



# 2024-2033 Transportation Demand Management Plan Update

## Bellevue Transportation Commission

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# Agenda

- TDM Program overview
- 2024-2033 TDM Plan Update
- Public involvement process and input received
- Staff response to TC input from June 8, 2023 study session
- Next steps





## TDM Program Components: Regulatory

- Commute Trip Reduction (applies to employer worksites with 100 or more employees)
- Transportation Management Programs (condition of development at large buildings in Bellevue)







## TDM Program Components: Non-Regulatory

- “Choose Your Way Bellevue” TDM brand and website
- Choose Your Way Bellevue Business Services



# Purpose of the 2024-2033 TDM Plan Update

- Guide city TDM staff in implementing TDM program for the *next ten years*
- Includes a *vision statement and goals; drive-alone targets; strategies* and an *implementation framework*
- Is a *guidance document*



## 2024-2033 TDM Plan Update: Vision & Goals

**Vision:** A city in which travelers are well-aware of and consistently use modes of transportation that are convenient, timely, affordable, and good for the environment, supporting the city's growth by helping to minimize added congestion thereby preserving mobility.

**Goal 1:** Increase awareness and usage of non-drive-alone travel options in Bellevue as normal, commonplace ways to get around for commuting and other trips.

**Goal 2:** Create an environment for workers, residents and the general public that is increasingly supportive of non-drive-alone travel options.



## 2024-2033 TDM Plan Update: Vision & Goals

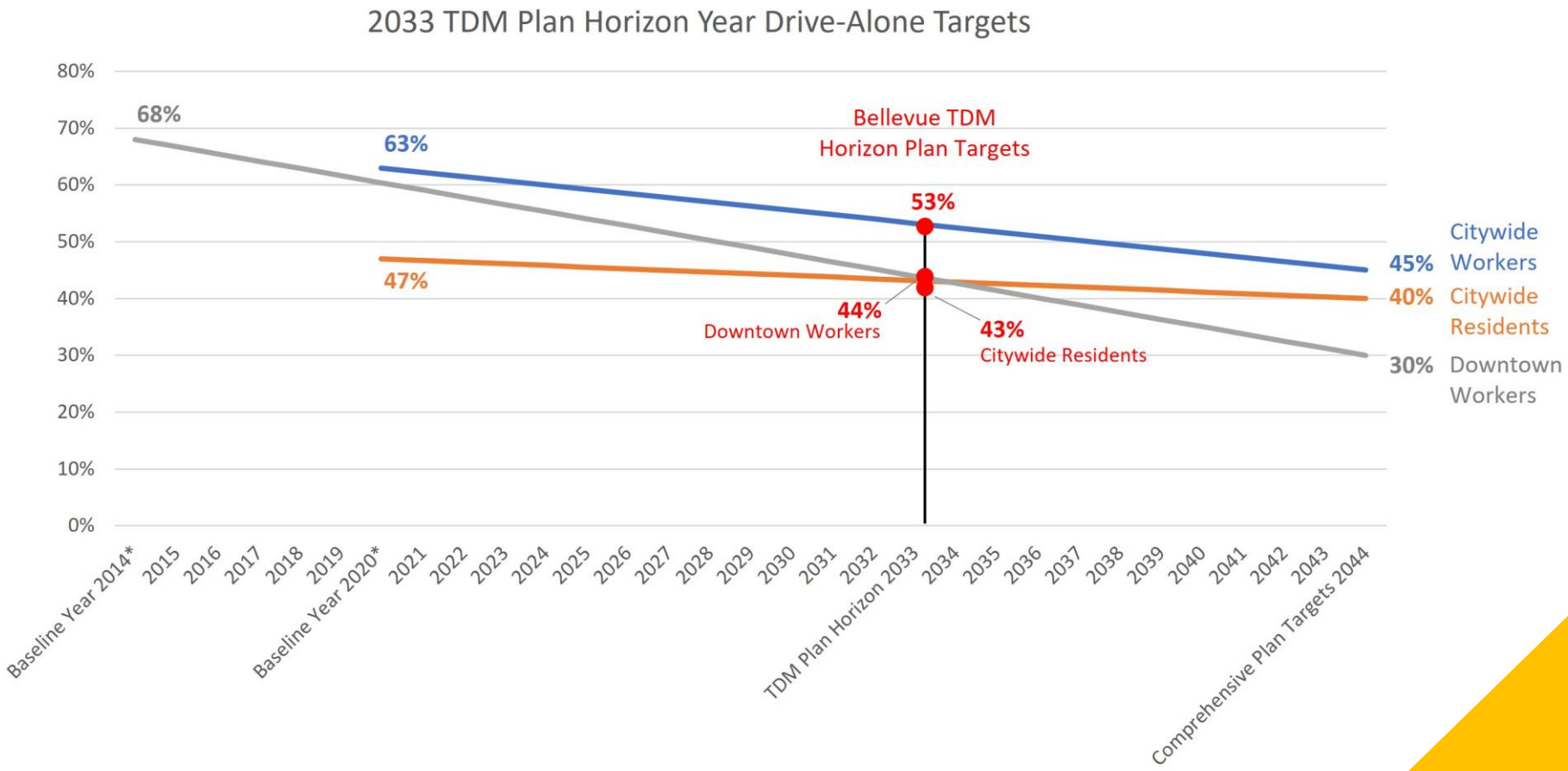
**Goal 3:** Increase transportation system efficiency and preserve mobility as Bellevue's residential and worker populations grow.

