presentation to Transportation Commission

2015-2023
Bellevue Transportation Demand Management ("TDM") Plan
Overview of Second Draft

June 11, 2015
Bellevue TDM Plan
Outline for tonight’s discussion

1. Introduction
   Why do a TDM Plan?
   Who are TDM program audiences?

2. Status of existing plans
   Commute Trip Reduction
   Connect Downtown

3. Demographic & market conditions

4. Measurement

5. Implementation
   Framework
   Strategies
1. Introduction

Why do a TDM plan?

• Guide next phase of TDM work
• Provides foundation for required update of Commute Trip Reduction Plan
• Builds on previous plans
• Plan horizon: 2023
Budget Survey (2014)

• 90% of Bellevue residents agree that the city should work with regional transit agencies to improve local and regional public transportation serving Bellevue.

• 80% agree that the city should encourage people to choose alternative transportation modes.
TDM Program Audiences

- Employers affected by the Commute Trip Reduction law (and those not)
- Property managers
- Employees
- Residents
- Downtown and citywide audiences
- All trip types (commute and non-commute)
2. Status of Existing Plans

CTR Program/Plan

- State law and city ordinance
- Employers with 100+ employees required to conduct programs, report and measure
- 55 worksites in Bellevue (35,000 employees)
- City assists worksites with conducting programs and meeting requirements (via services contract with Metro)
  - Plan update required this year by state
2. Status of Existing Plans

Commute Trip Reduction Performance
State & National Context

Sources:
- U.S. and Washington State data from U.S. Census American Community Survey
- Data from CTR program
2008 Connect Downtown Plan Overview

- Downtown Bellevue urban center only
- Based on state “Growth & Transportation Efficiency Center” framework
- Non-regulatory program for non-CTR employers/workers, residents
- Employer transit pass rebates, consultations, workshops
- Worker/resident marketing, storefront help desk, bike parking, new resident packets, trip logging programs
- Research
Lessons Learned – Existing Plans

- CTR is successful
- Employer interest in transit benefits but flexibility needed
- Continue to utilize research to guide TDM activities
- Parking is a significant factor in mode choice
- TDM program adds value by distilling relevant information for Bellevue audience
Bellevue Residential Demographics

- Median age slight increase
  - 35.4 in 1990 - 37.8 in 2011-2013
- Increase in percent of individuals below the poverty level
  - 5.7% in 2000 - 8.5% in 2011-2013
- 10% increase in median annual household income
  - $82,758 in 2000 - $91,260 in 2011-2013; both in 2013 inflation-adjusted dollars
- Increased percent of population (age 5+) that speaks a language other than English
  - 14% in 1990 - 39% in 2011-2013

Bellevue Employment Characteristics

- Number of employees and their distribution in the city (136,100 jobs in 2013, largest concentrations in Downtown, Eastgate, Bel-Red; 202,000 jobs projected for 2035)
- Sector breakdown (Office – 60% in 2013, 68% in 2027; Hotel/retail 24% in 2013, 22% in 2027)
- Employer size (Downtown (31%), Bel-Red (50%) and Crossroads (69%) have the most workers at employers with 50 or fewer employees)
3. Demographic & Market Conditions

Existing Survey Results

• City Budget Survey (2014)
  – 90% of Bellevue residents agree that the city should work with regional transit agencies to improve local and regional public transportation serving Bellevue.
  – 80% agree that the city should encourage people to choose alternative transportation modes

• CTR attitudinal survey questions
3. Demographic & Market Conditions

Downtown Mode Share Survey
(CTR results and additional sampling)

*Table 17: Likelihood to Try Alternative Modes*
*(BASE = All Respondents)*

<table>
<thead>
<tr>
<th>Mode</th>
<th>Do Now</th>
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<td>12%</td>
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<td>30%</td>
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Bellevue TDM Plan Overview/ June 11, 2015
### 3. Demographic & Market Conditions

**Downtown Mode Share Survey**  
(CTR results and additional sampling)

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Downtown Mode Share Survey
(CTR results and additional sampling)

### Table 19: Likelihood to Try Alternative Modes among Heavy SOV Mode Users
(BASE = Respondents Who Drive Alone to Work 80% or More of the Time)

<table>
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<th>Mode</th>
<th>Heavy SOV Mode Users (80% or More of the Time) [n=16,509]</th>
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<tbody>
<tr>
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### 3. Demographic & Market Conditions

**Downtown Mode Share Survey**

(CTR results and additional sampling)

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New Community Input Survey

- November-December 2014
- Online, voluntary, self-selected
- Outreach: news release, website, email lists
- Employees, residents, employers, property managers
- ~1,600 responses
- Commute trips and non-commute trips
Q. What mode do you use most often for commuting to work or school? (Choose only one.)

- Drive alone, 40%
- Transit, 26%
- Carpool, 13%
- Bike, 8%
- Vanpool, 4%
- Walk, 3%
- Work at home, 2%
- Other/Not applicable, 2%
- Multiple modes within a single trip (not counting driving alone), 2%

Asked of all individuals. Answered: 1,477
Q. What are your reasons for driving alone for commuting to work or school? (Choose all that apply.)

