



Funding Application

Competition	Regional FHWA
Application Type	Corridors Serving Centers
Status	submitted
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Prepopulated with screening form?	N/A

Project Information

- Project Title**
Improving Access to Regional Centers through Transportation Demand Management
- Regional Transportation Plan ID**
N/A
- Sponsoring Agency**
King County Metro
- Cosponsors**
N/A
- Does the sponsoring agency have "Certification Acceptance" status from WSDOT?**
Yes
- If not, which agency will serve as your CA sponsor?**
N/A

Contact Information

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Project Description

- Project Scope**
This proposal will implement Transportation Demand Management (TDM) strategies to increase transit ridership and actively promote mode shift from drive-alone trips to support more efficient travel. It would expand existing TDM efforts to significantly boost programs in priority areas of need in King County, focusing on travel within, to and from King County's 18 Regional Growth Centers, three (3) Manufacturing/Industrial Centers and 16 connecting center corridors.

The project would support the implementation and marketing for five (5) new Metro RapidRide lines; three (3) new ST Link Light Rail extensions north, east, and south; two (2) new ST STRIDE (BRT) lines along the SR522 and I-405 corridors, and related transit service restructures starting during the 2023-2024 project period.

Programmatic elements include:

- Incentivizing sustainable travel behavior for household trips through community-based TDM programming;
- Piloting new vanpool programs to support all low wage workers, ORCA LIFT eligible customers, and individuals living in areas with less frequent transit options;
- Supporting flexible services such as Community Van, vanpool and Mobility-as-a-Service (MaaS) pilots to communities with fewer first/last mile connection options;
- Partnering with local Transportation Management Association (TMAs), cities, and community-based organizations to delivery TDM programming and resources;
- Transcreation of travel materials to support priority communities' communication needs,
- Expanded employer-based TDM strategies with attractive incentives and marketing to grow transit and ridesharing travel;
- Creating/publish trip planning maps and digital interactive tools to assist customers with limited internet access or apps to travel plan; and
- Building/distributing custom travel training modules for individuals and service providers.

Expected project results include:

- Outreach to approximately 180,000 - 280,000 travelers;
- Eliminate a projected 16,781 daily trips (4,855,240 annualized trips), achieving reductions of 256,482 daily vehicle miles traveled (VMT) by 2024;
- Increase use of transit, ridesharing, shared mobility services such as carshare and bikeshare, non-motorized travel and telecommuting;
- Reduce greenhouse gas emissions and other pollutants;
- Better health through active transportation choices, and
- Lower household transportation costs through business subsidy of transit/ORCA programs and mode shift to less expensive forms of travel.

2. **Project Justification, Need, or Purpose**

This project's purpose is to 1) support VISION 2040 and soon to be adopted VISION 2050 focus of directing additional population and employment growth to designated regional centers in King County, 2) reduce growing traffic congestion on key regional corridors essential to the vitality of our region, and 3) ensure that all populations within King County have access to enhanced mobility.

The project's need is driven by King County and the region's unprecedented population and employment growth that is straining our regional transportation system with traffic congestion and delay. In the past five years, the region gained 368,000 people, reaching 4.2 million in 2019 (PSRC). King County added 209,000, reaching 2,226,300. Employment growth rates were higher, increasing to 2,141,500 in the Seattle-Tacoma Bellevue Federal Urban Area (2019 USBS).

WSDOT's 2018 Capacity Report shows total VMT on five monitored regional freeway corridors increased by 2.9% between 2015-2017, however total congestion increased 7.9%, indicating that these critical corridors I-5, I-405, SR520, I-90, and SR167 are operating beyond full vehicular capacity during daytime travel, with delays on I-5 and SR167 increasing 15.6% and 27.4%. At these congestion levels, person throughput decreases significantly, causing traffic diversion to local arterials, negatively impacting entire travel sheds.

In response, the region is investing millions of dollars in transit improvements to maximizing efficiency of our existing infrastructure, curb congestion, and enable continued vitality of our region's centers. These include new RapidRide BRT, completion of Sound Transit's ST2, ST3's STRIDE BRT and light rail extensions, and supporting bus service restructures.

TDM programs are proven to reduce drive-alone trips at much lower cost compared to construction of new facilities or new transit service. TDM creates pathways for life-long mode shift and transit ridership through education and incentives that shift attitudes and behaviors to using sustainable travel options. Metro's TDM approach is comprehensive and tailored to increases effectiveness of regional transit investments and promote user confidence in the system.

Project Location

1. Project Location

Sixteen (16) targeted regional corridors connecting 21 PSRC designated Regional Centers within King County with additional focus on travel shed areas with priority populations (see maps in Attachment A).

2. Please identify the county(ies) in which the project is located. (Select all that apply.)

King

3. Crossroad/landmark nearest the beginning of the project

N/A

4. Crossroad/landmark nearest the end of the project

N/A

5. Map and project graphics

Attachment_A.pdf

Plan Consistency

1. Is the project specifically identified in a local comprehensive plan?

Yes

2. If yes, please indicate the (1) plan name, (2) relevant section(s), and (3) page number where it can be found.

This project is consistent with METRO CONNECTS, King County Metro's Long-Range plan, Managing Demand which includes tactics such as community-based social marketing, shared mobility and pass programs (pg. 60-61).

King County Comprehensive Plan (2018 Update). This project is consistent with the King County Comprehensive Plan policies to provide a system of transportation services and travel options to all members of the community (T-101), maximize efficiency and effectiveness of County services, infrastructure and facilities (T-103), implement transportation demand management (TDM) to increase the share of trips made by modes other than driving alone (T-245), use TDM strategies to increase mobility options, promote travel efficiency, optimize the existing transportation system and reduce the adverse environmental impacts of the transportation system (T-246), use TDM strategies to mitigate impacts of major projects (T-247), and partner with local jurisdictions, the PSRC and others to encourage alternatives to commuting by single occupant vehicles (T-253). These policies are found on pages 8-9 through 8-25.

The remaining comprehensive plan references are include in the "Other Considerations" section.

3. If no, please describe how the project is consistent with the applicable local comprehensive plan, including specific local policies and provisions the project supports. In addition, please describe how the project is consistent with a transit agency plan or state plan, if applicable.

N/A

Federal Functional Classification

1. Functional class name

00 Not applicable (transit, enhancements, Etc.)

Support for Centers

1. Describe the relationship of the project to the center(s) it is intended to support. Identify the designated regional growth or manufacturing/industrial center(s) and whether or not the project is located within the center or along a corridor connecting to the center(s).

The project will implement TDM programming to promote and encourage sustainable travel behaviors within 21 King County Regional Centers and 16 regional travel corridors that connect them:

21 King County Regional Centers include 18 Regional Growth Centers: University Community, South Lake Union, Uptown Queen Anne, Downtown Seattle, First Hill/Capitol Hill, Northgate, Kent, Federal Way, Auburn, Burien, Tukwila, SeaTac, Renton, Downtown Bellevue, Issaquah, Redmond-downtown and Overlake, Kirkland Totem Lake); and three Manufacturing/Industrial Centers: Duwamish/North Tukwila, Kent and Ballard/Interbay.

Sixteen (16) connecting regional corridors including five RapidRide routes G, H, I, J, and R;

three (3) Link Light Rail routes: East Link Extension terminating at Redmond Technology Station, North Link Lynnwood Extension terminating at Lynnwood City Center and Federal Way Extension terminating at Federal Way Transit Center; two (2) Sound Transit Bus Rapid Transit routes I-405 and SR 522/NE 145th, and these regionally significant freeways I-5, I-405, SR520, SR522, I-90, and SR167 within King County.

Criteria: Benefit to Regional Growth or Manufacturing/Industrial Center

- 1. Describe how this project will benefit or support the housing and employment development in a regional growth center(s) and/or employment growth in a manufacturing/industrial center(s). Does it support multiple centers? Please provide a citation of the relevant policies and/or specific project references in a subarea plan or in the comprehensive plan.**

This project supports housing and employment development in 21 targeted Regional Centers by implementing proven, award winning TDM programs that help maximize access to center housing and employment, educational and training centers, commercial activities, health services, other public services and recreational opportunities. The project will lead to more use of alternative transportation modes, reduced rates of vehicle ownership, and reduced increasing travel delay on 15 key travel corridors by increasing corridor person throughput and extending the travel shed of each Regional Center. Mode shift from SOV trips to transit, HOV and non-motorized modes supports efficient land use strategies recommended in local and regional transportation and land use plans.

