City of Bellevue

MEMORANDUM

DATE: May 7, 2015

TO: Transportation Commission

FROM: Michael Ingram, Senior Transportation Planner
Kate Johnson, Associate Transportation Planner

SUBJECT: Transportation Demand Management Program Overview and 2015 Initiatives

---

Topic Deferred from April 9 Meeting

This topic was deferred from the April 9 Transportation Commission meeting agenda and will instead be presented by TDM staff on May 14.

This memo provides information about the May 14 presentation and discussion on the TDM program and early 2015 initiatives. It is identical to the April 1 memo provided in packet for the April 9 meeting, with the following exceptions:

- References to the April 9 meeting date have been changed to May 14.
- The TDM Progress Report has now been finalized and is characterized as such in the narrative. (No comments were received from Transportation Commissioners as of the April 30 comment deadline.)
- The timing for bringing the federal grant funding scope of work and agreement to Council has changed to July (instead of May/June).
- Comment deadlines for the remaining two initiatives for immediate discussion--CTR Plan Update and Scope of Work for Federal Grant Funding--have also been removed. (No comments were received from Transportation Commissioners as of the due dates of April 20 and April 30, respectively.) However, staff still plan to present these two initiatives to the Commission meeting on May 14 meeting for discussion and comment.
- The Preliminary Draft 2015-2023 Bellevue TDM Plan is still on schedule to be published for public review in June/July. This memo clarifies that staff anticipate providing a full briefing on this document at the July 9, 2015 Transportation Commission meeting.

Purpose

On May 14 staff will provide a broad overview of the City's Transportation Demand Management (TDM) program and delve deeper into specific 2015 TDM initiatives. Staff is not requesting formal Commission endorsement at this time but welcomes any feedback

commissioners wish to provide on the draft TDM reports and plans currently under development, as well as general input on the overview and direction of the broader TDM program.

The following three draft documents being presented for discussion and comment on May 14:

1. **Final 2014 TDM Progress Report** (Attachment A). This report provides a general overview of current TDM program activities and recent results. This report has been finalized, but Commissioners may provide comments that will inform future updates.
2. **Draft 2015-2019 Commute Trip Reduction Plan Update** (Attachment B), developed by the City in accordance with the state Commute Trip Reduction law and anticipated to be adopted by Council in September 2015.
3. **Draft TDM Scope of Work for Federal Grant Funding** (Attachment C). This document outlines a plan to utilize federal Congestion Mitigation & Air Quality (CMAQ) grant funding available to the City for TDM purposes from mid-2015 through 2018. Council approval is anticipated to occur in July 2015.

In addition, the City is developing a 2015-2023 Bellevue TDM Plan that will be completed later in the year; TDM staff anticipate providing the Commission a full briefing on this plan on July 9.

Background

TDM Definition

TDM is defined as activities that increase the viability and attractiveness of transportation modes other than driving alone, in order to decrease vehicle demand on roadways. TDM staff works with the traveling public, as well as those who affect transportation choices of others (such as employers or property managers), to encourage the use of non-drive-alone transportation modes through activities such as marketing, education, assistance, and provision of incentives. The City has been engaged in TDM measures and activities since the mid-1980s, and TDM has a strong basis in policy support and longstanding practice.

TDM plays a supporting role in the City's work to plan and implement a multimodal transportation system. TDM supports the Transit Master Plan, Pedestrian and Bicycle Implementation Initiative, and other City efforts by building the market for utilizing transit, nonmotorized and other non-drive-alone transportation system improvements put in place by the City and by transit providers.

TDM in the Comprehensive Plan

The City's Comprehensive Plan, which is being updated in 2015, has a substantive TDM section providing broad policy support. The current Comprehensive Plan includes similar policy support.

Policy TR-9 in the draft update directs the City to "coordinate with other Eastside jurisdictions, the private sector, educational institutions and transit providers to develop and implement uniform or compatible transportation demand management regulations and strategies that address the following factors:

1. Parking;
2. Services to facilitate and increase the use of transit, carpooling; vanpooling, walking, bicycling, and alternative work schedules;
3. Other demand management program elements, including marketing, outreach and incentives; and
4. Reporting, monitoring, and performance evaluation standards."

The Comprehensive Plan also establishes targets for the percent of commute trips by mode other than driving alone. Policy TR-X1 in the draft update calls for the City to periodically evaluate progress toward these targets and adjust programs and activities as needed to achieve them.

The Transportation Element portion of the Comprehensive Plan update was previously vetted with the Transportation Commission in 2014.

Bellevue TDM Plan
A major work item in 2015 is the development of a citywide TDM Plan to guide program activities in the City for the next eight years, called the *2015-2023 Bellevue TDM Plan*. The document will include chapters on the purpose for the plan; the status of existing TDM plans and activities; a study of demographics and market conditions; targets and measurement, including past drive-alone rate and vehicle miles traveled measurement results; specific strategies to be implemented; the framework for how it will be implemented, including partnerships with other agencies; and funding information. This plan is currently posted on the Transportation Commission page of the City website.

Future opportunities for Commission input to the Bellevue TDM Plan are discussed under "Next Steps" at the end of this memo.

Early 2015 TDM Initiatives

These three items are offered to the Commission for immediate discussion and feedback:

1. Final 2014 TDM Annual Report
City TDM staff has finalized the 2014 TDM Annual Report. The report summarizes the TDM program's purpose, 2014 activities, 2014 results, and 2014 progress toward benchmarks. The report is the first of what staff anticipate will be an annual update on TDM activities and measurements. Although the report has been finalized, Commissioners may provide comments to inform future updates.

The final report is provided as "Attachment A."

Timeline: This report was finalized at the end of April 2015.

2. Draft 2015-2019 Commute Trip Reduction Plan Update

The state Commute Trip Reduction (CTR) Law was enacted in 1991; updated in 1997; and more extensively revised in 2006. It requires employers with 100 or more employees in areas of the state experiencing significant delay on the transportation system to develop and implement commute trip reduction programs for their employees. There are currently 55 worksites in Bellevue affected by the CTR regulations; approximately 35,000 people work at these sites.

The law requires that jurisdictions with affected employees enact ordinances requiring their employers to adhere to the law. The 2006 revision of the law also required that jurisdictions update their CTR plans, and the City Council adopted Bellevue's revised CTR Plan in 2008. Plans must be updated every four years; this year jurisdictions are required to develop a 2015-2019 CTR Plan Update. The state has provided jurisdictions with a framework and template for their CTR Plan updates.

The Draft 2015-2019 CTR Plan Update includes a scope of work for assisting employers with developing effective programs, measurement, and reporting, in accordance with the City ordinance and state law. It also contains information about how the CTR Plan supports and is consistent with the Comprehensive Plan and other City plans and policies.

The City's CTR Plan targets have been developed according to direction from the state. The state CTR Board has defined a measurement framework and set state-level targets, as well as a methodology for jurisdictions to calculate jurisdiction-level targets. The state framework continues to use 2008 as the base year, but sets new target levels for the new 2019/2020 survey cycle for the plan horizon. In addition, a key metric—"Drive Alone Rate" (aka SOV rate)—has been inverted to instead be expressed as "Non-Drive-Alone Travel" (i.e., we are now working to *increase* the rate of Non-Drive-Alone Travel, rather than *reduce* the rate of Drive-Alone Travel).

The Draft 2015-2019 CTR Plan Update is provided as "Attachment B."

Timeline: State statute required jurisdictions to submit drafts of their CTR Plan Updates to their Regional Transportation Planning Organizations (RTPOs) by March 31, 2015 for their review and incorporation into regional TDM plans. Thus the City submitted this plan draft to the Puget Sound Regional Council (this region's RTPO) on March 31, 2015. Following RTPO review and certification, plans are sent to the state CTR Board for approval at their June 2015 Board meeting. Following this approval, the City anticipates bringing the CTR Plan Update to City Council for adoption in September 2015. The plan is substantially complete, but will not be considered to be finalized until Council adoption.

