

presentation to **Transportation Commission**

Bellevue Transportation Demand Management “TDM” Program Overview and 2015 Initiatives

May 14, 2015

Tonight's Discussion

1. TDM – What it is and why we do it
2. Current TDM Initiatives
 - a. 2014 TDM Progress Report
 - b. Commute Trip Reduction Plan Update
 - c. Federal TDM Grant Funding Scope of Work

Forthcoming at June 11 Commission Meeting
2015-2023 Bellevue TDM Plan

What is TDM?

- Increase the use of: *transit, carpooling, vanpooling, walking, biking, teleworking, flexible work hours, and compressed work weeks.*
- TDM emphasizes the movement of *people*, rather than vehicles.



MAY IS BIKE MONTH

Find out what bike events are happening in Bellevue!

Why do we do TDM?



City of Bellevue
GIS Services

Average Annual Weekday Traffic

Downtown Transportation Plan Update

Legend

Traffic counts for 1991 and 2010 to give reference

1991 ——— 2010

Year of traffic count (span of data is 20 yrs)

Note:
Data values at "0" on the graph are missing data or no-data for that particular year.

0 100 200 300 400 500 600 700 800 900 Feet

Source: City of Bellevue

Role of TDM at the City

- Builds the market for transit and nonmotorized modes
- Supports transportation initiatives
 - *Transit Master Plan, Pedestrian & Bicycle Implementation Initiative, and other City transportation activities*
- Improves overall system efficiency by reducing demand

Your Company's Free Parking Lots Make Traffic Worse

By MARCIE SILLMAN & HANNAH BURN · APR 28, 2015


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File photo of traffic on Seattle's Ship Canal Bridge.

FLICKR PHOTO/LONNON FOSTER (CC-BY-NC-ND)

 Listen
5:14

**your membership
supports**

<http://kuow.org/post/your-companys-free-parking-lots-make-traffic-worse>

Bellevue TDM Program Update/ May 14, 2015/ TDM OVERVIEW

TDM Progress Report

- 2014 is first iteration
- Purpose of TDM in Bellevue
- Bellevue TDM programs and results
- Other key metrics (*transit ridership, American Community Survey commute data*)



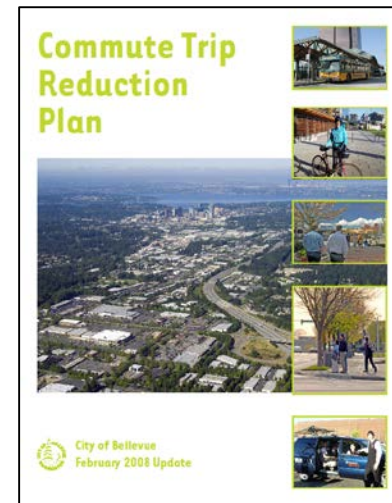
Bellevue's Commute Trip Reduction "CTR" Plan Update