King County is projected to continue adding the largest share of population and employment growth in the region by 2040 (PSRC Vision 2040 Regional Land Use Strategy). Many of these new jobs and residents are expected in 21 designated Regional Growth Centers. This growth will create an additional 40% increase in travel demand (PSRC TDM Action Plan 2013-2018) which would overwhelm road and highway vehicular capacity at existing mode share levels and travel patterns. Maximizing person throughput on regional corridors connecting these centers by reducing the proportion of trips made by driving alone is an important regional transportation goal supporting continued Center development and viability.

While our region currently faces serious economic impacts from COVID-19, as a major tech center, health care and medical research hub, our region also has a strong chance for a robust recovery. This could result in even more rapid growth post-COVID as we draw job seekers from other areas of the country.

This project will leverage significant transportation mobility and access investments being built and placed into service in the 2023-2024 time period. The project will stimulate life-long transit ridership and actively promote sustainable travel behavior in support of five new King County Metro RapidRide lines deployments, three Sound Transit Link Light Rail expansions and significant transit service restructures. Within the travel sheds of these corridors are 1,170,000 residents, in more than 467,000 households, and over 605,000 jobs (PSRC Land Use Dataset)

Based on experience with similar Metro TDM programs, the project is projected to reduce 16,781 daily vehicle trips to help improve the flow of people and goods on congested connecting corridors. Household transportation costs are also reduced through less reliance on driving, and businesses save time and money moving goods and services when traffic flows more efficiently.

This project is consistent and recommended in King County's 2018 Comprehensive Plan (2018), METRO CONNECTS (2017), the King County Strategic Plan for Public Transportation, 2011-2021 (2015), the King County Metro's Mobility Framework (2019), and the King County Strategic Climate Action Plan.

King County Comprehensive Plan: See TDM and TDM supporting policies listed in Plan Consistency Section above.

METRO CONNECTS: Service Quality Investments chapter include a Managing Demand section which recommends TDM strategies including Community-based social marketing, Shared mobility options, Telework, Passport programs, and Partnering to put TDM solutions to work (pg. 60-61).

King County Strategic Plan for Public Transportation, 2011-2021 Strategies:

2.1.4 Provide to the general public an extensive range of transportation alternatives to regular fixed-route transit; 3.1.1 Provide alternatives to driving alone that connect people to jobs, education and other destinations essential to King County's economic vitality; 3.1.2 Partner with employers to make public transportation products and services more affordable and convenient for employees; 3.3.2 Support bicycle and pedestrian access to jobs, services, and the transit system; 3.4.1 Serve centers and other areas of concentrated activity, consistent with Transportation 2040; and 4.1.1 Increase the proportion of travel in King County that is

provided by public transportation products and proportion of travel in King County that is provided by public transportation products and services to help reduce greenhouse-gas emissions in the region. (pgs. 29-39).

King County Metro Mobility Framework: This project is consistent with recommendations made in the Mobility Framework to meet King County's climate goals by reducing car use, promoting climate justice, and prioritizing ways to make transit convenient and accessible. Also, recommendations to enhance communications and engagement to raise awareness of mobility innovations; use strategic and culturally specific communication methods to build sustainable community relationships; strengthen communication marketing efforts to ensure that priority populations are aware of existing mobility services, innovative new pilots, affordability programs, and other efforts (pgs. 3-1 to 3-4; 7-1 to 7-18).

King County Strategic Climate Action Plan: Strategic Climate Action Plan goal to reduce the need for driving, and provide and facilitate the use of sustainable transportation choices such as public transit, alternative technology vehicles, ridesharing, walking, and bicycling (Goal 1: County Services pg. 37).

2. Describe how the project provides or benefits a range of travel modes to users traveling to/from centers, or if it provides a missing mode.

The project actively promotes the use of multiple modes other than driving alone including bus and rail transit, vanpool and carpool, bike and walk, and telework. The project also promotes services that address barriers to using non-drive alone travel such as supporting expansion of flexible services such as VIA and Community Van program, boost activities targeting ORCA LIFT eligible travelers, pilot commuter vanpool programs to support low-wage workers as well as formation of new vanpools in emerging growth markets. These strategies will benefit travelers by promoting, educating and incentivizing Non-SOV mobility options, increased accessibility and flexibility for travel to/from, within and through King County's 21 Regional Centers, including meeting travel needs where fixed route transit is not frequently available.

Replacing SOV with more efficient transportation modes will also benefit general traffic and trucking modes. Many of the corridors connecting Regional Centers carry significant truck freight tonnage, classified as T1 and T2 routes on the State's Freight and Goods Transportation System (FGTS). As regional growth patterns continue, this project's benefits would extend to these system users as congested connecting corridors are utilized more efficiently for passenger travel.

The project's major activities would reach both traditional and emerging markets to shift travel behavior. The project will improve access to employment, education, training opportunities, and needed services available in the Regional Centers and along their connecting corridors by expanding travel information and incentives, including programs implemented through partner employers, cities, health and education institutions, nonprofits, and TMAs.

Specific TDM programs that would be implement that benefit a range of travel modes include:

- The award winning InMotion program, a community-based TDM program that provides information about all travel modes in the targeted communities. Residents are provided with a neighborhood travel map which highlights transit routes, on-street bike facilities, trails, and displays walk/bike travel circles to show travel time. Residents can request additional informational materials about all modes of travel, and materials are provided in languages suited to the market.

- The ORCA Passport program, a commute-benefit program that employers can purchase from the region's transit agencies, provides subsidy for transit, vanpool and a guaranteed ride home program for all employees that use alternative modes to get to work. ORCA Passport provides customers flexibility in travel planning and/or alternative scheduling through the consistency of mobility options offered regardless of the transportation agency or fare pricing.

Based on past program results, the project is projected to reach approximately 180,000-280,000 people through their engagement efforts, eliminating 16,781 daily trips (4,855,240 annualized trips) and achieving a reduction of 256,484 daily VMT.

3. Describe how the project will benefit a variety of user groups, including commuters, residents, and/or commercial users.

The project will benefit a wide number of diverse user groups across King County. Groups included represent a broad range of demography and income levels including shift workers, hospitality workers, healthcare industry employees, manufacturing employees, office and tech workers. The project also targets communities with Priority Populations to reach low income workers, students, people of color, seniors, limited English proficiency (LEP), and disabled persons with often diverse access and mobility needs through tailored outreach campaigns.

The project's broad emphasis on 16 corridors connecting 21 King County Regional Centers is

expected to reach new TDM participants including up to 280,000 residents, over 8,000 employees through their employers, and 2,000 people in difficult to reach Priority Area markets including youth/students, low-income workers, and people with LEPs.

Travelers will receive information across a range of modes suited to different trip needs and locations through innovative TDM programs including:

- Metro's community-based In Motion program which provides information and rewards for logging all types of non-drive-alone modes for both personal and commute travel. In Motion has been particularly effective at reaching residents with participation rates of 10% of the target market on average. Program effectiveness surveys measure reduced driving both immediately after the project and in the long term.

- Metro's ORCA Business Passport includes unlimited transit, vanpool, and a guaranteed ride home program for employee pass holders. Effective in building new patterns for non-drive-alone travel and in establishing commute benefits as a norm among employers to attract and retain employees. Participating Commute Trip Reduction (CTR) employers report higher success meeting their drive-alone targets. Of the 60 employers recognized as CTR Champions by the City of Seattle, 90% participated in Metro's ORCA Passport program. This project will add new elements to the ORCA Business Passport program including increased travel assistance and turn-key tools for employers to engage their employees in non-drive alone commuting.

To deliver these TDM programs and strategies, the project will continue support to local partners for nationally recognized and award-winning TDM programming that reduces emissions, increase person through-put on heavily congested corridors, saves customers money, and lifts transit ridership. Partnerships have been particularly effective at reaching target user markets through pre-established and trusted communication channels. Please see project letters of support in Attachment B.

4. **Describe how the project will benefit minority and low-income populations as identified in the President's Order for Environmental Justice, seniors, people with disabilities, those located in highly impacted communities, and/or areas experiencing high levels of unemployment or chronic underemployment; please be specific and provide data where applicable.**

This project will benefit low income and households living below the poverty level, minority populations and/or individuals paying with cash to access transit options by reducing transportation costs in shifting trips to less expensive modes and/or reducing the need for a car, and by providing culturally relevant messaging, materials and outreach strategies to effectively reach populations who may not understand their travel options, particularly people with LEP.

Analysis using PSRC's 2020 Project Selection Interactive Resource Map demonstrate the project would also benefit people in designated Highly Impacted Communities with poor air quality and environmental equity concerns within King County. These communities are found mainly in south King County and on the eastside in Bellevue and Renton. The project will also benefit residents and employers in Low or Very Low Opportunity Areas, mainly in areas of Renton and other communities across South King County. These areas were identified through PSRC's Opportunity Mapping tool. That project's Opportunity Index Analysis identifies five key elements of neighborhood opportunity: Education, Economic Health, Housing and Neighborhood Quality, Mobility and Transportation, and Health and Environment.

