

## **CITY COUNCIL AGENDA MEMORANDUM**

### **SUBJECT:**

Ordinance No. 6244 authorizing:

- 1) Execution of two Interlocal Agreements (and supplements if necessary) with the Washington State Department of Transportation (WSDOT) for acceptance of \$456,363.64 in pass-through grant funds from WSDOT for the citywide Transportation Demand Management (TDM) Implementation Project 2015-2018;
- 2) Amendment of the 2015-2016 Operating Grants, Donations and Special Reserves Fund by increasing the appropriation by \$381,363.64; and,
- 3) Execution of a professional services contract (and supplements if necessary) with the Bellevue Downtown Association (BDA) in the total reimbursement amount of \$220,000 for citywide trip reduction services associated with implementing the TDM Implementation Project 2015-2018.

### **FISCAL IMPACT:**

This action will allow the City to enter into three agreements: two with WSDOT for acceptance of two separate federal pass-through grants for conducting citywide TDM activities; and, one with the BDA for conducting citywide trip reduction services utilizing those grant funds.

### **WSDOT Grant Agreements**

The two WSDOT agreements will accept federal funds for two separate federal Congestion Mitigation & Air Quality (CMAQ) grants received by WSDOT and provides for the following duration:

- 1) 2012 CMAQ Growth & Transportation Efficiency Center (GTEC)/TDM Expansion grant will have a start date of January 1, 2015 and an anticipated end date of December 31, 2017.
- 2) 2015 CMAQ Regional TDM Services grant will have a start date of March 3, 2015 and an anticipated end date of December 31, 2018.

WSDOT is providing local match for both grants with state Commute Trip Reduction funds; therefore, the City is not required to provide a separate local match.

The total amount for the two combined grant agreements with WSDOT is \$456,363.64 (see Table 1 below). Of this amount, \$75,000 has already been budgeted and appropriated in the 2015-2016 Budget, therefore this action will increase the appropriation by the remaining \$381,363.64. Appropriating the entire amount of grant funds provides flexibility in implementing TDM services and the use of the grant funds. Any unspent grant funds will be included in the 2017-2018 Budget.

Table 1

<b>Source</b>	<b>Amount</b>
1) 2012 CMAQ GTEC/TDM Expansion grant	\$186,363.64
2) 2015 CMAQ Regional TDM Services grant	270,000.00
<b>Total Grant Funds</b>	<b>\$456,363.64</b>
Less Previously Budgeted and Appropriated (Fund 1640)	( 75,000)
<b>Increased 2015-2016 Budget Appropriation (Fund 1640)</b>	<b>\$381,363.64</b>

BDA Professional Services Contract

A portion of grant funding will be used to fully fund the professional services contract with the BDA for up to \$220,000 to implement citywide TDM outreach efforts and trip reduction programs through December 31, 2018. The estimated funding amounts per grant are shown in Table 2 below. Based on acceptance of the WSDOT pass-through grants, sufficient grant funds are available to fund the contract.

Table 2

<b>Source</b>	<b>Estimated Amount per Grant</b>
1) 2012 CMAQ GTEC/TDM Expansion grant	\$ 88,000
2) 2015 CMAQ Regional TDM Services grant	132,000
<b>Total Funding for BDA Professional Services Contract</b>	<b>\$220,000</b>

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**POLICY CONSIDERATION:**

Comprehensive Plan:

The goal of the TDM section in the City's Comprehensive Plan is to reduce the use of single-occupant vehicles (SOVs) and vehicle miles traveled through regulations, marketing and provision of alternative travel options to driving alone. The TDM Implementation Project 2015-2018 is supported by policies TR-9, TR-10, TR-12, and TR-17, which direct the City to coordinate with other organizations to reduce SOV trips and increase awareness of travel options. The project will advance achievement of the Comprehensive Plan commute non-drive-alone mode share targets of 40% for downtown.

The March 24, 2015 Planning Commission Recommendation version of a 2015 Comprehensive Plan Update is currently under review by Council. This draft contains commute mode share non-drive-alone targets of 65% for downtown workers, 45% for citywide residents, and 40% for citywide workers, by 2035. This project will help advance the City toward achievement of those targets.

### Other Plans:

The 2006 Commute Trip Reduction (CTR) Efficiency Act, an update of the state CTR law originally enacted in the early 1990s, partially shifted accountability for trip reduction from employers to jurisdictions, and supported creation of customized trip reduction programs in activity centers. The City developed a plan for downtown under the new Growth and Transportation Efficiency (GTEC) plan framework. This *Connect Downtown* GTEC plan was adopted by Council in March 2008 (Ordinance No. 5796). Throughout 2015, City staff have been working to develop a 2015-2023 Bellevue TDM plan to guide all TDM work for the next eight to nine years. The plan will also inform and guide the activities to be supported by the 2015-2018 CMAQ grants. The 2015-2023 Bellevue TDM plan was reviewed with the Transportation Commission in June; will be posted for public comment in August; and is anticipated to be completed by fall 2015.

