



Transportation Commission Study Session

DATE: May 4, 2023

TO: Chair Stash and Members of the Transportation Commission

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SUBJECT: 2024-2033 Bellevue Transportation Demand Management Plan Update

DIRECTION REQUESTED

| | |
|---|------------------------------|
| | Action |
| X | Discussion /Direction |
| X | Information |

At the May 11 Transportation Commission study session, staff will provide an overview of Bellevue's Transportation Demand Management (TDM) program; the purpose of the 2024-2033 TDM Plan Update and the process for its development; the relationship of the TDM Plan to the Comprehensive Plan; and an outline of the TDM Plan Update, including prior and upcoming public outreach efforts. The presentation will serve as preparation for future Commission study session presentations and Commission review of the TDM Plan Update and then its finalization later in 2023. No action is requested of the Commission at this time.

BACKGROUND AND INFORMATION

TDM is defined as activities that encourage and facilitate people to choose transportation modes other than driving alone, such as transit, carpool, vanpool, walking, biking and telework, in order to decrease vehicle demand on roadways. TDM staff work with the traveling public, as well as those who affect the 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, implementation assistance, and provision of incentives. The city has been engaged in TDM activities since the mid-1980s and TDM has a strong basis in the city's policy and longstanding practice. Key TDM-related Comprehensive Plan policies include:

- TR-9. Coordinate with other Eastside jurisdictions, the private sector, and transit providers to develop and implement uniform or compatible TDM regulations and strategies;
- TR-10. Require employers to implement a commute trip reduction program for employees ;
- TR-11. Encourage employers to help reduce peak hour commute trips by facilitating employees' use of telework, flexible work hours, compressed work week schedules, and other scheduling options;
- TR-14. Require new developments that place significant impacts on the transportation system to implement transportation management programs to reduce drive-alone commute trips to the site;
- TR-15. Provide outreach and assistance to increase awareness and use of alternatives to driving alone for all types and purposes of trips; and
- TR-16. Evaluate and facilitate car-sharing and bike sharing programs.

TDM supports job and population growth called for in the Comprehensive Plan by increasing the efficiency of the transportation system. Additional benefits of TDM include cost effectiveness (reducing the need for the city to expand roadways and for developers to build more parking infrastructure); improvements to public health, improvements to air, noise and water quality; reduction in greenhouse gas emissions and per capita vehicle miles traveled; and increased mobility and accessibility for historically underserved groups.

Purpose of the Project

The 2015-2023 Bellevue TDM Plan has reached the end of its intended plan period and is being updated in 2023 for the next ten-year period: 2024 through 2033. The update is slated for completion in fall 2023. The Bellevue TDM Plan is not a policy plan that is adopted by Council. Rather, it is an administrative plan that guides TDM staff in keeping with the Comprehensive Plan goals, policies and targets related to TDM. The TDM Plan Update will support the preferred land use scenario selected for the city's 2024 Comprehensive Plan Periodic Update, also currently under way. Staff seek Commission input and, ultimately, endorsement of the TDM Plan following several study sessions in 2023. The TDM Plan is not adopted by Council but will be shared with Council following Commission endorsement.

Bellevue's TDM program is comprised of regulatory and non-regulatory components to encourage and facilitate the use of modes other than driving alone.

Regulatory Components

Key regulatory components are Transportation Management Programs required as a condition of development permitting for large buildings, primarily office; and Commute Trip Reduction (CTR) required through state law and city code. CTR requires larger employers, generally those with 100 or more employees, to have a commute trip reduction program for their employees and to conduct measurement and reporting related to the program's progress. Since the start of the CTR program in 1991, the drive-alone rate at CTR companies has decreased by nearly 19 percentage points.

