

City of Bellevue Transportation Demand Management Attitudinal Research Study

FINAL



PRR

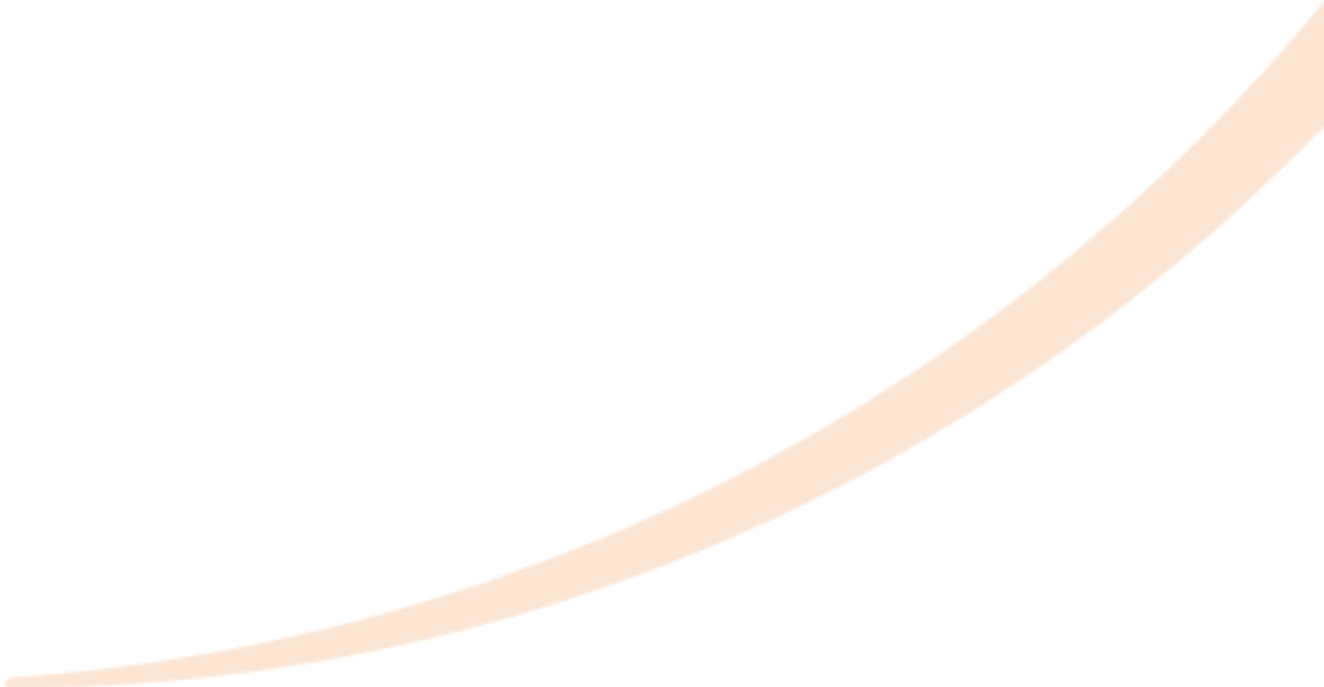
Seattle • Washington DC • Austin • Norfolk • Portland

This Page Intentionally Left Blank

Table of Contents

Section	Page
Introduction.....	3
Purpose	4
Methodology.....	5
Demographics.....	6
Executive Summary, by Segment.....	8
Recommendations: All Segments.....	12
Detailed Findings: Employees.....	19
Detailed Findings: Employers.....	39
Detailed Findings: Property Managers.....	48
Detailed Findings: Brokers.....	53
Detailed Findings: Residents.....	58
Detailed Findings: Parents.....	64
Detailed Findings: Logo.....	68

This Page Intentionally Left Blank



Introduction



Purpose

This study assessed Bellevue’s employer, property manager, worker and resident market for facilitating and using travel modes other than driving alone—transit, carpooling, vanpooling, walking, bicycling, telework and compressed work weeks—in order to guide implementation of the City of Bellevue’s Transportation Demand Management (TDM) program. Through the project, the city aims to gain information and understanding to guide strategies for all of its TDM audiences and identify ways to bolster performance of the Commute Trip Reduction program for large employers, which is a key focus area for the city.

Audience attitudes and actions assessed included interest in, motivators for, and barriers to:

- Using (or subsidizing) transit and related transportation modes for employees or tenants, and
- Using (or offering to employees) telework and compressed work week options.

Employers and property managers were further assessed for their interest in, motivators for, and barriers to:

- making changes to parking costs, and
- other actions that may affect the rate of drive-alone commuting at their worksites.

For all audiences, the study also assessed awareness of products and programs; willingness/desire of organizations to promote non-drive-alone commuting to their employees or tenants; and messaging approaches that would resonate with these audiences.

Methodology

PRR recruited interested participants via online surveys and phone calls, which matched the city's groups of interest: employers, property managers, employees, school families, real estate brokers, and citywide residents. The participants were found through lists of employers and property managers provided by the City of Bellevue. The recruitment and invitations were tailored to meet the City of Bellevue's recruitment targets, which are included in the Appendix.

PRR developed a series of questions and activities for participants to complete during the month-long study. Some questions and activities were assigned to all respondents, while others were tailored to different types of participants based on whether they were an employee, employer, property manager, broker, parent, and/or resident.

PRR conducted this online study with a total of 78 participants from May 15 through June 12, using the Revelation online platform. The activities collected data using both structured survey questions to generate quantitative data, and open-ended questions and activities to generate qualitative data.

Many of the invited commercial real estate brokers did not complete the questions online during the allotted month, so PRR conducted phone interviews with four brokers between June 14 and June 16 to ensure we heard from the desired number of brokers. The interviewer asked the same set of questions that appeared in the Revelation platform, and had the brokers look at ChooseYourWayBellevue.org during a portion of the phone call so that the phone interview experience was as similar as possible to the online study experience.

Anonymized quotes from the participants appear throughout this report. The quote bubbles are color coded to allow readers to quickly identify the type of participant (see key at the bottom of this page).



Demographics/Participant Profile

N=74 people

Segment

- Employer: 27%
- Employee: 55%
- Broker: 9%
- Property Manager: 4%
- Resident (not employed): 4%

Residency

- Resident of Bellevue: 43%
- Non-resident: 57%

Vehicles at Home

- 0: 5%
- 1: 12%
- 2: 57%
- 3: 19%
- 4: 7%

Own/Manage a Business

- Yes: 34%
- No: 66%

Work in Bellevue

- Yes: 96%
 - Downtown: 12%
 - Non-Downtown: 39%
 - Not Applicable/Missing: 49%
- No: 4%

Size of Workplace

- Less than 5 employees: 8%
- 5-20 employees: 38%
- Over 20 employees: 54%

Commute Trip Reduction at Work

- Yes: 14%
- No: 58%
- I don't know: 24%
- Missing: 4%

Public Transit Usage

- Never: 43%
- Less than once a month: 43%
- 1-4 days per month: 5%
- 1-2 days per week: 3%
- 3-5 days per week: 4%
- 6 or more days per week: 1%

Note: Some percentages do not sum to 100% due to rounding.

Demographics/Participant Profile (continued)

Gender

- Male: 49%
- Female: 50%
- Missing: 1%

Age

- 18-24: 8%
- 25-34: 28%
- 35-44: 19%
- 45-54: 18%
- 55-64: 23%
- 65-74: 4%

Ethnicity

- Hispanic, Latino, or Spanish: 7%

Race

- Asian/Asian American: 12%
- Black/African American: 1%
- Native Hawaiian or other Pacific Islander: 4%
- White: 74%
- Some other race or combination of races: 8%

Household Income

- Less than \$30,000: 3%
- \$30,000 - \$49,999: 4%
- \$50,000 - \$74,999: 15%
- \$75,000 - \$99,999: 14%
- \$100,000 - \$149,999: 28%
- \$150,000 - \$199,999: 10%
- \$200,000 - \$249,000: 8%
- \$250,000 or more: 11%
- Don't know/Missing: 8%

No. in Household

- 1: 15%
- 2: 50%
- 3: 11%
- 4: 18%
- 5: 7%

Children under 18

- None: 68%
- 1: 15%
- 2: 14%
- 3: 4%

Kid(s) Attend Bellevue Schools¹

- Yes: 42%
- No: 63%

Age Groups^{1, 2}

- 0 to 5: 38%
- 6 to 10: 33%
- 11 to 14: 46%
- 15 to 17: 29%

Distance from School¹

- 0-5 miles: 67%
- 5-10 miles: 21%
- 10-20 miles: 13%

¹Percentages based on the number of respondents with children under 18.

²Multiple responses allowed. Percentages may total over 100%.

This Page Intentionally Left Blank



Executive Summary, **by** **Segment**

Key Findings: By Segment

Bellevue Employees:

- **Most employees are not offered commute benefits and drive alone to get around.**
- The most important barrier to use non-drive-alone travel methods is convenience. Employee respondents described a lack of access (e.g. proximity to stops or carpool partners), flexibility (e.g. variable work schedules, dependence on rigid bus schedule), and reliability.
- Another barrier is a lack of awareness. People simply do not know what options are available or how to use what they already know about.
- A third factor is company size: Large companies can offer more benefits than smaller businesses.
- Other barriers included safety concerns, a preference for personal space, weather, and storage.
- Employees are open to trying alternatives such as the bus, carpooling, and Light Rail (when available) so long as they are faster than driving, paid for by their employer, and easy to access (e.g. via closer transit stops or park & ride).

Bellevue Employers:

- **Many employers are not aware of potential commute benefits and most do not provide them.**
- Many employers believe they are not able to reduce congestion in Bellevue.
- Employers reported that the most important reason why they do not provide commute benefits is that providing free parking to employees does not explicitly cost them anything (which could be due to parking spaces being bundled within their leases or owning their parking facility).
- Additional barriers to providing commute benefits align with what employees described: concerns about employee convenience with regard to travel mode are top of mind.
- Nonetheless, employers are open to providing ORCA cards, flexible hours, and carpool credits. They are motivated to free up parking spaces, save money, and meet their employees' transit needs.

Bellevue Property Managers:

- **None of the property managers surveyed offer commute benefits of any kind.**
- They are not aware of the City's programs, but they are largely willing to distribute information regarding alternative modes of transportation.
- However, they believe cars are the easiest travel option for their tenants, that commuting by bus takes longer, and that navigating the transit system is complicated.

Key Findings: By Segment

Bellevue Commercial Real Estate Brokers:

- **Although brokers do speak with property managers and tenants about transportation, they generally refer tenants to other sources for information about commuting options.**
- Brokers are commonly asked by property managers and tenants about proximity to public transit, walkability of an area, and parking availability.
- Brokers believe companies are primarily attracted to Bellevue for its central location, its plentiful parking, and its walkability (in the downtown Core).
- They are not aware of commute benefit programs, but they are very interested in ChooseYourWayBellevue.org and excited to share it with clients.
- Brokers believe the City should educate the public about transportation alternatives and build awareness.

Bellevue Residents:

- Residents typically drive around town, but many also walk. **They are interested in trying out alternative modes of transportation – especially light rail.**
- The barriers that residents cite line up with the other segments: lack of knowledge about how to use a different commute option, emphasis on convenience, and concern about access, time commitments, flexibility, and safety.
- Residents would be motivated to try an alternative if they had help navigating the options or if financial incentives were offered.

Parents of Kids (K-12) who Attend School in Bellevue:

- **Most parents drive their children to school, although all respondents said they would be interested in carpooling.**
- They do not let their children walk or bike to school for a variety of reasons, including distance, their child's young age, and safety concerns. However they would be willing to let their children walk or bike to school, if these concerns were addressed.
- They are motivated to try alternative travel methods if it is convenient to get to stops, the pick-up times are more frequent, and the environment is safe. Financial incentives did not appeal to parents.
- Parent-respondents suggested the City advertise that Metro is free to qualified high-schoolers, encourage buddy-walks, and facilitate coordination between parents and schools about bus and carpool scheduling.

Key Findings: Messaging

Choose Your Way Bellevue

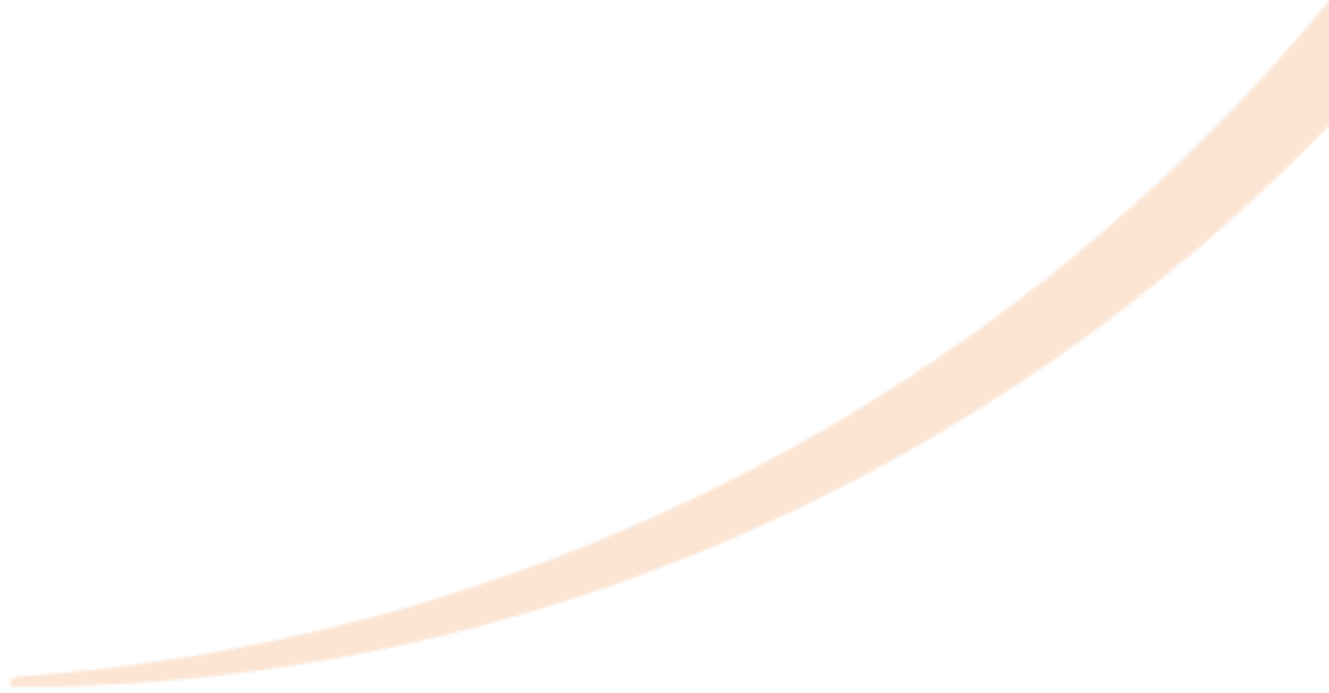
- The website was very well received; it definitely piqued people's interest in non-drive-alone transportation methods.
- Although participants appreciated having so many resources in one place, they often found the sheer volume of information a bit overwhelming. They also criticized the page layouts for being too busy; it was hard to quickly find what they were looking for.
- Another common complaint was that some pages of the website are not optimized for mobile devices (spreading beyond the window of the phone), which makes it hard to use on-the-go – which is when many people would consult this resource.
- Although the website encouraged people to more seriously consider using non-drive-alone transportation in the future, practical barriers still stand in the way: People live too far from public transit stops or the routes are not convenient, they prefer the convenience of driving their own vehicle, or the nature of their work makes public transportation unfeasible.

Logo

- The logo received mixed reviews. People generally liked the graphics, but found the overall appearance too busy.
- Similarly, they liked the tagline, but said the font was hard to read and “sloppy”.
- They also suggested changing the logo's colors, particularly changing the green graphics to a brighter, more vivid green.

Web Content

- People were most excited about the Light Rail, Walking, Bus, and Apps and Technology pages. They found the maps for walking and biking, as well as suggested apps for tracking the bus and train, particularly helpful.
- Some concerns people had were not sufficiently addressed online, such as how to report harassment while riding public transportation, safety tips for riding the bus, and riding with disabilities.
- Employees thought the telework page was more relevant for employers, but suggested adding a list of companies offering this option as a way to encourage others to do the same.
- Respondents noted that the bike map is from 2015 (instead of 2017), and no Light Rail maps are available (even for projected routes).



Recommendations:
All Segments



Key Findings and Recommendations

Key Finding #1

Awareness of non-drive-alone methods is low, but people are receptive to new information about commute alternatives.

- Respondents across all segments were not aware of options for commuting via non-drive-alone methods.
- They were not knowledgeable about how to use methods that were not already familiar.
- ChooseYourWayBellevue.org was very well-received. Respondents found it to be helpful and informative.



Recommendations

Communicate with the community about transportation options.

- Public outreach to inform the community about all the commute options available in the area.
- Education campaigns to inform the public about how to use each option.

Use technology to expand your reach and provide convenient tools.

- Marketing strategy to expand reach and use of ChooseYourWayBellevue.org.
- An app that distills the most important information from this website, such as the Trip Planner, and makes it convenient for on-demand users.

Key Findings and Recommendations

Key Finding #2

People are interested in non-drive-alone methods, but misperceptions need to be addressed.

- People emphasize convenience in their cost-benefit analysis of driving or using an alternative travel method. They also want control over their commute.
- Public transit is seen as less safe, less reliable, and less comfortable than driving in a personal vehicle.
- Employers in particular express the sentiment that they are neither able nor responsible for reducing congestion levels.



Recommendations

Communicate with the public about the trade-offs of driving alone versus non-drive-alone methods.

- A campaign to correct misperceptions about what it is like to ride public transit, with a particular focus on cleanliness and safety.
- Messaging that highlights changes on the horizon with respect to increased density and congestion levels, yet encourages people to recognize that their choices matter and to feel empowered to make a difference.

Provide incentives for individuals and businesses to try out a new way of commuting.

- Promotions and free-trial periods to incentivize ridership.
- Incentives for businesses to subsidize public transit costs for employees and to support and/or facilitate alternative transportation options to driving alone at their worksites.

Invest in tools that make public transit customer-friendly.

- Schedule displays with current estimates of arrivals and travel times to reduce anxiety about reliability and time commitment, while also giving people a sense of control over their commute.

Key Findings and Recommendations

Key Finding #3

The logistics of everyday use are at the heart of getting the public on board with non-drive-alone methods.

- **Access:** People were less inclined to use public transit when they did not live near a transit stop or when Park & Ride options were limited.
- **Convenience:** Respondents expressed an interest in trying other transportation modes if the routes are fast and efficient, the pick-ups are frequent and reliable, and the cost is comparable to (or lower than) driving and parking.
- **Cost:** Financial incentives are an effective motivator to get people to try a new travel method.



Recommendations

Technology helps people work out the logistics quickly and with ease.

- An app for ChooseYourWayBellevue.org to help people find and use alternative modes of transportation, with an eye towards “on-the-go” usage. Make the app a resource not just for general information but also for planning trips (e.g. Google maps, Metro trip planner, etc)
- Make more visible the existing online calculator that calculates the cost-burden of personal vehicles and the savings from public transit or travel modes other than driving alone.

Transportation system improvements can simplify the logistics of travel by cutting down on the costs of non-drive-alone travel.

- Continued investment in expanding the array of travel options in Bellevue: Light rail, rapid bus lines, and carsharing programs will collectively improve the convenience and flexibility of non-drive-alone modes of travel.
- A system-wide assessment of the transit network to determine whether it is organized in the most efficient manner and whether additional stops are needed, with an eye towards how it will perform under projected traffic patterns.

Key Findings and Recommendations

Key Finding #4

Gaps in communication lead to misunderstandings about what people want from local transportation providers.

- The biggest communication breakdown exists between the City and the community. Respondents were not aware of all the transportation options available to them, and they are not confident in how to use them.
- A second disconnect exists between individuals (e.g. employees, residents) and their employers and property managers. Employee respondents were interested in commuting via non-drive alone methods, but services are either not provided or not subsidized.



Recommendations

Communication can bridge the gap between stakeholders.

- Enhance the city's TDM program to increase the level of communication about non-drive-alone transportation options in Bellevue.
- A forum in which individuals can provide feedback to businesses and property managers as to their interest in non-drive-alone commuting options.

Incentives can help change behavior and reinforce what groups say they want.

- A program encouraging businesses and property managers to offer alternative travel modes for free or at discounted prices during a trial period, with a mechanism for individuals to provide feedback on their assessment of the program.

Key Findings and Recommendations

Key Finding #5

Choose Your Way walks a fine line between “informative resource” and “information-overload”.

- The website has a lot of great content that people are eager to access, but it is hard for people to pull out the most relevant information and important links get buried in busy page lay-outs.
- The website is not very user-friendly to those who want to use it on the go.



Recommendations

Simplify and streamline to bring the most important information to the front.

- Show fewer options of greater interest using clean, modern style guidelines.
- Create more sections on each page to break up the content into manageable chunks. Consider increasing the font size of headers, adding space between content chunks, and inserting graphics (replacing text with graphics wherever possible).
- Make sure the site is mobile-friendly and that the most important links are front and center, so that people do not have to hunt for what they’re looking for.
- Keep in mind that people are accustomed to on-demand transportation options, that give specific route information to users on-the-go, and these expectations still apply to Choose Your Way Bellevue.

Key Findings and Recommendations

Key Finding #6

Turning motivation into action.

- The website succeeded in motivating people to more strongly consider using non-drive-alone travel methods, but barriers to sustained ridership persist:
 - People live too far away to ride transit regularly.
 - Driving remains the most convenient way to get around the city.
 - Safety concerns discourage some potential riders.
 - There are persistent stereotypes that buses are old and dirty, and that public transit is for low-income riders.



Recommendation

Knowledge is power.

- Add or highlight content that specifically addresses barriers to ridership:
 - Making more visible the existing savings calculator comparing the cost of transit/non-drive-alone modes to owning and maintaining a vehicle would make commuting choices tangible by helping people put a price on each mode of transportation.
 - Discussing the measures in place to ensure cleanliness and safety on public transit may encourage more people to try out some of these alternatives.
 - Videos of transit vehicles in action or a social media stream where people can post positive stories or images from their ride can help give transit a fresh, modern face.

