

## CITY COUNCIL REGULAR SESSION

Ordinance 1) authorizing execution of a Grant Agreement (and supplements if necessary) with King County Metro (KCM) for acceptance of \$500,000 in pass-through grant funds from KCM for the 2023-2024 Transportation Demand Management (TDM) Implementation and SchoolPool programs; 2) amending the 2023-2024 Operating Grants, Donations and Special Reserves Fund by increasing the appropriation by \$500,000; and, 3) authorizing execution of a professional services contract amendment (and supplements if necessary) with Bellevue Downtown Association (BDA) in the total reimbursement amount of \$181,000 for trip reduction services associated with implementing the 2023-2024 TDM Implementation and SchoolPool programs.

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## EXECUTIVE SUMMARY

This Ordinance authorizes an agreement with KCM that accepts federal funding for the City's TDM program activities for worker/resident and business outreach, and a contract amendment with BDA for services using a portion of the federal funding as well as existing state funding, to promote and assist employers and property managers with commute programs at their worksites, and to administer and promote programs for transportation options to the City's workers, residents and students.

## RECOMMENDATION

Move to adopt Ordinance No. 6712

## BACKGROUND/ANALYSIS

### Definition

TDM is defined as strategies to reduce demand on the transportation system by increasing the use of transit, carpooling, vanpooling, walking, bicycling, teleworking, flexible work hours, and compressed work weeks. TDM increases the overall efficiency of the transportation system by focusing on the movement of people, rather than vehicles. 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. TDM also encompasses programs for school students to encourage the use of active transportation, riding the bus and other modes other than being chauffeured alone.

### City TDM Program Overview

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 code, and requiring employers with 100 or more employees at a worksite to implement employee commute programs, measurement and reporting. The program is currently guided by the 2015-2023 Bellevue TDM Plan, which lays out TDM strategies including those supported by this 2023-2024 CMAQ grant. The plan establishes 2023 targets for staying on track to achieve 2035 mode share goals in the Comprehensive Plan. Achieving these mode share goals is important for retaining mobility given the City's population and job growth anticipated by 2035.

Additional historic background on City TDM plans and programs is included in Attachment A.

### **Current TDM Work Program**

Through the City's travel options brand *Choose Your Way Bellevue*, the 2023-2024 TDM Implementation Program will use modern techniques and updated messaging to encourage the use of transit, carpool, vanpool, walking, biking and telework. Methods include continued outreach, information provision, a trip logging/rewards program, and assisting employers and property managers to provide commute benefits and encouragement at their worksites.

Program audiences include employers, property managers who can influence their employees and tenants; individual workers and residents; and students. Telework has increased since the advent of the COVID-19 pandemic; however, many employees still have a traveling commute on some days of the week or have jobs that do not allow telework. The program includes facilitation of transit and vanpooling for commute trips, as well as raising awareness of travel options for all local traveler audiences and trip types. The program also includes advance promotion of upcoming multimodal transportation services and infrastructure, especially East Link light rail.

A new *Choose Your Way Bellevue* mobile app launched in November 2022 that provides travel options information from the *Choose Your Way Bellevue* website in mobile app form. The work program includes ongoing promotion of the usefulness of the app in bringing travel options information and tools to users' fingertips and providing *Choose Your Way Bellevue* resources to a larger audience.

Ongoing school programs through the City program "Bellevue SchoolPool," launched in 2016 and resumed in 2021 as in-person school resumed, will also be supported through this program.

General TDM activities will likely be open toward all employers and employees in Bellevue whether or not they are affected by the CTR law. In addition, this scope includes specific work to provide assistance to employers affected by the state CTR law with enhanced information provision and commute program assistance.

Specific program strategies to increase uptake of existing and new travel options will reflect cultural shifts prompted by COVID-19, as well as continue tried-and-true demand management strategies, while addressing inequities among commuters and travelers, and reaching diverse audiences. They may include but not be limited to:

- A large-scale travel options campaign, potentially to include peer storytelling and individualized travel assistance tailored to mode preferences, designed to "fit the times" and promote new multimodal infrastructure such as East Link.
- Efforts to facilitate vanpooling among hospitality workers, especially those commuting for long

distances, through support of vanpool pilot programs at worksites

- Continued implementation and promotion of the *Choose Your Way Bellevue* travel options website and mobile app
- Consultations and assistance for employers and property managers with developing post-COVID commute programs to maximize commuting alternatives to solo driving for in-office employees
- Financial support such as workplace mini grants to implement or enhance post-COVID commuter parking flexibility and trip reduction programs through parking management changes, infrastructure, resources or promotional campaigns
- Financial rebates and assistance to employers to partially offset the costs of implementing non-drive-alone commute programs, including trial ORCA cards for employees and tenants
- Incentives such as ORCA cards for new transit riders to help individuals try non-drive-alone modes
- Operation of and incentives for the *Choose Your Way Bellevue* Rewards online trip logging program
- Enhanced information provision about the viability and availability of non-drive-alone modes during and after COVID-19, including transit, carpooling and active transportation
- Personalized commute planning assistance and information for individuals
- Provision of up-to-date information on new transportation mobile apps, shared mobility options, updated transit fare payment methods, and other technologies
- Ongoing program messaging through email newsletters, blogs, social media, infographics, maps and other resources
- Bellevue SchoolPool implementation, including two extensive SchoolPool challenges per school year to encourage busing, carpooling and using active transportation to and from school at participating schools
- An ongoing emphasis on outreach to a diverse audience in order to increase program reach and provide equitable opportunities for program participation (such as program material translation and outreach at future community events that reach a diverse population)
- Exploration of audience attitudinal motivators and barriers to using non-drive-alone modes to inform program activities and maximize program results