3. Draft Scope of Work for Federal TDM Grant Funding

Staff is developing a scope and strategies for utilizing federal Congestion Mitigation & Air Quality (CMAQ) grant funding to pursue TDM work from mid-2015 through 2018. The CMAQ funds from two concurrent grants, principally awarded to the Washington State Department of Transportation (WSDOT), are being passed through to the City (and to other jurisdictions in the region). For Bellevue, these combined grants total $456,364 and will serve as the primary funding source for TDM program activities other than CTR. The proposed strategies are

consistent with WSDOT's allowed scope, and encompass a major initial element of the draft 2015-2023 Bellevue TDM Plan described above under "Background."

The draft scope of work for the federal grant funding is provided as "Attachment C."

Timeline: Staff anticipates bringing the CMAQ TDM grants to Council for entering into an agreement with WSDOT to accept the funds in July, with the work beginning approximately in August.

Next Steps

To date, staff has not received any comments from Transportation Commissioners on the TDM Annual Report, Commute Trip Reduction Plan Update, or Scope of Work for Federal Grant Funding prior to the deadlines in the April 1 memo. However, at the May 14 Transportation Commission meeting staff presentation on these initiatives, Commissioners are invited to ask questions and/or provide comments, to be incorporated as feasible.

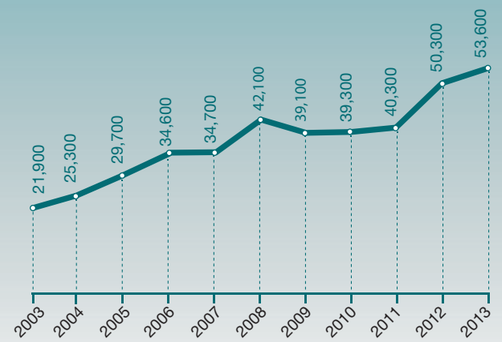
In addition, the Preliminary Draft 2015-2023 Bellevue TDM Plan is still posted on the City website Transportation Commission page for Commissioner review and feedback prior to completion of the Public Review draft, which will be presented to the public for a four-week comment period in June/July. In order to be incorporated into the Public Review Draft, such feedback should be received by *May 31, 2015*. Staff anticipate presenting a full briefing on the Bellevue TDM Plan for the Transportation Commission on July 9. Plan completion is anticipated by late summer or early fall.

Comments may be submitted to Kate Johnson at kmjohnson@bellevuewa.gov or 425-452-7896.

Attachments:
Appendix A – Final 2014 TDM Annual Report
Appendix B – Draft 2015-2019 Commute Trip Reduction Plan Update
Appendix C – Draft Scope of Work for Federal TDM Grant Funding

▶ Transit Ridership

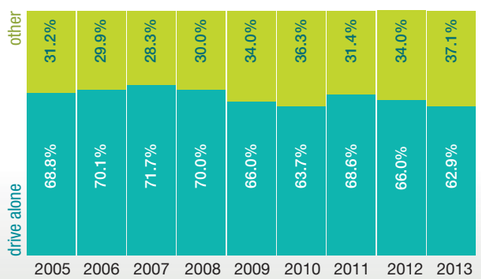
Transit usage has been steadily increasing for a number of years, as revealed by the combined average daily number of boardings and alightings ("ons and offs"). From 2003 to 2013, this figure increased from 21,900 to 53,600, or 145%, which is greater than residential and job growth and indicates the growing significance of this mode of transportation in Bellevue.



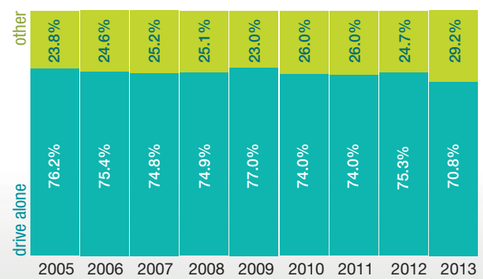
Transit "Ons and Offs" in Bellevue, 2003-2013
Source: King County Metro and Sound Transit

▶ American Community Survey: Means of Transportation to Work

The U.S. Census American Community Survey (ACS) provides an overall measure of how people commute to work from year to year. In Bellevue, the rate of driving alone is generally decreasing and the rate of using non-drive-alone modes is increasing, over time, for both residents and workers.



Residents in Bellevue



Workers in Bellevue

Source: U.S. Census American Community Survey 1-year estimates

▶ Benchmarks

The City has established benchmarks for monitoring results of the TDM program. The benchmarks are framed in reference to King County and state of Washington figures, so as to filter out the influence of external variables (such as gas prices) and better understand whether the City's program is performing as intended.

Measure	Actual	2015 Target	Report Period/ Source
1. Percent difference in drive-alone rate at Bellevue Commute Trip Reduction (CTR) worksites, as compared to all Seattle and King County CTR worksites	13.3%* (2013/2014)	No more than 12% higher	Biennial CTR Survey
2. Percent difference in drive-alone commute mode share for workers in Bellevue as compared to workers in the state of Washington	0.5% (2011-2013)	No more than 3% higher	Every three years U.S. Census ACS 3-yr est
3. Percent difference in drive-alone commute mode share for residents of Bellevue as compared to residents of the state of Washington	-10.3% (2011-2013)	Lower by at least 10%	Every three years U.S. Census ACS 3-yr est

**Preliminary data*

Transportation Demand Management Progress Report 2014

City of Bellevue | April 2015

▶ Why Transportation Demand Management in Bellevue?

With a population of 132,000, Bellevue is the fifth largest city in Washington, as well as a major employment center. There are currently 46,400 workers in Downtown Bellevue and 138,900 workers citywide. Additional growth is expected in the coming years, to nearly 77,000 jobs in Downtown and over 200,000 citywide by 2035. Successfully maintaining mobility in the face of the growing demand requires not only investments in streets, highways and transit, but also making efficient use of available roadways and transit services. Transportation Demand Management, or TDM, encompasses activities that increase the viability and attractiveness of modes other than driving alone, thus reducing demand on the transportation system.

▶ How TDM Addresses Transportation Challenges

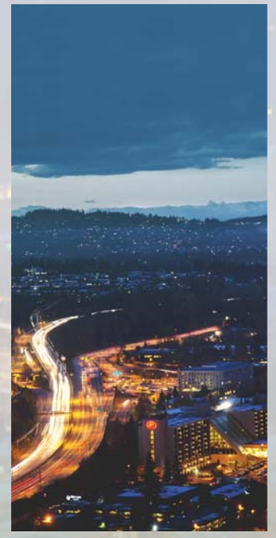
For many years the City has been working to facilitate mobility by transit, walking and bicycling as well as by car.

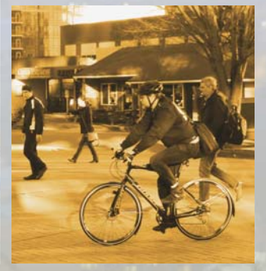
- *City land use policies have concentrated growth in downtown and encouraged its evolution into a dense mixed-use center; this is a development pattern that allows many trips to be taken by walking and also facilitates use of transit.*
- *Concurrent with the growth of downtown and other areas of Bellevue, transit agencies have made significant investments in keeping with the growing transit demand.*

These policies and investments have helped keep traffic volumes in check as growth has occurred, and their beneficial effect has been felt not just in downtown but citywide.

The TDM program enhances the effects of these policies by providing information, assistance and incentives to help people use modes other than driving alone. This builds a market for modes such as transit, carpooling, vanpooling, bicycling, walking and telecommuting, thus increasing the uptake of these modes above and beyond what it would be with land use policies and transit investments alone.

By looking broadly at the movement of people and not simply the movement of cars, TDM helps make the system work better for everyone, regardless of the particular travel mode used. People who have alternatives to driving alone are encouraged to try other modes; people for whom driving is the most viable option benefit from less congested roadways. And less-congested roads save time for people riding transit and improve freight mobility.





