

August 7, 2017

CITY COUNCIL AGENDA MEMORANDUM

SUBJECT

Ordinance 1) authorizing execution of an Interlocal Agreement (and supplements if necessary) with King County Metro (KCM) for acceptance of \$200,000 in pass-through grant funds from KCM for the citywide Transportation Demand Management (TDM) Implementation Program; 2) amending the 2017-2018 Operating Grants, Donations and Special Reserves Fund to increase the appropriation by \$200,000; and, 3) authorizing amendment of the existing professional services contract (and supplements if necessary) with the Bellevue Downtown Association (BDA) to add up to \$100,000 for trip reduction services associated with implementing the TDM Implementation Program.

FISCAL IMPACT

King County Metro Grant Agreement

Executing the grant agreement will provide, on a reimbursable basis, up to \$200,000 in State Regional Mobility grant funds passed through King County for the period August 1, 2017 through June 30, 2019, thereby increasing the 2017-2018 Operating Grants, Donations and Special Reserves Fund appropriation by that amount. The grant will provide funding to expand existing activities provided by the City and the BDA to reach a larger audience as part of the TDM Implementation Program (formerly known as the 2015-2018 TDM Implementation Project). There is no specific matching fund requirement for the City to satisfy, any matching fund requirements will be managed by King County.

BDA Professional Services Contract

The grant will provide the funding for an amendment to the existing professional services contract with the BDA, for an amount up to \$100,000. This amendment will allow existing program activities to reach a larger audience and enhance work with employers and property managers to evolve the downtown Bellevue parking landscape to provide more flexible daily parking opportunities for commuters who typically use modes other than driving alone, thus addressing a key barrier to commuting by these modes. The amendment will also extend the contract duration from December 31, 2018 to June 30, 2019; and increase the hourly rate from \$75 to the consultant's new hourly rate of \$80 starting on September 1, 2018.

Professional Services Contract with the BDA	
Authorized Contract (No. 1550269)	\$220,000
Amendment No. 1	65,000
Amendment No. 2	-
Proposed Amendment No. 3	100,000
Amended Contract	\$385,000

Note: Amendment No. 2 did not change the contract dollar amount but added WSDOT grant provisions to the contract and the requirement that the consultant shall comply with them.

STAFF CONTACTS

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Transportation Department

POLICY CONSIDERATION

Comprehensive Plan

The TDM Implementation Program is supported by Comprehensive Plan policies TR-8, TR-9, TR-11, TR-15, and TR-18, which direct the City to coordinate with other organizations to facilitate the use of transit, carpooling, vanpooling, walking, bicycling and alternative work schedules through increasing awareness of travel options and encouraging their use through outreach and assistance. The project supports progress toward the Comprehensive Plan non-drive-alone mode share targets for commute trips of 65 percent for downtown workers, 45 percent for citywide residents, and 40 percent for citywide workers, by 2035.

BACKGROUND

TDM is defined as strategies to reduce vehicle demand on the transportation system by increasing the use of transit, carpooling, vanpooling, walking, bicycling, teleworking, flexible work hours, and compressed work weeks. By working on the demand side of the transportation system, in addition to the supply side, the city is able to achieve higher value from supply side investments as well as enhance overall mobility. TDM staff works with the traveling public, as well as those who affect transportation choices of others (such as employers or property managers), to encourage the use of non-drive-alone transportation modes through activities such as marketing, education, assistance, and provision of incentives. The City has been engaged in TDM measures and activities since the mid-1980s, and TDM has a strong basis in policy support and longstanding practice. TDM plays a supporting role in the City's work to plan and implement a multimodal transportation system.

A key program since the early 1990s has been the Commute Trip Reduction (CTR) program. Based on state law and city ordinance, the CTR regulations require employers with 100 or more full-time employees at a worksite to implement employee commute programs, conduct periodic measurement and submit periodic reports. State CTR grant funding for the most recent two-year grant to support CTR implementation was accepted by Council in September 2015 for the period through June 30, 2017 (Ordinance No. 6256). In September, Council will be asked to accept a new round of CTR grant funds, for the current biennium, through June 30, 2019.

Beginning in approximately 2007, due to increased availability of state and federal grant funding supplemented by local City matching funds, the City stepped up the extent of its TDM program directed toward *non-CTR* audiences. Among the initiatives launched at this time was the [Choose Your Way Bellevue](#) TDM brand and website.

Implementation has occurred through an ongoing TDM collaboration between the City, King County Metro and the Bellevue Downtown Association, utilizing state and federal grants passed through from King County Metro and the state, as well as local funds provided through the City's operating budget. In 2015 and 2016, the city accepted TDM grants from the Washington State Department of Transportation (federal Congestion Mitigation and Air Quality funds) and King County Metro (state I-90 Regional Mobility Grant funds). The WSDOT grant is continuing through the end of 2018, but the KCM grant

ended on June 30, 2017. The current action will bring in another round of I-90 Regional Mobility Grant funding from KCM that will support continued emphasis on employer and property manager engagement.

Consultant Selection for the Current Trip Reduction Services Vendor Contract

Since the mid-2000s, the City has contracted with a trip reduction services consultant to conduct education, assistance, outreach, marketing and promotion work for the TDM program. The trip reduction services consultant is one of three collaborators, including the City and King County Metro, who work closely together to implement the City's TDM program. For this work to date, the consultant utilized by the City has been TransManage, the transportation services division of the Bellevue Downtown Association.

