- Materials and program offered in 3 languages: English, Spanish and Russian



# Activities & outputs - enrollment

- 10,651 website visits
- 1,259 participants





# Activities & outputs - engagement

- Distributed 832 maps and 1,260 rack cards to participants
- Co-hosted 3 custom events/transit adventures
- 1 promotional activity (Café Quest)



# Pilot program desired outcomes

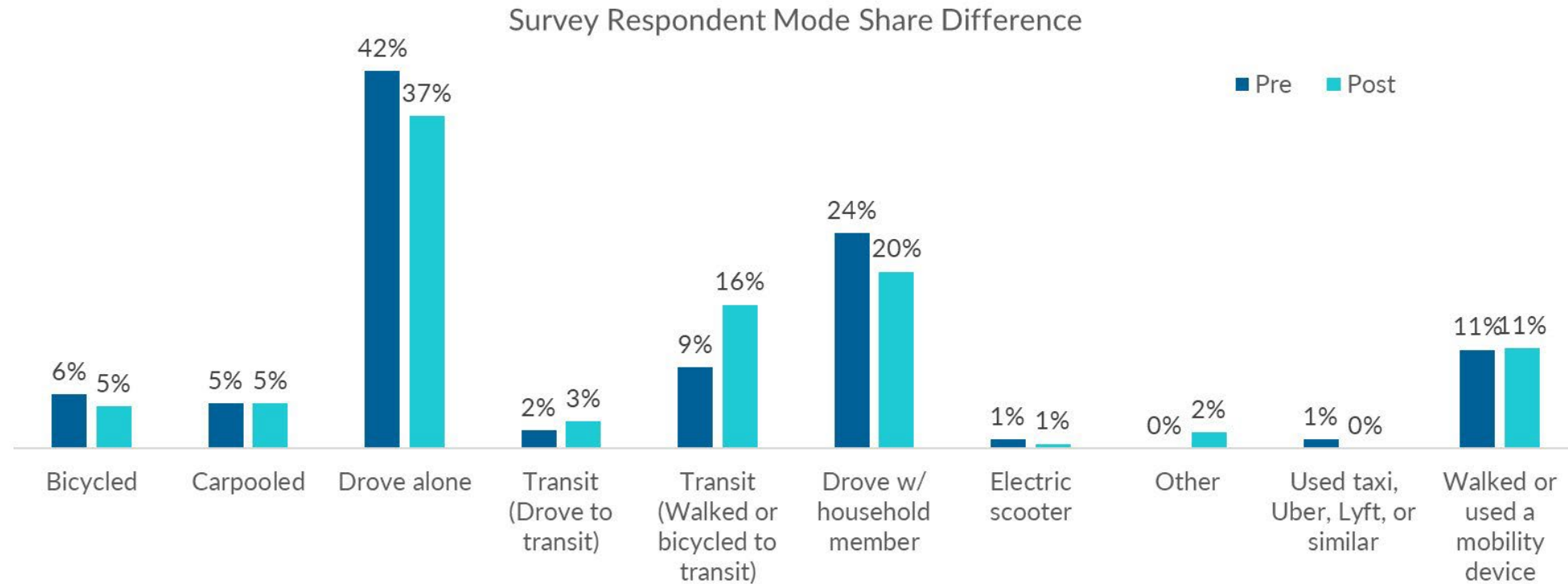
- Increased use of travel options
- Reduce vehicle trips and vehicle miles traveled (VMT)
- Increased confidence, knowledge and desire in using travel options
- Reduced concerns/barriers for using travel options
- Increased sense that using travel options is a community norm in Vancouver