This Page Intentionally Left Blank



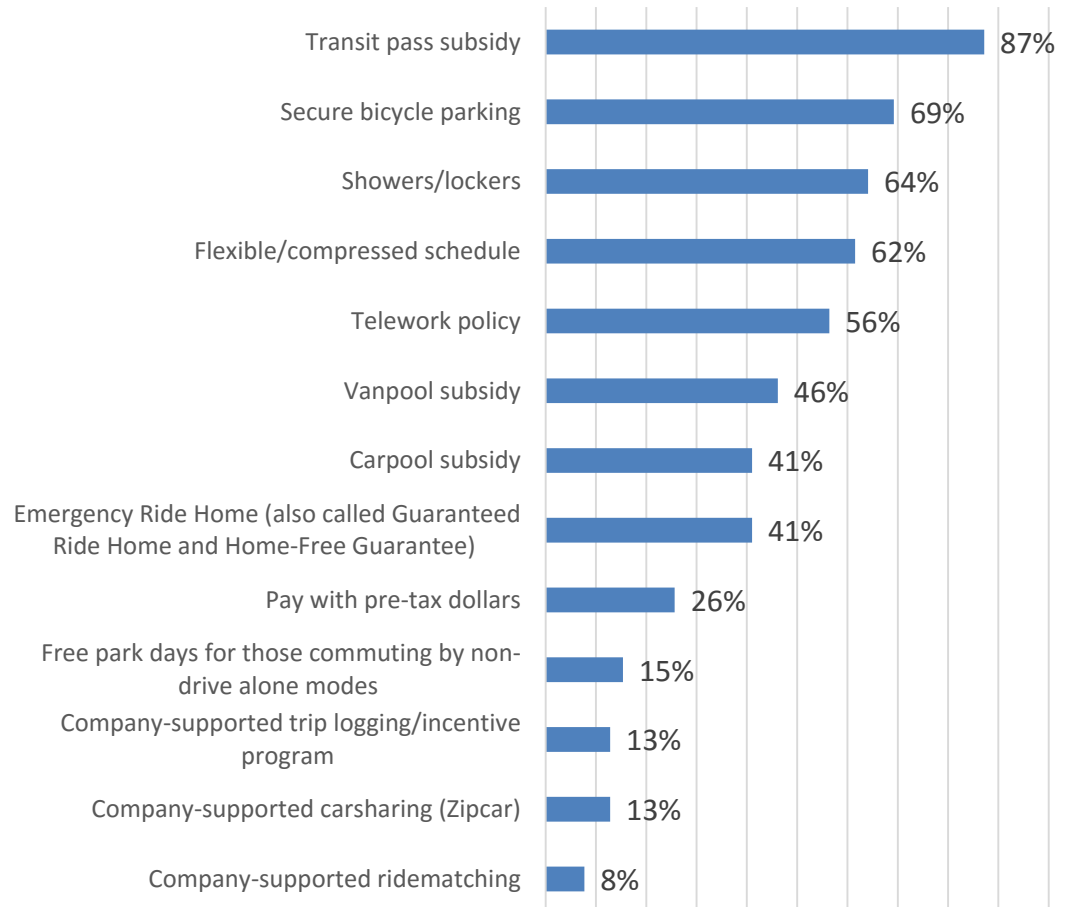
Detailed Findings: Employees

Commute Benefits: Employee Awareness

- Most employee respondents had heard about transit pass subsidies (87%), and a substantial majority had heard about secure bike parking (69%), on-site showers and lockers (64%), and flexible schedules or compressed work weeks (62%), and flexible schedules or compressed work weeks (62%).
- About half had also heard of telework policies (56%) and vanpool subsidies (46%).
- Company-supported trip logging programs (13%), carsharing (13%), and ridematching (8%) were not well known among employee respondents.

Which employer-provided commute benefits have you heard about?

Multiple responses allowed. Percentages may add up to more than 100. Base=all employee respondents (n=39)



Available Commute Benefits

- Showers and lockers are the most common benefit (59%) available to employee respondents at work.
- Secure bike parking (48%), telework policies (44%), and transit pass subsidies (44%) are also popular benefits.
- The least-common benefits are company-supported ridematching, carpool subsidies, and “free park days” – only 4% of employee respondents said that their workplaces offers these commute benefits.
- No employee respondents reported carsharing as a workplace benefit.
- Most employees learned about these benefits through their employee onboarding process, although Human Resources, the company website, and the Facilities team were also mentioned.

My employer does not offer any of the above, however, I do receive free parking at work.

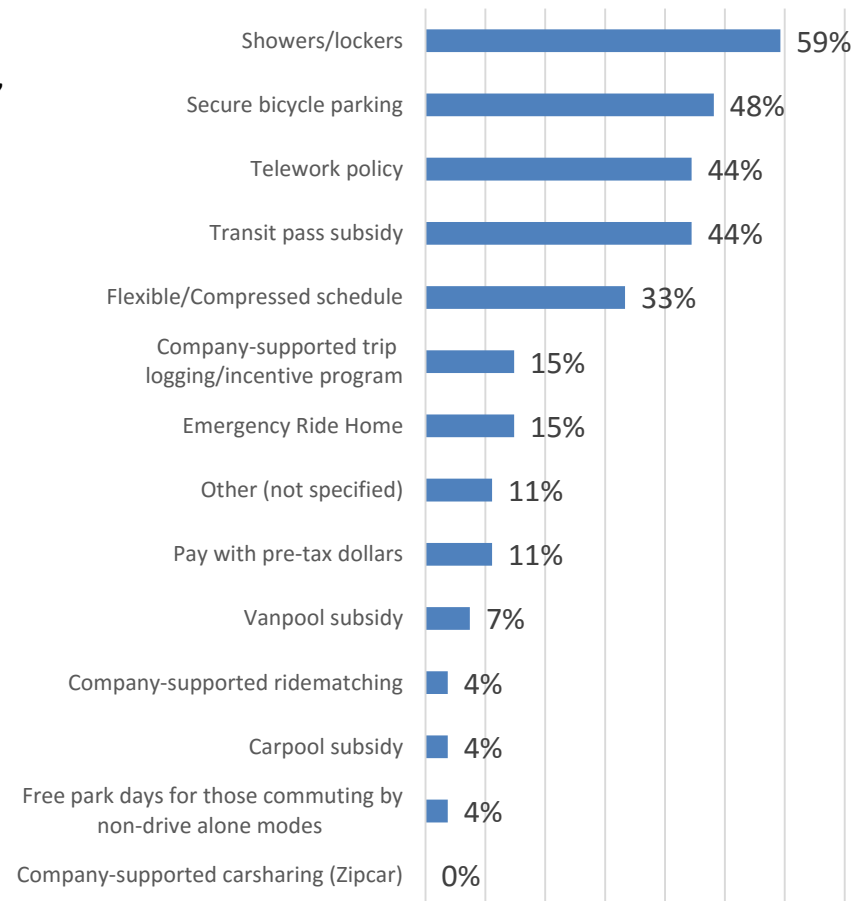
- Female employee, 45-54

My employer will pay for an ORCA card for me to take the bus. Alternatively, they will pay me to not use a spot in our parking garage.

- Male employee, 25-34

Does your employer offer any of these commute benefits?

Multiple responses allowed. Percentages may add up to more than 100. Base=all employee respondents (n=27)

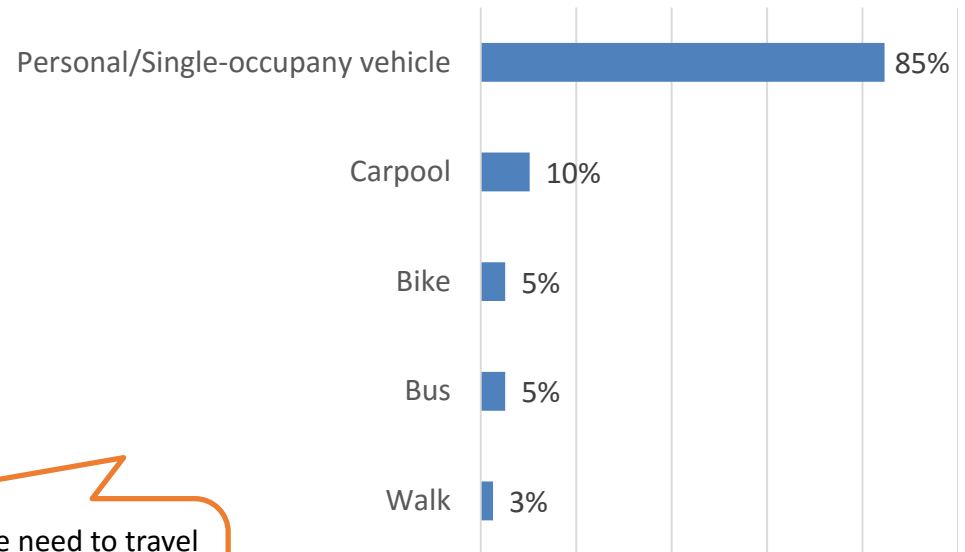


Commuting Habits

- Most employee respondents (85%) usually drive alone to get to and from work.
- Almost a fifth of them usually use alternative modes of transportation instead of, or in addition to, their personal car: 10% carpool, 5% bike or bus to and from work, and 3% walk.

How do you usually commute to and from work?

Multiple responses allowed. Percentages may add up to more than 100. Base=all employee respondents (n=39)



Driving my car is often the fastest and most flexible commute option for me.

- Female employee, 45-54

I need to drive my own car because of the need to travel to several different locations. This would take too much time to take public transportation several times in the day.

- Female employee, 25-34

Barriers to a Non-Drive Alone Commute

Most frequently cited barriers:

- Work location isn't close to bus line/transit center
- Fellow employees don't live close enough to carpool, or the office is too small
- Employee works odd/inconsistent hours
- Some employees need to drive to different locations throughout the day as part of their job, so a car is important

Time is very valuable these days, and my main concern with using public transportation in this area would be loss of time due to having to schedule my life around the bus schedule rather than simply drive my car wherever I need to be whenever I need to be there.

- Female employee, 18-24

Initial barriers for those that currently take alternative transportation modes:

- Finding parking at Park & Rides
- Buying a Flexpass for carpooling on toll lanes
- Cost of bike and accessories
- Becoming more disciplined in time to go to and leave work
- Adjusting schedule to things that could be done by bus and errands that had to be done by car

Finding parking at the park-and-rides has always been an issue. Oftentimes, the lots are filled by/before 7am so finding street parking is a battle and toss-up each morning. If I can't find street parking at one park-and-ride (Ash Way Park and Ride), I have to drive to another one which makes me get to work later than planned.

- Female employee, 18-24

Other barriers:

- No room at Park & Rides
- Afraid bus will be late
- Bus does not run frequently enough
- Need to pick up child(ren) after school
- Like personal space
- Cost of bus is prohibitive
- Feel unsafe waiting for bus in some areas
- Carrying too much/heavy bags
- Weather
- Time is too valuable
- Buses too full when coming from Seattle

I just need to get a little more disciplined with my schedule if I am going to go back to taking the bus... [it] runs only every hour after 5 pm.

- Female employee, 45-54

Trying Other Transportation Options

- Most employee respondents would be willing to try another commute option, such as:
 - Busing
 - Carpooling with fellow employees
 - Light rail – when it is finished
- However, employees would only be motivated to try another commute option, if:
 - It took the same amount of time or less compared to driving
 - The bus was paid for by their employer
 - The bus stop was closer to their home and/or their work
 - Bus routes were more direct
 - More parking available at Park & Rides
 - Parking becomes more expensive

Honestly, I don't think I'd need motivation, I'd just be up for it. I like saving money on gas. If a bus ran a more direct route that didn't take so long, I would jump on that for sure. 50 minutes to 1 hour though is too long for me each day. Getting home at before 3 normally, it wouldn't work getting home at 4 or after.

- Male employee, 25-34

I ride metro because it is so available to me.

- Male employee, 55-64

What motivated current alternative transportation riders:

- Bus is inexpensive, convenient, fast, and less stressful than driving
- Carpool cuts commute time
- Biking is good exercise
- Walking is quicker and good exercise
- Cost of parking

I would love to use public transportation if it were more available to our area.

- Female employee, 55-64

If I could spend the same or less time commuting than I do now, I would definitely try other options.

- Female employee, 55-64

“Choose Your Way”: Employee Awareness

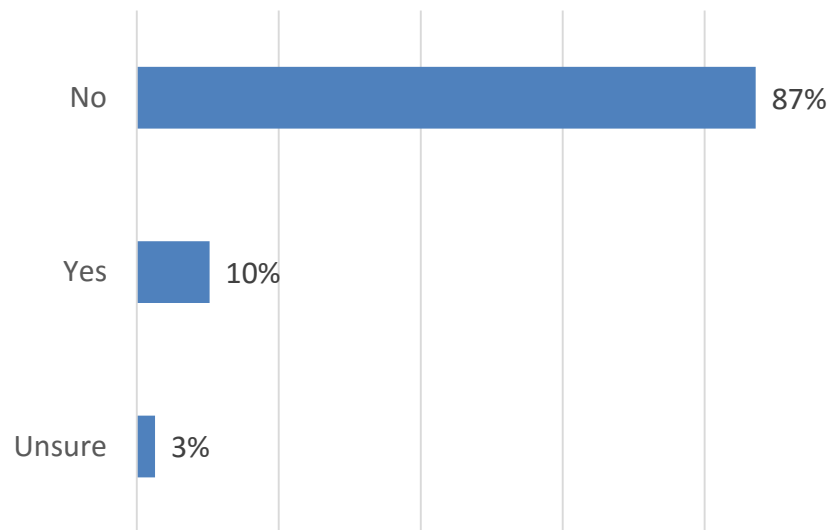
- The website ChooseYourWayBellevue.org can have a far greater reach than it currently does. Only 10% of employee respondents had heard of the site, while 3% were unsure.
- Among those who had heard of the website, they learned about it from different sources: the office facilities team, an office bulletin board, and a company-wide email.
- After viewing the website for the study, people found the website to be a helpful resource. They also expressed an interest in using mass transit, if benefits were made available.

There's a bulletin board with commuting options / pamphlets in the building... it had been stocked with information but seems to be empty in recent months.

- Female employee, 45-54

Before this study, had you heard of or seen www.ChooseYourWayBellevue.org?

Base=all employee respondents (n=39)

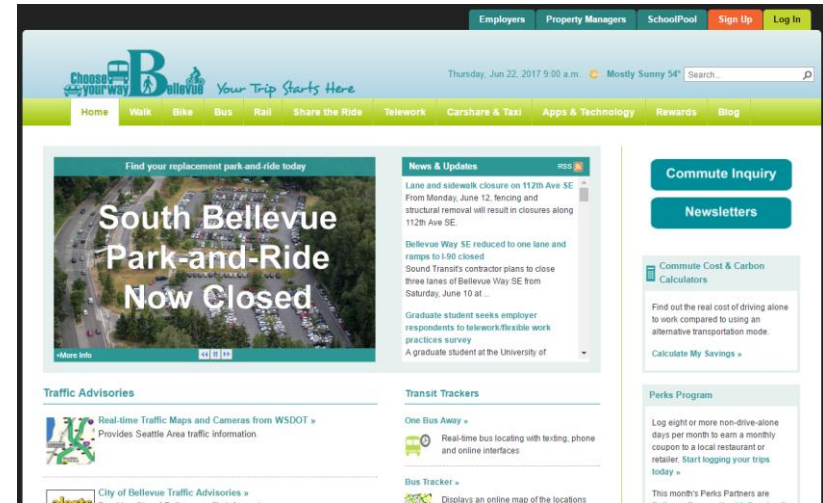


I think these programs/incentives are a great idea and wish more employers offered them.

- Male employee, 25-34

Messaging - Homepage

- Most employee respondents gave favorable reviews of the ChooseYourWayBellevue.org website homepage.
- The slideshow feature and news updates were consistently liked.
- Employees were most interested in the bus and carshare tabs at the top, as well as the Incentive Program link.
- The biggest critique was that the homepage is too busy. Some respondents thought it was an overwhelming amount of information, and others suggested simplifying the homepage to show fewer options of greater interest.
- Other less-frequent critiques included: too many buttons/tabs; the logo is too small; and it doesn't look modern.



The homepage seems very cluttered to me, and overwhelming to navigate.
- Female employee, 25-34

It looks like I am only one click away from all the travel information I need or want.
- Male employee, 35-44

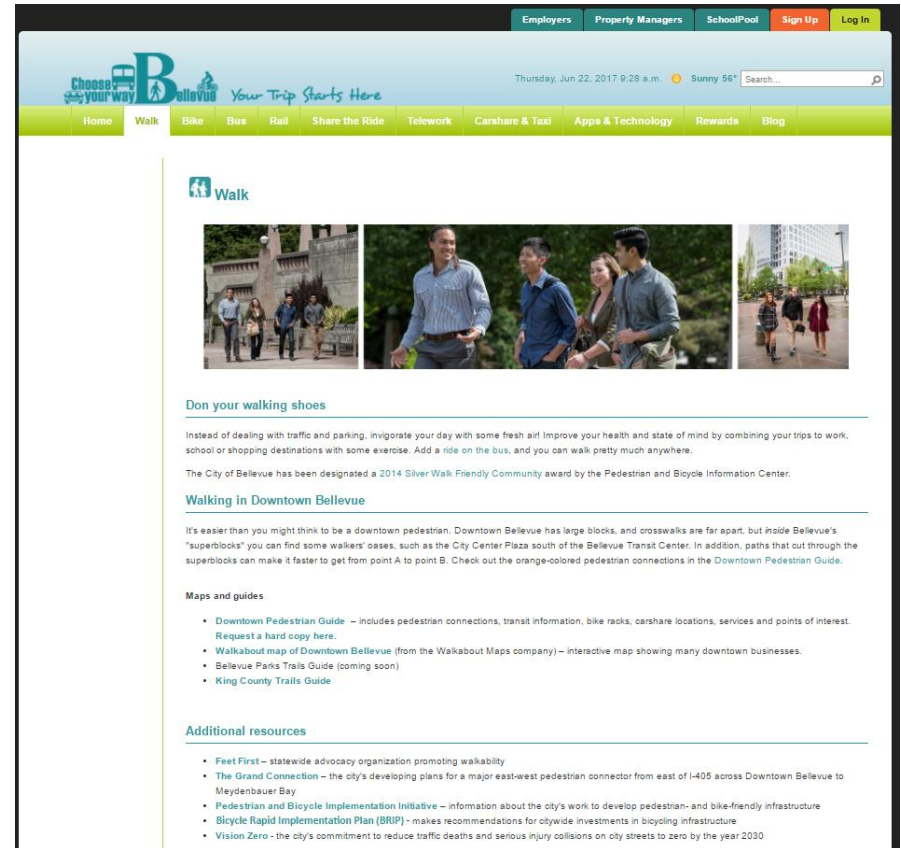
I am very interested to click on options for bus, rail, bike, or sharing.
- Male employee, 25-34

I really like the slideshow feature-- it allows me to see a lot of content in a smaller amount of time, and then pursue what I am interested in learning more about (ex: Bike month activities).

- Female employee, 18-24

Messaging – Walk Page

- Most employee respondents liked this page and gave little critique. They thought the page had good, helpful information and resources and they liked being able to find it all in one place.
- By far, the most liked feature was the links to the walking maps.
- Employees also liked the photos but suggested adding more images, particularly maps of walking routes.
- Most employees said they already often walk in Bellevue, so while they liked the page and links, it wouldn't necessarily make them want to walk more.
- Two respondents noted that the page is not optimized for mobile devices, so the page was hard to read.



[I'm] not necessarily [more likely to walk]. I mean, I am already a walker. But it does make walking seem very inviting and reinforces my interest in walking

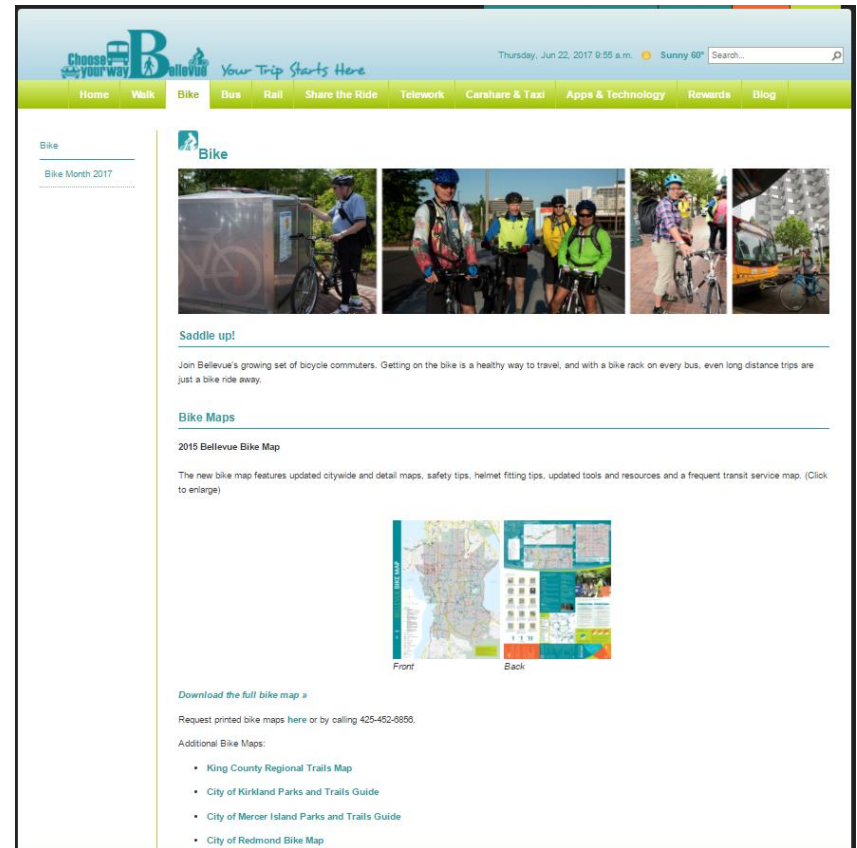
- Female employee, 45-54

I see at once the downtown pedestrian guide which I love. I knew there were ways to walk thru downtown but didn't know there was a map, this is great!

- Female employee, 45-54

Messaging – Bike Page

- Most employee respondents really liked this page and the information provided. In particular, employees liked the maps (including the maps for neighboring cities) and the information about showers and shower memberships.
- Several suggestions were mentioned by respondents:
 - Add outage/street closure links or warnings specific to cyclists.
 - Add links for where to buy bikes (Gregg’s Cycle or Craigslist, etc.)
 - Tell why the City of Bellevue is good for cyclists
 - Update bike map from 2015 to 2017
- While most respondents found the page intriguing, most were not any more inclined to try biking as an alternative commute, particularly because they live too far away or don’t own a bike.