General Program Information

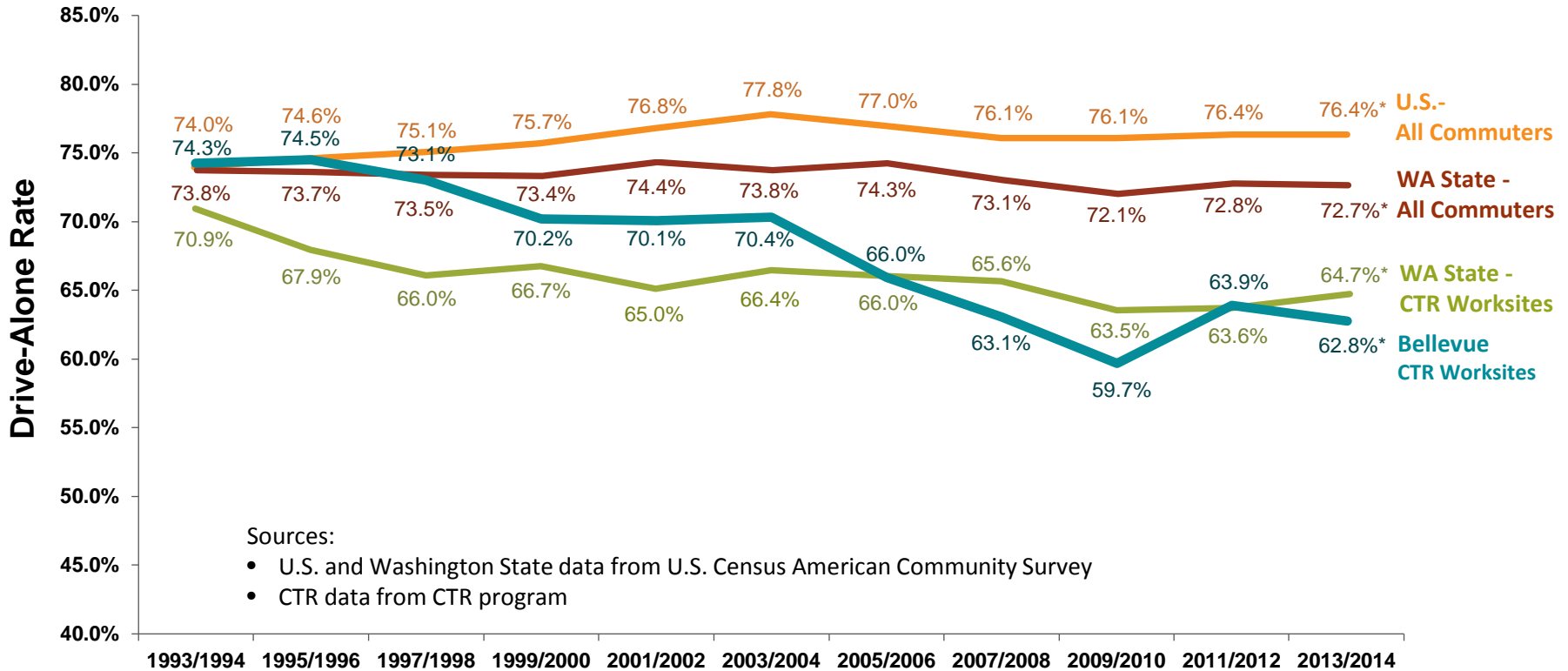
- State law and city ordinance prescribe activities; state provides funding to implement
- Employers with 100+ full-time employees required to conduct programs, report and measure
- 55 worksites in Bellevue (35,000 employees)
- City assists worksites with conducting programs and meeting requirements (via services contract with Metro)

Current Plan Update

- Plan update required this year by state (for 2015-2019)
- State-provided format includes strategy narrative and measurement methodology



