



Transportation Demand Management Progress Report 2019

City of Bellevue

► Why do Transportation Demand Management in Bellevue?

Bellevue is the fifth largest city in Washington state, with an estimated 140,000 residents. Bellevue is also a major employment center – more than 150,000 people work in the city, and approximately 54,000 of them work downtown. Population and employment are both growing rapidly. By 2035, it is expected that Bellevue employment will climb to 185,000, and nearly 73,000 of those workers are expected to commute to jobs downtown.

Keeping people mobile in the face of growth requires a comprehensive approach. In addition to continued investment in streets, highways and transit, it is important that we make efficient use of our existing roadways.

Transportation demand management, or TDM, means increasing transportation efficiency by improving the viability and attractiveness of modes other than driving alone. TDM focuses on moving people, not just vehicles. When travelers are able to go places without adding vehicle traffic to the streets, everyone can move better.

► How TDM addresses transportation challenges

Existing city policies help create an environment in which alternatives to driving alone can be attractive to commuters:

- City land use policies concentrate growth downtown and in other activity centers, encouraging development of dense, mixed-use centers. This allows many trips to be taken by foot and facilitates transit hubs.
- Significant Investments in transit and other mobility options help support their use.

The TDM program enhances the effects of these policies by providing **information**, **assistance** and **incentives** to help increase the use of transit, carpooling, vanpooling, walking, biking, teleworking and avoiding trips through alternative work schedules. People who can use these modes are encouraged to do so through information and incentives; and people for whom driving is the most viable option benefit from less congested roadways.



► Commute Trip Reduction

The Commute Trip Reduction program has helped larger employers (generally those with 100 or more employees) reduce drive-alone commute trips since 1993. In 2018, there were 58 Bellevue worksites affected by CTR regulations, employing 39,615 workers. Commute trips significantly impact congestion, and reaching workers through their employers is good practice. A voluntary 2014 survey found that most individuals who were aware of city trip reduction programs had heard about them through their employers.

3,100 Cars

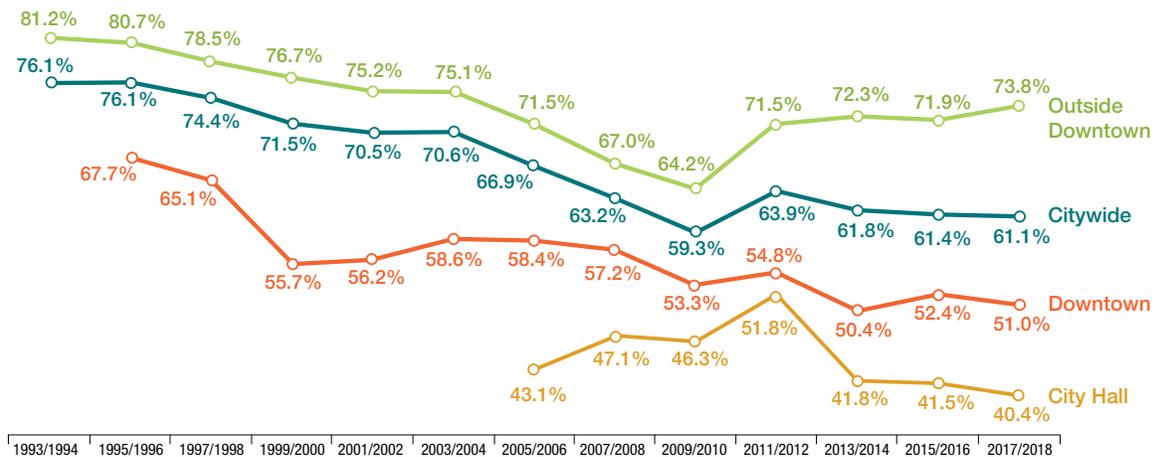


Removed from the road
each day by CTR

Through state law and city ordinance, the CTR program requires employers to provide transportation information and trip reduction programs for employees. Examples of CTR programs include subsidized transit passes, amenities for bicycle commuters and preferential carpool parking. The program also requires worksites to collect commute trip data, creating a valuable source of information to help improve transportation efficiency. With state funding support, the city provides information and assistance to employers to help them comply with the CTR law.

This approach produces results. CTR-affected employers recorded a 15 percentage point reduction in driving alone from 1993 to 2018, representing **approximately 3,100 vehicles removed from the roads each day**. Among downtown employers, the rate of driving alone has decreased by approximately 17 percentage points.