I like the fact that you guys have centralized everything. I can't tell you how many times I have tried to get information and gave up. This simplifies things.

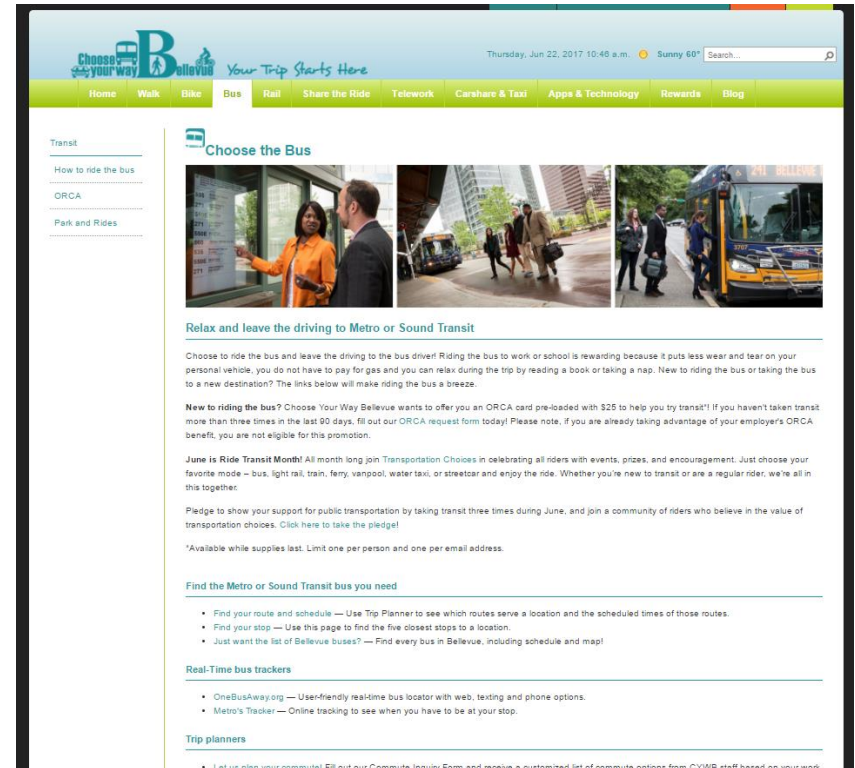
- Male employee, 55-64

Great links and resources. I'm not a big biker - but that being said, I think you cover all the concerns that I might have about biking to work (i.e., loading onto a bus, showering).

- Female employee, 35-44

Messaging – Bus Page

- Almost all respondents reacted favorably to this page. Respondents were especially appreciative of how comprehensive the information was, although a few respondents thought there was too much information/links.
- While several employee respondents said they already ride the bus, many others said they were more interested in taking the bus after reading this page. Bus riders and non-bus riders alike commented on how nice it was to have all the information in one place.
- Suggestions included:
 - Adding information on reduced fare, access for people with disabilities, place to report harassment
 - Addressing some of the reasons people don't like riding the bus (safety tips, staying warm while you wait, if bus is too full, etc.)



I feel encouraged to look at the trip planner to see if a route might work for me.

- Female employee, 55-64

I'm totally bookmarking this page for me and my family.

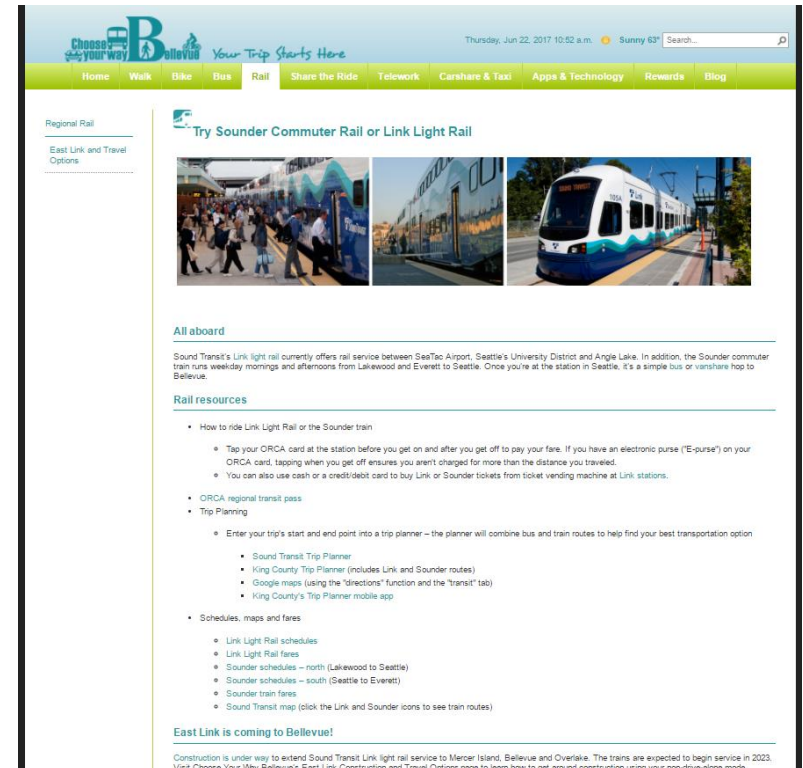
- Female employee, 45-54

It looks like all the info I need to plan my trip is easily accessible from this page.

- Female employee, 55-64

Messaging – Rail Page

- Almost all respondents reacted favorably to this page. Employee respondents are generally very excited to have light rail in Bellevue and most indicated they intend to use it when it is available.
- Many respondents mentioned friends or family who use light rail in Seattle or to get to the airport, and they are excited to do so too.
- Many respondents found it to be a helpful page because it is a very “how-to” page.
- Some respondents did not understand why the page is relevant to the website when light rail is not available in Bellevue.
- Suggestions:
 - Optimize for mobile devices
 - Add a map for current and planned routes



This page was very helpful in that it walked me thru each step of rail service and made it seem much easier than I had imagined.

- Female employee, 45-54

YES it does [make me more likely to ride] because I am very excited for the East Link!

- Female employee, 35-44

This page is not particularly helpful, as it is not relevant to Bellevue residents until 2023.

- Female employee, 25-34

Messaging – Share the Ride

- Respondents had mixed reactions to this page.
- Several employees were interested in the information and wanted to look into the options more, particularly the tabs on the left. Some respondents suggested putting these links also within the body of the “Share the Ride” page.
- Many respondents were excited to learn that they could get a vanpool van if they had enough people.
- Several employees didn’t think the information was helpful nor applicable to them, especially because many of them live too near work to want to carpool or they need flexibility in their commuting.
- Unfortunately, many of the respondents were not able to get to page as it seems the link was broken at the time.



Wow, this is a great page!
- Female employee, 45-54

I really like this page, very informative and I like the way it walks you thru all of the steps and different options. Easy to understand.
- Female employee, 45-54

I like the info that if you put together 5 people, there is a van provided. I'm not likely to rideshare as I need flexibility in my scheduling and don't work consistent hours, so it would not change that issue.
- Female employee, 45-54

Messaging – Telework

- Overall, respondents were intrigued by the information on this page. Many found the information informative and motivating.
- Many employee respondents already telecommute but were pleased to see it encouraged here.
- Many respondents do not have jobs that allow telecommuting, and for some it was not feasible within the scope of their work. Thus, they did not find the page applicable and it did not make them more likely to telecommute.
- Many thought this page should be encouraged for employers, as employees do not have the power to make this decision.
- One respondent suggested to add a list of companies/organizations which support telecommuting, to help encourage other employers to get on board.

It is very informative. Unfortunately it is not something that would work for my job. But the resources it gives would make me interested if I had a job I could do from home.

- Male employee, 55-64

Telework and Alternative Work Schedules

Skip Rush Hour

Puget Sound commuters waste dozens of hours in rush hour traffic each year. Save time and money by removing a commute trip from your work week through teleworking or working an alternative schedule.

Know the alternatives

- **Teleworking**, or working from home, adds hours to your day by cutting out the commute. Policies providing for telework vary by employer but are becoming increasingly popular.
- **Compressed work week** means working longer hours over fewer days. Fewer, longer days means fewer trips to and from the office and less time spent commuting and potentially fewer vehicles on the road.
- **Flextime** allows some scheduling flexibility around start and stop times. Flextime can be used to more easily accommodate commuters who travel by bus, carpool or vanpool, moving trips out of the peak periods.

Consider the benefits

- Employees who commute fewer days per week experience increased productivity and decreased stress. They also save money.
- Employers who allow teleworking and alternative work schedules benefit from improved retention, increased productivity, reduced absenteeism, expanded geographic access to skilled workers and improved continuity in case of emergency.
- The community benefits from reduced vehicle traffic and reduced emissions.

Talk with your employer

If you are not sure whether your employer allows teleworking or alternative work schedules, it never hurts to ask! If your employer does not offer these programs, consider researching the topic and conveying to your employer the benefits of offering these options.

Resources for starting a telework program at your business

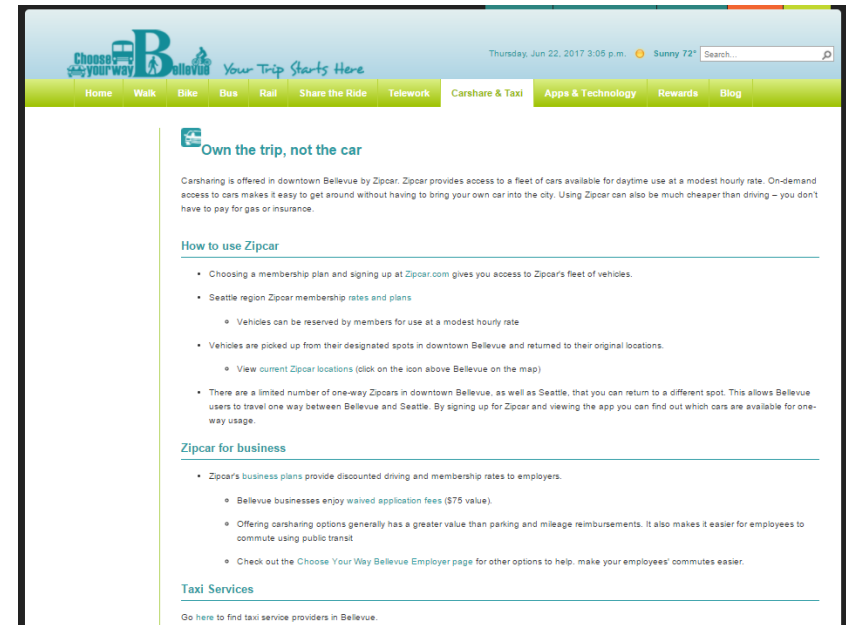
- King County's WorkSmart program offers free consultations to employers to help you set up telework and alternative work schedules
- Bellevue Case Study
- Check out these options on the more detailed commute resources for employers on the [Choose Your Way Bellevue Employers page](#)

This is really cool! I already look for these kinds of alternatives in my life and schedule; I had no idea they were recognized concepts being practiced by business and supported by the City.

- Female employee, 18-24

Messaging – Carshare & Taxi

- Most respondents were very interested in the information on this page. Many employee respondents said they learned a lot about Zipcars, which they hadn't understood previously.
- Several respondents said they were more likely to use Zipcars because of this page.
- However, several respondents indicated they would not use Zipcar because they own a car and it is not necessary.
- Some respondents didn't understand how this could benefit them, especially when they lived outside of the Bellevue area.
- Suggestions:
 - Add other carshare companies (ReachNow, etc.).
 - Add images or company logos.



Very informative page, I did not know how Zipcar worked and this page answered all my questions.

- Female employee, 45-54



I liked the information and would definitely use Zipcar now more than before.

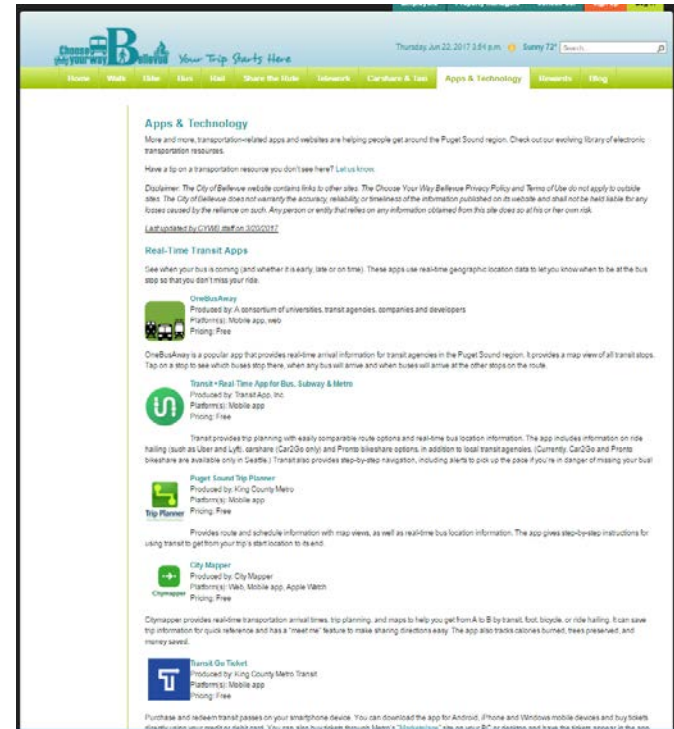
- Male employee, 55-64

I own a car so I'm very unlikely to be interested in Zipcar unless there was an emergency. I am more likely to use Uber or Lyft if I didn't have access to my car.

- Female employee, 35-44

Messaging – Apps and Technology

- Most respondents loved the Apps page.
- The biggest critique was that the page is too messy and busy. Some respondents suggested making the subheadings bigger/clearer or dividing it into subpages.
- While many thought it was messy, many also still found it easy to find the relevant apps, so some change may be necessary but it's not inhibiting usability.
- Many respondents already had some of the apps but many of the apps listed were new to respondents and they were excited about them, particularly the real-time bus and train trackers.



While I don't need all of these apps, having them all in one place is great!
- Female employee, 45-54

This is excellent. I'm much more likely to want to use apps, if using alternative transportation options! I've actually downloaded a few!
- Male employee, 55-64

Overall the entire page is messy. It should be formatted to look better - making it easier to read.

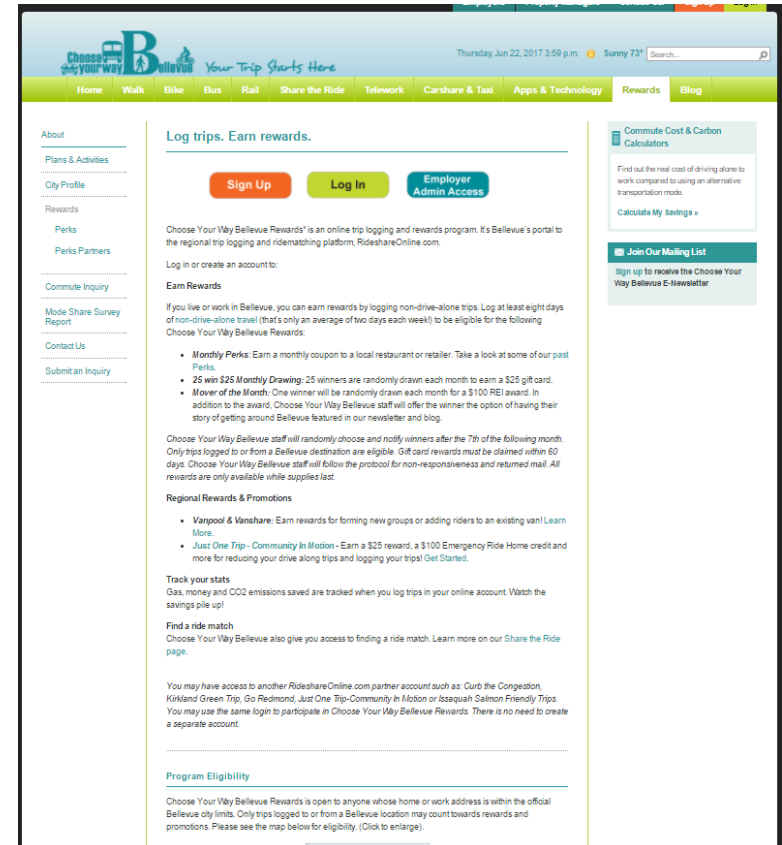
- Female employee, 25-34

Messaging – Rewards

- Respondents were either very interested in this or not interested at all.
- For about half of respondents, the perks were not worth the time and effort spent logging their trips.
- However, the other half of respondents were very excited about this program and several have already signed up for it.
- One respondent mentioned privacy concerns and having the City be able to track his trips and location.

I think monthly perks will be a huge motivator for people to try commuting a different way to work.
- Female employee, 45-54

I literally stopped in my tracks and went to update my calendar to log trips at rideshareonline.com before writing my notes here
- Female employee, 45-54



The rewards were clear. But honestly I don't care about the rewards. It is not worth the trouble to me compared to our family income.
- Female employee, 55-64

Incentivizing a Non-Drive-Alone Commute

- Incentive programs can help motivate employees to try new modes of travel other than driving alone.
- We asked employees about their interest in participating in a rewards program before and again after they read about the rewards program.
- Almost half of the employees were unsure whether they would be interested in a rewards program before reading about the program.
- After reading about the rewards program, most of the respondents who were unsure said that they were now interested, and overall 53% of the employees were interested.

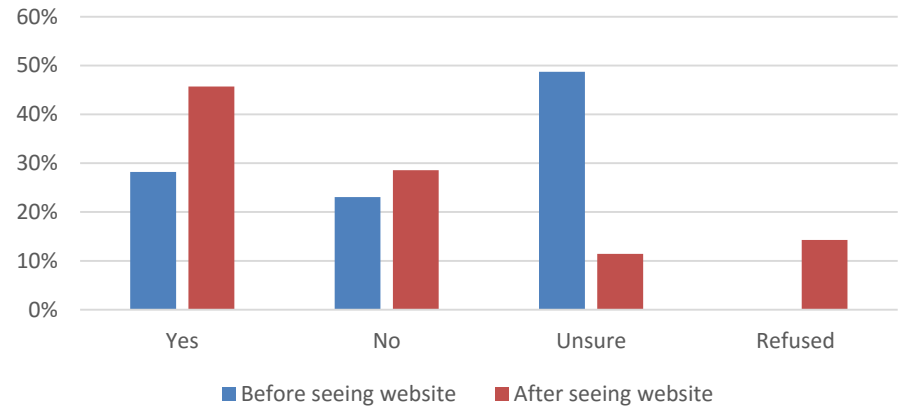
At least \$50 per month incentive would entice me to consider another option.
- Female employee, 45-54

"If I had greater incentives to use public transportation I would probably use them."
- Male employee, 25-34

It's not the dollar amount, but making sure it fit my timetable.
- Female employee, 45-54

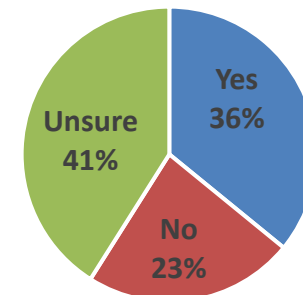
Respondent Interest in Rewards Program Before and After Visiting Website

Base=all employee respondents (=35)



Would a one-time monetary incentive motivate you to try a commute option to driving alone?

Base=all employee respondents (n=39)



Messaging – Blog

- There were two main responses to the blog page.
- For respondents who took the time to read several of the posts, they found the information helpful and engaging.
- On the other hand, many respondents didn't want to read in-depth information on these topics and glanced over it, generally giving negative reviews of the page (too much text, unnecessary, not eye-catching).

I like that it has updates that highlight different things going on in the area. This is super helpful for those that want more in depth information. I already see there is information about freeway traffic which is helpful to me.

- Female employee, 25-34

That was surprisingly friendly and enjoyable to read! I read the post about changing up your commute by "Caffeinated Carey" and found this to be a really nice way of addressing an issue that will disrupt the routine of a lot of people.

- Female employee, 18-24

Choose Your Way Bellevue Blog

Help train computers to recognize road users, prevent collisions

From the City of Bellevue

In 2016, road crashes resulted in 40,000 deaths and 4.6 million injuries in the United States. For young people under age 19, these collisions were the leading cause of death.

What if we could use technology to predict where vehicle collisions involving pedestrians and bicyclists will occur, then take steps to prevent them? Would you want to help? Well, now you can.

This work is part of a multi-city, multi-organizational partnership called Video Analytics Towards Vision Zero. As indicated in this [ITE Journal Article](#), this technology development partnership aims to use footage from traffic cameras across North America to "teach" computers how to recognize near-miss collisions. Data from these machine learning systems will allow transportation engineers to predict where crashes will occur and take proactive measures to prevent them.

The partnership invites public participation in the next project milestone – using crowdsourcing to analyze video and teach computers to identify a person in a wheelchair, on

Subscribe

Categories

- Bike (57)
- Bike Month (1)
- Bike Month (1)
- Bus (78)
- Carbon Footprint (35)
- Carpool (37)
- Carshare (12)
- cascade bicycle club (3)
- Choose Your Way Bellevue (47)
- Commute Advantage (8)
- Commute Benefits (14)
- Commute Planning (45)
- Commuter Connection Store (3)
- Compressed Work Week (10)
- Construction (8)
- Drive (13)
- Employer Commute Program (2)
- Events (23)
- Ferry (3)
- Health (5)
- Light Rail (8)
- ORCA (12)
- Parking (5)
- South Bellevue (1)
- South Bellevue Park-and-Ride (1)

I'm not really a blog person so I probably wouldn't use this. It's a lot of info and usually I already know what I need on the site - bus route etc. I'm not usually going to browse the site. .

