



MEMORANDUM

DATE: June 25, 2009

TO: Transportation Commission

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SUBJECT: Citywide Transportation Demand Management Plan

Purpose

On July 9, staff will introduce a new work program initiative, a Citywide Transportation Demand Management (TDM) Plan, and provide details about the anticipated plan development process, timeline, goals, and deliverables for the plan. Staff welcome Transportation Commission input or feedback on the draft scope of work and plan development process.

Background

The City has adopted 2005 mode split targets for the City's major employment areas. Periodic mode share surveys provide a metric indicating progress towards these targets. The table below shows a comparison of recent mode share survey results in relation to 2005 targets.

	Non-Drive-Along Mode Shares			
	2002	2005	2008	2005 Target
Downtown Bellevue	32%	29%	39%	40%
Bel-Red / Northup MMA 4	20%	26%	19%	25%
Crossroads	19%	17%	15%	25%
Eastgate	26%	23%	27%	35%
Factoria	15%	21%	31%	20%
New Bel-Red MMA 12			15%	

To meet these targets, the City has, for many years, partnered with King County Metro and TransManage to implement Transportation Demand Management (TDM) strategies in order to mitigate congestion and observe state Commute Trip Reduction (CTR) regulations. Although these strategies were and continue to be effective, there was no short-term or long-term planning horizon for TDM activities. Concurrent with a sharp increase in downtown development, the City in 2007 developed and began implementing a cohesive 4-year "Connect Downtown" TDM plan under the State Growth & Transportation Efficiency Center framework. Partially due to the successes of this Downtown plan, staff intends to develop a 10-year TDM plan for the rest of the city. The attached draft scope of work is for the development of this Citywide TDM plan.

Project Goals

- Clarify the relationship between TDM and the overall mobility goals (by subarea). As feasible, show link between TDM and potential concurrency measurements.
- Identify any current constraints in commute/mobility options (by subarea) and determine what measures, if any, might be effective in facilitating increase in commute/mobility options. Analyze the need to address all trips versus only commute trips.
- Identify appropriate and feasible strategies to reduce drive-alone travel by subarea.
- Identify and quantify relationship between TDM and reduction in environmental pollutants, including reduction in greenhouse gas emissions.

Project Costs and Duration

Associated with the 2009-2015 CIP update, the City TDM program (CIP PW-R-87) was allocated an extra \$30,000 in capital funds to support development of a Citywide TDM Plan. The primary staff resource for plan development will be a Limited Term Employee committed in part to develop the plan. In addition, a mode share analysis of the Wilburton subarea may be warranted, at a cost roughly estimated to be \$3000. No other significant expenses are anticipated. The time period for this work is approximately 6-8 months, between July 2009 and March 2010.

Work Products

- TDM Plan document with analysis of various subareas and implementation plan with details of TDM implementation strategies for each.
- Recommended updates to Comprehensive Plan Mode Split Targets and, as warranted, to Comprehensive Plan policies.
- Vehicular greenhouse gas reduction analysis to support applicable community greenhouse gas reduction plan.

Next Steps

Staff intend to return to the Transportation Commission with periodic updates about the project, particularly during the public involvement phase.

Attachments

1. DRAFT Scope of Work for Citywide Transportation Demand Management Plan

Attachment 1 – DRAFT Scope of Work for Citywide Transportation Demand Management Plan

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SECTION 1 - PROJECT INFORMATION

1. PROJECT BACKGROUND

The City has adopted policies¹ and a history of programmatic efforts 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. In order to accomplish these goals and abide by adopted roadway levels of service and associated state concurrency requirements, the city has adopted targets in the Comprehensive Plan for the proportion of commute trips to occur by non-drive-alone modes, shown in the “mode split” table below.

*Table TR.1 Area Mobility Targets
(reference Policies TR-21, TR-36)*

AREA	ROADWAY (Area Average Level of Service) See TABLE TR.2 for Descriptions	MODE SPLIT INCLUDING RIDESHARING (% commute trips by modes other than SOV)	
		2002	2005 Target
REGIONAL CENTER			
3 - Downtown	E+	32	40
MIXED COMMERCIAL RESIDENTIAL AREAS			
4 - Wilburton	D		
5 - Crossroads	D-	19	25
10 - Eastgate	D	26	35
12 - Bel-Red	E+	20	25
13 - Factoria	E+	15	20
RESIDENTIAL GROUP 1*			
1 - N. Bellevue	D+	N/A for residential areas	
7 - S. Bellevue	D+		
8 - Richards Valley	D+		
9 - E. Bellevue	D+		
RESIDENTIAL GROUP 2*			
2 - Bridle Trails	C	N/A for residential areas	
6 - NE Bellevue	C		
11 - Newcastle	C		
14 - Newport	C		

* Groupings based on street patterns, transit serviceability, topography, development patterns, & land use objectives (see Policy TR-21).

Excerpted from Bellevue Comprehensive Plan, Transportation Element.

Periodic mode share surveys provide a metric indicating progress towards these targets. The table below shows a comparison of recent mode share survey results in relation to 2005 targets.