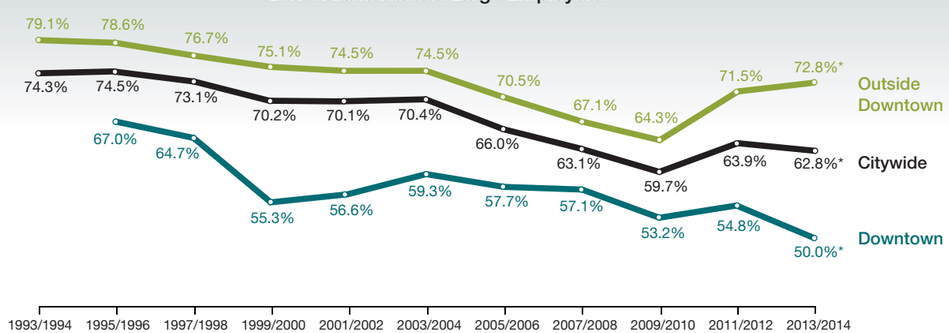
Commute Trip Reduction

Since 1993, the Commute Trip Reduction (CTR) program has helped larger employers, generally those with 100 or more employees, implement programs for reducing drive-alone commute trips. Among employees affected citywide, the program has brought about an 11.5 percentage point reduction in drive-alone commuting from 1993 through 2014, representing 2,000 vehicles removed from the roads each day. The rate of drive-alone commuting in downtown has diminished by 17 percentage points.

2,000 Cars

Removed from the road each day by CTR

Drive-Alone Rate at Large Employers



*Preliminary data

Source: State of Washington CTR program surveys

Through state law and City ordinance, the CTR program requires employers to provide information and trip reduction programs/activities for their employees, as well as measurement and reporting. The city provides information and assistance to help employers comply with the law. In 2014, there were 55 worksites in Bellevue affected by the CTR regulations; over 35,000 employees work at these sites. Focusing on commute trips is beneficial because they tend to occur when there is the greatest amount of congestion and delay. Working through employers is a good way to reach individual employees: In a recent voluntary online survey, most individuals who were aware of City trip reduction programs had heard about them through their employers.

For more information about the City's TDM program, contact :

Kate Johnson
Associate Planner

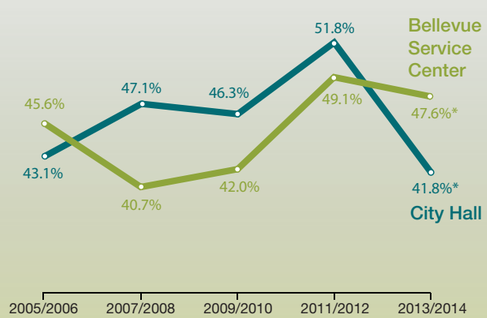
KMJohnson@bellevuewa.gov
or
425-452-7896

For plans and studies that serve as sources for this report, see the Research section at www.ChooseYourWayBellevue.org/about-plans-activities.

City of Bellevue Employee Commute Trip Reduction

The City of Bellevue leads by example in providing a robust trip reduction program for its own employees. The City provides full subsidies for transit, carpooling, and vanpooling; preferred parking for carpools and vanpools; and bicycle parking and amenities. Recent results at both City sites affected by the CTR law—Bellevue City Hall in Downtown and Bellevue Service Center in north Bellevue—have been substantially better than affected Bellevue worksites citywide.

Drive-Alone Rate



*Preliminary data

Source: State of Washington CTR program surveys

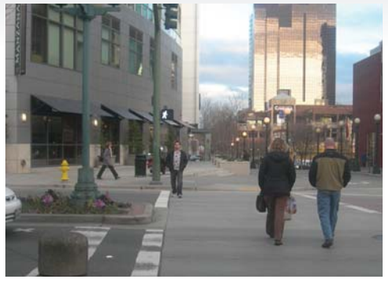
In Downtown, one-third of employees have access to a free or heavily subsidized transit pass through their employers. Many employers provide other support such as carpool/vanpool subsidies, bicycle parking, and telework or alternative work schedules that also reduce commute trips.

CommuteAdvantage

The City helps smaller employers not affected by the CTR law to develop tailored commute programs for their employees through a free consulting service called "Commute Advantage." Since its launch in 2007, 178 employers have engaged in the program by attending an event or consultation, and about 40% of them have started or improved commute benefits for their employees.

Building Trip Reduction

The City requires "Transportation Management Programs" (TMPs) at large real estate developments, which require building managers to undertake measures to reduce drive-alone commute trips by employees working in the building. Specific requirements vary according to size of building and land use. Through TMP programs, many building managers offer discounted/preferred carpool/vanpool parking, bicycle parking, and free parking days for non-drive-alone commuters (for the occasional need to drive), as well as conducting other activities such as ridematching for carpools, reporting and measurement.



Choose Your Way Bellevue Website

The City sponsors www.ChooseYourWayBellevue.org, a one-stop transportation options resource for Bellevue residents, workers, employers, property managers and schools. It combines information on riding the bus, walking, biking, carpooling, vanpooling, teleworking and alternative work schedules along with current transportation conditions, construction information and transportation plans in the city and region. It helps calculate the cost of commuting and provides links to current program newsletters and events. The www.ChooseYourWayBellevue.org website had an average of nearly 3,500 user sessions per month in 2014. And the monthly Choose Your Way Bellevue e-newsletter has 3,300 subscribers.

On The Move Bellevue

Through On The Move Bellevue, workers and residents who log sufficient non-drive-alone trips on an online calendar can receive rewards that encourage them to try modes other than solo driving and can help offset the initial cost of the new mode. The "Perks" program works in partnership with local businesses to reward regular users with discounts. In 2014, 3,353 people participated in trip logging; 1,329 users took a pledge to reduce trips; and 638,759 trips were logged for 8,099,208 miles. Users saved 236,023 gallons of gas; and 4,479,897 pounds of carbon dioxide were avoided. Prior analysis (2012-2013) showed that those staying in the program for a year reduced drive-alone trips by 4%.

ATTACHMENT B

Commute Trip Reduction Implementation Plan Update: 2015–2019

Jurisdiction: City of Bellevue

DRAFT – 31 March 2015

Goals, targets and other performance measures

See Goal and Target Worksheet (attached).

Strategies

What specific steps and strategies will you implement to meet your goal? Please include (a) policies and regulations, (b) services and facilities, and (c) marketing and incentives.

(a) Policies and Regulations

The City will implement a Commute Trip Reduction (CTR) program based on its CTR ordinance and the state CTR law, in which affected employers are required to conduct certain activities at affected worksites. These include:

- Designating an employee transportation coordinator;
- Developing a trip reduction program and distributing information about it;
- Measurement of employee commute trip reduction;
- Modifying programs as needed when not meeting goals/targets; and
- Reporting about their programs.

The City will take actions to support the program, based on the Comprehensive Plan's overarching transportation demand management (TDM) goal "To reduce the use of single-occupant vehicles and vehicle miles traveled, through a coordinated program of regulations, marketing, and provision of alternative travel options" and Policy TR-10: "Require large employers to implement a commute trip reduction program for employees, as mandated by the Commute Trip Reduction Act."

(b) Services and Facilities

City services for affected employers will comprise engaging with trip reduction contractors to assist employers in meeting CTR program requirements and conducting marketing, incentive and education programs for their companies. Specific services include the following:

- Train all new employee transportation coordinators (ETCs) and new sites to ensure that they have an understanding of the requirements of the law, implementation strategies and their site's performance to date.
- Track and notify employers of legally required activities and provide technical assistance to all employers for legal compliance.
- Ensure ETCs meet their program information distribution requirements.

- Help ETCs become a major resource to their employees by providing them with up-to-date commute information, tools for communicating with employees, turn-key commuter promotions, and opportunities to attend employer network group meetings (typically held quarterly).
- Conduct special projects as needed to enhance program effectiveness.