Metro's TDM programs include translated materials and have piloted "transcreation" (culturally relevant translation) materials to provide information most effective for the community; partner with employers and local community-based organizations to use trusted channels and methods of communication to reach these communities; provide education about subsidized fare options and new mobility options and distribute transit fare media, including reduced-fare cards for youth, seniors, people with disabilities, and riders whose incomes qualify for ORCA Lift.

Project programmatic efforts will include: utilizing educational tools and resources to support sustainable travel behavior change, outreach and commuter van subsidies for workers in low-income jobs, a robust employer marketing strategy with employee incentives to boost transit ridership and ridesharing, and support Transportation Management Associations (TMA), cities and other TDM partners through the delivery of nationally recognized and award-winning Transportation Demand Management (TDM) programming.

5. **Describe how the project will support the establishment of new jobs/businesses or the retention of existing jobs/businesses including those in the industry clusters identified in the adopted regional economic strategy.**

This project supports business and industry growth and job retention by maximizing access and reducing growing congestion rates in, out and through Regional Growth Centers serving employees, customers, and goods movements to designated Regional Growth and Manufacturing/Industrial Centers. These are locations where employment opportunities are concentrated across every industry cluster designated in the Regional Economic Strategy.

Effective TDM strategies will reduce vehicle trips as people establish new, sustainable travel patterns using alternatives to driving alone. Fewer trips will help mitigate congestion and delays generated by new development, thereby extending the travel shed of each Regional Growth Center and increasing access to opportunities, as well as the economic viability and livability of the Centers.

The project provides a mechanism and encouragement for more employers to purchase transit passes for their employees. Commute benefit programs have become an effective tool for attracting and retaining employees in this region. King County has established transit pass contracts and commute programs with employers in all industry clusters within the Regional Economic Strategy. In 2019, about 395 businesses or schools opened new ORCA business accounts. Of these new accounts, nearly 160 were for ORCA Passport, a comprehensive annual pass product with unlimited transit access. Collectively, well over 400,000 employees and students have access to ORCA Passport. This project will assist us in extending such programs to more employers, particularly smaller employers.

Criteria: System Continuity/Long-Term Benefit and Sustainability

- 1. Describe how this project supports a long-term strategy to maximize the efficiency of the corridor, including TDM and activities and ITS improvements that use advanced technologies or innovative approaches to improve traffic flow. Describe the problem and how this project will remedy it.**

The problem that this project will address is despite investments in HOV capacity and regional and local transit service, 47.3% of work trips in King County to CTR effected sites are made by driving alone. For the region to meet forecasted growth and mode split targets, we must maximize the use of all non-drive alone options available for all trip purposes.

This project will address this problem by implementing the proposed TDM strategies which have shown to both add and retain non-drive alone trips, moving people to more efficient travel within congested corridors. Project strategies will decrease drive-alone travel and increase use of bus and rail transit, vanpool and carpool, bike and walk, telework, flexible services, and address barriers to using non-drive alone modes, such as first-mile/last mile connections and variable work schedules. Moving people from drive-alone to more efficient modes of transportation decreases the number of vehicles on the road and improves the efficiency and operational capacity of the connecting corridors.

Previous examples of successful corridor-based programs include: King County Metro's Just One Trip program partnered with the cities of Bellevue, Kirkland, Issaquah, and Redmond, and with Community Transit's Curb the Congestion program to implement residential and employee-focused incentive programs to reward participants for reducing their drive-alone travel and tracking their progress.

The Alaskan Way Viaduct TDM construction mitigation project used a variety of strategies to reduce trips, including transit promotion, incentives, employer outreach and commute program development (subsidized transit pass programs) and residential outreach (In Motion community-based social marketing efforts as well as partnering with Just One Trip to conduct a more broad-based approach to marketing).

The above mentioned and other programs establish travel patterns and mode shifts that help better manage congested corridors over time. Our community-based and employer programs bear out this longevity. In Motion program participants retained 60% of their reduction in drive alone travel, according to Metro's survey 18 months following the end of the projects. The ORCA business program in King County now includes 2,226 employers (as of Feb. 2020) and continues to grow. Of those accounts, 1,084 employers are purchasing ORCA Passport for their employees. The Passport program accounted for 61.5 million transit boardings in 2019. This program continues to grow: 18% from 2018 to 2019, with more than 95% of contracts continuing to renew annually.

This project would also complement existing and planned corridor transportation system management (TSM) and transit speed and reliability improvements constructed across King County.

- 2. Describe how this project provides a "logical segment" that links to a regional growth or manufacturing/industrial center.**

Significant mobility investments in bus rapid transit, light rail and related flexible services are already in service, and new service and facilities will open between 2023 and 2024. Each existing and new service will add capacity to the 16 identified corridors connecting Regional Centers in this project. The TDM programs and strategies proposed would help maximize the effectiveness of these public investments, increasing and sustaining higher transit ridership which maximizing the effectiveness of these investments to mitigate congestion and support Regional Center development goals.

- 3. Describe how the project fills in a missing link or removes barriers to/from a center.**

This project will remove barriers that exist for accessing the identified Regional Centers. It will do this by helping to reduce congestion and associated travel delay that negatively affect Regional Center access. Traffic congestion and delay are significant barriers to passenger and freight travel and continued land use development and densification in Regional Centers. By shifting trips to higher-occupancy vehicles and nonmotorized modes, the project will remove daily vehicle trips on connecting regional corridors and reduce vehicle trip generation rates system wide.

The project will also remove real and perceived barriers to using transit, vanpooling, carpooling, biking, walking and teleworking. People are often reluctant to try different modes of transportation other than SOV out of habit and/or a lack of information or incentives. This is especially true for new residents or people who change work locations. If they have an established pattern of driving, they often are unaware of the options available. This project would bridge these barriers in a significant way through targeted education and promotion strategies with outreach and encouragement for individuals to learn about and try the transit system mobility options available to them.

4. Describe how this project will relieve pressure or remove a bottleneck on the regional transportation system and how this will positively impact overall system performance.

The project will remove 16,781 daily trips from 16 target corridors that are part of the designated MTS, which have significant congestion (bottlenecks). Moving people from driving alone to more efficient travel modes will help decrease traffic congestion on these corridors improving system efficiency, performance and removing bottlenecks.

5. Describe how this project addresses safety and security.

The project actively promotes and incentivizes non-SOV travel modes, including public transit which statistics indicate are safer modes of travel than SOV. According to the Victoria Transport Policy Institute, transit is overall a relatively safe (low crash risk) and secure (low crime risk) transportation mode. Transit travel has about one-tenth the traffic casualty (death or injury) rate as auto travel, and residents of transit-oriented communities have about one fifth the per capita crash casualty rate as in automobile-oriented communities. Statistics also show that regional per capita traffic fatalities decline as transit ridership increases (Safer Than You Think! Revising the Transit Safety Narrative - Victoria Transport Policy Institute August 2015).

The project will also transcreate rider education for specific audiences such youth, parents, LEPs groups and women on varies topics including rider etiquette, rider safety, "What is an ORCA card", and incident reporting and procedures.

6. Describe how the project provides opportunities for active transportation that can lead to public health benefits.

The project will include information and incentives to encourage mode shifts to biking, walking and micro-mobility modes such as scooter-share and bikeshare options for local trips and as first/last mile connections to transit. New mobility investments are being implemented during the project timeframe that will add increased capacity and availability of secure on-demand bike lockers and bike parking at transit centers, park and rides, rail stations and bus rapid transit stops and capital projects related to the Safe Routes to Transit capital program. The project will promote these opportunities and provide helpful instructions on how to use.

The project would promote the benefits of biking and walking for health, cost savings and, in some cases time savings. Project maps will depict bikeways as well as 10-minute walk and 3-mile bike sheds to local destinations and transit service. People are more likely to reduce driving trips when they have a realistic sense of the proximity of their usual destinations. Using these options enables travelers to build physical activity into their daily lives while also reducing drive-alone trips and vehicle miles traveled.

Criteria: Air Quality and Climate Change

1. Please select one or more elements in the list below that are included in the project's scope of work, and provide the requested information in the pages to follow.

Transportation Demand Management

Air Quality and Climate Change: Transportation Demand Management

1. How many employees or potential users will be targeted?

The project's activities and funding will directly target approximately 180,000 - 280,000 travelers among the more than 1.5 million residents in over 695,000 households and 1 million employees in the regional growth centers.

2. What percentage of the targeted population is expected to shift from driving to

transit, bicycling, or other alternative mode?

