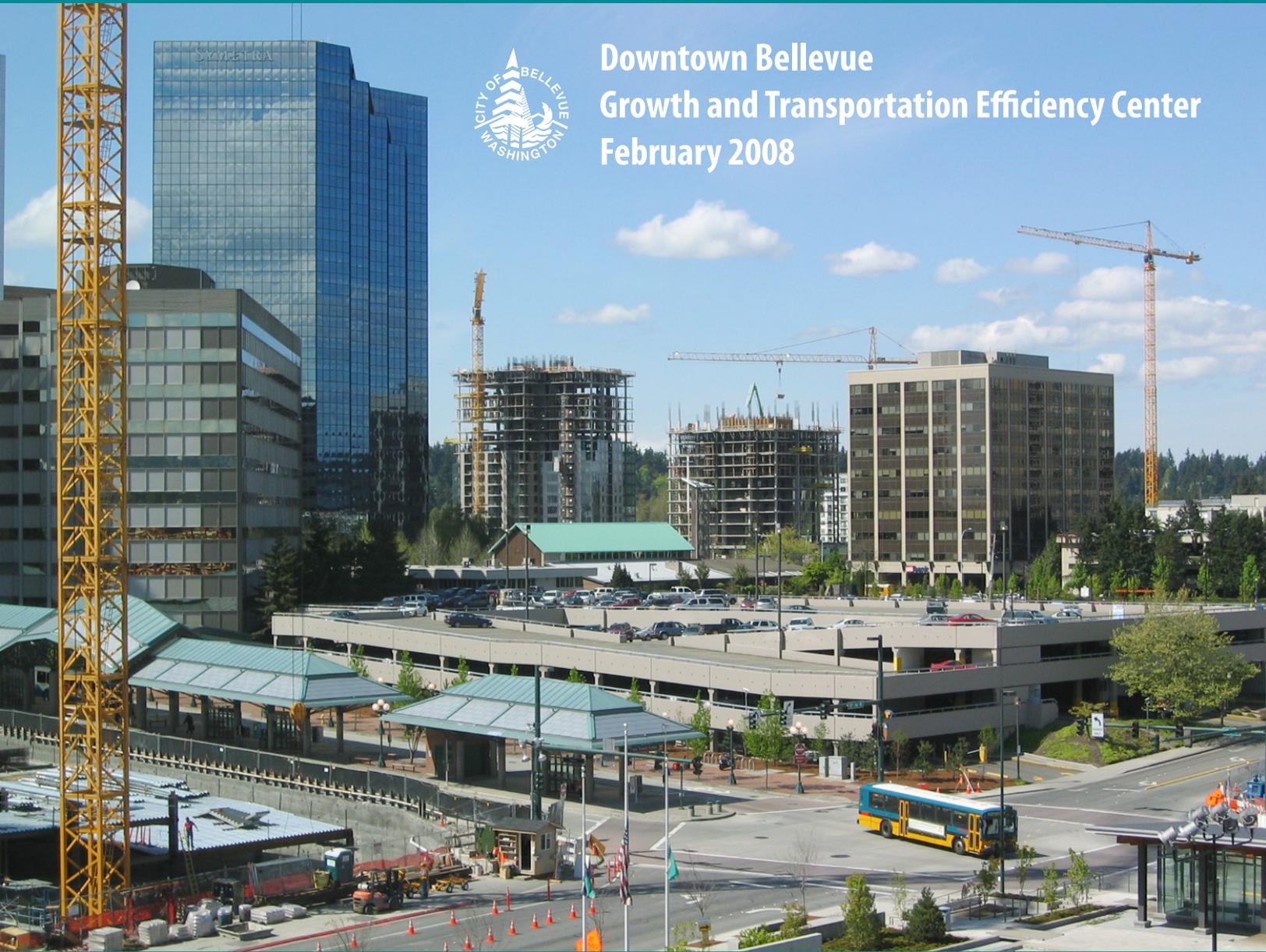


Connect Downtown



Downtown Bellevue
Growth and Transportation Efficiency Center
February 2008



Connect Downtown

DOWNTOWN BELLEVUE GROWTH AND TRANSPORTATION EFFICIENCY CENTER PLAN

FEBRUARY 2008

This plan has been undertaken pursuant to by the State of Washington 2006 Commute Trip Reduction Efficiency Act.

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1. Executive Summary

1.1 Introduction

In the past few decades, Bellevue has evolved from a bedroom community to a major regional center. In the process it has become the second largest employment center in King County and the economic hub of the Eastside. The strong local economy has led to the creation of a dynamic Downtown that is one of the chief Urban Centers in the region. Past land use decisions have funneled the city's share of regional job and housing growth into Downtown Bellevue, evolving the downtown into a center of economic and human activity.

With this growth comes the challenge of moving people and goods amid increasing traffic congestion. The need to support and encourage alternatives to driving alone has long been recognized in Bellevue and throughout the region and state. The downtown's first development-conditioned transportation management programs (TMPs) were implemented in the early 1980s, and other transportation demand management activities followed, including passage of the state Commute Trip Reduction (CTR) law in 1991. Under the CTR law, employers work to achieve specified targets for reducing the number of drive-alone commute trips by their employees. The CTR law affects larger employers, generally those with 100 or more full-time employees at a worksite.

These and other previous trip reduction efforts on the part of employers, the city, transit agencies, and others have already reduced dependence on the single-occupant automobile in the downtown. However, additional trips will need to be reduced downtown to retain mobility in the face of continued growth. The 2008-2011 Downtown Bellevue Growth and Transportation Efficiency Center plan provides a customized downtown-wide trip reduction program to meet this challenge.

The new state Growth and Transportation Efficiency Center (GTEC) program is a component of the 2006 revision of state CTR law. The state allows jurisdictions the option of designating and planning for GTECs in areas of dense population and employment, with potential state funding for implementing the plans. The goal of the state's GTEC program is to improve access to dense employment and population centers while increasing the portion of people not driving alone during peak periods on the state highway system.

Under this GTEC plan, the city of Bellevue has set goals and targets designed to maintain or improve transportation access and increase the proportion of non-drive-alone travel as the downtown continues to grow. In contrast to the base CTR program, the GTEC program extends to downtown workers and residents in their entirety—not just larger employment sites. These goals and targets are designed to support achievement of local and regional goals for transportation and land use.

Bellevue faces obstacles in reducing single-occupant-vehicle travel and maintaining mobility in the downtown. Bellevue's downtown street grid was laid out in the 1950s. Following innovative theories of the time, circulation was based on 600-foot-long "superblocks," and the primary transportation objective was easy automobile access. Today, this large grid remains. The resulting lack of connections creates challenges for nonmotorized travel and general circulation in the downtown, although the situation has been improved with completion of missing links in the street grid, mid-block pedestrian routes, and an east-west pedestrian corridor that transects the downtown. Other access challenges in the downtown are its square shape that is difficult to

fully serve by transit; wide arterials that are daunting for pedestrians to cross; and sidewalks directly adjacent to traffic lanes.

To its credit, Downtown Bellevue boasts a transit center with abundant service, generally pedestrian-friendly urban design, innovative architecture and public art, and a downtown park, library, and other urban amenities that give it a sense of identity and place. The city's Downtown Implementation Plan seeks to create a place that is "viable, livable, and memorable," and a combination of public and private efforts are continuing to lead the downtown successfully in that direction.

1.2 Growth and Transportation Efficiency Center (GTEC) Planning Process

The state law, rules, and guidelines for GTECs specify that GTEC plans are to be certified for compliance with regional growth management strategies by regional transportation planning organizations, and then forwarded to the state for approval and funding determination. These regional and state activities will occur in late 2007 and early 2008, following plan development in the first half of 2007. This plan comprises the city's application for GTEC certification to the Puget Sound Regional Council.

As a first step in developing the plan, in early 2007 the city of Bellevue identified stakeholders and a process for plan development that would allow the stakeholders to work together to produce an effective plan. A GTEC project team was set up that included representatives from the city, the downtown transportation management association ("TransManage"), and the King County Metro Market Development group. TransManage, an arm of the Bellevue Downtown Association, works with the employer, property manager, employee, and resident communities in a face-to-face manner and thus provided the perspectives of these groups to the team. King County Metro staff contributed their expertise on developing markets for non-drive-alone modes. The project team met several times from February through May 2007 to discuss the vision, goals, objectives, process, targets, and various plan elements.

Throughout plan development, the city performed outreach to the business and employer community by presenting and receiving feedback at two TransManage Advisory Board meetings. This advisory board includes members of the business community, Bellevue Downtown Association board members, an employee transportation coordinator, and transit agency representatives. In late May 2007, the city distributed special GTEC informational flyers to the members of the downtown community—employers, property managers, and residents—plus hand delivery to many employers for distribution to their employees. The flyers provided information about the plan, and opportunities for input, including a City of Bellevue Downtown Open House and Transportation Commission and City Council briefings. The city posted information and a preliminary draft GTEC plan on its website and provided a special email address and phone number for comments and questions. As a result of these efforts, city staff received and evaluated more than 40 comments.

The city reached out to other jurisdictions by conducting an Eastside jurisdiction meeting in April 2007 to share information and brainstorm insights and ideas. This was in addition to ongoing county and regional coordination meetings, as well as informal coordination. Also, the city worked with transit agencies to acquire transit information.

1.3 Downtown Bellevue Growth and Transportation Efficiency Center: Vision, Goals, and Objectives

The vision for Downtown Bellevue as a GTEC draws from the Downtown Implementation Plan and other plans and policies for the downtown.

Vision of Downtown Bellevue as a Growth and Transportation Efficiency Center:

- *A viable, livable, memorable, accessible, pedestrian-friendly area;*
- *Serving as the symbolic and functional heart of the Eastside region;*
- *Containing a dense, compact mixture of jobs and housing;*
- *Supported by a viable network of transportation infrastructure and services in order to move more people with fewer cars;*
- *Resulting in a human-scaled, active environment.*

The goal for Bellevue's GTEC defines the future condition that needs to be achieved in order to produce the GTEC vision.

Goal of Downtown Bellevue Growth and Transportation Efficiency Center:

To evolve an environment supportive of non-drive-alone travel and grow the non-single occupant vehicle travel market, in order to reduce the single-occupant vehicle rate and vehicle miles traveled in Downtown Bellevue and thereby preserve mobility and livability in the face of future growth.

Objectives for Bellevue's GTEC describe methods for achieving the goal and vision. They reflect working partnerships between the public and private sectors, provision of a supportive plan framework and environment, and interacting with downtown commuters and employers to promote awareness of alternative travel options.

Objectives of Downtown Bellevue Growth and Transportation Efficiency Center:

- *To utilize public/private partnerships in order to market and promote multiple transportation options across all non-drive-alone modes.*
- *To increase awareness of travel options via marketing, outreach, and incentives.*
- *To provide incentive programs that are attractive to the downtown work force and population.*
- *To provide a framework of city and transit agency plans, policies, regulations, urban design guidelines, transit service, and infrastructure that supports alternative modes.*
- *To supply pedestrian and transit amenities that enhance the environment and encourage non-drive-alone travel.*
- *To address barriers to changing travel modes, such as parking issues.*
- *To maximize use of the regional high-occupancy vehicle system by downtown commuters.*
- *To work toward clearly defined single-occupant vehicle and vehicle miles traveled reduction targets.*
- *To measure progress toward targets during plan implementation in relation to overall market indicators.*
- *To serve as a model for other communities.*

1.4 GTEC Benefits

Development of a GTEC plan consolidates and strengthens the city's work to provide and market multiple travel options. If people have more choices for travel modes and are made aware of them, they retain greater ability to travel in and within downtown. Shifting trips to modes other than the single-occupant vehicle can lessen negative impacts of the automobile, including traffic congestion and poor air quality, and can reduce parking development costs. In short, GTEC efforts can make it possible for more people to access and move within downtown, making it a more convenient, lively, and human-scaled place in which to live, work, and visit.

1.5 Downtown Bellevue GTEC Targets and Planning Horizon

Targeted Population. The State's base CTR program is targeted toward larger employers, generally those with 100 or more full-time employees who are scheduled to arrive at work between 6:00 a.m. and 9:00 a.m. The GTEC provision, however, is designed to go beyond this designated employer population by providing for a customized trip reduction program that is tailored to a particular community and addresses populations not served by the base CTR program.

For Downtown Bellevue, this emphasis is quite beneficial. Approximately 98 percent of downtown employers have fewer than 100 employees; this represents 81 percent of all downtown employees. A 2006 downtown transportation demand management market analysis showed a relatively low awareness of alternative transit options on the part of employers with fewer than 100 employees. Reaching out to reduce trips among the smaller employer population is an effort that Bellevue has already begun, and the downtown GTEC will provide a means to strengthen this effort.

A secondary focus of the GTEC will be residents of downtown. The downtown residential population has increased rapidly since the mid-1990s. As of 2007, there are 5,000 residents downtown, and their numbers are expected to increase to 14,000 by 2020.

In addition, the downtown employs a large number of retail workers. Bellevue contains one of the largest downtown regional centers in the state, and retail workers will continue to constitute a significant portion of downtown employees over time. However, due to commute times that do not always line up well with transit service, higher job turnover, and other factors, retail workers are less likely to shift to non-drive-alone commuting. Further, it makes sense to focus mode shift efforts on workers traveling primarily during peak commute times when the transportation system is under the greatest pressure. Retail workers will be considered in trip reduction programs because of their high numbers downtown, but not to the same degree as those working in other employment sectors.

GTEC Targets and Measuring Progress. State rules require that GTECs set a target for reduction of the single-occupant vehicle (SOV) rate for workers and/or residents of the GTEC. This target is required to be more aggressive than the base CTR program SOV reduction target, which is 10 percent by 2011. "More aggressive" can be defined as an absolute number of single-occupant vehicle trips and vehicle miles reduced than would occur under the base CTR program.

The city's GTEC target is based on applying the 10 percent rate to all employees downtown and deriving the absolute number. This amounts to approximately 5,000 additional persons not driving alone by 2011, as opposed to approximately 1,000 under the base CTR program.

1.6 Proposed GTEC Program Strategies

In order to meet this more aggressive target, the city proposes a number of strategies for the GTEC. These can be divided into three categories: plans, policies, and regulations; transportation infrastructure and service improvements; and marketing, incentives, and commute services.

Plans, Policies, and Regulations. In order to create a livable community and gain maximum efficiency out of the transportation system, transportation demand management and trip reduction efforts have been an important focus of the city for a number of years. Therefore, the city's planning and policy framework to support GTEC goals is largely in place. The GTEC planning process included a review of these plans and policies.

Transportation Infrastructure and Service Improvements. The city has long recognized the need for sufficient transportation infrastructure to support multiple travel options, and projects to improve sidewalks, pedestrian circulation, and transit efficiencies have been undertaken for many years. Two pedestrian and bicycle improvements to improve access to downtown are included in the city's 2007-2013 Capital Investment Program. In spite of these improvements, some gaps in pedestrian and bicycle infrastructure have been identified and recommended for completion in Chapter 2, Background and Gap Analysis.

Transit service and infrastructure is key to reducing drive-alone trips. King County Metro and Sound Transit provide extensive service to the downtown, as is warranted by its density and large employment population. Chapter 2, Background and Gap Analysis, has identified gaps in transit service needed to support the GTEC. This GTEC Plan includes a recommendation that the city continue its ongoing work with transit partners to provide service as needed.

Marketing, Incentives, and Commute Services. These activities provide a means to inform, increase awareness, and induce the willingness to give another travel option a try. The intent of this element of the GTEC plan is to work in partnership with employers, property managers, and employees (as well as the secondary target of residents) to identify what marketing and incentive activities would be attractive to them.

Bellevue's strategies will emphasize small employers, support carpooling and vanpooling in addition to other modes, and promote the FlexPass (or comparable future product). Bellevue has identified a package of marketing, incentive, and service strategies including the following (described further in Chapter 4, Strategies):

- FlexPass incentives and promotion
- Carpool, vanpool, and Vanshare promotions, such as enhanced ridematching and incentives for adding riders
- Free commute program consulting services offered to employers
- Customized building-wide programs or events offered to property managers
- Branded portfolio of services and incentives promoted to small employers
- *In Motion* residential-based trip reduction program
- Transit route promotion

- Various programs offered to help mitigate I-405 construction
- Parking issues inventory – catalog of issues for non-drive-alone commuters
- City of Bellevue transportation demand management (TDM) brand, identity, and website update
- Review/update of the city’s building Transportation Management Program code

1.7 Key Funding and Service Partnerships

Bellevue’s GTEC plan relies on extensive partnerships with other agencies. The transit systems run by King County Metro and Sound Transit are key to providing safe and reliable options to driving alone. These transit agencies are recognized as strongly significant in contributing considerable resources toward the common goal of increasing ridership and reducing the drive-alone rate.

TransManage, the Transportation Management Association arm of the Bellevue Downtown Association (a not-for-profit entity), provides services regarding multiple travel options to Downtown residents, employees, employers, and property managers. Often in a liaison role between government entities and the private sector, TransManage “eases the way” in promoting alternatives to driving alone and implementing various incentives provided by agencies. TransManage also provides management services for development-conditioned Transportation Management Program (TMP) buildings in the downtown. Building owners pay a fee for this service that is considered part of this GTEC plan. In addition to TMP services, TransManage’s role in the GTEC will be to implement many of the marketing and incentive programs that are included in the plan.

The Market Development group at King County Metro has been working in close partnership with City of Bellevue staff to increase and promote multiple travel options in the downtown. They share with the city of Bellevue and the Bellevue Downtown Association/TransManage a desire to maintain vitality and mobility in the downtown. King County Market Development passes through federal funds for downtown trip reduction efforts.

The Washington State Department of Transportation (WSDOT) is constructing capacity improvements to I-405 near Downtown Bellevue beginning in 2007. As part of this work, WSDOT has set aside construction mitigation funds to be spent promoting non-drive-alone travel options in the downtown. Thus, WSDOT is a significant financial partner in the GTEC plan.

This comprehensive package of funding and service partnerships is leveraged by local funding provided through the City of Bellevue Capital Investment Program.

1.8 Relationship to Commute Trip Reduction Plan

The GTEC plan is a component of the State Commute Trip Reduction (CTR) law that focuses on the downtown and enables a customized trip reduction program for the full employment and resident population. Bellevue is also updating its local Commute Trip Reduction plan, which defines the city’s policies and programs for implementing the State Base CTR program. (The base CTR program generally affects worksites with 100 or more full-time employees that are scheduled to arrive at work between 6:00 and 9:00 a.m.) In sum, the GTEC provides an opportunity to reach a broader population in an area where trip reduction efforts can benefit both Bellevue and the region.

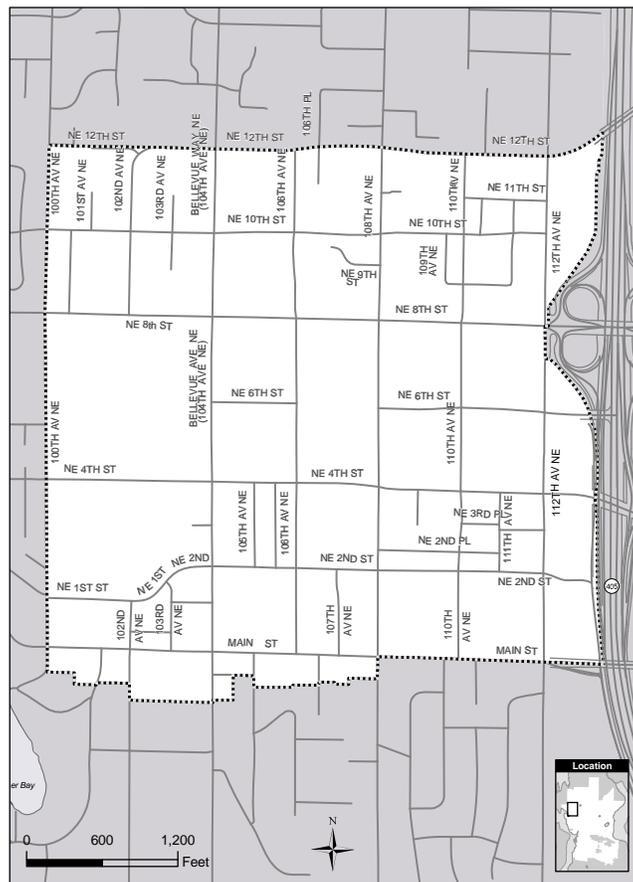
2. Background Information and Gap Analysis

This chapter of the GTEC plan describes how the city sees the future of the downtown, and how the GTEC vision is integrated into that downtown vision. It describes the city's existing planning, policy, and regulatory framework for the GTEC. It also reviews existing and future baseline transportation conditions that are pertinent to the downtown GTEC, including transportation infrastructure and transit service. This chapter identifies transportation infrastructure and transit gaps and areas for improvement regarding support of GTEC goals. A compilation of specific Comprehensive Plan policies that relate to transportation demand management is included as Appendix A.

2.1 Downtown Bellevue Description, Boundaries, and Eligibility for GTEC

Downtown Bellevue consists of approximately thirty 600-foot blocks, plus four smaller blocks, and contains approximately 410 acres. The downtown contains two percent of the city's land area and 75 percent of the city's zoning capacity. The specific boundary of Downtown Bellevue GTEC matches the city's Downtown Subarea boundary. See Figure A.

Figure A. Downtown Bellevue GTEC Boundary (Downtown Subarea)



As shown in Figure B, Downtown Bellevue is within the urban growth area (as defined by the Countywide Planning Policies under the 1990 state Growth Management Act), and has been designated a Regional Growth Center under the Growth Management Act's regional implementation framework.

Figure B. Downtown Bellevue Regional Growth Center Designation



2.2 Regional Transportation Policy Consistency

Vision 2020, the Central Puget Sound region's plan for growth, economic development, and transportation strategy, aims to develop diverse communities that are economically and environmentally healthy, and to connect them with a high-quality multimodal transportation system. Adopted in 1995 by the Puget Sound Regional Council, this plan is currently being updated as *Vision 2040*.

The City of Bellevue's Growth and Transportation Efficiency Center plan supports the applicable policies in *Vision 2020* and is in keeping with the overall intent of the plan to concentrate growth and activity into centers while providing multiple transportation options to provide connections to and between centers.

The overarching transportation policy in *Vision 2020*, RT-8, and its sub-policy RT-8.1, emphasize a transportation system that includes a variety of mobility options, which is also one of the primary goals of the GTEC.