Performance – National & State Context

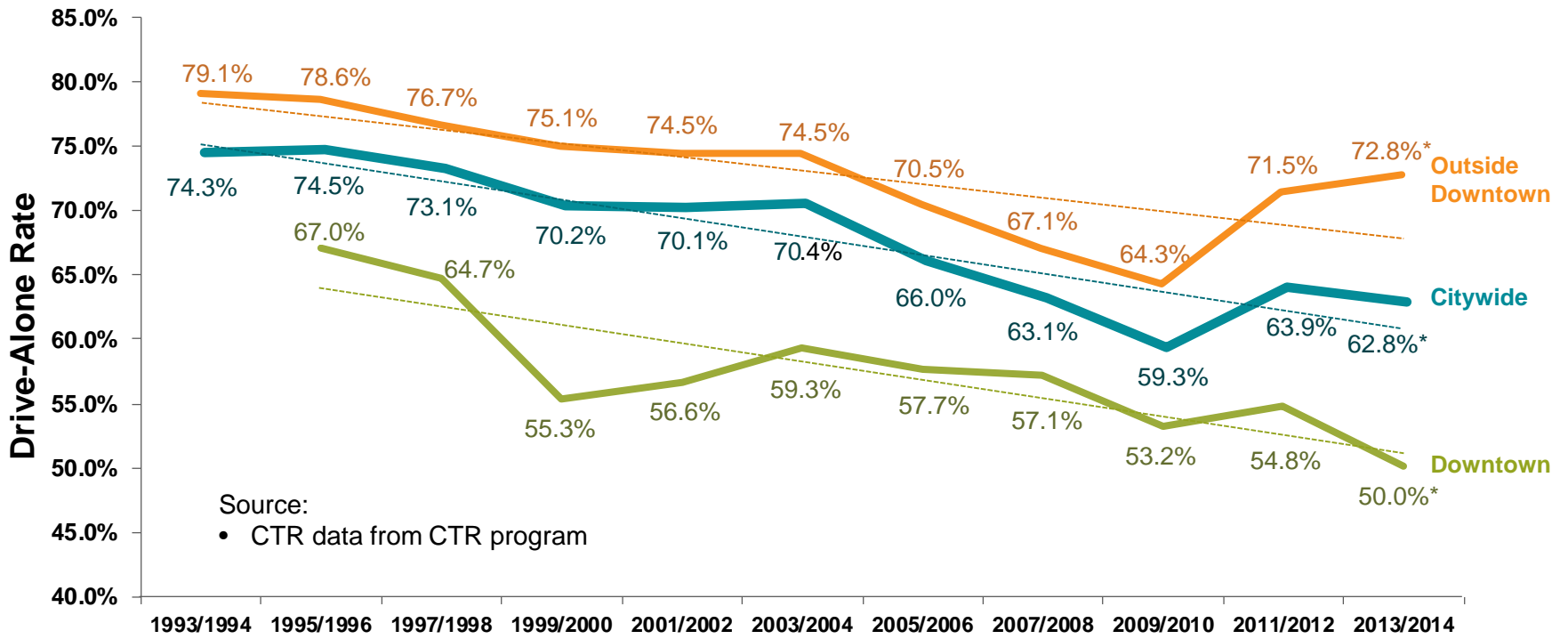


Sources:

- U.S. and Washington State data from U.S. Census American Community Survey
- CTR data from CTR program

