



# Transportation Demand Management Progress Report 2022

City of Bellevue

## ► Why do Transportation Demand Management in Bellevue?

Bellevue is the fifth largest city in Washington state, with an estimated 152,600 residents. Bellevue is also a major employment center – more than 155,000 people work in the city, and approximately 55,000 of them work downtown. Population and employment are both growing rapidly. Bellevue is planning for 70,000 additional jobs by 2044, bringing total employment to 228,800. Downtown will continue to be the major employment center and employment will grow similarly.

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

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

## ► How TDM addresses transportation challenges

Existing city policies help create an environment in which alternatives to driving alone can be attractive to commuters and to everyone moving into and around Bellevue.

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

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





## ► Choose Your Way Bellevue Business Services

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

For employers not affected by the CTR program, CYWB Business Services offers consultations and other support such as mini-grants, employee transit pass rebates, workshops, and other resources to help them develop commute programs tailored to their worksites. This support continued during COVID-19, as well as tailored webinars about telework programs; transit during the pandemic; and return-to-office planning.

From 2007 through 2022, 330 employers engaged with the program through receiving consultation assistance, attending a workshop, or participating in a mini-grant or transit rebate program. This is roughly 8% of the target audience (approximately 4,000 employers with five or more employees). Prior analysis from 2016 indicates that 36 percent of the engaged employers have started or improved commute benefits for their employees.

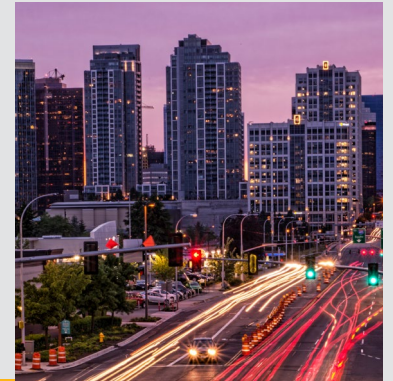


A significant proportion of Bellevue employees receive a free or heavily subsidized transit pass through their employers. Many employers provide other support such as carpool/vanpool subsidies, bicycle parking, and telework or alternative work schedules that also reduce commute trips.

### Commercial & Office Property Managers

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

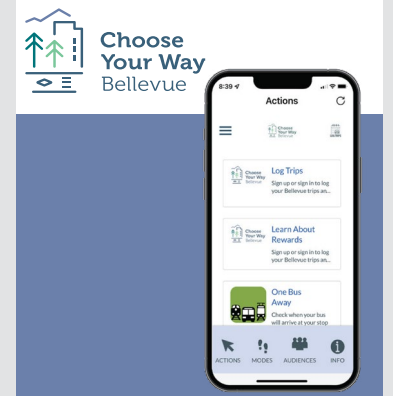
Since 2016, 12 property managers have also engaged with CYWB Business Services through the city’s offerings of free consultations and assistance with implementing building commute programs.



## ► Choose Your Way Bellevue Website

The Choose Your Way Bellevue website, [www.ChooseYourWayBellevue.org](http://www.ChooseYourWayBellevue.org), is a one-stop comprehensive travel options resource for Bellevue travelers including workers, residents, employers, property managers and students. Users can find information, maps and advice to help make use of alternative modes. Up-to-date transportation conditions, news, construction information and blog articles are also posted on the site. In 2022, Bellevue also launched the Choose Your Way Bellevue App – everything on the website with mobile convenience.

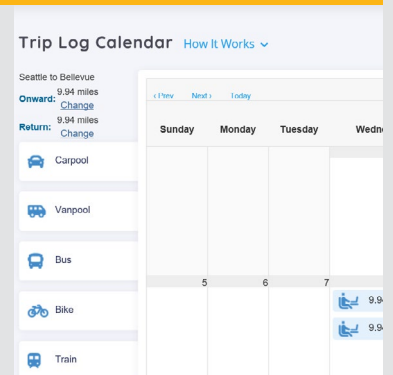
The website includes links to sign up for newsletters as well as CYWB Facebook, Twitter and Instagram content. Choose Your Way Bellevue had over 3,000 sessions on average per month in 2022, and the program newsletter is opened by 3,900 subscribers each month. Facebook, Twitter and Instagram accounts linked from the website provide dynamic information to help people get around Bellevue.



## ► Choose Your Way Bellevue Rewards

CYWB Rewards offers incentives to Bellevue workers, residents and college students who use modes other than driving alone. Users can log trips to receive rewards to help offset the cost of non-drive-alone modes, encouraging them to leave their cars at home.