Vision 2020 policy RT-8.11 speaks to demand management and education programs, which are a major emphasis of the Downtown Bellevue GTEC. Policy RT-8.12 speaks to making transit a competitive choice, and the GTEC plan advocates for this as well. RT 8-14 and RT-8.27 promote investments in alternatives to the single-occupant vehicle within and connecting centers; this GTEC provides such investment within the center and advocates for HOV system support along connecting corridors.

Policies RT-8.17 through RT-8.21 speak to land use and development patterns supporting pedestrian and transit usage, and these same principles are promoted in the GTEC.

2.3 Downtown Vision

Existing city plans and policies will shape conditions under which the downtown can thrive as a GTEC. The city already strongly supports the vision and goals associated with the downtown GTEC throughout its Comprehensive Plan, regulations, and supporting plans and practices. The depth and breadth of this support includes policy areas such as transportation, economic development, land use, housing, and the environment.

The city's Downtown Subarea Plan vision is for a livable, memorable, economically viable, accessible urban center that serves as the heart of the Eastside—a vision that is completely compatible with the intent of the state GTEC program. The primary goal in the Downtown Plan is for the downtown to become “the symbolic and functional heart of the Eastside Region through the continued location of cultural, entertainment, residential, and regional uses.” Downtown Subarea Plan policies recognize that progress has been made toward concentrating the city's share of regional growth into a vital center, and that challenges and opportunities remain toward achieving the city's downtown vision.

2.4 City Transportation Demand Management Plans and Policies

As stated in the Comprehensive Plan, the city aims to shift behavior away from excessive reliance on the single-occupant vehicle in order to manage congestion, reduce spending on new transportation facilities, and lessen environmental and neighborhood impacts. Similar to this GTEC plan, the Transportation Demand Management component relies on a three-pronged

approach as demonstrated in its stated 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.”

Plan/Policy Gap: *The Transportation Demand Management component of the Comprehensive Plan does not include environmental considerations as one of the purposes of reducing the use of single-occupant vehicles.*

The Comprehensive Plan does connect transportation demand management with the environment in the Environmental Element, which has a policy for working with the private sector to reduce growth in vehicle trips (Policy EN-79). Therefore, this not a fundamental policy gap but rather a gap in where policy language is placed.

The Comprehensive Plan contains mode share targets in the Mobility Management component of the Transportation Element. The focus of this component is to balance resources to provide multiple travel options in support of the city’s mobility goals, an approach that maximizes the people-carrying capacity of the system and encourages use of alternatives to the single-occupant vehicle. This component seeks to ensure that all members of the community are mobile, including those without the income to maintain an automobile and those with disabilities. The city recognizes that needs by mode vary according to geographic area and tailors the standards accordingly, one of the areas being the downtown.

The city has established commute mode share targets for activity centers, including the downtown. The current non-drive-alone commute mode share target for the downtown is 40 percent for the year 2005. This GTEC plan establishes a new commute mode share target for the downtown that will be incorporated into the Comprehensive Plan at a later date.

The transportation model for the 2003 Downtown Implementation Plan included transit and carpool/vanpool commute mode share assumptions for a horizon year of 2020. In addition to the assumed 2020 transportation network and land use, a non-drive-alone commute mode share of 49 percent was assumed (transit at 40 percent and other modes at nine percent). This 2003 plan assumed a doubling of transit service on existing routes and a quadrupling of transit ridership. The Preferred Alternative that was selected for the final plan was based on this model—in other words, a 49 percent commute non-drive-alone rate was shown to allow the downtown transportation system to function at the planned level of performance.

The Downtown Subarea Plan contains transportation demand management policies to promote alternative modes, and supports TDM coordination between the city, transit agencies, and the private sector.

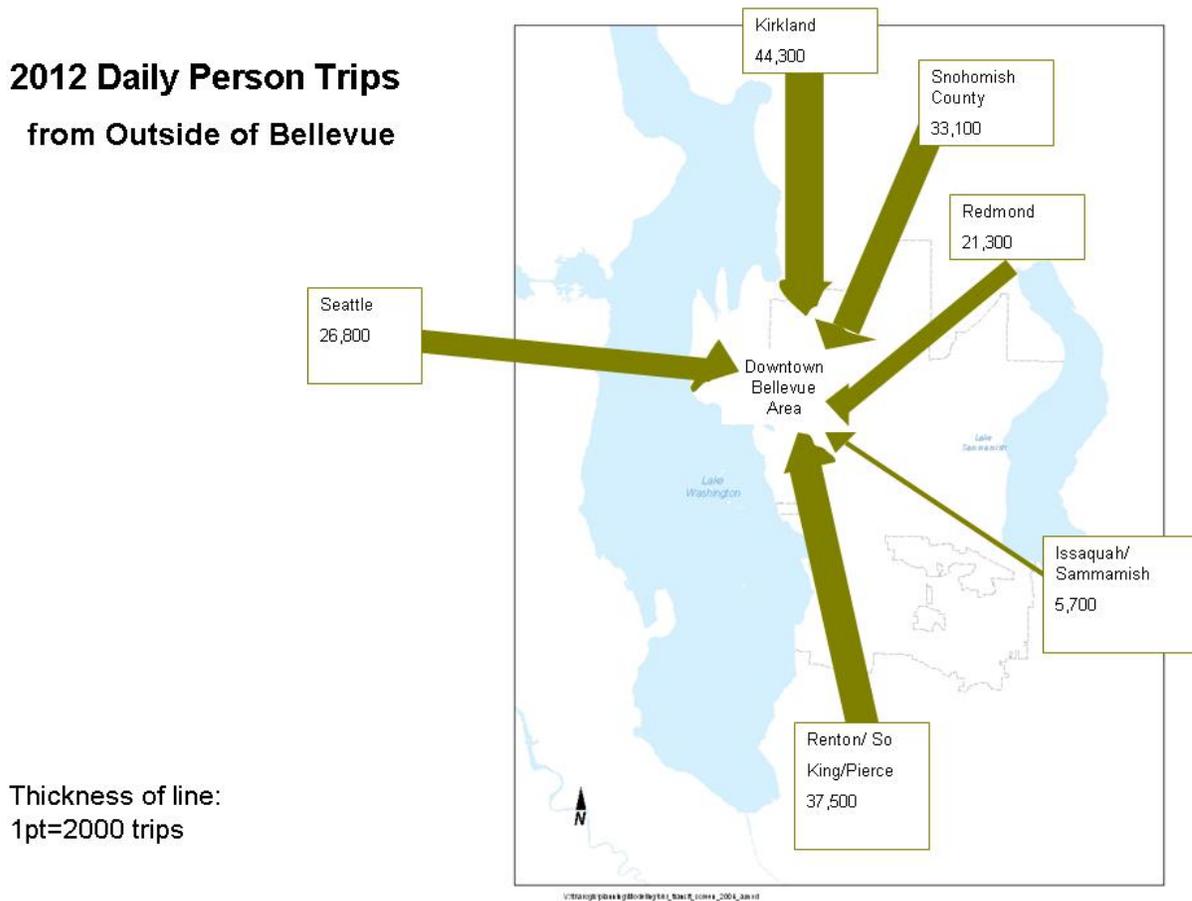
Chapter 3 of the GTEC plan provides the most recent data on the commute travel percentages by various transportation modes.

2.5 Regional Travel Patterns

This section portrays downtown-oriented travel patterns from regional points outside of the city, using data from the city’s Bellevue-Kirkland-Redmond transportation model . Figures C and D show daily person trips into Downtown Bellevue via all vehicular modes of travel (including single-occupant vehicle, transit, carpool, and vanpool) in 2005 and projected for 2012. For both

Figure D. 2012 Daily Person Trips

**2012 Daily Person Trips
from Outside of Bellevue**



Data show that people travel relatively long distances to get to Downtown Bellevue. The daily person trips into the downtown from outside of Bellevue shown in Figures C and D represent approximately 50 percent of the daily person trips into downtown. According to the city's 2005 Mode Share Survey, the average commute trip length into downtown Bellevue is 14.46 miles.

2.6 Traffic Conditions

Downtown Streets. Table 2-1 shows intersection p.m. peak two-hour average volume-to-capacity ratios for downtown intersections in 2005 and projected for 2012. The assumed non-single-occupant vehicle (non-SOV) mode share, calculated by the model and used as input, is 72 percent. This model assumption of 72 percent non-SOV does not include transit or nonmotorized trips but just carpooling and vanpooling. However, this makes the 72 percent figure appropriately conservative, since the trip reduction target number for this GTEC plan is 63.9 percent for 2011 and includes all non-SOV modes (see Chapter 3).

Volume-to-capacity ratios are defined below in terms of user impressions:

| Definition | Description |
|---|--|
| Average Volume-to-Capacity Ratio Less than or equal to 0.600 | Subjective Impression of User Highest drive comfort Little delay Free flow |
| 0.601 – 0.700 | High degree of drive comfort Little delay |
| 0.701 – 0.800 | Some delays Acceptable level of drive comfort Efficient traffic operation |
| 0.801 – 0.900 | Some drive frustration Long cycle length |
| 0.901 – 0.950 | Near capacity Notable delays Low drive comfort Difficulty of signal progression |
| 0.951 – 1.000 | At capacity High level of congestion High level of drive frustration |
| Greater than or equal to 1.001 | Breakdown flow Excessive delays |

Table 2-1 also assigns “letter grades” to the intersection according to the volume-to-capacity ratio, and a “0” or “1” depending on whether that intersection exceeds the volume-to-capacity standard. The city’s volume-to-capacity ratio standard for the downtown is 0.95. The table shows that one intersection exceeds this standard for both 2005 and 2012. However, one intersection exceeding the standard is allowed within the city’s “congestion allowance” of nine intersections for downtown.

Table 2.1. Downtown Bellevue Intersection Levels of Service

| ADDRESS | | 2005 Existing | | | 2012 w/ CIP* | | |
|----------------------|------------------|---------------|---|---|--------------|---|---|
| <i>North-South</i> | <i>East-West</i> | | | | | | |
| 100th Ave NE | NE 8th Street | 0.500 | A | 0 | 0.538 | A | 0 |
| Bellevue Way NE | NE 12th Street | 0.660 | B | 0 | 0.725 | C | 0 |
| Bellevue Way NE | NE 8th Street | 0.581 | A | 0 | 0.610 | B | 0 |
| Bellevue Way NE | NE 4th Street | 0.640 | B | 0 | 0.779 | C | 0 |
| Bellevue Way | Main Street | 0.768 | C | 0 | 0.778 | C | 0 |
| 108th Ave NE | NE 12th Street | 0.377 | A | 0 | 0.539 | A | 0 |
| 108th Ave NE | NE 8th Street | 0.654 | B | 0 | 0.748 | C | 0 |
| 108th Ave NE | NE 4th Street | 0.536 | A | 0 | 0.594 | A | 0 |
| 108th Ave | Main Street | 0.458 | A | 0 | 0.457 | A | 0 |
| 112th Ave NE | NE 12th Street | 0.732 | C | 0 | 0.723 | C | 0 |
| 112th Ave NE | NE 8th Street | 1.074 | F | 1 | 1.127 | F | 1 |
| 112th Ave | Main Street | 0.669 | B | 0 | 0.692 | B | 0 |
| 112th Ave NE | NE 4th Street | 0.574 | A | 0 | 0.685 | B | 0 |
| Area-wide average -> | | 0.632 | B | 0 | 0.692 | B | 0 |
| LOS Threshold | 0.950 | | | | | | |
| Allowance | 9 | | | 1 | | | 1 |

*"2012 w/CIP" means these figures assume completion of the city's Capital Investment Program projects slated to be completed by 2012.

This table shows that most intersections in the downtown are operating acceptably, and that this is not expected to change to any great extent by 2012.

State Highway System – Hours of Delay. Commuters to Downtown Bellevue experience significant delay on the state highway system. According to the Puget Sound Regional Council, the estimated hours of delay for all vehicles in all lanes (calculated by subtracting actual travel time from free-flow travel time and multiplying this by the number of vehicles) for key corridors/ time periods were as follows:

- I-90 between I-5 and I-405, westbound in the am peak: **317.3 hours**
- I-405 between I-90 and SR 520, northbound in the am peak: **399.5 hours**
- I-405 between I-90 and SR 520, southbound in the pm peak: **702.1 hours**
- SR 520 between I-5 and I-405, eastbound in the am peak: **240.6 hours**
- SR 520 between I-5 and I-405, westbound in the pm peak: **677.2 hours**

These hours of delay represent significant costs to the city and region.

State High-Occupancy-Vehicle (HOV) System Performance. The HOV facilities on I-405, I-90, and SR 520 are critical to HOV and non-HOV traffic alike. WSDOT estimates show that, from 1994 to 2005, HOV volumes grew faster than general-purpose traffic on these freeways. According to a 2005 study by the Washington State Transportation Center (TRAC), HOV lanes on I-5, I-405, and westbound SR 520 have failed to meet the speed standard jointly set by the Washington State Department of Transportation and the Puget Sound Regional Council, which is that HOV lane vehicles should maintain or exceed an average speed of 45 mph or greater at least 90 percent of the time during the peak hour over a six-month period.

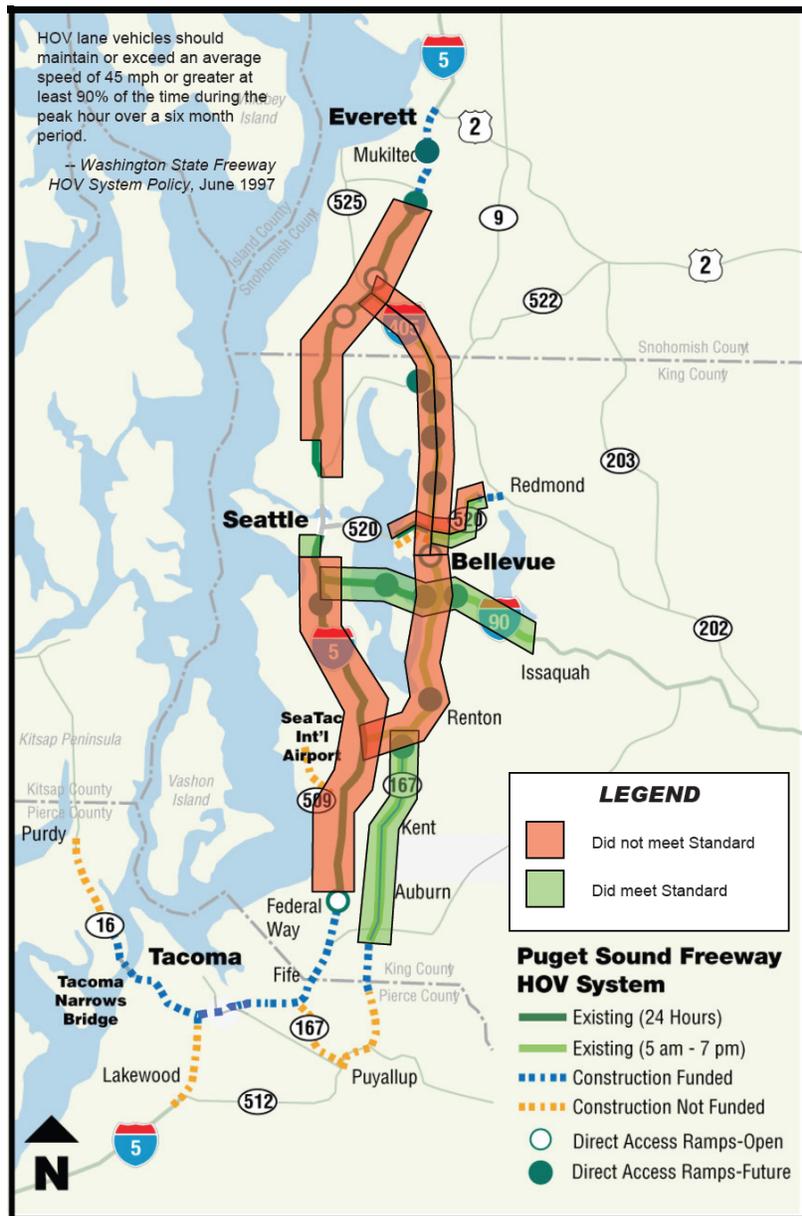
Specifically, the following HOV systems serving Downtown Bellevue commuters failed to meet the standard, according to WSDOT:

- Northbound and southbound I-405 through Bellevue; and
- Westbound SR 520.

This means that the two largest areas of origin for people traveling to Bellevue (from the north and the south, indicated in Figures C and D) have HOV facilities that are failing at peak hours.

I-90 HOV lanes east of I-405 did meet the standard. I-90 west of I-405 does not have an HOV facility that serves peak-hour commuters to Downtown Bellevue. Figure E shows the locations of freeway HOV facilities and where standards have been met for the region.

Figure E. Meeting the HOV Performance Standard in 2005



According to WSDOT, general-purpose speeds and throughput of vehicles have been on the decline since 2000. The trend is expected to continue. For instance, available WSDOT estimates on I-405 in Kirkland (northbound during the p.m. peak hour) show a decline in throughput from approximately 1,600 vehicles per lane in 2006 to approximately 1,200 vehicles per lane in 2020.

Nevertheless, these HOV lanes are throughputting more people and usually maintaining higher speeds than the adjacent general-purpose lanes. For example, WSDOT data shows that on southbound I-405 from north of Bellevue (236th Street SE) to Downtown Bellevue, in the 6-9 a.m. time frame, the HOV lane provided a travel time savings of 1.05 minutes per mile. The comparable figure for northbound I-405 (from Andover Park E. to Downtown Bellevue) was 1.25 minutes saved per mile.

GTEC Support Gap: Most of the HOV facilities serving the downtown are failing to meet standards.

2.7 Parking Plans and Policies

Parking Codes and Regulations. The city's land use code contains the regulatory aspects of the city's parking framework in subsection 20.25A.050 Downtown Parking, Circulation and Walkway Requirements. For the land use category and zoning most pertinent to the GTEC—Office (Business Services/ Professional Services/General Office) in the core area of downtown (Downtown Zones -0-1 and -0-2)—the city has established minimum and maximum parking requirements: a minimum of 2.0 and a maximum of 2.7 parking stalls per 1,000 square feet of office space. Outside of the core area, the parking minimum and maximum are higher—minimum 2.5 stalls per 1,000 square feet and maximum 3.0 stalls per 1,000 square feet.

Retail parking minimums and maximums are greater—a minimum 3.3 to 4.4 stalls per 1,000 square feet, and a maximum of 5.0 stalls per 1,000 square feet. Retail requirements are less in a development with mixed commercial and residential uses or when associated with a hotel or motel.

The City Code contains a provision for shared parking. This concept refers to utilizing a parking facility for more than one use, particularly at differing times of the day or week. Shared parking results in less space devoted to automobiles in the downtown and is permitted upon approval of the director of Planning & Community Development. Requirements include a convenient pedestrian connection between the properties, that directional signs are provided, and that the parking agreement be recorded for each property in King County records. If hours of operation of the shared uses do not overlap, parking must be provided equal to the supply needed for the higher-requirement project. Where hours of operation do overlap, a reduction of 20 percent in the total required parking is allowed.

Regarding accommodation of ridesharing vehicles, the city's parking code also requires a vanpool/carpool loading facility adjacent to an entrance door. The code also specifies vehicle height clearances that accommodate vanpool parking.

Downtown Subarea Plan – Parking. The Downtown Subarea Plan characterizes the parking supply as being generally sufficient, although short-term parking is limited in a few areas. This section emphasizes the importance of parking availability for visitors, and states that if peak-hour parking occupancy routinely exceeds 85 percent, parking management strategies should be implemented to manage existing supply, and that these management strategies should

attempt to shift as many commuters as possible to alternative modes so they do not compete with visitors for the most convenient parking spaces. This plan states that additional strategies, if necessary, may include the provision of additional parking through street parking, more shared use of facilities, or as a last resort, constructing public parking structures at critical locations. (Currently, according to the PSRC Parking Summary 2006, the downtown has approximately 30,700 total spaces and a p.m. occupancy rate of 61.6 percent.)

A key policy (Policy S-DT-152) is to monitor parking utilization, costs (paid by commuters), employee populations, the transportation management program, and transit and ridesharing levels, and revise parking and transportation management requirements if needed to achieve mode split targets in the Transportation Element of the Comprehensive Plan.

Downtown Implementation Plan policies call for a public/private comprehensive examination of short-term parking problems in the downtown, as well as investigating allowing downtown developers to pay a fee into a "pool" in lieu of providing parking on-site. Pooled funds would then be used to provide short-term public parking where needed. This is consistent with a 1997 Urban Land Institute downtown study that found parking that is linked to specific buildings rather than shared parking facilities causes a redundancy of parking spaces. This report recommended (among other things) new downtown parking structures and a parking management program.

Comprehensive Plan "Park Once" Strategy. A parking-related strategy from Bellevue's update of the Downtown Subarea plan was to establish a "park once" concept in Downtown Bellevue. The "park once" strategy was intended to encourage and allow travelers to Downtown Bellevue to park in a central location and walk to several destinations instead of having to drive their car and park at multiple locations. This strategy was recommended because a high percentage of parking in Downtown Bellevue, particularly for shoppers, is proprietary. Intercept surveys and focus groups were undertaken in 2003 to explore the likelihood of success of the "park once" strategy. Results showed some interest in this concept on the part of visitors, although visitors valued the convenience of parking close to their destination. Results also revealed that a more pedestrian-friendly downtown and interesting things to look at along the way would encourage people to walk more often to their destinations. The "park once" strategy was not implemented because subsequent discussions with downtown stakeholders and garage operators did not generate agreement on when or how to change parking management practices.

Parking Supply. Although, as mentioned above, the Downtown Subarea Plan characterizes the parking supply as being generally sufficient, and the PSRC Parking Summary 2006 indicates a p.m. occupancy rate of 61.6 percent, there appear to be some building locations where demand exceeds supply, particularly at buildings that are fully occupied and, especially, where less than the maximum allowable parking supply was constructed. The trend appears to be that demand is beginning to outpace supply, as tenants squeeze more employees into their rented floor area and new developments choose to supply fewer parking spaces than the maximum allowed. These reductions in parking supply occurring naturally through market forces will help support transportation demand management goals as well as reduce the costs of development.

Commuter Parking Subsidies. It is known from employers who report information under the Commute Trip Reduction law that many downtown employers subsidize monthly commuter

parking for their employees. Employer practices range from offering fully subsidized (“free”) employee parking to subsidizing employee parking at various levels or not at all. There likely are instances in which parking charges are bundled with leases in the downtown. In order for market forces to be at work, employers need to have the choice as to whether to purchase parking for their employees, or whether to direct their funds toward transit and other non-drive-alone subsidies instead; and employees need to have the option to shift their employer-paid parking subsidies to other commute modes.