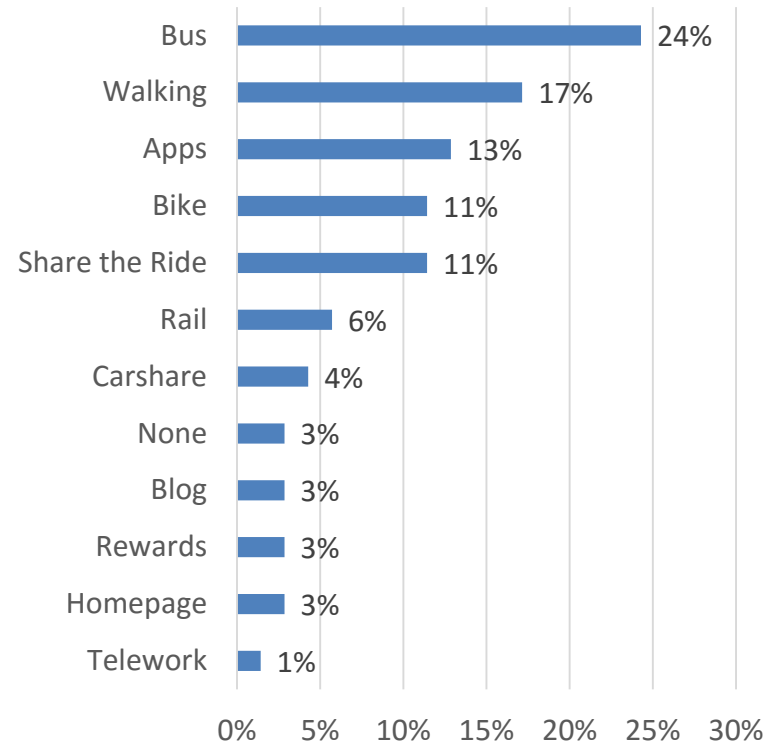
- Male employee, 25-34

Messaging – Most Relevant

- Employees found the Bus (24%) and Walking pages (17%) to be the most relevant to them.
- The Apps (13%), Bike (11%), and Share the Ride (11%) pages were somewhat relevant to employees.
- Telework was the least relevant page to employees (1%).
- Respondents found the Bus and Walking pages to be the most relevant because those were the transportation modes they were most likely to use in the near future and the pages they would go to before doing so.
- Overall, most respondents thought the website was helpful and relevant overall. Small suggestions were made, which are detailed on the specific site pages.

Most Relevant Pages to Employees

Multiple responses allowed. Percentages may add up to more than 100. Base=all employee respondents (n=39)



I found much of the information useful and new to me. I wouldn't remove anything. It might be good to list car-charging stations as the use of e-cars increases.

- Male employee, 55-64

Bus and share the ride seem to be the most relevant options because they can get me to the places I need to go most frequently in the most efficient way.

- Female employee, 18-24



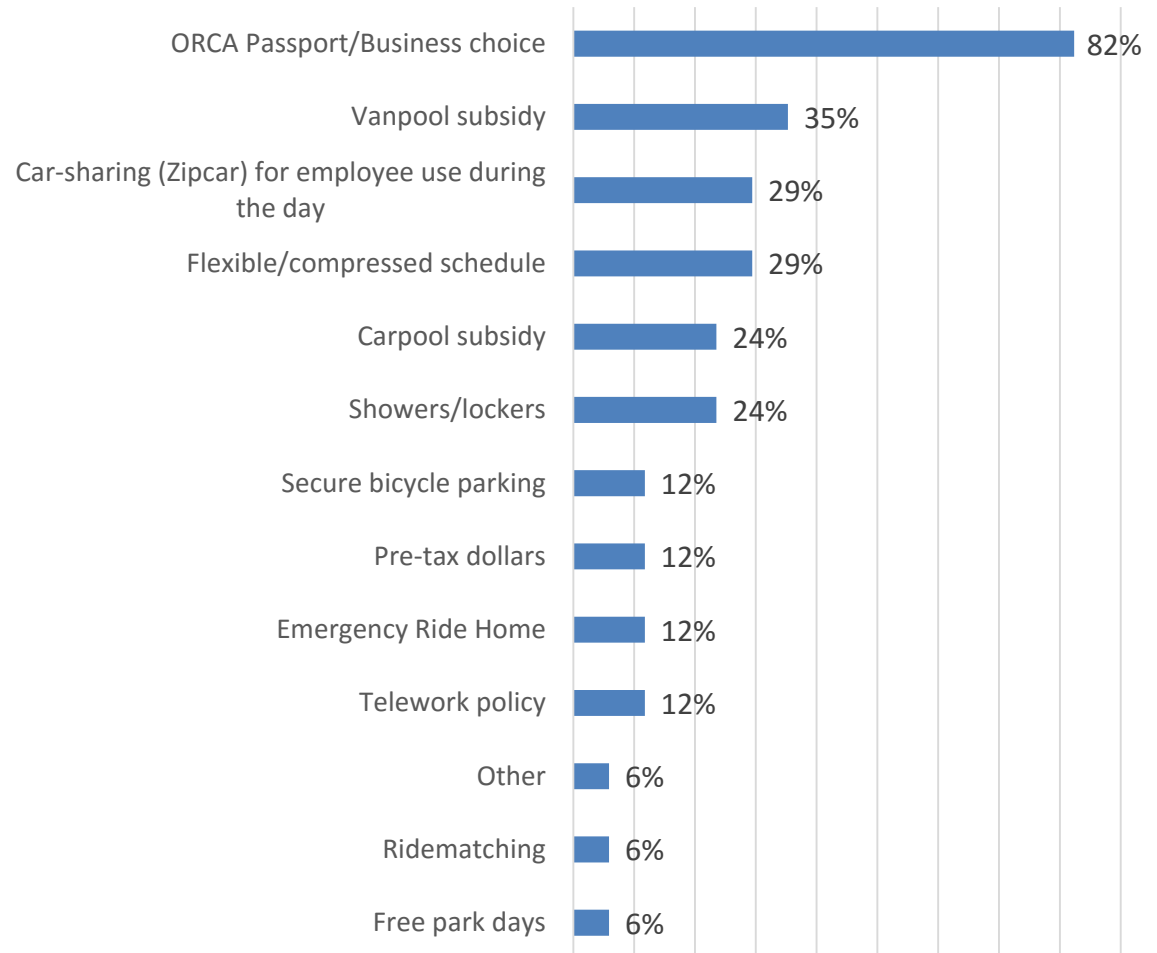
Detailed Findings: Employers

Commute Benefits: Employer Awareness

- Employers were most familiar with ORCA card programs (82%).
- They were somewhat familiar with vanpool subsidies (35%), carsharing programs (29%), and offering flexible schedules or compressed work weeks (29%).
- Employers were not particularly aware of company-supported ridematching programs (6%) or “free park days” (6%).
- For a breakdown between Downtown and Non-Downtown employees, see Appendix M.

Which of these commute benefits are you familiar with?

Multiple responses allowed. Percentages may add up to more than 100. Base=all employer respondents (n=17)



Commute Benefits Offered

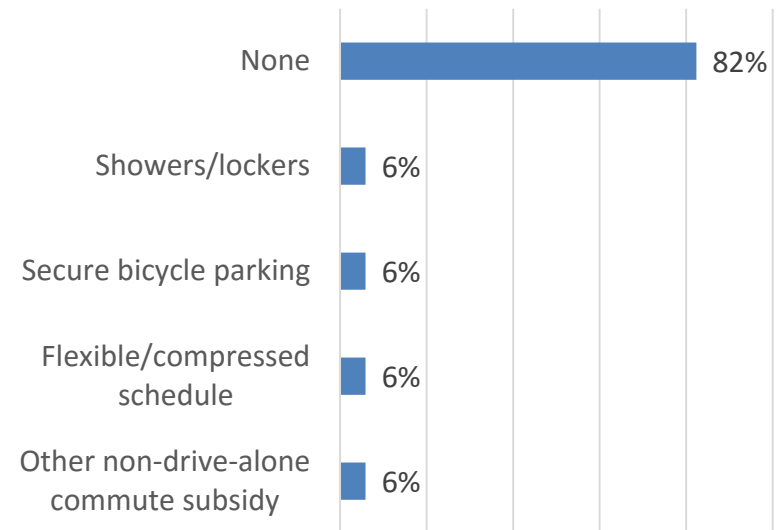
- For the most part, employers surveyed do not offer commute benefits, even partial or subsidized, to their employees (82%).
- 6% of employer respondents offered secure bike parking, showers and lockers, flexible schedules or compressed work weeks, or other subsidies for non-drive-alone commuters.
- The main reason there is low levels of commute benefits is that employers perceive that they do not pay for parking provided to their employees (in other words, they do not explicitly pay their landlords for parking on a per-space basis) in Bellevue.
- Of the four employer-respondents who do pay their landlords for parking, three of them pay less than \$100 per month per stall. The other one pays \$200 per month per stall.
- Employers also stated that their employees do not have to pay for their own parking either and that employees tend to drive alone to work.

Barriers to providing commute benefits:

- Perceive benefits as only applying to companies larger than them.
- Employees need to drive to different locations throughout the day so a personal vehicle is necessary
- Retail shifts don't align with bus schedules
- Lack of flexibility for employees:
 - Difficult to have a variable work schedule when relying on non-drive-alone transportation
 - Difficult for employees to run personal errands after work or during lunch

Do you offer any of these commute benefits to your employees?

Multiple responses allowed. Percentages may add up to more than 100. Base=all employer respondents (n=17)



All of our parking is free here.
- Female employer, 25-34

Commute Benefits Employers are Open to Providing

- Employers were generally open to providing a commute benefit, although many perceived their company as being too small to provide commute benefits.
- Benefits they were open to providing, included:
 - ORCA cards
 - Flexible working hours
 - Carpool credits (in the form of gas cards)
- In order to provide these benefits, employers would need:
 - More information about benefit options
 - Cost-benefit analysis
 - Demand from employees

If my employees were interested in commute options or benefits, I would be open to learning more about what options exists for a company our size with the number of employees we have here.

- Male employer, 45-54

We're open to feedback from our employees. If employees requested a specific option or benefit we would likely offer it.

- Female employer, 45-54

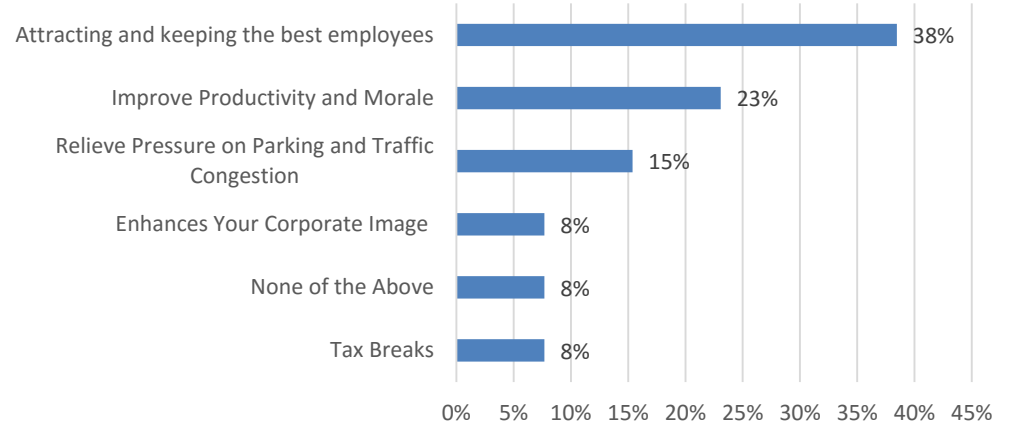
Most and Least Important Advantages to Employers

- The most important advantage for employers is “attracting and keeping the best employees” (29%) followed by “Improve Productivity and Morale” (23%). This is seen as important because employers know that their employees factor commute times and difficulty into deciding to take or remain in the job.
- The least important advantages for an employer are Tax Breaks and Enhancing their Corporate Image.
- One employer mentioned reducing carbon footprint as another important advantage.

We're a software company and need the smartest people - we need any advantage to keep us on top.
 - Female employer, 45-54

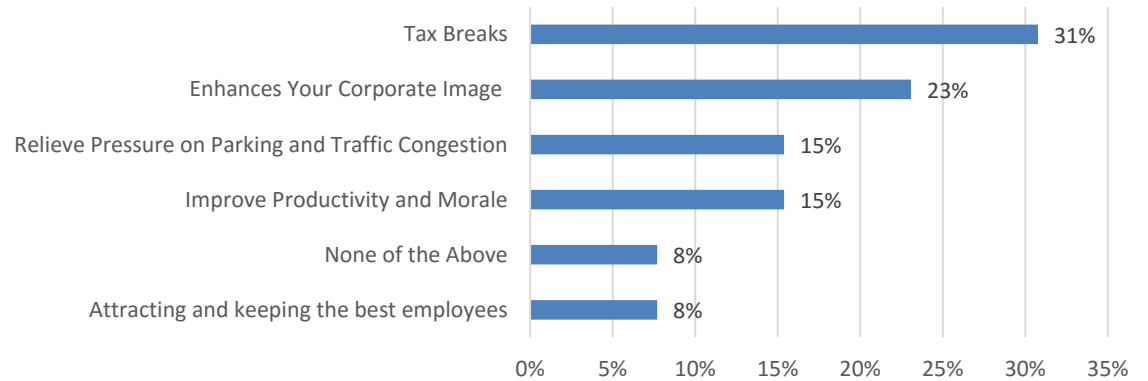
Most important/relevant advantages for Employers' company

Base = all Employer-respondents (n=13)



Least important/relevant advantages for Employers' company

Base = all Employer-respondents (n=13)



“Choose Your Way”: Employer Awareness

- None of the employer-respondents were aware of ChooseYourWayBellevue.org.
- However, there was interest in learning more about the website and taking advantage of its resources.
- One employer stated the perception that their company had not considered commute benefits because employees live too far away.

Would love to have information regarding this program as I have never heard of it previously.
- Female employer, 35-44

We have not looked into commute benefits because our employees live far away and group transportation isn't appropriate for them (their choice).

- Female employer, 45-54

Employers' Perception of Employees' Commute Modes

- Almost every employer said they were aware of their employees' commute habits. Only two (13%) said they were "unsure."
- Most employers stated that the majority of their employees drive alone – and do so for several reasons
 - Schedules vary between coworkers
 - Live near work – easier to drive
 - Live far away and transit options aren't available or take considerably longer than driving
 - Convenience and comfort

Most people have complicated and unpredictable schedules so that's why they can't use commute options. Commute options would need to be much more flexible to accommodate peoples' schedules.

- Female employer, 45-54

Position as Stakeholder

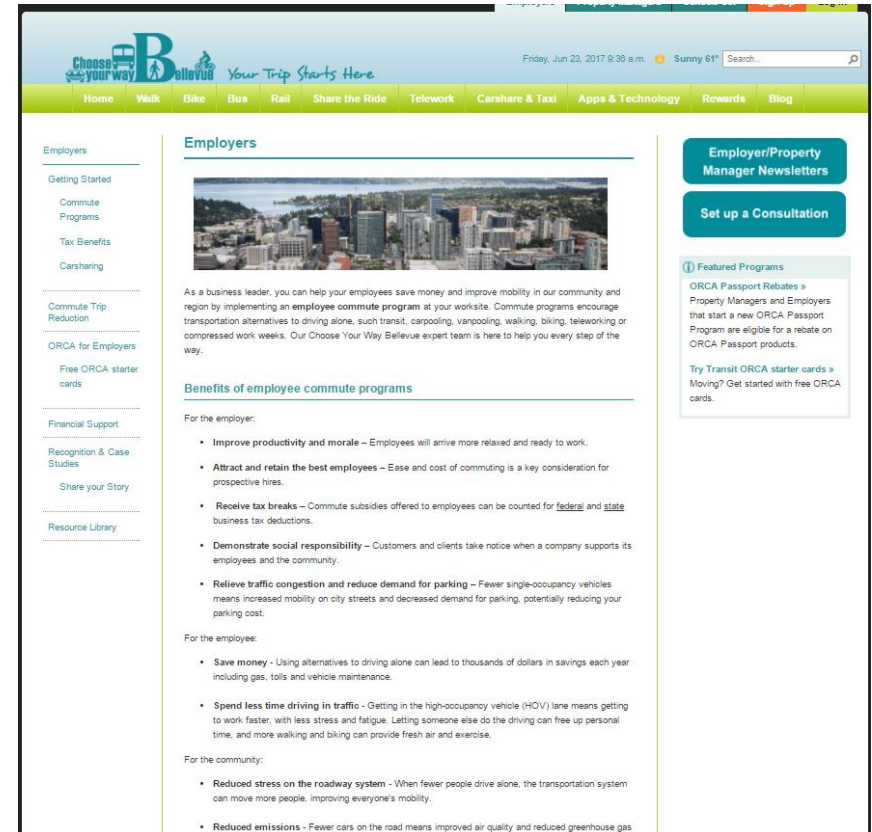
- Generally, employers don't believe they have the power to affect conditions that influence how people commute
- Some employers feel no responsibility in reducing congestion, while others are unsure what their role could be in reducing congestion in Bellevue

If my staff was say the size of Microsoft, then yes. But having a staff of 10 who works off times of commutes I don't know that it would make as big of an impact.

- Female employer, 24-34

Messaging for Employers

- Generally, employers found the “employer” page to provide a lot of helpful information. Overall, they found it easy to navigate through and were able to find resources immediately.
- One employer mentioned the ORCA Pass information to be especially helpful.
- However, several employers said the page was not relevant to them because their company is too small.
- Regarding the toolkit message, most employers said the message was helpful and encouraging. However, several thought the message was too wordy and long, and suggested simplifying it.
- Overall, most employers thought it would be helpful to have a “toolkit” in booklet and PDF form so that they would have easy access and can learn visually.



The information on ORCA passes is helpful.
- Male employer, 35-44

It's a good message but it's a lot of words and unfortunately I'm being hit with a lot of stuff so I might not take the time to read it. It's not very skimmable.
- Female employer, 45-54

Good message; sounds helpful and encouraging.
- Female employer, 65-74

Very thorough and well done website with a lot of helpful information.
- Female employer, 65-74

Yes, [a toolkit would be helpful] because I think the hardest part is getting started.
- Female employer, 45-54

Employer Interest in Consulting Session with the City

- Respondents are somewhat open (24% favorable) to a consulting session with the City regarding non-drive-alone commuting. However, over three-fourths are either unsure or against participating in this type of meeting.

Based on my small office staff and easy parking situation, I feel commutes are not an issue w/ this company.

- Male employer, 24-34

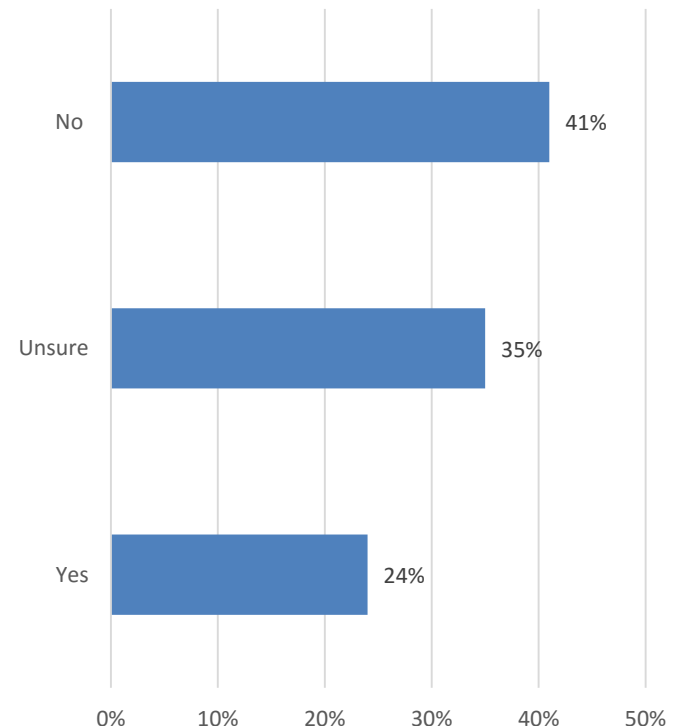
[I] didn't know there were consulting sessions.

- Male employer, 35-44

[We would need] info to see if it would be worth the time for all parties involved.

- Female employer, 35-44

Would you be willing/interested in having a consulting session with the City of Bellevue's Choose Your Way Bellevue program staff to learn about how to create conditions that are more conducive to non-drive-alone commuting?



This Page Intentionally Left Blank



Detailed Findings: Property Managers

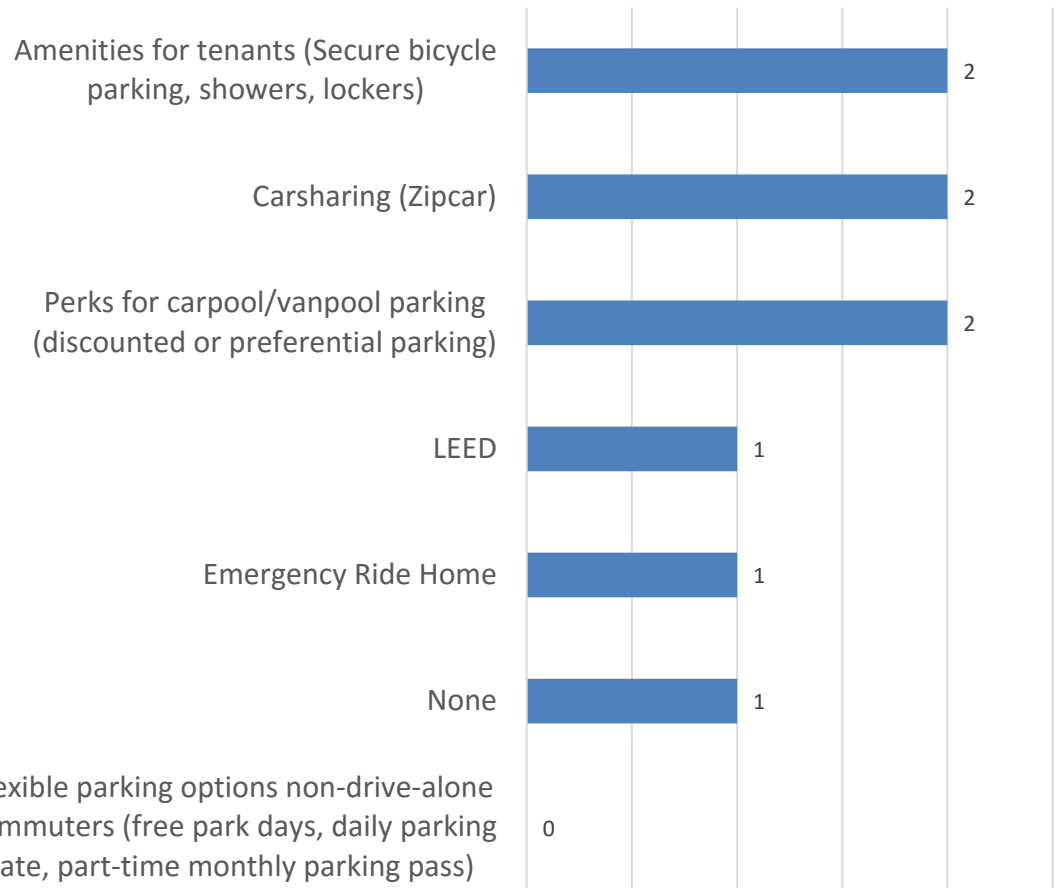
Commute Benefits: Property Manager Awareness

- The three property managers managed slightly different types of buildings:
 - One managed a high-tech office
 - One managed a high tech office/industrial/warehouse use
 - One managed one office campus with eleven buildings
- Most property manager respondents were aware of amenities such as secure bike parking, showers, and lockers.
- Most were also aware of carsharing and incentive programs for carpool/vanpool users.
- One was aware of LEED-certified transportation features and Emergency Ride Home.
- No property manager was aware of flexible parking options.
- **None of the property managers surveyed offered these commute programs to tenants.**
- One property manager said while not currently offered, all of them are appealing and would benefit his tenants.