* Preliminary data

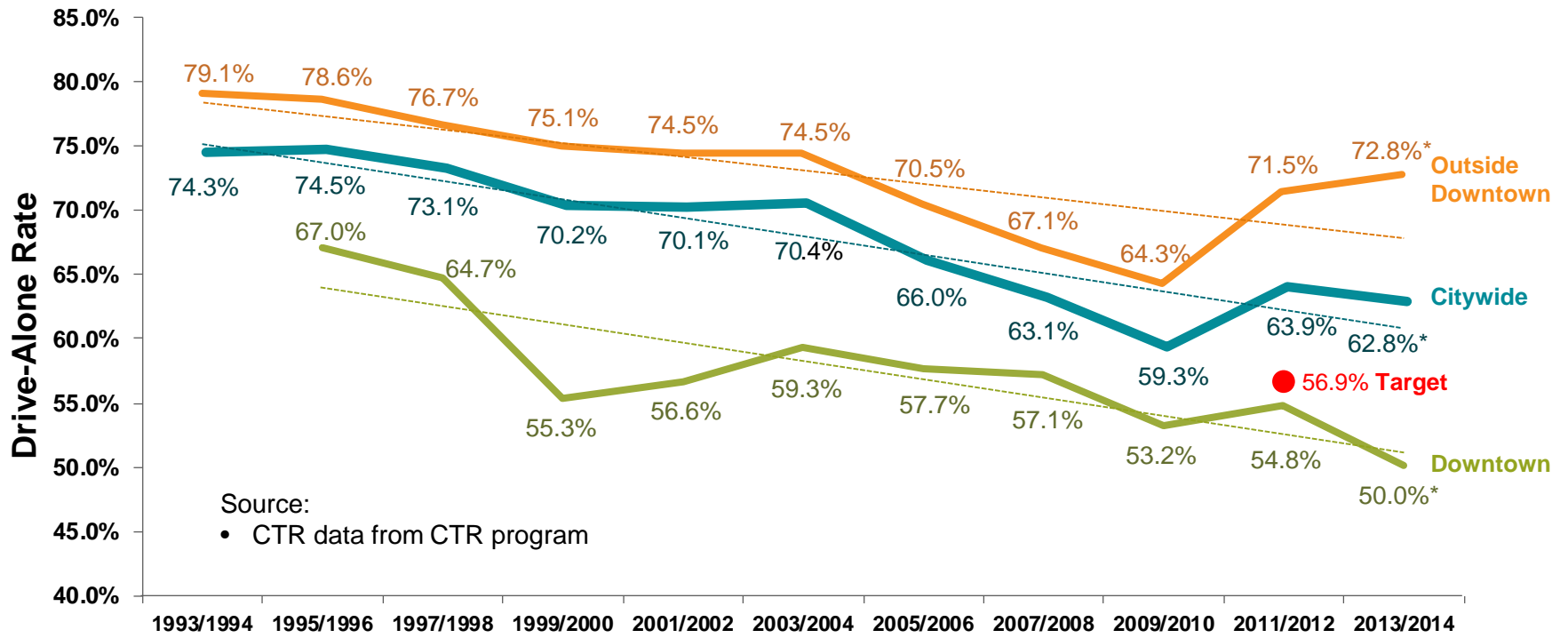
Performance – Bellevue



Source:
 • CTR data from CTR program

* Preliminary data

Performance + Target

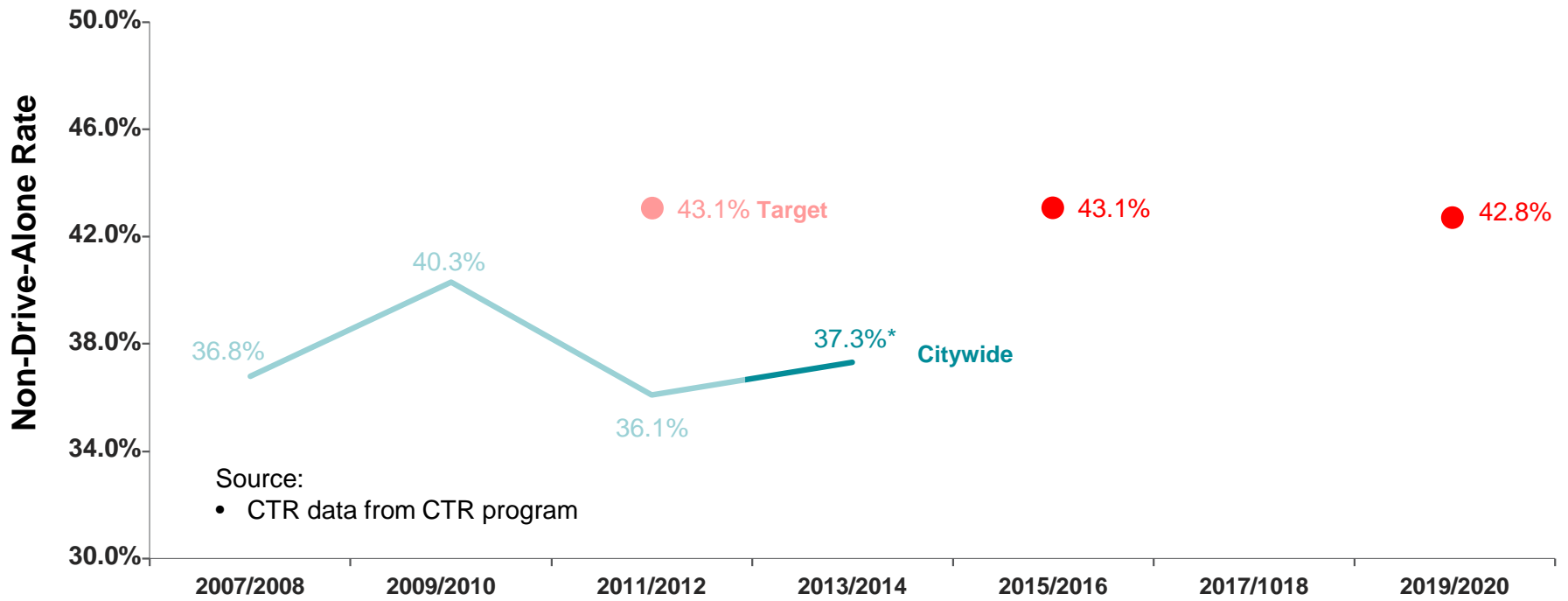


Source:
 • CTR data from CTR program

* Preliminary data

New Target - Bellevue CTR Worksites

Percent of commute trips by non-drive-alone travel ("NDAT")