Commuter Daily Parking Issues. In the downtown core, the TransManage Downtown Bellevue Parking Survey indicates that monthly parking fees ranged from \$55 to \$199.80 in the third quarter of 2006. The average daily parking rate in the downtown is \$12.66, according to the 2006 Puget Sound Regional Council Parking Summary. For those who commute by a mode other than driving alone, the need to occasionally drive alone for errands and appointments is recognized as legitimate and significant, especially in an environment such as Bellevue’s where transit and walking may not be viable choices for errands and appointments. However, free park days and reasonably priced daily parking with in and out privileges are not necessarily available and convenient to many commuters. The relatively high cost of these occasional parking needs can tip the scales in favor of choosing monthly parking. Additionally, anecdotal evidence indicates that a lack of weekend access to parking facilities is a deterrent to some employees’ choice of a transit pass over monthly parking.

GTEC Support Gap: *Various aspects of how parking is currently managed in the downtown may discourage non-drive-alone commuting. Monthly parking subsidies for employees are common, their lack of opportunity to choose on a daily basis—with reasonable cost and convenience—whether to pay for parking or use another mode may be a deterrent to non-drive-alone commuting.*

Detailed Parking Problem Statement:

1. Existing parking pricing and mechanisms for downtown commuter parking serve to deter non-drive-alone commuting to some degree. A significant number of commuters may not have access to reasonably priced daily parking with in and out privileges that is convenient to their work locations, or to sufficient free park days with in and out privileges. In and out privileges are generally allowed for monthly parkers but not daily parkers. This is a major deterrent to non-SOV commuting, because when they need to drive occasionally, it is often due to an appointment during the day. Such commuters may be required to pay twice in one day for daily parking.

As an example, suppose that a commuter receives no free park days, but needs to attend medical appointments twice per month. If he were to pay for daily parking twice each day for two days at a cost of \$10 per entry, this would \$40 per month out of his pocket. However, if he were to choose the free or subsidized parking space, he would not have to pay any additional out of his pocket to attend these appointments.

The cost of occasional daily parking should be considered when pricing scenarios are compared between transit and HOV; it generally can be thought of as a surcharge placed on top of the choice to be a regular HOV commuter. Therefore, depending on access to free park days, daily parking costs can have a dampening effect on HOV mode choice in the following scenarios.

- Commuters who receive parking subsidies that are greater than or equal to their HOV.

- Commuters who must choose between transit or parking subsidy – the transit choice may incur increased daily parking costs.
- Commuters who receive a greater subsidy for HOV than for parking may be motivated to take transit; however, their true daily parking costs may outweigh the benefit of the HOV subsidy.
- Commuters who receive neither a parking subsidy nor an HOV subsidy may be deterred from using HOV – it may be easy to find a monthly parking space that costs less than a transit pass plus occasional daily parking costs.

In addition, weekend parking has been noted anecdotally as a deterrent to non-SOV commuting. For at least one location, commuters who give up monthly parking lose access to the building's parking garage on weekends. There is very limited street parking in the downtown, and the free parking in the downtown is proprietary customer parking. Finding a place to park means they would need to pay for parking in a public garage, but these may not be available in a convenient location, as many are closed on weekends.

2. Equipment limitations already complicate administration of free park days. Presumably, garage operators would require new or modified equipment in order to administer a variable-price payment structure, such as access cards linked to customer accounts, credited with a full month of parking value, debited for each daily use and partially refunded at the end of the month.
3. Carpool/Vanpool Issues:
 - There have been anecdotal reports of garage geometry limitations that make it difficult to maneuver vans.
 - Although a majority of building transportation management programs provide for preferential carpool and vanpool parking, there are locations where it is not available.
 - Carpool/vanpool parking subsidies do not cross buildings. These subsidies may be offered by particular employers or by building managers through their Transportation Management Programs, or they may not be offered at all. The most convenient building to park for the majority of persons in a carpool or vanpool may not offer any parking subsidy. Even though parking costs are shared among those sharing the vehicle, the need to pay for parking is a deterrent to ridesharing.
 - Loading and unloading facilities that are convenient from the street are scarce.
4. Limited Public Parking: Downtown Bellevue has very limited public parking, approximately 300 spaces. This is less than one percent of total downtown parking spaces. Since all are free, there is no opportunity to generate city revenue from parking facilities to return to the community in the form of pedestrian amenities and efforts to discourage auto trips.
5. While some daily parking is available in the downtown, parking providers have not indicated great interest in increasing its provision nor increasing signage where it is currently available. In the current environment, and until severe parking shortages exist, parking operators and building managers are likely to perceive the maximization of sales of monthly tenant parking as more economically viable than pursuing public hourly or daily parkers.

2.8 Transit Plans, Policies, and Characteristics

The Comprehensive Plan Transportation Element presents Bellevue's overall transportation policy vision, including components for Transit (local), Regional Transit, and High-Capacity Transit. Also, more detailed guidance is found in the city's Transit Plan.

Comprehensive Plan Local Transit Component. This component stipulates that travel options should include a strong transit system that focuses on serving local residents, employees, and businesses. The focus is on a close working partnership between the city and the local and regional transit providers.

Bellevue Transit Plan. Bellevue adopted a Transit Plan in 2003 that put forth recommendations for future transit service, and identified necessary capital improvements to support this service. The Transit Plan calls for a hierarchy of transit services that is focused on three major levels – connections within Bellevue, connections between Bellevue and other Eastside communities, and connections between Bellevue and other communities in the region. The Transit Plan further calls for a network of transit hubs at key activity centers within Bellevue, which include downtown, Factoria, Eastgate/BCC, Crossroads, and Overlake. These hubs will provide opportunities to transfer between the various types of transit service.

Comprehensive Plan Regional Transit Policies. The Regional Transit component's goal is to provide regional transit service at levels that support the land use goals; provide high-performance transit connections with other urban centers in the region; and develop programs to encourage ridership on regional transit. This regional component is based on the 1996 voter-approved funding of a regional transit system including light rail, commuter rail, and regional express bus service. The package approved by the voters grew out of the regional *Vision 2020* plan and the Metropolitan Transportation Plan (subsequently updated as the "Destination 2030" Metropolitan Transportation Plan), and the Countywide Planning Policies for King County, which called for a high-capacity transit system linking urban centers. The Regional Transit component of the Comprehensive Plan incorporates regional transit via adoption of the Regional Transit Vision and states the intent to coordinate closely with transit providers to work toward achieving this vision.

Regional transportation service, including such facilities as freeway direct-access ramps and regional park-and-ride lots, are key to the viability of transit and ridesharing choices for downtown travelers. Bellevue's Comprehensive Plan policies include provisions to work with transit agencies to provide these important system improvements.

Comprehensive Plan High-Capacity Transit Component. This component describes Bellevue's coordinated planning with Sound Transit for light rail transit to serve the Eastside. Although implementation will occur beyond the GTEC horizon, planning is currently under way for this new service from Downtown Seattle to Downtown Bellevue, Overlake, and possibly Redmond. Implementation is dependent on the outcome of a public vote in November 2007.

Downtown Transit Capital Facilities. The city and King County Metro have been collaborating for two years to establish a downtown bus layover facility, and a downtown location has been identified. When in place, the new layover facility will help reduce travel time and increase convenience for downtown transit riders. It will also allow increased utilization of transit capital facilities such as the new NE 6th Street direct-access ramps from 112th Avenue NE to I-405, completed in 2004.

Viability of Transit as a Mode Choice for Downtown Bellevue. In order for transit to be a viable travel option for commuters, the commuter needs to be willing to use the service and the service needs to be convenient and reliable.

Bellevue's 2005 Mode Share Survey evaluates commute behavior for downtown Bellevue and organizes the region into six origin zones to better understand commuting patterns. The survey shows that individuals working in downtown Bellevue have an average commute distance of 14.5 miles and travel from all over the region: Seattle (21%); Kirkland and West Snohomish County (21%); Redmond, NE King County and SE Snohomish County (14%); Issaquah and East King County (8%); Renton, South King County and Pierce County (16%); and Bellevue (17%). See Appendix B for a map of the origin zones.

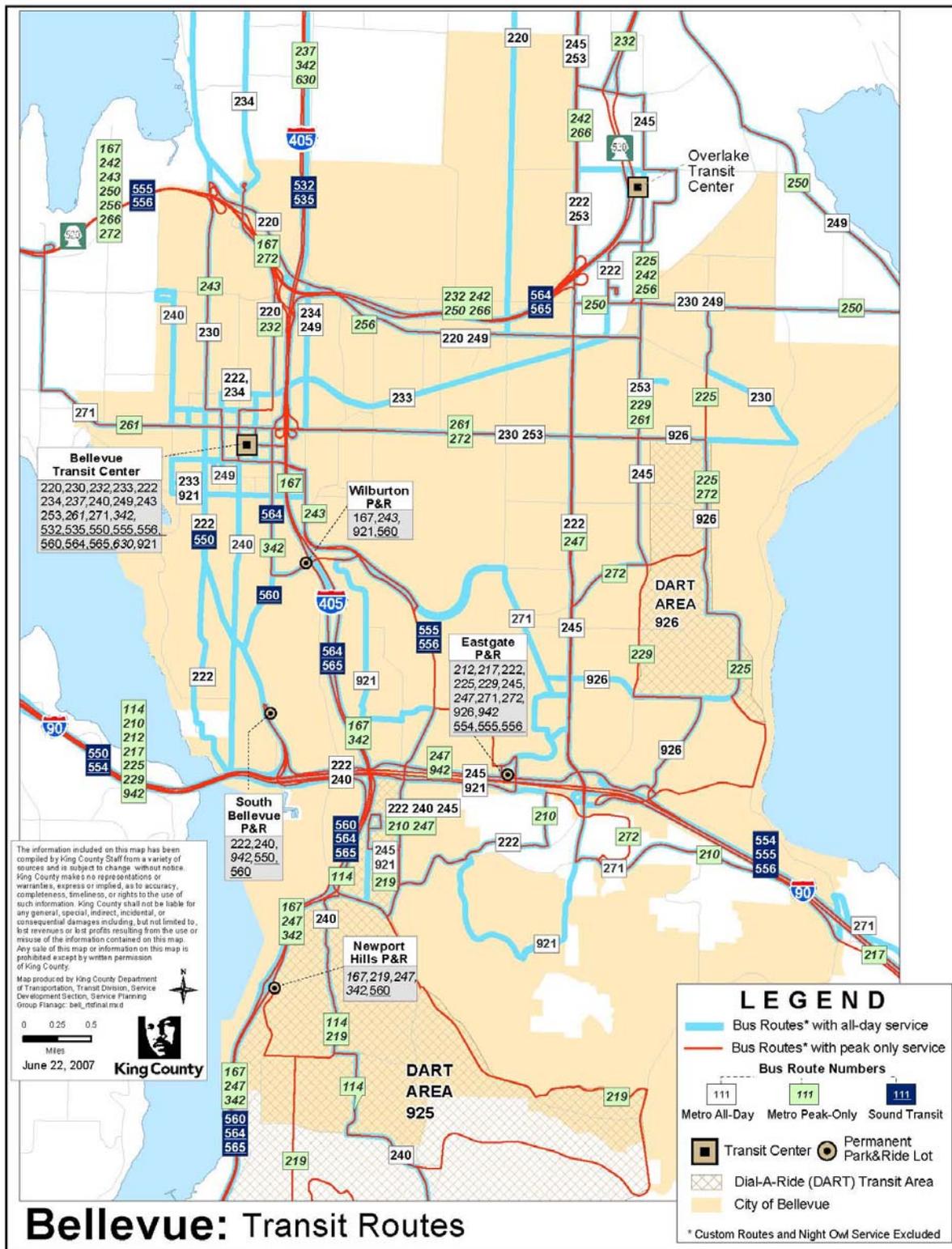
The residential location of employees did not differ significantly based on whether they work for a large company (100+ employees) or small company (less than 100 employees) located in downtown Bellevue.

Many employees use a mix of commute options during a single work week. The Mode Share Survey indicates that transit and carpool are the most commonly used non-single occupant vehicle (non-SOV) commute modes to downtown Bellevue, with 14 percent of trips by transit and 12 percent of trips by carpool reported in the previous week. The survey also showed that 30 percent of the respondents not commuting by bus were likely to try using the bus to commute to work. However, incentives may be necessary to encourage a shift to any non-SOV mode choice. Respondents identified the following five incentives as most desirable: financial incentive (41%); opportunity to work at home (38%); immediate ride home in case of an emergency (28%); more frequent bus service at the work site (20%); and employer-provided car for work purposes during work hours (18%).

In summary, the 2005 Mode Share Survey indicates that employees travel from all over the region to work in downtown Bellevue—riding the bus is currently a popular non-SOV mode choice. Furthermore, a large percent of those surveyed said they would likely try using the bus as a commute option but an incentive may be necessary to encourage this shift.

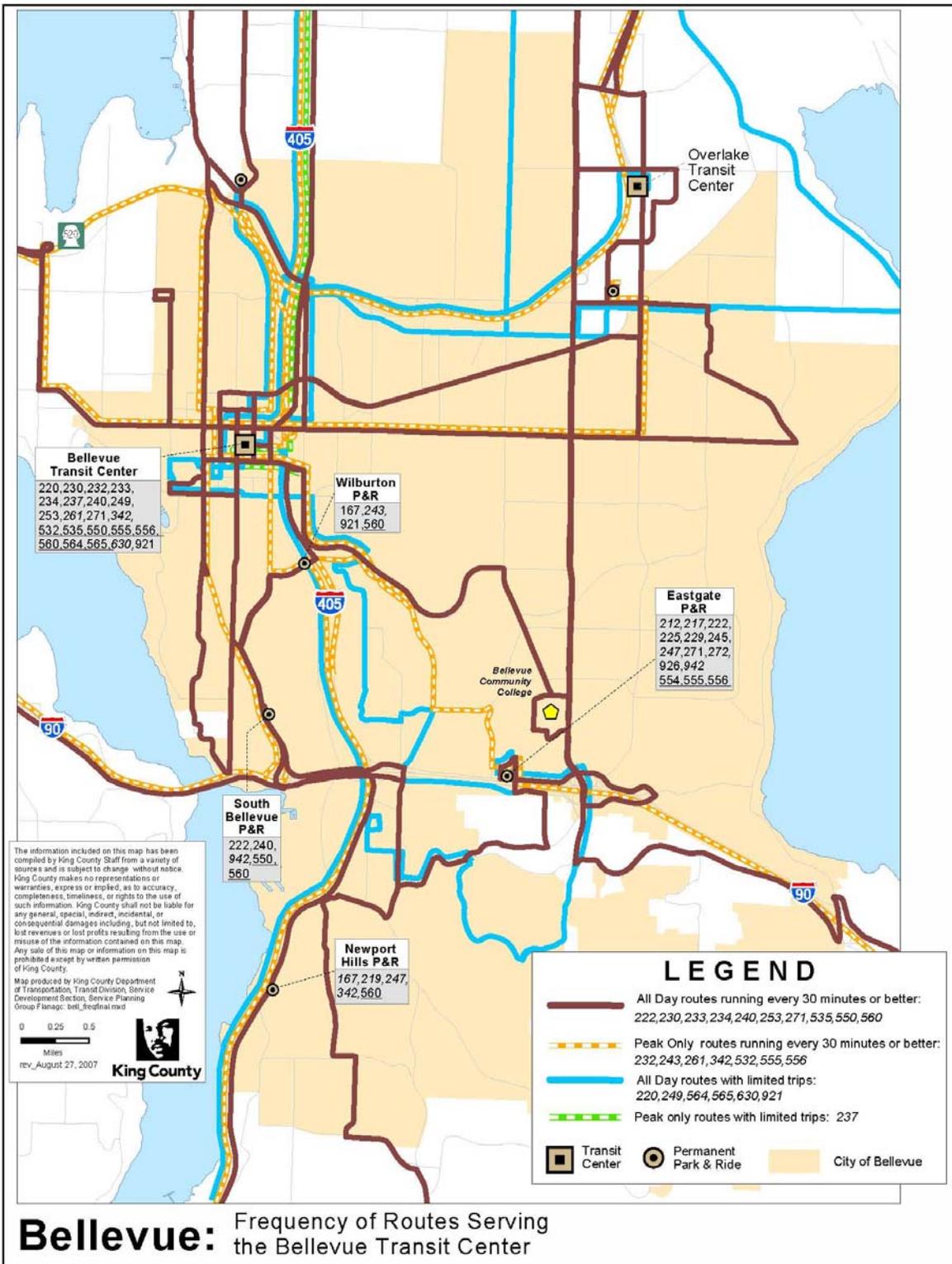
Existing Transit Service. In 2007 there are 24 Metro and Sound Transit routes and more than 1,000 weekday transit trips serving the Bellevue Transit Center. Nine of these routes have peak-only service, and the remaining routes have all-day service. The great majority of downtown routes go through the Bellevue Transit Center located at NE 6th Street between 108th and 110th Avenues NE; four routes pass along 106th Avenue NE, one block west of the transit center. There are approximately 1,000 weekday transit trips at the Bellevue Transit Center and the adjacent 106th Avenue NE. See Figures F and G for routing and frequencies for downtown routes, as well as other routes to which downtown service connects.

Figure F. Bellevue Transit Routes



Bellevue: Transit Routes

Figure G. Bellevue Transit Route Frequencies



Of the 24 routes serving downtown Bellevue, twelve routes are at high utilization (over 70 percent of capacity) during the a.m. peak period. Eleven of these routes are operating at more

than 100 percent capacity during portions of the a.m. peak period, requiring some riders to stand for part or all of their trip. There have been reports of overcrowding, particularly on routes serving Downtown Bellevue from north and south origins (i.e., Sound Transit routes 532 and 535 from the north and 564 from the south).

In addition to being crowded, on-time performance during the a.m. peak period is low for many of the highly utilized routes. Of the twelve routes identified as high peak utilization, ten have on-time performance during the a.m. peak period below 80 percent. Metro defines "on time" as an operation measured within a range of one minute early to five minutes late, with a general on-time goal of 85 percent for weekday peak period routes. Sound Transit's *Service Standards and Performance Measures – 2006 Edition* specifies on-time guidelines as 90 percent of bus trips departing from the route terminus not more than three minutes late and arriving at the route terminus not more than seven minutes late. Table 2-2 below shows the performance indicators for each route serving downtown Bellevue by origin zone.

Table 2-2. Downtown Bellevue Summary Route Information

Performance Indicators Based on data for Trips Traveling to Bellevue

Based on Data Collected September 2006 - February 2007

| Areas Served | Route | Part | Type | Peak Utilization | Inbound – AM Peak | | AM Pk % On-Time | Earliest Arrival | Latest Departure | Peak Headway |
|--|-------|------|------|------------------|-------------------------|-----------|-----------------|------------------|------------------|--------------|
| | | | | | Runs over 100% Capacity | Stand-ees | | | | |
| Bellevue Origin Zone | | | | | | | | | | |
| Overlake – Downtown Bellevue | 222 | | A | M | | | 68.2 | 6:48 AM | 9:56 PM | 30 |
| Somerset – Factoria – Downtown Bellevue | 921 | | A | L | | | 92.0 | 6:49 AM | 5:47 PM | 30 |
| Clyde Hill – Downtown Bellevue | 240 | N | A | H | 1 | 4 | 38.9 | 5:35 AM | 12:18 AM | 30 |
| Overlake – Downtown Bellevue – Downtown Seattle | 261 | E | P | H | 1 | 8 | 94.0 | 5:51 AM | 6:26 PM | 30 |
| Seattle Origin Zone | | | | | | | | | | |
| Jackson Park – Downtown Bellevue – Wilburton P&R | 243 | | P | H | | | 51.7 | 7:13 AM | 5:20 PM | 30 |
| U. District – Downtown Bellevue – Issaquah | 271 | W | A | M | | | 83.2 | 6:00 AM | 10:50 PM | 15 |
| Seattle – Mercer Island – South Bellevue – Downtown Bellevue | 550 | | A | H | 10 | 97 | 45.3 | 6:06 AM | 11:50 PM | 15 |
| Northgate – Downtown Bellevue – Issaquah | 555 | | P | M | | | 67.2 | 6:07 AM | 6:43 PM | 30 |
| Kirkland/W. Snohomish County Origin Zone | | | | | | | | | | |
| Kingsgate – Downtown Bellevue - Redmond | 230* | W | A | L | | | 82.2 | 5:08 AM | 12:14 AM | 15 |
| Kenmore – Juanita – Inglewood – Kirkland – Downtown Bellevue | 234* | | A | H | 1 | 5 | 54.4 | 6:28 AM | 7:05 PM | 30 |
| Woodinville – Downtown Bellevue | 237* | | P | L | | | 66.7 | 6:49 AM | 5:45 PM | 45 |
| (Shoreline –) Bothell – Kenmore – Lake Forest Park – Downtown Bellevue – Renton | 342 | | P | H | | | 75.7 | 5:19 AM | 6:07 PM | 30 |
| Canyon Park – Everett – Downtown Bellevue | 532* | | P | H | 5 | 26 | 80.2 | 5:43 AM | 6:18 PM | 22.5 |
| Bothell – Canyon Park – Lynnwood – Downtown Bellevue | 535* | | A | M | | | 93.6 | 5:32 AM | 11:22 PM | 30 |
| Kingsgate – North I-405 – Downtown Bellevue | 630 | | P | L | | | 89.7 | 5:29 AM | 7:05 PM | 30 |

*Key route park-and-ride is over 100 percent capacity.