There are no commute programs currently being offered to my tenants.
 - Male property manager, 35-44

Which of these programs and features are you familiar with?

Multiple responses allowed. Percentages may add up to more than 100. Base=all property manager respondents (n=3)



Current Modes and Commute Benefits for Tenants

- Of the 3 property manager respondents, two were not aware of their tenants' commute modes, and one didn't answer the question.
- Property managers estimated that 75-100% of their tenants drive alone to work.
- All property managers said tenants do not pay for parking.
- Property managers appear to favor providing parking to their tenants bundled within leases (not as a separate line-item cost that can vary according to the number of spaces desired by tenants) over providing commute benefits to tenant employees.
- One respondent felt the winds of change and expected to offer these kinds of benefits soon enough. Another suggested more education was needed to inform property managers about what all was available.

Currently we are not required to offer any services. However, leasing and density of our building is growing and there could be programs offered to our tenants in the near future. In addition, with the closures of East side P&R's, our close proximity to Bellevue College, and our close proximity to the Eastgate P&R, I foresee parking issues in the near future. And these parking issues will mostly likely push us to closely monitoring our stalls, our allocations, and commute programs.

- Male property manager, 35-44

[We] need to be educated as to the offerings that are available.

- Male property manager, 55-64

Motivations for Property Managers and their Tenants

- Property managers believe that in order for tenants to commute using alternative options, several internal and external changes would need to occur:
 - Non-drive-alone modes would need to be more convenient and more accessible than driving
 - Parking would have to become more expensive
 - Commute times would have to become longer
 - Incentives to take non-drive-alone modes would have to be greater
- Property managers believe their role in reducing congestion in Bellevue is:
 - Educating tenants on non-drive-alone options by passing on information and resources to their tenants
 - Promoting options and incentives for alternative means
- Most property managers were willing to share resources and information with their tenants about alternative commuting options.
- All three property managers would be interested in a consulting session with the City regarding non-drive-alone commuting.

...in a suburban area with ample parking, a Landlord is not motivated. In fact, free and ample parking is a huge selling point for a Landlord and help compete with the Downtown buildings. As a Property Manager I can certainly help people connect to their options and distribute information as needed regarding commuting. But I believe people have personal reasons on why or how they choose to commute. These personal reasons shape their decision on where to live, work, and their commute routines/options.

- Male property manager, 35-44

I've not been aware of programs... I would be open to learning about anything that would benefit the tenants and Building Owners.

- Female property manager, 35-44

Messaging for Property Managers

Toolkit:

- All property managers thought the messaging for the toolkit was clear and effective.
- However, one property manager thought it wasn't realistic, because of individuals' family obligations.

Website:

- All property managers gave favorable reviews of the website. They thought it was very helpful and provided clear, relevant information.
- Two property managers suggested the best way to communicate this information is to send emails to property managers with information and offering to meet and explain information.

I think that emails or personal visits are good way to introduce this information to Property Managers.

- Male property manager, 35-44

I'm open to anything and everything to help.

- Female property manager, 34-44

...the website is great as it shows all the potential commute options that could be available and drills you down to them (with details).

- Male property manager, 35-44

The screenshot shows the website for 'Choose Your Way Bellevue' with the tagline 'Your Trip Starts Here'. The navigation bar includes links for Home, Walk, Bike, Bus, Rail, Share the Ride, Telework, Carshare & Taxi, Apps & Technology, Rewards, and Blog. The main content area is titled 'Property Managers' and includes a sidebar with links to 'Property Managers', 'Building Options', 'TMP - Code Services', and 'ORCA Business Passport'. The main text provides information about commute programs, TransManage services, and ORCA Passport rebates. A sidebar on the right features 'Employer/Property Manager Newsletters' and 'Featured Programs' including ORCA Passport Rebates and Try Transit ORCA starter cards.

This Page Intentionally Left Blank



Detailed Findings: Brokers

“Choose Your Way”: Broker Awareness and Response

- None of the broker respondents were aware of ChooseYourWayBellevue.org.
- 100% of broker respondents had positive responses towards the website – almost all found it very relevant and useful.
- Several brokers said that it fills a gap in information about transportation in Bellevue.
- Most brokers indicated they are likely to include the website in conversation with tenant prospects.

This information needs to be marketed in a more effective way. It is the first I have heard of this website, and I believe others would find the website useful.

- Male broker, 18-24

[This is the] first time [I've] seen something like this put it into one place.

- Male broker, 55-64

It is a resource that I will likely send to tenants I work with because it will allow the business owners to relay this information to their employees.

- Male broker, 18-24

Conversations with Tenants

- Brokers regularly speak with property managers and prospective and current tenants about transportation. Current construction, proximity to bus routes, walkability, and parking are the most common topics.
- However, most brokers agree that transportation options/parking is generally a secondary concern to prospective tenants, although it does come up.
- Common questions from tenants include:
 - Parking options
 - Bus routes
 - Bike parking
 - Light rail
 - Major and minor arterials
 - Where congestion concentrates
 - Where housing options are (relative to commutes)

90%+ of employees drive so asking about parking. Minority asking about bus.

- Male broker, 25-34

Location is a common topic with property managers, prospective tenants, and current tenants regarding the office space I inquire about. Specifically, I most often discuss the impact of the major construction projects, i.e. the Spring District and Eastlink. Information we include in our marketing are current/upcoming construction projects, the bus routes within walking distance, as well as the nearest park and ride station.

- Male broker, 18-24

Bellevue's Attraction to Employers

- Several brokers talked about how Bellevue is booming so it's becoming increasingly important for employers to be located in Bellevue.
- Also, many brokers mentioned the conveniently located transit center as a positive attraction of Bellevue.
- Walkability is a big selling point to many employers.
- However, two brokers shared that they have seen companies leaving downtown Bellevue for the suburbs because of the parking expenses in Bellevue.
- Important to Employers:
 - Proximity to transit center
 - Parking
 - Less traffic on highways (for employers whose employees must travel during the day)

The Transit Center is in the middle of town. All buses that go to the Eastside come through there. It's the Center of the Universe, so to speak...

- Male broker, 55-64

The walking amenities (walkability) of downtown Bellevue is really attractive to most tenants

- Male broker, 55-64

Important to Employers by Sector:

- Industrial tenants rarely ask about transportation
- Service industry wants less traffic because generally require cars during the day
- Office tenants want to be near transit center

Support from the City of Bellevue

- Brokers would like to see the City build more awareness about all of the various transportation programs.
- They would like to see the ChooseYourWayBellevue.org website promoted more.
- One broker suggested the City should focus on mass employers, because they can make the most impact.
- Most brokers want to see the City actively promoting and supporting TDM programs.

City should definitely be involved in transportation demand management. But their message should be: ...“Good news, you don’t need to drive your car. It’s advantageous...easier to get around [without]...” Put a positive spin on it because tenants are coming from a frame of reference where they drive a car. The perception is that downtown Bellevue is not car-friendly. With the density that’s coming, other alternatives are going to be necessary.

- Male broker, 55-64

Their role should be to provide as much information to the public as possible regarding these programs. This way we can make the most well informed decision together, as a community.

- Male broker, 18-24

This Page Intentionally Left Blank



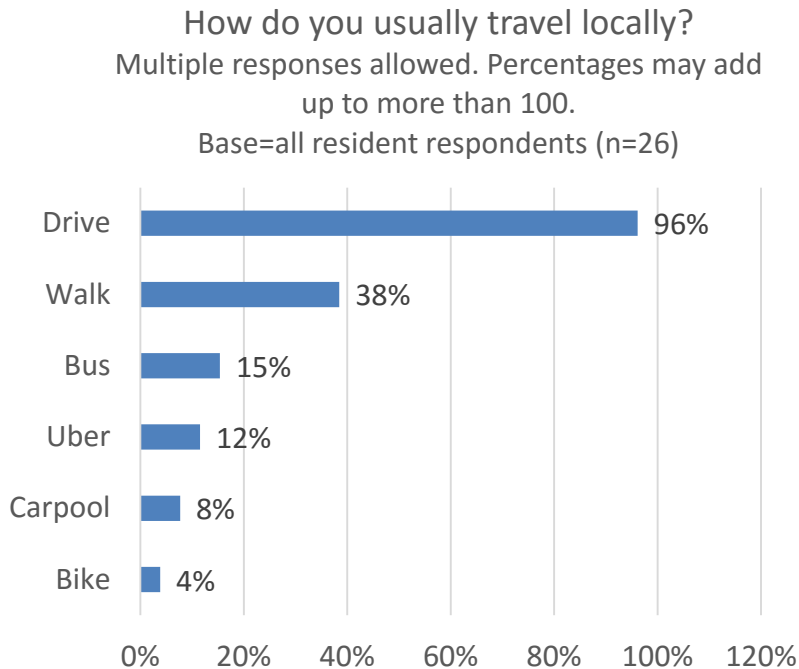
Detailed Findings: Residents

Program Awareness

- The website ChooseYourWayBellevue.org is not well known among resident respondents. Out of 30 people, only two said they were aware of the site and two said they were unsure.
- Similarly, Bellevue SchoolPool is not well known. One person said they were “unsure”, but all other respondents said they had not heard of this program before.
- Slightly more people had heard of the programs Downtown Bellevue On The Move and Choose Your Way Bellevue Rewards. Three said they had heard of these programs, and two said they were unsure.
- Feedback on ChooseYourWayBellevue.org was consistent between both the Employee and Resident segments. They are summarized together in the Employee section on pages 26-38.

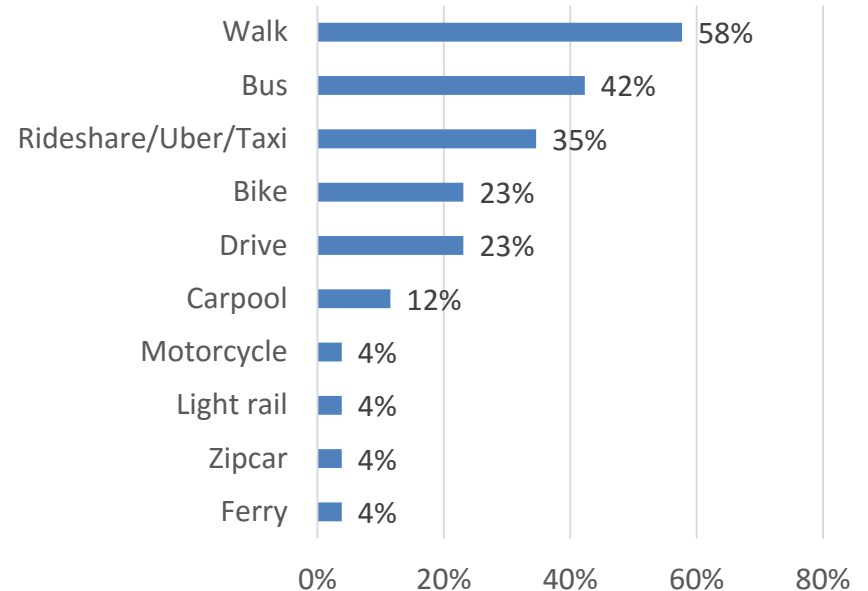
Resident Travel Methods

- Overwhelmingly, most residents (96%) travel locally via car, although many (38%) also walk.
- Bus, ride hailing (Uber), carpool, and bike are other forms of local transportation for residents.
- While most residents primarily drive, many residents have tried a variety of other travel methods – the most common being walking, busing, and ride hailing (Uber).



What different ways have you tried traveling locally?

Multiple responses allowed. Percentages may add up to more than 100. Base=all resident respondents (n=26)



Driving is quicker, easier and handy to my schedule. Walking anywhere in Bellevue is enjoyable because of the green beauty of the city and it is good for my health. I walk to the store, the library, the bank, etc.

- Female resident, 65-74

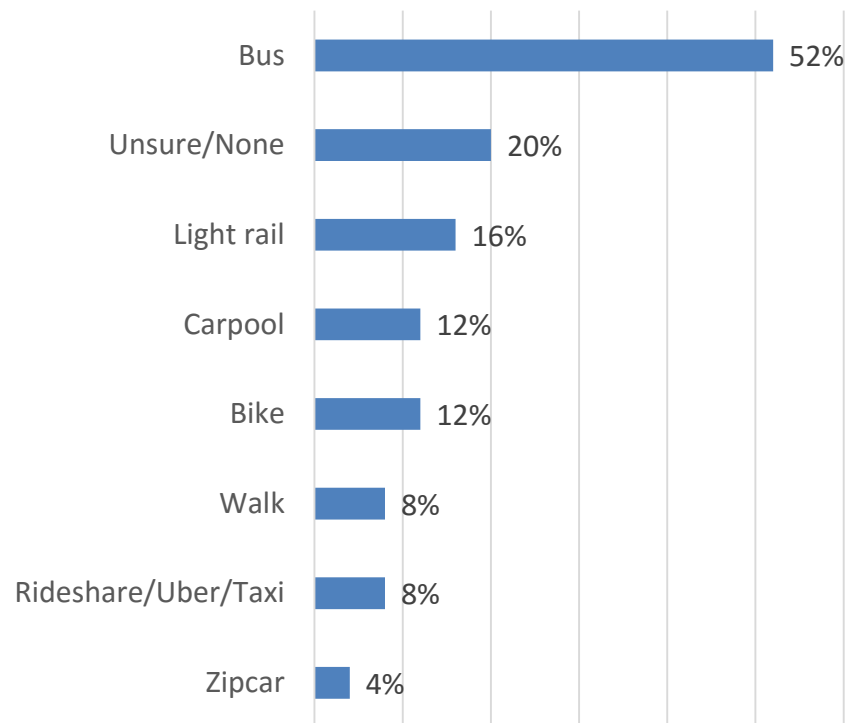
Trying Out Alternatives to Driving Alone

- Over half of resident respondents (52%) said they would be willing to try commuting by bus.
- Interest in the light rail (16%), carpooling (12%), and biking (12%) was lower.
- People were least interested (4%) in taking Zipcar to work.
- However, there were several barriers residents mentioned for trying out alternative means:
 - Don't know how to take the bus
 - Limited flexibility when taking the bus or carpooling
 - Buses aren't safe
 - Bus routes are too indirect
 - Buses are inconvenient

What other travel options would you be willing to try?

Multiple responses allowed. Percentages may not add up to 100.

Base=all resident respondents (n=25)

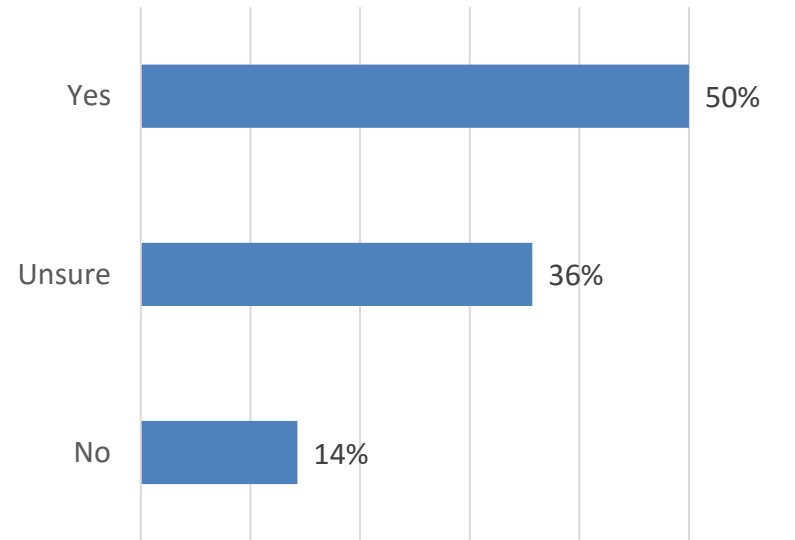


Interest in Incentive Programs

- In spite of some barriers to using non-drive-alone modes, resident respondents are open to incentive programs. Half stated they are willing to log their trips in exchange for incentives, although 14% said they would not be open to doing so.
- Suggested programs include:
 - Monetary incentives
 - Free-trial fare card
 - Gift cards in exchange for trying something new
 - Bike-share program
 - Building parking passes for days when they do need their car
- Those who were against incentive programs raised concerns about flexibility with a varied or unpredictable work schedule.

Would you be open to logging your trips to receive incentives?

Multiple responses allowed. Percentages may add up to more than 100. Base=all property manager respondents (n=28)



I like and need the flexibility of a car for work and personal/family reasons. Using alternative modes means non-flexibility and I'm not sure if I can get there.

- Male resident, 35-44

I walk to work but would make changes for personal errands if it was easier to find bus routes and saved significant time.

- Male resident, 25-34

[I would like] A program where I get points for taking other modes of transportation. The points could earn my gift cards to local restaurants, bellsquare or amazon.

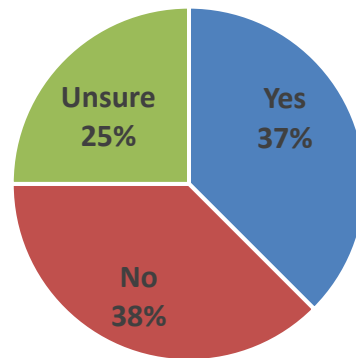
- Female resident, 25-34

Incentivizing a Non-Drive-Along Commute

- Incentive programs can help motivate some Bellevue residents to try new modes of travel other than driving alone. Just over one-third of resident-respondents said monetary rewards or local business discounts would motivate them to try a commute option other than driving alone.
- Five people wanted an incentive of \$26 to \$50, and four people estimated that under \$25 would be sufficient motivation for them. Three participants were unsure of the exact amount or said that money was not the issue.

Would a one-time monetary incentive motivate you to try a commute option other than driving alone?

Base=all resident respondents (n=24)





Detailed Findings: Parents

Taking Kids to School

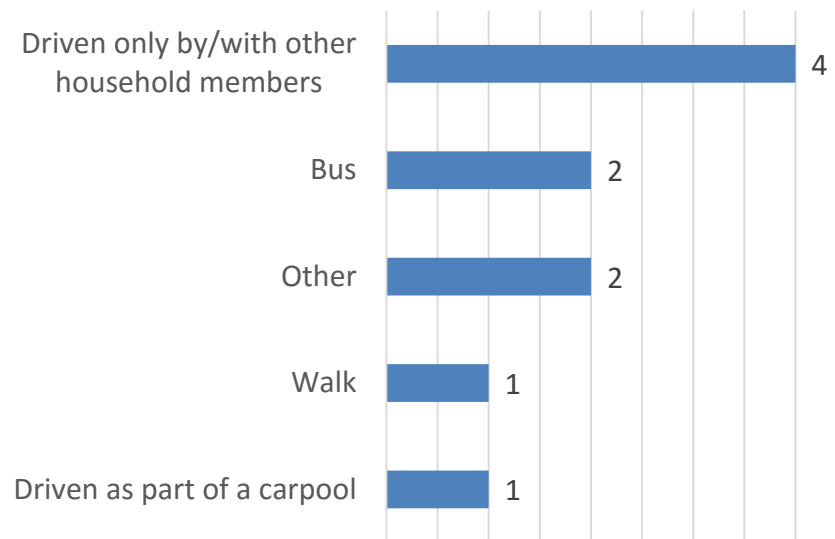
- Four participants said their child(ren) were driven to school with other household members. Two mentioned the bus, one said their child(ren) walk to school, and another mentioned a carpool.
- Of those that drive, all parent-respondents would be interested in carpooling with another family
- Barriers to walking to school:
 - Too far
 - Child(ren) are too young
 - The intersections the child(ren) would have to cross are too dangerous
 - School is on parents route to work, therefore it's convenient to drop them off
 - Concern over speeding cars
 - Child(ren) may have a lot to carry, making walking difficult
 - Weather
 - Lack of sidewalks
 - Walking route too hilly

There is a fairly major street they would need to cross and there are not adequate sidewalks.

- Male parent, 35-44

How do(es) your child(ren) generally get to and from school?

Multiple responses allowed. Base=all parents respondents (n=10)



Kids Walking and Biking to School

Benefits:

- Many parents (7) see the benefits of children walking or biking to school: reducing traffic, teaching kids responsibility and independence, and being environmentally-conscious.
- They also noted gas-savings and health as additional benefits.
- Fewer people cited *parents* exercising or enjoying more free time as a benefit.