Key facility investments that support pedestrian, bicycle and/or transit travel include the following projects in the funded 2015-2021 Capital Investment Program:

- PW-R-146, Northup Way Corridor Improvements (bike lane/sidewalk improvements)
- PW-R-159 & 181, East Link (light rail) Analysis and Development, and Memorandum of Understanding Commitments
- PW-R-162, NE 6th Street Extension – I-405 HOV Interchange to 120th Ave. NE (pre-design analysis)
- PW-R-176, Early Implementation of the Downtown Transportation Plan (including ped/bike and transit improvement projects)
- PW-R-177, Eastgate Subarea Plan Implementation - advance Plan priorities including transit access to and through the Bellevue College campus and bicycle lanes on Eastgate Way
- PW-R-182, Downtown Transportation Plan/NE 6th Street Light Rail Station Enhanced Access
- PW-R-183 West Lake Sammamish Parkway, (Phase 2) – Extend pedestrian and bicycle facility enhancements on this important north-south corridor
- PW-R-184 Bellevue Way SE HOV Lane – 112th Ave SE 'Y' to I-90 (design)
- PW-R-185, Newport Way improvements, Somerset Blvd. to 150th Ave. SE, sidewalk and bicycle facility improvements
- Programmatic projects throughout the city: PW-W/B-56, Pedestrian & Bicycle Access Improvements; PW-W/B-76, Neighborhood Sidewalks; PW-W/B-49, Pedestrian Facility Compliance (ADA enhancements)
- PW-W/B-78 Mountains to Sound Greenway Trail (complete design of priority segments)
- PW-W/B-81, 108th/112th Aves NE – North City Limit to NE 12th St (ped/bike improvements, pre-design/analysis only)
- PW-W/B-82, SE 16th Street – 148th to 156th Aves SE (bike lanes and sidewalks, pre-design only)

In addition to these specific projects, the Pedestrian and Bicycle Implementation Initiative, launched by the City in spring 2015, provides a set of action-oriented efforts to advance additional non-motorized projects and programs identified by the 2009 Pedestrian and Bicycle Transportation Plan. The initiative includes principles to provide direction, as well as task elements supported by targeted public outreach and data-driven technical research and analysis, to advance the 2009 Plan.

(c) Marketing and Incentives

In order to support employer CTR efforts, the City will engage trip reduction contracts to assist affected employers and/or conduct the following marketing and incentive activities:

- Assist ETCs with marketing of commute programs
- Assist ETCs with marketing of turnkey and other programs such as Wheel Options and Bike to Work Month/Day, promotions of new transit service, construction avoidance, etc.
- Assist employers with employee events such as commuter fairs.
- Assist employers with creation of company commute option brochures.
- Post employer case studies on the City's travel options website, www.ChooseYourWayBellevue.org.

DRAFT

- Encourage and assist ETCs in use of the RideshareOnline tool to develop company-wide networks and incentives through the system. Help ETCs promote employee use of the ride matching and trip logging functions, as well as participation through the system in active campaigns such as On The Move Bellevue (www.OnTheMoveBellevue.org) for which their employees are eligible.
- Encourage participation of CTR employers (especially those who have not been meeting performance targets) in new/enhanced TDM activities the City will be conducting with new CMAQ grant funds passed through from WSDOT. These may include:
    - rebates provided to employers for transit passes or other non-drive-alone transportation benefits purchased for their employees;
    - a turnkey RideshareOnline program in which staff run the program on behalf of employers;
    - employer mini-grants to fund employer campaigns and/or incentives to encourage participation; and
    - a new parking cash-out program, in which employees are subsidized for trying a new non-drive-alone mode for a period of time without giving up their parking space, and employers are encouraged to transfer the subsidy used for parking to a non-drive-alone mode for employees who are interested. These activities are anticipated to boost performance for worksites for which traditional CTR has not been wholly successful.
- Actively promote alternatives to drive-alone commuting at worksites targeted by location, corridor, industry or lack of progress toward goal.
- Promote travel options to employers/employees through the City's existing electronic travel options newsletters for employers and employees; social media platforms; and the www.ChooseYourWayBellevue.org website and www.OnTheMoveBellevue.org web page.

In addition, the City anticipates conducting research such as enhanced survey data analysis and/or focus groups with key representatives from CTR-affected employers to help identify barriers to (and catalysts for) performance success in increasing non-drive-alone travel and reducing vehicle miles traveled. This work may be funded outside of the state CTR grant.

Comprehensive planning & community goals

Governor's Executive Order 14-04 Washington Carbon Reduction and Clean Energy Action directs state agencies to assist local governments to update their comprehensive plans to produce travel and land-use patterns that maximize efficiency in movement of goods and people, and reduce greenhouse gas emissions.

How does trip reduction support the goals of your community and comprehensive plan, and vice versa? How will you further integrate trip reduction through the updating of your comprehensive plan (e.g., parking, land use)?

DRAFT

There are several upcoming Comprehensive Plan and City Code updates that will be coordinated with the City's CTR and GTEC plans.

(a) Downtown Planning Efforts:

- *Downtown Transportation Plan Update:* This plan update launched in 2011 and has focused on updating the transportation portion of the Downtown Subarea Plan that was adopted in 2004. The plan update considered and incorporated forecasted growth in population and employment through 2030, and developed a multimodal strategy to accommodate both motorized and non-motorized transportation demand. Bellevue Transportation Commission Recommendations support commute trip reduction efforts with planned improvements in transit service as well as improvements for other non-drive-alone modes. Downtown Transportation Plan policies and projects will be integrated with the Downtown Livability Initiative (see below), to result in a full package of Comprehensive Plan Downtown Subarea Plan and land use code amendments for Council consideration in June 2015.
- *Downtown Livability Initiative:* This is a targeted review launched in 2012 of specific regulations that guide downtown development and land use activity. Objectives are to: better achieve the vision for downtown as a vibrant, mixed-use center; enhance the pedestrian environment; improve the area as a residential setting; enhance the identity and character of downtown neighborhoods; and incorporate elements from the Downtown Transportation Plan Update and the Sound Transit East Link light rail design work. One regulation area that was analyzed was the downtown parking code. In support of this analysis, City TDM staff produced the 2013 Downtown Commuter Parking Assessment Report, in which a consultant was engaged to develop recommendations on "right-sizing" the office parking supply to align with the City's downtown long-range vision and goals, including mode share goals identified in the Comprehensive Plan and Downtown Subarea Plan. Within its 2014 recommendations, the Downtown Livability Citizen Advisory Committee recommended follow-up work to "Conduct a comprehensive parking study to include items such as on-street parking, potential for public garages, and opportunities for coordinated management of the parking supply such as valet or shared use, etc." As of early 2015, Council is in the process of reviewing the CAC's recommendations prior to providing direction on the next steps to implement the CAC's work.

These efforts continue to promote a dense, multimodal, walkable environment, making downtown a desirable place for employers to locate. In turn, employer CTR programs help increase transit ridership and use of non-drive-alone modes, making those modes more sustainable.

(b) Citywide Transit Master Plan: The City Council adopted the Bellevue Transit Master Plan (TMP) in July 2014. The plan replaces the 2003 Transit Plan with a comprehensive 20-year look ahead to the type of transit system that will be required to meet Bellevue's transit needs through 2030. Although the City does not operate its own transit system, the TMP can positively influence regional transit agencies to keep Bellevue moving. The plan envisions a public transportation system that serves a diverse variety of people and trip purposes and that is the mode of choice for an increasing number of people who live, work, shop and play in Bellevue. The enhancement of transit and the City's CTR program are mutually supportive of each other; as the CTR program helps to build the market for transit use, the plan will make this service more viable and assist employers with their trip reduction efforts.

(c) Citywide Comprehensive Plan Update: As of early 2015, this update is under way, with Council adoption anticipated for June 2015. Bellevue's comprehensive plan captures the community's

DRAFT

vision for the future and provides direction for City regulations and investments. While the current comprehensive plan has served the community well, it was adopted in 2004 and a lot has changed in Bellevue since, including downtown development booms, annexation of the Eastgate area and plans for light rail transit implementation. TDM staff is working with comprehensive planning staff on several components, including minor text revisions of the TDM component and the updating of comprehensive mode share targets to complement other City goals and targets, including CTR. A draft of the updated 2035 mode share targets have been developed for downtown (workers only) and citywide (workers and residents), slated to replace the existing targets that only capture workers in certain activity areas of the city. Progress toward the new targets is anticipated to be measured using U.S. Census American Community Survey data.

Land use and transportation conditions

How do existing and future anticipated land-use and transportation conditions affect CTR worksites?

(Note: the following text is based on the Public Review Draft Version 1 of the 2015 City of Bellevue Comprehensive Plan Update.)