Table 2-2. Downtown Bellevue Summary Route Information, cont.

| Areas Served | Route | Part | Type | Peak Utilization | Inbound – AM Peak | | AM Pk % On-Time | Earliest Arrival | Latest Departure | Peak Headway |
|---|-------|------|------|------------------|-------------------------|-----------|-----------------|------------------|------------------|--------------|
| | | | | | Runs over 100% Capacity | Stand-ees | | | | |
| Redmond/NE King Co./SE Snohomish Co. Zone | | | | | | | | | | |
| Redmond – Downtown Bellevue | 220 | | A | L | | | 92.1 | 7:12 AM | 6:06 PM | 30 |
| Redmond – Downtown Bellevue – Kingsgate | 230 | E | A | M | 1 | 1 | 90.4 | 5:08 AM | 12:14 AM | 30 |
| Duvall – Redmond – Downtown Bellevue | 232* | | P | M | | | 70.5 | 6:12 AM | 6:25 PM | 30 |
| Avondale – Downtown Bellevue | 233* | | A | L | | | 54.6 | 6:46 AM | 7:45 PM | 30 |
| Redmond – Downtown Bellevue | 249 | | A | M | 1 | 1 | 98.9 | 6:58 AM | 6:50 PM | 30 |
| Bear Creek – Redmond – Crossroads – Downtown Bellevue | 253 | | A | M | | | 85.2 | 6:00 AM | 12:20 AM | 30 |
| Overlake Transit Ctr – Downtown Bellevue – Renton – Kent – Auburn – Sumner – South Hill | 564 | N | A | L | | | 67.3 | 5:38 AM | 7:22 PM | 60 |
| Overlake Transit Ctr – Downtown Bellevue – Renton – Kent – Federal Way | 565 | N | A | L | | | 95.2 | 6:08 AM | 10:37 PM | 60 |
| Issaquah/East King County Origin Zone | | | | | | | | | | |
| Issaquah – Downtown Bellevue – U. District | 271 | E | A | H | 7 | 61 | 75.3 | 6:00 AM | 10:20 PM | 15 |
| Issaquah – Downtown Bellevue – Northgate | 556 | | P | H | | | 26.7 | 5:45 AM | 6:30 p.m. | 30 |
| Renton/South King Co./Pierce Co. Origin Zone | | | | | | | | | | |
| Renton – Downtown Bellevue – Clyde Hill | 240* | S | A | L | | | 94.1 | 6:22 AM | 11:05 PM | 30 |
| (West Seattle -) Burien – SeaTac – Renton – Downtown Bellevue | 560 | | A | H | 1 | 4 | 60.1 | 5:38 AM | 10:23 PM | 30 |
| South Hill – Sumner – Auburn – Kent – Renton – Downtown Bellevue – Overlake Transit Ctr | 564* | S | A | H | 6 | 63 | 28.8 | 6:07 AM | 7:38 PM | 15 |
| Federal Way - Kent - Renton – Downtown Bellevue – Overlake Transit Ctr | 565* | S | A | H | 6 | 66 | 36.6 | 5:52 AM | 9:53 PM | 30 |

*Key route park-and-ride is over 100 percent capacity.

Route Type: A = all day routes; P = peak only routes

Utilization: H = High (>70% full); M = Medium (50-70% full); L = Low (<50% full) over the length of the route
ST Express buses measured the same as above but looks at trips in the peak direction only (To Bellevue in the AM and from Bellevue in the PM). Midday on Route 535 considers both directions.

% On-Time: **Metro Routes:** Percent of trips observed no later than five minutes after scheduled time.

ST Express Routes: Percent of buses that depart Bellevue Transit Center not more than three minutes late and more than one minute early; and buses that arrive at Bellevue Transit Center not more than seven minutes late.

GTEC Support Gap: Three origin zones, representing the residential location of over half of the employees commuting to Downtown Bellevue, have routes with significant capacity issues for service to Downtown Bellevue in the a.m. peak. They are: **Downtown Seattle; Kirkland/West Snohomish County; and Renton/South King County/Pierce County.** These three origin zones contain the majority of the routes that are characterized by high peak utilization—a.m. peak runs operating over 100 percent capacity—and below standard on-time performance. In addition, each of these three origin zones have key park-and-ride lots that are over 100 percent capacity.

Two additional trips are planned to be added in 2009 to Route 532 (an over-capacity route in the a.m. peak originating in the Kirkland/West Snohomish County zone), and Sound Transit is slated to receive some larger coaches in 2011.

GTEC Support Gap: An analysis by the city has estimated that **2,300** peak-hour round trip transit seats will be available for new downtown commuters by 2011, assuming utilization at 85 percent capacity. Thus the transit system can accommodate only about half of the 5,000 commuters that are targeted to shift from driving alone under the GTEC. (See Chapter 3 for GTEC plan targets.)

Future Baseline Transit Service (Service Improvements through 2011 – King County Metro). In November 2006, King County voters approved the Transit Now measure, which will provide a one-tenth of one percent sales tax increase to King County Metro Transit (the local transit provider for King County) for transit service improvements.

In addition, a February 2008 service change will affect the following routes serving Bellevue:

- Route 220: Weekday hourly headway service between Bellevue and Redmond will be discontinued.
- Route 232 will be revised north of Redmond. This route will still provide two-way peak-only connection between Bellevue Transit Center and downtown Redmond via I-405, SR-520, and Overlake. This route will continue to serve southbound 112th Avenue NE between SR-520 and NE 10th Street.
- Route 233 will be revised north of Bear Creek, and will be interlined with Route 222 (meaning the same vehicle continues as route 222) via the Bellevue Transit Center. No change in service level.
- Route 249 will be revised north of Bel-Red Road and NE Lake Sammamish Parkway to connect with Overlake Transit Center via NE 40th Street. Weekday peak-period frequency will improved to 30 minutes from hourly. Peak-period reverse-peak direction trips (eastbound in morning and westbound in afternoon) would be revised to serve South Kirkland Park-and-Ride via Northup Way. This connection will mitigate the deletion of Route 220 and the expected deletion of Route 256 in the future.
- Route 921 will be revised to serve Kamber Road instead of SE 36th Street. This route will be interlined with Route 249 (meaning the same vehicle continues as Route 249) via the Bellevue Transit Center. No change in service level.

Changes from 2009 through 2011 are not yet defined. In general, Transit Now directs improvements to the service levels of core routes including 253 and 271. However, the phasing of these improvements has not been determined.

Route 253 is targeted to become a RapidRide bus rapid transit (BRT) service in approximately 2011. There will be a two-stage public process on the RapidRide routes, and Metro is working with City of Bellevue staff on the first stage to determine the corridor. RapidRide is expected to connect downtown Redmond with Downtown Bellevue via Overlake, Crossroads, and NE 8th Street. As the core routes and the RapidRide services are improved, there may be changes to nearby or related routes. The RapidRide BRT program will use low-floor articulated buses that will be branded to identify them as special BRT buses. Current plans include special bus stops and shelters, and improved rider information.

Future Baseline Transit Service (Service Improvements through 2011 – Sound Transit). Service changes for Sound Transit, the regional transit authority, programmed to occur through 2011 on downtown routes consist of the following:

- In September 2007, the Downtown Seattle Transit Tunnel will reopen. Route 550 will return to the Downtown Seattle Transit Tunnel during the times that the tunnel is open (weekdays up to 7:00 p.m.). When the tunnel is closed, the eastside tunnel routes will shift to 2nd and 4th Avenues in Downtown Seattle.
- Routes 532 and 535 will use the Totem Lake direct-access ramps that will open in 2007. This will allow these Everett-Bellevue routes to take better advantage of the HOV lane.
- A new pedestrian overpass at Canyon Park will serve routes 532 and 535 when it opens in 2007. This will reduce travel time for southbound through riders by eliminating the need for buses to use local-access streets to serve the Canyon Park Park-and-Ride.
- Route 532 will add two additional trips in conjunction with the opening of the South Everett Park-and-Ride in 2009.
- Route 560 will be revised to make connections with the new Central Link light rail line (which will connect Downtown Seattle to SeaTac airport) when this new line opens in 2009.
- Sound Transit is slated to add some larger coaches in 2011.

Additional Sound Transit bus service may be added if voters approve the Sound Transit 2 package in November 2007. This package includes a service enhancement fund of 1 percent of the agency's previous year's bus service budget, and is directed toward improving service on existing routes. Routes to receive service improvements are not specified.

Downtown Transit Circulation. Downtown Bellevue's square shape creates challenges for internal transit circulation. All of the routes serving the downtown go through the Bellevue Transit Center (on NE 6th Street from 108th to 110th Avenues NE) or nearby 106th Avenue NE in the center of downtown. However, connections from one edge or corner of downtown to another edge or corner (e.g., Old Bellevue to the post office or library) are limited; when they do exist, the service is typically slow, owing to the pattern of passing through (and often waiting at) the Bellevue Transit Center. A few routes provide some useful intra-downtown connections:

- Route 550 connects to Old Bellevue by passing along 108th Avenue SE from NE 6th to NE 4th; along NE 4th Street from 108th Avenue SE to Bellevue Way; and south on Bellevue Way to Main Street and beyond.
- Route 271 connects to the Northwest Village (QFC) area by traveling on 108th Avenue NE to NE 8th Street; and on NE 8th Street to 100th Avenue NE and beyond.

Users must pay a fare, even for short, intra-downtown trips.

With its 600-foot superblocks, the downtown core is approximately two-thirds of a mile in each direction. This can lead to significant walking distances for many of downtown workers from the transit center.

The city has programmed \$1 million in its Six-Year Capital Investment Program to identify ways to provide downtown transit circulation, and potentially fund a downtown circulator as a standalone service. A potential alternative, if a dedicated circulator fails to pencil out, would be changes to existing bus routes to provide more comprehensive transit circulation in the downtown. Pending a positive decision from Council, the city intends to apply for Service Partnership funding in fall 2007 under King County Metro's Transit Now measure, approved by voters in November 2006. The \$1 million in city funds would provide a one-third local match for the Partnership funds.

2.9 Pedestrian and Bicycle Facilities

Existing Pedestrian and Bicycle Infrastructure. Figure H shows the existing pedestrian and bicycle system within and serving the downtown. Sidewalks are present for most of the downtown core, but are missing at a few locations (such as Main Street, north side between 106th and 107th Avenues; 102nd Avenue, east side north of NE 8th Street); sidewalks will be constructed at these locations as future development/redevelopment occurs. The prominent pedestrian feature is the designated pedestrian corridor on the NE 6th Street alignment from Bellevue Way through the Bellevue Transit Center to 110th Avenue NE. The city has designated east-west bicycle corridors on Main Street and NE 12th Street (bicycle lanes called for in Pedestrian and Bicycle Plan) and NE 2nd Street, and a north-south bicycle corridor on 108th Avenue NE (wide curb lanes called for in Pedestrian and Bicycle Plan).

Figure H. Downtown Pedestrian and Bicycle System



Many of downtown's existing sidewalks are narrow and directly adjacent to traffic lanes. As these locations are developed, owners will need to bring them up to current City Codes for width and landscaping (see *Code Requirements – Sidewalks* below). Sidewalks in the downtown are mostly located on private property, with an easement for public access. The roadways, often five lanes, use virtually all the available street right-of-way (typically 60 feet wide).

The downtown pedestrian environment is in transition. Most downtown pedestrian crossings are limited to major intersections occurring at 600-foot intervals. Most pedestrian signals are pedestrian-activated, which means that walk signs do not come on automatically (although they can be programmed to do so—some are at peak hours, especially the midday lunch time). Downtown pedestrians have commented on long wait times at intersections, short walk times, dangers from turning cars, difficulty navigating sidewalk closures due to construction, and a generally unfriendly environment for pedestrians walking and crossing streets in the downtown. However, certain locations have already improved in terms of pedestrian scale and comfort, such as the pedestrian corridor and the all-way scatter crossing at the 108th/NE 6th Street linkage between the Bellevue Transit Center and the east end of the pedestrian corridor.

Existing Bicycle Amenities. The city has 75 existing bicycle racks in downtown in 2007. These have been installed at locations on sidewalks convenient to building entrances and at useful destinations for bicyclists. Additional racks will be installed as development occurs and additional building entrances are located adjacent to sidewalks. Showers are available at (at least) nine locations in the downtown. Fees range from \$20 to \$30 per month for the use of showers, although one building makes showers available to tenants free of charge. At two locations, the showers are for building tenants only.

Future Baseline Pedestrian and Bicycle Infrastructure (Improvements through 2011).

The city's six-year funded 2007-2013 Capital Investment Program contains the following pedestrian and bicycle infrastructure projects serving the downtown that will be completed or under way during the GTEC time frame. These projects are also shown in Figure H.

- ***PW-R-133, Northup Way to 120th to 124th Avenues NE*** – Complete portions of curb/gutter/sidewalk where missing as part of roadway widening project. (Anticipated completion: 2011.)
- ***PW-W/B-71, 108th Avenue SE/Bellevue Way to I-90*** – Add five-foot bike lanes on both sides and curb, gutter and six-foot sidewalk on one side where missing. (Anticipated completion: 2012.)
- ***PW-W/B-73, NE 8th Street/Lake Washington Blvd to 96th Ave NE*** – Design and construct curb, gutter, five-foot sidewalk, and three-foot planter strip where missing on the north side, bus pads, and an updated signal system at NE 8th/92nd. (Anticipated completion: 2013.)

In addition, numerous development projects are under way or planned and will construct upgraded sidewalks along frontages in downtown.

Pedestrian and Bicycle Plans and Policies. The Comprehensive Plan supports a pedestrian and bicycle network to increase mobility choices, reduce reliance on motorized vehicles, and provide convenient access to activity centers and other destinations.

The Pedestrian and Bicycle Transportation Plan, most recently updated in 1999, provides a prioritized list of facility needs, reflecting the city's support of nonmotorized transportation as a

key component of the transportation system providing key north-south and east-west routes for bicycles through Bellevue and important connections between activity centers, from neighborhoods to activity centers, and to transit. This 30-year financially unconstrained plan provides a foundation for determining which projects should advance into the city's funded programs. Policies in this facility plan guide overall implementation of pedestrian and bicycle facilities throughout the city. An update of this plan is under way in 2007.

GTEC Support Gap: *The following downtown pedestrian improvements identified in the Pedestrian and Bicycle Plan have yet to be implemented:*

- *Upgraded sidewalks in Main Street (#902)*
- *Completion of missing sidewalk links on Main Street (#902), NE 2nd Street (#919, #972, #973), NE 2nd Place (#920), NE 11th Street (#922), and the NE 6th Street Pedestrian Corridor (#734)*
- *Completion of sidewalk links on the following north-south avenues: 105th (#924), 107th (#927), 110th (#926), and 111th (#929).*
- *Some sidewalks and pedestrian improvements are needed in Old Bellevue (#917).*

In addition, this plan calls for several downtown bicycle improvements that have yet to be implemented:

- *Main Street, 100th to 116th: Bike lanes 116th to Bellevue Way; no improvements necessary between 100th Ave and Bellevue Way; rechannelize as wider curb lane in interim (project #245)*
- *108th Avenue NE, Main Street to NE 12th Street: Wide curb lanes 14' (#338)*
- *NE 2nd Street, 100th to 114th Avenue NE: Wide curb lanes (#383)*
- *NE 6th Street, 108th to 114th Avenue NE: Wide curb lanes 14' (#341)*

This plan contains the following key bicycle facility connections to downtown that have yet to be implemented, and are not included in the city's current 2007-2013 Capital Investment Program:

- *Bellevue Way, I-90 to 112th SE (project #114): Partially complete*
- *Main Street, SE 1st to 124th Avenue SE (#322)*
- *124th, NE 16th to Main (#328): Partially complete*
- *124th, NE 16th to Northup Way (#384)*
- *108th, NE 24th to NE 12th (#222): Partially complete*
- *Northup Way, Bellevue Way to 120th Ave NE (#238): In Capital Investment Program as design study and high-priority spot improvements only (CIP R-146)*
- *NE 12th, 102nd to 124th (#237)*

Comprehensive Plan Urban Design Element – Pedestrian Components and Streetscape Design Standards.

The Urban Design Element focuses largely on the pedestrian, in terms of not only circulation but aesthetics as well: its goal is “to develop a functional and aesthetically pleasing downtown which creates a livable and highly pedestrian-oriented urban environment that is compatible with adjacent neighborhoods.” To this end, policies identify “signature streets” (Figure I) such as *Shopping Streets* (Bellevue Way, Main Street in Old Bellevue, and NE 6th Pedestrian Corridor), *Entertainment Avenue* (106th NE), and *Commerce Avenue* (108th NE) that help to organize the pedestrian experience. Further, this plan divides the downtown into nine districts, each of which should develop a distinct identity over time. Provision of mid-block crossings on auto-neutral and pedestrian-biased streets and gateway and wayfinding elements

help to complete the picture for a pedestrian-oriented downtown. Parks, recreation, and open space are recognized as key downtown features.

Figure I. Signature Streets



To help implement this vision, the city began a Great Streets Conceptual Design Plan in 2007. This plan will provide guidelines to maximize opportunities to create more aesthetically pleasing and pedestrian-friendly corridors, and promote consistency among incremental improvements constructed by private developers and the city. Designs will be developed for five key corridors in downtown: NE 4th Street, NE 8th Street, 106th Avenue NE, 108th Avenue NE, and Bellevue Way. The project will provide a palette of pre-approved options for hardscape and landscape materials and design features for use along other streets in downtown, and will update the street tree and landscape standards for downtown.

With the use of federal grant funding, a complementary effort to create an urban design guide for future development on NE 2nd Street is also under way.

Downtown Subarea Plan – Pedestrian and Bicycle Elements. For pedestrians and bicyclists, a challenge is circulation in the downtown’s 600-foot superblocks. The policies in the Downtown Subarea Plan call for providing for needs of bicycles and pedestrians when new facilities are constructed. In addition, the importance of implementing planned capital projects in the downtown is highlighted. The city will aggressively work with other agencies such as the Washington State Department of Transportation, where they have jurisdiction.

Code Requirements – Sidewalks. Subsection 20.25A.060, of the City Code (Walkways and sidewalks) specifies the following requirements for sidewalks in downtown:

- A. Twelve-foot sidewalk plus four-foot tree well area in the core area, between NE 8th and NE 4th Streets and between Bellevue Way and 112th Avenue (but not including 112th Avenue itself);
- B. Twelve-foot sidewalk plus four-foot planter strip on three key arterials:

- Bellevue Way between Main Street and NE 12th Street
- NE 4th Street between 100th Avenue and 112th Avenue
- NE 8th Street between 100th Avenue and 112th Avenue;

C. Eight-foot sidewalk plus four-foot tree well area along all other frontages in downtown.

Also, mid-block walkways are required in each superblock in order to provide for increased pedestrian movement through superblocks in the downtown. They must be in the form of an internal walkway or sidewalk, an arcade, or a pedestrian sky bridge; and they may meander. Where outside, they should provide for weather protection and use trees and landscaping to provide definition and enclosure.

These mid-block walkways are developer-constructed only. As of 2007, a map is in progress to improve awareness of these pedestrian connections. The new downtown wayfinding system has developed a standard sign to mark these connections. This sign has been installed at all recently constructed routes and will help address signage in the future, but not all routes are currently signed.

GTEC Support Gap: *Developer mid-block walkways are not comprehensively signed.*

Code Requirements – Downtown Core Design District. This subsection of the City Code (20.25A.100) applies to the downtown core, which is the area between 102nd Avenue NE, NE 9th Street, 112th Avenue NE, and NE 3rd Street. This core area contains the most intense requirements in the city for a human-scaled, pedestrian-oriented environment, and includes the Major Pedestrian Corridor on the NE 6th Street alignment from Bellevue Way to the Bellevue Transit Center at 110th Avenue NE, built by private developers as abutting private property has developed. The ultimate buildout will present a coordinated design through the use of uniform signing, landscaping, and lighting. Variety in design will also be allowed in order to provide visual interest and harmony with adjacent development.

Code states that the corridor must incorporate numerous pedestrian amenities such as seating areas, landscaping, art features, weather protection, and pedestrian-scale lighting, and it must be open to the public 24 hours a day.

The city allows bonus floor-area ratio for developers who provide construction of the major pedestrian corridor. The city has full rights of pedestrian access to and use of the corridor property for purposes of enforcing the rights of the public.

The Downtown Core Design District also contains provisions for major public open spaces that serve as focal points for pedestrian activity within this district, and that are design elements fully integrated with the major pedestrian corridor. Numerous pedestrian amenities must be included such as seating, lighting, special paving, planting, food and flower vendors, artwork and special recreational features.

Additional Code Requirements for Pedestrian and Bicycle Improvements. Worthy of mention in these subsections are developer requirements that can be significant contributors to the city's pedestrian and bicycle systems.

14.60.090 Dedication of Right-of-Way for Nonmotorized Improvements. The code states that “the city may require the dedication of right-of-way in order to incorporate transportation improvements which are reasonably necessary to mitigate the direct impacts of the

development,” and that these improvements may include both motorized and nonmotorized transportation.

14.60.110 Nonmotorized Street Frontage Improvements. Street frontage improvements are normally required for new construction other than single-family homes on existing lots: “Complete street frontage improvements shall be installed along the entire street frontage of the property at sole cost of the permittee.” These frontage improvements typically include curb, gutter, sidewalk, storm drainage, and street lighting, and bicycle lanes (if specified in the Pedestrian and Bicycle Facilities Plan), among other elements.

14.60.190 Internal Circulation Systems. In terms of nonmotorized transportation, the Nonmotorized Facilities subsection of the code states that developers must provide internal circulation systems “within and between existing, new, and redeveloping commercial, multifamily, and single-family developments; activity centers; and existing frontage pedestrian systems.” These provisions can comprise significant contributions to pedestrian and bicycle circulation in the city.

GTEC Support Gap: *Gaps in the pedestrian and bicycle network can act as a barrier to non-drive-alone commuting. The presence of a high-quality pedestrian and bicycle network, including pedestrian-scale features and amenities to improve the perceived walking experience, figures strongly in a person’s decision to not drive alone. This is important not only to those who commute by walking or biking but for all downtown commuters, since the ability to get around during midday can be paramount to determining whether they need their own car with them at their downtown workplace.*

2.10 State Highway Corridor Policies and HOV Improvements

The Comprehensive Plan, in support of the state Growth Management Act, states the critical need that the ability to move people and goods via the highway system keep pace with population growth and economic activity of urban centers such as Downtown Bellevue. The Comprehensive Plan emphasizes support of a multimodal solution to improve mobility on the congested state facilities that serve Bellevue: Interstate 405, Interstate 90, and State Route 520. The stated goal for this element is to “improve mobility on state highways through a mix of travel options.” This element affirms Bellevue’s support of a mix of general-purpose lanes, High-Capacity Transit, high-occupancy vehicle (HOV) lanes, transit, and nonmotorized travel along these corridors. The availability of multiple options will encourage the use of alternative modes to the single-occupant vehicle, which will improve mobility for all users.

State Highway Corridor Improvements. The following improvements on state corridors serving downtown are programmed to occur during the GTEC time frame:

I-405 112th Ave SE to SE 8th Street Widening: This Washington State Department of Transportation (WSDOT) project consists of widening I-405 between 112th Avenue SE and SE 8th Street to add one new southbound lane from SE 8th Street to I-90 and one new northbound lane from 112th Avenue to SE 8th Street. The project also includes a new ramp meter at 112th Avenue SE. The project will improve safety and increase travel speeds during peak commuter hours. Although this project does not add HOV capacity, it is significant to the GTEC because construction mitigation funds for this project will pay for transportation demand efforts in Bellevue, which are described in Chapter 4, Strategies.