Participation rates vary due to the range of tactics used, but based on previous TDM projects, we expect approximately 4% of the targeted population, on average, to shift from driving alone to other modes of transportation, reducing approximately 16,781 daily trips. This result includes those who are exposed to both broad and direct TDM methods. A project budget based analysis of projected results is presented in Attachment C.

3. What is the average commute trip length in the project area?

The average one-way commute trip length is 14.5 miles, according to King County's Commute Benchmarking Report.

4. How many new vanpools will be formed?

140 new vanpools groups will form, based on recent experience with vanpool incentive programs.

5. What is the average vanpool trip length?

The average one-way vanpool commute trip length is 22.5 miles or 45 miles round trip, based on commute data provided by King County Metro Vanpool groups.

6. What is the vanpool occupancy?

The average occupancy per vanpool group is 6.48 participants (6.82 for vanshare groups), based on monthly ridership reports provided by King County Metro Vanpool groups.

7. Please describe the source of the project data provided above (e.g., Environmental Impact Statement, EPA/DOE data, traffic study, survey, previous projects, etc.)

See sources cited in individual answers above.

Criteria: Project Readiness and Financial Plan

1. What is the PSRC funding source being requested?

CMAQ

2. Has this project received PSRC funds previously?

No

3. If yes, please provide the project's PSRC TIP ID

N/A

Phase	Year	Alternate Year	Amount
other	2023		\$2,000,000.00
other	2024		\$2,100,000.00

Total Request: \$4,100,000.00

Total Estimated Project Cost and Schedule

Other

Funding Source	Secured/Unsecured	Amount
Local	Reasonably Expected	\$639,884.00
CMAQ	Unsecured	\$4,100,000.00
		<u>\$4,739,884.00</u>

Expected year of completion for this phase: 2024

Summary

1. Estimated project completion date

12/2024

2. Total project cost

\$4,739,884.00

Funding Documentation

1. Documents

2. **Please enter your description of your financial documentation in the text box below.**

Reasonably expected local match funds will be included as part of the 2023-2024 King County budget. The 2023-2024 budget will be developed in the spring/summer of 2022 and is scheduled for adoption in the fall of 2022.

To secure an appropriation in the 2023-2024 budget, King County Metro will include a budget request for the Transportation Demand Management (TDM) project in its overall operating program request for the biennium. Metro management will approve the operating program budget request and transmit it to the County Executive's Office by July 1, 2022. The capital and operating budget requests will be reviewed, finalized and sent to the King County Council on September 24, 2022. The Council should adopt the final budget by mid-November 2022.

Metro has support TDM programs for several decades and prioritizes future funding to support the programs. A copy of Metro's 2019-2020 budget for TDM programming is shown in Attachment D.

Project Readiness: PE

1. **Are you requesting funds for ONLY a planning study or preliminary engineering?**
No
2. **What is the actual or estimated start date for preliminary engineering/design?**
N/A
3. **Is preliminary engineering complete?**
No
4. **What was the date of completion (month and year)?**
N/A
5. **Have preliminary plans been submitted to WSDOT for approval?**
No
6. **Are there any other PE/Design milestones associated with the project? Please identify and provide dates of completion. You may also use this space to explain any dates above.**
N/A
7. **When are preliminary plans expected to be complete?**
N/A

Project Readiness: NEPA

1. **What is the current or anticipated level of environmental documentation under the National Environmental Policy Act (NEPA) for this project?**
Categorical Exclusion (CE)
2. **Has the NEPA documentation been approved?**
No
3. **Please provide the date of NEPA approval, or the anticipated date of completion (month and year).**
11/2022

Project Readiness: Right of Way

1. **Will Right of Way be required for this project?**
No
2. **What is the actual or estimated start date for right of way?**
N/A
3. **What is the estimated (or achieved) completion date for the right of way plan and funding estimate (month and year)?**
N/A
4. **Please describe the right of way needs of the project, including property acquisitions, temporary construction easements, and/or permits.**
N/A
5. **What is the zoning in the project area?**

N/A

6. **Discuss the extent to which your schedule reflects the possibility of condemnation and the actions needed to pursue this.**
N/A
7. **Does your agency have experience in conducting right of way acquisitions of similar size and complexity?**
N/A
8. **If not, when do you expect a consultant to be selected, under contract, and ready to start (month and year)?**
N/A
9. **In the box below, please identify all relevant right of way milestones, including the current status and estimated completion date of each.**
N/A

Project Readiness: Construction

1. **Are funds being requested for construction?**
No
2. **Do you have an engineer's estimate?**
N/A
3. **Engineers estimate document**
N/A
4. **Identify the environmental permits needed for the project and when they are scheduled to be acquired.**
N/A
5. **Are Plans, Specifications & Estimates (PS&E) approved?**
N/A
6. **Please provide the date of approval, or the date when PS&E is scheduled to be submitted for approval (month and year).**
N/A
7. **When is the project scheduled to go to bid (month and year)?**
N/A

Other Considerations

1. **Describe any additional aspects of your project not requested in the evaluation criteria that could be relevant to the final project recommendation and decision-making process.**

The project would expand current TDM programming to an appropriate level and mitigate forecasted regional travel demand on corridors and infrastructure within King County. It would incorporate new strategies, technologies, stakeholders and increased flexibility into TDM programming to meet changing travel patterns due to new transportation investments, regional economic growth, and demographic shifts.

The potential risks of not investing in regional TDM programming are substantial. Congestion pressure and delay will increase at a greater rate on key regional corridors that are already operating at or beyond full capacity during peak travel times, increasing harmful air pollution emissions, and limiting continued implementation of the Regional Centers Framework. A March 2020 Seattle Times article, entitled "Traffic scorecard: Seattle slips to No. 14 for worst traffic nationally, but your commute downtown is still bad", describes long commute conditions indicates the risk for our region of losing recent progress without a concerted focus on TDM.

- Remaining comprehensive plan citations referenced in the Plan Consistency section:

King County Strategic Plan for Public Transportation, 2011-2021 (2015 Update): The project is consistent with the Strategic Plan's strategies to provide to the general public an extensive range of transportation alternatives to regular fixed-route transit (2.1.4); provide alternatives to driving alone that connect people to jobs, education and other destinations essential to King County's economic vitality (3.1.1); partner with employers to make public transportation products and services more affordable and convenient for employees (3.1.2); support bicycle and pedestrian access to jobs, services, and the transit system (3.3.2); serve centers and other areas of concentrated activity, consistent with Transportation 2040 (3.4.1); increase the proportion of travel in King County that is provided by public transportation products and

proportion of travel in King County that is provided by public transportation products and services to help reduce greenhouse-gas emissions in the region (4.1.1). These strategies are found on pages 29 to 39.

King County Metro Mobility Framework (2019, awaiting Council approval): This project is consistent with recommendations made in the Mobility Framework to meet King County's climate goals by reducing car use, developing green infrastructure, promoting climate justice, and prioritizing ways to make transit convenient and accessible; enhance communications and engagement to raise awareness of mobility innovations; use strategic and culturally specific communication methods to build sustainable community relationships; strengthen communication marketing efforts to ensure that priority populations are aware of existing mobility services, innovative new pilots, service changes, affordability programs, and other efforts; These recommendations are found on pages 3-1 to 3-4 and 7-1 to 7-18.

PSRC Vision 2040: The project is consistent with Vision 2040's transportation goal of supporting the regional growth strategy by focusing on connecting centers with a highly efficient multimodal transportation network, and growth policies focused on centers MPP-T-9, MPP-T-11, MPP-T-12, MPP-T-14, MPP-T-15, MPP-T-16, MPP-T-22. The project is also consistent with Vision 2040's transportation goal of offering greater options, mobility, and access in support of the regional growth strategy, including TDM policies MPP-T-23, MPP-T-24, MPP-T-26, MPP-T-32, as well as Regional Action "Commute Trip Reduction" (T-Action-11).

PSRC Transportation 2040 Regional TDM Action Plan (2018); The project is consistent with Regional TDM Strategies to expand program and adapt these programs, reaching broader audiences and addressing all trips types (II-1), provide information people need (II-2), enhance the existing transportation system (II-3), maximize new investments (II-4) found on pages 4-11.

City of Auburn Comprehensive Plan 2015: This project is consistent with the Plan's objective to utilize transportation demand management strategies to lessen demand for increased street system capacity, help maintain the LOS standard, and enhance quality of life for those who use and benefit from the transportation system (TDM-01 to TDM-07 pg. 5-8).