For the contract now under way, the Bellevue Downtown Association/TransManage was selected as the vendor for this project through an open, competitive process in summer 2015.

Current TDM Work Program

Activities under way include the following:

- Free assistance for employers and property managers with developing commute programs and parking management strategies for their employees/tenants;
- Incentive programs for employers and property managers, including mini-grants up to \$8,000-\$10,000 and rebates to employers providing transit passes to their employees through *ORCA Business Passport* (for the first two years of *Passport*);
- “Perks” local business discounts to employees and residents for logging trips by mode other than driving alone through *Choose Your Way Bellevue Rewards* program;
- Incentives paying down the cost of non-drive-alone modes for a limited time, in order to help people try those modes;
- Activities to increase use of bicycling as a commuting and non-commuting travel mode;
- Commute planning assistance and information to individuals, with an emphasis on new transportation mobile apps and other technologies;
- Ongoing program messaging through email newsletters, blogs, social media, infographics, maps and other resources.

The new state grant will increase overall program funding by \$200,000 in order to expand existing activities to reach greater audience numbers, with an increased focus on working with employers and property managers on parking management in downtown to increase daily parking options. While parking management is within the current scope of activities, existing resources have not been sufficient to start changing the landscape to address inflexibility. A key barrier to commuting by transit and other non-drive-alone modes to downtown worksites is the occasional need for a vehicle at work for traveling to midday errands or appointments. Within the current landscape, monthly drive-alone commuters typically have full access to parking, often subsidized by their employers; whereas many transit and other non-solo commuters do not have any parking access provided by their employers at all. Thus for their occasional drive-alone days they face relatively high-cost daily parking without in/out privileges, and may need to pay twice in one day. Non-drive-alone commuters may also be locked out of their garages in evenings and on weekends. Currently the cost of only two or three days of paying the existing daily rate (sometimes twice due to a lack of in-and-out privileges) can exceed the employer-subsidized cost of monthly parking for many downtown commuters, discouraging the uptake of non-drive-alone modes. This additional focus on parking management seeks to “level the playing field” by facilitating

and testing options for flexible, occasional daily parking. Funds would be used for activities such as consultations, parking management assistance, parking equipment mini-grants, and pay-down of trial non-drive-alone commute costs for employees at worksites piloting the concept. Two major Seattle-area institutions, the University of Washington and Seattle Children’s Hospital, have introduced flexible daily parking rates as a key strategy in their efforts to reduce recurring daily drive-alone commute trips. Participating employers will also be encouraged to “cash out” employee parking subsidies to allow those subsidies to be used for non-drive-alone modes.

Program messaging will continue to utilize the *Choose Your Way Bellevue* brand.

Program Measurement

The City is working toward the 2015 Bellevue TDM Plan’s non-drive-alone commute mode share targets for 2023: these targets are 40.0 percent for downtown workers, 30.3 percent for citywide workers, and 38.0 percent for citywide residents (to be measured using the U.S. Census American Community Survey). Achievement of these targets would keep the City on track for meeting the 2035 mode share targets established in the Comprehensive Plan (Table TR-3, p. 166). A plan for measuring TDM performance has been established by mutual agreement between the City and WSDOT for the WSDOT grant funds. New performance measures may be established by mutual agreement between the City and King County Metro for the I-90 grant, as needed. Historically, between 1993 and 2016, overall City TDM program results indicate nearly 3,000 round-trip vehicle trips removed per day from the roadway, which is equivalent to a single line of cars over eight miles long.

EFFECTIVE DATE

If approved, this Ordinance becomes effective on August 17, 2017.

OPTIONS

1. Approve the Ordinance 1) authorizing execution of an Interlocal Agreement (and supplements if necessary) with King County Metro (KCM) for acceptance of \$200,000 in pass-through grant funds from KCM for the citywide Transportation Demand Management (TDM) Implementation Program; 2) amending the 2017-2018 Operating Grants, Donations and Special Reserves Fund to increase the appropriation by \$200,000; and, 3) authorizing amendment of the existing professional services contract (and supplements if necessary) with the Bellevue Downtown Association (BDA) to add up to \$100,000 for trip reduction services associated with implementing the TDM Implementation Program.
2. Do not adopt Ordinance and provide alternate direction to staff.

RECOMMENDATION

Option 1

MOTION

Move to adopt Ordinance No. 6365 1) authorizing execution of an Interlocal Agreement (and supplements if necessary) with King County Metro (KCM) for acceptance of \$200,000 in pass-through grant funds from KCM for the citywide Transportation Demand Management (TDM) Implementation Program; 2) amending the 2017-2018 Operating Grants, Donations and Special Reserves Fund to increase the appropriation by \$200,000; and, 3) authorizing amendment of the existing professional services contract (and supplements if necessary) with

the Bellevue Downtown Association (BDA) to add up to \$100,000 for trip reduction services associated with implementing the TDM Implementation Program.

ATTACHMENTS

Proposed Ordinance No. 6365

AVAILABLE IN COUNCIL DOCUMENT LIBRARY

- A. Draft agreement with King County Metro
- B. Existing trip reduction services contract with Bellevue Downtown Association
- C. Amendments 1 and 2 of trip reduction services contract with Bellevue Downtown Association
- D. Draft Amendment 3 for contract with Bellevue Downtown Association