

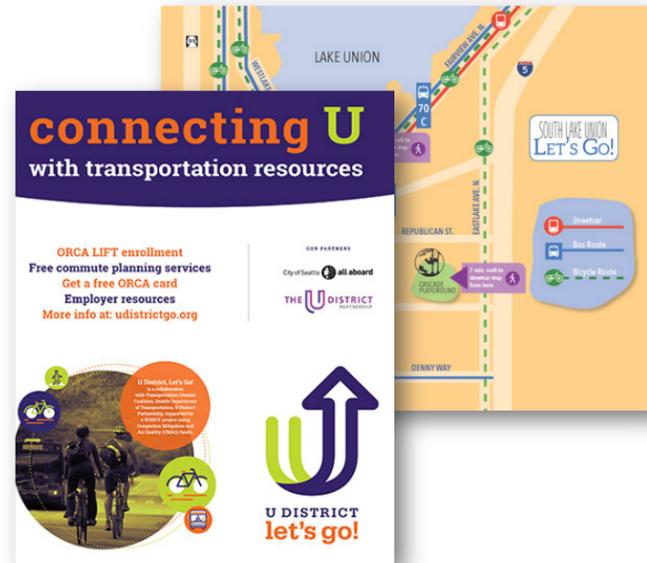
Business District and Corridor TDM

Grant Funded Pilot Programs

With partners like Commute Seattle and Transportation Choices, we provide programming, engagement, and commuting support in business districts experiencing rapid growth and development.

Readying for change: U District, let's go!

The University District neighborhood is undergoing significant change as it prepares to gain access to light rail in 2021. SDOT launched this project to work with neighborhood businesses and organizations to help connect University District residents and visitors with transportation resources. In 2018, the program provided events serving nearly 4,000 attendees, distributed 62 employer toolkits, and enrolled eligible riders in ORCA LIFT, the regional reduced fare transit pass.



Supporting small business: Let's Go SLU

Unrecognizable from a decade ago, South Lake Union (SLU) is one of the fastest changing neighborhoods in the city and country. During this 2017-2019 initiative, SDOT worked with 42 SLU small and mid-sized businesses and their 2300 employees to bring awareness to transportation issues and travel options. In partnership with King County Metro, Commute Seattle distributed 1,233 ORCA cards with 2 weeks of unlimited transit use resulting in 15,000 new transit boardings.

New Mobility Options

SDOT's New Mobility Program supports and manages shared mobility options as an alternative to driving and as a means to first-mile last-mile connections to transit.

These emerging elements of the transportation system are enabled by digital technology, driven by real-time data, and often provide end-to-end transportation. The group works to implement innovative yet affordable transportation options that are understandable and accessible to all who want to use them. Key elements include:

- Bike share [free floating since 2017], scooter share [scheduled for 2020]
- Car share [ShareNow, Zipcar, Getaround]
- On-demand rideshare [Via to Transit, Ride2 in partnership with King County Metro, and some Transportation Network Companies (TNCs)] providing first / last mile services to transit
- TNC partnerships for data analysis and loading management

In the first half of 2019, Seattle had 404,000 unique bike share users and totaled 867,000 rides



For more information go to www.seattle.gov/transportation/projects-and-programs/programs/transportation-options-program

TRANSPORTATION OPTIONS PROGRAM

Demand Management Excellence in Seattle



2019 Summary

Transportation Demand Management in Seattle

Seattle is a leader in **Transportation Demand Management (TDM)** as part of a city-wide mission to decrease reliance on single occupancy vehicles (SOV) while supporting transit, ridesharing, active transportation, and alternative work schedules. The city's current comprehensive plan goal is that 35% or less of commutes and 25% or less non-commute trips citywide be made by SOV by 2035, and SDOT works across several program areas to progress towards that goal.

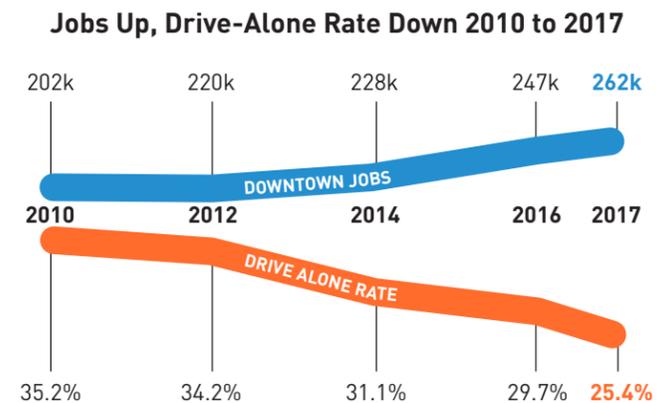
TDM efforts including incentives, education, and investments connect travelers with transportation choices that use our constrained transportation network more efficiently and move the city closer to its sustainability goals.

