

City of Bellevue TDM Program



TDM Program Components: Non-Regulatory

- “Choose Your Way Bellevue” TDM brand
- Choose Your Way Bellevue Business Services

The culture of CTR has helped increase all employers providing commute benefits





Bellevue Context

- Similar job (150,628) and resident (153,900) numbers in 2022
- By 2035, anticipate jobs to increase to 185,200 (23% increase)
- Key TDM purposes: efficiency, equity



Bellevue TDM Premise

“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.

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.

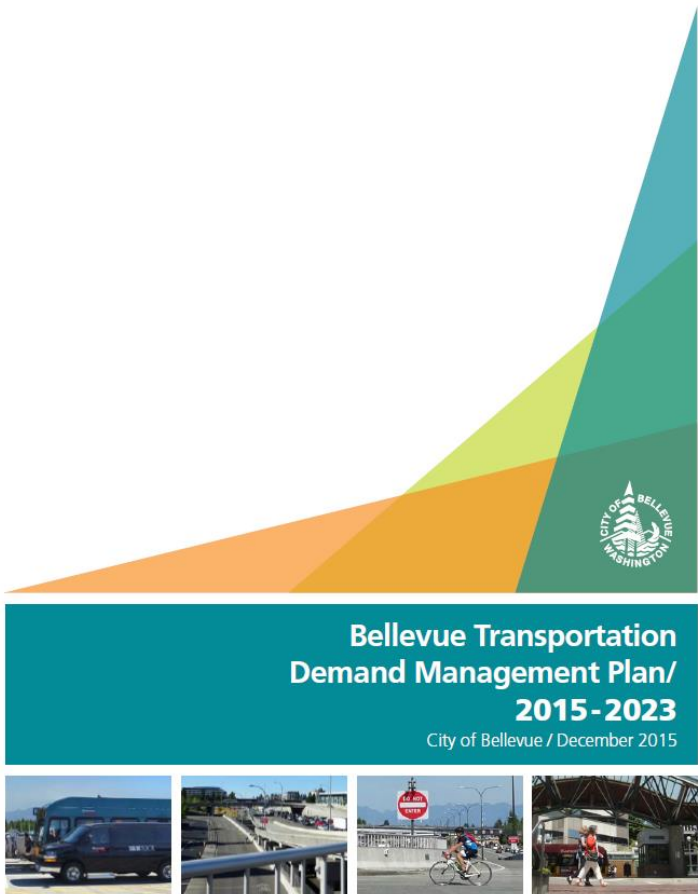
People who can use these modes are encouraged to do so through information and incentives; and people for whom driving is the most viable option **benefit** from less congested roadways.”

-From Bellevue TDM Progress report found at www.ChooseYourWayBellevue.org/library



