

CITY COUNCIL REGULAR SESSION

Ordinance 1) authorizing execution of an Interlocal Agreement (and supplements if necessary) with King County Metro (KCM) for acceptance of \$200,000 in pass-through grant funds from KCM for the City-wide Transportation Demand Management (TDM) Implementation Program 2019-2020; 2) amending the 2019-2020 Operating Grants, Donations and Special Reserves Fund by increasing the appropriation by \$200,000; and, 3) authorizing execution of a professional services contract (and supplements if necessary) with Bellevue Downtown Association in the total reimbursement amount of \$155,000, plus all applicable taxes, for trip reduction services associated with implementing the TDM Implementation Program 2019-2020.

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Transportation Department

EXECUTIVE SUMMARY

This Ordinance authorizes an agreement with KCM that accepts state funding for the City's TDM program activities for worker/resident and voluntary business outreach, and a contract with Bellevue Downtown Association (BDA) for services to promote and assist businesses with voluntary commute programs at their worksites, and to administer and promote programs for transportation options to the City's workers and residents. This action is one of two actions on tonight's consent calendar related to the City's TDM program. The other action (under separate cover) is for the Commute Trip Reduction (CTR) program for large employers with 100 or more employees affected by the CTR state law and City code.

RECOMMENDATION

Move to adopt Ordinance No. 6478

If approved, effective date: 10/17/2018

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.

City TDM Plans

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 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 City has had plans in place guiding the TDM program since 2008. The 2006 CTR Efficiency Act, an update of the state CTR law originally enacted in the early 1990s, 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 developed a 2015-2023 Bellevue TDM Plan guiding the TDM program, including activities to be supported by this 2019-2020 CMAQ grant.

Past City TDM Programs and Activities

Beginning approximately a dozen years ago, due to increased availability of state and federal grant funding, the City has stepped up ongoing, non-episodic TDM program elements directed toward non-CTR audiences. At that time the City developed 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 employers and property managers to develop commute programs, including free consultations, other assistance and incentives (such as rebates for transit pass programs for their employees), currently called *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.

Implementation has occurred through a collaboration between the City and KCM as well as a trip reduction services vendor, utilizing state and federal grants passed through KCM or WSDOT, and 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 (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 in 2010-2011 (Ordinance No. 5930 in January 2010) and 2012-2013 (Ordinance No. 6053 in April 2012). From 2013 to mid-2015, implementation continued at a base level utilizing KCM funds for TDM work along the I-405 corridor. Subsequently, the TDM Implementation Project 2015-2018, while continuing ongoing programs, also added new elements to the City's TDM program, including business mini-grants and financial support for transit passes for employers, as well as ORCA cards for new transit riders.

Trip Reduction Services Consultant Selection

Since the mid-2000s, 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 collaborators, including the City and KCM, that 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 BDA.

For the 2019-2020 process, a Request for Proposals (RFP) was issued on August 15 and 22 in the Seattle Daily Journal of Commerce and on August 22 and 26 in the Seattle Times. BDA was chosen as

the 2019-2020 trip reduction services vendor, based on the following key selection criteria:

- Experience working with employers, property managers, workers and residents to conduct education, assistance, marketing and outreach programs to reduce drive-alone trips, especially in environments similar to Bellevue.
- Demonstrated capability to build relationships and relate successfully and credibly to employers and property managers about the value of providing or promoting non-drive-alone options to their employees or tenant occupants.
- Demonstrated existence of—or ability to build—familiarity with elements of employer and property manager trip reduction programs relevant in Bellevue, especially parking management and ORCA transit pass business products.
- Experience administering calendaring/incentive programs on RideshareOnline or similar tool.
- Experience in promotions, marketing, outreach, and public relations, especially as related to transportation demand management, trip reduction or alternative modes to driving alone (or, secondarily, another social good).

Two proposals were submitted. The submittals were evaluated by a selection committee comprised of a team of City and KCM staff.

Current TDM Work Program

Activities in the 2019-2020 TDM Implementation Program will continue previous ongoing activities utilizing the Choose Your Way Bellevue brand, including the following:

- Consultations and other assistance for employers and property managers with developing commute programs for their employees/tenants, including consultations and financial rebates for costs of such programs.
- Financial support to employers and property managers, including financial rebates to partially offset the costs of commute programs and trial ORCA cards for employees and tenants.
- Operation and incentive provision for the Choose Your Way Bellevue Rewards online trip logging and incentive program, including occasional local business discounts for trip loggers.
- Incentives, including ORCA cards for new transit riders, to help individuals try non-drive-alone modes.
- Personalized commute planning assistance and information for individuals.
- Provision of up-to-date information on new transportation mobile apps, shared mobility options such as bike share, and other technologies.
- Ongoing program messaging through email newsletters, blogs, social media, infographics, maps and other resources.

