



Puget Sound Regional Council

Funding Application

Competition	Regional FHWA
Application Type	Corridors Serving Centers
Status	submitted
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Prepopulated with screening form?	No

Project Information

- Project Title**
Regional Campaigns & Partner/Community TDM Capacity Building
- 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

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Project Description

- Project Scope**
Transportation demand management (TDM) is about behavior change; change that will shift people from single occupancy vehicles (SOV) to other mobility options. This project will deliver innovative TDM campaigns by building and expanding partnership with jurisdictions, schools, community-based organizations (CBO), and transportation management associations (TMA) that best understand their communities. It will increase capacity throughout the region for TDM programming through 2030. It will support increased transit ridership, ridesharing and nonmotorized travel within and between twenty-three (23) King County designated Regional Growth and Manufacturing/Industrial Centers and twenty-seven (27) existing and planned

high-capacity transit (HCT) and high occupancy vehicle (HOV) corridors (Attachment B). It will also shift SOV trips to alternate mobility trips including bus, light rail, Vanpool, flexible services, carpooling, biking, and walking. Project outcomes include:

- Outreach to 490,000+ travelers with an estimated 4% (19,600 people) shifting from SOV to other modes
- Eliminate an estimated 33,120 average daily vehicle trips (8,280,000 annualized VT), achieving reductions of 215,284 daily vehicle miles travelled (VMT) by 2030
- Form 120 new vanpool groups, eliminating an estimated 3,424 daily SOV trips and 22,255 VMT.
- Increase person throughput efficiency, decrease traveler delay on congested highway and arterial corridors within and connecting to 23 designated KC regional centers.
- Reduce household transportation costs through access to ORCA programs.
- Improve health with active transportation choices and improved air quality from reduced CO2 emissions.
- Advance regional and local social equity, environmental justice, and sustainability objectives.

This project will implement effective TDM programs utilizing a mix of tools including marketing, outreach, education, data, incentives, and partnerships. Sustained behavior change takes long-term investment in a series of campaigns relevant to our dynamic environment. Population groups are generally not static, especially in this region, so effective TDM efforts must adapt to changes that come from population growth or changes caused by emergent issues such as immigration, economic factors, and many other issues. This project responds to these changes, employing TDM efforts that intentionally incorporate approaches inclusive of equity and social justice.

2. Project Justification, Need, or Purpose

There is a need to reduce SOV travel rates. After a reduction during the COVID pandemic, traffic volumes and congestion are again increasing with longer delays and congestion bottlenecks during extended peak periods. According to PSRC's 2021 Household Travel Survey, drive alone trip rates have increased from those reported on their 2017-2019 survey. Mode share of SOV work trips in the region rose from 71% to 82%, transit share fell from 12% to 8%, and rideshare (HOV) fell from 11% to 6%. For all trip types combined, SOV mode share increased from 49% to 50%, while transit share decreased from 5% to 3%, and rideshare declined from 33% to 32%. Congestion decreases efficiency and person throughput of the highway and arterial systems and causes traffic to shift to local streets, negatively impacting entire travel sheds. To reduce SOV travel, it's imperative to maximize the utilization of non-drive-alone options for all trip purposes and achieve long-term behavior change. Without reductions in drive alone rates, traffic congestion will overwhelm our system, negatively impacting our economic viability, transportation safety, equitability, and environmental sustainability.

There is a need to support regional and local growth and land use goals and objectives. King County's 2023 population of 2.4 M is projected to grow 23% to 2.9 M by 2044, the largest share of population growth in the four County region (PSRC). By 2050, King County's twenty-three (23) designated Regional Growth and Manufacturing and Industrial centers are targeted to absorb the majority of new residents, businesses, and employment. PSRC forecasts that population within these centers will increase by 241% (248,640 (2022) to 598,911 by 2050). Employment will increase by 150%, (729,106 (2022) to 1,090,814 by 2050). This level and concentration of growth demands new investments in TDM and expanded alternate mobility options.