Bellevue's Comprehensive Plan's Land Use element assigns growth primarily to dense activity centers, especially downtown. The City's land use policies are set up to accommodate this growth. Nearly 80% of Bellevue's jobs are located in the following three employment centers: Downtown, Bel-Red/SR 520; and Eastgate/Factoria.

As indicated in the Comprehensive Plan's Land Use component, Bellevue is the state's fifth largest city where about 134,000 people live and 140,000 people work. By 2035, Bellevue is anticipated to add 15,800 more housing units and 51,800 more jobs. Downtown Bellevue is a Puget Sound Regional Council-designated Regional Growth Center expected to accommodate about half of the city's housing and job growth. Most of the housing and job growth outside of downtown is expected to occur in Bellevue's mixed commercial and residential centers of Bel-Red, Eastgate and Wilburton. A small amount of growth is anticipated in other areas spread throughout the city through natural redevelopment and infill that is allowed under current zoning.

A key principle highlighted in the Land Use element is integrating land use with the presence of transportation choices. Integrating housing and employment with a range of transportation options makes it easier to get around. Higher densities and a mix of uses encourage walking and transit use. Understanding future land uses also helps the City design and build transportation facilities that continue to work as the city grows. Thus the way the city grows, with denser land uses in employment locations and especially downtown, helps support CTR worksite goals of reducing trips, because denser land uses make alternative transportation options to driving alone more viable.

In addition to the goals indicated above, the following Transportation Element "Transportation and Land Use" section policies further support commute trip reduction:

- Integrate land use and transportation decisions to ensure that the transportation system supports the Comprehensive Plan land use vision (Policy TR-1);
- Direct transportation investments and service to support the Urban Centers growth strategies of the Countywide Planning Policies (Policy TR-3); and

- Incorporate transit-supportive and pedestrian-friendly design features in new development (Policy TR-8).

These transportation and land use policies have shaped current conditions, and will continue to shape future conditions, to be more conducive for commute trip reduction, which in turn helps to retain mobility in the city.

Financial plan

What are the anticipated funding sources and amounts for local trip reduction, including grants and local funding?

Bellevue's primary source of CTR program funding will be the state CTR grant, historically approximately $205,000 per biennium. As per historic practice, Bellevue anticipates using these state funds on the traditional program elements directed by state CTR law and local CTR ordinance. In addition, the City anticipates continuing its historic practice of contributing additional local funding to be focused on special projects and enhanced activities beyond the traditional CTR program. These added resources will continue to be used for program enhancements such as additional reporting from the City's CTR services contractor on worksite program elements; ETC conference registration fees; and specialized trip reduction campaigns, such as for Earth Day or Bike to Work Month/Day. For the 2015-2017 biennium, the special projects will likely be funded by the 2012 and/or 2014 CMAQ GTEC Expansion and Regional TDM grants passed through to the City by WSDOT. Research (such as focus groups) may be funded by a separate source other than the state CTR grant, in order to enhance and make the most of the City's CTR program without taking away funding for ongoing program implementation.

GTEC report (if your jurisdiction has a designated GTEC)

Are you continuing to implement?

Optional: Describe the (a) strategies, (b) land use and transportation conditions, (c) population and employment demographics, and (d) financial plan, and how they differ from those in the CTR plan.

Introduction:
The City will continue to implement its Downtown Bellevue GTEC program. In Bellevue, GTEC activities have been extended citywide since 2014, and this is anticipated to continue through this plan period. However, downtown will continue to be an emphasis area for the City's TDM program. Concentration of outreach and uptake of services, assistance, and program participation is anticipated to be greater in downtown than in other parts of the city, due to its dense land use and transit service that make non-drive-alone modes more viable. In addition, the Comprehensive Plan update anticipated for Council adoption in June 2015 is likely to include a 2035 non-drive-alone commute mode share target of 65% for downtown, so the City will be tracking progress toward that target over time using U.S. Census American Community Survey data.

DRAFT

(a) Strategies:
Strategies are anticipated to be similar to, and build on, previous GTEC activities, are directed at multiple TDM audiences beyond CTR-affected employers. These audiences include employers (generally those with five or more employees), property managers, workers and residents. Activities are suited to these broader audiences and are anticipated include the following:

- *Employer/property manager activities.* Through the City's existing "Commute Advantage" brand for employers and property managers (information at http://www.chooseyourwaybellevue.org/employers-advantage/), activities may include:
    - Consulting services for commute benefit programs;
    - Assistance setting up rideshare/trip logging/incentive campaigns,
    - Expert consultant assistance with telework and parking management programs;
    - Mini-grants for RideshareOnline campaigns or minor capital projects such as bike parking/amenities;
    - Commute benefit rebates, especially for employer ORCA Passport programs;
    - Facilitation of guaranteed ride home programs; and/or
    - Parking cash-out, in which employers who have the ability to change the number of parking spaces they lease each month can sign up for a program in which the City covers the cost of employees trying an alternate commute mode for a term-limited time without yet giving up their parking space, after which such employees can elect to change to an alternate mode paid for by their employers.

  Special outreach efforts are anticipated to be directed toward employers who are new to Downtown Bellevue.
- *Individual worker and resident activities.* These may include:
    - Continued implementation of On The Move Bellevue trip logging and incentive program, which includes a "Perks" program for local business discounts (information at www.OnTheMoveBellevue.org);
    - Continued provision of one-stop information about using non-drive-alone modes provided on www.ChooseYourWayBellevue.org;
    - Bicycle-specific promotion and information including bike maps and maps showing available bike racks and amenities, as well as promotion of Bike to Work Month and Day and, potentially, enhanced bicycle wayfinding;
    - Facilitation of parking needs to support non-drive-alone transportation, potentially to include carpool and vanpool parking facilitation with building managers; support for provision of additional carpool/vanpool parking; and/or park-and-ride lot information and/or maps.
    - Enhanced planning, implementation, promotion and/or information provision about real-time information, mobile apps, and other transportation-related technologies.

Special outreach efforts are anticipated to be directed toward new workers or residents to Downtown Bellevue. In addition, the City will conduct research, planning/administration and measurement efforts related to these strategies.

(b) Land use and transportation conditions:
As of 2015, there are 9,078,125 square feet of office space and 3,817,883 square feet of retail space in downtown. Traffic volumes have remained relatively steady for the last 20 years, and only one intersection in downtown exceeds the City's adopted downtown level of service standard. Transit service is robust: in spring 2013 the Bellevue Transit Center served 17,772 daily boardings and alightings ("ons and offs"), or about 33 percent of citywide ons/offs. The non-drive-alone commute

DRAFT

mode share for downtown workers is 29% (source: Census Transportation Planning Package, based on data from the 2006-2010 American Community Survey 5-year estimates for downtown census tracts 238.03 and 238.04).

(c) Population and employment demographics:
Downtown Bellevue is the densest urban center and is considered by many to be the commercial hub of the Eastside. From 2012 to 2035, downtown employment is estimated to grow from 44,800 to 76,800, a net addition of 32,000 jobs, or 71% over eighteen years. In 2012 there were 10,500 residents in downtown, and this figure is anticipated to grow to 20,500 by 2035, an increase of 95%. The significant level of anticipated growth calls for trip reduction activities directed at CTR as well as small employers; property managers; workers; and residents, in order to retain mobility.

(d) Financial plan:
Activities in the Downtown Bellevue GTEC are anticipated to be funded primarily through the 2012 and/or 2014 CMAQ GTEC Expansion and Regional TDM grants passed through to the City by WSDOT. Local funds and staff resources are anticipated to supplement the grant funds, primarily focused on ongoing, fundamental TDM activities such as the Choose Your Way Bellevue website and building Transportation Management Program monitoring and assistance. In addition, CTR funds directed to assist downtown employers will contribute to downtown trip reduction efforts.

What specific policy, service changes and land-use steps will be accomplished during this period for the GTEC area?

