

## **Proposed Strategy Adjustments:**

### **Category 3: Education and Assistance**

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**Existing: 3-7 Shared Micromobility** (All audiences) When and if shared micro-mobility (i.e., bikeshare and scooter share) returns to Bellevue and city code allows for scooter use in all corridors, promote it to individuals, businesses (for their employees), and property managers (for their tenants). Where possible, advocate for the re-introduction of shared micromobility in Bellevue.

**Proposed Replacement: 3-7 Shared Micromobility & Microtransit** (All audiences) Proactively build awareness among stakeholders regarding the value of micromobility (i.e., bikeshare and scooter share) and microtransit (i.e. Bellhop) options in Bellevue particularly as it relates to providing first/last mile connections, filling a typical transit network gap. In addition to the promotion of existing services, when and if micromobility and microtransit options expand in Bellevue, Bellevue TDM will promote these options to individuals, businesses (for their employees), and property managers (for their tenants).

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### **Category 4: Incentives and Rewards**

[Pre-Strategy Text:]

**Existing:** Incentives and rewards can encourage people to try a new mode when they otherwise would not. In addition, they can help overcome a real or perceived cost barrier of trying a new mode. Incentives and rewards can help offset the trial period and facilitate getting “over the hump” of thinking a new mode is too difficult or costly.

**Proposed Replacement:** Incentives and rewards can encourage people to try a new mode when they otherwise would not. In addition, they can help overcome a real or perceived cost barrier of trying a new mode. Incentives and rewards can help offset the trial period and facilitate getting “over the hump” of thinking a new mode is too difficult or costly. Bellevue TDM will research innovative incentives that peer agencies use that could be contextualized and replicated in Bellevue. Bellevue TDM will research and consider strategies that are tailored to the new post-COVID 19 pandemic travel paradigm to include non-commuting incentives, peak commute day incentives (likely Tuesdays, Wednesdays, Thursdays), and parking management incentives that reflect how and when people travel to work.

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### **Category 5: Marketing and Promotions**

Existing 5-2 strategy stays as is but is included to show the relationship between 5-2 and the new proposed 5-3 strategy).

**Existing: 5-2 Maintenance and Promotion of [www.ChooseYourWayBellevue.org](http://www.ChooseYourWayBellevue.org) Brand and Website** (All audiences) Increase awareness and name recognition of the city’s TDM brand, currently Choose Your Way Bellevue (CYWB), positioning it as a one-stop transportation resource for information on all non-drive-alone transportation choices in Bellevue. Consider utilizing other “sub-brands” only if and to the extent that they clearly provide value. Seek constantly to maintain freshness and simplicity in TDM branding and messaging and make adjustments as needed to resonate with the city’s evolving TDM

audiences and the TDM landscape. This strategy includes content maintenance and design aspects of the city's TDM website, [www.ChooseYourWayBellevue.org](http://www.ChooseYourWayBellevue.org).

**Proposed Added Strategy: 5-3 Expanded and Enhanced Social Media Presence** (All audiences) Bellevue TDM will develop an enhanced social media strategy that reaches more people, including targeted audiences, more effectively bringing them to the website/app and ensures that website messaging is shared on CYWB Facebook, Twitter, Instagram and all other platforms. Additionally, the creation of a CYWB LinkedIn platform will allow Bellevue TDM to be even more connected to the business community, understanding their values and concerns, all helping to expand our reach to enable employers to help their employees travel more sustainably.

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**Existing: 5-6 2 Line Light Rail Extension Promotion** (Audience: workers, residents, students) Administer ongoing awareness and rider incentive campaigns related to the 2024-2025 launching and post-launch ongoing operation of the 2 Line Light Rail Extension project from Seattle's International District to Judkins Park, across I-90 to Mercer Island and South Bellevue, and through downtown Bellevue and the Bel-Red area to Redmond Technology Station and to Downtown Redmond. This infrastructure project is of significant importance for advancing non-drive-alone commuting and travel, and as such, Bellevue TDM will dedicate significant staff time and city resources to promotion and incentivization of this exciting sustainable transportation option.

**Proposed Replacement: 5-6 New Transportation Services & Infrastructure Promotion** (Audience: workers, residents, students) Conduct ongoing awareness and rider incentive campaigns related to new services and infrastructure investments that are implemented in Bellevue. During the writing of this plan, the first phase of Sound Transit's 2 Line launched in Bellevue, with the second phase planned for launch in late 2025. The new service is of significant importance for advancing non-drive-alone commuting and travel, and as such, Bellevue TDM will dedicate significant staff time and city resources to promotion and incentivization of this exciting sustainable transportation option. In addition, new options will be implemented in the coming years to include Sound Transit's Stride Bus Rapid Transit service on I-405 to the north (Lynnwood) and to the south (Burien), I-405 express toll lanes, and King County Metro's K Line Rapid Ride service, which will be promoted by Bellevue TDM to take full advantage of these improved sustainable travel options.