Non-Regulatory Components

Non-regulatory components of Bellevue TDM include marketing and promotion to individuals through the Choose Your Way Bellevue travel options brand and [website](#), including a trip logging and rewards program. In addition, Choose Your Way Bellevue Business Services assists and encourages employers and property managers to provide commute programs for employees at their worksites. In 2022, Bellevue launched the Choose Your Way Bellevue mobile app, making the information and tools on the website more convenient. The Bellevue Transportation Management Association, known as TransManage, is a service of the Bellevue Downtown Association. TransManage provides professional services for trip reduction in support of these activities. More information about Bellevue's TDM Program elements and progress is in Attachment 1, TDM Progress Report 2022.

Transportation Demand Management Plan

In 2015, TDM staff, with input from the Transportation Commission, developed the first 2015-2023 TDM Plan that combined multiple individual TDM program plans into a single unified document. This TDM Plan Update effort will reset and continue that plan for the next ten years.

The Bellevue 2015-2023 TDM Plan identified the following categories as key strategies, which staff anticipates will be continued for 2024-2033:

- 1) Requirement-based programs, which are the state's Commute Trip Reduction Program and building Transportation Management Programs.
- 2) Product subsidies and discounts, such as transportation rebates and mini-grants.
- 3) Education and assistance, such as commute consulting for employers and property managers and real-time travel assistance.

- 4) Incentives and rewards, such as trip logging rewards.
- 5) Marketing and promotions, such as the Choose Your Way Bellevue website.
- 6) Research, planning, and coordination, such as understanding the Bellevue TDM market and improved coordination with other city departments, WSDOT, the Bellevue Downtown Association and local transit agencies.

TDM Plan Progress

The following table shows the progress that has been made toward targets in the 2015-2023 TDM Plan, based on most recently available data:

| Population | Non-Drive-Alone Rate | | |
|--------------------|------------------------------------|---|-------------------------------|
| | Comprehensive Plan Baseline (2012) | Most Recent Result (Source: U.S. Census American Community Survey or Census Transportation Planning Package) | 2023 Bellevue TDM Plan Target |
| Downtown workers | 29% | 35% (during 2012-2016) | 46% |
| Citywide workers | 26% | 34% (during 2017-2021) | 33% |
| Citywide residents | 35% | 48% (during 2017-2021) | 40% |

Mode-Share Targets

The Transportation Element of the Comprehensive Plan contains mode share targets that consist of the percent of commute trips by drive-alone mode, as measured through the U.S. Census American Community Survey (Means of Transportation to Work). In mid-2023, as part of the Comprehensive Plan Periodic Update environmental review process, a preferred land use alternative will be selected in mid-2023, after which transportation staff will update the Comprehensive Plan mode share targets for 2044. TDM staff will then set TDM Plan Update

targets consistent with the Comprehensive Plan targets and tailored for the TDM Plan horizon year of 2033.

The TDM Plan Update will present analysis and evaluation of the prior period, followed by measurement methodologies and strategies and approaches for the next decade to meet the mode share targets. The plan will also examine key issues and trends in the Bellevue transportation and TDM landscape and their context for the plan update and its strategies, such as:

- Increased presence of telework and hybrid workplaces, and changes in how office space is used, following the COVID-19 pandemic;
- Equity considerations, increased cost of housing and lengthening commutes;
- Environmental Stewardship Initiative and its relationship with TDM, including the city's targets for greenhouse gas emissions and per capita vehicle miles traveled; and
- New and emerging transportation technologies.

NEXT STEPS

The TDM Plan Update is next scheduled to be brought before the Transportation Commission on June 8, at which time staff will present a draft of the first few background chapters for review and comment. Staff will incorporate Commission input, and on July 13 staff will present a draft of the entire TDM Plan Update for additional review and comment. Staff will incorporate Commission input into a "public review draft" to be posted on the Engaging Bellevue website and through additional city outlets. On October 12, staff anticipate bringing a final draft version that incorporates public comment to the Transportation Commission for endorsement, after which the final TDM Plan Update will be transmitted to City Council as a staff Management Brief.

ATTACHMENTS

1. TDM Progress Report 2022