# Outcomes

## Increased use of travel options

Using transit increased by 7%



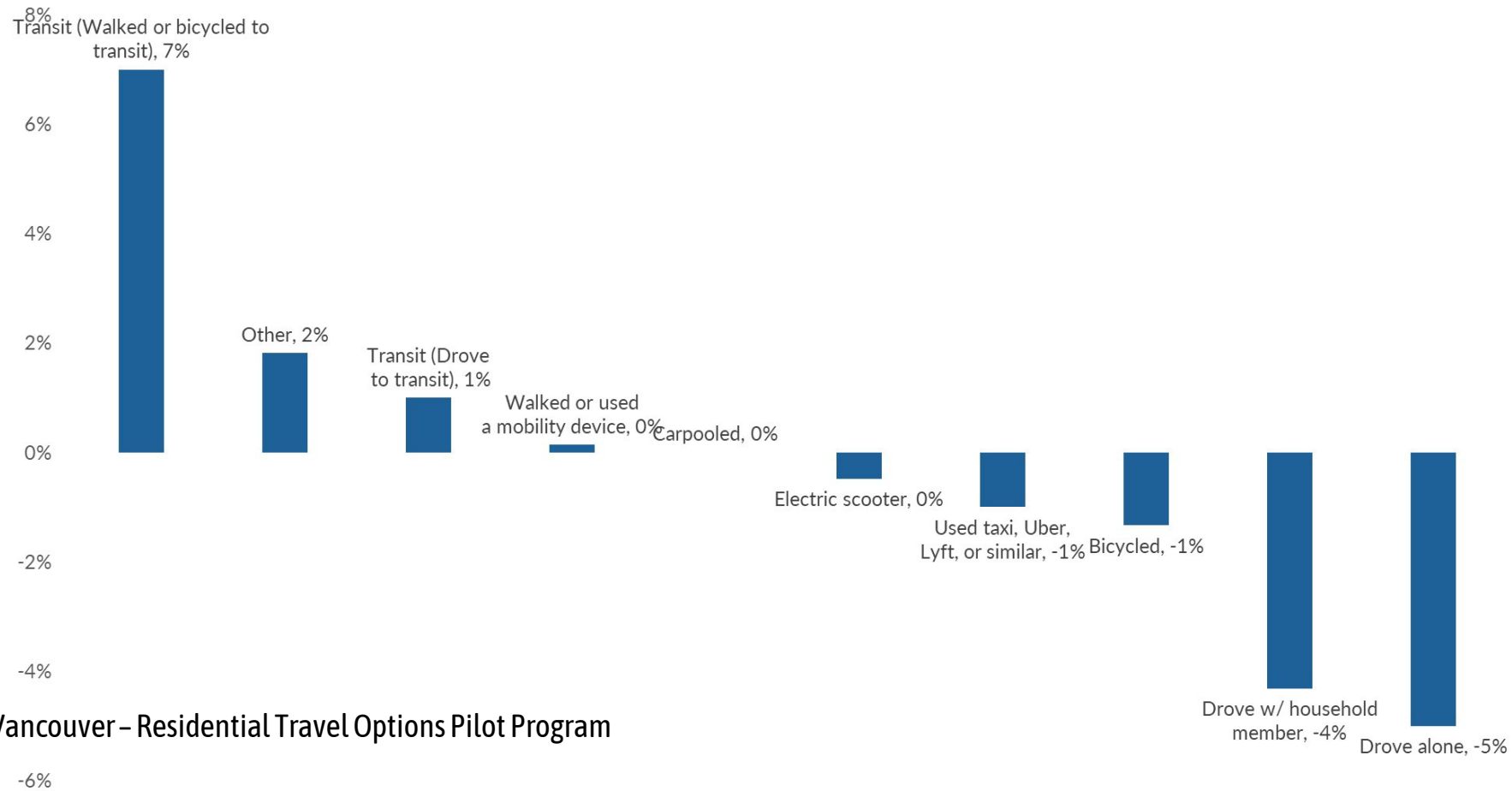


# Outcomes

## Reduced vehicle trips and vehicle miles traveled (VMT)

Drive alone

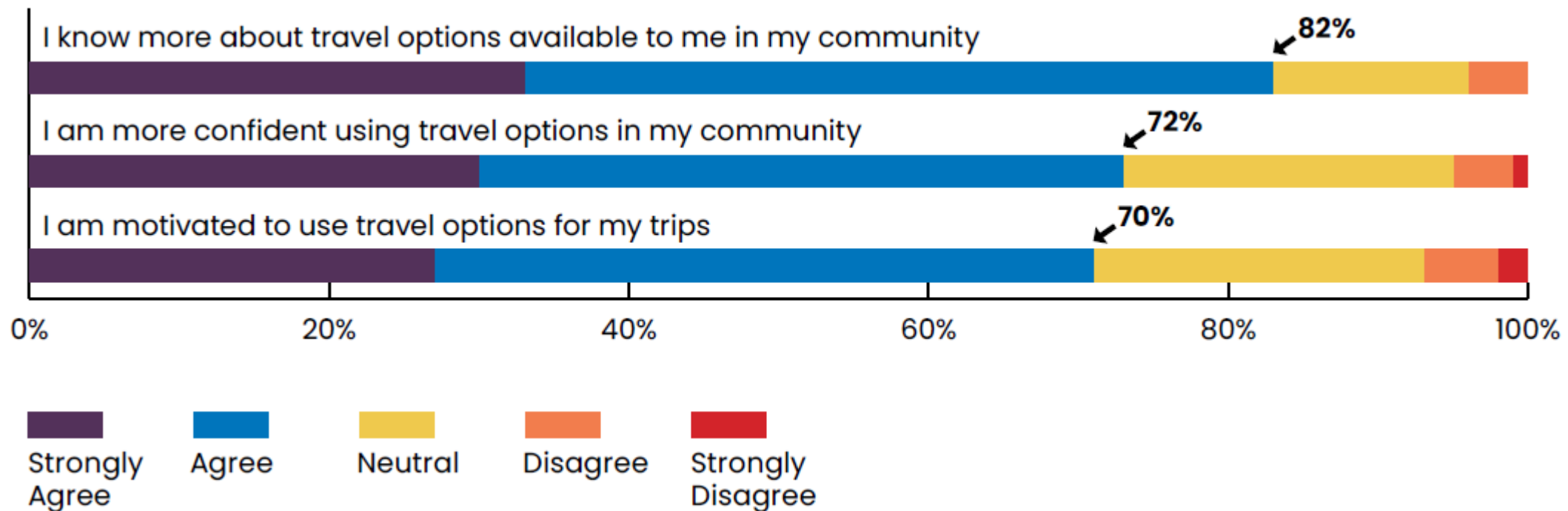
Mode Share Change