### **BACKGROUND:**

#### Bellevue TDM History and Overview

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.

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 ordinance and requiring employers with 100 or more full-time employees at a worksite to implement employee commute programs, measurement and reporting. (Funding for another two-year grant to support CTR implementation was approved by the State legislature in the session that has just concluded. Staff anticipates seeking Council approval in September to accept the State CTR grant.)

Beginning approximately eight years ago, due to increased availability of state and federal grant funding supplemented by local City matching funds, the City has stepped up the extent of its TDM program directed toward *non-CTR* audiences on an ongoing, non-episodic basis. At that time the City began to establish ongoing TDM brands in order to build increased name recognition and audience awareness over time. These include the travel options brand and website [www.ChooseYourWayBellevue.org](http://www.ChooseYourWayBellevue.org); the employer/property manager brand "Commute Advantage"; and the "On The Move Bellevue" calendaring/incentive program.

Implementation has occurred through an ongoing TDM partnership between the City, King County Metro and the Bellevue Downtown Association, utilizing state and federal grants passed through from King County Metro, as well as local funds provided through the City's operating budget. Successive TDM projects include the Downtown TDM Market Enhancement Project approved by Council in three phases (Ordinance No. 5771 in October 2007, Resolution No. 7834 in December 2008, and Ordinance No. 5888 in July 2009), and the Connect Downtown Implementation Project 2010-2011 and 2012-2013 (Ordinance No. 5930 in January 2010, and Ordinance No. 6053 in April 2012). Since the end of 2013, TDM implementation through the

partnership has continued at a basic level utilizing King County Metro funds for TDM work along the I-405 corridor. The TDM Implementation Project 2015-2018 will provide a boost to TDM activities above and beyond the 2014 funding level, in particular increasing funding for employer and property manager engagement, which has been a lower-tier activity since the start of 2014.

#### Trip Reduction Services Consultant Selection

Since the inception of the *Connect Downtown* Plan in 2008, 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 partners, including the City and King County Metro, who 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 Bellevue Downtown Association.

In 2012, the City conducted a competitive selection process for these trip reduction services. For the 2015 process, a Request for Proposals (RFP) was issued on July 11 and 15 in both *The Seattle Times* and the *Daily Journal of Commerce*. The Bellevue Downtown Association/TransManage submitted the only proposal received, which was complete and thorough in its approach. Thus, the Bellevue Downtown Association/TransManage was chosen as the vendor for this project.

#### Work Program

Key activities in the TDM Implementation Project 2015-2018 will continue to be implemented through brand names such as *Choose Your Way Bellevue*, *Commute Advantage*, *On The Move Bellevue*, and will include the following:

- Resources, assistance and recognition for employers and property managers, including assistance developing commute programs for their employees/tenants and financial rebates for costs of such programs;
- Operation and incentive provision for the On The Move Bellevue online trip logging and incentive program;
- A parking “cashout” program that encourages employers to allow employees choice in whether to use their commuting subsidies for single-occupant vehicle parking or for non-drive-alone commute modes;
- Incentives to help individuals try non-drive-alone modes;
- Activities to increase use of bicycling as a commuting and non-commuting mode;
- Commute planning assistance and information to individuals, with an emphasis on new transportation mobile apps and other technologies;
- Elementary, middle school and high school programs to reduce congestion around schools; and,
- Ongoing program messaging through email newsletters, blogs, social media, infographics, maps and other resources.

#### **EFFECTIVE DATE:**

If approved, this Ordinance becomes effective on August 11, 2015.

#### **OPTIONS:**

A) Adopt the Ordinance authorizing:

- 1) Execution of two Interlocal Agreements (and supplements if necessary) with Washington State Department of Transportation (WSDOT) for acceptance of

- \$456,363.64 in pass-through grant funds from WSDOT for the citywide Transportation Demand Management (TDM) Implementation Project 2015-2018;
- 2) Amendment of the 2015-2016 Operating Grants, Donations and Special Reserves Fund by increasing the appropriation by \$381,363.64;
  - 3) Execution of a professional services contract (and supplements if necessary) with the Bellevue Downtown Association (BDA) in the total reimbursement amount of \$220,000 for citywide trip reduction services associated with implementing the TDM Implementation Project 2015-2018.
- B) Do not adopt the Ordinance and provide alternate direction to staff.

**RECOMMENDATION:**

Option A.

**MOTION:**

Move to adopt Ordinance No. 6244 authorizing:

- 1) Execution of two Interlocal Agreements (and supplements if necessary) with Washington State Department of Transportation (WSDOT) for acceptance of \$456,363.64 in pass-through grant funds from WSDOT for the citywide Transportation Demand Management (TDM) Implementation Project 2015-2018;
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**ATTACHMENTS:**

Proposed Ordinance No. 6244

**AVAILABLE IN COUNCIL DOCUMENT LIBRARY:**

- 1) Draft agreement with Washington State Department of Transportation
- 2) Draft agreement with Bellevue Downtown Association