City of Bellevue Comprehensive Plan (2015): This project is consistent with the Plan's policies to direct transportation investments and service to support the Urban Centers growth strategy of the Countywide Planning Policies (TR-3), and transportation demand management policies TR-9, TR-11, TR-13, TR-15, TR-16, TR-18 and TR-19 found on pages 182 to 184.

City of Kent Comprehensive Plan (2015): This project is consistent with goal TR-8 regarding transportation demand management, and TDM policies to develop and encourage alternatives to single-occupancy vehicles through regional coordination TR-8.1, transit investments TR-8.2, modal options TR-8.3, increase HOV use TR-8.8, and promote strategies to shift travel demand TR-8.9.

City of Kirkland Comprehensive Plan: Kirkland 2035 (2015): This project is consistent with multimodal transportation goals to improve alternative transportation T-1, support the transit system T-3 and T-4, support land use decisions in the urban center T-6, and policies to improve transit access T-3.3, T-6.6, T-6.7 and support TDM policies T-3.4, T-4.4, T-5.4.

City of Federal Way Comprehensive Plan (2015): This project is consistent with City Center Core goals and policies contained in Section 7.7; Transportation demand management and system efficiency goals TP5.1 to TP5.8; TDM activities as related to Vision 2040 (pg. III-40); Regional Growth Center goals (pg. III-50); CTR goals and recommendations (pg. III-62). TDM activities as related to Vision 2040 (pg. III-40); Regional Growth Center goals (pg. III-50); CTR goals and recommendations (pg. III-62).

City of Redmond Comprehensive Plan: Redmond 2030 (2015): This project is consistent with the Plan's transportation objectives regarding local and regional transit growth TR-8, TR-9, TR-10; multimodal streets to connect key destinations and transportation choices for all users TR-5; TDM strategies to support future growth TR-18; and regional transportation coordination TR-22, TR-23 found on pages 9-3 through 9-8.

City of Renton Comprehensive Plan (2015): This project is consistent with the Plan's goal to reduce the number of trips made via single occupant vehicle (Goal T-D), and to implement transportation demand management policies in the regional growth center T-10, T-11, T-13, and T-14.

City of Seattle Comprehensive Plan: Seattle 2035 (2015): This project is consistent with the Plans goals and policies to support growth in urban and manufacturing centers through transportation policies TG1 (T1.1, T1.3, T1.5), multimodal street use TG2, provide and encourage multiple transportation options TG3 (T3.11, T3.12, T3.13), promote healthy communities TG4 (T4.2, T4.3, T4.4), strengthen mobility and access TG5 (T5.9), and coordinate with other agencies TG7 (T7.2, T7.6).

City of Tukwila Comprehensive Plan (2015): This project is consistent with the Plan's

transportation goals and policies to address the need for a range of mobility options 13.1(13.1.2, 13.1.4, 13.1.6, 13.1.8, 13.1.9, 13.1.10) to provide efficient transit options to reduce single-occupancy vehicle trips in Tukwila 13.4 (13.4.5, 13.4.8), to support TDM activities 13.5 (13.5.1, 13.5.2, 13.5.3, 13.5.5, 13.5.6), and non-motorized transportation 13.6.

2. **Describe any innovative components included in your project: these could include design elements, cost saving measures, or other innovations.**

The project will provide opportunities to reach new travel markets in innovative ways and to more deeply penetrate existing markets to further reduce trips. Mobility information will be customized for a specific neighborhood travel shed and the available mobility options in different communities. Incentives and customized information about travel options will be used to achieve behavior change. Strategies will be specifically tailored for hard-to-reach populations including those who work for small employers, youth, limited-English proficiency (LEP) and infrequent transit riders.

Innovative strategies include but not limited to:

- Transcreation of mobility information that's culturally relevant to diverse communities,
- Targeted marketing campaigns through diverse communication mediums including but not limited to social media platforms and influencers, community-based organizations, neighborhood specific media outlets, and/or trusted and respected community relationships;
- Utilizing technology tools to deliver incentives and rider encouragement; and
- Providing personalized travel planning services to novice transit users.

3. **Describe the process that your agency uses to determine the benefits of projects; this could include formal cost-benefit analysis, practical design, or some other process by which the benefits of projects are determined.**

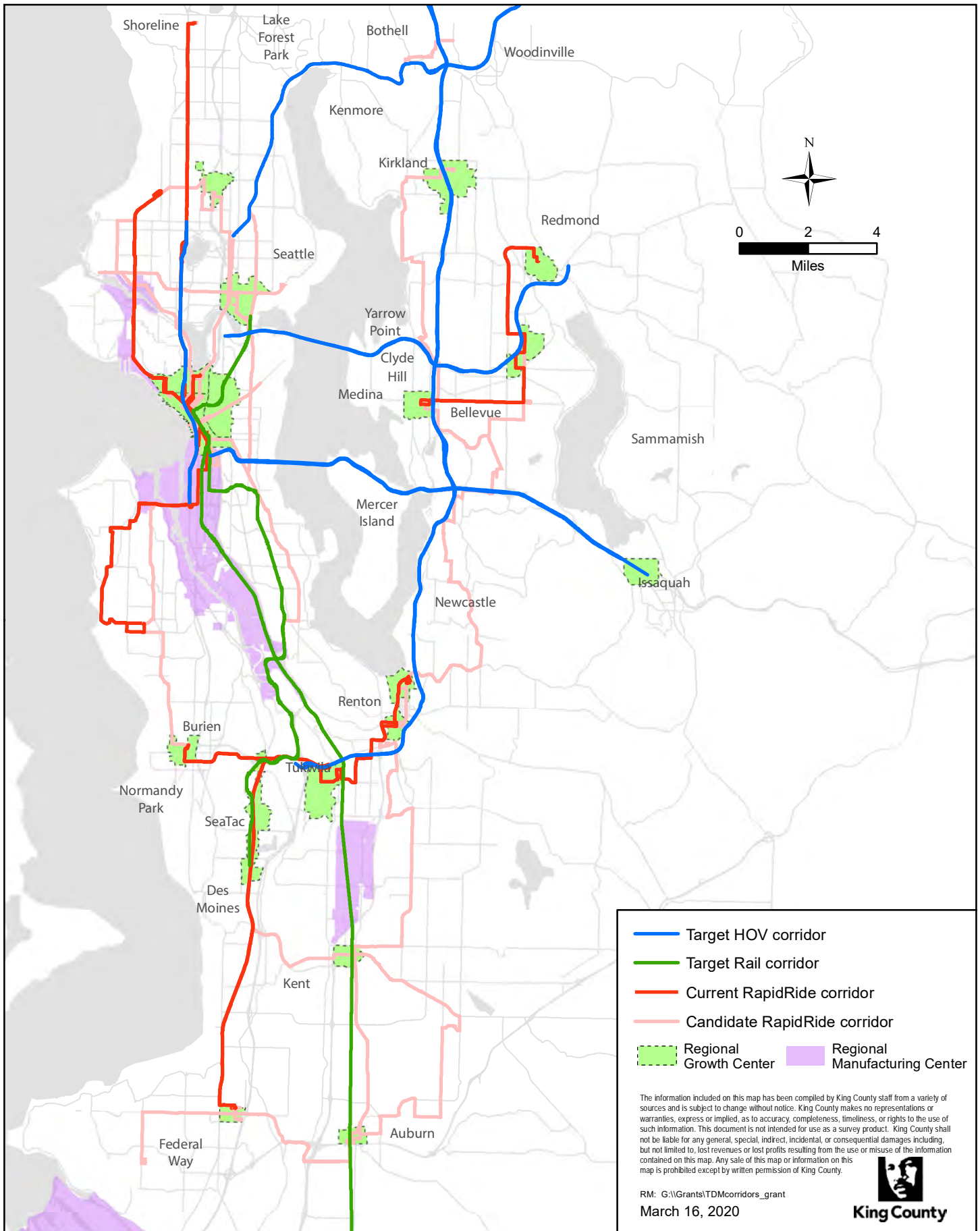
For TDM projects, Metro analyzes performance measures through changes in transit ridership on targeted routes, CTR data, RideshareOnline.com data, vanpool tracking, mode shifts as measured by participate trips logs and pre- and post-program surveys, ORCA use data for promotional cards, employer and partner contracts, and analytics of program-related web activity, among other metrics.