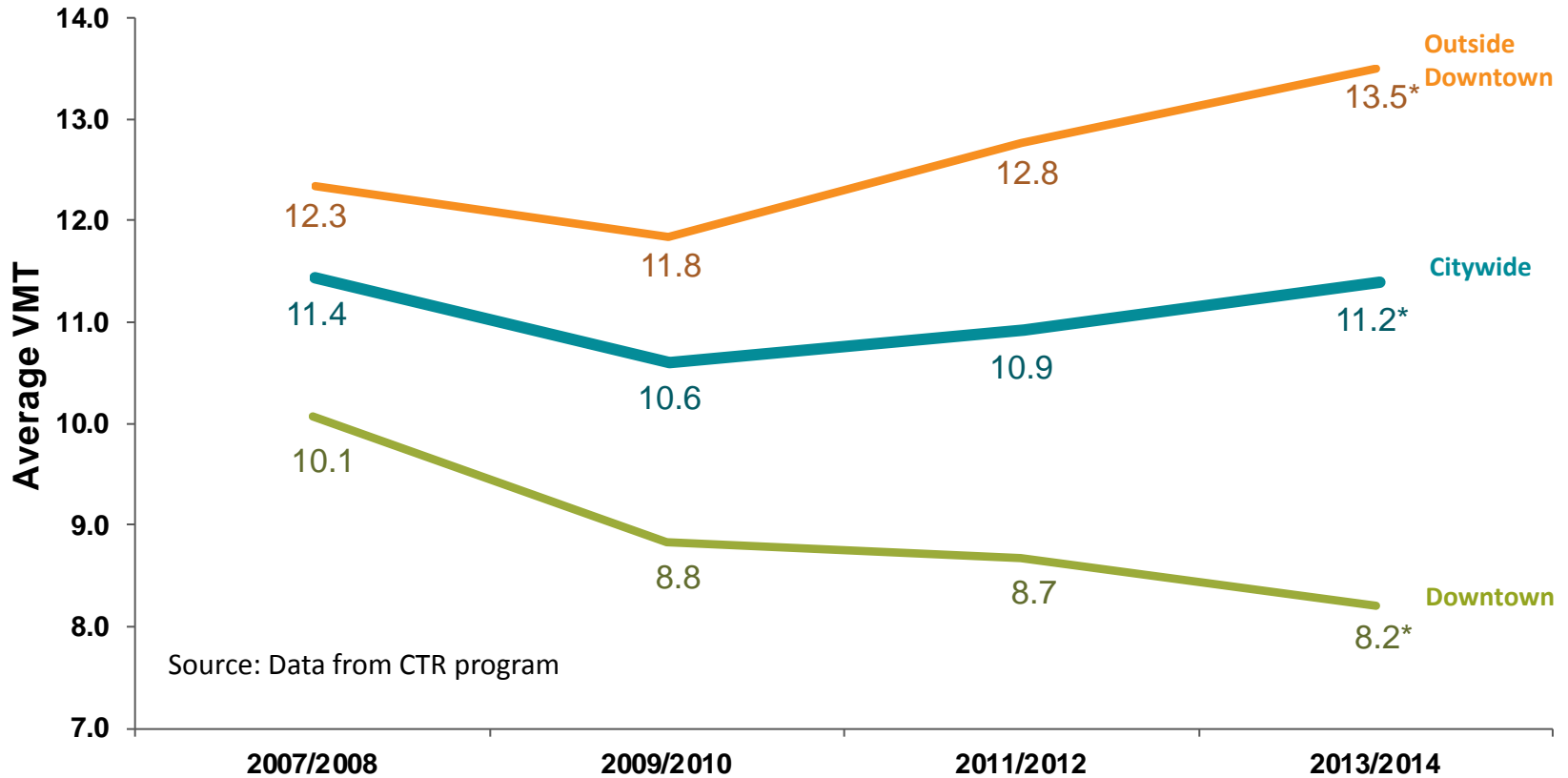


Source:
 • CTR data from CTR program

* Preliminary data

Performance - Vehicle Miles Traveled