There is a need to invest in communities where transit options are limited, where people often face longer and more challenging travel distances for essential trips. Building infrastructure without incorporating TDM can't solve the problem and won't adequately address issues of safety or equity. This project will partner with organizations that serve and understand unique mobility challenges to help tailor local solutions.

There is a need to reduce transportation related air pollution and its negative health and environmental impacts, including NOx, diesel particulate, SO2, CO, and CO2. Most areas this project will reach are ranked 7 or higher in diesel exhaust emissions on the Washington Environmental Health Disparities map. See Attachment C.

There is a need to provide more equitable and real-time access to public transit information and technology to support priority populations including people of color, people with low incomes, limited- or non-English speaking communities, immigrants, people with disabilities and refugees. The project will meet these needs through tailored campaigns, outreach, partnerships, and incentives. Each campaign will include language and income data analysis to ensure the highest-need populations are supported.

Project Location

1. **Project Location**

King County Regional 23 Growth Centers and 27 HCT and HOV Corridors

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_B.pdf, Attachment_D.pdf, Attachment_F.pdf

Local Plan Consistency

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

Yes

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

The project is consistent with King County's Comprehensive Plan, the King County Strategic Plan for Public Transportation, 2021-2031, and Metro CONNECTS (Metro long range plan). It is also consistent with the comprehensive plans of most cities within King County.

King County Comprehensive Plan (2020): This project is consistent with the King County Comprehensive Plan policies to maximize efficiency and effectiveness of County services, infrastructure and facilities (T-103), provide a system of transportation services and travel options to all members of the community (T-104), implement transportation demand management (TDM) to increase the share of trips made by modes other than driving alone (T-245), 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.

King County Strategic Plan for Public Transportation, 2021-2031 (2021): The project is consistent with the Strategic Plan's goal to improve access to mobility options through partnerships with local jurisdictions and provide culturally appropriate communications in coordination with community-based organizations; objective to provide equitable access to parking and other assets that connect people to transit through TDM technologies, campaigns, and incentives; goal to support healthy communities and a sustainable environment through improving access to mobility services by serving lower income and essential employees and reducing GHG emissions by expanding alternatives to driving alone (pg. 54-59).

Metro CONNECTS, Long-Range Plan (2021): This project is consistent with METRO CONNECTS, the King County Metro Long-Range plan, Managing Demand which includes tactics such as community based social marketing, shared mobility options and pass programs (pg. 67-68)

City of Algona Comprehensive Plan (2015): Policy TR-9.5 Work with industries and businesses to assist in implementing their Transportation Demand Management (TDM), Commute Trip Reduction or similar traffic mitigation programs.

City of Auburn Comprehensive Plan (2020) This project is consistent with the Auburn's objective to utilize transportation demand management strategies to encourage use of high occupancy vehicles, reduce travel during peak times, and improved access to alternative options, TDM-01 to TDM-04 (pg. 79).

City of Bellevue Comprehensive Plan (2021): This project is consistent with Bellevue's policy of transportation demand management through coordination with partners, outreach and incentives, evaluation, and encouraging reduced peak hour trips, TR-09 and TR-11; and promoting transit use, ridesharing, awareness, and other assistance to reduce driving alone, TR-14 to TR-19. (pgs. 182-184)

City of Bothell Comprehensive Plan (2015) Transportation Chapter: Transportation Demand Management and Transportation System Management Policies: TR-P25 Implement and pursue the use of TDM strategies as a means of reducing traffic congestion and greenhouse

gas emissions.(TR-G4, TR-G6) TR-P26 Comply with the Commute Trip Reduction (CTR) Act and other regulations which require or encourage the use of TDM measures. (TR-G4, TR-G6) TR-P27 Support land use patterns that reduce the quantity and length of trips by single occupant vehicle trips. (TR-G4, TR-G6) (pg. TR-40)