# Outcomes

## Increased confidence, knowledge and desire in using travel options

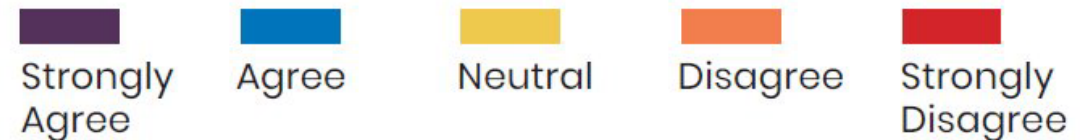
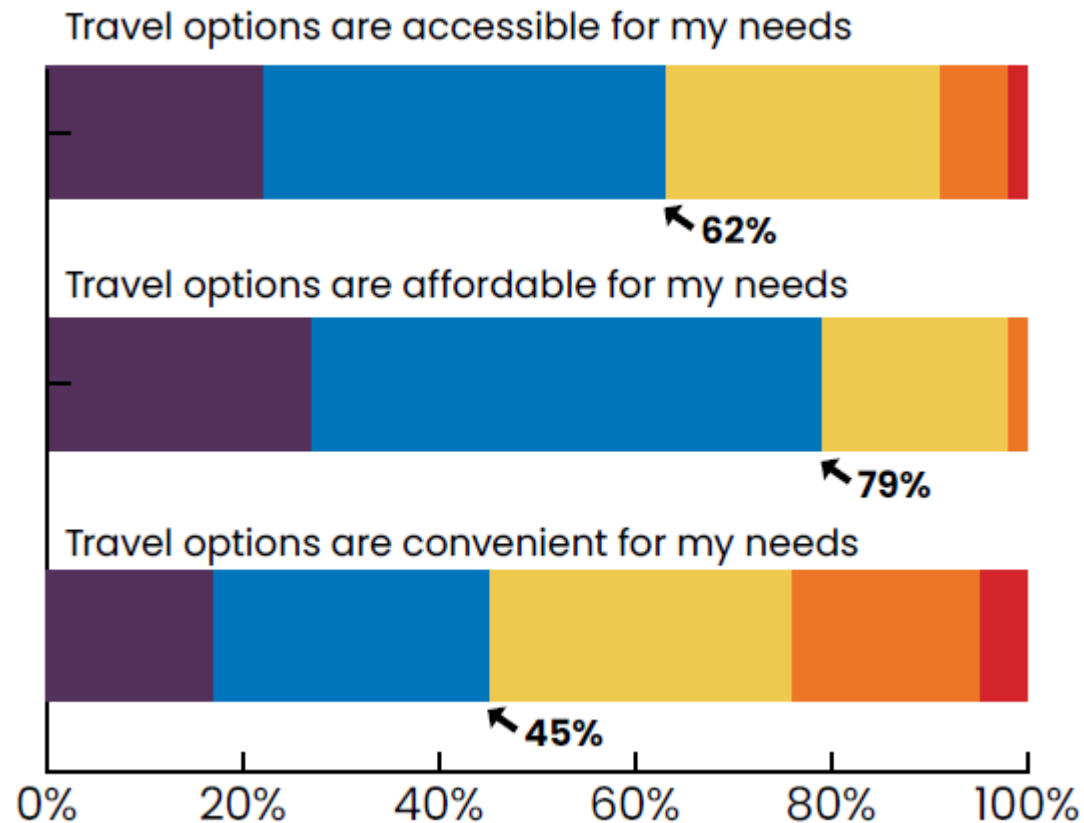
82% now know more about alternative travel options available to them in their community.