As part of the Downtown Transportation Plan Update, the City recently conducted travel demand forecasting based on expected demographic changes (see item (c) above). (These demographic changes are tied to anticipated land use changes that are consistent with the City's policy to accommodate significant growth within downtown.) This forecasting revealed that programmed roadway capacity projects in and around downtown will provide an adequate vehicular level of service in 2030, while significant improvements are needed in pedestrian and bicycle facilities and transit service and facilities. Thus the plan update is not likely to include major roadway capacity projects but rather to embrace enhancements for modes other than driving alone. Enhancing these modes will provide synergy with GTEC trip reduction efforts. A project in the City's adopted 2015-2021 Capital Investment Program will provide early implementation of Downtown Transportation Plan projects during this period. Specific projects will comprise mobility infrastructure improvements and multimodal corridor analysis that will inform subsequent implementation. Crosswalk enhancements, new mid-block crossings, bicycle facilities, and transit passenger access amenities are planned, as well as improvement of access to new development and to the downtown light rail station planned to be adjacent to City Hall and the existing Bellevue Transit Center.

Land use changes will be guided by the City's Downtown Livability Initiative. The Citizens' Advisory Committee for this project developed recommendations that will be considered by Council in spring and summer 2015. Many of the recommendations relate to Design Guidelines changes to influence development to create a functional, safe, aesthetically pleasing and sustainable downtown. The recommendations also include allowing increased building height and density in exchange for provision of exceptional amenities.

DRAFT

Regional transportation planning organization CTR plan review

☐ Recommended

☐ Not recommended

RTPO comments:

DRAFT

Commute Trip Reduction Goals and Targets Worksheet: 2015–2019

DRAFT 31 March 2015

Jurisdiction: City of Bellevue

Goals, targets and other performance measures

State goals for the 2019/2020 survey period include an increase of non drive-alone travel (NDAT), and reductions of VMT and GHG. What are your percent targets for the 2019/2020 survey period?

	2007-2008	Percent Change	2019-2020
NDAT	36.8%	+16.3%	42.8%
VMT	11.4	-18%	9.4
GHG	11.4	-18%	9.4

Targets: Describe how targets were set for the goals.

NDAT:
The state's overarching state-level goal for NDAT (statewide) is to reach an absolute level of 40% non-drive-alone travel (NDAT) during this period.

At a statewide level, this is a six percentage point increase. Thus the state has directed jurisdictions choosing to utilize state goals and targets to increase their NDAT by six percentage points. The City of Bellevue has opted to utilize the state goals and targets as our own.

The state has provided a spreadsheet tool to help jurisdictions identify targets to match state targets. In this tool, the state calculated Bellevue's baseline NDAT as 36.8%, and target NDAT as six percentage points higher, or 42.8%. Thus these figures are shown above.

In terms of percent change, the NDAT increase translates to 16.3 percent (42.8% is 16.3% higher than 36.8%). Thus this is the figure identified above for "Percent Change."

VMT and GHG:
The state's overarching state-level goals for vehicle miles traveled (VMT) and greenhouse gas (GHG) emissions are to reduce each by 18% by the 2019-2020 survey cycle.

The City of Bellevue has opted to utilize state targets as our own. Based on the state-level target of 18% reduction in VMT, the City is setting the same VMT reduction target of 18%. This would result in 9.4 VMT per person in the 2019-2020 survey cycle.

The state has opted to calculate the GHG target directly from VMT, and has directed jurisdictions to do the same. Thus the GHG target is 18%, or 9.4 VMT per person—the same as the VMT target.

Measurement: How will you measure progress toward your targets?

The City will measure progress toward the targets using the state-provided CTR survey instrument and surveying framework, as well as state-provided data processing services.

Other performance measures: What other types of TDM performance goals and targets has your jurisdiction established? What are you trying to accomplish? How will you measure progress toward those goals?

Bellevue's draft Comprehensive Plan Update includes updated targets for percentage of commute trips by non-drive-alone mode. The draft update includes commute non-drive-alone rate targets for 2035 for downtown workers (65%), citywide workers (40%), and citywide residents (45%). The Comprehensive Plan Update is scheduled for adoption by City Council in June 2015. If adopted, these targets will represent a change from the current mode share targets (comprising the percent of commute trips by drive-alone-mode for workers in five activity areas in the city, including downtown). The anticipated mechanism for measuring progress is the U.S. Census American Community Survey. Since CTR workers are a subset of all city workers, CTR performance toward the targets will be monitored separately (and alongside) these Comprehensive Plan performance measures.

A 2015-2023 Bellevue TDM Plan is under development and anticipated for completion in late 2015. This plan will establish interim 2023 targets for the Comprehensive Plan's 2035 targets described above.

DRAFT

ATTACHMENT C

City of Bellevue Congestion Mitigation and Air Quality (CMAQ) 2012 and 2015 Transportation Demand Management (TDM) Grants

Scope of work

DRAFT – 31 March 2015

Italics: City addition to state template

Introduction:

This scope of work encompasses TDM activities to be pursued utilizing two CMAQ TDM grants passed through from the Washington State Department of Transportation (WSDOT) to the City of Bellevue from two different application/obligation time frames, 2012 and 2015. The grants are entitled "2012 CMAQ Growth and Transportation Efficiency Center (GTEC) Expansion Grant" and "2015 CMAQ Regional TDM Services Grant" (hereinafter referred to as the 2012 and 2015 grants, respectively). The timeline for grant funding availability to the city is as follows:

- 2012 grant: 7/1/15-12/31/17
- 2015 grant: 7/1/15-12/31/18.

The City of Bellevue work program for these two grants will comprise continuation of successful TDM programs for employers, individuals and property managers; plus begin new activities that reflect the changing environmental context with regard to demographics and the way that people use the transportation system. In-house TDM staff will oversee programs in coordination with other city staff, transportation and TDM consultants, transit agencies, the Washington State Department of Transportation (WSDOT), business groups, and other agencies. Upcoming transportation system changes serve as a backdrop and context for the work. These include East Link light rail construction beginning in 2015 (and preparation for service launching in 2023, including facilitation of "last-mile" travel); a potential Park-and-Ride lot closure; express lane tolling on I-405; and other external transportation changes. Staff will also monitor transit service changes and coordinate with and/or add enhancements to relevant city planning initiatives and Bellevue transit promotions conducted by transit agencies.

Task 1: Trip Reduction for Employers and Property Managers

Concept	Reach out to clients who are in a position to provide information, benefits, amenities or incentives to their employees/tenants to help them reduce drive-alone trips. Clients may include employers (generally those not affected by Conduct Trip Reduction law) and property managers of office and residential buildings. Conduct marketing/outreach and consultations; assistance and education; and other services, likely to be presented as a portfolio of options available under the "Commute Advantage" brand. Key offerings to be promoted include ORCA business products and subsidies/incentives for using other non-drive-alone modes, plus parking management, employer or building promotional campaigns, business carsharing, bicycle parking and amenities, emergency ride home, expert consultant assistance for topics such as telework policies and parking management, and RideshareOnline network setup assistance (includes development of "turnkey" programs that lessen development time required by client). Additional offerings may be promoted that are relevant and timely. Include a "welcome" component to reach out to employers and residents when they first move to Bellevue, or change locations within Bellevue. Specific activities may include:

	• Consultation services to inform client of program options and assist client with tailoring a commute program to their specific worksite or building • Transportation benefit rebates provided to clients who provide ORCA products or other non-drive-alone subsidies to their employees or tenants • Webinars helping clients to cope with/take advantage of external events (such as road or light rail construction, Park-and-Ride lot closures, opening of new transportation infrastructure, tolling changes, transit service changes, etc.) or to educate clients about relevant, timely program options • Mini-grants for minor capital items or client-specific trip reduction campaigns (implementation depends on client uptake) • Facilitation or provision of carpool/vanpool parking • Setup of program logistics and consultant contracts, and administration for activities that require it, such as developing framework for emergency ride home programs and procurement of telework, parking and other experts to provide consulting services directly to clients • Marketing, promotions, and outreach to raise awareness of program and recruit participants (may include direct mail, email outreach, social media, networking through business organizations, advertising, events, etc.) • City staff or partner/consultant time for program analysis, management and measurement to monitor results, determine best course of action, and adjust activities as needed • City staff or partner/consultant time for research, potentially to include focus groups, surveys and/or demographic analysis, to inform the program *Background/Justification: Most of these are ongoing activities that have shown good participation and results and which the city would like to continue. Some of these activities are currently they are being implemented within the scope of the I-405 Communities In Motion program being implemented in Bellevue by King County Metro (this program is anticipated to continue through 6/30/2017). Additional funds could enhance existing and/or add new program elements to increase the scope and results of the programs.* Type of vehicle trips project will reduce (check both if project will reduce commute and noncommute): Commute__X__ Noncommute_X__
Deliverables	• Development of mini-grant application materials and selection process • Development of turnkey commute club program that employers or property managers can offer to employees of their company/building • Development of parking cash-out program and materials for employers • Establishment of home-free guarantee program and materials • Approximately two to five informational events for employers or property managers, such as workshops, webinars, brown bags, etc., providing information on transportation occurrences and/or Commute Advantage offerings