In order for child(ren) to walk or bike to school, several changes would need to occur:

- Children need to be older
- Accompanied by other children
- Need crossing guards at dangerous intersections
- Sidewalks and paths must be improved
- Would need to live closer to school
- Would need secure bike storage at school

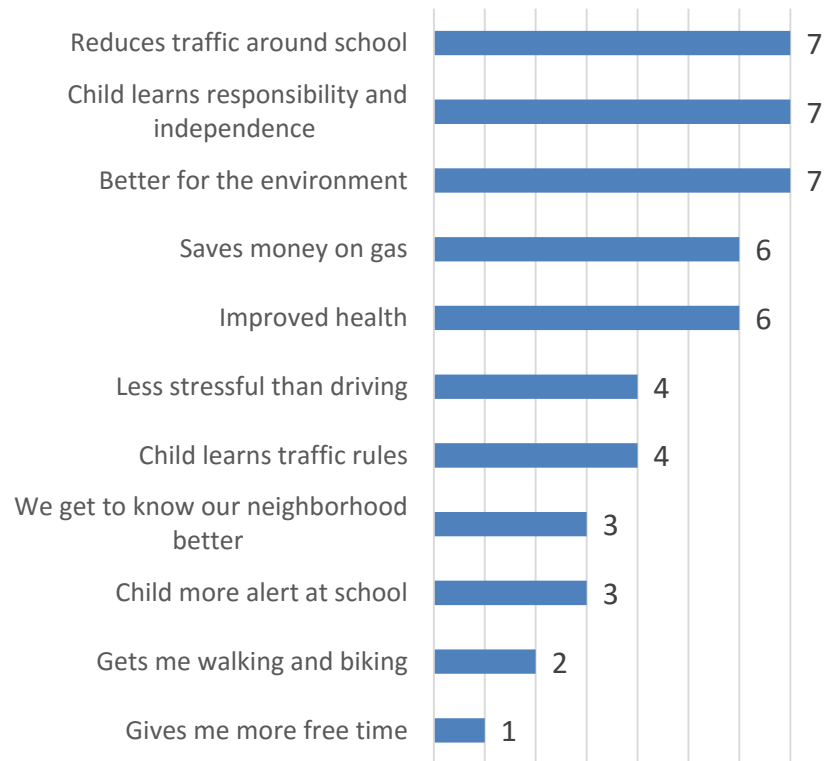
The most important [change] would be a community adoption that all the kids walk/bike to school. Unfortunately that is not the case today. We live in a “protect my child/drive them” culture. If everyone was walking and biking it would diminish the “I have to drive my kid syndrome.”

- Female parent, 35-44

What benefits do you see in children walking and biking to school?

Multiple responses allowed.

Base=all parent respondents (n=10)



It's funny to think about it - but I walked to school when I was a kid, yet these days we are so reluctant to let kids walk. As a parent, the biggest benefit is the independence and fortitude for my child.

- Female parent, 35-44

Encouraging Carpools, Shuttles, and Other Ideas

Carpools

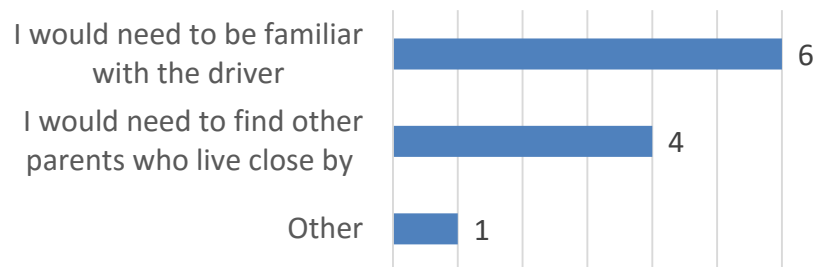
- Six parents said they would need to be familiar with the driver before they participated in a carpool.
- Four said they would need to find other parents who lived close by.
- One parent cited extra-curricular activities as a barrier for participating in a carpool.
- Another parent said their car is too small to add another car seat, so carpooling would not be feasible.

If a child that lived near us was going to my daughter's school and/or a school nearby, I would offer up a carpool.

- Female parent, 45-54

If you don't currently participate in a carpool, which of these would be necessary for you to start participating in the carpool?

Multiple responses allowed. Base=parent respondents (n=8)



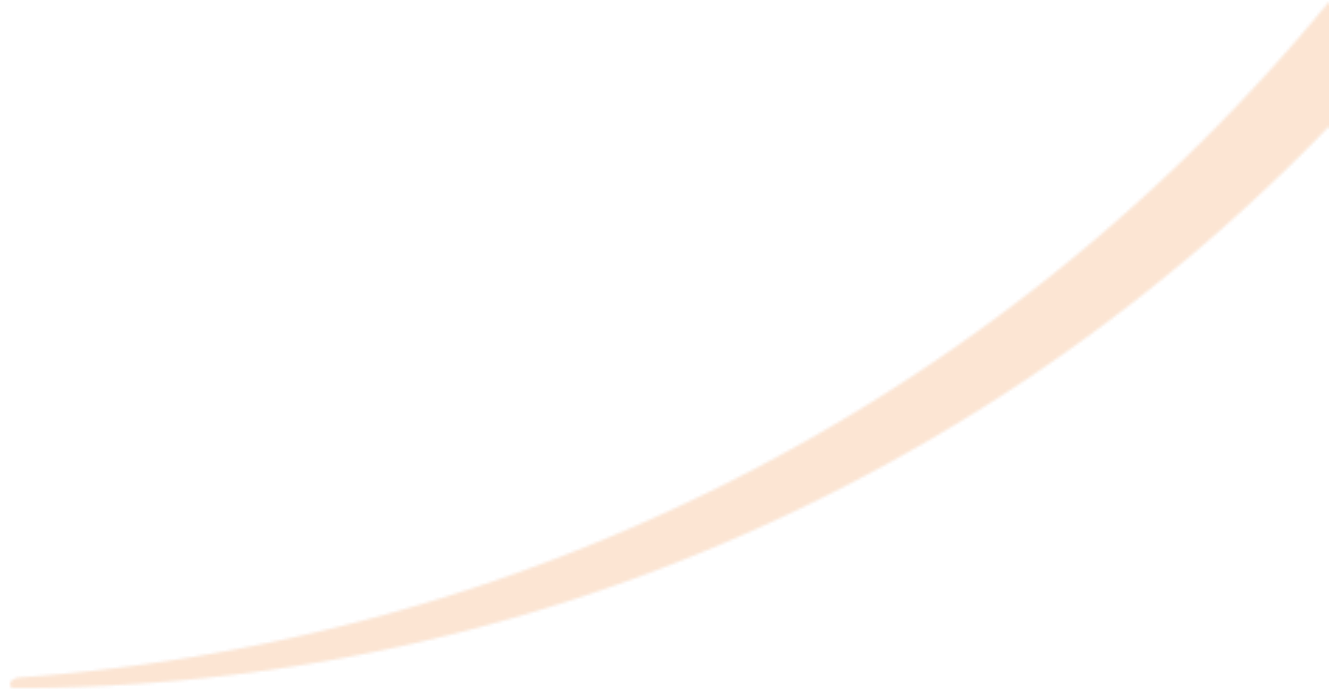
- In general, financial incentives did not appeal to parents, although one parent who was unsure said at least a \$50 per month incentive

Shuttles

- One parent said their children currently ride the bus.
- For parents who said their child does not currently ride the bus, they don't because:
 - 0 period requires student to get to school early, bus timing wouldn't work
 - Would need a more convenient schedule
 - Would prefer a "yellow school bus" option rather than shuttle or city bus

To encourage alternative transportation options for students, parents suggested the City should:

- Advertise that the metro is free for high school kids who qualify
- Encourage buddy walks
- Facilitate schools working with parents on good bus pick up times
- School could develop an app that says where other parents live near you so you can coordinate



Detailed Findings:

Logo



Feedback on Logo

- Respondents overwhelmingly think the logo is too 'busy'.
- However, respondents generally liked the graphics used.
- About equal numbers liked and didn't like the colors used in the logo. Respondents who didn't like the colors generally said the green was "dull" and "needed to be brighter".
- Respondents generally liked the tagline – they found it catchy and easy to understand.
- However, some respondents disliked the font of the tagline – they said it was too sloppy and unprofessional.

The logo tag line is catchy and you understand what it means right away.

- Female employee, 18-24

It is a little busy and hard to follow at first, but I like the options of commute. I also like the colors.

- Female employee, 25-34

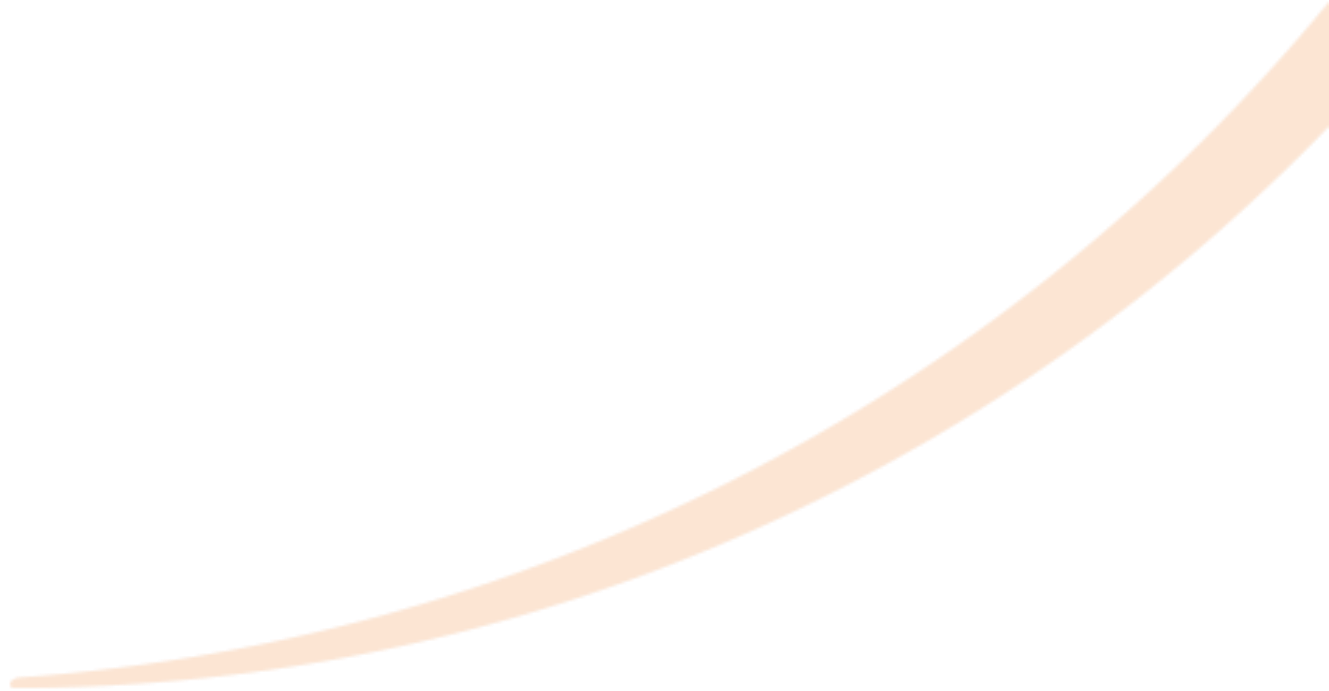


I think the logo makes good use of bright colors to draw the eye to the different methods of transportation first before you read the text.

- Female employee, 25-34

It's busy. If it was around other logos I'd probably just gloss over it.

- Female employee, 18-24



Appendices

This Page Intentionally Left Blank

Table of Contents

Appendix	Page
Appendix A: Welcome (All Participants).....	3
Appendix B: Employee Activities.....	4
Appendix C: Employer Activities.....	8
Appendix D: Property Manager Activities.....	16
Appendix E: Broker Activities.....	24
Appendix F: Resident Activities.....	28
Appendix G: Logo.....	32
Appendix H: Messaging.....	33
Appendix I: Optional Activity.....	37
Appendix J: Parents with K-12 Students in Bellevue Schools.....	39
Appendix K: Specific Demographics.....	44
Appendix L: Recruitment Targets.....	57
Appendix M: Employee Awareness Inside/Outside of Downtown.....	58

This Page Intentionally Left Blank

Appendix A: Welcome (All Participants)

0. Welcome!



The City of Bellevue is seeking feedback from you on how to improve the efficiency of the transportation system by increasing the use of transit, carpooling, vanpooling, walking, bicycling, telework and alternative work schedules.

Our names are Kate and Lucie, and we are the moderators for this study, which means we will be asking questions, monitoring this site daily and communicating with you on an ongoing basis.

We have some fun activities planned for you over the next few weeks!

These activities will happen several times each week and they will help us learn more about you, your experiences, and your thoughts. Please log in several times each week over the next month to complete the activities on your "To Do List".

Some of our activities can be completed using the free Revelation mobile app. You can download the app here:

- for an iphone: <https://itunes.apple.com/us/app/revelation-next/id592934352?mt=8>
- or for an android: <https://play.google.com/store/apps/details?id=com.revelationglobal.revenext&hl=en>.

You can also complete all activities by accessing www.studyspace.net on your computer, tablet or mobile device.

Have questions?

- For questions about the activities, you can contact us by clicking the "messages" button at the top of the page.
- If you need technical support, click "Get technical support" located in your platform menu. You can then submit a message with a description of the issue and our team will reach out to you directly to resolve the issue.

Please click on the first set of questions in your "To Do List" to get started!

This Page Intentionally Left Blank

Appendix B: Employee Activities

1. Employee Awareness

Which of these commute benefits have you heard of being provided by employers? Please select all that apply.

- Transit pass subsidy
- Carpool subsidy
- Vanpool subsidy
- Telework policy
- Company-supported carsharing (Zipcar)
- Emergency Ride Home (also called Guaranteed Ride Home and Home-Free Guarantee)
- Company-supported ridematching
- Company-supported trip logging/incentive program
- Free park days for those commuting by non-drive alone modes
- Flexible schedule/compressed work week
- Secure bicycle parking
- Showers/lockers
- The ability to pay for transit and other commute benefits with pre-tax dollars
- Other

Does your employer offer any of these commute benefits? Please select all that apply.

- Transit pass subsidy
- Carpool subsidy
- Vanpool subsidy
- Telework policy
- Company-supported carsharing (Zipcar)
- Emergency Ride Home (also called Guaranteed Ride Home and Home-Free Guarantee)
- Company-supported ridematching
- Company-supported trip logging/incentive program
- Free park days for those commuting by non-drive alone mode
- Flexible schedule/compressed work week
- Secure bicycle parking
- Showers/lockers
- The ability to pay for transit and other commute benefits with pre-tax dollars
- Other

Appendix B: Employee Activities

Does your employer generally provide full subsidies or partial subsidies for these commute benefits?
Please explain the extent your employer subsidizes your commute benefits.

Click here to respond

Are there other commute benefits or options that your employer offers?

Click here to respond

How did you learn about commute benefits or options provided by your employer?

Click here to respond

Before this study, had you heard of or seen www.ChooseYourWayBellevue.org?

- Yes
- Unsure
- No

If yes, do you remember where you learned about it? If so, how?

Click here to respond

Please share any additional thoughts you have about awareness of different transportation and commute options, programs, and incentives.

Click here to respond

Appendix B: Employee Activities



2. Employee Barriers and motivators

How do you usually commute to and from work?

[Click here to respond](#)

What different ways have you tried commuting?

[Click here to respond](#)

What commute options have you considered?

[Click here to respond](#)

What motivated you to choose the commute option(s) that you use most often?

[Click here to respond](#)

If you mostly drive alone, what are the barriers to commuting in a way other than driving alone?

[Click here to respond](#)

If you mostly commute in a way that is not driving alone (bus, carpool, etc.), were there any barriers you faced when beginning to use this mode of transportation? Are there any barriers you still deal with when using this mode of transportation?

[Click here to respond](#)

Appendix B: Employee Activities

What other commuting options would you be willing to try?

Click here to respond

Would a one-time monetary incentive motivate you to try a commute option to driving alone?

- Yes
- Unsure
- No

If yes or unsure, what dollar amount seems fair for an incentive for using a different commute option for a month?

Click here to respond

What would motivate you to try those other commute options?

Click here to respond

Please share any additional thoughts you have about barriers and motivators for different commuting options.

Click here to respond

Would a reward consisting of monthly local business discounts (approximate value: \$10-25 per month) help motivate you to either try a new non-drive-alone mode or continue using a non-drive-alone mode for at least some of your trips?

- Yes
- Unsure
- No

Appendix C: Employer Activities

1. Employer Awareness and Use

About how many full-time employees are at your company? Additionally, approximately how many employees (regardless of employment status) at your company are eligible for commute benefits?

[Click here to respond](#)

What is your industry type? For example: high-tech office, other office, retail, hospitality, services, etc.

[Click here to respond](#)

Which of these commute benefits are you familiar with? Please select all that apply.

- ORCA Passport
- ORCA Passport Rebate
- ORCA Business Choice
- Vanpool subsidy
- Carpool subsidy
- Telework policy
- Other non-drive-alone commute subsidy
- Choose Your Way Bellevue employer assistance
- Car-sharing (Zipcar) for employee use during the day
- Emergency Ride Home (also called Guaranteed Ride Home and Home-Free Guarantee)
- Secure bike parking, showers and other amenities for those biking/walking to work
- Ridematching (company-wide or through RideshareOnline.com)
- Trip logging/incentive program using RideshareOnline or similar platform
- Free park days for those commuting by non-drive alone modes
- Flexible schedule/compressed work week
- Secure bicycle parking
- Showers/lockers
- The ability for employees to pay for transit and other commute benefits with pre-tax dollars
- Other

If you selected Other in the previous questions, please describe.

[Click here to respond](#)

Appendix C: Employer Activities

Do you offer any of these commute benefits to your employees? Please select all that apply.

- ORCA Passport
- ORCA Passport Rebate
- ORCA Business Choice
- Vanpool subsidy
- Carpool subsidy
- Telework policy
- Other non-drive-alone commute subsidy (please describe below)
- Choose Your Way Bellevue employer assistance
- Carsharing (Zipcar) for employee use during the day
- Emergency Ride Home (also called Guaranteed Ride Home and Home-Free Guarantee)
- Ridematching (company-wide or through RideshareOnline.com)
- Trip logging/incentive program using RideshareOnline or similar platform (please describe below)
- Free park days for those commuting by non-drive alone modes
- Flexible schedule/compressed work week
- Secure bicycle parking
- Showers/lockers
- The ability for employees to pay for transit and other commute benefits with pre-tax dollars
- Other (please describe below)
- None of these

Do you generally provide full subsidies or partial subsidies for these commute benefits? Please explain the extent to which you subsidize these commute benefits.

Click here to respond

On a monthly per-stall basis, how much do you pay your parking provider for employee parking?

Click here to respond

On a monthly per-stall basis, how much do your employees pay for parking?

Click here to respond

If you provide any incentive programs, other subsidies, or other commute benefits, programs, or options, please describe it/them here.

Click here to respond

Appendix C: Employer Activities

Do your employees who are using a non-drive-alone commute modes have access to “free park” days or other means for parking occasionally at a reasonable cost, with in/out privileges? If yes, please explain.

[Click here to respond](#)

Are you aware of the Choose Your Way Bellevue free commute benefit consultation assistance for employers?

- Yes, and my company has partaken in it**
- Yes, and my company has NOT partaken in it**
- Somewhat**
- No**

If you are already aware of the free assistance, do you remember where you learned about it?

[Click here to respond](#)

If you offer commute benefits, how did you learn about the commute benefits or options that you offer to your employees?

[Click here to respond](#)

Please share any additional thoughts you have about awareness and use of commute benefits.

[Click here to respond](#)

Appendix C: Employer Activities

2. Barriers and Motivators

How did you decide which commute benefits and/or options to provide to your employees/tenants?

If you don't provide any commute benefits or options, **how** did you decide not to?

Click here to respond

What **motivated** you to choose the commute options and/or benefits that you do?

If you don't provide any commute benefits or options, **why** did you decide not to?

Click here to respond

Have you faced barriers to providing additional (or any) commute options and/or benefits? If yes, what were those barriers?

Click here to respond

What commute options and/or benefits would you be open to providing to your employees/tenants?

Click here to respond

What would motivate you to provide those other options and/or benefits?

Click here to respond

Would you be willing/interested in having a consulting session with the City of Bellevue's Choose Your Way Bellevue program staff to learn about how to create conditions that are more conducive to non-drive-alone commuting?

- I already have
- Yes
- Unsure
- No

Appendix C: Employer Activities

Based on how you answered the previous question:

If you already have had a consulting session, what motivated your decision?

If yes, you're open to having a consulting session, what's held you back so far?

If you're not sure, what more would you need to know to decide about whether you're interested?

If no, you wouldn't have a consulting session, what would need to change for you to be willing to consider having a consulting session?

Click here to respond

Please share any additional thoughts you have about barriers and motivators to provide commute benefits or options.

Click here to respond

Appendix C: Employer Activities

3. Employee Commute Mode Use and Role as Employer

Are you aware of commute modes used by your employees?

- Yes
- Unsure
- No

If you are aware of employee commute modes, please tell us approximately what percentage of your employees commute by driving alone, and why you believe they do or do not.

Click here to respond

As an employer, do you think you have the power to affect conditions that influence how people commute? Why is that?

Click here to respond

As an employer, what changes would you be most willing to make, or what kind of programs or options would you be most willing to offer, to encourage employees to use alternative options to commute?

Click here to respond

What do you think would need to happen or change for more of your employees to commute using alternative options to driving alone?

Click here to respond

Please share any additional thoughts you have about commute mode use and role as employer.


Click here to respond

As an employer, what do you think your role is in reducing congestion in Bellevue?

Click here to respond

Appendix C: Employer Activities

5. Feedback on Messages for Employers

 For this activity, we want to get your feedback on different messages and different commute trip options.

This toolkit is designed to help Bellevue companies investigate, develop and implement commute programs that provide commute options to their employees. The kit contains simple, easy-to-use resources to help you identify your needs, design a custom program and roll it out to your employees. We are here to help every step of the way: info@cywb.org.

What do you think of this message? What does it do well? How could it be better?

[Click here to respond](#)

Why was is that advantage the most important? If it was a hard choice, what else was almost as important or relevant?

[Click here to respond](#)

Which of these advantages is most important or most relevant to your company?

- Improve Productivity and Morale- Employees will come to work more relaxed and ready to work if they do not have to worry about the stresses of traffic, finding a parking spot and increasing gas prices.**
- Attracting and keeping the best employees - The ease and cost of commuting is one of the top considerations for employees and new hires when assessing a position.**
- Tax Breaks - Commute benefits that offer a subsidy to employees can be federal and state business tax deductions.**
- Enhances Your Corporate Image - Customers and clients notice when a company takes action to support employees and reduce their carbon footprint.**
- Relieve Pressure on Parking and Traffic Congestion - Create more parking spaces for customers/clients and increase the mobility of our City streets.**

Looking at the same list of advantages, which do you think is least important or relevant to your company?

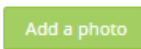
- Improve Productivity and Morale- Employees will come to work more relaxed and ready to work if they do not have to worry about the stresses of traffic, finding a parking spot and increasing gas prices.**
- Attracting and keeping the best employees - The ease and cost of commuting is one of the top considerations for employees and new hires when assessing a position.**
- Tax Breaks - Commute benefits that offer a subsidy to employees can be federal and state business tax deductions.**
- Enhances Your Corporate Image - Customers and clients notice when a company takes action to support employees and reduce their carbon footprint.**
- Relieve Pressure on Parking and Traffic Congestion - Create more parking spaces for customers/clients and increase the mobility of our City streets.**

Appendix C: Employer Activities

Why is that advantage the least important or relevant? Again, if it was a hard choice, what else were you considering least important or relevant?