¹ TR-4; TR-6; TR-8 through TR-12; TR-14; TR-17; TR-18; TR-22; TR-23; TR-37; TR-38; TR-54; TR-55; TR-76; TR-84; TR-119; EN-75; S-BR-24; S-CR-33; S-DT-122; S-DT-132; S-DT-145 through S-DT-148; S-DT-151; S-DT-152; S-DT-164; S-EG-13; ETP-16, ETP-17; ETP-18; PB-26; PB-27

	Non-Drive-Along Mode Shares			
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The City has, for many years, partnered with King County Metro and TransManage to implement Transportation Demand Management (TDM) strategies in order to mitigate congestion and observe state Commute Trip Reduction (CTR) regulations. Although these strategies were and continue to be effective, there generally has not been a long- or medium-term analysis to guide TDM work nor an implementation plan for TDM activities. In 2007, concurrent with a sharp increase in downtown development, the City began development and implementation of a cohesive 4-year TDM plan for the downtown, under the framework of the State Growth & Transportation Efficiency Center program. Partially due to the successes of this 4-year “Connect Downtown” plan, the City decided to develop a 10-year TDM plan for downtown and the rest of the city. The following scope of work is for the development of this citywide TDM plan.

2. PROJECT GOALS

This project is intended to produce a citywide TDM plan resulting in the following improvements:

- A. Clarify the relationship between TDM and the overall mobility goals (by subarea). As feasible, show link between TDM and potential concurrency measurements.
- B. Identify any current constraints in commute/mobility options (by subarea) and determine what measures, if any, might be effective in facilitating increase in the provision and use of commute/mobility options. Analyze the need to address all trips versus only commute trips.
- C. Identify appropriate and feasible strategies to reduce drive-alone travel by subarea.
- D. Identify and quantify relationship between TDM and reduction in environmental pollutants, including reduction in greenhouse gas emissions.

3. PROJECT COSTS

Associated with the 2009-2015 CIP update, the City TDM program (CIP PW-R-87) was allocated an extra \$30,000 in capital funds to support development of a Citywide TDM Plan. The primary staff resource for plan development will be a Limited Term Employee committed in part to develop the plan. In addition, a mode share analysis of the Wilburton subarea may be warranted, at a cost roughly estimated to be \$3000. No other significant expenses are anticipated. The time period for this work is approximately 6-8 months, between July 2009 and March 2010.

4. WORK DURATION

The time period for this work is approximately 6-8 months.

5. TASKS

The development of the citywide TDM plan will be the responsibility of the City's TDM

workgroup. The project manager will:

- A. Document current City policies and practices relating to TDM and review existing subarea and transportation facility plans for relevant information. Identify policy and planning gaps, if any.
- B. Research other TDM plans and best practices at local and national jurisdictions. Determine applicability of methods and strategies to Bellevue, and incorporate as appropriate.
- C. Coordinate with the Transportation Commission and engage stakeholders.
- D. Determine mode split objectives for each subarea. Consider traffic modeling results, commuter versus non-commuter trips, current and planned multi-modal infrastructure, and parking supplies for each subarea when determining objectives.
- E. Identify potential strategies and propose implementation timelines for each sub-area.
- F. Draft a citywide TDM plan with a 2020 (10-year) horizon.
- G. Coordinate development of the citywide TDM plan with the Transportation Commission and appropriate stakeholder involvement. Identify public involvement strategies, document comments, and incorporate input as appropriate.
- H. As warranted, present plan for council consideration or prepare elements for integration into the City Comprehensive Plan or other City documents or codes.

6. WORK PRODUCTS

- A. TDM Plan document with analysis of various subareas and implementation plan with details of TDM implementation strategies for each.
- B. Recommended updates to Comprehensive Plan Mode Split Targets (Table TR.1) and, as warranted, to Comprehensive Plan policies.
- C. Vehicular greenhouse gas reduction analysis to support applicable community greenhouse gas reduction plan.

7. ADDITIONAL PROJECT INFORMATION

Project will coordinate with the concurrent work conducted by the Environmental Stewardship Initiative project team and, as feasible, with potential work that may be underway to modify the City's LOS/Concurrency measurement scheme.

To determine appropriate mode share targets, the assistance of staff in the Traffic Modeling workgroup and the Planning and Community Development department, staff from King County Metro (e.g. rideshare operations, service planning, market development), and Sound Transit staff (e.g. transit/light rail forecast) may be necessary to obtain the following essential data:

- Employment growth forecasts for horizon and possibly interim year(s).
- Employment patterns (e.g. small/large business comparison) for baseline, horizon, and possibly interim year(s).
- Concurrency analyses for horizon and possibly interim year(s).
- Regional travel patterns for baseline, horizon, and possibly interim year(s).
- Multi-modal (transit, rideshare, bicycle, pedestrian) service capacity and quality for baseline, horizon, and possibly interim year(s).
- Land use and demographic patterns for baseline, horizon, and possibly interim year(s).

- Potential funding mechanisms.
- Employee parking capacities for baseline, horizon, and possibly interim year(s).

SECTION 2 - PROJECT MANAGEMENT

1. PROJECT MANAGER

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