DRAFT

	• Approximately two to five outreach occurrences, such as direct mail postcards, letters, email distributions, etc. to inform audiences of offerings developed above. Direct mail to reach the approximately 900 employers and approximately 30 property managers that encompass the audience for this task • Research and/or communication strategy reports identifying useful information to guide the work, as needed • Provide approximately 2,000 hours of project implementers' time • A measurement plan that is mutually agreed upon by the city and WSDOT • Submittal of an annual performance report that includes lessons learned
Growth Center	Bellevue
TDM Project Location	Citywide
Timeline	Ongoing throughout entire CMAQ grant period ending 6/30/2018.
Budget	$240,000
How delivered	*Delivered primarily through trip reduction services contractor. Potentially set up contract with current King County Metro contractor (Bellevue Downtown Association TransManage) where providing additional funds for existing activity categories currently under way in 2015-2017 through the King County Metro I-405 Communities In Motion program. Some individual components may be conducted by a different contractor or in-house by City of Bellevue staff.*
Which grant(s) will be utilized?	*Start with 2012 grant and potentially continue with 2015 grant if needed.*

Task 2: Trip Reduction for Workers, Residents and Students

Concept	Perform TDM outreach activities directed at individual travelers in Bellevue, including workers, residents and students, building on existing program. Include a "welcome" component to reach out to employers, employees and residents when they first move to Bellevue. Activities include the following: • Conduct or enhance to the On The Move Bellevue calendaring/incentive program (currently funded by the I-405 Communities In Motion program), as appropriate. Potentially include new or different incentives, pre-loaded ORCA card distribution for trying transit. • Implement "individualized marketing" with direct mail/provision of tailored additional information at the request of the individual, potentially to include information about how to use alternative modes to driving alone, acquiring pedestrian carts for grocery shopping, etc.

DRAFT

	• Facilitate real-time travel information sources for modes other than driving alone, including transit, bike facilities and parking, carsharing, taxis/for-hire drivers, casual carpooling, walking, etc. Options for parking and driving alone could be included in the array of information that helps the user compare options in terms of cost, time and other factors. • Provide public real-time transit and non-drive-alone travel mode information at key geographic locations such as transit centers/park-and-rides and key transit stops and buildings, via signage and/or kiosks. Include coordination with any projects to develop public parking lot real-time signage of space availability and/or online interactive maps. • As appropriate, work in conjunction with city, regional or transit agency efforts to improve the online trip planning experience including web-based information and/or interactive maps. • Promote private sector trip planning and real-time information tools, mobile apps, and information screens. This includes transportation networking service and taxi apps; traffic information apps; and trip planning/real-time multimodal information apps such as RideScout. An increasing number of products are becoming available to provide maps and real-time information about various mode options, including distance, arrival times, travel times, costs, terrain/topography, sustainability/greenhouse gas emissions removed, etc. • Marketing of carpool/vanpool parking and facilities • Setup of program logistics and consultant contracts, and administration for activities that require it, such as developing framework for emergency ride home programs and procurement of telework, parking and other experts to provide consulting services directly to clients • Marketing, promotions, and outreach to raise awareness of program and recruit participants (may include direct mail, email outreach, social media, networking through business organizations, advertising, events, etc.) • Staff or consultant time for program analysis, management and measurement to monitor results, determine best course of action, and adjust activities as needed • Staff or consultant time for research, potentially to include focus groups, surveys and/or demographic analysis, to inform the program *Background/Justification: These are ongoing activities that have shown good participation and results and which the city would like to continue. Currently they are being implemented within the scope of the I-405 Communities In Motion program being implemented in Bellevue by King County Metro (this program is anticipated to continue through 6/30/2017). Additional funds could enhance existing and/or add new program elements to increase the scope and results of the programs.* Type of vehicle trips project will reduce (check both if project will reduce commute and noncommute): Commute__X__ Noncommute_X__

DRAFT

Deliverables	• Development of program parameters, eligibility criteria, timelines, required actions, incentive levels, and enrollment application materials/agreement forms, etc. for specific programs such as guaranteed ride home, commute challenge, and commute club programs described above • Administration and implementation of programs described above • Approximately two to five outreach efforts via direct mail and/or email outreach to inform individuals of programs and travel options in general. Residential outreach to be directed toward at least the approximately 25,000 residential households living in Bellevue within ¼ mile of frequent transit service. Worker outreach potentially to include packets sent to employers for distribution to employees and/or posters for workplace postings, postings at local businesses and coffee shops, etc. • Tabling at approximately two to five community events, providing information on transportation and travel options, and program offerings • Maintenance of content on the Choose Your Way Bellevue website and On The Move Bellevue web page to promote programs and travel options in general • Creation of approximately four to eight graphically oriented informational pieces to assist individuals with using travel options, such as bicycle amenities maps, park-and-ride maps, how to use programs apps for transit and real-time information, how to use guaranteed ride home programs, etc. • Research and/or communication strategy reports identifying useful information to guide the work, as needed • Provide a minimum of 1,500 hours of project implementers' time • A measurement plan that is mutually agreed upon by the city and WSDOT • Submittal of an annual performance report that includes lessons learned
Growth Center	Bellevue
TDM Project Location	Citywide
Timeline	Ongoing throughout entire CMAQ grant period ending 6/30/2018.
Budget	$120,000
How delivered	*Delivered primarily through trip reduction services contractor. Potentially set up contract with current King County Metro contractor (Bellevue Downtown Association TransManage) where providing additional funds for existing activity categories currently under way in 2015-2017 through the King County Metro I-405 Communities In Motion program. Some individual components may be conducted by a specialized contractor or in-house by City of Bellevue staff.*
Which grant(s) will be utilized?	*Start with 2012 grant and potentially continue with 2015 Regional TDM grant if needed.*

Task 3: Enhanced Parking Strategies

DRAFT

Concept	(Primarily focused on Downtown Bellevue, and secondarily the Bellevue Medical District just east of I-405 in the 116th Avenue NE corridor, where parking constraints are more prevalent and the cost of providing parking makes these strategies relevant. Marketed primarily to non-CTR employers/employees, but available to all employers/employees who meet criteria for a particular strategy). Primary strategies may include: • Parking Cash-Out: This strategy would be most effectively marketed to employers (and their employees) who lease their parking and pay only for the actual number of parking spaces they use. Employers would need to be engaged in order for their employees to be eligible. The activity would subsidize a term-limited trial (such as two months) of use by an employee of a non-drive-alone mode that entails a cost not covered by the employer. Following the trial period, the employee could choose to permanently give up his/her parking space in return for a transit pass provided by the employer. The first (or only) round of activity will be positioned as a pilot in order to assess the viability of this strategy; a second round may be undertaken, depending on the success of the pilot, and may be altered based on lessons learned from the pilot. • Parking Flexibility Support Strategies: Address the insufficiency, or perceived insufficiency, of daily/flexible parking options for those who typically use an alternate commute mode to driving alone but have difficulty as a result in receiving free or low-cost, flexible daily parking with in-and-out privileges. As part of this strategy, raise awareness of flexible parking options by improve availability of such information through maps and other resources; and/or work with other city and/or partner staff to increase overall awareness of parking options. • Carpool/Vanpool Parking Support Strategies: Undertake activities to increase the viability and availability of carpool/vanpool parking, such as working with property managers to lift restricting requirements such as requirements that all occupants of a carpool/vanpool work at a building in order to be allowed to park at that building; encouraging the provision of lower cost or priority, close-to-entrance carpool/vanpool parking; advocating for better pickup/drop-off locations for carpools/vanpools; and/or directly leasing/providing spaces to provide carpool/vanpool parking for workers. • Parking Management Consulting Services: Provide consulting services to employers from trip reduction or parking management experts to help encourage and facilitate good parking management practices that enable increased use of non-drive-alone modes. Additional activities may include: • Conduct research, potentially to include focus groups, surveys and/or demographic analysis, to develop communication strategies/angles, positioning, and marketing angles and otherwise inform the program • Develop a communications strategy/marketing angle to effectively promote these activities to the target market, such as “Try riding, not parking” or “More riding, less parking” “Leave your vehicle at home and save your employer the real estate burden of keeping your car for you during the day.”

