

**CITY COUNCIL REGULAR SESSION**

Ordinance 1) authorizing execution of a Grant Agreement (and supplements if necessary) with King County Metro (KCM) for acceptance of \$300,000 in pass-through grant funds from KCM for the City-wide Transportation Demand Management (TDM) Implementation Program 2021-2022; 2) amending the 2021-2022 Operating Grants, Donations and Special Reserves Fund by increasing the appropriation by \$300,000; and, 3) authorizing execution of a professional services contract amendment (and supplements if necessary) with Bellevue Downtown Association in the total reimbursement amount of \$150,000, plus all applicable taxes, for trip reduction services associated with implementing the TDM Implementation Program 2021-2022.

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**EXECUTIVE SUMMARY**

This Ordinance authorizes an agreement with King County Metro that accepts federal funding for the City's TDM program activities for worker/resident and voluntary business outreach, and a contract amendment with Bellevue Downtown Association 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.

**RECOMMENDATION**

Move to adopt Ordinance No. 6565

**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 Program Overview**

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 code, and requiring employers with 100 or more employees at a worksite to implement employee commute programs,

measurement and reporting. The program is currently guided by the 2015-2023 Bellevue TDM Plan, which lays out TDM strategies including those supported by this 2021-2022 CMAQ grant. The plan establishes 2023 targets for staying on track to achieve 2035 mode share goals in the Comprehensive Plan. Achieving these mode share goals is important for retaining mobility given the City's population and job growth anticipated by 2035.

Additional historic background on City TDM plans and programs is included in Attachment A.

### **Current TDM Work Program**

Activities in the 2021-2022 TDM Implementation Program will continue previous ongoing activities utilizing the Choose Your Way Bellevue brand. During COVID-19, more Bellevue employees are teleworking, and transit ridership in Bellevue is down. After COVID-19, as employees return to the office, the program will focus on mitigating a post-pandemic increase in drive-alone rate. The general approach is to further encourage and facilitate continuation of telework; inform audiences of continued viability of transit, vanpooling, carpooling, and active commuting; and, assist with parking management in downtown.

The need for increased commute mode and parking flexibility will be a focus of the program. The "status quo" management model for downtown Bellevue commuter parking is that drive-alone commuters typically have full access to monthly parking, often employer-subsidized; whereas many transit and other non-solo commuters lack parking access altogether, even for occasional needs. A new, post-COVID model should adapt to commute mode changes day by day, with flexible parking provided at a daily price point. Together with employer subsidies for transit, vanpooling and other non-drive-alone modes, daily parking can help mitigate a potential post-pandemic drive-alone spike by responding to a "new normal" of increased commute mode variability. In a mid-2020 Choose Your Way Bellevue informal survey of employers engaged in Choose Your Way Bellevue programs, 96 percent indicated they anticipate having a post-pandemic telework policy, as compared to 66 percent prior to the pandemic; but it is anticipated that most teleworking would occur on a part-time basis. Therefore, day-to-day mode and parking flexibility are needed.

For individual commuters, it is important during and after COVID-19 that the City communicate the continued viability of non-drive-alone transportation modes. An October 2020 report by the American Public Transportation Association concludes that no direct correlation has been found between use of urban public transit and transmission of COVID-19. King County has modified its vanpool program to allow two-person vanpools. Walking and biking remain viable, as well as telework, on an ongoing basis.

Ongoing school programs through the City program "Bellevue SchoolPool," launched in 2016, will also be supported by this funding when trips to school resume post-COVID-19.

Therefore, to reflect cultural shifts prompted by COVID-19 as well as continue tried-and-true demand management strategies, the program will include a variety of activities, such as:

- Consultations and assistance for employers and property managers with developing post-COVID commute programs to maximize commuting alternatives to solo driving;
- Financial support such as workplace mini grants to implement or enhance post-COVID commuter parking flexibility and trip reduction programs through parking management changes, infrastructure, resources or a promotional campaign;

- Financial rebates to partially offset the costs of implementing non-drive-alone commute programs, including trial ORCA cards for employees and tenants;
- Operation of, and incentives for, the Choose Your Way Bellevue Rewards online trip logging program;
- Enhanced information provision about the viability and availability of non-drive-alone modes during and after COVID-19, including transit, carpooling and active transportation (to include Choose Your Way Bellevue branded personal protective equipment);
- Incentives such as 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;
- Future outreach and engagement with schools, students and families to raise awareness about and reward carpooling, walking, biking and riding the bus to school;
- An ongoing emphasis on outreach to a diverse audience in order to increase program reach and provide equitable opportunities for program participation (such as program material translation and outreach at future community events that reach a diverse population); and,
- Occasional research on (and audience testing of) various outreach methods prior to implementing program activities to maximize program results.