City of Burien Comprehensive Plan (2021): Objective TR 8.1 Support a transportation system that encourages energy conservation via the promotion of roadway connectivity, use of alternative transportation modes, development that minimizes reliance on vehicles, and street improvement standards. Pol. TR 8.1.2 Support current federal, state and regional policies aimed at reducing vehicle-related air pollution, including transportation demand strategies. (pg. 2-80)

City of Carnation Comprehensive Plan (2020) Policy T5.3 Assist all major employers in complying with current federal and state policies aimed at reducing auto-related air pollution by implementing programs to reduce the number of employees commuting in single occupancy vehicles. This compliance can be realized through such transportation demand strategies as preferential parking for carpools/vanpools, alternative work hours, bicycle parking, and distribution of transit and ridesharing information. Cooperate with major employers located outside the City with their ridesharing or van pooling resources that serve Carnation residents (pg. T-6-7)

City of Covington Comprehensive Plan (2015) Policy T-23. Encourage TDM strategies. Policy T-24. Support transit services that meet the needs of persons with disabilities, the elderly, and people with special needs. Policy T-25. Encourage the use of transit, high occupancy vehicles, and other travel modes, such as carpools and vanpools, through Transportation Demand Management programs and non-motorized connections. Policy T-26. Proactively work with King County Metro to evaluate and make necessary changes to enhance the transit service within the city. Policy T-27. Promote transit stops, access, and service improvements near land uses that attract large numbers of employees and/or customers. Policy T-28. Encourage transit oriented development where feasible, to locate within the Town Center and Lakepointe Urban Village (pg. T-35-36)

City of Des Moines (2015) Reduce congestion, air pollution and fuel consumption through Transportation Demand Management (TDM) and Commute Trip Reduction (CTR) programs. Use transportation demand management (TDM) strategies to reduce single-occupant vehicle travel and encourage alternative modes of travel. These strategies include parking management, individualized marketing, ridesharing and support of non-motorized travel. (CTP TR 9.1). Work with employers to provide commute trip reduction (CTR) measures in the workplace that promote alternatives to driving alone. Encourage businesses to minimize peak hour commuting through the use of strategies such as flextime and telecommuting. (CTP TR 9.2). Require that business park developments include transportation demand management (TDM) measures, such as bus pass subsidies, preferential parking for car and van pools, flextime, bicycle parking, and ride match services (pg. 3-11).

City of Duvall (2015): T5.1 Develop and implement Transportation Demand Management (TDM) strategies to increase use of high-occupancy vehicles and support the efficient use of transportation facilities. Implement a Commute Trip Reduction (CTR) ordinance at such time when an employer or commercial development has 100 or more employees working a shift (pg. 6-6).

City of Federal Way Comprehensive Plan (2015) (WILL BE UPDATED JUNE 2024): This project is consistent with Federal Way's 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 Issaquah (2020): T Policy B.1 (MMP-2.1) Achieve a 15 percent increase in non-drive-alone mode share from 2017 levels by 2030. Expand transportation access to services, job, and activities for seniors, people with disabilities, and low-income residents (pg. 5)

City of Kenmore (2015): Policy T-2.4.1: Attract and retain business enterprises to Kenmore by managing traffic growth through multi-modal improvements including: local and regional transit improvements, carpool and vanpool programs, pedestrian and bicycle improvements, transportation demand management measures, and roadway efficiency improvements. Policy T-3.5.1: Coordinate with King County Metro, Sound Transit, and other jurisdictions on Commute Trip Reduction programs for major employers in Kenmore; and promote Transportation Demand Management programs.(pg. 6-35).

City of Kent Comprehensive Plan (2021): TR-56. Encourage all employers to implement a commute trip reduction program for employees and to help reduce peak hour commute trips by facilitating employees' use of telework, flexible work hours, compressed work week schedules, and other scheduling options. TR-57. Emphasize transportation investments that provide and encourage alternatives to single occupancy vehicle travel and increase travel options, especially to and within centers and along corridors connecting centers. TR-58.

