



Transportation Demand Management Progress Report 2016

City of Bellevue | June 2017

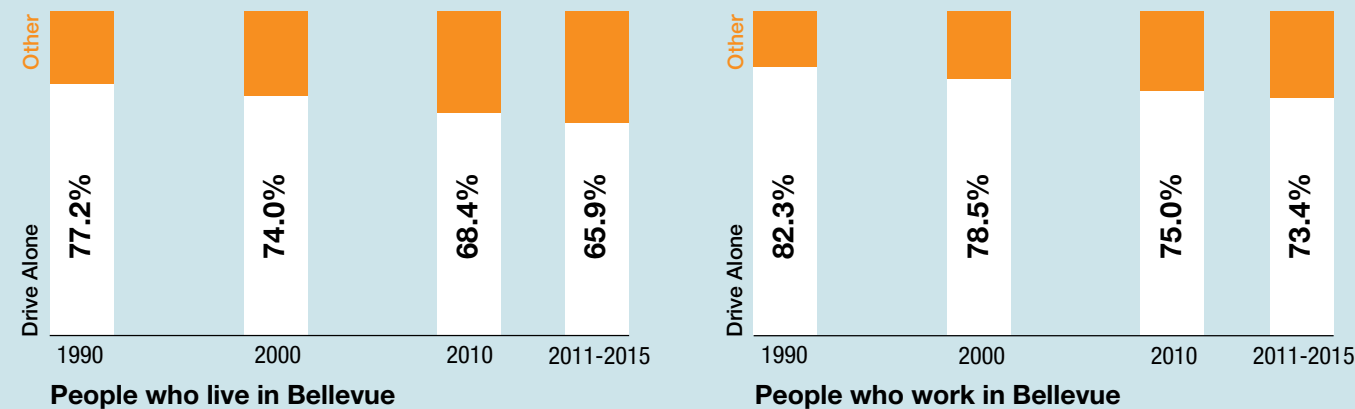
► Transit Ridership

Transit usage has increased year after year. From 2003 to 2016, the average daily number of boarding and alightings (“ons and offs”) increased from 21,900 to 57,400. This rate of growth is greater than that for residential or job growth in Bellevue and indicates the growing significance of this mode of transportation.



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

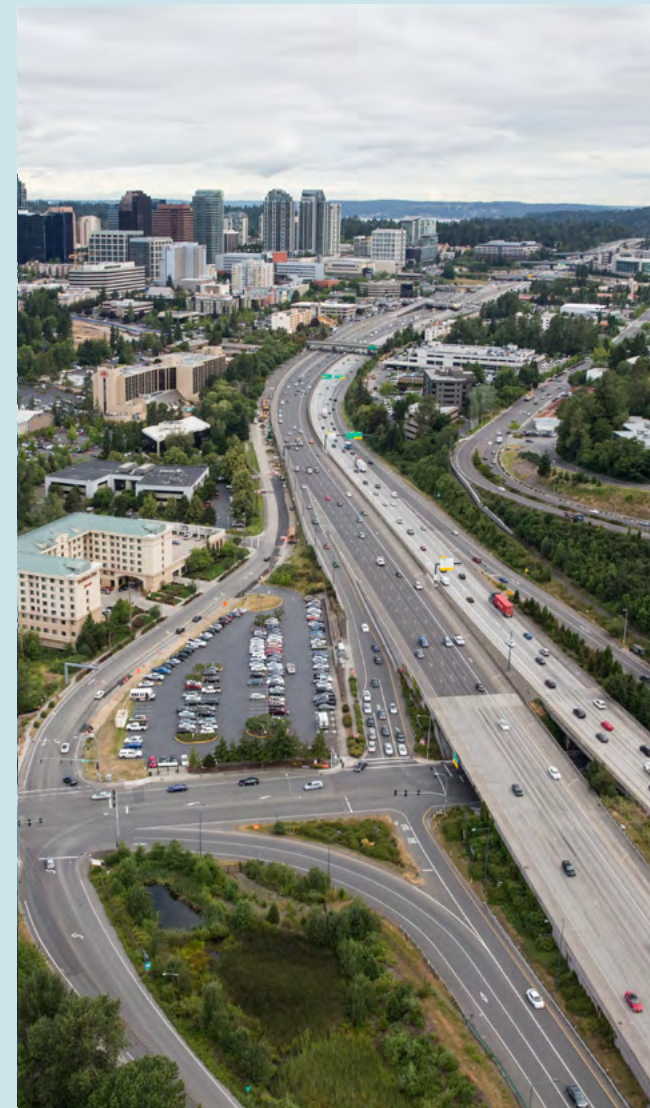
The U.S. Census estimates how people commute to work. In Bellevue, these data show that the rate of driving alone has decreased over time for both residents and workers. To have the most accurate and up-to-date estimates, the city uses values from the decennial census (for 1990, 2000 and 2010) and American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