Drive-Along Rate at Large Bellevue Employers and City Hall



Source: Washington State CTR survey data

City of Bellevue Employee Commute Trip Reduction

The City of Bellevue leads by example by providing a robust trip reduction program for its own employees. At City Hall, along with a parking charge for those driving alone, the city offers employees full subsidies for transit, carpooling and vanpooling; free or subsidized parking for carpools and vanpools; and bicycle parking and amenities. This results in a drive-alone rate lower than the downtown average.

For more information about the City's TDM program, contact :

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For plans and studies that serve as sources for this report, see the library at

www.ChooseYourWayBellevue.org/library

► SchoolPool

Bellevue SchoolPool is a collaboration between City of Bellevue, King County Metro and Bellevue School District. The program encourages families and students to explore sustainable transportation options for their commute to and from school in order to alleviate congestion at drop-off and pick-up locations.

SchoolPool began in the fall of 2016 with exploration of alternatives to develop a program concept. As of fall 2017, the program concentrates on two month-long challenges during the school year – one in the fall and one in spring. During each challenge students, (at schools partnering with the program) record their non-drive-alone trips in their paper trip log calendars or they are engaged in SchoolPool activities, organized by the school.

The SchoolPool team also offers assistance to all schools (including non-partner and private schools) interested in helping parents find carpools, walk pools ("walking school buses"), bike pools ("bike trains"), and "bus buddies" for school buses or public transit.

► Choose Your Way Bellevue Business Services

This program provides assistance to certain employers and property managers to help reduce commute trips to their worksites.

Employers

For employers not affected by the CTR program, CYWB Business Services offers consultations and other support such as mini-grants, employee transit pass rebates, workshops and other resources to help them develop commute programs tailored to their worksites. From 2007 through 2018, 214 employers engaged with the program by receiving consultation assistance, attending a workshop, or participating in a mini-grant or transit rebate program. This is nearly 24% of the target audience (approx. 900 employers). Prior analysis (2016) indicates that 36 percent of engaged employers have started or improved commute benefits for their employees.

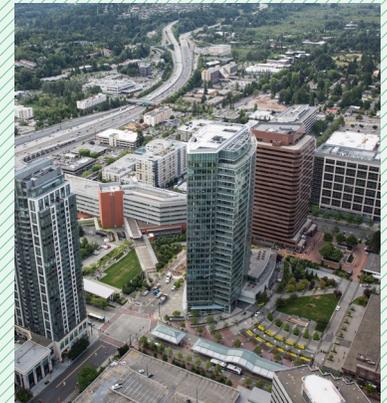


A significant proportion of Bellevue employees receive a free or heavily subsidized transit pass through their employers. Many employers provide other support such as carpool/vanpool subsidies, bicycle parking, and telework or alternative work schedules that also reduce commute trips.

Commercial & Office Property Managers

The city requires “Transportation Management Programs” at large real estate developments, obligating building managers to undertake measures to reduce drive-alone commute trips by employees working in the building. Specific requirements vary according to the size and land use of each affected building. Through TMP, many building managers offer discounted or preferred carpool or vanpool parking, bicycle parking, and/or free parking days for non-drive-alone commuters. Building managers may also conduct other activities, such as facilitating ridematching for carpools and performance measurement.

Some property managers have also engaged with CYWB Business Services for commercial and office property managers, a city program that offers free consultations and information about implementing building commute programs.



► Choose Your Way Bellevue Website

The Choose Your Way Bellevue website, www.ChooseYourWayBellevue.org, is a one-stop comprehensive travel options resource for Bellevue travelers including workers, residents, employers, property managers and students. Users can find information, maps and advice to help make use of alternative modes. Up-to-date transportation conditions, news, construction information and blog articles are also posted online.

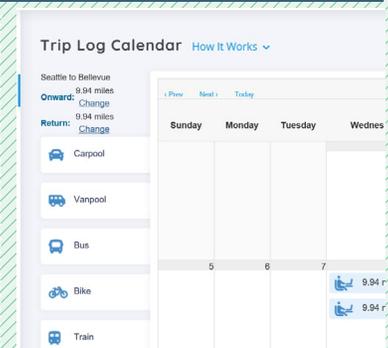
The website includes links to sign up for newsletters as well as CYWB Facebook, Twitter and Instagram content. Choose Your Way Bellevue had over 2,500 sessions on average per month in 2018, and the program newsletter is opened by 3,200 subscribers each month. Facebook, Twitter and Instagram accounts linked from the website provide dynamic information to help people get around Bellevue.