# Outcomes

## Reduced concerns/barriers for using travel options

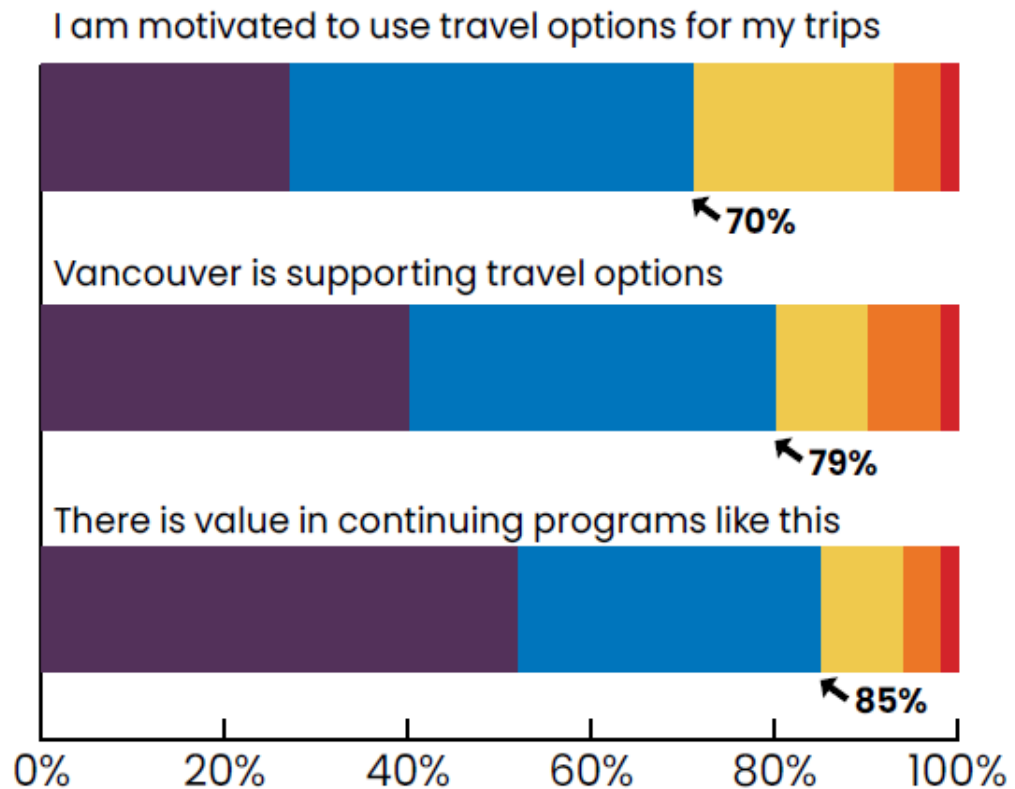
62% of respondents find travel options accessible for their needs.



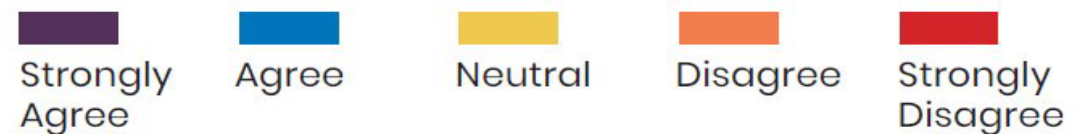


# Outcomes

## Increased sense that using travel options is a community norm in Vancouver



85% of respondents believe continuing programs like Get There Vancouver would be valuable.



# Key lessons learned

- Mailers are effective, but costly
- Community-based organizations are valuable outreach partners
- Hop cards were a successful incentive to join the program, but fulfillment and auditing was a big lift
- Custom events were a good way to engage participants, but were costly
- Lower-effort campaigns, like the Café Quest, can be effective



# Recommendations for future programs

- **Pair with new services:** Employing TDM programs alongside future transit or travel options service or access improvements can serve as an interest point for participation
- **Focus on new residents:** Additional research and consideration should be given to the timeframe and audience of move-related interventions
  - I.E: Focus on the timeframe before or just after a move and people who have moved outside of their neighborhood







# Future of program

- Contract and grant ended on June 30
- Program is on pause and goal is to bring it back online in early 2026 to a specific citywide audience, potentially new movers
- City awarded \$160,000 in 2025-2027 Regional Mobility Grant funds for a “Transportation Wallet” program





# Thank You



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