I-90 - Two-Way Transit Lanes & HOV Operations: This joint WSDOT and Sound Transit project will provide high-occupancy lanes in both directions on I-90 from Bellevue to Seattle. Currently the only HOV facility is the reversible center roadway that is open to traffic heading toward Seattle during the morning peak and to Bellevue during the afternoon peak. Buses, carpools, and vanpools traveling in the opposite direction of the center roadway are forced to use general-purpose lanes, resulting in considerable delay and reducing the benefits to individuals of using transit or HOV modes, including for workers coming into downtown Bellevue during typical commute hours.

This is a multi-stage project. Stage 1 will complete the westbound outer-roadway HOV lane from Bellevue Way to 80th Avenue SE on Mercer Island, and is scheduled for construction in 2007-2009. Stage 2 will complete the eastbound outer-roadway HOV lane from 80th Avenue SE to Bellevue Way; design is scheduled for 2007-2008, and construction is scheduled to begin in 2017-2018. Stage 3, which would add outer HOV lanes to eastbound and westbound I-90 between Seattle and Mercer Island, is not yet funded.

2.11 Land Use and Demographics

Existing (2007) Land Use and Demographics. Downtown Bellevue is a concentrated center of office space, retail space, and housing. According to Planning and Community Development Department 2006 figures, there are 35,000 workers and 5,000 residents in the downtown. The office building square footage is 6,922,906 square feet, and the average daytime population—including residents, workers, shoppers, and other visitors at a given point in a typical day—is about 52,000. Existing retail square footage is 3,823,229.

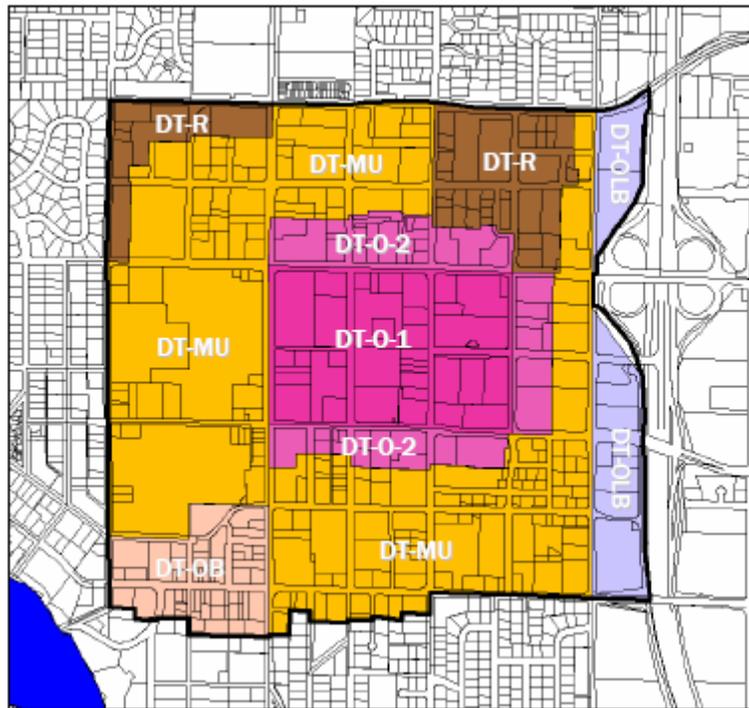
Projected land use in 2012 includes an additional 2,307,452 square feet of office space, an additional 420,385 square feet of retail space, and 2,209 additional housing units.

The estimated number of workers and residents in 2012 based on existing construction and permits are 44,000 and 8,500, respectively.

Long-term projections are for 63,000 workers and 14,000 residents in 2020. According to the Downtown Subarea Plan, downtown growth will constitute roughly three-quarters of the city's employment growth and a majority of the city's residential growth.

Figure J shows the existing zoning for the downtown that represents the long-standing vision for downtown land use and is the city's best representation of anticipated future land use during the GTEC time frame.

Figure J. Downtown Zoning/Land Use



Legend:

- DT-MU = Downtown Mixed Use*
- DT-O-1 = Downtown Office 1*
- DT-O-2 = Downtown Office 2*
- DT-OB = Downtown Old Bellevue*
- DT-R = Downtown Residential*
- DT-OLB = Downtown Office Limited-Business*

Land Use Plans and Policies. The Comprehensive Plan Land Use element contains GTEC-related statements. The goal for this element is a land use pattern that (among other things) supports the downtown Urban Center; supports and is supported by a variety of mobility options; and makes efficient use of urban land. This element recognizes Downtown Bellevue’s emergence from a suburban to an urban center, and the influx of thousands of apartment and condominium units in the downtown that provide very urban densities of 100 or more units per acre, typically in mixed-use settings. This element further points out much of Bellevue’s new development will occur through redevelopment and infill (as the city has little vacant land), and much of this will occur in the downtown.

In support of the GTEC vision, this element acknowledges the need to continue to concentrate a mix of employment and residential uses in the downtown, which will require enhancing the downtown’s livability and attractiveness while striving to meet the transportation and infrastructure needs driven by growth. It states the requirement for better pedestrian linkages for new and existing developments and a density and mix of land uses that encourage walking and transit.

The Land Use Element lays out Bellevue’s share of job and population targets, which represent an agreement to balance population and job growth on a sub-county basis as directed by the 1990 state Growth Management Act. Bellevue’s city-wide targets for the 20-year planning period beginning in 2002 are 10,117 additional housing units and 40,000 additional jobs. Bellevue has established that it has the zoning capacity to meet these targets and will focus most growth in the downtown.

A key policy is to adopt and maintain policies, codes, and land use patterns that promote walking in order to improve public health.

In addition, the Transportation Element of the Comprehensive Plan, Transportation and Land Use component, has stated goals “to implement a fully multimodal transportation system that supports the land use vision of the Comprehensive Plan and the role of Downtown Bellevue as the Eastside urban center” and “to reduce the use of single-occupant vehicles, by creating a land use pattern that allows for shorter vehicular trips and the use of alternative travel options,” such as mixed use and smaller scaled site design.

2.12 Economic Policies and Profile

Economic Policy. The City of Bellevue and the Bellevue Chamber of Commerce are participants in the Regional Economic Strategy launched by the Puget Sound Regional Council in 2004. Also in 2004, the Bellevue City Council adopted an interest statement with a series of guiding principles for Bellevue’s engagement in the Regional Economic Strategy. These principles are consistent with regional growth and investment plans such as *Vision 2020* and *Destination 2030*, which encourage employment and residential growth in centers.

Downtown Employer Profile: Sectors. According to the Planning and Community Development Department, the largest percentage of the downtown’s existing 35,000 jobs—66 percent—are in the FIRES sector (Finance, Insurance, Real Estate, and other Services). In addition, the 2005 Bellevue Economic Profile has predicted that FIRES jobs will account for 70 percent of job growth between 2000 and 2020 (p. 55). This Profile indicates that the high-tech jobs (mainly in the FIRES sector) have been and will continue to be an important part of job growth downtown (p. 55). Retail is the next largest sector at 26 percent, followed by hotel at four percent and institutional (city government) at three percent.

Downtown Employer Profile: Size. The employer size profile largely favors small employers. Estimated percentages (source: 2005 Info USA data supplied by ESRI) are as follows:

| Employer Size | Percentage of Employers | Percentage of Employees |
|---------------------------------|-------------------------|-------------------------|
| 1-4 employees | 52% | 13% |
| 5-19 employees | 38% | 27% |
| Subtotal: 1-19 employees | 90% | 40% |
| 20-49 employees | 6% | 14% |
| 50-99 employees | 2% | 14% |
| Subtotal: 1-99 employees | 98% | 68% |
| 100+ employees | 2% | 32% |

2.13 Environmental Policies

The Comprehensive Plan's Environmental Element notes the need for transportation options that are less polluting, and thus does support transportation demand management. A related policy in this element is to "reduce automobile dependency by implementing growth management strategies that fully integrate land use and transportation planning, and continue to develop Downtown Bellevue as an Urban Center in order to improve regional air quality."

2.14 Housing Policies

The Comprehensive Plan housing element highlights the state Growth Management Act's (GMA) housing goal to encourage availability of affordable housing to all economic segments, as well as the GMA's requirement for Bellevue to absorb 10,117 new housing units by 2022. The limited supply of undeveloped, buildable residential land in the city is a significant constraint on absorbing these units, so most of this new housing will be concentrated in the downtown and in residential mixed-use areas such as Bel-Red. The city expects to accommodate 80 percent of its housing goal in the downtown.

The city's housing goal also includes targets for housing affordability. Some affordability and increased housing choice will be added through more varied housing types such as mixed use residential and downtown efficiency units. Bellevue's city code offers affordable housing incentives, such as increased density or height, for multifamily projects that include affordable units. Also, Bellevue is a member of A Regional Coalition of Housing (ARCH), an intergovernmental agency to promote low- and moderate-income housing in the Eastside. ARCH helps develop affordable housing programs, and the ARCH Housing Trust Fund helps create and preserve housing that serves low income households, including seniors and those with special housing needs.

GTEC Support Gap: *The "centers strategy" of the regional Vision 2020 plan encourages employment and residential growth in centers as a key to enabling residents to live near their jobs. Some key statistics indicate this scenario has yet to occur in downtown:*

- *Only 39 percent of Bellevue's city-wide work force lives in Bellevue.*
- *Only 4 percent of downtown Commute Trip Reduction-affected employees live in the 98004 zip code, which encompasses downtown and surrounding neighborhoods.*
- *In a 2006 survey of downtown residents, 36 percent of residents indicated that they work in the downtown; however, 20 percent of respondents also indicated that they work at home.*
- *According to the 2000 census, 0.9 percent of downtown workers lived in the downtown. However, this figure represents an increase from 1990, when the figure was 0.3 percent.*

In order to decrease commute travel distances and address the GTEC goal of reducing vehicle miles traveled, the issue of housing affordability in Bellevue should be addressed more aggressively.

2.15 Building Requirements – Transportation Management Programs

Subsection 14.60.070 of the City Code, Transportation Management Program, states owners of property upon which new structural development is proposed that meets certain thresholds shall establish a transportation management program (TMP) prior to occupancy. In the downtown, the owner of a building with 50,000 gross square feet or more of office space shall institute a

TMP with the following elements relating to reducing drive-alone trips, to continue for the life of the building:

- Post information
- Distribute information
- Provide transportation coordinator
- Provide preferential parking (for carpools and vanpools)
- Provide financial incentive (for non-drive-alone commuting)
- Provide guaranteed ride home (for non-drive-alone commuters)
- Provide commuting options information boards for each tenant with 50 or more employees
- Provide leases in which the tenants are required to participate in periodic employee surveys
- Identify parking costs as a separate line item in leases and a minimum rate for monthly long-term parking that is not less than the cost of a current Metro two-zone pass
- Provide a personalized ridematching service for building employees to encourage carpool and vanpool formation

In addition, downtown TMPs include a performance goal of a 35 percent reduction in single-occupant vehicle rate by the eleventh year after issuance of the certificate of occupancy (CO). Property owners are required to conduct a survey and provide an evaluation report stating the owner's compliance with requirements one year after issuance of the CO and every two years thereafter. If the property owner fails to meet the performance goals, "the property owner shall prepare, submit to the city and implement an action plan to meet the performance goals within one year."

TMP Implementation. TransManage, the downtown transportation management association, implements the TMPs at ten out of the fourteen TMP-conditioned buildings in the downtown. In 2007 and 2008, the city will undertake an effort to enforce TMP reporting as needed and revisit the TMP code, which has not been revised since 1995.

GTEC Support Gap: *Transportation Management Programs, collectively, have not been fully utilized to support the city's transportation demand management efforts.*

2.16 Transportation Concurrency Regulations and Impact Fees

Concurrency. Chapter 14.10 Traffic Standards Code of the City Code sets forth standards that provide for the city's compliance with the concurrency requirements of the 1990 state Growth Management Act (GMA), which requires adequate street capacity to be in place concurrent with increased traffic generated by growth and development. Specifically, the city must enforce an ordinance precluding approval of a proposed development if that development would cause the level of service of a transportation facility to fall below the city's adopted standard.

Bellevue's approach is to establish standards by areas, called mobility management areas. Standards are tailored by area based on the availability of transportation options and the city's goal to balance congestion management with land use objectives. The city uses an area-wide average of volume-to-capacity ratio over a two-hour peak period at key intersections (called "system intersections") to evaluate system adequacy. In addition to the area-wide volume-to-capacity ratio standard, each area has a "congestion limit" that limits how many system intersections can exceed the standard.

Development approval of a proposal (consisting of a development project plus mitigation, if any) is granted only if the traffic volume resulting from the proposal, plus background traffic, (1) would not cause an area to exceed the standard (or cause further degradation in an area that already exceeds the standard), and (2) would not cause the congestion limit to be exceeded in any area.

The Downtown mobility management area's borders matches the Downtown Subarea borders, and thus the GTEC borders. The Downtown's maximum acceptable average volume-to-capacity ratio for system intersections is 0.950. The Downtown (along with the Factoria and Overlake areas, which have the same standard) has a higher allowable volume-to-capacity ratio than other areas of the city. This is due to the availability of transit and other transportation options, as well as a willingness by the city to tolerate a higher level of congestion in order to provide for greater land use intensity.

Concurrency regulations have the potential to work against transportation demand management objectives. Mitigation is typically focused on roadway improvements that increase automobile capacity, thus encouraging increased automobile traffic. However, the city of Bellevue has addressed this by allowing mitigation to occur in the form of transportation demand management strategies at the discretion of the developer. Transportation demand management mitigation cannot be presumed to reduce the trips generated by more than 30 percent without an exception granted by the Transportation Director. (The transportation demand management mitigation option has yet to be exercised by a downtown developer.)

Impact Fees. Chapter 22.16 *Transportation Improvement Program*, of the City Code sets forth the city's program to charge transportation impact fees to developers to help pay for the portion of transportation improvement costs attributable to new development.

The impact fee schedule is developed by first calculating the percentage of projected p.m. peak-hour traffic attributable to development originating from or destined to each impact fee area, and then using the resulting percentage to allocate a proportionate share of the transportation cost attributable to development to each impact fee area. The sum of an area's fees is then divided by the number of p.m. peak-hour vehicle trips generated by development in the area to obtain an "average impact fee per trip." This average is adjusted for specific land use types to account for pass-by trips, average trip length, and expected levels of ridesharing and transit usage, and a schedule is thus developed for specific land uses within each area.

It is important to note that the estimate of trips generated by a downtown development (for concurrency regulations and impact fees) is factored downward as compared to the estimate of trips generated by the same land use in other parts of the city. This difference is built into the downtown trip generation factors. It reflects the greater availability of transit service and other non-drive-alone travel options in a downtown setting.

During Fall 2007, the city will be initiating a comprehensive evaluation of its impact fee system.

2.17 Employer Requirements

Chapter 14.40 *Commute Trip Reduction* of the City Code contains the city's regulations for implementing the state Commute Trip Reduction (CTR) law, passed in 1991 and updated in 1997 and in 2006. This law affects employers with 100 or more full-time employees scheduled

to arrive at work between 6:00 a.m. and 9:00 a.m. on two or more days per week. Since introduction of the law in 1991, single-occupant vehicle commute rates have declined from 77 percent in 1991 to 69 percent in 2001 at CTR-affected worksites citywide.

The city has approximately 60 CTR-affected sites as of 2007, 21 of which are located in the downtown. Approximately 19 percent of downtown employees work at CTR-affected worksites.

This chapter sets forth requirements for affected employers, which include designating a transportation coordinator, posting information, developing a program to meet certain trip reduction targets, conducting surveys, and reporting annually on progress. Employers must make “good-faith efforts” to meet the targets; this includes modifying their program if targets are not being met.

The city’s existing CTR Plan, which is closely related to this chapter, is currently being updated as directed by the 2006 update of the state CTR law called the CTR Efficiency Act. This revised law does not call for significant changes on the part of the employer beyond the establishment of new targets. However, the new law establishes a local-regional-state planning framework, including local CTR plans in regional transportation plans. The new law also creates increased jurisdiction accountability by setting area-wide targets that jurisdictions will be required to work toward in good faith.

3. Goals, Targets, and Performance Measures

3.1 Introduction

During GTEC Plan development, the City of Bellevue established a goal for reduction of the single-occupant vehicle (SOV) rate for downtown commuters. The goal established for this GTEC plan is to reduce the SOV rate for downtown commuters by 10 percent by 2011.

As required by state law, the goal is more aggressive than the goal mandated by the state Commute Trip Reduction (CTR) law for CTR-affected Bellevue employers. Ten percent is the same percent reduction that is required by the city's base CTR program, but for Downtown Bellevue GTEC this percentage is applied to the entire downtown worker population, not just CTR employees. (A ten percent reduction in SOV trips for just the CTR-affected employees would result in approximately 1,000 trips reduced, in comparison with 5,000 trips reduced with a ten percent SOV reduction for all downtown employees.) The primary goal and measurement will be based on downtown workers, but downtown resident trip reduction may be assessed in some way as well.

3.2 Baseline Target Measurement

The city established the 2005 City of Bellevue Mode Share Survey as the source of baseline data for the GTEC. This survey involved collecting sample data in fall 2005 from employees at worksites with less than 100 employees and combining it with the most recent commute survey data from large worksites through the state Commute Trip Reduction program. The Mode Share Survey is conducted every two to three years in five major employment centers in the city, including the downtown. Downtown results in 2005 were as follows:

| | |
|----------------------|-----|
| Drove Alone: | 71% |
| Bus: | 14% |
| Carpool: | 10% |
| Walk: | 2% |
| Telework: | 2% |
| Vanpool: | 1% |
| Bike: | 1% |
| Compressed Schedule: | <1% |
| Other: | 1% |

Thus the baseline SOV rate for the Downtown Bellevue GTEC is established at 71 percent. This 2005 figure is the best available and most current baseline mode share figure, given the timing of GTEC plan development in 2007 and implementation beginning in 2008.

3.3 Target Development and Final Target

According to the city's Planning and Community Development Department, the number of downtown workers in 2007 (the year this GTEC plan was developed) is estimated at 35,000, and the number of downtown workers for 2012 is projected to be 44,000. This constitutes 1,800 additional workers on average per year, which equates to 42,200 total workers in 2011.

In assigning a baseline 71 percent single-occupant vehicle (SOV) rate to 2007, and applying SOV percentages to each year's employment number, the following percentages and absolute target numbers are calculated. **Only the final 2011 number is considered the official target; intervening years are provided for purposes of tracking.** Using 2007 as the beginning year presumes that some trip reduction will occur from 2007 to 2008, based on the city's existing transportation demand management (TDM) programs and activities in gearing up for the GTEC, including a new city TDM brand and website launch.

| Year | Measurement Type | Number of Workers* | SOV Percentage (Based on 10% Reduction by 2011) | SOV Number (Based on SOV Percentage) | Non-SOV Number (Remainder) | Additional Non-SOV Commuters (Difference from Following Year) |
|-------------|------------------|--------------------|---|--------------------------------------|----------------------------|---|
| 2007 | Baseline | 35,000 | 71.00% | 24,850 | 10,150 | 1,175 |
| 2008 | Tracking | 36,800 | 69.23% | 25,475 | 11,325 | 1,239 |
| 2009 | Tracking | 38,600 | 67.45% | 26,036 | 12,564 | 1,303 |
| 2010 | Tracking | 40,400 | 65.68% | 26,533 | 13,867 | 1,367 |
| 2011 | Target | 42,200 | 63.90% | 26,966 | 15,234 | Total: 5,084 |

*The first figure is a 2007 estimate; the remaining figures are even gradations from 2007 to the 2012 forecast of 44,000.

3.4 Relationship of GTEC Goal to Other City Mode Share Goals and Assumptions

In developing the GTEC goal, city staff looked at other mode share measurements that have been adopted or used as assumptions for adopted plans.

The Comprehensive Plan has a goal of a non-single-occupant vehicle (non-SOV) rate of 40 percent by 2005. If SOV reduction were to occur at the same rate as established by this GTEC target—10 percent every four years—the Comprehensive Plan goal would be reached by 2014. The downtown Comprehensive Plan mode share goal was originally established in the early 1990s and will be revisited in the future.

The city's Downtown Implementation Plan update, adopted in 2003, utilized a non-SOV mode share *assumption* of 49 percent in 2020 for the traffic modeling analysis; the final adopted roadway network for this 2003 plan was based on this mode share assumption. The GTEC target methodology, when extended to 2020 at the same rate of reduction, results in a very similar mode share number of 50.47 percent by 2020.

4. Strategies

Strategies for the GTEC plan encompass the full range of aspects that can affect trip reduction: marketing and outreach; plans and policies; and transportation services and infrastructure.

4.1 Marketing, Incentives, and Commute Services to Support Non-Drive-Along Commuting

Background for GTEC: Recent Downtown TDM Programs and Activities

The city has applied its resources to TDM efforts since the early 1990s. Over the last several years in particular, TDM initiatives undertaken by the city and its partners have set the stage for the downtown GTEC plan.

TMA Opportunities Study. An underlying need was identified to develop a stronger downtown Transportation Management Association (TMA) to serve as a private sector transportation advocate and resource. In 2005 the city of Bellevue and the Bellevue Downtown Association commissioned a Bellevue TMA Opportunities Study. The purpose was to strengthen and develop a strategic plan for the existing TMA, “TransManage,” which is an arm of the Bellevue Downtown Association. In 2005, the TMA consisted of one staff person administering downtown building Transportation Management Programs. Subsequent to this study, two TransManage staff persons were hired and a three-way “TMA Partnership” created—Bellevue Downtown Association TransManage, the city of Bellevue, and King County Metro Market Development.

Downtown Market Development Project. The Partnership soon embarked on a Downtown Transportation Demand Management Market Development Project. The first step was to better understand the downtown TDM market. A downtown TDM Market Analysis, completed in 2006, helped identify the target audience and where to focus TDM efforts. It found a relatively low awareness of transportation demand management options among smaller employers.

Two additional Market Development Project initiatives were defined to reach this audience and round out the downtown TDM program, and are anticipated to continue into the GTEC time frame:

- A Building Trip Reduction Program, which takes a building-centered approach to reaching small employers, is being scoped and marketed to property managers; and
- *In Motion*, a residential-based trip reduction program, which commenced in fall 2006, is continuing with ongoing incentives and recruiting of residential building “champions.”