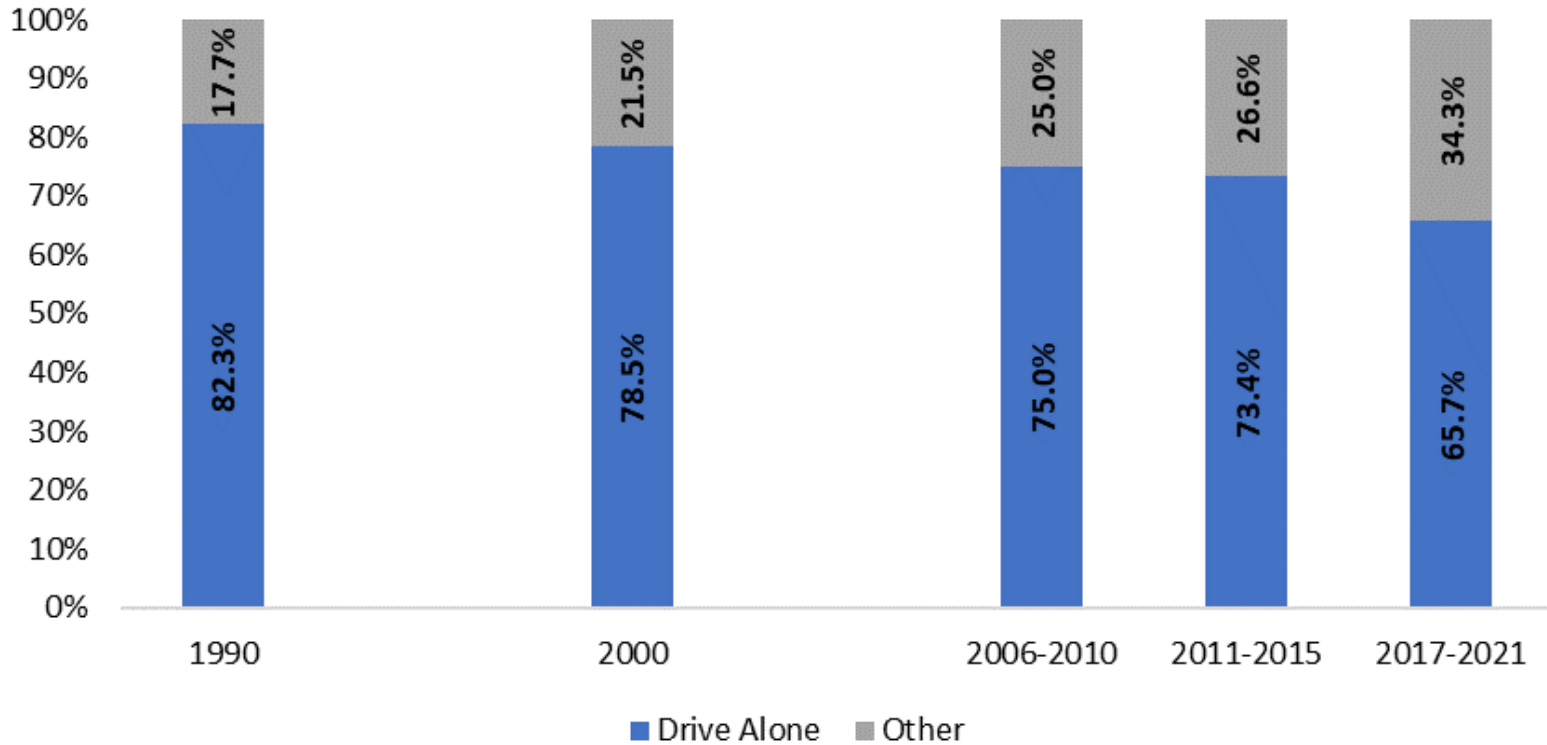
Planning Context: Bellevue TDM Plan

- Based on Comprehensive Plan TDM policies and mode share targets to meet growth
- Not adopted by Council, but guides TDM program
- Contains background: prior outcomes, demographics, research
- Strategies identified within the plan based on background, to meet targets
- Update under way for next decade (2024-2033)