**Goal 4:** Improve transportation access to employment, education, health care, and other essential goods and services for city residents and workers through increased viability of multiple travel options.

**Goal 5:** Develop TDM programming that meets the traveling needs of marginalized populations.



# 2024-2033 TDM Plan Update: Drive-Alone Targets





# 2024-2033 TDM Plan Update: Performance Measures

## **U.S. Census Data:**

- American Community Survey (ACS) 5-year estimates
- Census Transportation Planning Package (CTPP) – based on 5-year estimates

## **CTR Survey Results:**

- Biennium survey results (i.e. 2023-2025)

## **TDM Program Metrics:**

- Company/organization consultations & engagements
- Program participation: i.e. trip logging/rewards, mini-grants
- Website activity: unique visitors/social media impressions



# 2024-2033 TDM Plan Update: Strategies

**Category 1:** Requirement-Based Programs

**Category 2:** Product Subsidies and Discounts

**Category 3:** Education & Assistance

**Category 4:** Incentives and Rewards

**Category 5:** Marketing & Promotions

**Category 6:** Research, Planning & Coordination



# Public Input Process

- **December 2022- April 2023:** Community Input Survey
- **March 1 – May 15, 2024:** Public engagement period via Engaging Bellevue online open house
- **March 2024:** Presentations to Bellevue Chamber Transportation Committee and Bellevue Downtown Association TDM Focus Group



# Responses Addressing Public & Stakeholder Comments

- Catalogue & identify themes
- Post comment themes/staff responses on Engaging Bellevue and then CYWB webpage
- Reply to additional comments via Engaging Bellevue and forward outside-of-scope comments to appropriate staff
- Modify TDM Plan & program based on input
- Describe process in plan





# BDA, Chamber, Public Input Themes

- Improve transit service/infrastructure
- Expand micro-mobility and micro-transit service
- Transit rider safety concerns
- More city-provided non-drive alone incentives
- Do a better job at promoting yourselves and capturing public attention
- Innovative parking management strategies (disincentives)



# BDA, Chamber, Public Input Themes

- More bike/ped infrastructure and bike/ped safety focus
- EV charging infrastructure
- Develop more innovative campaigns based on best practice research
- CTR Dashboard
- Improve non-drive alone options for retail and hospitality workers with alternative schedules



# Staff Responses to June 8, 2023 Commission Input

- Commission provided comments/questions to staff at the June 8, 2023 Commission study session
- Staff responses to this input can be found in the May 23, 2024 memo Appendix
- Any Commission comments provided on May 23 will be addressed at final June 13 Commission study session



## Next Steps

- **End of May:** Staff modify plan and Bellevue TDM work plan where appropriate in response to input provided by Commission, public (during March 1 – May 15 public input period), partner organizations, and the Chamber and BDA.
- **June 13:** Staff address in memo any final 5/23/24 Commission comments and present final TDM Plan for Commission endorsement.
- **2nd half of June/July:** Staff send informational memo to City Council with Commission endorsed 2024-2033 TDM Plan.





# Thank You & Questions!

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