Other TMA Partnership Projects. The TMA Partnership also identified the need for a City of Bellevue TDM brand identity and website update (under way by the city in 2007) and a Transit Route Promotion (to be undertaken by King County Metro in 2008). Other work by the city and TransManage will include strengthening reporting of building Transportation Management Program requirements. These activities span the city but also constitute major components of the city’s downtown TDM strategy.

GTEC Target Populations

The Downtown Bellevue GTEC, while addressing the entire downtown, will focus largely on the following populations:

- Employees who commute primarily during peak hours, especially those who work for smaller employers (<100 employees)
- Employers, to assist with setting up and providing commute benefits and as a way to reach employees, especially smaller employers (<100 employees)
- Property Managers, as a conduit for reaching smaller employers and their employees

Smaller employers are prevalent in the downtown—98 percent of downtown employers have fewer than 100 employees, and 90 percent have fewer than 20 employees. The downtown TDM Market Analysis found that smaller employers lack awareness of non-drive-alone transportation options. Employers with fewer than 100 employees are not affected by the state Commute Trip Reduction program, and although some are provided services through their building's Transportation Management Programs, many are not well served or reached by current trip reduction efforts.

Secondary target populations are retail and hospitality employees and residents. The retail and hospitality sectors comprise a significant percentage of downtown employers (30 percent). The GTEC does provide resources for these employees, but fewer than for the primary population audience, since less of their travel occurs at peak hours. Focusing trip reduction efforts on peak-hour trips will achieve more benefit to the transportation system, because this is when travel delay is the greatest. The residential population, while significant and growing, is smaller than the worker population and is thus less of a focus.

GTEC Approach

The GTEC approach has been carefully tailored to the Downtown Bellevue market in order to bring about a successful plan. GTEC Project Team and TMA Partnership members worked to develop a strategy approach that will focus on the target audience and reach secondary audiences as well. For these audiences, members brainstormed and researched ideal ways to (1) provide valuable products and programs; (2) make known available travel options, products and programs; (3) provide incentives to try new products or approaches; and (4) be available for assistance. It was decided to promote these activities to small employers under a portfolio of options with a brand name. The resulting menu of strategies is shown in Tables 4-1 through 4-5.

The existing three-way TMA Partnership framework will continue to operate, since the various partners comprise a beneficial mix of resources. The City of Bellevue commits resources and staff time to trip reduction efforts; TransManage, as a non-government agency, serves as a private sector provider and conduit to promote the benefits of trip reduction; and King County Market Development provides funding (from federal grants) and expertise in products and optimal marketing approaches.

The Partnership's approach continues to be to research and understand the market prior to implementing a strategy or product, and evaluate the effectiveness of strategies and products, so that lessons learned can be applied to new efforts. Therefore, strategies also include research efforts such as focus groups. This approach also means that specific strategies will be selected from the menu of GTEC items and programmed in short-term increments such as six months to one year.

In addition, the downtown-related construction mitigation program for the Washington State Department of Transportation project to widen I-405 from 112th Avenue SE to SE 8th Street (currently under construction) is a GTEC plan element. These construction mitigation funds are programmed to support the development of GTEC-identified audiences. Mitigation activities in the downtown, implemented by the TMA Partnership, will entail a downtown FlexPass/employer outreach campaign and downtown hospitality employer/employee outreach. The FlexPass/employer outreach campaign focuses efforts on the smaller employers, the major target audience for the GTEC. The hospitality campaign addresses a large population of downtown employers and employees, which is also a target audience for the GTEC. Integrating the I-405 construction mitigation activities into the GTEC plan leverages the I-405 funds to create a viable foundation for the implementation of the full GTEC program.

Marketing, Incentive, and Commute Service Strategies

A comprehensive package of marketing, incentive, and commute service strategies has been assembled for the downtown audience in order to provide services, raise awareness, and make it more economical, more enticing, or easier to try a new mode.

Three key points of emphasis define these strategies. The first is an emphasis on reaching small employers, as justified by the 2006 Downtown Market Analysis. Second, the FlexPass (or comparable future product), described below under *Product Subsidies and Discounts*, is seen as a key product with remaining market potential, especially for small employers. Third, carpooling (and secondarily, vanpooling) will be emphasized as a potentially untapped mode with room for expansion, especially given the possible constraints of transit's ability to absorb a substantial portion of the shift to non-drive-alone modes sought under the GTEC target.

System-wide, the number of peak-hour round trip transit seats available for new commuters to Downtown Bellevue in 2011 has been estimated at approximately 2,300. The GTEC targets reducing approximately 5,000 SOV commuters. Since the current transit system can only accommodate about half of these commuters, many commuters will need to choose a mode other than transit in order for the GTEC goal to be met.

Specific marketing, incentive, and commute service strategies, as well as partner roles and responsibilities, are shown in Tables 4-1 through 4-5. These strategies are categorized into five groups: Product Subsidies and Discounts; Services and Education; Incentives and Awards; Marketing and Promotions; and Market Research. To show that much of this program of strategies has been designed with small employers in mind, strategies that will be promoted heavily to small employers/employees are shaded (note that strategies will be available to all employers and employees regardless of employer size).

Product Subsidies and Discounts. This category contains basic products that support trip reduction efforts to be made available with discounts subsidized by the GTEC. The FlexPass product, in particular, is a key element of the GTEC. The FlexPass is a product available to employers for their employees that provides unlimited rides on Metro bus and Sound Transit. Employers pay based on estimated number of rides taken by their employees. The FlexPass has been shown to increase transit ridership and is offered through the GTEC to employers at a discount level as a cornerstone tool for reducing employees' drive-alone trips. The Home Free Guarantee product is also important for providing assurance to employees that they have a way to travel in case of emergency.

Table 4-1. Product Subsidies and Discounts

| Strategy | Roles/Stakeholders |
|---|--|
| *FlexPass Discount Incentive (for employers): Offer a special price on a FlexPass with a greater-than-normal discount for new or all Area FlexPass customers. Provide a discount in both the first and second years. This will result in a more gradual increase in the cost to the employer over the first three years. <i>Note: The FlexPass may be replaced with a comparable product following implementation of the Smart Card fare payment system.</i> | Source of funds: Initially, WSDOT mitigation funds; once this funding stream ends, the cost would be backfilled with GTEC funds. County and TransManage: Administer |
| Home Free Guarantee: Provide free taxi ride in case of emergency for downtown employees through King County Metro's existing program (pooling the risk). Perhaps have employers contribute a match; assumption is 25%. | County to administer through existing program |

*Note: Shaded strategies will be heavily promoted to small employers and/or their employees as a portfolio of options under a brand name.

Services and Education. This category comprises activities the city and its partners will offer in order to assist employers, employees, and property managers navigate the world of non-drive-alone commuting. The 2006 Market Analysis showed that small employer awareness of products, and even of commuting habits of their own employees, was fairly low. Therefore, these strategies are key to raising awareness and assisting the various audiences with services in setting up their programs. In particular, carpool ridematching services (and, secondarily, vanpool) are a cornerstone of the GTEC strategy, which is to promote these modes based on their advantages and room to grow in this market and the limits to how many new riders the transit system can absorb.

Table 4-2. Services and Education

| Strategy | Roles/Stakeholders |
|--|--|
| *Rideshare Programs and Services: Focus on implementing RideshareOnline.com ridematching tool for carpool, commuter van, and custom bus services as a daily mode and as a complement to other modes. In addition, for carpools, utilize the County's Carpool Management Program to register carpools, track participation, and interact with users, and promote the program through marketing and outreach. | County: Design and manage Carpool Management Program. Staff for outreach events, program material inventory, signage, and reporting City: Partner advocate TransManage: Local leadership and liaison into employment sites (existing and in development) |
| *Employer Commute Consulting Services: Provide free commute consulting services for downtown employers with 99 or fewer employees. Tie in with branded portfolio of small employer programs in how the offer is presented. Steps include mailing a letter/ brochure, following up with phone calls, offering to meet, and helping to develop program. | City: Program design, with TransManage input; mailing TransManage: Remainder |
| *TransManage Storefront/Individualized Commute Planning Services: Set up a storefront at a downtown location near the Transit Center, such as the Rider Services Building. Activities would include pass sales and free personal assistance in commute planning, covering all non-SOV modes, geared toward individual needs. | Promotion and implementation to be done by TransManage. |
| *Employer/Employee Newsletter: Create and distribute a periodic (such as quarterly) newsletter, electronically and in hard copy, with stories to personalize commute experiences, interviews, promotion information, ridesharing/Flexcar partners sought, etc. Distribute to small employers and their employees downtown. | TransManage to produce; other agencies give input as appropriate. |

Table 4-2. Services and Education (cont.)

| Strategy | Roles/Stakeholders |
|--|---|
| *Workshops – How to start a commute benefit program: Offer annual free workshop for employers on how to start an employee commute benefit | City: Mailing/web/email notices Trans-Manage to conduct workshop |

| | |
|---|--|
| program, timed with annual Employer Commute Consulting Services outreach (described above). | |
| *Workshops – How to get more out of your existing FlexPass: Offer free annual workshop for employers on how to get more out of your existing FlexPass, and what to expect for your renewal. | City: Mailing/web/email notices Trans-Manage to conduct workshop |
| *Zip Code Workshops/Events: Conduct zip code workshops/events on a quarterly basis, inviting residents of several different zip codes per month. Events would be open to all downtown employees and promoted especially to employees of small employers. Staff will present and explain the various travel options, and individuals can meet others in their zip code in order to find carpooling and vanpooling partners. Could be tied into the small employer portfolio brand. | TransManage to design workshops, with input from County and City. TransManage to conduct workshops. |
| *Enhanced Flexcar Services: Set up a special “employer matchmaking” program so that employers can get together and pool their resources to pay up-front guarantee required to initiate a Flexcar, thus lowering the cost for each participating employer. Include production of a map showing where within Bellevue Flexcars are located; assess Flexcar locations and work with Flexcar to locate optimally. | Promotion: Ongoing, all agencies, embedded in other promotions List development and maintenance: TransManage Matching Services: Trans-Manage |
| *Voluntary CTR Site Designation: Allow certain worksites to become voluntary CTR sites. Voluntary CTR employers would become listed with the State as part of the city’s CTR site count. They would take part in surveys, submit program reports and have them reviewed, and be eligible to receive assistance and feedback with planning their commute programs. | Funding: State CTR funds allocated for voluntary sites, backfilled with state GTEC implementation funds as needed. Provide Services: County or TransManage |
| *Transportation Management Program (TMP) Education: Work with property managers of TMP buildings on an ongoing basis to make them more aware of their TMP activities and the services that the BDA is providing. Communications should include activities they are currently doing, what is required, and what they need to do that they are not doing. The existence of a legal obligation to perform certain activities can help to make them happen, once they are informed. The strategy to update the TMP code will require further interaction to ensure they are meeting their obligations. | TransManage to do hands-on ongoing communication; paid for building with TMP revenues. City to conduct update of TMP code and perform associated communications with property managers. |
| Telework Assistance: Use recognition as a Bellevue Leaders Telework category to encourage promotion of this option. Webinar orientation and toolkit development. | City: Integrate into brand/ web efforts. County: Mail letters and CTR employer follow-up. TransManage: Non-CTR employer follow-up. |
| Welcome Activities: Educate residents, employees, and employers about travel options as they move into Bellevue through toolkits and events and materials such as a walking map. | County: Staffing for events, transit and ridesharing collateral, funding City: Contribute collateral, map development, funding TransManage/Bell. Econ. Partnership: Organize and staff events, contribute TransManage event collateral, delivery of packets, fare media sales |

*Note: Shaded strategies will be heavily promoted to small employers and/or their employees as a portfolio of options under a brand name.

Incentives and Rewards. Financial incentives and other rewards are key to making it both economical and enticing for employers and individuals to try something new. There is some overlap with the FlexPass product listed in Table 4-1.

Table 4-3. Incentives and Rewards

| Strategy | Roles/Stakeholders |
|---|--|
| *FlexPass Discount Incentive: See Table 4-1. | |
| *Incentives: Offer financial incentives for carpools to support the County's demonstration project to help achieve planned trip reductions on I-405. Additional carpool incentives or encouragement to employers anticipated to continue following I-405 program. | County lead and funding contribution for initial County I-405 program. State - Initial funding to County via I-405 mitigation program. City – Input on program design to supplement I-405 program. |
| *Commute Club: Create an online commuter club open to all Downtown residents and employees who state that they currently drive alone. Members log non-SOV commute trips, and when they reach a certain threshold they are eligible to receive a modest prize such as a \$50 gift card. Consider annual re-eligibility. | Promotion & signups: TransManage and City Monitoring of calendars & award distribution: City or County, depending on which agency hosts the commute calendar. |
| *Individual Parking Cash-Out: Offer parking cash-out to individuals. This strategy would be feasible where tenants pay only for the actual parking spaces they use each month. Employers would be required to enroll in the program prior to their employees being eligible. The program would subsidize a three-month trial period during which an individual would give up their space in return for a transit subsidy and additional cash or gift card incentive. Following the three-month trial period, the employee could choose to permanently give up their parking space in return for a transit pass provided by the employer. | TransManage to promote and sign up individuals. City to handle financial administration. |
| *Recognition: Provide employer recognition for outstanding trip reduction efforts; potential venue would be to regularly designate an “Employer of the Quarter” in the employer newsletter. Include a small article that tells the employer’s story – what they do, how, and why. | Setup of evaluation criteria: All agencies Implementation: TransManage |
| In Motion, Phase II: Resident-based trip reduction program offering travel option information and incentives. For Phase II, target new residential units coming on board in 2008-09 and “near-in” residents to downtown | County lead & funding contribution City funding contribution |

*Note: Shaded strategies will be heavily promoted to small employers and/or their employees as a portfolio of options under a brand name.

Marketing and Promotions. In order to raise awareness as called for by the Market Analysis, as well as to increase utilization of products and services offered, the following marketing and promotional activities are included in the GTEC.

Table 4-4. Marketing and Promotions

| Strategy | Roles/Stakeholders |
|---|---|
| Building-Centered Options: Engage property managers in outreach efforts designed to improve non-drive-alone mode share in their buildings by going above and beyond Transportation Management Program requirements. Tailor incentives according to unique needs of building. Develop relationships with property managers that allow information to be distributed, both electronically and in hard copy, and that allow access/presence in buildings—this program utilizes the property manager as a conduit for communicating with individual tenants and employees in a building. | City-County funding agreement to share costs (30% city, 70% county pass-through federal grant). City agreement with Trans-Manage. TransManage to develop relationships with property managers, communicate with tenants and employees, and enter buildings to perform in-person outreach on an ongoing basis. |
| FlexPass Mailing/Promotion: Promote Area FlexPass program in Downtown and Greater Bellevue to increase sales and transit/HOV ridership through quarterly mailings, promotion at existing events, and city web integration. (See crossover opportunities with I-405 mitigation incentive programs and small employer workshops.) | City: Contracts County: Staff at events, materials TransManage: Lead for outreach (labor) |

Table 4-4. Marketing and Promotions, cont.

| Strategy | Roles/Stakeholders |
|--|---|
| <p>Transit Promotion: Increase transit ridership on particular routes using a variety of strategies such as:</p> <ul style="list-style-type: none"> • Identifying routes with good ridership potential • Mailing materials to surrounding ridership sheds • Providing incentives such as free ride tickets • Promoting service through employers and other networks • Improving signage along a corridor • Developing maps and/or interactive online tools showing route destinations | <p>City lead County and TransManage: Program development support</p> |
| <p>Communications: Ongoing communication of city's new transportation demand management brand identity and website, developed in 2007. This is a city-wide activity being leveraged as a GTEC tool.</p> | <p>TransManage to perform work under contract with city.</p> |
| <p>Social Marketing: Use social marketing as a methodology in all efforts and develop distinct campaigns as strategies to target audience segments. This is an ongoing concept that is incorporated into other strategies such as the In Motion residential trip reduction program. In addition, this strategy includes the Partners in Transit program, which is a partnership with a member-based organization to launch a member-based drive-less campaign.</p> | <p>City: Integrate into brand/ web efforts County: Lead for Partners in Transit</p> |
| <p>I-405 Mitigation: Promotion of TDM programs to mitigate impact of I-405 construction through Bellevue. Specific activities are Downtown Area FlexPass campaign (listed above as separate GTEC strategy) and outreach to workers in the hospitality industry. Other activities: vanpool relocation and neighborhood In Motion (residential trip reduction program).</p> | <p>County lead</p> |

Market Research. Market research is included in the GTEC in order to ensure that products are suited to the audiences and that strategies continue to reach the appropriate market in an effective way.

Table 4-5. Market Research

| Strategy | Roles/Stakeholders |
|---|---|
| <p>Expansion of Mode Share Survey: Expand the Mode Share Survey to collect more information from employees of small employers. The online version of the state survey instrument can now be customized. Expand questions in order to better identify levels of awareness, deterrents to non-drive-alone travel, and what would motivate employees of small employers to switch from driving alone.</p> | <p>City-hired consultant to conduct survey</p> |
| <p>Small Employer Focus Groups: Use employer focus groups to test potential product adjustments and messages; monitor success of small employer program.</p> | <p>City lead, consultant City and County assist in design TransManage: advisory, outreach to participants</p> |

4.2 Plans Policies, and Regulations

Gaps in Existing Plans and Policies

Existing city and regional plans provide broad support for transportation demand management in general and the Downtown Bellevue GTEC Plan in particular. For the City of Bellevue, the GTEC is primarily a coordinating tool for activities already supported by the Comprehensive Plan.

The GTEC gap analysis identified a Comprehensive Plan policy gap in Chapter 2, which is repeated below:

The Transportation Demand Management component of the Comprehensive Plan does not include environmental considerations as one of the purposes of reducing the use of single-occupant vehicles. The Comprehensive Plan does connect transportation demand management with the environment in the Environmental Element, which has a policy for working with the private sector to reduce growth in vehicle trips (Policy EN-79). Therefore, this not a fundamental policy gap but rather a gap in where policy language is placed.

This GTEC plan recommends that the city align this language during future comprehensive plan updates.

Related Strategies

This GTEC Plan does include the following strategies that may result in changes or additions to the city's plans, policies, and regulations during the GTEC time frame. These strategies are slated to occur during 2008 (TMP update) and 2009-2010 (parking issues inventory), after which time the city may follow up with consideration of plan, policy, or regulatory changes as appropriate.

Table 4-6. Plan, Policy, and Regulation Strategies

| <i>Strategy</i> | <i>Roles/Stakeholders</i> |
|---|----------------------------------|
| Parking Issues Inventory: Catalog issues and barriers related to parking for non-drive-alone commuters. | City lead, consultant |
| Transportation Management Program (TMP) Update: Improve collection of required building TMP reports; revisit the city's TMP code. This revision will likely consider the provision of bicycle amenities. | City lead; BDA support, outreach |

4.3 Services and Facilities

Transportation Infrastructure Improvements

The city's six-year funded 2007-2013 Capital Investment Program contains the following pedestrian and bicycle infrastructure projects serving the downtown that will be completed or under way during the GTEC time frame.

- **PW-R-133, Northup Way to 120th to 124th Avenues NE** – Complete portions of curb/gutter/sidewalk where missing as part of roadway widening project. (Anticipated completion: 2011.)
- **PW-W/B-71, 108th Avenue SE/Bellevue Way to I-90** – Add five-foot bike lanes on both sides and curb, gutter and six-foot sidewalk on one side where missing. (Anticipated completion: 2012.)
- **PW-W/B-73, NE 8th Street/Lake Washington Blvd to 96th Ave NE** – Design and construct curb, gutter, five-foot sidewalk, and three-foot planter strip where missing on the north side, bus pads, and an updated signal system at NE 8th/92nd. (Anticipated completion: 2013.)

To address needed pedestrian and bicycle facilities, loading/unloading facilities (to support carpooling and vanpooling), and issues regarding pedestrian wait times at signals, staff will work

within city Transportation or Planning and Community Development Departments; work through the city's Capital Investment Program; or seek outside funding as appropriate.

In addition, the city will continue to provide pedestrian and bicycle improvements via roadway and developer construction projects. For example, the roadway project on NE 8th Street from 106th to 108th Avenues NE, currently under design, will include sidewalk improvements when completed. The full pedestrian facility meeting arterial standards will be completed when the block is developed, likely to be after the GTEC time frame. The NE 2nd Street project from Bellevue Way to 112th Avenue NE, currently under pre-design, will include pedestrian enhancements. The Great Streets conceptual design plan under way will reinforce desired identities of particular streets, leading to more aesthetically pleasing and pedestrian-friendly corridors. Public art and wayfinding efforts are currently under way in the downtown to help add interest and legibility to walkways, and unbuilt sidewalks will be completed as developer or roadway improvements are done.

Transit Service and Infrastructure Improvements

- An estimated 2,300 peak-hour round trip seats are available for new downtown riders through 2011, based on analysis performed by the city for the Downtown Bellevue GTEC. This is only about half of the 5,000 commuters that are targeted to shift from driving alone in this GTEC plan (see Chapter 3). As an ongoing staff activity, the city will continue to work in close coordination with transit providers to monitor and evaluate service adequacy; identify new routes or route modifications needed; and generally advocate for sufficient transit service to meet the needs of the downtown GTEC. The city will also work with the Washington State Department of Transportation to advocate for HOV facilities on the state system.
- The city has programmed \$1 million in its Six-Year Capital Investment Program to identify ways to provide downtown transit circulation, and fund a downtown circulator as a standalone service. A potential alternative, if a dedicated circulator fails to pencil out, would be changes to existing bus routes to provide more comprehensive transit circulation in the downtown. Pending a positive decision from Council, the city intends to apply for Service Partnership funding in fall 2007 under King County Metro's Transit Now measure, approved by voters in November 2006. The \$1 million in city funds would provide a one-third local match for the Partnership funds.

4.4 Timing Plan for Strategies

Table 4-7 shows a plan for when the Downtown Bellevue GTEC strategies would occur.