### Program Measurement

The table below indicates baseline and most recently available data, and 2022/2023 non-drive-alone mode share targets, for downtown workers, City-wide workers, and City-wide residents. While the program under consideration for this action extends through 2022, the Bellevue TDM Plan establishes non-drive-alone commute mode share targets for 2023 that track to the trend line connecting the Comprehensive Plan's baseline figures and 2035 targets (Comprehensive Plan Table TR-3, p. 166). The most recent data are shown, indicating that progress is being made.

#### ***Non-Drive-Alone Rate: Baseline, Most Recent Data, and Targets (higher is better)***

Audience/Population	Comprehensive Plan Baseline (2012)	Most Recent Data (Source: U.S. Census American Community Survey)	2022 Non-Drive-Alone Mode Target (for this action)	2023 (TDM Plan Horizon) Non-Drive-Alone Mode Target
Downtown workers	29%	35% (during 2012-2016)	45%	46%
City-wide workers	26%	29% (during 2015-2019)	32%	33%
City-wide residents	35%	39% (during 2015-2019)	39%	40%

In addition to the 2022 targets shown above, new performance measures may be established by mutual agreement between the City and King County Metro as needed. Historically, between 1993 and 2018, overall measurable City TDM program results indicate over 3,200 round-trip vehicle trips removed from the roadways on a given day, which is equivalent to a single line of cars eight miles long.

### **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 King County Metro, 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 Bellevue Downtown Association.

For the contract under way that would be amended by this action, Bellevue Downtown Association/TransManage was selected as the vendor for this project through an open, competitive process in fall 2019.

## **POLICY & FISCAL IMPACTS**

### **Policy Impact**

#### Comprehensive Plan

The TDM Implementation Program 2021-2022 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**

#### King County Metro Grant Agreement

This action will allow the City to enter into an agreement with King County Metro (KCM) for acceptance of a federal Congestion Mitigation & Air Quality (CMAQ) grant for the duration of January 1, 2021 through an anticipated end date of December 31, 2022. 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 \$300,000, resulting in an increase in the 2021-2022 budget appropriation of \$300,000.

#### Bellevue Downtown Association Professional Services Contract Amendment

A portion of funds from the federal grant will be used to amend an existing professional services contract with Bellevue Downtown Association to increase the dollar amount by up to \$150,000, plus all applicable taxes, to implement TDM outreach efforts and trip reduction programs in support of the 2021-2022 TDM Implementation Program through an anticipated end date of November 30, 2022. Based on acceptance of the KCM pass-through grant, sufficient grant funds are available to fund the contract amendment. The contract amendment includes scope adjustments and federal pass-through grant requirements.

## **OPTIONS**

1. Adopt the Ordinance 1) authorizing execution of a Grant Agreement (and supplements if necessary) with King County Metro (KCM) for acceptance of \$300,000 in pass-through grant funds from KCM for the City-wide Transportation Demand Management (TDM) Implementation Program 2021-2022; 2) amending the 2021-2022 Operating Grants, Donations and Special Reserves Fund by increasing the appropriation by \$300,000; and, 3) authorizing execution of a professional services contract amendment (and supplements if necessary) with Bellevue Downtown Association in the total reimbursement amount of \$150,000, plus all applicable taxes, for trip reduction services associated with implementing the TDM Implementation Program 2021-2022.
2. Do not adopt the Ordinance and provide alternative direction to staff.

## **ATTACHMENTS & AVAILABLE DOCUMENTS**

A. Additional Historic Background on City TDM Plans and Program Activities  
Proposed Ordinance No. 6565

## **AVAILABLE IN COUNCIL LIBRARY**

Draft agreement with King County Metro  
Draft contract amendment with Bellevue Downtown Association  
Bellevue Transportation Demand Management Plan 2015-2023