Click here to respond

Please use the photo upload function to show us portions of the webpage that you particularly do or do not like.



Individual images limited to 10MB
Permissible image types: .jpg, .jpeg, .png, or .gif

What additional advantages not listed here are important to you?

Click here to respond

Do you think a "toolkit" in booklet and PDF form describing step-by-step details on providing commute programs would be helpful? Why or why not?

Click here to respond

Now, please go to <http://www.chooseyourwaybellevue.org/employers> and look around for a couple minutes.

What on the website is helpful or relevant to you?

Is there anything that could be removed?

Is there any additional information you think should be added?

Click here to respond

Please share any additional thoughts you have about how to best communicate this information to employers.


Click here to respond

Appendix D: Property Manager Activities

1. Property Manager Awareness and Use

How many buildings/campuses do you manage in Bellevue?

[Click here to respond](#)

 If you manage multiple buildings, please answer each question below with information about each large building or campus. If this isn't feasible, please answer regarding your largest building(s).

Please indicate the most prominent industry types located at your building/campus (for example, high-tech office, other office, retail, hospitality, services, etc.)

[Click here to respond](#)

Which of these programs and features are you familiar with? Please select all that apply.

- TransManage services
- Transportation features to advance rating with Leadership in Energy and Environmental Design (LEED) certification, or other similar certification program
- Preferentially located carpool/vanpool parking:
- Discounted carpool/vanpool parking:
- Flexible parking options for tenants that typically commute by non-drive-alone mode so that they can meet their occasional parking needs (free park days, daily parking rate with in-and-out privileges, part-time monthly parking pass, etc.)
- Carsharing (Zipcar)
- Secure bicycle parking and/or showers/amenities for building tenants:
- Emergency Ride Home (also called Guaranteed Ride Home and Home-Free Guarantee)
- Building-based ridematching
- Building-wide trip logging/incentive program using RideshareOnline or similar platform
- None of these (skip the next multiple choice question)

Do you offer any of the following commute programs to your tenants? Please select all that apply.

- TransManage services
- Transportation features to advance rating with Leadership in Energy and Environmental Design (LEED) certification, or other similar certification program
- Preferentially located carpool/vanpool parking (please describe below)
- Discounted carpool/vanpool parking (please describe)
- Flexible parking options for tenants that typically commute by non-drive-alone mode so that they can meet their occasional parking needs (free park days, daily parking rate with in-and-out privileges, part-time monthly parking pass, etc.) (please describe below)
- Carsharing (Zipcar)
- Secure bicycle parking and/or showers/amenities for building tenants (please describe below)
- Emergency Ride Home (also called Guaranteed Ride Home and Home-Free Guarantee)
- Building-based ridematching
- Building-wide trip logging/incentive program using RideshareOnline or similar platform (please describe below)
- Other benefits or programs (please describe below)
- None of these

Appendix D: Property Manager Activities

If you provide any special carpool/vanpool parking, bicycle amenities, incentive programs, other subsidies, or other commute benefits or programs, please describe them here.

Click here to respond

If you offer any commute programs, how did you learn about the programs you offer?

Click here to respond

On a monthly per-stall basis, how much do your tenants pay for parking?

Click here to respond

If you offer commute programs, do your tenants take advantage of these programs? Why or why not?

Click here to respond

Do your tenants have flexibility regarding the number of parking stalls they lease each month? If yes, please explain.

Click here to respond

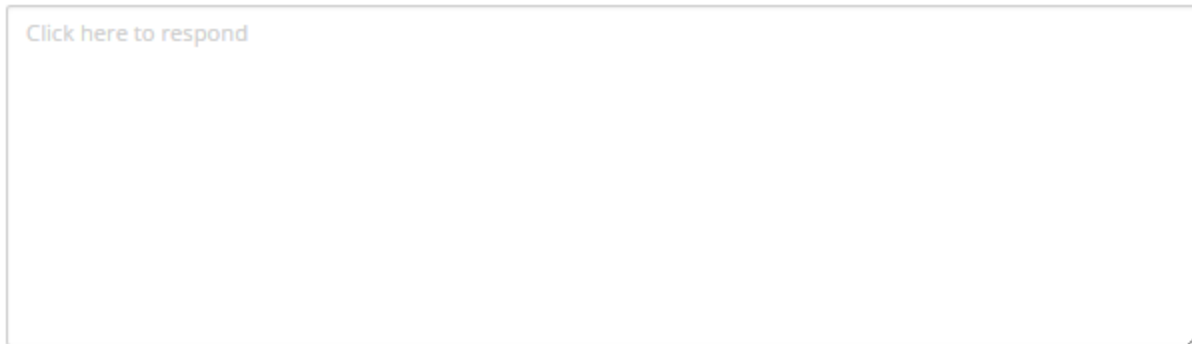
Are there any programs listed here that you know about but don't offer? If yes, which programs? How did you learn about them? Why did you decide not to offer them?

Click here to respond

Appendix D: Property Manager Activities

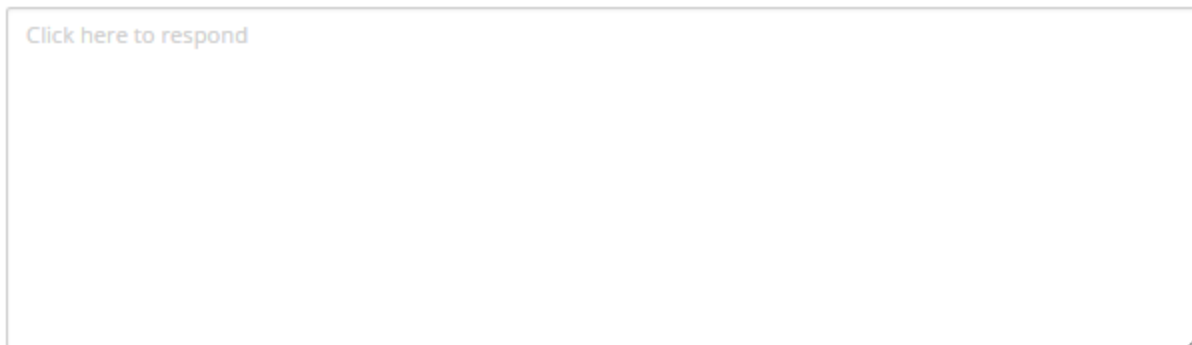
Do you offer the programs/building features described above due to City of Bellevue Transportation Management Program (TMP) requirements? If yes, please explain.

Click here to respond



Please share any additional thoughts you have about awareness and use of commute-related building programs and features.

Click here to respond



Appendix D: Property Manager Activities

2. Barriers and Motivators

How did you decide which commute benefits and/or options to provide to your employees/tenants?

If you don't provide any commute benefits or options, **how** did you decide not to?

Click here to respond

What **motivated** you to choose the commute options and/or benefits that you do?

If you don't provide any commute benefits or options, **why** did you decide not to?

Click here to respond

Have you faced barriers to providing additional (or any) commute options and/or benefits? If yes, what were those barriers?

Click here to respond

What commute options and/or benefits would you be open to providing to your employees/tenants?

Click here to respond

What would motivate you to provide those other options and/or benefits?

Click here to respond

Would you be willing/interested in having a consulting session with the City of Bellevue's Choose Your Way Bellevue program staff to learn about how to create conditions that are more conducive to non-drive-alone commuting?

- I already have
- Yes
- Unsure
- No

Appendix D: Property Manager Activities

Based on how you answered the previous question:

If you already have had a consulting session, what motivated your decision?

If yes, you're open to having a consulting session, what's held you back so far?

If you're not sure, what more would you need to know to decide about whether you're interested?

If no, you wouldn't have a consulting session, what would need to change for you to be willing to consider having a consulting session?

Click here to respond

Please share any additional thoughts you have about barriers and motivators to provide commute benefits or options.

Click here to respond

Appendix D: Property Manager Activities

3. Tenant Use and Role as Property Manager

Are you aware of commute modes used by your tenants?

- Yes
- Unsure
- No

If you are aware of tenant commute modes, please tell us approximately what percentage of your tenants commute by driving alone, and why you believe they do or do not.

Click here to respond

What do you think would need to happen or change for more of your tenants to commute using alternative options to driving alone?

Click here to respond

As a property manager, what do you think your role is in reducing congestion in Bellevue?

Click here to respond

As a property manager, do you think you have the power to affect conditions that influence how people commute? Why is that?

Click here to respond

As a property manager, what changes would you be most willing to make, or what kind of programs or options would you be most willing to offer, to encourage tenants to use alternative options to commute?

Click here to respond

Please share any additional thoughts you have about commute mode use and role as a property manager.

Click here to respond

Appendix D: Property Manager Activities

4. Feedback on Messages for Property Managers

For this activity, we want to get your feedback on the information and consulting services that the City of Bellevue provides to property managers.

The City of Bellevue is encouraging property managers to provide these different building options:

Biking - Providing covered bicycle parking, showers, and—ideally—gear lockers and bike lockers or a secure bike cage can make bicycling a viable option for some employees. (Commuter distances average 15 miles one way in many areas of Bellevue, so showers are important.) In addition to providing long-term, all-day bike parking in a covered secure area for commuters, it can be useful to provide bike parking near the building entrance to meet the short-term needs of visitors and customers arriving by bicycle.

Carsharing - Positioning a Zipcar at your building can provide tenants with a cost-effective alternative to owning a fleet vehicle and be a convenient option for tenant employees for their personal errands or appointments during the workday.

Free Park Days - Sometimes, employees miss a bus or need to run errands at lunch or after work. Providing a few non-cumulative days of free parking each month can support those employees who have only occasional need to drive. The alternative for those who arrive late or need to leave for mid-day appointments may be hourly parking, which can be costly over the course of a day (those who must drive even a few days each month might soon find monthly parking to be a more cost-effective parking option and give up alternative commuting altogether).

Emergency Ride Home (also called Guaranteed Ride Home and Home-Free Guarantee) - Give your tenants' employees peace of mind when using alternative modes by providing a low-cost ride home in case of emergencies.

Preferential Parking - Reward those who carpool and vanpool by reserving worksite parking spaces near the front door or the garage elevators. These locations facilitate carpool/vanpool partners meeting in consistent, visible locations and provide a prominent indication to all users that ridesharing is encouraged.

Rideshare (Carpool, Vanpool, and VanShare) - Maintaining a Commuter Information Center board in a visible common area of the building can be a useful means to promote awareness of opportunities to join vanpools and of available transit options. Help tenants and employees share a ride in a carpool or vanpool by promoting awareness of the RideshareOnline.com computerized ridesharing database.

This toolkit is designed to help Bellevue companies investigate, develop and implement commute programs that provide commute options to their employees. The kit contains simple, easy-to-use resources to help you identify your needs, design a custom program and roll it out to your employees. We are here to help every step of the way: info@cywb.org.

What do you think of this message? What does it do well? How could it be better?

[Click here to respond](#)

Which of these options do you **not** provide? Please select all that apply.

- Secure bike parking, showers and/or other amenities
- Carsharing
- Free park days or other flexible parking options
- Emergency Ride Home (also called Guaranteed Ride Home and Home-Free Guarantee)
- Preferential parking for carpools and vanpools
- Discounted parking for carpools and vanpools
- Building-based ridesharing
- Building-wide trip logging/incentive program using RideshareOnline or similar platform (please describe)
- Our building provides all of these

Looking at the option that you don't provide, which options or aspects of the different options are most appealing to you? Why?

[Click here to respond](#)

Appendix D: Property Manager Activities

Which of these options are you realistically never going to provide? Why?

Click here to respond

Please use the photo upload function to show us portions of the webpage that you particularly do or do not like.

Add a photo

Why is that advantage the least important or relevant? Again, if it was a hard choice, what else were you considering least important or relevant?

Click here to respond

Individual images limited to 10MB
Permissible image types: .jpg, .jpeg, .png, or .gif

Please share any additional thoughts you have about how to best communicate this information to property managers.

Click here to respond

Now, please go to <http://www.chooseyourwaybellevue.org/property> and look around for a couple minutes.

What on the website is helpful or relevant to you?

Is there anything that could be removed?

Is there any additional information you think should be added?

Click here to respond

Appendix E: Broker Activities

1. Conversations with tenants and property managers

How often do you talk with property managers, prospective tenants, and current tenants looking to relocate about commuting and transportation? Is there standard information about commuting to and from your property/properties that you always include?

Click here to respond

What does the employer market want around transportation? In your experience, how does it vary by industry or sector?

Click here to respond

What are the most common questions you get from your tenants about commuting and travel?

Click here to respond

How frequently are transportation alternatives (especially public transportation options) or parking challenges cited as a reason to locate in Bellevue, or to not be in Bellevue?

Click here to respond

What specifically attracts companies to Bellevue/downtown Bellevue regarding transportation options and availability?

Click here to respond

Appendix E: Broker Activities

When talking to property managers, prospective tenants, and current tenants looking to relocate, how often do you talk about transportation options and commute alternatives? Which options and alternatives do you talk about the most?

Click here to respond

Is there any other pertinent information you would like to share about these conversations?

Click here to respond

Appendix E: Broker Activities

2. Feedback on Program Options

Do you know of any programs that encourage commuters to use alternative options to driving alone? If yes, where did you hear about the program(s)?

Click here to respond

Please use the photo upload function to show us portions of the webpage that you particularly do or do not like.

Add a photo

Individual images limited to 10MB
Permissible image types: .jpg, .jpeg, .png, or .gif

Please use the photo upload function to show us portions of the webpage that you particularly do or do not like.

Add a photo

Individual images limited to 10MB
Permissible image types: .jpg, .jpeg, .png, or .gif

Before this study, had you heard of or seen www.ChooseYourWayBellevue.org?

- Yes
- Unsure
- No

How likely are you to include the Choose Your Way Bellevue program in conversations with tenant prospects?

- Very likely
- Likely
- Neither likely nor unlikely
- Unlikely
- Very unlikely

Please take a couple minutes to look at www.ChooseYourWayBellevue.org and be sure to use the tabs on the top to look at their subpages for Employers and Property Managers.

What on the website is helpful or relevant to you?

Is there anything that could be removed?

Is there any additional information you think should be added?

Click here to respond

Why?

Click here to respond

Appendix E: Broker Activities

What kinds of support would you like from the City of Bellevue around non-drive-alone transportation?

[Click here to respond](#)

What should be the role of the City of Bellevue in providing support for Transportation Demand Management (TDM) programs?

[Click here to respond](#)

What should be the role of TransManage (the local non-profit transportation management association) or private service providers in providing support for Transportation Demand Management (TDM) programs?

[Click here to respond](#)

Appendix F: Resident Activities

1. Resident Awareness

What are all of the different ways people can travel in Bellevue and the surrounding area, and what are the pros and cons for each method?

We are referring to the transportation mode of travel, such as driving alone or driving your child alone--not the route that you take.

Click here to respond

In the list that you created for the previous question, you probably included at least one or two ways of traveling that you don't use very often. If you wanted to learn more about these different ways of getting around, where would you go to find more information?

Click here to respond

Before this study, had you heard of or seen www.ChooseYourWayBellevue.org?

- Yes
- Unsure
- No

If yes, do you remember where you learned about www.ChooseYourWayBellevue.org?

Click here to respond

Before this study, had you heard of Bellevue SchoolPool?

- Yes
- Unsure
- No

If yes, do you remember where you learned about Bellevue SchoolPool?

Click here to respond

Appendix F: Resident Activities

If yes, do you remember where you learned about Bellevue SchoolPool?

Click here to respond

One way that the City of Bellevue has tried to encourage people to use more alternative transportation options is by having people log their trips to receive incentives. The old programs were called Downtown Bellevue On The Move and On The Move Bellevue, and the current program is called Choose Your Way Bellevue Rewards.

Have you heard about this type of program?

- Yes
- Unsure
- No

If yes, do you remember where or how you learned about this type of program?

Click here to respond

Would you be open to logging your trips to receive incentives?

- Yes
- Unsure
- No

If no or unsure, or if you're a reluctant yes, what information would you need or what would the program need to do for you to be willing to try it?

Click here to respond

What type of program could motivate you to try a different mode of transportation? What types of changes would you be willing to make? What types of incentives would motivate you to make these changes?

Click here to respond

Please share any additional thoughts you have about your awareness or knowledge of different travel options.

Click here to respond

Appendix F: Resident Activities



2. Resident Barriers and Motivators

How do you usually travel locally? (drive, walk, bus, etc.)

Click here to respond

Why have you not tried those travel options?

Click here to respond

What motivated you to choose the travel option(s) that you use most often?

Click here to respond

What different ways have you tried traveling locally?

Click here to respond

If you mostly drive alone, what are the barriers to traveling in a way other than driving alone?

If you mostly travel in a way that is not driving alone (bus, carpool, etc.), were there any barriers you faced when beginning to use this mode of transportation? Are the any barriers you still deal with when using this mode of transportation?

Click here to respond

What local travel options have you considered, but never tried?

Click here to respond

Appendix F: Resident Activities

What other travel options would you be willing to try?

Click here to respond

What would motivate you to try those other travel options?

Click here to respond

Would a one-time monetary incentive motivate you to try a commute option to driving alone?

- Yes
- Unsure
- No

If yes, what dollar amount seems fair for an incentive for using a different commute option for a month?

Click here to respond

Please share any additional thoughts you have about barriers and motivators for commute alternatives.

Click here to respond

Would a reward consisting of monthly local business discounts (approximate value: \$10-25 per month) help motivate you to either try a new non-drive-alone mode or continue using a non-drive-alone mode for at least some of your trips?

- Yes
- Unsure
- No

Appendix G: Logo (Employees, Employers, Residents)



3. Logo



Here is the Choose Your Way Bellevue logo and tagline:



What are your first impressions of the logo and tagline?

Click here to respond

What does it make you think?

Click here to respond

What does it make you feel?

Click here to respond

What would you say to other people about Choose Your Way Bellevue?

Click here to respond

Choose Your Way Bellevue is about transportation. Based on this image, which types or modes of transportation do you think are and are not included?

Click here to respond


Is there anything else you want to tell us about the logo and tagline?

Click here to respond

This Page Intentionally Left Blank

Appendix H: Messaging (Employees and Residents)

4. Messaging

 For this activity, we want to get your reactions to the Choose Your Way Bellevue website. Each question will ask for your feedback on a page of the website.

Please go to <http://www.chooseyourwaybellevue.org/> and read what is on that first page – don't click on anything. What do you like about the homepage? What don't you like? Does seeing the homepage make you want to learn more, or click on anything? What are you the most interested in?

Click here to respond

Please go to the subpage on biking: <http://www.chooseyourwaybellevue.org/bike> What do you like about the information and messages on this page? What don't you like? Does reading this page make you more likely to bike? Why or why not?

Click here to respond

Please go to the subpage on walking: <http://www.chooseyourwaybellevue.org/walk> What do you like about the information and messages on this page? What don't you like? Does reading this page make you more likely to walk? Why or why not?

Click here to respond

Please go to the subpage about the bus: <http://www.chooseyourwaybellevue.org/bus> What do you like about the information and messages on this page? What don't you like? Does reading this page make you more likely to ride the bus? Why or why not?

Click here to respond

Appendix H: Messaging (Employees and Residents)

Please go to the subpage about rail: <http://www.chooseyourwaybellevue.org/rail> What do you like about the information and messages on this page? What don't you like? Does reading this page make you more likely to ride Light Rail or Commuter Rail? Why or why not?

Click here to respond

Please go to the subpage about ride sharing: <http://www.chooseyourwaybellevue.org/Pages/share-the-ride.aspx> What do you like about the information and messages on this page? What don't you like? Does reading this page make you more likely to rideshare? Why or why not?

Click here to respond

Please go to the subpage about teleworking: <http://www.chooseyourwaybellevue.org/telework> What do you like about the information and messages on this page? What don't you like? Does reading this page make you more likely to work from home or on an alternative schedule? Why or why not?

Click here to respond

Please go to the subpage about carsharing: <http://www.chooseyourwaybellevue.org/carsharing> What do you like about the information and messages on this page? What don't you like? Does reading this page make you more likely to use Zipcar? Why or why not?

Click here to respond

Please go to the subpage about apps and technology: <http://www.chooseyourwaybellevue.org/apps-technology> **NOTE: This is a long one, just skim it to find what's relevant to you.**

What on the page was most relevant to you? How easily were you able to find the resources that were most relevant to you? Did what you saw make you more likely to try using different apps or technology? Why or why not?

Click here to respond

Appendix H: Messaging (Employees and Residents)

Please go to the subpage about Choose Your Way Bellevue Rewards <http://www.chooseyourwaybellevue.org/about-commute-club> What do you like about the information and messages on this page? What don't you like? Does reading this page make you more likely to log your trips to earn rewards? Why or why not?

Click here to respond

Please go to the blog: <http://blog.chooseyourwaybellevue.org/blog/> What do you like about the blog? What don't you like? What would you like to see on the blog that would be useful to you?

Click here to respond

Have you read the Choose Your Way Bellevue blog before this study?

- Yes
- Unsure
- No

Please go to the subpage about Choose Your Way Bellevue Rewards <http://www.chooseyourwaybellevue.org/about-commute-club> What do you like about the information and messages on this page? What don't you like? Does reading this page make you more likely to log your trips to earn rewards? Why or why not?

Click here to respond

Please go to the blog: <http://blog.chooseyourwaybellevue.org/blog/> What do you like about the blog? What don't you like? What would you like to see on the blog that would be useful to you?

Click here to respond

Have you read the Choose Your Way Bellevue blog before this study?

- Yes
- Unsure
- No

Appendix H: Messaging (Employees and Residents)

After spending time on the website, which option or options seemed most relevant to you? Why?


Click here to respond

Overall, what on the website is helpful or relevant to you? Is there anything that could be removed? Is there any additional information you think should be added? Please use the photo upload function to show us portions of the webpage that you particularly do or do not like.

Click here to respond


Appendix I: Optional Activity (All Participants)

Optional Activity - traveling a different way

 This activity is for anyone who is willing to try commuting or traveling in a new way to a place where you go frequently. This can include any of the options explained at www.ChooseYourWayBellevue.org - walk, bus, bike, rail, ride share, telework, carshare, or taxi.