Table 4-7. Timing Plan for Strategies

| <i>Strategy Category</i> | <i>2008</i> | <i>2009</i> | <i>2010</i> | <i>2011</i> |
|---------------------------------|-----------------------------|-----------------------------|-----------------------------|-----------------------------|
| Product Subsidies and Discounts | FlexPass Discount Incentive | FlexPass Discount Incentive | FlexPass Discount Incentive | FlexPass Discount Incentive |
| | Home-Free Guarantee | Home-Free Guarantee | Home-Free Guarantee | Home-Free Guarantee |

Table 4-7. Timing Plan for Strategies, cont.

| Strategy Category | 2008 | 2009 | 2010 | 2011 |
|--------------------------|--|--|--------------------------------|-----------------------------|
| Services and Education | Rideshare Programs | Rideshare Programs | Rideshare Programs | Rideshare Programs |
| | Commute Consulting Services | Commute Consulting Services | Commute Consulting Services | Commute Consulting Services |
| | Storefront | Storefront | Storefront | Storefront |
| | Newsletter (est. Quarterly) | Newsletter (est. Quarterly) | Newsletter (est. Quarterly) | Newsletter (est. Quarterly) |
| | Workshops (est. Annually) | Workshops (est. Annually) | Workshops (est. Annually) | Workshops (est. Annually) |
| | Zip Code Events | Zip Code Events | Zip Code Events | Zip Code Events |
| | Enhanced Flexcar Services | Enhanced Flexcar Services | Enhanced Flexcar Services | Enhanced Flexcar Services |
| | Welcome Activities | Telework | Telework | Telework |
| | Voluntary CTR Site Designation | Welcome Activities | Welcome Activities | Welcome Activities |
| TMP Education | Voluntary CTR Site Designation | Voluntary CTR Site Designation | Voluntary CTR Site Designation | |
| | | TMP Education | TMP Education | TMP Education |
| Incentives and Rewards | FlexPass Discount Incentive | FlexPass Discount Incentive | FlexPass Discount Incentive | FlexPass Discount Incentive |
| | Carpool Incentives | Carpool Incentives | Carpool Incentives | Carpool Incentives |
| | Recognition (Newsletter) | Commute Club | Commute Club | Commute Club |
| | In Motion Residential Trip Reduction Program | Individual Parking Cash-Out | Individual Parking Cash-Out | Individual Parking Cash-Out |
| | | Recognition (Newsletter) | Recognition (Newsletter) | Recognition (Newsletter) |
| | | In Motion Residential Trip Reduction Program | | |

Table 4-7. Timing Plan for Strategies, cont.

| Strategy Category | 2008 | 2009 | 2010 | 2011 |
|--|---|--|--|--|
| Marketing and Promotions | Building-Centered Options FlexPass Mailing/Promotion (est. Quarterly) Transit Promotion Communications - Launch of new city brand/website for transportation demand management I-405 Mitigation | Building-Centered Options FlexPass Mailing/Promotion (est. Quarterly) | Building-Centered Options FlexPass Mailing/Promotion (est. Quarterly) Social Marketing – Partners in Transit | Building-Centered Options FlexPass Mailing/Promotion (est. Quarterly) Social Marketing – Partners in Transit |
| Market Research | Expansion of Mode Share Survey | Small Employer Focus Groups | | Expansion of Mode Share Survey Small Employer Focus Groups |
| Plan, Policy and Regulation Strategies | TMP Update | Parking Issues Inventory | Parking Issues Inventory | |

5. Financial Plan

5.1 Revenue Sources

The City of Bellevue prepared a financial analysis to identify revenues and expenses that are associated with the Downtown Bellevue GTEC Plan. The following is a description of the funding sources that are anticipated to be available for the GTEC from the beginning of 2008 through the end of 2011. The totals below are not committed funds but rather planned revenue sources over the course of the GTEC.

The construction mitigation program for the Washington State Department of Transportation widening project on I-405 from 112th Avenue SE to SE 8th Street is a GTEC plan element. The funds indicated as GTEC revenue have been programmed specifically for GTEC-identified activities: a downtown FlexPass/employer outreach campaign and downtown hospitality employer/employee outreach.

Table 5-1. GTEC Revenue Sources, 2008-2011

| <i>Source of Funding</i> | <i>Responsible Agency</i> | <i>Estimated Amount</i> |
|--|---|-------------------------|
| GTEC Grants | WSDOT | \$600,000 |
| Anticipated Federal Congestion Mitigation and Air Quality Funds | Puget Sound Regional Council, via King County Metro | \$320,000 |
| Local Capital Investment Program (PW-R-87, Transportation Demand Management) | City of Bellevue | \$197,000 |
| Local Capital Investment Program (PW-R-157, Transit Now/Downtown Circulator) | City of Bellevue | \$1,000,000 |
| Transit Now – Partnership Funds for Downtown Circulator | King County Metro | \$2,000,000 |
| I-405 Construction Mitigation Funds | WSDOT | \$265,000 |
| TOTAL | | \$4,382,000 |

5.2 Program Funding Plan

The following table presents the Downtown Bellevue GTEC sustainable financial plan for funding of GTEC strategies in balance with available revenue shown in Table 5-1. This is a funding plan, not a budget, and is based on anticipated expenditures, not exact costs. Budgets are subject to change, and funds may be shifted among strategies during implementation once actual costs are known. Strategies may be tailored to available budgets or delayed as necessary to fit within the budget, in order to sustain GTEC implementation. If revenues were to be lower than expected, the city would consider seeking outside funding such as Trip Reduction Performance Program funds or other grants.

Administrative costs attributable to the GTEC are anticipated to be relatively low. State GTEC funds will represent a 35 percent budget increase to the city's transportation demand management program, which is staffed by 1.7 full-time equivalent planners. The primary administrative function is managing service contracts with project partners to develop, deliver, and evaluate programs.

Table 5-2. GTEC Program Funding Plan, 2008-2011

| <i>Strategy</i> | <i>Anticipated Timing</i> | <i>Anticipated GTEC Budget 2008-2011</i> |
|---|---------------------------|--|
| PRODUCT SUBSIDIES AND DISCOUNTS | | |
| FlexPass Discount Incentive | Ongoing | \$200,000 |
| Home Free Guarantee | Ongoing | \$9,000 |
| | | \$209,000 |
| SERVICES AND EDUCATION | | |
| Rideshare Program Support | Ongoing | \$20,000 |
| Employer Commute Consulting Services | Annual | \$20,000 |
| TransManage Storefront/Individualized Commute Planning Services | Late 2008-2011 | \$40,000 |
| Employer/Employee Newsletter | Quarterly | \$60,000 |
| Annual Workshops: How to start a commute benefit program | Annual | \$3,000 |
| Annual Workshops: How to get more from your existing FlexPass | Annual | \$3,000 |
| Zip Code Workshops/Events | Quarterly | \$30,000 |
| Flexcar Employer Matchmaking Service | Ongoing | \$10,000 |
| Welcome Activities | Ongoing | \$40,000 |
| TMP Education (incorporate into existing activities) | Ongoing | \$0 |
| Voluntary CTR Site Designation | Ongoing | \$5,000 |
| Telework | 2009-2011 | \$50,000 |
| | | \$281,000 |
| INCENTIVES AND REWARDS | | |
| FlexPass Discount Incentive (shown above under Product Subsidies and Discounts) | Ongoing | See above |
| Carpool Incentives | Ongoing | \$75,000 |
| Commuter Club | 2009-2011 | \$70,000 |

Table 5-2. GTEC Program Funding Plan, 2008-2011 cont.

| <i>Strategy</i> | <i>Anticipated Timing</i> | <i>Anticipated GTEC Budget 2008-2011</i> |
|---|---------------------------|--|
| Individual Parking Cash-Out | 2009-2011 | \$20,000 |
| Recognition Geared Toward Small Employers (incorporate into newsletter) | Annual | \$0 |
| In Motion II (Preparation and Implementation) | Ongoing | \$44,000 |
| | | \$209,000 |
| MARKETING AND PROMOTIONS | | |
| Building-Centered Options | Ongoing | \$180,000 |
| Area FlexPass Mailing/Promotion | Quarterly | \$150,000 |
| Transit Promotion | 2008 | \$70,000 |
| Social Marketing (Partners in Transit) | 2010 | \$25,000 |
| I-405 Mitigation - Hospitality Outreach | 2008 | \$50,000 |
| | | \$475,000 |
| MARKET RESEARCH | | |
| Expansion of Mode Share Survey | 2008 & 2011 | \$5,000 |
| Small Employer Focus Groups | 2009 & 2011 | \$20,000 |
| | | \$25,000 |
| PLAN, POLICY, AND REGULATION STRATEGIES | | |
| TMP Update | 2008 | \$98,000 |
| Parking Issues Inventory | 2009-2010 | \$50,000 |
| | | \$148,000 |
| TRANSIT ENHANCEMENT | | |
| Downtown Transit Circulator | | \$3,000,000 |
| | | \$3,000,000 |

Table 5-2. GTEC Program Funding Plan, 2008-2011 cont.

| <i>Strategy</i> | <i>Anticipated Timing</i> | <i>Anticipated GTEC Budget 2008-2011</i> |
|---|---------------------------|--|
| PROGRAM ADMINISTRATION | | |
| Contract management, program measurement, annual reporting, coordination meetings | Ongoing | \$15,000 |
| | | \$15,000 |
| OTHER | | |
| Other activities as identified | TBD | \$20,000 |
| | | \$20,000 |
| GRAND TOTAL | | \$4,382,000 |

6. Organizational Structure for Implementing the Plan

To implement and administer the GTEC Plan, the city of Bellevue will work with its primary partners in transportation demand management, King County Metro and TransManage. This will continue a partnership that has been ongoing since 2005; the history of the partnership is described in Chapter 4, Strategies.

6.1 Partner Roles in Downtown Bellevue

The **City of Bellevue** implements transportation demand management measures in order to invest efficiently in its transportation system. As part of the Capital Investment Program, the city funds transportation demand management (TDM) activities in downtown and other parts of the city. This promotes efficient use of city resources by reducing the amount of roadway construction that is necessary, and allows for greater mobility as the downtown population increases. The city also coordinates activities with its TDM partners, TransManage and King County Metro.

TransManage is the transportation management association for Downtown Bellevue and is part of the Bellevue Downtown Association. TransManage works to develop and implement trip reduction programs, administers building transportation management programs (TMPs), and serves as a public and private sector liaison for the Bellevue community. In 2006, TransManage added staff to implement downtown “TMA Partnership Programs” with funds provided by the city and King County Metro (which passed through federal funds to the partnership). These partnership programs will continue under the GTEC plan.

TransManage operates in a unique role from the agency partners by working in close contact with downtown property managers, employers, employees, and residents. As a non-profit entity whose purpose is to assist the private sector as well as benefit the community as a whole, TransManage is in a good position to provide a public-private liaison to implement the downtown partnership programs. TransManage staff members have developed an understanding of the needs and concerns of their downtown clientele that can only be gained from daily face-to-face contact, and they contribute these insights to the partners, increasing the relevance of TDM activities for Bellevue.

In addition to providing transit service, **King County Metro** works to develop markets for transit, ridesharing, and other trip reduction programs in King County. As mentioned above, the King County Metro Market Development group provides federal funds to the partnership programs and technical expertise to the partners on how to reduce trips and increase the market share for non-drive-alone trips. King County Metro also implements ridesharing programs and services for implementing the state Commute Trip Reduction law.

6.2 Partner Roles and Timing for GTEC Implementation

In Chapter 4, Strategies, partner roles are identified for each of the proposed plan strategies. In general, the city of Bellevue coordinates the work of the partners and funnels city and other funds, typically federal grant funds (via King County Metro) to TransManage for labor. Thus TransManage provides direct interface with property managers, employers, employees, and

residents to implement downtown TDM programs. The three partners meet regularly to design, program, monitor, and fine-tune these activities.

As the GTEC Plan moves forward, the same partnership framework will generally apply. Certain activities will have begun prior to the start of the GTEC and will continue into the early part of the GTEC, such as the city's transportation demand management brand identity initiative and website update and associated campaign to launch it; the In Motion residential trip reduction program; and building options programs. Other activities have been identified that will begin during the GTEC years that are further customized to the downtown and reaching the small employer market in particular; these include newsletters, FlexPass promotions heavily marketed toward employers that don't currently have FlexPass, workshops, free commute program consulting services, and other activities to raise awareness and provide incentives. The majority of the strategies listed in Chapter 4 are anticipated to continue throughout the life of the GTEC under this partnership framework, with exceptions as noted in that chapter.

Note: The Public Outreach description is included in Chapter 1, Executive Summary, under the heading “Growth and Transportation Efficiency Center (GTEC) Planning Process.”

7. Relationship of the GTEC Plan to the CTR Plan

The GTEC Plan is a customized trip reduction plan for the Downtown Bellevue employee and resident population. The City of Bellevue is also updating its Commute Trip Reduction (CTR) plan under state direction. The state's base CTR program directs trip reduction efforts specifically to CTR-affected worksites, generally those with 100 or more full-time employees scheduled to begin work between 6 and 9 a.m. on two or more workdays per week. (Almost 19 percent of downtown employees are CTR-affected.) The GTEC provides an opportunity to reach a broader population—employee and residential—than the base CTR program. Whereas the base CTR program has a prescribed framework of state-directed activities, the GTEC is—as intended—a customized program plan for Downtown Bellevue, with a set of strategies designed specifically to reach the remaining population not currently well served by trip reduction efforts, especially smaller employers and their employees, as well as residents.

There is some overlap in the GTEC and base CTR programs. Employer and employee offerings will be open to employers of all sizes and their employees, so CTR-affected employers and employees will be likely to participate in GTEC activities. Similarly, strategies that focus on transportation infrastructure and services help all those who travel to and within the downtown. The purpose of the GTEC is to focus resources beyond where they have been focused in the past. However, GTEC efforts will "raise the tide" for the whole downtown by adding commute services and travel options for the entire downtown community. This will help to improve mobility, access, and livability for the downtown, and to support greater efficiency of the street system and state-owned highways serving Bellevue and the region.

Appendix A: GTEC-Supportive Comprehensive Plan Policies

| Transportation Element – Transportation and Land Use Component | |
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| TR-1 | Integrate land use and transportation decisions to ensure that the transportation system supports the Comprehensive Plan Land Use vision. |
| TR-3 | Support the Urban Centers growth strategy of the Countywide Planning Policies by directing growth to Urban Centers and the areas with existing infrastructure capacity. |
| TR-4 | Ensure that downtown Bellevue, the major Urban Center of the Eastside, includes the following: <ol style="list-style-type: none"> 1. Intensity/density of land uses sufficient to support high-capacity transit; 2. Mixed uses for both day and night activities; 3. Pedestrian emphasis; and 4. Alternatives to single-occupant vehicles. |
| TR-5 | Work with other jurisdictions to achieve a jobs/housing balance that makes it possible for people to live closer to where they work. |
| TR-6 | Establish arterial level of service standards and other mobility targets in each area of the city in light of area-by-area development patterns and growth management objectives. |
| TR-7 | Locate new community facilities near major transit routes and in areas convenient to pedestrians and bicyclists. |
| TR-8 | Incorporate transit-supportive and pedestrian-friendly design features in new development through the development review process. Examples include: <ol style="list-style-type: none"> 1. Orient the major building entries to the street and closer to transit stops; 2. Avoid constructing large surface parking areas between the building frontage and the street; 3. Provide pedestrian pathways that minimize walking distances to activities and to transit stops; 4. Cluster major buildings within developments to improve pedestrian and transit access; 5. Provide weather protection such as covered walkways or arcades connecting buildings in major developments, and covered waiting areas for transit and ridesharing; 6. Design for pedestrian safety, including providing adequate lighting and paved, hazard-free surfaces; 7. Provide bicycle connections and secure bicycle parking and storage convenient to major transit facilities; 8. Use design features to create an attractive, interesting pedestrian environment that will stimulate pedestrian use; 9. Design transit access into large developments, considering bus lanes, stops, and shelters as part of project design; and 10. Encourage the availability of restrooms for public use. |
| Transportation Element – Transportation Demand Management Component | |
| TR-9 | Coordinate with other Eastside jurisdictions, the private sector, and the transit providers to develop and implement uniform or compatible transportation demand management regulations and strategies that are consistent with and implement the state Commute Trip Reduction Act and address the following factors: <ol style="list-style-type: none"> 1. Parking; 2. Services to increase high-occupancy vehicle use; 3. Demand management program elements, including incentives; and 4. Reporting, monitoring, and performance evaluation standards. |
| TR-10 | Require large employers to implement a commute trip reduction program for employees, as mandated by the Commute Trip Reduction Act. Evaluate program effectiveness every two years and, in coordination with other Eastside jurisdictions, lower the employer threshold if needed to achieve the city's goals of reducing use of single-occupant vehicles. |
| TR-11 | Work with other jurisdictions in King County to establish and implement compatible programs to limit the supply of commuter parking for single-occupant vehicles. Consistent with the Countywide Planning Policies, introduce parking pricing techniques to discourage the use of single-occupant vehicles, such as: <ol style="list-style-type: none"> 1. Establish methods to charge for parking single-occupant vehicles; 2. Impose a parking tax, through state enabling legislation; and 3. Provide tax incentives and other credits to employers that eliminate employee parking subsidies. |
| TR-12 | Encourage employers to help reduce peak-hour commute trips by facilitating employees' use of telecommuting, flexible work hours, compressed work week schedules, and other scheduling options. |
| TR-13 | Continue to ensure that the city as an employer sets a positive example by maintaining a strong transportation demand management program for its employees. |
| TR-14 | Require new development to incorporate physical features designed to promote use of alternatives to single-occupant vehicles, such as: <ol style="list-style-type: none"> 1. Preferential parking for carpools and vanpools; 2. Special loading and unloading facilities for carpools and vanpools; 3. Transit facilities, including comfortable bus stops and waiting areas, adequate turning room, and where appropriate, signal preemption and queue-jump lanes; and 4. Bicycle parking and related facilities. |
| TR-15 | Encourage major employers and the developers of major employment facilities to provide child care opportunities onsite or nearby. |
| TR-16 | Encourage private developers of adjacent or nearby properties to execute agreements to provide joint use and funding of shared parking facilities, with provision for pedestrian linkages. |

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| TR-17 | Promote increased citizen awareness of travel alternatives available for midday as well as commute trips. |
| TR-18 | Evaluate and promote a car-sharing program in Downtown Bellevue. |
| TR-19 | Support establishment of federal and state gasoline taxes to provide adequate funding for transportation improvements that keep pace with regional and community growth. |
| TR-20 | Support federal tax policies that promote transit and ridesharing. |
| Transportation Element – Mobility Management Component | |
| TR-21 | Manage the transportation system through the Mobility Management Areas shown in Figure TR.1, the boundaries of which reflect street patterns, transit serviceability, topography, development patterns, and land use objectives. |
| TR-22 | Implement the level of service standards and other mobility targets for major transportation modes within each Mobility management Area, as shown in Table TR.1, recognizing each area's needs as well as its relationship with other areas. Monitor the adopted mobility targets and adjust programs and resources as necessary to achieve scheduled progress on all modes. |
| TR-23 | Coordinate improvements and operations among travel modes, providing connections between modes. |
| TR-24 | Incorporate pedestrian and bicycle facility improvements into roadway projects, and incorporate transit/high-occupancy vehicle improvements where feasible. |
| TR-25 | Provide for adequate roadway, pedestrian, and bicycling connections in newly developing areas of the city, promoting both internal access and linkages with the rest of the city. |
| TR-26 | Address the special needs of citizens with various degrees of mobility in planning, designing, implementing, and maintaining transportation improvements and other transportation facilities and in delivering transportation services and programs. |
| TR-29 | Develop the transportation system in a manner that supports the regional land use and transportation vision presented in Vision 2020, Destination 2030 and the Countywide Planning policies for King County. |
| TR-31 | Inform, consult with, and otherwise involve other affected jurisdictions in the city's transportation planning efforts. |
| TR-32 | Develop and implement strong interjurisdictional agreements for cooperative solutions to land use and transportation problems that cross the city border. |
| Transportation Element – Roadway Network Component | |
| TR-36 | Observe the following guidelines in adopting and revising arterial level of service standards by Mobility Management Area: <ol style="list-style-type: none"> 1. Reflect the availability of alternative travel options and community goals that may be as important as managing congestion, such as goals for land use, neighborhood protection from wider streets, or economic vitality. For example, allow more congestion in some areas of the city under the following conditions: <ol style="list-style-type: none"> a. In return for stronger emphasis on transit, walking, and other alternatives to the single-occupant vehicle, and b. Where the impacts of wider streets are judged to be worse than the congestion they are designed to solve. 2. Establish roadway levels of service adequate to prevent system failure and to protect residential neighborhoods from cut-through traffic. |
| TR-37 | Review proposed developments and require mitigation of traffic impacts where necessary. Prohibit development approval if the development will cause the area level of service in one or more Mobility Management Areas to fall below the adopted standard, unless demand management or other system improvements are provided to mitigate the transportation impacts. |
| TR-43 | Provide arterial right-of-way with sufficient width to limit air and noise pollution on adjoining properties, to permit landscaping, and to accommodate non-vehicular circulation. |
| Transportation Element – Transit Component | |
| TR-50 | Work with transit providers to implement the Bellevue Transit Plan as an attractive travel option for local residents, employees, students, visitors, businesses and other users of regional facilities. |
| TR-51 | Work with transit providers to establish a hierarchy of transit services focused on three major elements: <ol style="list-style-type: none"> 1. Bellevue-Bellevue Connections 2. Bellevue-Eastside Connections 3. Bellevue-Regional Connections |
| TR-52 | Work with transit providers to establish transit hubs at activity areas in the city. Strategic locations for transit hubs include Downtown Bellevue, Crossroads, Eastgate (including Bellevue Community College), and Factoria. Direct the most intensive levels of transit service to the designated transit hubs which have been strategically located in the designated Urban Center and Activity Centers of Bellevue. |
| TR-53 | Work with transit providers to maintain and improve public transportation services to meet employer and employee needs. Develop and implement attractive transit commuter options, such as park and ride facilities and local shuttle systems with sufficient frequencies to increase use of transit for commuting and reduce reliance on private automobiles. |
| TR-54 | Work with transit providers to create, maintain, and enhance a system of supportive facilities and systems such as: <ol style="list-style-type: none"> 1. Transit center; 2. Passenger shelters; 3. Park and ride lots; 4. Dedicated bus lanes, bus layovers, bus queue by-pass lanes, bus signal priorities; 5. Pedestrian and bicycle facilities; 6. Pricing; 7. Kiosks and on-line information; and 8. Incentive programs. |

