

Commute Trip Reduction Plan 2011-2015

Jurisdiction: _____ City of Bellevue _____

Targets: *State Minimum Goals for 2011-2015: 10% reduction DAR and 13% reduction VMT*

What is your 2007-2008 baseline drive alone rate (DAR) and vehicle miles traveled (VMT)?

DAR 63.2% VMT 11.4

What is your current performance for the 2011-2012 survey period?

DAR 63.87% VMT 10.9

What are your target percentage goals for the 2015-16 survey period?

DAR 56.9% (10% reduction from baseline) VMT 10 (13% reduction from baseline)

What is your daily drive-alone trips reduced target (based on the 2015-2016 survey period DAR goal)?

Daily drive-alone trips reduced 2,211

Strategies:

What specific steps and strategies will you implement to effectively remove this number of trips in your area?

Summary:

The city plans to continue core strategies from the city's 2008 Commute Trip Reduction Plan adopted in March 2008. Primary activities entail the following:

- Provide assistance to CTR employers with CTR program requirements, marketing, incentive and education programs for their companies.
- Conduct employee transportation coordinator (ETC) trainings on CTR program requirements/compliance and implementing a successful program.
- Assist ETCs with marketing of turnkey and other programs such as Wheel Options and Bike to Work Month/Day, promotions of new transit service, construction avoidance, etc.
- Assist employers with employee events such as commuter fairs.
- Assist employers with creation of company commute option brochures.
- Post employer case studies on the city's travel options website, www.ChooseYourWayBellevue.org.
- Encourage and assist ETCs in use of the RideshareOnline tool to develop company-wide networks and incentives through the system. Help ETCs promote employee use of the ridematching and trip logging functions, as well as participation through the system in active campaigns such as Wheel Options and Downtown Bellevue On The Move for which their employees are eligible.

- Promote travel options to employers/employees through the city’s existing electronic travel options newsletters for employers and employees (downtown only); social media platforms (downtown only); and the www.ChooseYourWayBellevue.org website (citywide).

Methodology:

In the vein of a “traditional” CTR program and as reflected by the city’s CTR ordinance based on state law, the city will conduct the above activities through the methodologies below, in keeping with ordinance definitions and requirements including definitions of affected employers/employees; measurement and reporting requirements; requirements for employers not reaching goals to modify their programs; exemption requests; etc. The city’s methodologies also include hands-on outreach, assistance, and education to all CTR-affected employers in Bellevue. These methodologies are outlined in the current 2011-2013 City of Bellevue CTR Work Plan and are summarized as follows:

- Train all new ETCs and new sites to ensure that they have an understanding of the requirements of the law, implementation strategies and their site’s performance to date.
- Track and notify employers of legally required activities and provide technical assistance to all employers for legal compliance.
- Focus program review and survey analysis time on sites that have not made progress towards goal and spend less time reviewing program reports for sites that have made progress or goal.
- Assist ETCs with marketing of commute programs and ensure they meet their program information distribution requirements.
- Help ETCs become a major resource to their employees by providing them with up-to-date commute information, tools for communicating with employees, turn-key commuter promotions, and opportunities to attend employer network group meetings (typically held quarterly).
- Actively promote alternatives to drive-alone commuting at worksites targeted by location, corridor, industry or lack of progress toward goal.
- Conduct special projects as needed to enhance program effectiveness.

Comprehensive Planning:

How will you further integrate commute trip reduction through the updating of your local comprehensive plan (i.e., parking, land use)?

There are several upcoming Comprehensive Plan and city code updates that will be coordinated with the city’s CTR and GTEC plans:

1. [Downtown Transportation Plan Update](#): This plan update will focus on the transportation portion of the [Downtown Subarea Plan](#) that was adopted in 2004. The plan update will consider and incorporate forecasted growth in population and employment through 2030. A multimodal strategy is needed to accommodate both motorized and non-motorized transportation demand; thus, plan outcomes will support commute trip reduction efforts with planned improvements in transit service as well as support for other non-drive-alone modes.
2. [Transit Master Plan \(citywide\)](#): The city is updating its transit master plan, the document that addresses Bellevue’s transit needs. The Transportation Department seeks to replace the 2003 Transit Plan with a comprehensive 20-year look ahead to the type of transit system that will be required to meet Bellevue’s transit needs through 2030.
3. [Downtown Livability Initiative](#): This is a targeted review of specific regulations that guide downtown

development and land use activity. The objectives of this work are to: better achieve the vision for downtown as a vibrant, mixed-use center; enhance the pedestrian environment; improve the area as a residential setting; enhance the identity and character of downtown neighborhoods; and incorporate elements from the Downtown Transportation Plan Update and the Sound Transit East Link design work currently underway. One regulation area to be analyzed and updated is the downtown parking code. In coordination with this effort, city transportation demand management staff has been working with a consultant to develop recommendations on “right-sizing” the office parking supply to align with the city’s downtown long-range vision and goals, including mode share goals identified in the Comprehensive Plan and Downtown Subarea Plan.

4. [Comprehensive Plan Update](#) (citywide): This update is currently under way, with Council adoption anticipated for 2014. Bellevue’s comprehensive plan captures the community’s vision for the future and provides direction for city regulations and investments. While the current comprehensive plan has served the community well, it was adopted in 2004 and a lot has changed in Bellevue since, including the boom in downtown development, annexation of the Eastgate area and plans for light rail. The Transportation Department will work with comprehensive planning staff on several components, including revision of comprehensive mode share targets and pedestrian/bicycle mobility targets to match other city goals, including CTR.

