

Attachment A

Additional Historic Background on City TDM Plans and Program Activities

City TDM Plans

The City has had plans in place guiding the TDM program since the 1990s. The state Commute Trip Reduction (CTR) law for larger employers with 100 or more full-time employees, originally enacted in the early 1990s, is implemented through an associated CTR Plan, the most recent iteration having been developed in 2015. For non-CTR audiences, the CTR Efficiency Act, a 2006 update of the CTR law, supported creation of customized trip reduction plans and programs in activity centers. The City developed a plan for downtown under the new framework for such areas, called Growth & Transportation Efficiency Centers (GTECs), adopted by Council in March 2008 (Ordinance No. 5796) and entitled *Connect Downtown*. In 2015 city staff expanded on the *Connect Downtown* citywide plan to develop the 2015-2023 Bellevue TDM Plan, which currently guides the TDM program. The TDM Plan is slated to be updated in 2023 through the 2031 planning horizon.

TDM Program Activities

In addition to state CTR program requirements for larger employers, with the increased availability of state and federal grant funding starting in the mid-2000s, the City stepped up ongoing TDM program elements directed toward *non*-CTR audiences. In 2007 the City launched the Choose Your Way Bellevue travel options brand name and www.ChooseYourWayBellevue.org website. Subsequently the City created an ongoing portfolio of program elements to encourage a wider range of smaller employers (with five or more employees) and property managers to develop commute programs. These elements include free consultations and other assistance and incentives (such as rebates for transit pass programs for their employees), currently under the umbrella name of *Choose Your Way Bellevue Business Services*. Another key program element is a calendaring/incentive program called *Choose Your Way Bellevue Rewards* that provides drawings and local business discounts for workers and residents logging their Bellevue trips. Most recently the City has created a Choose Your Way Bellevue mobile app, launched in November 2022, that mirrors the website's content but with a format that makes the tools and engagement features easier to find and access.

Implementation has occurred through collaborations between the City and King County Metro as well as a trip reduction services vendor, utilizing state and federal grants passed through King County Metro or WSDOT, and further supported with local funds provided through the City's operating budget. Past TDM programs include the Downtown TDM Market Enhancement Project approved by Council in three phases; and the Connect Downtown Implementation Project in 2010-2011 and 2012-2013. From 2013 to mid-2015, implementation continued at a base level utilizing King County Metro funds for TDM work along the I-405 corridor. Subsequently, more robust state and federally funded the TDM Implementation Program, in Phase 1 during 2015 through 2020 (Ordinance No. 6244 in Aug. 2015, 6294 in June 2016, 6365 in Aug. 2017; Phase 2 (Ordinance No. 6478 in Oct. 2019); and Phase 3 (Ordinance 6565 in Feb. 2021). These phases continued ongoing activities but also added new elements, including business mini-grants and financial support for transit passes for employers, as well as ORCA cards for new transit riders.