In 2022, 2,097 people logged 5,463 non-drive-alone trips per month on average, comprising approximately 803,997 miles of travel by alternatives to driving alone. Compared to driving alone, Choose Your Way Bellevue users saved 30,897 gallons of gas and prevented over 605,760 pounds of CO2 from being released into the atmosphere. Although teleworking increased significantly during COVID (66% in 2021 versus 6% in 2019), teleworkers who participated in trip logging in 2021 showed an increase in drive-alone trips of 8.5% as of 2022 as they began returning to the office. The city is working to minimize shifts to driving alone following telework, and will continue to track this metric.





## ▶ Transit Ridership

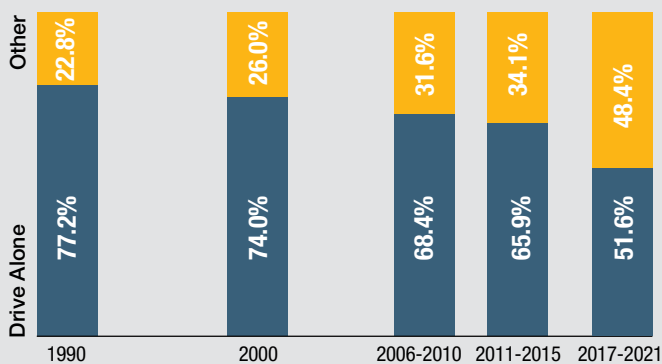
Transit usage is increasing in Bellevue after a significant decrease during COVID. From 2003 to 2016, the average daily number of boardings and alightings (“ons and offs”) increased from approximately 21,900 to 50,100. After a drop to 10,740 in fall 2020, the “ons and offs” increased to 17,097 in spring 2021. The city will continue to monitor transit ridership as the emergence from COVID continues.

Sound Transit East Link light rail is coming soon to Bellevue and the Eastside. Daily ridership is anticipated to be 43,000-52,000 by 2026.

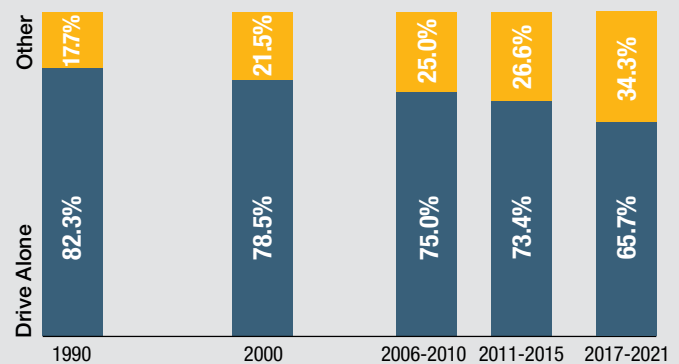


## ▶ U.S. Census American Community Survey: Means of Transportation to Work

The U.S. Census collects data and estimates of how people commute to work. In Bellevue, these estimates show that the rate of driving alone has decreased since 1990 for both residents and workers. For the most accurate and up-to-date estimates, the city uses values from the decennial census (for 1990, 2000 and 2010) and American Community Survey (ACS) estimates averaged over five years (for 2011-2015 and 2017-2021).



People living in Bellevue



People working in Bellevue

## ▶ City Performance Benchmarks

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

| Measure  | Bellevue Target                               | Actual (estimate)                                 | Report Period/Source                            |
|--|---|---|---|
| 1. Percent difference in drive-alone rate at Bellevue Commute Trip Reduction (CTR) worksites relative to all King County CTR worksites | At most <b>12%</b><br>higher than King County | <b>37.1% higher</b><br>(2019-mid-2021 CTR Survey) | Biennial<br>CTR Survey                          |
| 2. Percent difference in drive-alone commute mode share for workers in Bellevue relative to all <b>workers</b> in Washington           | At most <b>3%</b><br>higher than Washington   | <b>2.9% lower</b><br>(2017-2021 ACS*)             | Every five years<br>U.S. Census ACS 5-year est. |
| 3. Percent difference in drive-alone commute mode share for residents of Bellevue relative to all <b>residents</b> of Washington       | At least <b>10%</b><br>lower than Washington  | <b>23.8% lower</b><br>(2017-2021 ACS*)            | Every five years<br>U.S. Census ACS 5-year est. |