In Seattle, a long-term commitment to TDM as a transportation strategy is paying off with trends showing fewer drive-alone trips and growth in transit and other modes.

TDM in a Time of Growth

TDM is a vital strategy as Seattle continues to add new residents and jobs. Since 2010, the number of jobs in the Seattle area has increased by 24%, while the city's population has grown by almost 23%.

In 2017, three out of every four commute trips to the Center City were by a mode other than driving alone



SEATTLE'S TDM MENU

Commute Trip Reduction (CTR)

Working with major employers to reduce peak drive alone trips and meet programmatic performance targets, backed by State Law

Transportation Management Programs (TMPs)

Working with property managers to meet site-specific modesplit targets

Transportation Equity Program

Connecting historically underserved and cost burdened populations to affordable transportation options

Seattle Transportation Benefit District (STBD)

Investing in transit service and programs to maximize availability of frequent transit service and provide support for low-income access

Downtown Mobility Program

Mitigating the impacts of the Seattle Squeeze, a period through 2024 when private and public transportation projects are causing particular pressure on Seattle's transportation system

Business District and Corridor TDM

Providing grant-funded programming and engagement in neighborhoods experiencing rapid change

New Mobility Program

Introducing new shared mobility options as an alternative to driving and offering first-mile last-mile connectivity

City of Seattle MyTrips

Leading by example by providing City employees an excellent commuting program including complimentary transit passes and bike facilities

Transportation Options Program target: 25% or fewer of commutes citywide made by SOV by 2035

Downtown Mobility

TDM to Mitigate Construction Impacts

With the region's continued population and economic growth, a combination of private development and key transportation infrastructure projects will impact all users traveling to, from, and through Seattle's center city through 2023. This period of constraint known as the Seattle Squeeze began in early 2019 with the permanent closure of the Alaskan Way Viaduct, which previously carried over 90,000 vehicles per day.

To keep Seattle moving, SDOT has implemented a 5 pillar strategy:

- System monitoring and management of real-time operations
- Transit investments to meet demand and expand access
- Reduce drive-alone trips downtown
- Manage the public right of way
- Coordinate regional communication

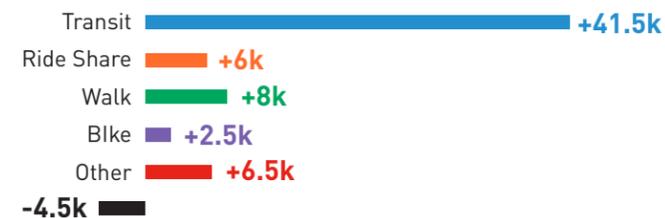
TDM efforts are focused on leveraging partnerships and technology to further reduce peak-hour drive alone trips

TDM specific efforts included:

- Collaboration with employers to increase use of telework and flexible scheduling, including a "Move the Needle" campaign
- Supporting first-last mile options to provide additional connections to transit
- Launching a broad-based TDM campaign, "Flip Your Trip"
- Ongoing, comprehensive coordinated communications with partner agencies to alert travelers and promote use of added transit service, park and rides, and more.

Daily Commuter Trends 2010 to 2017

From 2010 to 2017, downtown Seattle saw an increase of 60,000 jobs. Net growth in peak period commutes was fully absorbed by non-drive-alone modes while single occupancy vehicle commutes declined by 4,500.



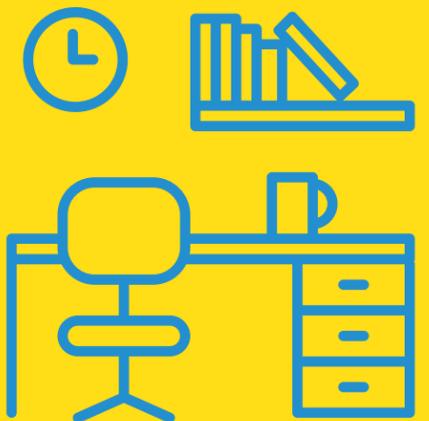
MOVE THE NEEDLE CHALLENGE

During the 2019 Move the Needle Challenge, participating companies pledged to provide information about upcoming infrastructure changes and construction impacts ahead of the three-week major highway shut down in January 4, 2019.



Participating companies who surveyed after the campaign indicated the following behavior changes:

- 36.7% reduction in drive alone trips during closure.
- 243.2% increase in telework during the closure.