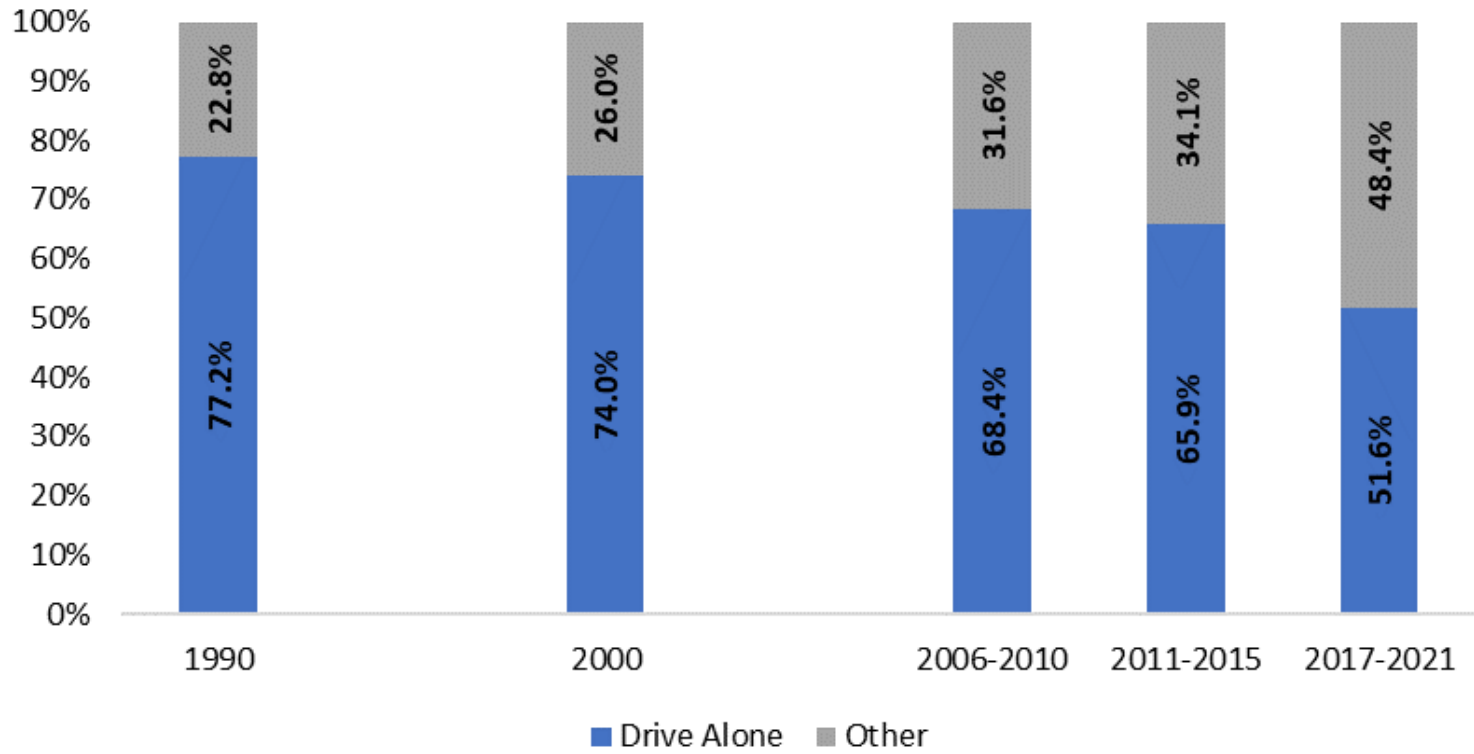
Citywide U.S. Census/American Community Survey Trends 1990-2021

