

CITY COUNCIL AGENDA MEMORANDUM

SUBJECT

Ordinance authorizing execution of an Interlocal Agreement (and supplements if necessary) with King County Metro (KCM) for acceptance of \$275,000 in pass-through grant funds from KCM for the Citywide Transportation Demand Management (TDM) Implementation Project 2015-2018; amending the 2015-2016 Operating Grants, Donations and Special Reserves Fund by increasing the appropriation by \$275,000; and authorizing an amendment to the existing professional services contract (and supplements if necessary) with the Bellevue Downtown Association (BDA) to add \$65,000 for trip reduction services associated with implementing the TDM Implementation Project 2015-2018.

FISCAL IMPACT

This action will allow the City to enter into an agreement with King County Metro for acceptance of two pass-through grants (one federal and one state) for conducting citywide TDM activities; and, amend a contract with the BDA for conducting citywide trip reduction services utilizing funds from the state grant.

King County Metro Grant Agreement

The KCM agreement will accept state and federal funds passed through KCM for two separate grants: a State Regional Mobility grant and a Federal Congestion Mitigation & Air Quality (CMAQ) grant, provided to the City for the following durations:

- 1) The State I-90 Manage Demand Regional Mobility grant will have a start date of July 1, 2016 and an anticipated end date of June 30, 2017.
- 2) The Federal CMAQ Community Trip Reduction Initiative grant will have a start date of July 1, 2016 and an anticipated end date of December 31, 2018.

For the State I-90 grant, the City will provide the local match via federal grants already received by the City, passed through WSDOT, for the TDM program. For the federal Community Trip Reduction Initiative grant, KCM is providing the local match; therefore, the City is not required to provide a separate local match.

The total amount for the agreement with KCM for the two combined grants is \$275,000. 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.

Source	Amount
1) I-90 Manage Demand Regional Mobility grant	\$225,000.00
2) CMAQ Community Trip Reduction Initiative grant	50,000.00
Total Grant Funds (Increase 2015-2016 Budget Appropriation)	\$275,000.00

BDA Professional Services Contract

A portion of funds from the State I-90 grant will be used to amend an existing professional services contract with the BDA for implementation of Citywide TDM outreach efforts and trip reduction programs in support of the 2015-2018 TDM Implementation Project. The amendment will add \$65,000 to the contract but will change neither the contract duration through December

31, 2018, nor the contract scope. The additional funds will be used to expand the reach of existing activities in the contract scope to a larger number of workers, residents, students, employers and property managers. Based on acceptance of the KCM pass-through grants, sufficient grant funds are available to amend the contract.

Original Contract	\$220,000
Tonight's Amendment	65,000
Amended Contract	\$285,000

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Transportation Department

POLICY CONSIDERATION:

Comprehensive Plan

The TDM Implementation Project 2015-2018 is supported by Comprehensive Plan policies TR-8, TR-9, TR-11, TR-15, and TR-18, 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 non-drive-alone mode share targets for commute trips of 65% for downtown workers, 45% for Citywide residents, and 40% for Citywide workers, by 2035.

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). In 2015, staff updated the GTEC plan to cover the entire City as the 2015-2023 Bellevue TDM Plan. The plan includes a review of past TDM programs; goals and objectives; and strategies for making progress toward the 2035 Comprehensive Plan mode share goals stated above. It guides the work of the 2015-2018 TDM Implementation Project, which is the umbrella project for activities conducted in collaboration with King County Metro and the City's current trip reduction services vendor, the BDA. The Bellevue TDM plan was reviewed with the Transportation Commission in mid-2015; incorporated public input and was completed in late 2015.

BACKGROUND

Bellevue TDM History and Overview

TDM is defined as strategies to reduce vehicle 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 city ordinance, the CTR regulations require employers with 100 or more full-time employees at a worksite to implement employee commute programs, conduct periodic measurement and submit periodic reports. Funding for the most recent two-year grant to support CTR implementation was accepted by Council in September 2015 (Ordinance No. 6256).

Beginning in approximately 2007, due to increased availability of state and federal grant funding supplemented by local City matching funds, the City stepped up the extent of its TDM program directed toward *non-CTR* audiences. Among the initiatives launched at this time was the *Choose Your Way Bellevue* TDM brand and website.