Seattle Transportation Benefit District

City Investment in Transit & Transit Programs

The 2014 voter-approved Seattle Transportation Benefits District Proposition 1 (STBD) fund generates over \$50 million per year to improve transit service and access from 2015-2020.

Thanks to STBD, the percent of Seattle households within 10 minutes of frequent transit increased from 25% in 2015 to 70% in 2019

With these funds, Seattle purchases added Metro service to maximize availability of frequent routes, adding over 8,000 weekly bus trips as of 2019. Funding also supports capital projects that improve bus travel times and rider experience, such as bus stop improvements.

STBD dedicates \$2M for low-income access to transit and an additional for \$4M ORCA Opportunity. Thus far this has resulted in:

- 12,400 Youth ORCA cards distributed; 1.77m trips taken
- 40,424 eligible users enrolled in ORCA LIFT

Transportation Equity Program

Transportation Options for Vulnerable and Cost-burdened Communities

This program provides education about and access to safe, environmentally sustainable, accessible, and affordable transportation options for Seattle's most vulnerable and cost-burdened individuals and households. A core function of the program is expanding access to transit through programming and engagement, as well as promoting low-cost fare products including ORCA LIFT, a regional reduced fare card for income-qualified people. Other programs include:

- ORCA Opportunity: Free ORCA transit passes provided to all Seattle public high and income eligible middle school students as well as income eligible Seattle Housing Authority residents at select properties
- Education campaigns with seniors and teenagers



Commute Trip Reduction Program

TDM for Major Employers

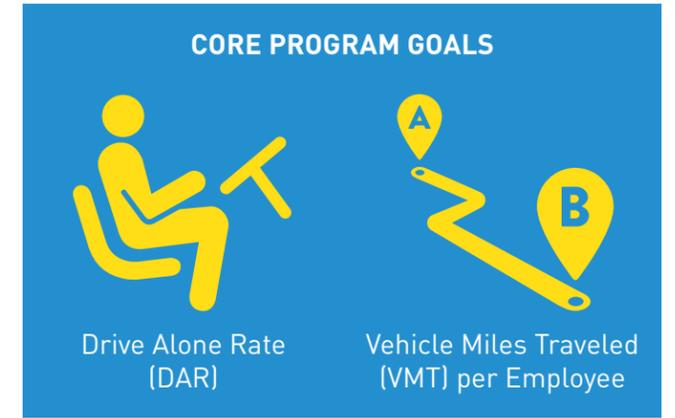
In 1991, the State of Washington adopted its Commute Trip Reduction (CTR) law with the intent of decreasing air pollution, traffic congestion, and fossil fuel consumption by reducing drive-alone trips during peak commute times. Today, more than 1,000 worksites participate in the program across Washington; approximately 25% of those sites are in Seattle.

CTR affected employers have 100+ employees arriving at single location between 6-9 AM. They are required to provide commuting and program data via biennial surveys and reports while also offering a program that meets minimum requirements for supporting non-SOV commutes. This structure creates a data-driven way to support employer performance and provides rich insights into commuting patterns citywide.

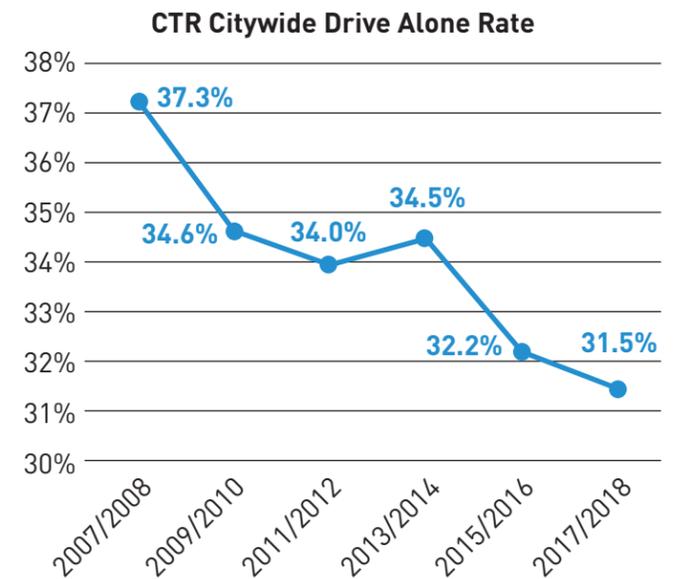
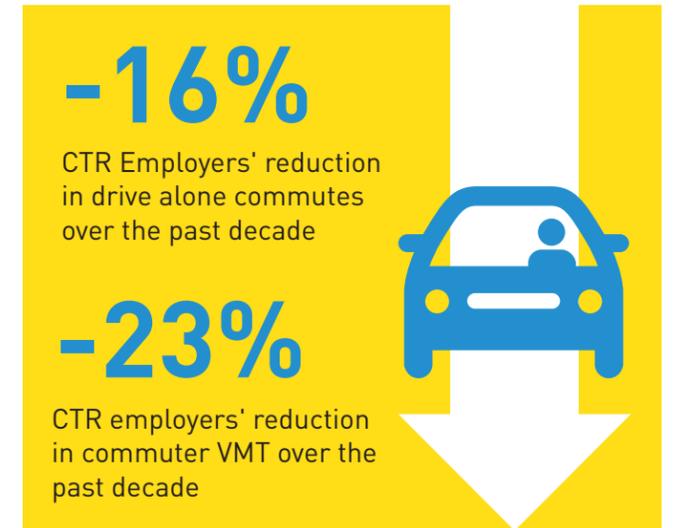
Seattle's CTR program is a national model for public and private partnerships that both reduce congestion and improve commuter travel choice