Average VMT per employee, one way

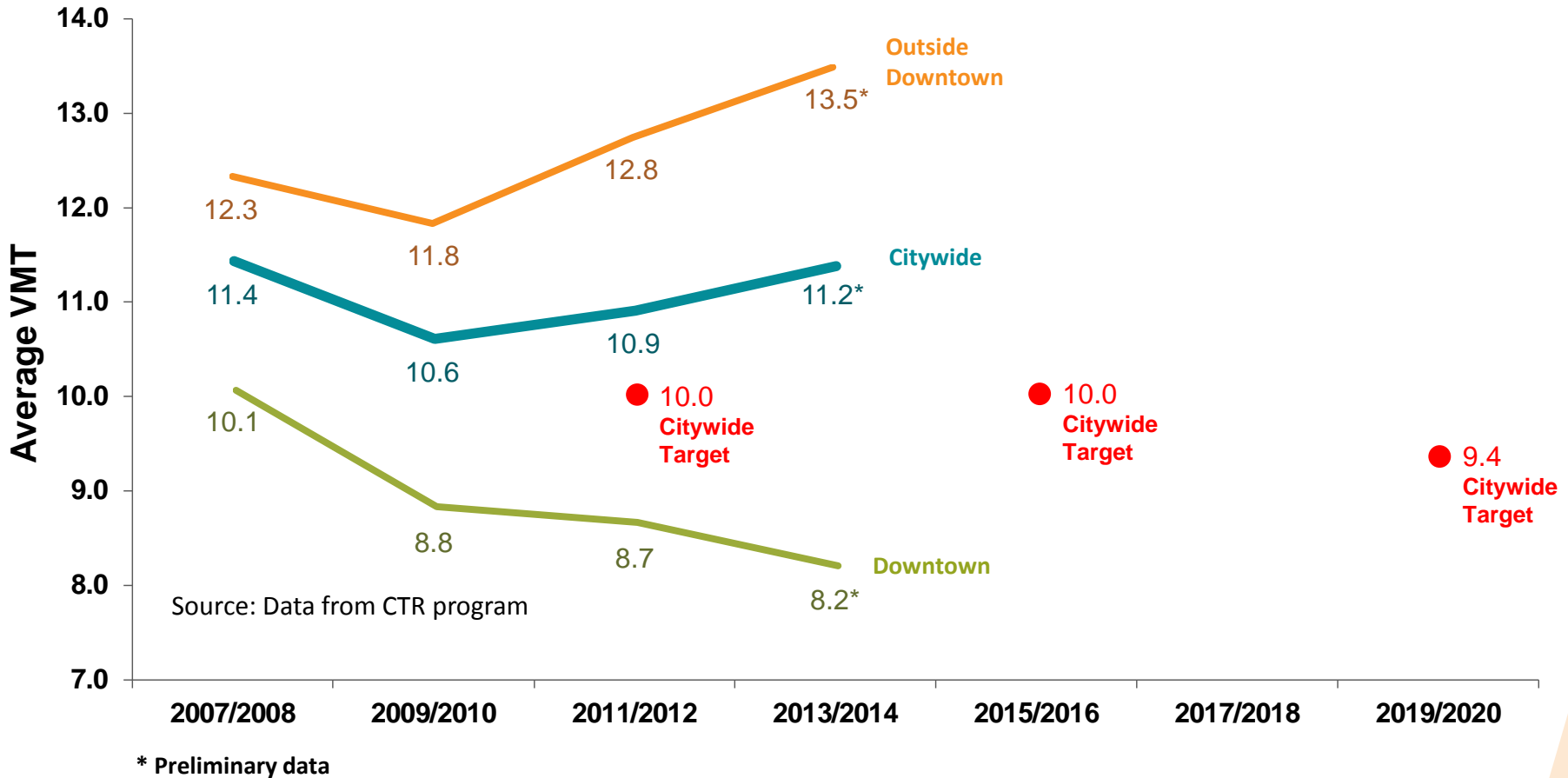


Source: Data from CTR program

* Preliminary data

Vehicle Miles Traveled (VMT)