4. **Final documents**

Attachment_B.pdf, Attachment_C.pdf

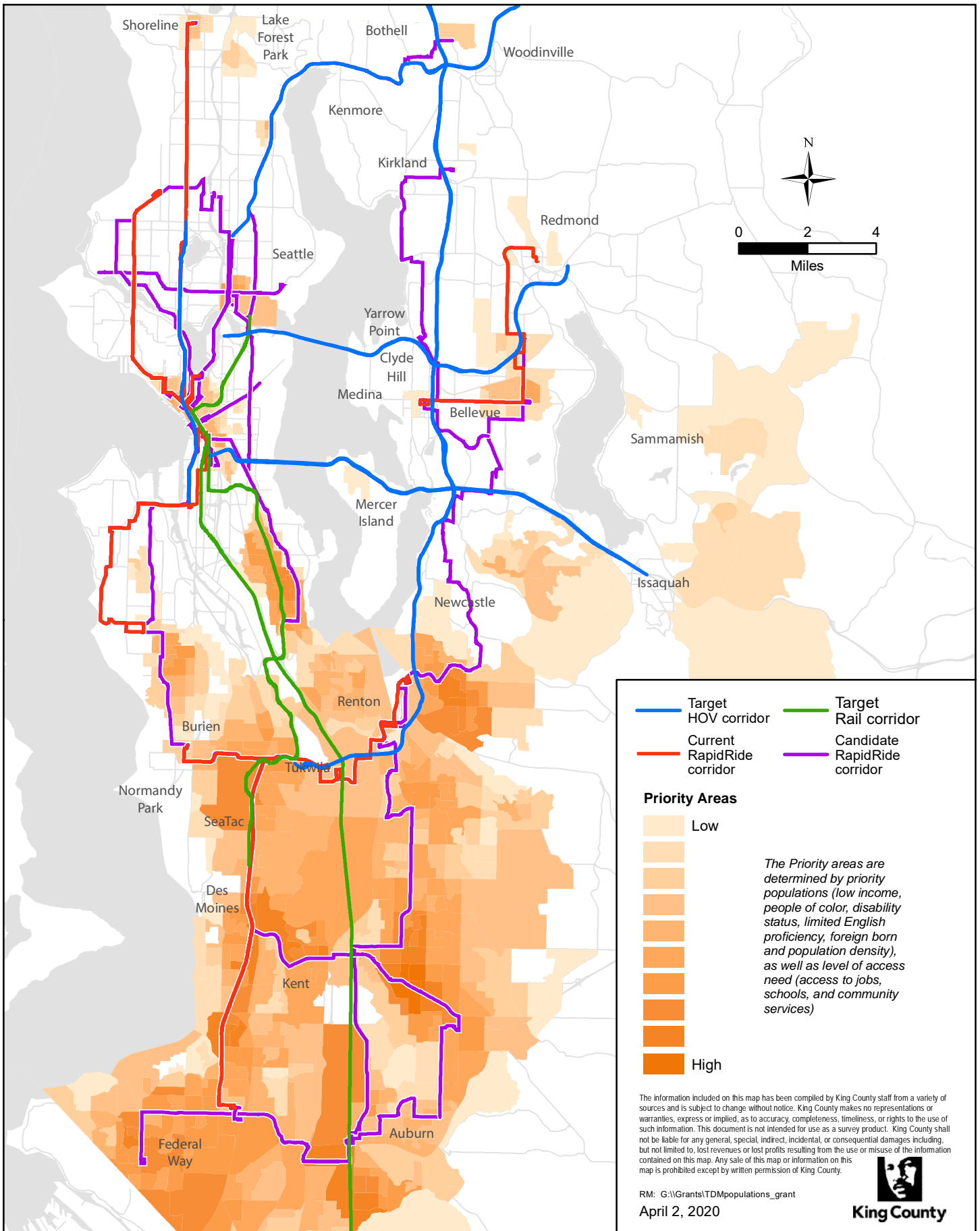
TDM Target Centers and Travel Corridors

Improving Access to Regional Centers through Transportation Demand Management



TDM Priority Populations and Corridors

Improving Access to Regional Centers through Transportation Demand Management



March 5, 2020

Rob Gannon
General Manager
King County Metro Transit
201 South Jackson Street, KSC-TR-0415
Seattle, WA 98104

Dear Mr. Gannon:

On behalf of the City of Auburn, I am writing to express our support to the King County Metro Transit's application to the 2020 Puget Sound Regional Council's (PSRC) Regional Federal Highway Administration grant program competition for the *Improving Access to Regional Centers through Transportation Demand Management* project.

This project will fund transportation demand management (TDM) strategies that will stimulate ridership and mode shifts for new and expanded market in conjunction with significant new mobility investments. The project will target opportunities to shift drive-alone trips to new mobility options that are coming on line in 2023 through 2024 in order to help maximize the effectiveness of these public investments. These investments include King County Metro's RapidRide line deployments, Sound Transit's Link Light Rail expansions, fixed transit service restructures and bus rapid transit line deployments.

The project is consistent and supports our adopted comprehensive plan. It is also an important element of broader countywide and regional policies that help meet local economic and environmental goals by supporting and sustaining more compact and efficient land use development patterns while reducing traffic congestion.

We encourage this project's serious consideration and selection for funding.

Sincerely,



Ingrid Gaub, P.E.
Public Works Director
Public Works Department

IG/cm/as

cc: Peter Heffernan, King County Metro Government Relations Administrator



Post Office Box 90012 • Bellevue, Washington • 98009 9012

March 25, 2020

Mr. Rob Gannon
General Manager
King County Metro Transit
201 South Jackson Street, KSC-TR-0415
Seattle, Washington 98104

Dear Mr. Gannon:

On behalf of the City of Bellevue, I am writing to express our support for King County Metro Transit's application to the 2020 Puget Sound Regional Council's (PSRC) Regional Federal Highway Administration grant program competition for the Improving Access to Regional Centers through Transportation Demand Management project.

This project will fund transportation demand management (TDM) strategies that will stimulate ridership and mode shifts for new and expanded markets in conjunction with significant new mobility investments. The project will target opportunities to shift drive-alone trips to new mobility options that are coming on-line in 2023 through 2024 in order to help maximize the effectiveness of these public investment. These investments include King County Metro's RapidRide line deployments, Sound Transit's Link Light Rail expansions, fixed transit service restructures and bus rapid transit line deployments.

The project is consistent with and supports our adopted comprehensive plan. It is also an important element of broader countywide and regional policies that help meet local economic and environmental goals by supporting and sustaining more compact and efficient land use development patterns while reducing traffic congestion.

We encourage this project's serious consideration and selection for funding.

Sincerely,

Andrew Singelakis, AICP
Director, Transportation Department

cc: Peter Heffernan, King County Metro Government Relations Administrator



CITY OF
ISSAQUAH
WASHINGTON

Public Works Engineering
1775 – 12th Ave NW | P.O. Box 1307
Issaquah, WA 98027
425-837-3400
issaquahwa.gov

April 3, 2020
Rob Gannon
General Manager
King County Metro Transit
201 South Jackson Street, KSC-TR-0415
Seattle, Washington 98104

Dear Mr. Gannon:

On behalf of the City of Issaquah, I am writing to express our support to the King County Metro Transit's application to the 2020 Puget Sound Regional Council's (PSRC) Regional Federal Highway Administration grant program competition for the Improving Access to Regional Centers through Transportation Demand Management.

The City of Issaquah is very interested in this project as it will fund transportation demand management strategies that we need to help stimulate ridership and mode shifts for new and expanded markets in conjunction with significant new mobility investments.

Currently, the City of Issaquah's CTR data indicates that we are not meeting our desired targets for non-drive alone (nDAT) and vehicle miles traveled (VMT) and we depend on the support of partners such as King County Metro to help us create opportunities for our workers, residents and students to use modes other than driving alone. Additionally, as one third of our weekday trips are commuters, with a 24.5% nDAT and a 14.7 VMT for our major employers, the trend in our City needs to improve across all community trips. Our hope is that this project will help us target new opportunities to shift drive-alone trips to new mobility options that are planned to be implemented starting in 2023 through 2024 to maximize the public investment and effectiveness of the new mobility options for Issaquah. While we support investments such as the King County Metro's RapidRide line deployments, South Transit's Link Light Rail expansions, fixed transit service restructures and bus rapid transit line deployments, worksites in Issaquah are not clustered together making it difficult for employers to work together to gain ride share opportunities. Additionally, transit service is limited to transit hubs and it doesn't provide adequate local service to most of the affected worksites and neighborhoods. The City welcomes partnering opportunities with King County Metro that may be provided in this project to help us move the needle on our performance in non-drive alone behavior for all trips.

Additionally, we understand that the project will support the PSRC Vision 2050's regional growth strategies that promote a sustainable, equitable, affordable, safe, and efficient multimodal transportation system, with specific emphasis on an integrated regional transit network that supports regional growth centers and promotes vitality of the economy, environment, and health. As a designated regional growth center, Issaquah expects to be included and involved in opportunities to implement Transportation Demand Management strategies provided through this important project.