COMMUTE SEATTLE

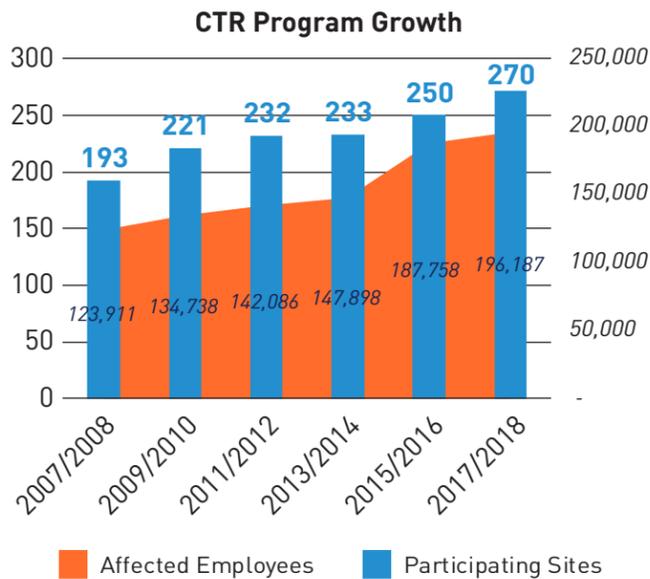
Commute Seattle is the downtown Transportation Management Association, formed via a partnership between Downtown Seattle Association, City of Seattle, King County Metro, and Sound Transit. SDOT partners with Commute Seattle on TDM work citywide including the service delivery and monitoring of the CTR and TMP programs. Specialists there offer consultations, events, education, and support services directly to employers and property managers. Commute Seattle also provides outreach and support for initiatives like the Commuter Benefit Ordinance and to employers affected by the Seattle Squeeze.



In Seattle, the program has evolved beyond just a regulatory framework into a supportive resource for employers. With partners at Commute Seattle, SDOT offers employer programming, consultations, and a peer network of other businesses working towards the same targets.



SDOT, along with partners at Commute Seattle, now work with approximately **270 CTR-affected employers** and their **195,000 employees** citywide to promote and support investment in smart commuting solutions



Commuter Benefits Ordinance

Adopted in 2018, this City ordinance requires that businesses with 20 or more employees offer workers the opportunity to make a monthly pre-tax payroll deduction for transit or vanpool expenses.

Because the deduction is pre-tax, this benefit is essentially cost neutral, with the benefit of lowering the tax bills for both workers and businesses. There are multiple ways to comply including ORCA transit pass programs. The ordinance goes into effect in January 2020.

2019-2023 CTR STRATEGIC PLAN

The new CTR strategic plan set new performance goals regarding SOV modesplit for large employers around the city.

The plan established the vision for the next era of Seattle's program and builds upon recent program innovations to position Seattle and its employers for ongoing success.

The plan is available for download on SDOT's website.

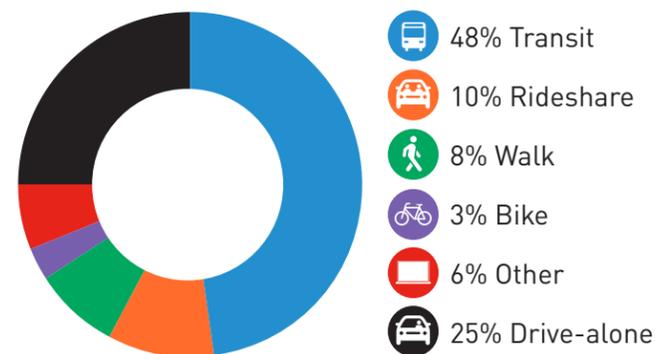
Center City Modesplit Survey

Full Market Downtown Travel Data

The Center City Mode Split Survey is conducted every two years to understand commute behavior of the full cross section of employees downtown including at smaller, non-CTR businesses and set mode split targets to track progress towards drive alone rate and trip reduction goals.