Utilize Transportation Demand Management strategies to increase the proportion of trips made by transportation modes that are alternatives to driving alone, especially to and within centers and along corridors connecting centers, by ensuring availability of reliable and competitive transit options (pg. 57).

City of Kirkland Comprehensive Plan (2022): Policy T-3.5: Require new developments to establish appropriate Transportation Demand Management Plans. If the vision of the Transportation Element is to be met, developers and property owners will have to establish Transportation Management Plan (TMP) sites at the direction of the City. Transportation Management Plans are required at sites where, for example, there may be several employers, none of which by themselves are affected by CTR law, but together constitute a sizeable population of employees. TMPs may have a wide set of requirements that need to be enforced by the City; from basic requirements such as providing transit passes up to a cap on the number of trips a site can generate. These sites also need monitoring and support by the City if they are to meet performance goals for trip reduction. (pg. 41)

City of Lake Forest Park Comprehensive Plan (2016): Goal T-3 Given planned changes in the regional transportation system and their likely impacts on the quality of life in Lake Forest Park, minimize and manage “cut-through” traffic on local streets through regional cooperation, as well as through implementation of local measures (transportation demand management and traffic calming) Policy T-3.4 Actively encourage commuting by bicycle and transit, or by car/vanpooling with others. (pg. 91)

City of Mercer Island Comprehensive Plan (2023): 1.1 Encourage measures to reduce vehicular trips using Transportation Demand Management strategies such as preferential parking for carpools/vanpools, alternative work hours, bicycle parking, and distribution of information and promotion of non-motorized travel, transit and ridesharing options. 5.3 Comply with the Commute Trip Reduction requirements through the continued implementation of a CTR plan.

City of Milton (2018): Pol. TR 3.2 The City shall explore ways to encourage vanpooling, carpooling, public transit use, and other alternatives and strategies to reduce single occupant vehicle travel. The City shall work with developers in establishing Transportation Demand strategies where possible to alleviate and reduce traffic congestion. Pol. TR 3.5 The City should encourage all major employers to implement programs to reduce the number of employees commuting by single occupancy vehicles through transportation demand management strategies including but not limited to preferential parking for carpools/vanpools, alternative work hours, bicycle parking, and distribution of transit and ridesharing information (pg. 6).

City of Newcastle (2020): TR-P68 The City should promote rideshare and transit programs by providing development incentives, encouraging subdivision and commercial and retail project design that facilitates effective transit service, and requiring employers to provide preferential treatments for pedestrians, bicyclists, transit users, carpools and vanpoolers. (pg. TR-7-8)

City of Normandy Park Comprehensive Plan (2021): Policy P.17-XP Support work to reduce Single-Occupancy Vehicle use, including METRO and PSRC efforts that increase carpooling and transit ridership. (pg. 4-37)

City of North Bend Comprehensive Plan (2015): Transportation demand management actions should be encouraged and provided as a method for helping to meet access and parking requirements for new and existing development. Coordinate and encourage joint public/private efforts to participate in transportation demand management and traffic reduction strategies. The City should also encourage King County Metro to enhance transit services in the City and to assist employers in developing plans that meet specific trip reduction needs as required by the CTR law. (pg. 128-130)

City of Pacific Comprehensive Plan (2016): Policy T-9.6: Support public and private Transportation Demand Management (TDM) programs to promote alternatives to driving alone. Encourage Commute Trip Reduction (CTR) programs for businesses in the Sumner-Pacific MIC and other areas. (pg. 16)

City of Redmond Comprehensive Plan (2021): Transportation Chapter Section D: TR-18: Use TDM techniques to achieve efficient use of transportation infrastructure, increase the person-carrying capacity, accommodate and facilitate future growth, and achieve Redmond's land use objectives (Page 9-8)