DRAFT

	• Conduct marketing, promotions, and outreach, and education pieces (may include direct mail, email outreach, social media, blog articles networking through business organizations, advertising, events, etc.). Includes potential public recognition for participating employers. • Conduct program analysis, management and measurement to monitor results, determine best course of action, and adjust activities as needed; and determining the success of this overall approach *Background/Justification: Parking cost and availability are known in the TDM profession to be one of the most important factors in choosing a mode other than driving alone. Following the city's 2013 Downtown Commuter Parking Assessment and other prior city parking analysis work, a next step is to address the issues identified in those analyses of employer subsidization of parking and insufficient flexibility in daily parking availability (i.e. employees locked entirely out of their garages if they don't purchase monthly parking, which is often discounted) that discourage the use of non-drive-alone modes. Parking cashout was a strategy in the original GTEC plan that was never implemented and would benefit certain employees/employers in situations where parking subsidies are provided but non-drive-alone mode subsidies are not. In downtown, parking is at a premium and costly, but this cost is subsidized by many employers for their employees, and in some cases the employees do not have a choice to receive a subsidized transit pass instead. Furthermore, both employers and employees may hesitate to give up parking spaces that they may not be able to get back, and since the parking cashout strategy could subsidize a trial period of transit or other non-drive-alone mode without the person or employer needing to permanently give up parking spaces, such added support for trying a non-drive-alone mode through this program could help address this barrier.* Type of vehicle trips project will reduce (check both if project will reduce commute and noncommute): Commute__X__ Noncommute___
Deliverables	• Produce program plan including program parameters, eligibility criteria, timelines, required actions, incentive levels, and enrollment application materials/agreement forms, etc. for employer and/or employee participants in cashout or other parking-related programs • Produce of marketing angles, names, slogans, collateral, and advertisements • At least two marketing actions, such as direct mail, email and/or collateral distribution, to approximately 900 downtown employers with five or more employees (the target audience) in order to promote activities • At least two marketing actions to buildings, such as via direct mail, email and/or collateral distribution • At least two email announcements to the email list of individual program participants to promote the program at the individual level (and encourage their employers to participate) • Creation and posting of two to five educational pieces such as infographics and blog articles • Research and/or communication strategy reports identifying useful information to guide the work, as needed • Provide approximately 500 hours of project implementers' time

DRAFT

	• A measurement plan that is mutually agreed upon by the city and WSDOT • Submittal of an annual performance report that includes lessons learned
Growth Center	Bellevue
TDM Project Location	Downtown Bellevue and, potentially, the Bellevue Medical District (where parking charges to employees currently takes place)
Timeline	Program development anticipated for 2015. Program launch anticipated for the beginning of 2016. This will allow time to plan and develop the program and marketing strategies; and allow employers time to plan budgets in the beginning of the year, before budgets have been finalized toward the end of the year. Task anticipated to continue through the end of the grant period at 6/30/2018, or as funding allows.
Budget	$50,000
How delivered	*Marketing likely to occur though trip reduction services contractor as part of Commute Advantage or other program outreach to employers (Task 1 above). Some individual components may be conducted by a specialized contractor or in-house by City of Bellevue staff. Transit and other mode subsidies paid directly by city with grant funds, based on appropriate documentation.*
Which grant(s) will be utilized?	*Start with 2012 grant and potentially continue with 2015 Regional TDM grant if needed.*

Task 4: Enhanced Bicycling Strategies

Concept	In coordination with the city's 2015 Pedestrian/Bicycle Implementation Initiative, promote and facilitate the use of bicycling for commuting and other transportation needs, including the following: • Facilitate provision of and information about bicycle parking, amenities (including racks) and facilities. • Update the city's bicycling map with up-to-date roadway and bikeway indications for cyclists and other useful information. • Promote Bike to Work month and day to employers, property managers and individuals. • Conduct or sponsor classes and/or educational events about urban cycling. • Work with the city and local bicycle clubs to coordinate activities and programs for individuals and businesses. • Provide additional signage for bicycles and others using alternative modes at key points throughout the city or downtown. Note: This activity would require significant research and coordination with other city staff. • Conduct marketing, promotions, incentive programs, and outreach to increase bicycling in Bellevue (may include development of communications strategies, direct mail, email outreach, social media, networking through business organizations, advertising, events, etc.) • Conduct program analysis, management and measurement to monitor results and determine best courses of action; adjust activities as needed

DRAFT

	• Conduct research, potentially to include focus groups, surveys and/or demographic analysis, to inform the program *Background/Justification: Increasing the use of bicycling as a transportation mode is an emphasis area for the city's TDM work through this grant. This is due to the fact that bicycling is a relatively low-use transportation mode in Bellevue, with potential for improvement. Currently the bicycle commute mode share for Bellevue residents is less than 1% (source: U.S. Census American Community Survey 2011-2013 Three-Year Estimates).The city's existing bicycling infrastructure network has potential for increased uptake, and education and encouragement could stimulate bicycling in the city, making use of existing infrastructure as well as building the bicycling market for future infrastructure improvements, particularly as the city moves toward a more connected network of bikeways. Increasing route legibility for bicycle commuters, particularly to the downtown urban center; information about bicycle parking and amenities; and education about urban cycling techniques will also facilitate use of this mode. The city is launching a Pedestrian and Bicycle Implementation Initiative in 2015, which includes coordination with other city activities such as TDM.* Type of vehicle trips project will reduce (check both if project will reduce commute and noncommute): Commute__X__ Noncommute_X__
Deliverables	• Development of program parameters, eligibility criteria, timelines, required actions, incentive levels, and enrollment application materials/agreement forms, etc. for specific programs such bicycle month/day incentives, bicycling classes, etc. • Administration and implementation of programs described above • Approximately two to five outreach efforts via direct mail and/or email outreach to inform individuals of programs and travel options in general. Residential outreach to be directed toward at least the approximately 25,000 residential households living in Bellevue within ¼ mile of frequent transit service. Worker outreach potentially to include packets sent to employers for distribution to employees and/or posters for workplace postings, postings at local businesses and coffee shops, etc. • Tabling at approximately two to five community events, providing information on bicycling and bicycle-related program offerings • Maintenance of content on the Choose Your Way Bellevue website and On The Move Bellevue web page to promote bicycling • Creation of approximately two to five graphically oriented informational pieces to assist individuals with using travel options, such as bicycle amenities maps, how to put your bike on a bus, how to combine bicycling with other modes, etc. • Research and/or communication strategy reports identifying useful information to guide the work, as needed • Provide a minimum of 500 hours of project implementers' time • A measurement plan that is mutually agreed upon by the city and WSDOT • Submittal of an annual performance report that includes lessons learned
Growth Center	Bellevue

DRAFT

TDM Project Location	Citywide
Timeline	Planning and coordination by in-house city staff anticipated to begin in mid-2015 upon securing grant funds.
Budget	$40,000
How delivered	*In-house city staff, trip reduction services contractor and/or research contractor.*
How measured	*In-house city staff, trip reduction services contractor and/or research contractor.*
Which grant(s) will be utilized?	*Start with 2012 grant and potentially continue with 2015 Regional TDM grant if needed.*

DRAFT