► Choose Your Way Bellevue Rewards

CYWB Rewards offers incentives to Bellevue workers, residents and college students who use modes other than driving alone. Users can log trips to receive rewards to help offset the cost of non-drive-alone modes, encouraging them to leave their cars at home. The “Perks” program works in partnership with local businesses to reward regular users with discounts.

On average per month in 2018, 2,052 people logged 389,998 non-drive-alone trips, comprising approximately 4.4 million miles of travel by alternatives to driving alone. Compared to driving alone, Choose Your Way Bellevue users saved 129,678 gallons of gas and prevented over 2.45 million pounds of CO2 from being released into the atmosphere. In addition, prior analysis (2012-2013) showed that those staying in the program for a year reduced their drive-alone trips by 4%, suggesting some long-term impact from the program.



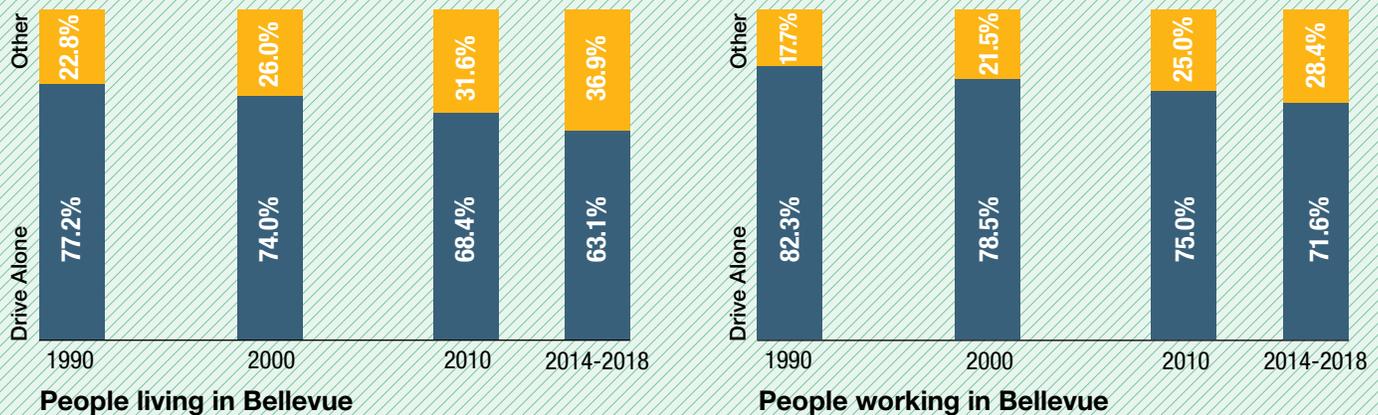
▶ Transit Ridership

Transit usage has increased overall in Bellevue. From 2003 to 2016, the average daily number of boardings and alightings (“ons and offs”) increased from approx. 21,900 to 50,100. This rate of growth is greater than that for residential or job growth in Bellevue and indicates the growing significance of this mode of transportation.



▶ U.S. Census American Community Survey: Means of Transportation to Work

The U.S. Census collects data and estimates how people commute to work. In Bellevue, these estimates show that the rate of driving alone has decreased over time for both residents and workers. For the most accurate and up-to-date estimates, the city uses values from the decennial census (for 1990, 2000 and 2010) and American Community Survey (ACS) estimates averaged over five years (for 2013-2017).



▶ City Performance Benchmarks

The city has established benchmarks for monitoring results of the TDM program. These benchmarks are framed in reference to county and state indicators to help control for the influence of external variables (like gas prices) and general changes over time.

Measure	Actual (estimate)	Target	Report Period/Source
1. Percent difference in drive-alone rate at Bellevue Commute Trip Reduction (CTR) worksites relative to all King County CTR worksites	28.3% higher (2017/2018)	No more than 12% higher	Biennial CTR Survey
2. Percent difference in drive-alone commute mode share for workers in Bellevue relative to all workers in Washington	0.4% lower (2014-2018)	No more than 3% higher	Every five years U.S. Census ACS 5-year est.
3. Percent difference in drive-alone commute mode share for residents of Bellevue relative to all residents of Washington	12.3% lower (2014-2018)	Lower by at least 10%	Every five years U.S. Census ACS 5-year est.