- Saves time, 52%
- No reasonable transit options, 50%
- Need car to run errands before/after work or school, 41%
- Parking is free or inexpensive, 34%
- Prefer to drive my own car, 28%
- Don't have anyone to ride with in carpool/vanpool, 23%
- Don't like to depend on others, 23%
- Work start/end times are not flexible enough, 21%
- Need to transport my children/family members...
- Cannot get home in an emergency otherwise, 15%
- Need car at work/school for personal errands...
- Poor bicycle and/or pedestrian access, 11%
- Other, 13%
- Need car at work for company business, 9%
- Park-and-ride lots are full, I don't know how to take the bus or use an alternate mode to driving alone, 2%
- Not sure, 1%

Asked of those who indicated “drive alone” in previous question. Answered: 542
3. Demographic & Market Conditions

Q. (Employers) How likely are you to provide/enhance a commute incentive program for your employees in the next five years?

- Highly likely, 32%
- Somewhat likely, 28%
- Already providing commute incentive program, 24%
- Don’t know/not applicable, 12%
- Not at all likely, 4%

Asked of employers. Answered: 25
Key Points from Literature Review

- Technology advances enable new transportation options
- Cost of parking important factor in mode choice
- Telework increasing
- Social media can be an effective way to engage audience
3. Demographic & Market Conditions

Technology Advances

See all your options in one place
Compare rides by cost and type
Activate alerts to arrive on time

Bellevue TDM Plan Overview/ June 11, 2015
3. Demographic & Market Conditions

Technology Advances

City Hall TransitScreen
Measurement Overview

- Vision/goals/objectives tied to Comprehensive Plan and support overall transportation vision
- State requires targets for the Commute Trip Reduction program
- Comprehensive Plan establishes mode share targets for commute trips
  - Downtown workers
  - Citywide workers
  - Citywide residents
4. Measurement

CTR Performance + Target

Drive-Alone Rate

Source: Data from CTR program

* Preliminary data
4. Measurement

New CTR Performance + Target

Non-drive-alone travel

Source:
- CTR data from CTR program

* Preliminary data

Bellevue TDM Program Update/ June 11, 2015
4. Measurement

CTR Performance + Target

Vehicle miles traveled per one-way commute trip

**Average VMT**

<table>
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<tbody>
<tr>
<td>Outside Downtown</td>
<td>12.3</td>
<td>11.8</td>
<td>12.8</td>
<td>13.5*</td>
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<td></td>
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<td>Citywide</td>
<td>11.4</td>
<td>10.6</td>
<td>10.9</td>
<td>11.2*</td>
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*Preliminary data*

Source: Data from CTR program

Bellevue TDM Program Update/ June 11, 2015
4. Measurement

Comprehensive Plan-based targets

Non-drive-alone commute trips

<table>
<thead>
<tr>
<th>Year</th>
<th>Downtown Workers</th>
<th>Citywide Workers</th>
<th>Citywide Residents</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012</td>
<td>35%</td>
<td>26%</td>
<td>10%</td>
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<tr>
<td>2013</td>
<td>39.8%</td>
<td>32.7%</td>
<td>15%</td>
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<td>2023</td>
<td>46.2%</td>
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<td>50%</td>
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<td>2026</td>
<td>60%</td>
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Bellevue TDM Program Update / June 11, 2015
4. Measurement

TDM Impact

• Plan recognizes merits of identifying incremental value of TDM programs
  – Will evaluate and utilize industry tools for more precise measurement of TDM impacts
Framework

5. Implementation

- External state/city regulatory programs:
  - CTR
  - Building Transportation Management Programs

- WSDOT federal pass-through TDM Grants
  - Implement through partners/consultants
  - King County Metro
  - Bellevue Downtown Association
  - TDM & trip reduction services consultant(s)
5. Implementation

Proposed Strategies

• Services and Education
  – Commute program consulting services
  – Program expert consulting services
  – Real-time travel information provision*
  – Trip planning services*
  – Email newsletters

• Product subsidies/discounts
  – Transportation benefit rebates
  – Transportation mini-grants*
  – Emergency ride home*

• Incentives
  – On The Move Bellevue Commute Club
  – Commute Challenge
  – Parking Cashout*

  *Orange color – new/enhanced TDM activity

Bellevue TDM Program Update/ June 11, 2015
5. Implementation

- Research
  - Focus groups*
  - Market analysis/branding
  - Other*

- Internal and external coordination
  - Bikeshare*
  - Bellevue Transit Center amenities
  - East Link
  - Transit promotions
  - Additional activities as feasible (such as real-time transit kiosks, wayfinding*)

*Orange color – new/enhanced TDM activity
Timeline/Next Steps

• Public Review Draft posted ~July 1-31
• Finalization ~September
• August 3 – Council schedule - Accept CMAQ grant funding
• September/October – Council schedule - Accept CTR grant funding
Questions?

Contact Information

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  425-452-7896

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  mingram@bellevuewa.gov
  425-452-4166