In addition, the following new activities are anticipated to be launched during the remainder of 2019 through 2020:

- Implementation of a parking “flexibility” pilot in which an employer or property manager provides a daily parking choice for their employees at a Bellevue worksite that is one-twentieth of the cost of a monthly parking pass, to include in-and-out privileges. An added component would encourage and/or incentivize employees to use non-drive-alone modes on as many days as possible, as well as allow greater flexibility for occasional parking needs without purchase of a

monthly parking pass, which tends to lead to single-occupant vehicle commuting on all days of the month.

- An emphasis on outreach to a diverse audience in order to increase program reach and provide equitable opportunities for program participation.
- An emphasis on audience testing of various outreach methods prior to implementing program activities to maximize program results.

Program Measurement

The Bellevue TDM Plan establishes non-drive-alone commute mode share targets for 2023, which track to the trend line connecting the Comprehensive Plan's 2012 baseline figures and 2035 targets (Comprehensive Plan Table TR-3, p. 166). The various phases of the TDM Implementation Program establish targets on the same trend line for the end points of each phase.

The targets and interim results of the current phase of the TDM Implementation Program, from 2015 to 2019, are shown below (there is a lag time before results are available):

Audience/Population	Comprehensive Plan Baseline (2012)	2015-2019 Non-Drive-Alone Mode Target	Most Recent Result (Source: U.S. Census American Community Survey)
Downtown workers	29%	38.4%	34.5% (during 2012-2016)
City-wide workers	26%	29.7%	27.9% (during 2013-2017)
City-wide residents	35%	37.7%	35.4% (during 2013-2017)

The 2019-2020 TDM Implementation Program aims to reach the targets that fall along the same trend line for 2020, resulting in non-drive-alone commute mode targets of 41.5 percent for downtown workers, 30.9 percent for City-wide workers, and 38.5 percent for City-wide residents. In addition, new performance measures may be established by mutual agreement between the City and KCM, as needed. Historically, between 1993 and 2014, overall measurable City TDM program results indicate over 3,100 round-trip vehicle trips removed from the roadways on a given day, which is equivalent to a single line of cars eight miles long.

POLICY & FISCAL IMPACTS

Policy Impact

Comprehensive Plan

The TDM Implementation Program 2019-2020 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 percent for downtown workers, 45 percent for City-wide residents, and 40 percent for City-wide workers, by 2035.

Fiscal Impact

KCM Grant Agreement

This action will allow the City to enter into an agreement with KCM for acceptance of a federal Congestion Mitigation & Air Quality (CMAQ) grant for the duration of October 1, 2019 through an anticipated end date of December 31, 2020. 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 is \$200,000, resulting in an increase in the 2019-2020 budget appropriation of Operating Grants, Donations and Special Reserves Fund by \$200,000.

BDA Professional Services Contract

A portion of funds from the federal grant will be used to enter into a professional services contract with BDA for up to \$155,000, plus all applicable taxes to implement TDM outreach efforts and trip reduction programs in support of the 2019-2020 TDM Implementation Program through an anticipated end date of November 30, 2020. Based on acceptance of the KCM pass-through grant, sufficient grant funds are available to fund the contract.

OPTIONS

1. Adopt the Ordinance 1) authorizing execution of an Interlocal Agreement (and supplements if necessary) with King County Metro (KCM) for acceptance of \$200,000 in pass-through grant funds from KCM for the City-wide Transportation Demand Management (TDM) Implementation Program 2019-2020; 2) amending the 2019-2020 Operating Grants, Donations and Special Reserves Fund by increasing the appropriation by \$200,000; and, 3) authorizing execution of a professional services contract (and supplements if necessary) with Bellevue Downtown Association in the total reimbursement amount of \$155,000, plus all applicable taxes, for trip reduction services associated with implementing the TDM Implementation Program 2019-2020.
2. Do not adopt the Ordinance and provide alternative direction to staff.

ATTACHMENTS & AVAILABLE DOCUMENTS

Proposed Ordinance No. 6478

AVAILABLE IN COUNCIL LIBRARY

TDM Agreement between the City of Bellevue and KCM
Contract with BDA
Bellevue TDM Plan 2015-2023