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| TR-55 | Work with private developers and transit providers to integrate transit facilities and pedestrian and bicycle connections into residential, retail, manufacturing, commercial, office, and other types of development. |
| TR-56 | Develop partnerships with transit providers to implement projects providing neighborhood-to-transit links that improve pedestrian and bicycle access to transit services and facilities. |
| TR-57 | Coordinate with transit providers to enhance transit service information and provide incentives to encourage and facilitate transit use. |
| Transportation Element – Regional Transit Component | |
| TR-58 | Participate actively in Sound Transit Phase 1 efforts to expand the regional transit system. Work to ensure that Eastside services and facilities are high priorities for system improvements, including direct HOV access to Downtown Bellevue and the Eastgate Park and Ride lot, and expansion of the Bellevue Transit Center. |
| TR-59 | Provide regional leadership for Sound Transit Phase 2 planning efforts. |
| TR-60 | Secure a share of regional transit system facilities and service priorities for Bellevue residents proportional to the city's contributed share of regional transit revenues. |
| TR-61 | Work with transit providers to maintain and expand direct and frequent regional bus routes to support the city's land use and mode split goals. |
| TR-62 | Work to ensure that the regional transit system includes park and ride lots to serve activity centers in the region and on the Eastside to: <ol style="list-style-type: none"> 1. Intercept trips by single occupant vehicles closer to the trip origins; 2. Reduce traffic congestion; and 3. Reduce total vehicle miles traveled. |
| TR-64 | Encourage transit providers and the state to provide new and expanded park and ride lots to adequately serve city residents and to develop additional capacity outside Bellevue at other strategic Eastside locations to serve outlying residents. |
| TR-65 | Work with transit providers and local property owners to develop new leased park and ride lots. |
| TR-66 | Work with the regional transit provider to ensure that transit system development occurs in accordance with the adopted Sound Transit Phase 1 system map and plan. |
| TR-69 | Work in partnership with transit providers to market and promote regional transit services to commuters, residents, and employers. |
| TR-70 | Promote transit use and achieve land use objectives through transit system planning that includes consideration of: <ol style="list-style-type: none"> 1. Land uses that support transit, including mixed use and night-time activities; 2. Transit-oriented development opportunities with the private and public sectors; 3. A safe and accessible pedestrian environment, with restrictions on auto access; 4. Integrating multiple access modes, including buses, carpools and vanpools, bicycles and pedestrians; 5. Urban design and community character that support and facilitate transit use; and 6. Protecting nearby neighborhoods from undesirable impacts. |
| TR-71 | Improve transit connections between downtown Bellevue and other designated urban centers. |
| Transportation Element – High-Capacity Transit Component | |
| TR-72 | Provide regional leadership to implement a successful high capacity transit system to serve Bellevue and the Eastside. |
| TR-73 | Work with Sound Transit to ensure that any HCT service to and within the Eastside serves Downtown Bellevue as the major hub of the Eastside. |
| TR-74 | Work with Sound Transit to ensure that HCT services to Downtown Bellevue are provided at levels commensurate with services provided to other urban centers. |
| TR-75 | Strengthen Bellevue's role as the Eastside urban center through provision of high levels of HCT service. |
| Transportation Element – Pedestrian and Bicycle Transportation System Component | |
| TR-76 | Promote and facilitate the effective use of non-motorized transportation. |
| TR-77 | Consider pedestrians and bicycles along with other travel modes in all aspects of developing the transportation system. |
| TR-78 | Implement the Pedestrian and Bicycle Transportation Plan by designing and constructing a safe and connective non-motorized transportation system. |
| TR-79 | Assign high priority to pedestrian and bicycle projects that: <ol style="list-style-type: none"> 1. Address safety issues; 2. Provide access to activity centers such as schools, parks, and commercial areas; 3. Provide accessible linkages to the transit and school bus systems; 4. Complete planned pedestrian or bicycle facilities or trails; 5. Provide system connectivity or provide connections to the existing portions of the system to develop primary north-south or east-west routes; and 6. Recognize and develop minimal energy paths, defined as the route between two given points requiring the least amount of energy for a bicyclist or pedestrian to traverse. |
| TR-80 | Encourage transit use by improving pedestrian and bicycle linkages to the existing and future transit and school bus systems, and by improving the security and utility of park-and-ride lots and bus stops. |
| TR-81 | Provide adequate and predictable funding to construct and maintain pedestrian and bicycle capital projects as identified in the Pedestrian and Bicycle Transportation Plan. |
| TR-82 | Minimize hazards and obstructions on the pedestrian and bicycle system by ensuring that the system is properly maintained. Allow different levels of maintenance for certain key linkages based on amount and type of use or exposure to risk. |
| TR-83 | Continue programs to construct, maintain and repair sidewalks. Periodically review standards for maintenance and repair and revise as appropriate. |
| TR-84 | Secure sidewalk and trail improvements and easements, and on-site bicycle parking and storage consistent with the Pedestrian and Bicycle Transportation Plan through the development review process. |

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| TR-85 | Coordinate the design and construction of pedestrian and bicycle facilities with other agencies where City of Bellevue corridors continue into neighboring jurisdictions. |
| TR-86 | Ensure that a safe, permanent, and convenient alternative facility is present prior to the permanent vacation of an off-street walkway or bikeway. |
| TR-87 | Develop an effective "share the road/share the trail" concept for pedestrian and bicycle education programs for the motorized and non-motorized public. |
| TR-88 | Recognize the importance of walking, jogging, bicycling, and equestrian activities as recreational pursuits, and provide adequate opportunities for such activities. |
| Downtown Subarea Plan | |
| S-DT-1 | Emphasis shall be placed on Downtown livability, with provisions made for the needs, activities, and interests of Downtown residents, employees, shoppers, and visitors. |
| S-DT-2 | Encourage a variety of land uses to occur in mixed-use buildings or complexes where appropriate. |
| S-DT-3 | Develop Downtown as an aesthetically attractive area. |
| S-DT-5 | Organize Downtown to provide complementary functional relationships between various land uses. |
| S-DT-6 | Develop Downtown as the Eastside's most concentrated and diverse regional retail district. |
| S-DT-8 | Locate major office development in the downtown core in order to complement retail activities and facilitate public transportation. |
| S-DT-16 | Restrict the location of drive-in and drive-through activities within the Downtown Subarea. |
| S-DT-17 | Promote economic development strategies that further Downtown Bellevue as an Urban Center, consistent with regional plans. |
| S-DT-18 | Strengthen Downtown's role as the Eastside's major business and commercial center and as an important revenue source for the City of Bellevue. |
| S-DT-24 | Provide density incentives to encourage urban residential development throughout Downtown. |
| S-DT-26 | Encourage residential uses to occur in mixed-use structures or complexes. |
| S-DT-27 | Explore the use of tax incentives to encourage additional work-force housing within the Downtown Subarea. |
| S-DT-28 | Work with regional housing organizations such as A Regional Coalition of Housing (ARCH) and the Downtown Action to Save Housing (DASH) to develop additional Downtown residential projects. |
| S-DT-33 | Minimize potential impacts to pedestrians caused by utility equipment, such as cabinets, within the sidewalk where possible. |
| S-DT-34 | Utility installations visible in the public right-of-way should be consistent with Downtown design guidelines. |
| S-DT-35 | Create a pedestrian environment with a sense of activity, enclosure, and protection. |
| S-DT-36 | Utilize development standards for building bulk, heights, setbacks, landscaping requirements, stepbacks, floor area ratios, open space requirements, and development incentives. |
| S-DT-37 | Link building intensity to design guidelines relating to building appearance, amenities, pedestrian orientation and connections, impact on adjacent properties, and maintenance of view corridors. These guidelines will seek to enhance the appearance, image, and design character of the Downtown. |
| S-DT-39 | Utilize a hierarchy of streets to guide right-of-way use in a manner that will promote a safe, attractive environment for both motorized and non-motorized uses. |
| S-DT-40 | Enhance the appearance of all types of streets and adjoining sidewalks with street trees, landscaping, water features, pedestrian-scaled lighting, street furniture, paving treatments, medians, or other softening treatments as appropriate. |
| S-DT-42 | Reinforce the emerging identity of 108 th Avenue NE as the Eastside's business address. Provide incentives for private development and utilize public funds to create a dense office environment with supporting transit service and retail uses. |
| S-DT-43 | Encourage new development on Main Street in Old Bellevue to embrace the character of the small-scale, pedestrian-friendly street frontage that has developed over time. |
| S-DT-44 | Provide incentives for 106 th Avenue NE to develop as Downtown's <i>Entertainment Avenue</i> . This area will include a concentration of shops, cafes, restaurants, and clubs that provide for an active pedestrian environment during the day and after-hours venues for residents and workers by night. |
| S-DT-45 | Continue to encourage the NE 6 th Street Pedestrian Corridor as a major unifying feature for Downtown Bellevue. |
| S-DT-46 | Provide incentives for Bellevue Way to realize its vision as a <i>Grand Shopping Street</i> , with an exciting mix of retail shops, restaurants, hotels, offices and residential units. |
| S-DT-47 | Reinforce the importance of the pedestrian in Downtown Bellevue with the use of a series of signalized mid-block crossings. Consideration should be given to the design of adjacent superblocks, consideration of traffic flow, and the quality of the pedestrian environment when implementing mid-block crossings. |
| S-DT-50 | Develop a comprehensive wayfinding system geared for a range of users (i.e. pedestrians, bicyclists, and automobiles). The system should be built around a set of common design elements, but also includes unique components that vary by Downtown neighborhood as appropriate. |
| S-DT-99 | Emphasize the street environment as a key component of the Downtown open space network. |
| S-DT-101 | Provide appropriately scaled parks and open spaces throughout Downtown. |
| S-DT-103 | Encourage developers to provide open space amenities accessible to the public such as mini-parks, plazas, rooftop gardens, and courtyards in private developments. Such amenities must be clearly identified and maintained for public use. |
| S-DT-104 | Require developer contributions for a coordinated system of major and minor public open spaces along the pedestrian corridor and at designated intersections. These could include areas for seating, fountains, courtyards, gardens, places to eat, and public art. |

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| S-DT-107 | Create connections along public sidewalks and mid-block connections that link key parks and open spaces and include dispersed recreation opportunities and urban plazas where appropriate. |
| S-DT-114 | Strengthen pedestrian connections between Downtown Park and other Downtown features, such as Bellevue Square, the NE 6 th Street pedestrian corridor, Bellevue Way, Main Street, and Meydenbauer Bay. This will enhance the role of the Park as a major pedestrian destination and as a pedestrian linkage with other areas of Downtown. |
| S-DT-126 | Aggressively pursue local, state, and federal action to implement improved automobile and high occupancy vehicle (HOV) access to and from the Downtown Subarea from I-405 at NE 6 th Street. |
| S-DT-127 | Actively participate in the SR-520 bridge replacement and HOV project. Evaluate access needs in the SR-520 corridor including the recommended new on-ramp at Bellevue Way NE. |
| S-DT-130 | Encourage transit service providers to improve transit connections between Downtown and the city's neighborhoods. |
| S-DT-131 | Work with transit providers to significantly expand transit service, including express bus transit, to Downtown Bellevue to accommodate anticipated increases in ridership. |
| S-DT-132 | Explore ways of providing the most effective transportation services and marketing programs for trips between major retail, office, and transit facilities Downtown, as well as activity areas on the edge of Downtown such as Overlake Hospital. |
| S-DT-133 | Encourage transit service providers to improve transit connections between Downtown Bellevue and other designated urban centers. |
| S-DT-134 | Support transit ridership to Downtown Bellevue by encouraging the regional transit providers to expand Park-and-Ride capacity outside of Bellevue. |
| S-DT-136 | Encourage convenient and frequent transit services and provide incentives for attractive waiting areas in Downtown in recognition that transit extends the range of the pedestrian. |
| S-DT-137 | Coordinate with transit providers to enhance information and incentives available to transit riders and potential transit riders to encourage and facilitate transit use. |
| S-DT-138 | Work with Sound Transit and other regional partners to develop a High Capacity Transit system that connects Downtown Bellevue to other key activity centers. |
| S-DT-139 | Retain the existing odd-numbered streets for vehicular and pedestrian circulation in Downtown. Consider vacating those streets only if such vacation would improve overall circulation in Downtown. |
| S-DT-145 | Promote provision of high occupancy vehicle (HOV) transportation services including transit, carpools, and vanpools to, from, and within the Downtown Subarea. |
| S-DT-146 | Support the Bellevue Downtown Transportation Management Association. |
| S-DT-147 | Support the Downtown Transportation Management Program. |
| S-DT-148 | Minimize Downtown SOV commute trips by coordinating with the Bellevue TMA and transit agencies to provide transit and rideshare incentives, subsidies, and promotional materials to Downtown employers and employees. |
| S-DT-149 | Establish parking requirements specific to the range of uses intended for the Downtown Subarea. |
| S-DT-150 | Develop Downtown parking facilities and systems that are coordinated with a public transportation system and an improved vehicular circulation system. |
| S-DT-151 | Encourage the joint use of parking and permit the limitation of parking supply. |
| S-DT-152 | Evaluate the parking requirements in the Land Use Code and regularly monitor the transportation management program, employee population, parking utilization, parking costs paid by commuters and the percentage of those who directly pay for parking. If monitoring indicates that the use of transit and carpool is not approaching the forecast level assumed for this Plan, revise existing parking and transportation management requirements as needed to achieve forecast mode split targets found in the Transportation Element of the Comprehensive Plan. |
| S-DT-153 | Permit short-term on-street parking on Downtown streets if such action does not create significant traffic problems. |
| S-DT-154 | Initiate a public/private comprehensive examination of short-term parking problems Downtown, and develop a work plan to implement solutions. |
| S-DT-155 | Utilize quantitative measures to analyze the short-term parking supply for neighborhood-scale retail and services, and implement parking management strategies or increase the parking supply as appropriate, and as resources allow. |
| S-DT-156 | Investigate allowing Downtown developers to pay a fee into a "pool" in lieu of providing parking on-site. Pooled funds would be used to provide short-term public parking where it is in shortest supply. Land Use Code amendments would be required to provide for the collection and administration of a fee in lieu of parking program. |
| S-DT-157 | Explore opportunities to implement a parking guidance system to more efficiently utilize the Downtown parking supply. |
| S-DT-158 | Provide for the needs of bicycles and pedestrians in the design and construction of new facilities in Downtown, especially in the vicinity of the Transit Center, along the NE 6 th Street pedestrian corridor, and on 106 th Avenue NE where on-street parking and/or wider sidewalks may be appropriate. |
| S-DT-159 | Enhance the mobility of pedestrians and bicyclists Downtown by improving signals and crosswalks at intersections and mid-block locations. |
| S-DT-160 | Improve the pedestrian experience by providing street trees and other landscaping in sidewalk construction, especially along the edges of Downtown. |
| S-DT-161 | Provide safe and convenient pedestrian linkages to adjacent neighborhoods to the north, south and west of Downtown, as well as across I-405 to the east. |
| S-DT-162 | Provide pedestrian linkages through superblocks that help create a finer-grained pedestrian network. |

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| S-DT-163 | Designate and enhance bicycle routes through Downtown to create a more pleasant and safe environment for bicycling. |
| S-DT-164 | Encourage developers and owners of Downtown buildings to provide long-term bicycle parking and storage for employees and short-term bicycle parking for visitors. |
| S-DT-165 | Implement the transportation facility improvements listed in Table 1 and shown on Figures B and C. (See <i>City of Bellevue Comprehensive Plan</i> for table and figures.) |
| S-DT-166 | Aggressively work with King County-Metro, Sound Transit, and the Washington State Department of Transportation, and the Federal Highway Administration to implement the adopted capital facility component in this Plan |
| S-DT-167 | Annually review the progress of improvement projects and phasing. |
| S-DT-168 | Support programs to meet air quality standards including the continuation and expansion of the state vehicle emission inspection and maintenance program. |
| S-DT-169 | Consider physical design treatments to reduce noise in residential neighborhoods before a major street construction program is implemented. |
| Economic Development Element | |
| ED-15 | Cooperate and coordinate with local and regional government and economic agencies to implement the countywide economic development policies. |
| ED-17 | Recognize the economic development benefits of city and private sector investments in urban amenities like arts and culture, open space and recreational facilities, and high quality urban design. Strengthen the city's assets in these areas as an explicit component of the city's economic development strategy. |
| ED-19 | Maintain and update integrated land use and transportation plans to guide the future of the city's major commercial areas and help them respond to change. |
| ED-20 | Encourage economic development in designated locations through a mix of incentives, regulations, and strategic investments that support the city's adopted plans. |
| ED-21 | Continue to identify, construct and maintain infrastructure systems and facilities required to promote and sustain a positive economic climate. Anticipate needs and coordinate city infrastructure investments with economic development opportunities. |
| Land Use Element | |
| LU-2 | Support the state Growth Management Act by developing and implementing a land use vision that is consistent with the GMA goals, the regional Vision 2020, and the King county Countywide Planning Policies. |
| LU-3 | Accommodate growth targets of 10,117 additional households and 40,000 additional jobs for the 2001 - 2022 period. These targets represent the city's commitment to develop the zoning and infrastructure to accommodate this level of growth; they are not a commitment that the market will deliver these numbers. |
| LU-5 | Ensure enough properly zoned land to provide for Bellevue's share of the regionally adopted demand forecasts for residential, commercial, and industrial uses for the next 20 years. |
| LU-7 | Support inclusion of residential uses in commercial districts where compatibility can be demonstrated. |
| LU-8 | Adopt and maintain policies, codes, and land use patterns that promote walking in order to increase public health. |
| LU-28 | Support Downtown's development as an Urban Center, maintaining it as the financial, retail, and business hub of the Eastside. |
| LU-29 | Strengthen Downtown as the primary commercial area to provide local goods and services to the surrounding neighborhoods and to the residents and employees within the district. |
| LU-30 | Encourage the development of housing within the Downtown including units targeted to workers who are expected to fill jobs to be created in the Downtown over the next decade. |
| Housing Element | |
| HO-14 | Encourage housing development Downtown including innovative, affordable housing. |
| HO-29 | Encourage the building of affordable housing Downtown. |
| Environmental Element | |
| EN-9 | Promote and lead education and involvement programs to raise the public awareness about environmental issues, advocate respect for the environment, and demonstrate how individual actions and the cumulative effects of a community's actions can create significant improvements to the environment. |
| EN-17 | Establish land use regulations that limit the amount of impervious surface area in new development and redevelopment city-wide. |
| EN-18 | Implement land use incentives to minimize the amount of impervious surface area below that allowed through prescriptive standards, in new development, redevelopment, and existing development city-wide. |
| EN-79 | Work with the private sector to reduce growth in vehicle trips as a key strategy for reducing automobile-related air pollution. |
| EN-80 | Implement transportation projects that provide significant air quality improvements to areas with existing air quality problems, even where the project does not bring all locations up to adopted standards, provided that the project is the best feasible solution and it significantly improves the air quality at each substandard location. |
| Urban Design Element | |
| UD-4 | Ensure that development relates, connects, and continues design quality and site functions from site to site. |
| UD-5 | Include accessible and attractive places for the general public, employees and visitors to wait, to be outdoors, or to socialize in more intensive commercial development. Less intensive commercial development should include such places for employees and visitors. |
| UD-6 | Design buildings located on the edge of public places using materials, forms, details and other architectural elements that will enrich the appearance of the places and encourage people to use them. |

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| UD-11 | Encourage architectural elements that provide for both rain cover and access to sunlight in pedestrian areas. |
| UD-28 | Develop a public signage and wayfinding system throughout the city that reinforces the identity of Bellevue and its distinct neighborhoods. |
| UD-29 | Provide a system of public places of various sizes and types throughout the community. |
| UD-30 | Ensure public places give access to sunlight, a sense of security, seating, landscaping, accessibility, and connections to surrounding uses and activities. |
| UD-38 | Ensure continuous and ample sidewalks along principal, minor, and collector arterials which are integrated with abutting land uses. |
| UD-39 | Include clear and ample walkways from street sidewalks and parking areas to building entrances and within and between developments as a part of site design. |
| UD-40 | Ensure that sidewalks, walkways, and trails are furnished, where needed and appropriate, with lighting, seating, landscaping, street trees, trash receptacles, public art, bike racks, railings, handicap access, newspaper boxes, etc. without interfering with pedestrian circulation. |
| UD-41 | Design vehicular and pedestrian routes to be visually appealing connections between different parts of Bellevue. |
| UD-43 | Provide clear and identifiable circulation systems into and through Bellevue's large commercial blocks to improve pedestrian activity. |
| UD-47 | Work closely and cooperatively with the regional transit provider in the planning and design of any transit facility to ensure that the design of the facilities reflect the general character of Bellevue and the surrounding neighborhoods. |
| UD-48 | Encourage site and building designs that support and connect with existing or planned transit facilities in the vicinity. |
| UD-54 | Give identity and continuity to street corridors by using a comprehensive street tree plan and other landscaping to enhance circulation routes, soften the appearance of pavement and separate pedestrians from traffic. |
| UD-57 | Allow buildings to be sited at or near the public sidewalk as long as the full sidewalk potential is not diminished. |
| UD-67 | Enhance the appearance, image, and design character of the Downtown to be an inspiring place to live, shop, play, and work. |
| UD-69 | Develop a functional and attractive Downtown which is harmonious with adjacent neighborhoods by considering the impacts of through-traffic, views, building scale, and land use. |
| UD-71 | Permit high intensity residential development subject to design criteria which assures a livable urban environment. |
| UD-72 | Link the increased intensity of development with the increased pedestrian amenities, pedestrian-oriented building design, midblock connections, public spaces, activities, openness, sunlight, and view preservation. |
| UD-73 | Create a pedestrian environment with a sense of activity and protection. |
| UD-75 | Use urban design features to soften the public right-of-way and sidewalk environment as appropriate. These features include, but are not limited to, street trees, landscaping, water features, raised planter boxes, potted plantings, pedestrian-scaled lighting, street furniture, paving treatments, medians, and the separation of pedestrians from traffic. |
| Pedestrian and Bicycle Transportation Facilities Plan | |
| PB-12 | Increase the accessibility to transit by pedestrians. |
| PB-13 | Facilitate the use of transit by bicyclists. |
| PB-15 | Construct sidewalks on both sides of arterials or streets that serve transit, or are built in conjunction with new development. An alternative may be appropriate if terrain, lack of right-of-way or local conditions makes it prohibitive or undesirable. The type of pedestrian facilities on all other streets should be considered on a case by case basis. |
| PB-18 | Internal pedestrian circulation systems shall be provided within and between existing, new or redeveloping commercial, multi-family or single family developments, and other appropriate activity centers, and shall conveniently connect to frontage pedestrian systems and transit facilities. |
| PB-19 | Require new or redeveloping properties to provide bicycle parking and other facilities to encourage the use of bicycles. |
| PB-30 | Periodically review and update the Mobility Management Matrix included in the Comprehensive Plan to ensure appropriate and achievable pedestrian and bicycle mobility targets. |

Appendix B: Mode Share Survey Origin Zones

