

## **Mode Choice**

by Leah, Jack and Theo

### **INTRODUCTION**

Leah: One way that Metro conducts transportation forecasts is by asking and researching the question: "What is behind people's transportation choices?" In this podcast, we will be exploring the topic of mode choice.

### **MODE CHOICE**

BOY: Daddy, I want to take the SUV to the pool because the SUV has air conditioning and I can get there real fast!

DAD: No son, I'm watching football. And when I watch football, I watch football, ya hear?

MOM: Oh look honey, a commercial. Let's see what's new in Portland!

Advertisement: New streetcar Eastside Loop, open now!

MOM: Oh, the Southeast! Wow, that's exactly where I need to go! And I won't have to pay for parking and I can save the environment by not using gas! See y'all later!

TEEN: Daaaad? I need some new lotion.

DAD: Oh, look- a commercial for the lotion store!

Advertisement (lotion man): You want wonderful, wonderful lotion? We have it cheap and expensive, real or artificial. Come down, today!

DAD: You should go there, sweetie.

TEEN: Can you take me in the SUV?

BOY: Nope! I'm taking it to the pool!

(Car starts and speeds away.)

TEEN: Dad, Johnny just took the car!! He's only five!

DAD: Oh, he'll be okay.

TEEN: Fine (sniff), I'll just take my bike the lotion store. I just want to be alone anyway. I'll just grow up never doing anything with my father and I'll be a cold, mean old maid!

DAD: Take your bike, you need the exercise and you have all the time in the world. But please be quiet, honey. I'm trying to watch the game.

TEEN: humph.