The project is consistent and supports our adopted comprehensive plan and our City's Salmon Friendly Trip program. It is also an important element of broader countywide and regional policies to help meet economic and environmental goals by creating more compact and efficient land use development patterns through mobility investments.

We encourage the serious consideration and selection of this project for funding.

Sincerely,

Kurt Seemann

Kurt Seeman, Interim Director, Public Works Engineering

CC:

Mary Lou Pauly, Mayor, City of Issaquah

Peter Heffeman, King County Metro Government Relations Administrator

Signature: *Kurt Seemann*
Kurt Seemann (Apr 2, 2020)

Email: kurts@issaquahwa.gov



April 4, 2020

Rob Gannon
General Manager
King County Metro Transit
201 South Jackson Street, KSC-TR-0415
Seattle, Washington 98104

Dear Mr. Gannon:

On behalf of the City of Kirkland, I am writing to express our support to the King County Metro Transit's application to the 2020 Puget Sound Regional Council's (PSRC) Regional Federal Highway Administration grant program competition for the *Improving Access to Regional Centers through Transportation Demand Management* project.

This project will fund transportation demand management (TDM) strategies that will stimulate ridership and mode shifts for new and expanded market in conjunction with significant new mobility investments. The project will target opportunities to shift drive-alone trips to new mobility options that are coming on line in 2023 through 2024 in order to help maximize the effectiveness of these public investment. These investments include King County Metro's RapidRide line deployments, South Transit's Link Light Rail expansions, fixed transit service restructures and bus rapid transit line deployments.

The project is consistent and supports our adopted comprehensive plan. It is also an important element of broader countywide and regional policies that help meet local economic and environmental goals by supporting and sustaining more compact and efficient land use development patterns while reducing traffic congestion.

We encourage this project's serious consideration and selection for funding.

Sincerely,

A handwritten signature in blue ink that reads "Kurt Triplett".

Kurt Triplett
City Manager

cc: Peter Heffernan, King County Metro Government Relations Administrator
Kirkland City Council



March 11, 2020

Rob Gannon
General Manager, King County Metro Transit
201 South Jackson Street, KSC-TR-0415
Seattle, Washington 98104

Dear Mr. Gannon:

On behalf of the Seattle Department of Transportation, I am writing to express our support for King County Metro Transit's application to the 2020 Puget Sound Regional Council's (PSRC) Regional Federal Highway Administration grant program competition, "Improving Access to Regional Centers through Transportation Demand Management (TDM)".

The City of Seattle is a strong proponent of TDM as a strategy to make our city and region more mobile, sustainable, and accessible to all. As the city and region continue to quickly add population and jobs, it is more necessary than ever to encourage use of transit and other non-drive-alone options in order to decrease congestion and emissions. The project will target opportunities to shift drive-alone trips to new mobility options that are planned to be implemented starting in 2023 through 2024. We support Metro's efforts to maximize public investment and effectiveness of the new mobility options. These investments include efforts already supported in partnership between the Seattle Department of Transportation (SDOT) and King County Metro including RapidRide bus service deployment and expansion, fixed transit service restructures and bus service supported by the Seattle Transportation Benefit District, as well as planning and service restructures related to Sound Transit's Link Light Rail expansion in Seattle and beyond. SDOT will submit its own complementary grant application to PSRC in the countywide FHWA competition later this spring for vital TDM initiatives within the city, and we look forward to continued coordination with KCM on all matters related to both regional and local TDM.

The project aligns with the City of Seattle's own 2035 Comprehensive Plan and our actions to invest in transportation projects and programs that further progress towards our modeshare goals and reduce dependence on personal automobiles; and to meet mobility needs by providing equitable access to, and encouraging use of, multiple transportation options. This includes our support for planning and implementing efforts around shared mobility, such as car sharing, bike sharing, and transportation network companies, that can increase travel options, enhance mobility, and provide first- and last-mile connections.

We encourage the serious consideration and selection of this project for funding.

Sincerely,

A handwritten signature in blue ink, appearing to read "Sam Zimbabwe".

Sam Zimbabwe
Director

CC: Peter Heffernan, King County Metro Government Relations Administrator
Jim Storment, Grant Liaison, Seattle Department of Transportation



CITY HALL
33325 8th Avenue South • PO Box 9718
Federal Way, WA 98003-9718
(253) 835-7000
www.cityoffederalway.com

April 7, 2020
Rob Gannon
General Manager
King County Metro Transit
201 South Jackson Street, KSC-TR-0415
Seattle, Washington 98104

Dear Mr. Gannon:

On behalf of the City of Federal Way, I am writing to express our support to the King County Metro Transit's application to the 2020 Puget Sound Regional Council's (PSRC) Regional Federal Highway Administration grant program competition for the Improving Access to Regional Centers through Transportation Demand Management.

This project will fund transportation demand management strategies that will stimulate ridership and mode shifts for new and expanded market in conjunction with significant new mobility investments. The project will target opportunities to shift drive-alone trips to new mobility options that are planned to be implemented starting in 2023 through 2024 maximizes the public investment and effectiveness of the new mobility options. These investments include King County Metro's RapidRide line deployments, Sound Transit's Link Light Rail expansions, fixed transit service restructures and bus rapid transit line deployments.

The project will support the PSRC Vision 2050's regional growth strategies that promote a sustainable, equitable, affordable, safe, and efficient multimodal transportation system, with specific emphasis on an integrated regional transit network that supports regional growth centers, including Federal Way regional growth center, and promotes vitality of the economy, environment, and health.

The project is consistent with and supports our adopted comprehensive plan goals and policies. It is also an important element of broader countywide and regional policies to help meet Commute Trip Reduction goals, and economic and environmental goals by creating more compact and efficient land use development patterns through mobility investments.

We encourage the serious consideration and selection of this project for funding.

Sincerely,

A handwritten signature in blue ink, appearing to read "EJ Walsh", is written over a rectangular stamp. The stamp contains the text "EJ Walsh, P.E.", "Public Works Director", and "City of Federal Way".

EJ Walsh, P.E.
Public Works Director

CC: Peter Heffernan, King County Metro Government Relations Administrator



City of Tukwila

Allan Ekberg, Mayor

April 6, 2020
Rob Gannon
General Manager
King County Metro Transit
201 South Jackson Street, KSC-TR-0415
Seattle, Washington 98104

Dear Mr. Gannon:

On behalf of the City of Tukwila, I am writing to express our support for King County Metro Transit's application to the 2020 Puget Sound Regional Council's (PSRC) Regional Federal Highway Administration grant program competition for Improving Access to Regional Centers through Transportation Demand Management.

This project will fund transportation demand management strategies that will stimulate ridership and mode shifts for new and expanded markets in conjunction with significant new mobility investments. The project will target opportunities to shift drive-alone trips to new mobility options that are planned to be implemented starting in 2023 through 2024 and maximizes the public investment and effectiveness of new mobility options. These investments include King County Metro's RapidRide line deployments, South Transit's Link Light Rail expansions, fixed transit service restructures and bus rapid transit line deployments.

The project will support the PSRC Vision 2050's regional growth strategies that promote a sustainable, equitable, affordable, safe, and efficient multimodal transportation system, with specific emphasis on an integrated regional transit network that supports regional growth centers and promotes vitality of the economy, environment, and health.

The City of Tukwila's Transportation Demand Management Program and King County Metro have a history of working together on projects to provide transportation outreach and improve mobility in south King County. This project supports the City's efforts to serve the transportation needs of the Tukwila community and the goals of the City's TDM Program by improving access to transportation options in the community. The City strongly supports the effort to expand low-income fare programs, tools for supporting communities with limited technologic access, and communication via transcreation. The project is consistent and supports the City of Tukwila's adopted comprehensive plan. It is also an important element of broader countywide and regional policies to help meet economic and environmental goals by creating more compact and efficient land use development patterns through mobility investments.

The City of Tukwila encourages the serious consideration and selection of this project for funding.

Sincerely,

Jack Pace
Department of Community Development Director
City of Tukwila
6300 Southcenter Boulevard, Suite 100
Tukwila, WA 98188

CC: Peter Heffernan, King County Metro Government Relations Administrator
Alison Turner, City of Tukwila Transportation Demand Management Program Manager



4800 South 188th Street
SeaTac, WA 98188-8605

City Hall: 206.973.4800

April 8, 2020

Rob Gannon
General Manager
King County Metro Transit
201 South Jackson Street, KSC-TR-0415
Seattle, Washington 98104

Dear Mr. Gannon:

On behalf of the City of SeaTac, I am writing to express our support to the King County Metro Transit's application to the 2020 Puget Sound Regional Council's (PSRC) Regional Federal Highway Administration grant program competition for the Improving Access to Regional Centers through Transportation Demand Management.