Workers of Bellevue - Means of Commuting to Work

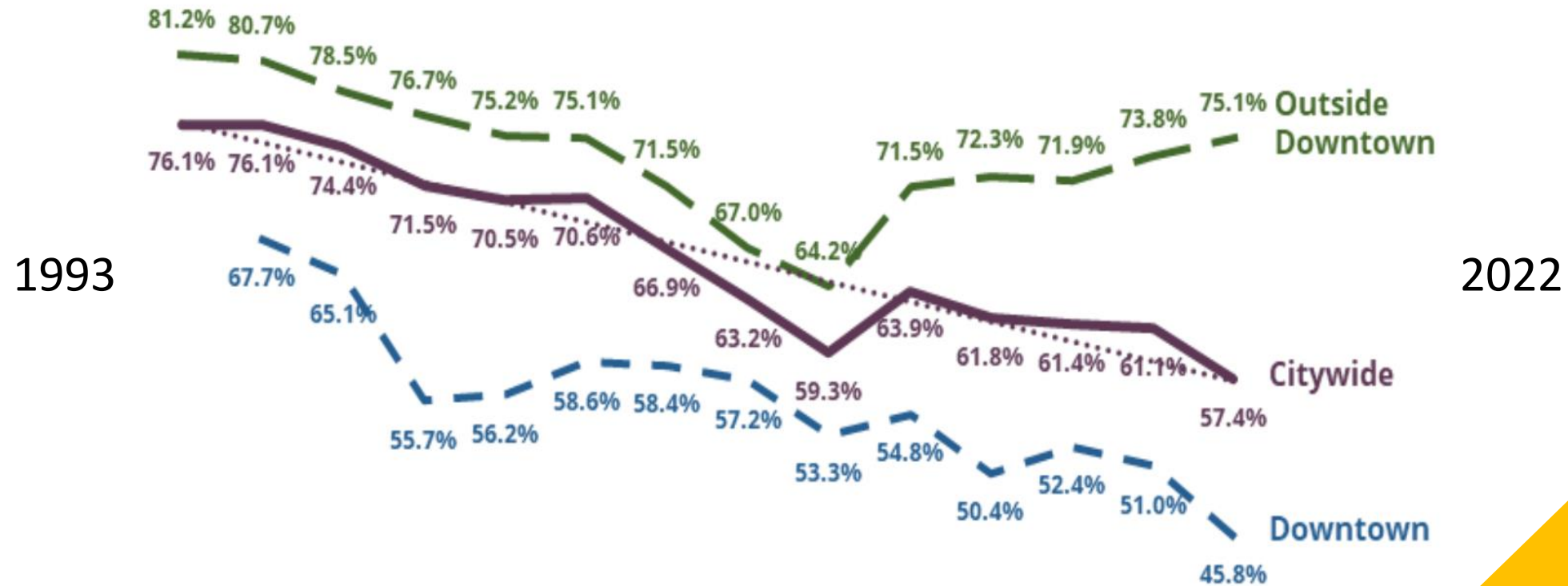


Citywide U.S. Census/American Community Survey Trends 1990-2021

Residents of Bellevue - Means of Commuting to Work



Regulatory: *Commuter Trip Reduction* 61 worksites, 38% of city employees



Regulatory:
*Building
Transportation
Management
Programs*

Analysis shows average annual rate of drive-alone decrease is greater among TMP buildings than for downtown overall and CTR worksites





TDM Program Components: Non-Regulatory

- Choose Your Way Bellevue Rewards and outreach (individuals)
- SchoolPool
- Website and mobile app
- Employee parking



Here to get you there



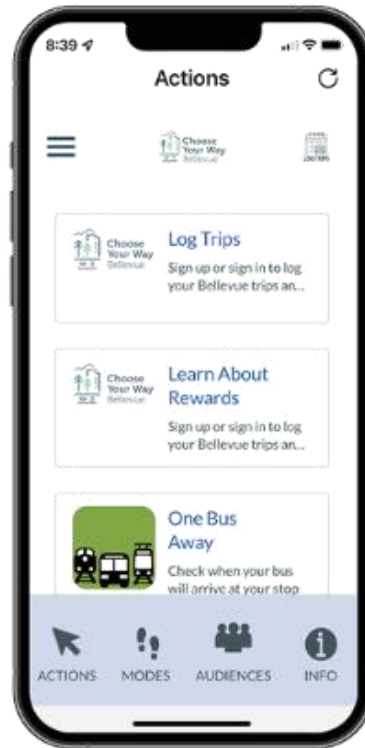
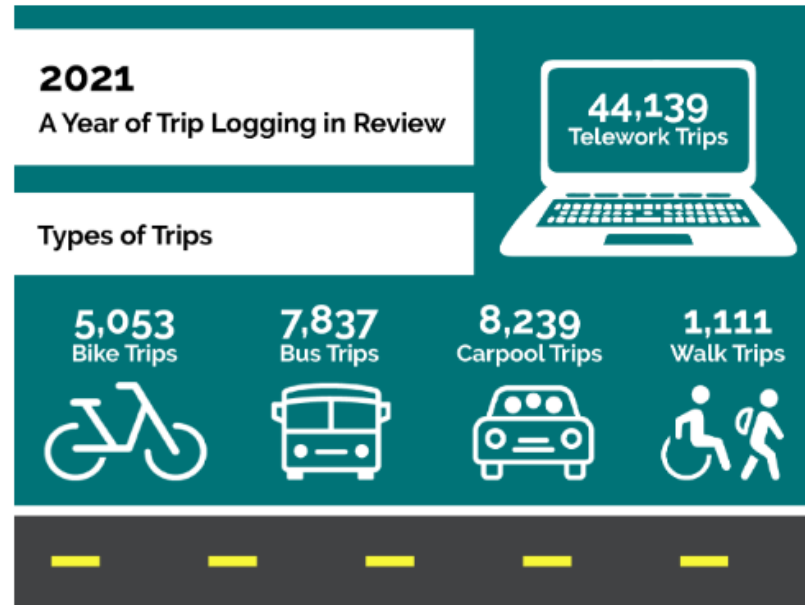
Recent Campaigns & Outreach