► City Performance Benchmarks

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

Measure	Actual	Target	Target Met?	Report Period/Source
1. Percent difference in drive-alone rate at Bellevue Commute Trip Reduction (CTR) worksites relative to all King County CTR worksites	20.2% higher (2015/2016)	No more than 12% higher	No	Biennial CTR Survey
2. Percent difference in drive-alone commute mode share for workers in Bellevue relative to all workers in Washington	1.2% higher (2011-2015)	No more than 3% higher	Yes	Every five years U.S. Census ACS 5-year est.
3. Percent difference in drive-alone commute for residents of Bellevue relative to all residents of Washington	10% lower (2011-2015)	Lower by at least 10%	Yes	Every five years U.S. Census ACS 5-year est.



► Why do Transportation Demand Management in Bellevue?

Bellevue is the fifth largest city in Washington State, with an estimated 140,000 residents. Bellevue is also a major employment center—more than 150,000 people work in the city, and approximately 50,000 of them work downtown. Population and employment are both growing rapidly. By 2035, it is expected that Bellevue employment will climb above 200,000, and nearly 77,000 of those workers are expected to commute to jobs downtown.

Keeping people mobile in the face of growing demand 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 on moving cars. When travelers are able to go places without adding cars to the streets, everyone can move better.

► How TDM addresses transportation challenges

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

- **City land use policies** focus growth into certain areas, including Downtown and Bel-Red, to create higher-density, mixed-use centers. This allows many trips to be made by foot and facilitates development of transit hubs.
- **Investments in transit mobility and service** make it a more attractive option and keep pace with increasing transit demand.

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



► Commute Trip Reduction

The Commute Trip Reduction (CTR) program has helped larger employers (generally those with 100 or more employees) reduce drive-alone commute trips since 1993. In 2016, there were 57 Bellevue worksites affected by CTR regulations, employing 38,868 workers. Reaching workers is important because commuters tend to have a big impact on congestion, and working through employers is a good way to engage employees. A voluntary 2014 survey found that most individuals who were aware of city trip reduction programs had heard about them through their employers.

2,900 Cars

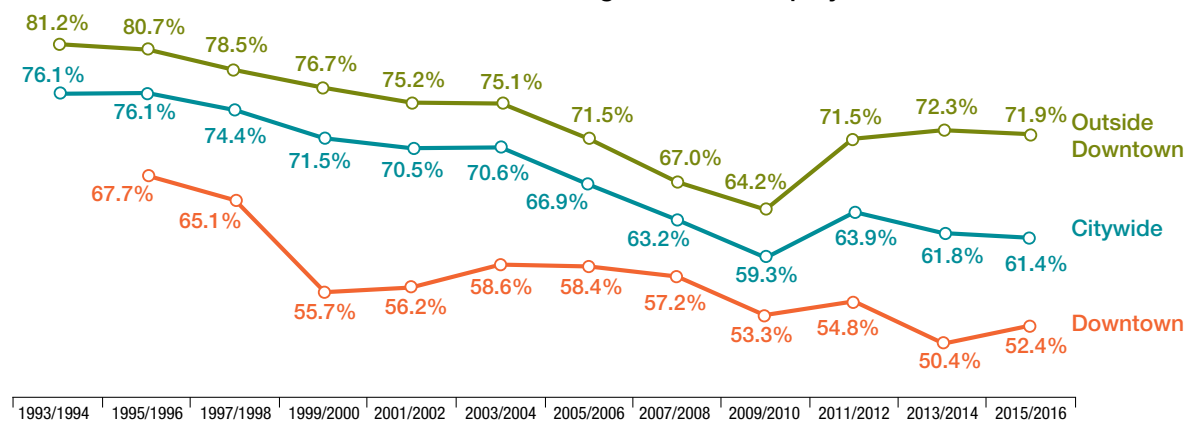


Removed from the road each day by CTR

Through state law and city ordinance, the CTR program requires employers to provide transportation information and trip reduction programs for employees. Examples of CTR programs include subsidized transit passes, amenities for bicycle commuters and preferential carpool parking. The program also requires worksites to collect commute drive-alone rate data, creating a valuable source of information to help improve transportation efficiency. City staff contribute by providing information and assistance to employers to help them comply with the CTR law.

This approach produces results. CTR-affected employers recorded nearly a 15 percentage point reduction in driving alone from 1993 to 2016, representing **2,900 vehicles removed from the roads each day**.