This project will fund transportation demand management strategies that will stimulate ridership and mode shifts for new and expanded market in conjunction with significant new mobility investments. The project will target opportunities to shift drive-alone trips to new mobility options that are planned to be implemented starting in 2023 through 2024 maximizes the public investment and effectiveness of the new mobility options. These investments include King County Metro's RapidRide line deployments, South Transit's Link Light Rail expansions, fixed transit service restructures and bus rapid transit line deployments.

The project will support the PSRC Vision 2050's regional growth strategies that promote a sustainable, equitable, affordable, safe, and efficient multimodal transportation system, with specific emphasis on an integrated regional transit network that supports regional growth center, such as the newly designated Issaquah regional growth center and promotes vitality of the economy, environment, and health.

The project is consistent and supports our adopted comprehensive plan. It is also an important element of broader countywide and regional policies to help meet economic and environmental goals by creating more compact and efficient land use development patterns through mobility investments.

We encourage the serious consideration and selection of this project for funding.

Sincerely,

Florendo Cabudol, P.E.
City Engineer

Mayor
Erin Sitterley

Deputy Mayor
Peter Kwon

Councilmembers
Senayet Negusse
Joel Wachtel
Clyde Hill
Takele Gobena
Pam Fernald

City Manager
Carl Cole

City Attorney
Mary Mirante Bartolo

City Clerk
Kristina Gregg

Attachment C - Project Budget Based Analysis of Projected Results

Improving Access to Regional Centers through Transportation Demand Management											
PROJECT BUDGET BY YEAR						DATA FOR AIR QUALITY AND CLIMATE CHANGE					
ACTIVITIES	2023	2024	TOTALS BY ITEM	SUBTOTAL		Cost of Incentive per person	# Reached	New Participat ion Rate	Daily ROUND Trips Reduced	Daily ONE-WAY Trips Reduced	Annualized Trips one way (based on work days)
STAFF											
TP VI	\$146,300	\$149,000	\$295,300								
TP III	\$136,000	\$139,000	\$275,000								
TP II	\$119,000	\$121,000	\$240,000								
TP I	\$104,000	\$105,792	\$209,792								
TP I	\$104,000	\$105,792	\$209,792	\$1,229,884							
			STAFF =	25.9%							
TRIP REDUCTION											
Community Van/ Vanpool Programming	\$200,000	\$200,000	\$400,000		\$125	3,200	30%	823	1,646	403,200	
*Other TDM Programming	\$200,000	\$200,000	\$400,000		\$100	4,000	33%	1,131	2,263	554,400	
Transcreation and Priority Population Initiatives	\$300,000	\$300,000	\$600,000		\$100	6,000	22%	1,320	2,640	646,800	
Small Employer (non-CTR) Programming	\$280,000	\$280,000	\$560,000		\$50	11,200	18%	2,016	4,032	987,840	
Just One Trip/InMotion Programming	\$775,000	\$775,000	\$1,550,000	\$3,510,000	\$8.93	173,600	1.8%	3,100	6,200	2,263,000	
			TRIP =	74.1%		198,000		8,390	16,781	4,855,240	
TOTALS	\$2,364,300	\$2,375,584	\$4,739,884	\$4,739,884							

HIGHLIGHTS		BASIS
Vanpool groups formed	140	# Reached x New participation rate / 6 riders + 1 driver per vanpool group
Cost per trip reduced	\$282	Total project budget / daily one-way trips reduced
Daily trips reduced	16,781	See calculations by project activity.
Daily VM reduced	256,484	See calculations below.

RESIDENTIAL DETAIL (FOR SAMPLE ONLY)

Activity Type	Cost per	Budget	Reached	Total Participants (1% and 10%)	New Participation Rate	Trips Reduced
Lowest	\$2.50	\$500,000	200,000	2,000	0.5%	1,000
Highest	\$25.00	\$2,000,000	80,000	8,000	5%	4,000
	\$8.93	\$2,500,000	280,000	10,000	1.8%	5,000

VMPT REDUCED	VMPT	Daily Trips	DMR
	=	x	=
Community Van/ Vanpool Programming	22.5	1,646	37,029
Other	14.5	15,135	219,455
		16,781	256,484

NOTES

Staff: includes 2% annual inflation rate adjustment. TPV new staff member = top-range salary, plus 33% benefits.

Community Van/ Vanpool: groups formed based on 6 riders + 1 driver per vanpool group.

Small Employer: participation rate 18% based on analysis change of combined bus/train/vp modeshare for non-CTR-affected. Non-ORCA Passport v. ORCA Passport

Residential: Cost per household ranges between \$2.50 (mailing) to \$25.00 (intense In Motion and Just One Trip). Participation ranges between 1% - 10%. Estimate 50% of participants are new.

Cost of incentive per person: education, outreach, ORCA cards, etc.

*This including partnering with local cities on their TDM programs and other organizations that are trying to reduce SOV trip or access to mobility options.

Attachment D - Metro Budget and Revenue Forecasts

King County Metro 2019-2020 TDM Program Budget Authority

			Revised Final Adopted	Revised Final Adopted
			Total Amount 2019	Total Amount 2020
SERVICE DEVELOPMENT GRANTS (EN_464286)	DPR	WAGES AND BENEFITS (51000)	611,827	626,575
SERVICE DEVELOPMENT GRANTS (EN_464286)	DPR	SUPPLIES (52000)	183,800	183,800
SERVICE DEVELOPMENT GRANTS (EN_464286)	DPR	SERVICES-OTHER CHARGES (53000)	3,778,665	3,778,665
SERVICE DEVELOPMENT GRANTS (EN_464286)	DPR	INTRAGOVERNMENTAL SERVICES (55000)	34,558	34,558
SERVICE DEVELOPMENT GRANTS (EN_464286)	TA_001	WAGES AND BENEFITS (51000)	-172,481	-176,688
SERVICE DEVELOPMENT GRANTS (EN_464286)	S2_013	WAGES AND BENEFITS (51000)	29,175	118,649
SERVICE DEVELOPMENT GRANTS (EN_464286)	S2_013	SUPPLIES (52000)	72,675	213,325
SERVICE DEVELOPMENT GRANTS (EN_464286)	S2_013	INTRAGOVERNMENTAL SERVICES (55000)	15,150	36,026
SERVICE DEVELOPMENT GRANTS (EN_464286)	S2_014	SERVICES-OTHER CHARGES (53000)	250,000	750,000
SERVICE DEVELOPMENT GRANTS (EN_464286)	S2_020	VACANCY RATE FACTOR (51413)	-5,891	-5,797
SERVICE DEVELOPMENT GRANTS (EN_464286)	S2_020	SUPPLIES (52000)	-31,300	-31,300
SERVICE DEVELOPMENT GRANTS (EN_464286)	S2_020	SERVICES-OTHER CHARGES (53000)	-411,496	-411,496
SERVICE DEVELOPMENT GRANTS (EN_464286)	S2_020	INTRAGOVERNMENTAL SERVICES (55000)	-34,558	-34,558
SERVICE DEVELOPMENT GRANTS (EN_464286)	S5_001	INDUSTRIAL INSURANCE (51340)	-5,356	-5,178
			4,314,768	5,076,581

King County Metro 2020-2024 Revenue Forecasts

2019/2020 Budget Transit Enterprise Financial Plan	2020	2021	2022	2023	2024
	Projection	Projection	Projection	Projection	Projection
Beginning Fund Balance	836,360,768	739,352,705	673,690,288	627,247,496	555,278,761
Revenues					
Sales Tax	674,606,550	698,817,458	727,753,538	751,496,754	782,286,878
Property Tax	30,122,673	30,845,601	31,553,257	32,251,844	32,961,418
Fares (Bus, ACC, VP, SLU)	189,657,717	204,083,933	207,738,459	220,462,989	231,761,205
Other Operations (Bus, ACC, VP, SLU)	19,767,348	20,754,973	21,294,603	21,839,744	22,449,073
Sound Transit Payments	126,194,494	132,042,910	137,227,757	140,995,674	145,225,277
Seattle Service	64,410,118	69,015,145	70,889,504	72,832,837	75,004,664
Grants	85,938,650	84,019,317	111,639,556	29,088,633	95,244,921
Interest Income	17,005,429	19,082,922	19,105,987	19,068,847	17,596,200
Support of Other KC Divisions	275,143	128,434	131,774	135,147	138,918
Miscellaneous	17,776,513	10,928,318	11,540,612	11,976,644	12,558,963
Total Revenues	1,225,754,634	1,269,719,012	1,338,875,046	1,300,149,114	1,415,227,517

Please note that Seattle Service revenue beyond 2020 is dependent on voter re-approval.