City of Renton Comprehensive Plan (2018 Update): This project is consistent with the Renton'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. (pg. 19)

City of Sammamish Comprehensive Plan (2018): Policy T.2.8 Reduce the need for new capital improvements through investments in operations, demand management strategies, and system management activities, including: broadband communication systems, providing for

flexible work schedules, public and private transit, vanpool systems and public transit subsidies. Policy T.2.9 Support local transportation demand management programs (education and/or local regulations) to reduce the impacts of high traffic generators not addressed by the Washington State Commute Trip Reduction Act including: city offices, recreational facilities, schools, and other high traffic generating uses.

City of SeaTac Comprehensive Plan (2021): Policy 4.5G to encourage and implement TDM programs to reduce the amount of traffic from new and existing employment and residential areas. (pg. T-26)

City of Seattle Comprehensive plan (2021): Policy T 9.2 Provide a menu of transportation demand management tools for future development to meet non-drive-alone mode share targets, provision of transit passes, carpool benefits, and improvements to pedestrian and bicycle facilities. (pg. 93)

City of Seattle's Transit Master Plan (2016): Strategy PP3 Increase Support for Traveler Education Programs - Provide promotional information and resources to residents and employees to help them bicycle, walk, take transit, or carpool to their destination. Policy PP3.1: Work with Metro to expand funding and reach of the In Motion program with a goal of reaching key neighborhoods every five years. Policy PP3.2: Work with the Metro In Motion program and/or Way to Go, Seattle! to increase outreach to employment centers with large clusters of small to mid-sized employers. (pg. 2-11) Strategy 6 Demand Management: Provide incentives and disincentives TDM includes positive measures, such as end of trip facilities, educational programs, and the development of additional modal alternatives (e.g., bike sharing). These measures will need to be coupled with disincentives to private vehicle use. Policy N6.2: Reduce auto-dependency by providing transit supportive services and programs. (pg. 5-9)

City of Shoreline Comprehensive Plan (2012): T4. Continue to implement the City's Commute Trip Reduction Plan as well as evaluate, implement, and advocate for other parking management and transportation demand management strategies that support the goal of reducing VMT. T54. Routinely update development standards to mitigate the impact of growth on the City's transportation infrastructure; encourage and incentivize Transportation Demand Management (TDM) strategies.

City of Snoqualmie (2017): 8.5.2 Work with and support the Snoqualmie Valley School District to develop and implement demand management strategies to reduce traffic and parking problems around schools. 8.5.4 Support public awareness education on the social and environmental impacts of travel choices to encourage the use of travel alternatives to single-occupancy travel. 8.5.8 Encourage voluntary compliance with the Commute Trip Reduction Efficiency Act for those that are not otherwise subject to it. (pg. 29).

City of Tukwila Comprehensive Plan (2017): GOAL 13.5 Transportation demand Management - Support transportation system improvements and programs which encourage transit use, high-occupancy vehicle trips and non-motorized transportation to reduce single-occupancy vehicle trips, vehicle miles traveled, traffic congestion, and greenhouse gas emissions. Policy 13.5.1 Provide Commute Trip Reduction Program services to Tukwila employers to reduce drive alone trips, vehicle miles traveled, traffic congestion, and greenhouse gas emissions. Policy 13.5.3 Work with King County Metro and Sound Transit to provide amenities for transit riders, encourage transit use, and enhance multi-modal connections to transit. (pg. 13-21)

City of Woodinville Comprehensive Plan (2015): Policy T-7.1. Utilize Transportation Demand Management techniques to: A. Help increase the person-carrying capacity of the transportation system. B. Reduce peak period traffic congestion. C. Encourage the use of high-occupancy vehicles. D. Increase use of public transportation. Policy T-7.2. Implement the requirements of the Commute Trip Reduction Act and meet mandated deadlines. Policy T-7.3. Encourage smaller employers not mandated to meet the Commute Trip Reduction Act requirements to offer trip reduction programs for employees. Policy T-7.4. Encourage the development of coordinated traffic demand management in areas where employers are clustered within the same vicinity. (pg. 6-16)