GTEC Report (if your jurisdiction has a designated GTEC):

Are you continuing to implement? If so, what are the goals and targets for the GTEC?

The city is continuing to implement the “Connect Downtown” GTEC plan adopted by Council in 2008. Twenty-three out of 28 strategies in the plan document have been implemented thus far. The goals and targets will remain the same: 10% reduction in drive-alone rate from the 2007 baseline measurement of 71% drive-alone rate, for a resulting target of 63.9% non-drive-alone rate. This target, when converted to trips reduced on a given day for the period of 2007-2015 (to be measured in 2015), results in a total of 7,178 daily (on a given day) trips reduced. (The number of trips to be reduced incrementally from just the current year, 2013, through 2015 is 2,117.) The calculations are based on the city’s projected employment growth figures for each year through 2015. See attached calculation sheet “Extension of Non-Drive-Along Target Through 2015.”

How will progress be measured?

Due to budget constraints, the city is no longer able to conduct periodic mode share surveys (previously conducted every 2-3 years through 2011). Moving forward, the city anticipates switching to U.S. Census products, including the American Community Survey and the Census Transportation Planning Package, to capture commute mode share and related commute data for both residents of and workers in downtown Bellevue. The census tract geography is largely consistent with the downtown subarea boundary used for previous surveys, and commute mode share data is available for workers in the downtown geography, which can thus provide reasonably comparable figures to earlier measures.

Due to a time lag in availability of census data for the size of the downtown geography, it is anticipated that data available in mid-2015 will be based on the years 2008-2012. Thus the GTEC program will also

include collection of metrics reflecting individual and employer program participation; numbers of employers/employees with new commute programs; numbers of new transit passes in hand; and trips reduced in the downtown online trip calendaring/incentive program.

What specific policy, service changes, and land use steps will be accomplished during this period?

Policy and land use: Items #1 – 4 under “Comprehensive Planning” above are city policy and comprehensive initiatives that will support the GTEC. Items #1 and #3 are specific to downtown.
Service changes: The level of transit service and other services to support non-drive-alone modes beyond 2013 are unknown at this time.

Regional Transportation Planning Organization CTR Plan Review:

Recommended

Not Recommended

RTPO Comments:

Original Plan 2008 GTEC Plan Target (employment source: City of Bellevue Planning & Community Development)

Year	Measure ment Type	Downtown Employment	SOV % Umbrella Percentage	SOV Number (Based on SOV Percentage)	Non-SOV Number (Remainder)	Additional Non-SOV Commuters (Difference from Following Year)	
2007	Baseline	35,000	71%	24,850	10,150	1,175	
2008	Tracking	36,800	69.23%	25,475	11,325	1,239	
2009	Tracking	38,600	67.45%	26,036	12,564	1,303	
2010	Tracking	40,400	65.68%	26,533	13,867	1,367	
2011	Target	42,200	63.9%	26,966	15,234	Total: 5,084	5,084 check

Revision of 2008-2011 GTEC Plan Target Based on Actual 2011 Employment and SOV Percentage

2007	Baseline	35,000	71%	24,850	10,150	4,309	
2008	Tracking	37,075	61%	22,616	14,459	287	
2009	Tracking	39,150	62.33%	24,404	14,747	232	
2010	Tracking	41,225	63.67%	26,247	14,978	177	
2011	Target	43,300*	65%	28,145	15,155	Total: 5,005	5,005 check

Note: Shaded figures represent actual mode share measurement from City of Bellevue 2008 and 2011 Mode Share Surveys.

2011-2015 GTEC Plan Update Target**

Year	Measure ment Type	Number of Workers*	Drive-Alone Rate (2015 Target based on 10% Reduction from 2007 base year (71.0%))**	Drive-Alone Number (# of Workers multiplied by Drive- Alone Percentage)	Non-Drive- Alone Number (Remainder)	Additional Non-Drive-Alone Commuters (Difference from Following Year)	
2011	Tracking	43,300	65%	28,145	15,155	542	
2012	Tracking	44,500	64.73%	28,803	15,697	513	
2013	Tracking	45,600	64.45%	29,389	16,211	555	
2014	Tracking	46,800	64.18%	30,034	16,766	562	
2015	Target	48,000	63.9%	30,672	17,328	Total: 2,173	2,173 check
						Total for 2013-2015: 1,117	1,117 check
						Grand Total for 2007-2015: 7,178	7,178 check

Note: Shaded figure represents actual mode share measurement from City of Bellevue 2011 Mode Share Survey.

*Source for 2011-2015 employment: Email from City of Bellevue Planning & Community Development (Gwen Rousseau), dated 22 March 2013. The 2011 figure is actual; the remaining figures are projected and estimated. From email: "These figures can be revised each year due to new information about existing employment and adjustments to regional forecasts."

**The 2011 drive-alone rate of 65% is an actual figure based on the City of Bellevue's 2011 Mode Share Survey (found at http://www.bellevuewa.gov/modeshare_survey.htm), and it is used here as a 2011 mid-plan "reset" point. The 2011-2014 percentages are calculated even gradations in reduction from the 2011 percentage to the 2015 percentage target of 71%.