Planned TDM Program Innovations



Current Innovations



- TDM Plan Update
- Choose Your Way Bellevue Mobile App
- Large-Scale Reward Campaign for Trip Logging



Planned Innovations Continued



- Campaign Related to Key Upcoming Infrastructure Projects
- CTR Program Enhancement Using Additional State Provided CTR Funding



Planned Innovations Continued



- Enhanced focus on essential, hospitality and retail employee commute assistance outreach
- More concentrated effort to promote flexible commute and parking options for hybrid workers



Planned Innovations Continued

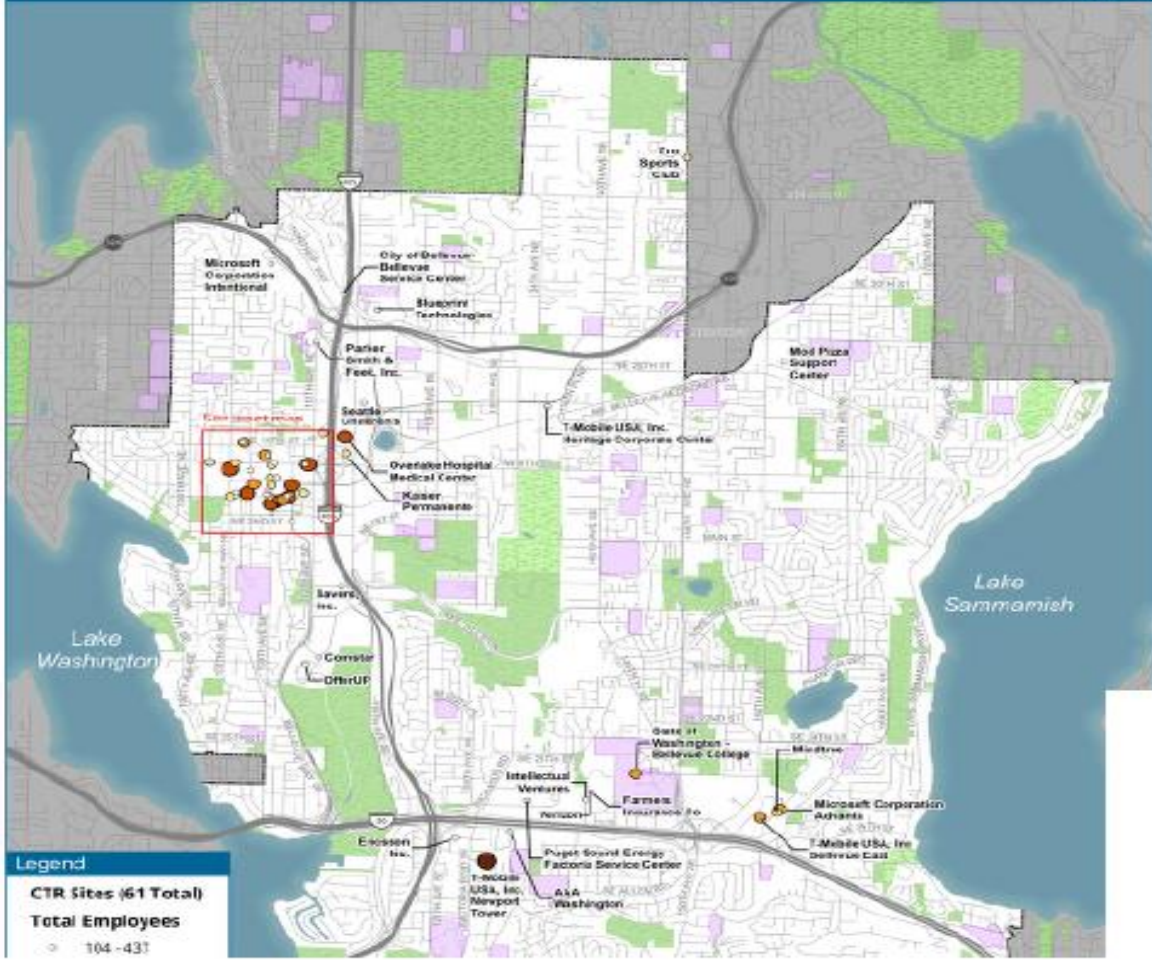
2030
DISTRICT®



City of Bellevue CTR Activities

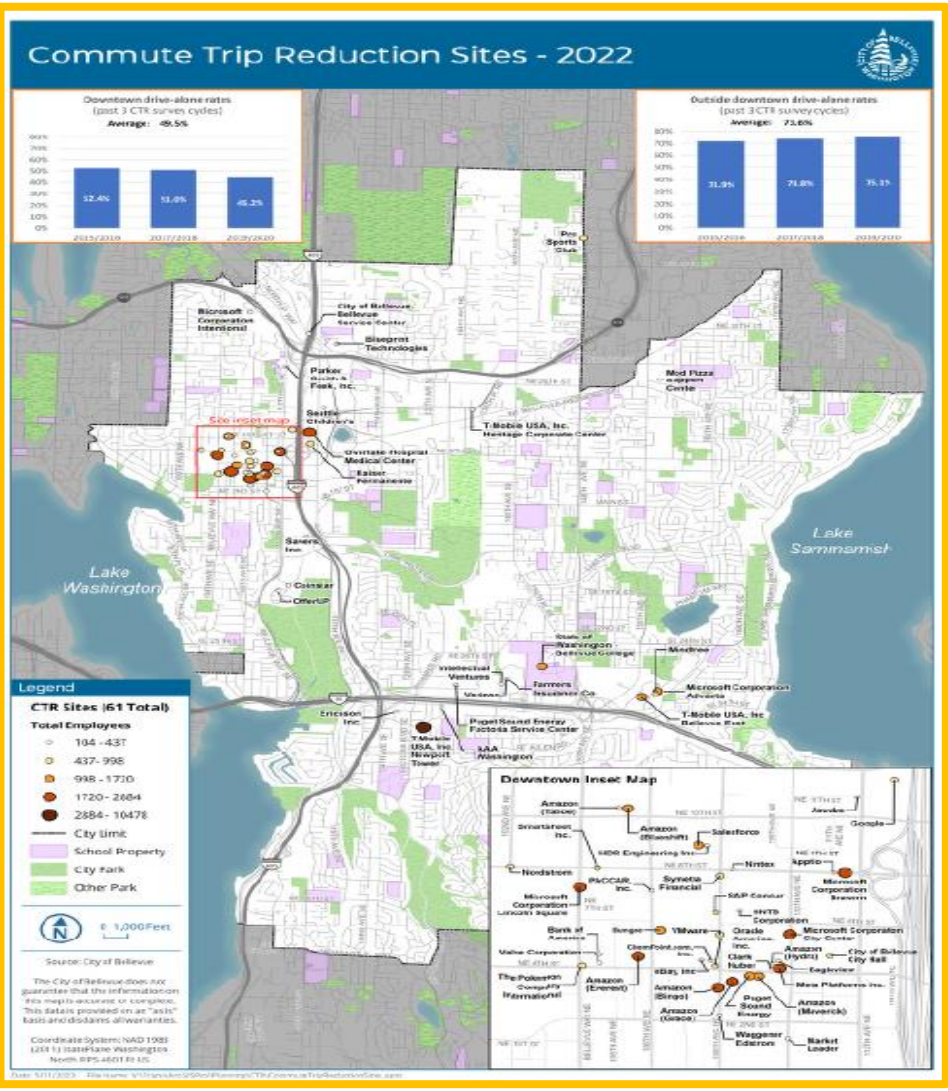


Commute Trip Reduction Sites - 2022



2022 Map of CTR Affected Sites in Bellevue





2022 Map of CTR Affected Sites with Charts in Bellevue



AAA Washington
Amazon Bingo
Amazon Blueshift
Amazon Everest
Amazon Hydra
Amazon Tahoe
Amazon Maverick
Apptio
Bank of America
Blueprint Technologies
Bungie
CBIZ
ChemPoint Inc.
City of Bellevue - City Hall
City of Bellevue - Service
Station
Clark Number
Coinstar LLC
Concur Technologies
Eagleview
Ebay Inc.
Ericsson Inc.
Facebook/Meta

HDR Engineering
HNTB Corporation
Farmers Insurance
Company
Google
Intellectual Ventures
Jacobs
Kaiser Permanente
Market Leader
Microsoft Advanta
Microsoft Bravern
Microsoft City Center