The most recent survey report shows a significant reduction in driving alone, down to 25%, and a boost in transit and other options. Overall, transit ridership during the peak commute hours increased by over 200,000 rides per day, while the number of SOV trips decreased 16%. New data collection analysis will be completed in early 2020.

How Commuters Got Downtown in 2017



Commuters surveyed arrived to work 6-9 AM
Transit: Includes bus, rail, and walk-on ferry passengers.
Rideshare: Includes carpool and vanpool
Other: Includes telecommute, compressed work week, and other as noted by survey participants.

Transportation Management Programs

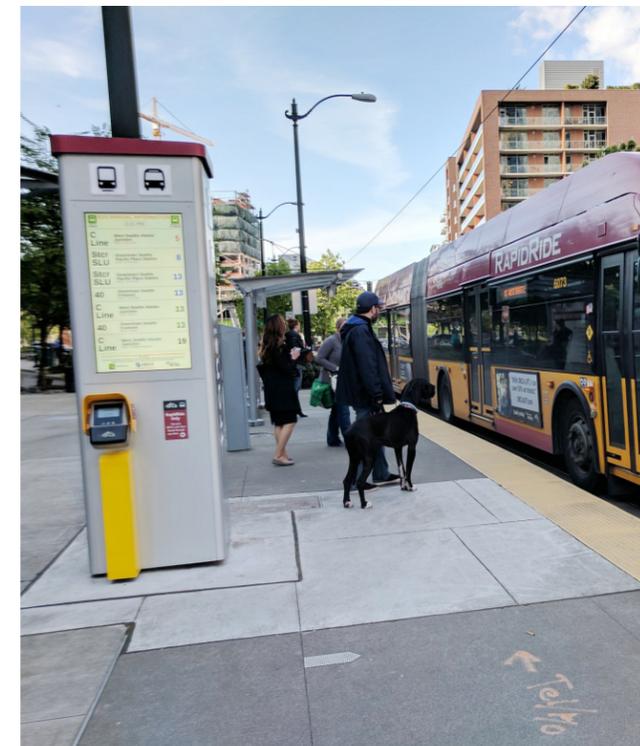
TDM for Large Buildings

SDOT works with property managers of large buildings to meet site-specific modesplit targets that are required as part of their Master Use Permits. Programming and outreach are implemented in partnership with Commute Seattle.

The Seattle Department of Construction and Inspections (SDCI) and SDOT work with developers and property managers to create TMPs that specify how the property will encourage tenants' use of a full range of travel options. Successful TMPs provide transit use incentives, promote walking and biking commutes, and include parking management strategies.

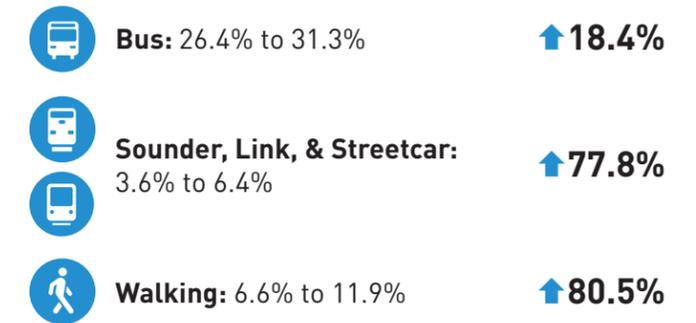
Started in the mid 1980s, the TMP program currently monitors approximately 200 buildings.

Transportation Management Programs affect 200 buildings, 3 stadiums, and over 200,000 commuters



186 building-based TMPs
13 major institutions
3 stadiums
Over 205,000 commuters every weekday

Changes in modesplit 2014-2018



2017-2018 Citywide TMP SOV Rate **27.5%**
Decrease in Citywide TMP SOV rate since 2014 **-35.5%**

CITY OF SEATTLE MYTRIPS PROGRAM

As a CTR affected employer, the City seeks to lead by example through its employee commute options program, MyTrips, which supports outreach and resources for 13,700 City employees. This comprehensive commuter benefits programs, includes:

- Fully subsidized transit pass
- Guaranteed Ride Home program
- Bike Program with secure parking, weekly onsite mechanic, & shower/locker facility
- Trip Planning Assistance

Fewer than 12% of City employees drive alone to our downtown campus.