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 provided a boost to TDM activities above and beyond the 2014 funding level, in particular increasing funding for employer and property manager engagement. The current action to bring in new grant funding for the 2015-2018 TDM Implementation Project will boost the activities already underway and will allow for increased outreach and incentives in order to reach greater numbers of workers, residents, students, employers and property managers.

Consultant Selection for the current Trip Reduction Services Vendor Contract

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.

For the 2015 process for the contract under way, a Request for Proposals (RFP) was issued on July 11th and 15th, 2015, 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.

The new state grant will be partially utilized to add \$65,000 to the BDA existing contract for the same scope of services. The new federal grant, which will have a focus on Kindergarten through grade 12 school TDM programs, will require a separate process for procuring a trip reduction services vendor due to differing federal procurement requirements; therefore, securing trip reduction services for the new federal grant is not part of tonight's action.

Current TDM Work Program

Activities in the 2015-2018 TDM Implementation Project will continue to be implemented upon receipt of the new grant funds, which will allow the program to reach greater numbers of employers, property managers, workers, residents and students. Program messaging will continue to utilize the *Choose Your Way Bellevue* brand.

Activities underway 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;
- Incentive programs including mini-grants up to \$5,000 and employee transit pass rebates;
- Operation and incentive provision for an online trip logging and incentive program, now called *Choose Your Way Bellevue Rewards*;
- Incentives to help individuals try non-drive-alone modes;
- Activities to increase use of bicycling as a commuting and non-commuting travel mode;
- Commute planning assistance and information to individuals, with an emphasis on new transportation mobile apps and other technologies;
- Ongoing program messaging through email newsletters, blogs, social media, infographics, maps and other resources.

In addition to continuation of the above activities, the following are anticipated to be launched in the remaining timeframe of the agreement, through December 2018:

- Elementary, middle school and high school programs for helping to reduce congestion around schools; and
- 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;

Project Measurement

Bellevue TDM Plan establishes non-drive-alone commute mode share targets for 2023, which track to the trend line connecting the Comprehensive Plan 2012 baseline figures and 2035 targets as indicated in the Comprehensive Plan (Table TR-3, p. 166). The 2015-2018 TDM Implementation Project aims to reach the targets that fall along the same trend line for 2018, resulting in targets for drive-alone commuting of 38.4% for downtown workers, 29.7% for Citywide workers, and 37.7% for Citywide residents (to be measured using the U.S. Census American Community Survey). Additional activity-specific performance measures have been established by mutual agreement between the City and WSDOT, the agency passing through the existing grant for the TDM Implementation Project. These measures would continue to be assessed following acceptance of the new grant funds, since the types of activities will not change with the new funds. In addition, new performance measures may be established by mutual agreement between the City and King County Metro, as needed. Historically, between 1993 and 2014, overall City TDM program results indicate 2,700 round-trip vehicle trips removed per day from the roadway, which is equivalent to a single line of cars seven miles long.

EFFECTIVE DATE:

If approved, this Ordinance becomes effective on June 30, 2016.

OPTIONS:**I. Adopt Ordinance authorizing:**

- 1) Execution of an Interlocal Agreement (and supplements if necessary) with King County Metro (KCM) for acceptance of \$275,000 in pass-through grant funds from KCM 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 \$275,000; and,
- 3) Amendment of the existing professional services contract (and supplements if necessary) with the Bellevue Downtown Association (BDA) to add \$65,000 for trip reduction services associated with implementing the TDM Implementation Project 2015-2018.

II. Do not adopt Ordinance and provide alternate direction to staff.**RECOMMENDATION:**

Option 1.

MOTION:

Move to adopt Ordinance No. 6294, authorizing:

- 1) Execution of an Interlocal Agreement (and supplements if necessary) with King County Metro (KCM) for acceptance of \$275,000 in pass-through grant funds from KCM 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 \$275,000; and,
- 3) Amendment of the existing professional services contract (and supplements if necessary) with the Bellevue Downtown Association (BDA) to add \$65,000 for trip reduction services associated with implementing the TDM Implementation Project 2015-2018.

ATTACHMENTS:

Proposed Ordinance No. 6294.

AVAILABLE IN COUNCIL DOCUMENT LIBRARY:

1. Draft agreement with King County Metro
2. Existing trip reduction services contract with Bellevue Downtown Association
3. Draft amendment for contract with Bellevue Downtown Association