Microsoft Intentional
Microsoft Lincoln Square
South
Mindtree
Mod Pizza
Nintex
Nordstrom
OfferUp
Oracle America
Overlake Hospital &
Medical Center

PACCAR
Printed Circuits Assembly
Corp.
Pro Sports Club
Puget Sound Energy
Headquarters
Puget Sound Energy
Substation
Salesforce
Savers, Inc.
Seattle Children's
Smartsheet Inc.
State of Washington -
Bellevue College
Symetra Financial
T-Mobile Heritage
T-Mobile Bellevue East
T-Mobile USA Inc
Headquarters
Valve Corporation
VM Ware
Waggener Edstrom

List of CTR Affected Companies Located in Bellevue as of 2023



CTR Onboarding Activities

Utilize & adhere to City of Bellevue CTR Mandate to confirm what constitutes a CTR affected company.

Link: <https://bellevuewa.gov/city-government/departments/transportation/planning/transit-commuting/transportation-demand-management/commute-trip-reduction>.

Outreach and Follow-up

- Reach out to companies that are CTR affected and located in Bellevue
- Send CTR affected notice to company
- Work with company to designate Employee Transportation Coordinator (ETC) and train accordingly via slides. Can be done singularly or in groups



CTR Training & Promotional Activities

CTR mandated companies in Bellevue are trained on a number of various activities. These include:

- CTR Mandate regulations
- Promotions geared toward company staff
- ETC Networking Meetings
- Engagement activities
- Twice monthly topical emails
- Mini Grants for all (not just CTR)

Topics include:

- Survey and Program Report Training
- Tax & mandate regulation information
- Local Bellevue development updates
- Stakeholder insights from Metro, Sound Transit, Rideshare Online & Choose Your Way Bellevue (CYWB)
- Upcoming promotions such as Bike To Work, Transit Month, and ongoing CYWB promotions



CTR ETC Engagement Activities

Bike Everywhere Month & Day

- assist CTR companies with events and offer complimentary swag for participants

Ride Transit Month

- create promotions for companies and offer up to 150 free loaded ORCA cards

Upgraded Transit Fairs

- new format called Commuter Carnivals that include games, swag and more

CTR Program Report & Survey Training

- biannual online courses geared toward CTR ETC's on all aspects of the annual CTR Program Reports and CTR Survey



CTR ETC Engagement Activities

Choose Your Way Bellevue webpage

- special section for CTR ETC resources called CTR Resource Center

Constant Messaging to CTR ETCs

- send constant reminders about CTR
- include timely articles about various CTR-related topics

CTR STAR: Sustainable Transportation Advocate Recognition – (potential new program idea)

- CTR affected companies that fit criteria receive a special designation and logo



Thank You & Questions!

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