You can take this trip at any time between now and the end of the study.

Part 1 of this activity is for you to complete BEFORE you make your trip, and then you should come back and edit your responses to submit Part 2 soon after you trip.

 **Part 1 - complete these questions after you have a plan for your trip, but before you take your trip.**

How did you plan and prepare for your trip? Did you use any resources to help you determine when and how to travel?

[Click here to respond](#)

What is the trip that you are planning to take? Where were the start and end points? Around what time were you planning on traveling? How are you going to travel? Feel free to include any other details that factored into your trip planning.

[Click here to respond](#)

Please upload any photos relevant to your trip planning process.

[Add a photo](#)

Individual images limited to 10MB

Permissible image types: .jpg, .jpeg, .png, or .gif

Please upload any videos relevant to your trip planning process.


[Add a Video](#)

[Upload](#)

How will this trip compare to how you would usually get to this destination? What are the benefits and disadvantages to using this new method of transportation compared to your previous method?

[Click here to respond](#)

Appendix I: Optional Activity (All Participants)

 Now please save your responses, go take your trip, and come back and complete the rest of the questions after your trip.

How did your trip go?

Click here to respond

What else was noteworthy about your trip? Was there anything surprising?

Click here to respond

If you weren't driving, what did you do during the ride? How did this experience compare to driving?

Click here to respond

Based on this experience, how likely are you to use this option in the future? What would make you more or less likely to use this travel option compared to how you usually travel?


Click here to respond

Did you arrive at your destination on time? How long was the trip? How did the actual length of the trip compare to what you expected?

Click here to respond

Appendix J: Questions for parents with K-12 students in Bellevue (Employees, Employers, Property Managers, Residents)

Questions for parents with K-12 students in Bellevue

 **This set of questions is only for people who have at least 1 child in grades K-12 who attends school in Bellevue.**

If you do not meet all of those criteria, please skip this set of questions.

Please message me if you have any questions about whether you should answer this set of questions, I am happy to assist!

Where do(es) your child(ren) attend school?

[Click here to respond](#)

How do(es) your child(ren) generally get to and from school? Please select all that apply.

- Bike**
- Bus**
- Driven as part of a carpool**
- Driven only by/with other household members**
- Walk**
- Other**

If there are multiple ways that your child(ren) travel to and from school, how often do they travel to and from school using each method of transportation?

[Click here to respond](#)

If you generally drive your child(ren) to school, what other options would you consider?

Specifically, would you consider carpooling with another family?

[Click here to respond](#)

Imagine that you have a new neighbor who lives close by and has a child or children the same age as yours. They are deciding how their kid(s) should travel to school. What would you tell them the options are? What would you recommend they do? Why?

[Click here to respond](#)

Appendix J: Questions for parents with K-12 students in Bellevue (Employees, Employers, Property Managers, Residents)

What concerns limit your child's ability to walk to school? Please select all that apply. If you have multiple children, please select every current concern you have for any of your children.

- Bullies
- Child is too young
- Child won't follow safety rules
- Dangerous intersections
- Lack of bikeways
- Lack of safe bike parking
- Lack of sidewalks
- Running late/tardiness
- Scary dogs
- Speeding cars
- Stranger Danger
- Their school is on the way to my work
- Too far
- Too much to carry
- Too steep
- Weather
- Other

Overall, what are your top concerns about letting your child(ren) walk or bike to school?

Also, if you selected other in the above question, please describe it here.

[Click here to respond](#)

What benefits do you see in children walking and biking to school? Please select all that apply.

- Better for the environment
- Child learns responsibility and independence
- Child learns traffic rules
- Child more alert at school
- Gets me walking and biking
- Gives me more free time
- Improved health
- Less stressful than driving
- Reduces traffic around school
- Saves money on gas
- We get to know our neighborhood better
- Other

Overall, what are the most important benefits to walking or biking to school?

Also, if you selected other in the above question, please describe it here.

[Click here to respond](#)

Appendix J: Questions for parents with K-12 students in Bellevue (Employees, Employers, Property Managers, Residents)

If you currently drive your child, which of these changes would need to happen for you to allow your child to walk or bike to school? Please select all that apply. If you have multiple children, please select all of the changes that would be needed for any of your children to walk or bike to school.

- Accompanied by other children
- Accompanied by other parents
- Cars slowed down
- Crossing guards were at dangerous intersections
- They were older
- Intersections were improved
- Park and walk locations were available (could walk part way)
- Police enforcement were increased
- Routes maps were provided
- Safety training were provided for students
- Secure bike storage were available
- Sidewalks and paths were improved
- I would never allow my child to walk or bike to school
- Other

If you don't currently participate in a carpool, which of these would be necessary for you to start participating in the carpool? Please select all that apply.

- I would need to be familiar with the driver
- I would need to find other parents who live close by
- Someone else would need to organize it
- I would never participate in a carpool
- Other

Overall, what is most important for you to allow your child(ren) to participate in a carpool?

Also, if you selected other in the above question, please describe it here.

[Click here to respond](#)

Overall, what are the most important things that would need to change for you to allow your child(ren) to walk or bike to school?

Also, if you selected other in the above question, please describe it here.

[Click here to respond](#)

Appendix J: Questions for parents with K-12 students in Bellevue (Employees, Employers, Property Managers, Residents)

If your child(ren) does not currently ride the bus or shuttle, which of these would be necessary for you to allow your child(ren) to ride the bus or shuttle?

- Adult escorting the children (not just the driver)**
- More convenient schedule**
- Reduced cost**
- Yellow school bus rather than current bus/shuttle option**
- I would never allow my child(ren) to ride the bus/shuttle**
- Other**

Overall, what is most important for you to allow your child(ren) to ride the bus or shuttle?

Also, if you selected other in the above question, please describe it here.

[Click here to respond](#)

Overall, what would motivate you to try or use alternate ways for your child(ren) to travel to and from school?

[Click here to respond](#)

What questions do you have about school travel options?

What information would you need to be willing to try or use alternate ways for your child(ren) to travel to and from school?

[Click here to respond](#)

Appendix J: Questions for parents with K-12 students in Bellevue (Employees, Employers, Property Managers, Residents)

Would a one-time financial incentive make you more likely to try or use alternate ways for your child(ren) to travel to and from school?

- Yes
- Unsure
- No
- I already don't drive my child(ren) to school

If yes or unsure, what dollar amount seems fair for an incentive for using a different commute option for a month?

Click here to respond

What can the City of Bellevue do to encourage school children to ride the bus, carpool, walk, or bike to school more frequently?

Also, would you like to know more about how the city's Bellevue SchoolPool can help you get your children to school and back?

Click here to respond

This Page Intentionally Left Blank

Appendix K: Employee Demographics, I

N=41 people

Gender

- Male: 42%
- Female: 59%

Age

- 18-24: 12%
- 25-34: 34%
- 35-44: 17%
- 45-54: 12%
- 55-64: 24%
- 65-74: 0%

Household Income

- Less than \$30,000: 2%
- \$30,000 - \$49,999: 7%
- \$50,000 - \$74,999: 20%
- \$75,000 - \$99,999: 20%
- \$100,000 - \$149,999: 29%
- \$150,000 - \$199,999: 7%
- \$200,000 - \$249,000: 7%
- \$250,000 or more: 0%
- Don't know/Refused: 5%

Ethnicity

- Hispanic, Latino, or Spanish: 12%

Race*

- Asian/Asian American: 12%
- Black/African American: 2%
- Native Hawaiian or other Pacific Islander: 2%
- White: 71%
- Some other race or combination of races: 7%

**Rounding may cause percentages to total over 100%*

Appendix K: Employee Demographics, II

Residency

- Resident of Bellevue: 44%
- Non-resident: 56%

Place of Work

- In Bellevue: 100%
 - Downtown Bellevue: 12%
 - Non-downtown Bellevue: 54%
 - Missing: 34%
- Outside of Bellevue: 0%

Size of Workplace

- Less than 5 employees: 0%
- 5-20 employees: 34%
- Over 20 employees: 66%

Commute Trip Reduction at Work

- Yes, we participate: 22%
- No, we don't participate: 51%
- I don't know: 27%

Vehicles at Home

- 0: 7%
- 1: 17%
- 2: 54%
- 3: 10%
- 4: 12%
- 5 or more: 0%

Public Transit Usage

- Never: 37%
- Less than once a month: 44%
- 1-4 days per month: 10%
- 1-2 days per week: 2%
- 3-5 days per week: 5%
- 6 or more days per week: 2%

Appendix K: Employee Demographics, III

No. in Household

- 1: 22%
- 2: 44%
- 3: 12%
- 4: 17%
- 5: 5%

Children under 18

- None: 73%
- 1: 17%
- 2: 7%
- 3: 2%

Age Groups^{1, 2}

- 0 to 5: 36%
- 6 to 10: 36%
- 11 to 14: 18%
- 15 to 17: 36%

Kid(s) Attend Bellevue Schools¹

- Yes: 45%
- No: 64%

Distance from School¹

- 0-5 miles: 73%
- 5-10 miles: 18%
- 10-20 miles: 9%

¹Percentages based on the number of employee-respondents with children under 18.

²Multiple responses allowed. Percentages may total over 100%.

Appendix K: Employer Demographics, I

N=20 people

Gender

- Male: 55%
- Female: 45%

Age

- 18-24: 0%
- 25-34: 25%
- 35-44: 20%
- 45-54: 25%
- 55-64: 20%
- 65-74: 10%

Household Income

- Less than \$30,000: 0%
- \$30,000 - \$49,999: 0%
- \$50,000 - \$74,999: 10%
- \$75,000 - \$99,999: 0%
- \$100,000 - \$149,999: 40%
- \$150,000 - \$199,999: 15%
- \$200,000 - \$249,000: 5%
- \$250,000 or more: 20%
- Don't know/Refused: 10%

Own/Manage a Business

- In Bellevue: 100%
 - Downtown Bellevue: 15%
 - Non-downtown Bellevue: 25%
 - Missing: 60%
- Outside of Bellevue: 0%

Ethnicity

- Hispanic, Latino, or Spanish: 0%

Race

- Asian/Asian American: 15%
- Black/African American: 0%
- Native Hawaiian or other Pacific Islander: 5%
- White: 75%
- Some other race or combination of races: 5%

Appendix K: Employer Demographics, II

Residency

- Resident of Bellevue: 35%
- Non-resident: 65%

Size of Workplace

- Less than 5 employees: 25%
- 5-20 employees: 50%
- Over 20 employees: 20%
- Not applicable: 5%

Commute Trip Reduction at Work

- Yes, we participate: 0%
- No, we don't participate: 80%
- I don't know: 15%
- Refused: 5%

Vehicles at Home

- 0: 0%
- 1: 5%
- 2: 70%
- 3: 25%
- 4: 0%
- 5 or more: 0%

Public Transit Usage

- Never: 55%
- Less than once a month: 45%
- 1-4 days per month: 0%
- 1-2 days per week: 0%
- 3-5 days per week: 0%
- 6 or more days per week: 0%

Industries

- Apparel
- Automotive (2)
- Employment services
- Engineering
- Healthcare/Wellness (5)
- Insurance (2)
- Landscaping
- Recreation (2)
- Software (3)

Appendix K: Employer Demographics, III

No. in Household

- 1: 5%
- 2: 65%
- 3: 10%
- 4: 10%
- 5: 10%

Children under 18

- None: 70%
- 1: 10%
- 2: 10%
- 3: 10%

Age Groups^{1,2}

- 0 to 5: 50%
- 6 to 10: 67%
- 11 to 14: 50%
- 15 to 17: 17%

Kid(s) Attend Bellevue Schools¹

- Yes: 17%
- No: 83%

Distance from School¹

- 0-5 miles: 50%
- 5-10 miles: 17%
- 10-20 miles: 33%

¹Percentages based on the number of employer-respondents with children under 18.

²Multiple responses allowed. Percentages may total over 100%.

Appendix K: Broker Demographics, I

N=7 people

Gender

- Male: 100%
- Female: 0%

Age

- 18-24: 14%
- 25-34: 29%
- 35-44: 29%
- 45-54: 0%
- 55-64: 29%
- 65-74: 0%

Household Income

- Less than \$30,000: 0%
- \$30,000 - \$49,999: 0%
- \$50,000 - \$74,999: 0%
- \$75,000 - \$99,999: 29%
- \$100,000 - \$149,999: 0%
- \$150,000 - \$199,999: 14%
- \$200,000 - \$249,000: 0%
- \$250,000 or more: 43%
- Refused: 14%

Ethnicity

- Hispanic, Latino, or Spanish: 0%

Race

- Asian/Asian American: 0%
- Black/African American: 0%
- Native Hawaiian or other Pacific Islander: 0%
- White: 100%
- Some other race or combination of races: 0%

Appendix K: Broker Demographics, II

Residency

- Resident of Bellevue: 71%
- Non-resident: 29%

Own/Manage Business in Bellevue

- Yes: 43%
- No: 57%

Property Managers

- Yes: 14%
- No: 86%

Size of Workplace

- Less than 5 employees: 0%
- 5-20 employees: 14%
- Over 20 employees: 86%

Commute Trip Reduction at Work

- Yes, we participate: 14%
- No, we don't participate: 29%
- I don't know: 57%

Vehicles at Home

- 0: 0%
- 1: 0%
- 2: 71%
- 3: 29%
- 4: 0%
- 5 or more: 0%

Public Transit Usage

- Never: 57%
- Less than once a month: 43%
- 1-4 days per month: 0%
- 1-2 days per week: 0%
- 3-5 days per week: 0%
- 6 or more days per week: 0%

Appendix K: Broker Demographics, III

No. in Household

- 1: 0%
- 2: 71%
- 3: 14%
- 4: 14%
- 5: 0%

Children under 18

- None: 71%
- 1: 14%
- 2: 14%
- 3: 0%

Age Groups^{1, 2}

- 0 to 5: 50%
- 6 to 10: 0%
- 11 to 14: 50%
- 15 to 17: 0%

Kid(s) Attend Bellevue Schools¹

- Yes: 50%
- No: 50%

Distance from School¹

- 0-5 miles: 100%
- 5-10 miles: 0%
- 10-20 miles: 0%

¹Percentages based on the number of broker-respondents with children under 18.

²Multiple responses allowed. Percentages may total over 100%.

Appendix K: Appendix K: Property Manager Demographics, I

N=3 people

Gender

- Male: 33%
- Female: 33%
- Refused: 33%

Age

- 18-24: 0%
- 25-34: 0%
- 35-44: 33%
- 45-54: 33%
- 55-64: 33%
- 65-74: 0%

Household Income

- Less than \$30,000: 0%
- \$30,000 - \$49,999: 0%
- \$50,000 - \$74,999: 0%
- \$75,000 - \$99,999: 0%
- \$100,000 - \$149,999: 33%
- \$150,000 - \$199,999: 0%
- \$200,000 - \$249,000: 33%
- \$250,000 or more: 33%

Ethnicity

- Hispanic, Latino, or Spanish: 0%

Race

- Asian/Asian American: 0%
- Black/African American: 0%
- Native Hawaiian or other Pacific Islander: 33%
- White: 67%
- Some other race or combination of races: 0%

Appendix K: Property Manager Demographics, II

Residency

- Resident of Bellevue: 67%
- Non-resident: 33%

Own/Manage a Business

- Yes: 67%
- No: 33%

Size of Workplace

- Less than 5 employees: 0%
- 5-20 employees: 67%
- Over 20 employees: 33%

Commute Trip Reduction at Work

- Yes, we participate: 0%
- No, we don't participate: 100%
- I don't know: 0%

Vehicles at Home

- 0: 0%
- 1: 0%
- 2: 33%
- 3: 67%
- 4: 0%

Public Transit Usage

- Never: 33%
- Less than once a month: 67%
- 1-4 days per month: 0%
- 1-2 days per week: 0%
- 3-5 days per week: 0%
- 6 or more days per week: 0%

Appendix K: Property Manager Demographics, III

No. in Household

- 1: 0%
- 2: 0%
- 3: 0%
- 4: 67%
- 5: 33%

Children under 18

- None: 0%
- 1: 0%
- 2: 100%
- 3: 0%

Age Groups^{1, 2}

- 0 to 5: 33%
- 6 to 10: 0%
- 11 to 14: 100%
- 15 to 17: 67%

Kid(s) Attend Bellevue Schools¹

- Yes: 67%
- No: 33%

Distance from School¹

- 0-5 miles: 67%
- 5-10 miles: 33%
- 10-20 miles: 0%

¹Percentages based on the number of property manager-respondents with children under 18.

²Multiple responses allowed. Percentages may total over 100%.

Appendix K: Residents Demographics, I

N=3 people

Personal characteristics

- 3 white, non-Hispanic women
- All of them are residents of Bellevue, but none of them work in Bellevue
- Two are between 45 and 54 years old, and one is between 65 and 74.

Employment and Income

- None of the residents own a business
- One woman works in an office with fewer than five people.
- None of the residents report that their workplace participates in commute trip reduction.
- Household income ranges: one makes less than \$30,000, another makes \$50,000 - \$74,999, and the third makes \$200,000 - \$249,000.

Transit Behavior

- Two residents were regular public transit users. One woman rides 3-5 days per week, and the other rides 1-2 days per week. The third resident never uses public transportation.
- One resident did not have a vehicle at home, the second had one vehicle at home, and the third had three.

Household

- One resident lives alone, another lives with one other person, and the third resident lives with three other people.
- Two residents have children; one woman has two kids aged 11 to 14.
- Of the women who have children, only one sends their kids to Bellevue schools. Of these women, one lives 0 to 5 miles away from the school, while the other lives 5 to 10 miles away.

This Page Intentionally Left Blank

Appendix L: Recruitment Targets

Bellevue Employers and Property Managers

- Recruitment target: at least 25 participants
- at least 2/3 will be employers
- diverse industry types, income levels, and time schedules
- 25% in Downtown Bellevue, 75% Outside Downtown
- 25% will have 5 to 20 employees, and 75% will have more than 20 employees
- 50% Commute Trip Reduction (CTR) worksites and 50% Non-CTR worksites
- Companies that will receive invitations include:
 - Boeing
 - Microsoft Advanta
 - T-Mobile
 - Ericson
 - Overlake Medical Center
 - Kaiser Permanente

Bellevue Employees

- Recruitment target: at least 25 participants, at least 2/3 will work NOT downtown, including a mix of residents from Bellevue, and who commute from all different areas around Bellevue (mostly North and South, but also East and Seattle).

Bellevue Residents and School Families

- Recruitment target: at least 20 participants (some will also be employers, employees, or real estate brokers) and prioritizing people with kids under 18 living at home.

Real Estate Brokers

- Recruitment target: 7-8 participants

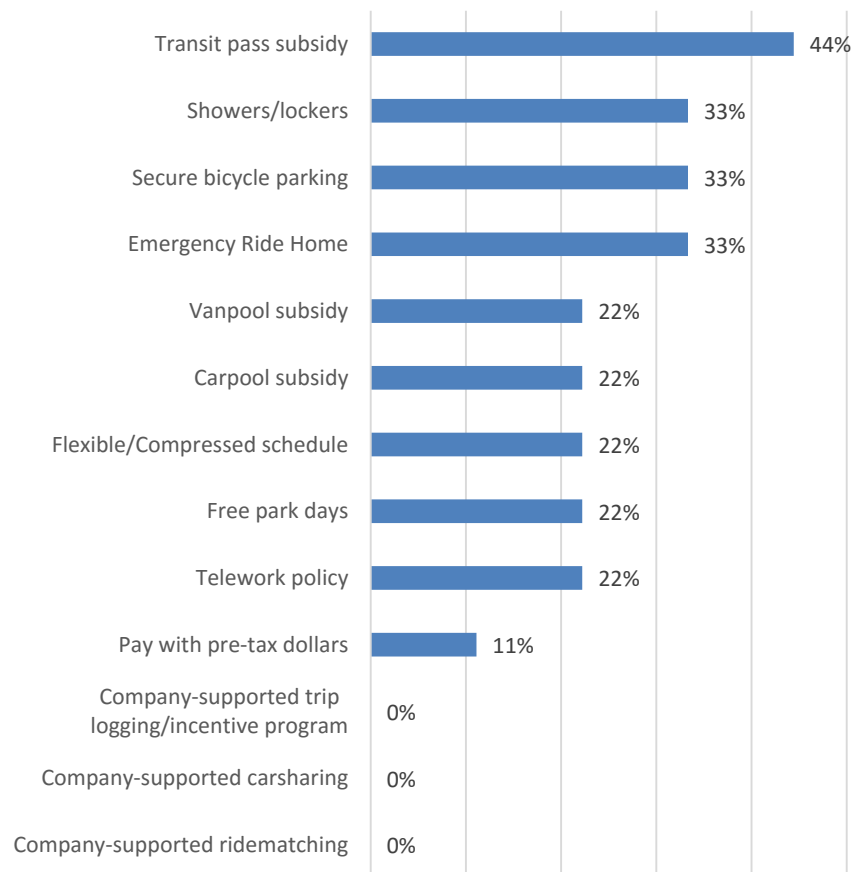
This Page Intentionally Left Blank

Appendix M: Breaking Down Employee Awareness (Downtown Employees)

- Employees who work in downtown Bellevue are most likely to have heard about transit pass subsidies (44%).
- One-third of these employees had heard about secure bicycle parking, showers and lockers, and Emergency Ride Home services.
- Almost a quarter had heard about other incentive policies: vanpool or carpool subsidies, free park days, flexible or compressed work schedules, and telework options.
- None of the employees working downtown had heard about company-supported trip logging, carsharing, or ridematching.

Which employer-provided commute benefits have you heard about?

Multiple responses allowed. Percentages may add up to more than 100. Base=all employee respondents who work downtown (n=9).



Appendix M: Breaking Down Employee Awareness (Non-Downtown Employees)

- Employees who work outside of downtown are most likely to have heard about company-supported ridematching (62%)
- Flexible or compressed work schedules (52%) and free park days for those using non-drive alone methods of transportation (45%) are also well-known.
- About one-third of these employees had heard about vanpool or carpool subsidies, telework options, and company-supported carsharing.
- Few people had heard about options to pay for parking with pre-tax dollars (7%) or transit pass subsidies (3%).

Which employer-provided commute benefits have you heard about?

Multiple responses allowed. Percentages may add up to more than 100. Base=all employee respondents who do not work downtown (n=29).

