



DATE: March 6, 2008

TO: Transportation Commission

FROM: Jen Benn, Program Manager
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SUBJECT: Transportation Demand Management Program Overview

In response to questions during your February 28th meeting, the Transportation Demand Management (TDM) team will be present at your March 13th meeting to provide an overview of the TDM program. The presentation will highlight the newly funded Growth and Transportation Efficiency Center for Downtown Bellevue.

TDM programs combine social marketing, incentives, provision of system amenities, and other techniques to decrease the number of drive alone trips on the transportation system, which increases network efficiency and improves air quality by reducing emissions.

Current TDM Program Elements and Funding

Prior to 2007, TDM program efforts invested in a building-centric outreach concept downtown and short term “commute clubs” that provided incentives for trying a new mode. During 2007 staff reassessed the program’s direction and created two mid-term plans that shifted the focus of the TDM investments toward employers and support of longer term behavior shifts by individuals.

At your March 13th meeting, staff will briefly outline the current program elements and how the base funding in CIP Plan No. PW-R-87 (Transportation Demand Management) is leveraged to maximize staff efforts as summarized in the following table.

Program Element	R-87	State CTR	King County CMAQ	State I-405	State GTEC
Citywide Choose Your Way Brand/Web	P		L		
Citywide Commute Trip Reduction	L	P			
Downtown Market Enhancement	L		P		
Downtown I-405 Mitigation	L		L	P	
Downtown GTEC	L		L	L	P
Transportation Management Program	P				

P = Primary Funding Source L = Leveraged as Match

Commute Trip Reduction

In 1993 Washington State adopted the Commute Trip Reduction Act, which required employers with more than 100 workers commuting to work between 6 – 9 a.m. to decrease the number of drive alone commuters and vehicle miles traveled to the site. Employers were required to make a good faith effort to achieve graduated performance benchmarks ending in a 35 percent reduction in drive alone trips after twelve years.

To assist employers in meeting these goals, the City contracts with King County CTR Services to support the implementation of a customized suite of commute benefits at each site. The city has also offered a mini-grant program for companies to provide programs and incentives over their base programs.

Of the current 61 Bellevue CTR sites, three achieved all performance goals; 17 achieved at least one of the benchmarks; 20 met no goals; and 21 were new sites since 1993. Overall, the good faith efforts of Bellevue CTR companies affected by the 1993 law achieved an average 10.7 percent decrease in drive alone rate, which was the second largest decrease in the county. (Seattle CTR sites achieved an average 12.7 percent decrease). As a result of the 1993 law, the city's CTR program removed an estimated 1,364 annualized vehicle trips from local and regional roadways.

In 2006, the state legislature enacted the CTR Efficiency Act, which focused resources on areas with the most congested state highways. As part of the law, the city was required to update its CTR Plan to describe how it will achieve the new goals of a 10 percent decrease in drive alone trips and a 13 percent decrease in vehicle miles traveled by 2011. At your March 13th meeting, staff will highlight planned investments and funding constraints associated with the CTR program.

Growth and Transportation Efficiency Center

The 2006 CTR Efficiency Act included an option for jurisdictions to develop a GTEC to serve centers with increasing employment and residential densities. In 2007, the city completed a four-year GTEC plan focused on downtown (supporting the regional growth center designation under the Growth Management Act) and received \$300,000 in state funding for the first biennium (2007-2009) efforts. The grant will allow the city and its partners to implement a comprehensive, long-term TDM strategy for the downtown that targets small employers (companies with less than 100 employees comprise 98 percent of downtown employers), their employees, and other key downtown populations, such as residents. Council is expected to adopt the GTEC plan and accept the state grant at its March 10, 2008 meeting.

The GTEC represents the next step in the evolving downtown TDM program. In 2005 and 2006, the city invested in an analysis of the downtown TDM market and helped to strengthen TransManage, the downtown Transportation Management Association (TMA). The GTEC plan and grant allow the city and its TDM partners to build on this

market knowledge and utilize TransManage effectively as a public-private liaison in order to implement a wide-ranging downtown TDM program.

At your March 13th meeting, staff will detail how existing downtown efforts will be leveraged with the GTEC grant to reduce 5,000 trips from the downtown street grid and highway access points by 2011.

Future TDM Program Considerations

At your March 13th meeting, staff will also explain plans and challenges for the next ten years of the city's TDM program, including:

- Freezing of state CTR funding, which has meant a greater than 10 percent reduction in per site funding in Bellevue;
- Planned growth in the city's other activity areas, especially along the Bel-Red corridor, which necessitates the creation of a citywide TDM strategic plan;
- Transit ridership in Bellevue has been increasing and in many travel corridors transit capacity is not keeping up with demand; and
- Current staffing levels should be evaluated if intended to support multiple TMAs and citywide TDM efforts.

Staff looks forward to sharing the TDM program's successes and opportunities with you. In the meantime, if you have any questions, contact Jen Benn at 425-452-4270 or jbenn@bellevuewa.gov.