Average VMT per employee, one way



Implementation Strategies

- Assist worksites with reducing commute trips and compliance with law/ordinance:
 - Designate employee transportation coordinator
 - Develop and implement a worksite CTR program
 - Measure non-drive-alone travel and vehicle miles traveled every two years
 - Report on elements of program
- Provide additional services and training
- Research to identify barriers to success, particularly outside of downtown

Timeline/Next Steps

- City submitted draft plan to PSRC March 31
- State CTR Board slated to approve plans at their June 26 meeting
- Staff will bring plan before Council in September (when accepting next round of state CTR funding)
- City has informed state CTR staff that the plan requires a city approval process

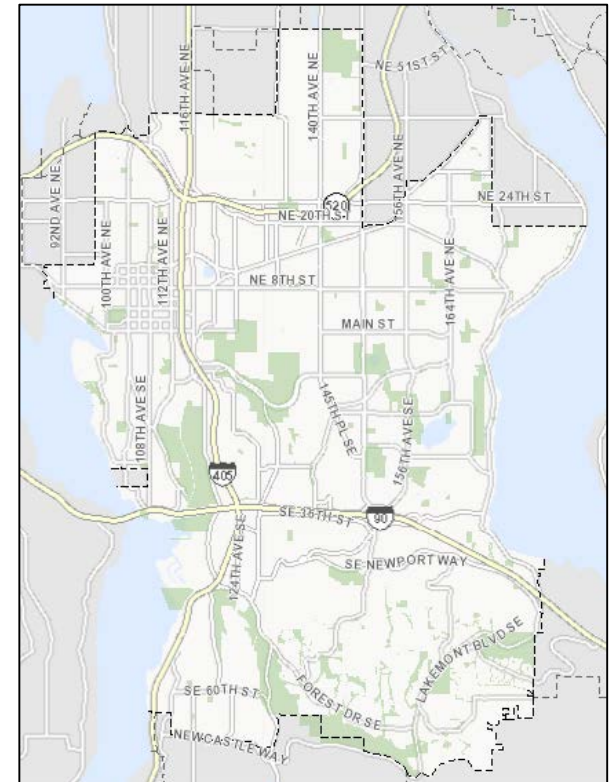
Comments/Questions on CTR Program or Plan Update?

Federal TDM Grant Funding Scope of Work

- Two grants for TDM in Puget Sound Region
- Grant program: Congestion Mitigation & Air Quality (CMAQ)
- WSDOT is primary recipient, passing funds to jurisdictions
- Total amount for Bellevue: \$456,364
- Timing: mid 2015 – end of 2018

Geography and Audiences

- Geography: Citywide
- All audiences:
 - Employers
 - Property managers
 - Workers/students
 - Residents
- All trip types:
 - Commute and non-commute
 - Peak and non-peak



Scope of Activities

- Suite of TDM activities including:
 - Employer/property outreach to encourage trip reduction activities for their employees/tenants

COMMUTEADVANTAGE

- Outreach to individuals to raise awareness and encourage use of non-drive-alone modes



- Research



Next Steps for Federal Grant Funding

- July Council action:
 - Accept grant funds
 - Contract for program services and outreach
- August – start implementation
 - Potential additional contract for research and/or program design

June Meeting

- 2015-2023 Bellevue TDM Plan

- Questions?
- Contact Information
 - Kate Johnson
 - kmjohnson@bellevuewa.gov
 - 425-452-7896
 - Michael Ingram
 - mingram@bellevuewa.gov
 - 425-452-4166