### **Program Measurement**

The 2015-2023 Bellevue TDM Plan establishes non-drive-alone commute mode share targets for 2023 that track to the trend line connecting the Comprehensive Plan's baseline figures and 2035 targets (Comprehensive Plan Table TR-3, p. 166). Targets have been established for downtown workers, Citywide workers, and Citywide residents. The most recent results shown in Table 1 below indicate that progress is being made—the targets have been met for Citywide workers and residents. For these populations, the 2017-2021 five-year averages of the U.S. Census American Community Survey are partially reflective of pandemic teleworking, but the trend of increased non-drive-alone commuting predates the pandemic. The data for downtown workers is produced by U.S. Census special analysis through the Census Transportation Planning Package and has a greater lag time; the most recent available data are still for 2012-2016.

Table 1

Population	Non-Drive-Alone Rate		
	Comprehensive Plan Baseline (2012)	<b>Most Recent Result</b> (Source: U.S. Census American Community Survey)	In 2023 Bellevue TDM Plan Target*
Downtown workers	29%	<b>35%</b> <b>(during 2012-2016)</b>	46%
Citywide workers	26%	<b>34%</b> <b>(during 2017-2021)</b>	33%
Citywide residents	35%	<b>48%</b> <b>(during 2015-2019)</b>	40%

\*2023 targets are the latest established in the current 2015-2023 TDM Plan. Future targets will be established in the 2023-2031 TDM Plan, to be developed in 2023.

Historically, between 1993 and 2018, overall measurable City TDM program results indicate over 3,200 round-trip vehicle trips removed from the roadways on a given day, which is equivalent to a single line of cars eight miles long.

### **Trip Reduction Services Consultant Selection**

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, that 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 BDA.

For the contract under way that would be amended by this action, BDA/TransManage was selected as the vendor for this project through an open, competitive process in fall 2019. The BDA contract approved through this action will extend through Sept. 30, 2024. It is anticipated that TDM staff will conduct a new procurement process to engage a trip reduction services consultant to continue the work following that date.

## **POLICY & FISCAL IMPACTS**

### **Policy Impact**

#### Comprehensive Plan

The TDM Implementation Program 2021-2022 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.

**Fiscal Impact**

KCM Grant Agreement

This action will allow the City to enter into an agreement with KCM for acceptance of \$500,000 in federal Congestion Mitigation & Air Quality (CMAQ) grant funds for the duration of January 1, 2023, through an anticipated end date of December 31, 2024. KCM is providing the local match; therefore, the City is not required to provide a separate local match. This action will also increase in the 2023-2024 Operating Grants, Donations and Special Reserves Fund appropriation by \$500,000.

BDA Professional Services Contract Amendment

A portion of funds from the KCM CMAQ grant; a state Regional Mobility Grant; and local funds will be used to fully fund an amendment to an existing professional services contract with BDA. The amendment will increase the dollar amount by up to \$181,000 to implement TDM outreach efforts and trip reduction programs in support of the 2023-2024 TDM Implementation Program. The estimated funding amounts per source are shown in Table 2 below. Based on acceptance of the KCM CMAQ grant, funds are available to fund the grant-funded portion of the BDA contract amendment. There is sufficient funding in the 2023-2024 Transportation General Fund budget to fund the CTR portion of the contract amendment.

Table 2

Source	Estimated Amount
1) KCM CMAQ grant - federal funds passed through KCM (for general TDM and SchoolPool activities)	\$38,000
2) State TDM Regional Mobility Grant (for general TDM and SchoolPool activities)	\$70,000
3) Local Transportation General Fund (for CTR Outreach & Assistance)	\$73,000
<b>Total Funding for BDA Professional Services Amendment</b>	<b>\$181,000</b>

**OPTIONS**

1. Adopt the Ordinance 1) authorizing execution of a Grant Agreement (and supplements if necessary) with King County Metro (KCM) for acceptance of \$500,000 in pass-through grant funds from KCM for the 2023-2024 Transportation Demand Management (TDM) Implementation and SchoolPool programs; 2) amending the 2023-2024 Operating Grants, Donations and Special Reserves Fund by increasing the appropriation by \$500,000; and, 3) authorizing execution of a professional services contract amendment (and supplements if necessary) with Bellevue Downtown Association (BDA) in the total reimbursement amount of \$181,000 for trip reduction services associated with implementing the 2023-2024 TDM Implementation and SchoolPool programs.
2. Do not adopt the Ordinance and provide alternative direction to staff.

## **ATTACHMENTS & AVAILABLE DOCUMENTS**

A. Additional Historic Background  
Proposed Ordinance No. 6712

## **AVAILABLE IN COUNCIL LIBRARY**

Draft agreement with King County Metro  
Draft contract amendment with Bellevue Downtown Association  
Bellevue Transportation Demand Management Plan 2015-2023