Drive-Alone Rate at Large Bellevue Employers



Source: Washington State CTR survey data

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

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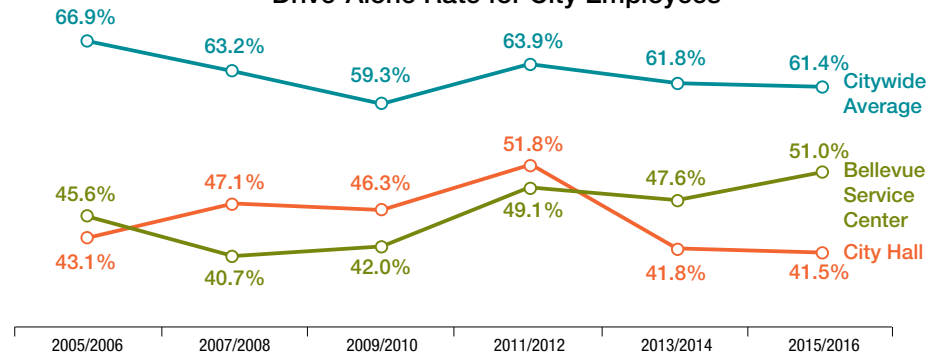
For plans and studies that serve as sources for this report, see the Research section at

www.ChooseYourWayBellevue.org/about-plans-activities

City of Bellevue Employee Commute Trip Reduction

The City of Bellevue leads by example by providing a robust trip reduction program for its own employees. The city offers subsidies for transit, carpooling and vanpooling; preferred parking for vanpools; and bicycle parking and amenities. Both city worksites affected by CTR regulations—Bellevue City Hall and Bellevue Service Center—perform better than average.

Drive-Alone Rate for City Employees



Source: Washington State CTR survey data

► Choose Your Way Bellevue Services for Employers

The city offers consultations for smaller employers, which are not affected by CTR regulations, to help develop tailored commute programs. Since its launch in 2007, 197 employers have engaged in the program by participating in an activity or consultation, and about 36% of them have implemented a program element or participated in a program activity.

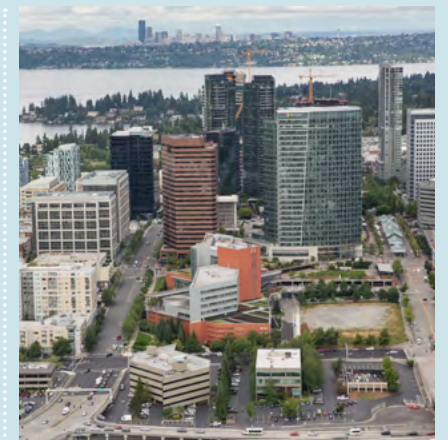


A significant proportion of Bellevue employees receive a free or heavily subsidized transit pass through their employers. Many employers provide other support such as carpool/vanpool subsidies, bicycle parking, and telework or alternative work schedules that also reduce commute trips.

► Building Trip Reduction

The city requires "Transportation Management Programs" (TMPs) at large real estate developments, which require building managers to undertake measures to reduce drive-alone commute trips by employees working in the building. Specific requirements vary according to the size and land use of each affected building. Through TMP programs, many building managers offer discounted or preferred carpool or vanpool parking, bicycle parking, or other incentives for non-drive-alone commuters. Building managers may also conduct other activities, such as facilitating ride-matching for carpools and performance measurement.

Some property managers have also engaged with Choose Your Way Bellevue Services for property managers, a city program that offers free consultation and information about implementing building commute programs. From 2015 to 2016, seven property managers engaged in the program by participating in an activity or consultation.



► Choose Your Way Bellevue Website

Bellevue publishes up-to-date information about transportation options at www.ChooseYourWayBellevue.org. Choose Your Way Bellevue is a comprehensive resource for Bellevue residents, workers, employers, property managers, students and schools. Users can find information, maps and advice to help make use of alternative modes. Current transportation conditions, news, construction information and city and regional plans are also linked from the site.



Interested users can calculate the transportation costs of different modes, sign up to receive program newsletters and get updates about upcoming events. Choose Your Way Bellevue had approximately 3,200 sessions per month in 2016, and the program e-newsletter is opened by nearly 3,000 subscribers each month.

► Choose Your Way Bellevue Rewards

Choose Your Way Bellevue Rewards offers incentives to workers and residents who log trips made by modes other than driving alone, to offset the cost of trying a new mode and encourage them to leave their cars at home. The Perks program works in partnership with local businesses to reward regular users with discounts. In 2016, 3,654 individuals logged non-drive-alone trips online. A total of 694,141 non-drive-alone trips were logged, comprising 8.3 million miles of travel by alternative modes.

Compared to driving alone, these Choose Your Way Bellevue users saved 249,429 gallons of gas and prevented over 4.7 million pounds of carbon dioxide from being released into the atmosphere. In addition, prior analysis (2012-2013) showed that those staying in the program for a year reduced drive-alone trips by 4%, suggesting some long-term impact from the program.

