

**CITY COUNCIL AGENDA TOPIC**

Ordinance 1) authorizing execution of an Interlocal Agreement (and supplements if necessary) with King County Metro (KCM) for an agreement totaling \$607,731, which includes a contribution of \$467,485 in pass-through federal grant funds from KCM for the 2026-2027 Transportation Demand Management (TDM) Implementation Program; and 2) amending the 2025-2026 Operating Grants, Donations and Special Reserves Fund by increasing the appropriation by \$233,743.

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**EXECUTIVE SUMMARY****ACTION**

This Ordinance will authorize an agreement with KCM to accept pass-through federal funding for the city's 2026-2027 TDM program activities for worker/resident, business and student outreach. These funds will be used 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. 6923

**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 2024-2033 Bellevue TDM Plan, which lays out TDM strategies including those supported by this 2026-2027 KCM funding agreement. The plan establishes interim 2033 performance targets for staying on track to achieve the 2044 mode share goals in the adopted Comprehensive Plan. Achieving these mode share goals is important for retaining mobility given the city's population and job growth anticipated by 2044.

### **Current TDM Work Program**

Through the city's travel options brand Choose Your Way Bellevue, the 2026-2027 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 and property managers who can influence their employees and tenants; individual workers and residents; and students. While teleworking has increased since the COVID-19 pandemic, many employees have hybrid work schedules and several companies have required their staff to increase their in-office work days. 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 includes advance promotion of upcoming multimodal transportation services and infrastructure, especially Sound Transit's 2 Line completion across Lake Washington, connecting Bellevue to Seattle.

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. Since in-person school resumed, the Bellevue SchoolPool program typically accommodates over 20 schools in both spring and fall campaigns.

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

- 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 commute programs to maximize commuting alternatives to solo driving for in-office employees
- Efforts to facilitate vanpooling among hospitality workers, especially those commuting for long distances, through support of vanpool pilot programs at worksites
- 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, 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 campaigns 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

## **POLICY & FISCAL IMPACTS**

### **Policy Impact**

#### Comprehensive Plan

The TDM Implementation Program 2026-2027 is supported by Comprehensive Plan policies TR-6, TR-7, TR-8, TR-12, and TR-15, 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 drive-alone mode share targets for commute trips of 30% for downtown workers, 40% for citywide residents, and 45% for citywide workers, by 2044.

### **Fiscal Impact**

#### Interlocal Agreement

This action authorizes the city to execute an agreement with KCM in the amount of \$607,731 to support the city's TDM Implementation Program from 2026 through an anticipated end date of December 31, 2027. The agreement includes the city's acceptance of pass-through federal Congestion Mitigation & Air Quality (CMAQ) grant funds in the amount of \$467,485 and requires a city contribution of 30% or \$140,246.

Funding is anticipated to be allocated evenly between 2026 and 2027. The city's 2026 contribution is fully funded in the adopted 2025-2026 Transportation Department operating budget. The estimated 2027 contribution will be included in the proposed 2027-2028 budget, subject to council appropriation.

#### 2025-2026 Appropriation

This action increases the 2025-2026 Operating Grants, Donations and Special Reserves Fund appropriation by \$233,743 to reflect the federal CMAQ grant funding anticipated to be expended in 2026.

## **OPTIONS**

1. Adopt the Ordinance 1) authorizing execution of an Interlocal Agreement (and supplements if necessary) with King County Metro (KCM) for an agreement totaling \$607,731, which includes a contribution of \$467,485 in pass-through federal grant funds from KCM for the 2026-2027 Transportation Demand Management (TDM) Implementation Program; and 2) amending the 2025-2026 Operating Grants, Donations and Special Reserves Fund by increasing the appropriation by \$233,743.
2. Do not adopt the Ordinance and provide alternative direction to staff.

## **ATTACHMENTS**

Proposed Ordinance No. 6923

## **AVAILABLE IN COUNCIL LIBRARY**

Draft agreement with King County Metro  
Bellevue Transportation Demand Management Plan 2024-2033