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

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 proposed project will expand TDM activities to promote and encourage sustainable travel behaviors that shift trips from single occupancy vehicle (SOV) to transit, rideshare, and nonmotorized travel within twenty-three (23) King County Regional Centers and the twenty-seven (27) key regional travel corridors that connect them:

The 23 King County Regional Growth Centers including nineteen (19) 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, Redmond Overlake, Kirkland Downtown, Kirkland Totem Lake; and four (4) Manufacturing/Industrial Growth Centers: Ballard/Interbay, Duwamish, Kent, and North Tukwila.

The 27 connecting regional corridors are twelve (12) RapidRide routes A, B, C, D, E, F, H and new lines G, I, J, K and R; four (4) Sound Transit (ST) Link Light Rail routes: Link 1 line Northgate to Angle Lake, and the new lines of 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) ST Sounder routes: North Line Everett to Seattle and South Line Seattle to Tacoma/Lakewood; three (3) Sound Transit Stride BRT routes including Route S1 Burien to Bellevue along I-405 and SR518, Route S2 Lynnwood to Bellevue along I-405, and S3 Shoreline to Bothell along SR522/NE 145th; six (6) HOV with I-5 HOV Marysville to DuPont, I-90 HOV lanes Seattle to Issaquah, SR520 HOV lanes Seattle to Redmond, SR167 HOV lanes Auburn to Sumner, I-405 Express Toll Lanes Lynnwood to Tukwila, and SR167 HOT Lane Renton to Auburn. See map in Attachment B.

Identification of Population Groups

- 1. Using the resources provided in the Call for Projects, identify the equity populations (i.e. Equity Focus Areas (EFAs)) to be served by the project with supportive data. PSRC's defined equity populations are: people of color, people with low incomes, older adults, youth, people with disabilities, and people with Limited English Proficiency.**

Due to the broad area of this project, the project will provide outreach to Equity Focus Area (EFA) populations across every category: People of Color, People with Low Incomes, People with Disabilities, Youth (Ages 5-17), Older Adults (Age 65+), and People with Limited English Proficiency (LEP).

According to PSRC's Project Selection Mapping tool, there are larger concentrations of EFA populations which are above the regional averages in central and south King County including People of Color, People with Low Incomes, People with Disabilities, and People with LEP. Youth and Older Adults populations above the regional average are dispersed more evenly across the County. Many of these population groups live within the County's designated Regional Growth and Manufacturing/Industrial Centers with access to one or more of the 27 connecting regional corridors identified above.

PSRC's EFAs have significant overlap with Metro's equity priority areas, which are areas where historically underserved populations are concentrated, as identified in the Metro's Mobility Framework and 2021-2031 Strategic Plan. Metro's Service Guideline's include a focus on serving equity priorities areas and reaching priority populations. See Attachment F to view project alignment with Equity Focus Areas.

- 2. Further identify the MOST impacted or marginalized populations within the project area. For example, areas with a higher percentage of both people of color and people with low incomes, and/or other areas of intersectionality across equity populations. These intersections with equity populations may also include areas with low access to opportunity, areas disproportionately impacted by pollution, etc.**

According to PSRC's EFA map, while EFA population intersections live within US Census Tracts in nearly all the County's 23 designated Regional Centers, intersectionality populations significantly above regional averages, the most marginalized populations within the project area, include EFAs in central and south King County regional centers that include intersections with large percentages of equity populations:

- Auburn 49% are People with Low Incomes, 38% are People of Color, and 29% are People with Disabilities.
- Burien 70% are People of Color, 42% are People with Low Incomes, and 19% are Youth.
- Federal Way 71% are People of Color, 39% are People with Low Income, and 29% are People with LEP.
- Kent 61% are People of Color and 44% are People with Low Income.
- Renton 58% are People of Color and 39% are People with Low Incomes.
- SeaTac 73% are People of Color, 44% are People with Low Incomes, and 19% are Youth.
- Seattle Downtown 54% are People with Low Incomes, 54% are People of Color, and 28% are People with Disabilities.
- Seattle Northgate 35% are People with Low Incomes and 40% are People of Color.
- Seattle University Community 71% are People with Low Incomes and 61% are People of Color.
- Tukwila 56% are People of Color and 24% are People with Low Incomes.
- Duwamish 91% are People of Color, 54% People with Low Incomes, 37% are People with Limited English Proficiency, and 26% are Youth.
- North Tukwila 74% are People of Color and 17% are Youth.

The most impacted of these EFA groups include those in areas with very low and low opportunity indexes of education, economic health, housing and neighborhood quality, and/or health and environment combined. These areas tend to be outside of designated Regional Centers and include some areas of South Seattle, North Burien, SeaTac, East Tukwila, and areas of Des Moines, Kent, and Auburn. Most of these areas also suffer disproportionately from high levels of diesel exhaust PM 2.5 air pollution rank 7 or higher by the Washington Environmental Health Disparities Map. See Attachment C.

Criteria: Development of Regional Growth and/or Manufacturing / Industrial Centers

1. **Describe how this project will support the existing and planned housing and/or employment densities in one or more regional growth and/or manufacturing/industrial centers.**

The project's innovative campaigns and strategies would be a cost-effective way to support strategic land-use planning objectives, including increasing densities, supporting complete streets, improving walkability indices, increasing urban sustainability and livability, and supporting the integrated management of key transportation corridors. The project will provide refined, community-based tools and techniques to support reduced SOV trip generation rates and parking space demand determined through required development impact analysis.

Project elements include:

Regional and Neighborhood TDM Campaigns – These residential focused-programs known as Just One Trip and In Motion involve community outreach and education on transit and access to transit options (walking and cycling routes), and use of incentives that encourage residents to try transit and rideshare modes as alternatives to driving. They are new and innovative each time they are implemented in a community involving new marketing tactics, creative design, and approaches to distributing incentives. Additionally, for this project the ORCA incentives will be distributed through digital ORCA cards for the first time and may pilot distributing additional value as a reward to riders that use the initial incentive to encourage lasting behavior change beyond the duration of the campaign. Of ORCA cards distributed in the past through our community-based organization partners, 8% of cards are still in use. 11% of the ORCA cards distributed in our 2021 North Link campaign are still in use three years later, and 8% of our two 2020 campaigns are still in use.

Youth and School Programs – Partnership with schools and community-based organizations to provide transit education, outreach, workforce development, and promotion of free youth transit that provides for riders age 18 and younger. But offering youth free fares is insufficient. They also need increased access and education to maximize their mobility. They need to have and know about options such as SchoolPool and Safe Routes to School. Comprehensive youth programming invests in our ridership of the future, empowering informed and confident young people, who influence their families today, as well as the generations to follow.

Community Mobility Program - Partnerships with community-based organizations to provide transit education and outreach in-language, in-community, and in-culture with the people the organizations serve. Includes ORCA card incentive distribution to build transit ridership in priority communities. This program incorporates innovative TDM strategies and develops relationships with CBOs for them to give feedback and collaborate on new strategies to better serve their communities.

Jurisdiction Partnerships – Supporting local jurisdictions in their TDM programming at the local

level. Building capacity for more TDM programs across King County, maintaining existing partnerships and encouraging innovations and improvements to their programs, and developing new partnerships with cities that have not engaged in TDM work before.

Vanpool Program – Supporting Metro’s Vanpool and Vanshare programs which provide a flexible, convenient, and cost-effective rideshare commuter vans. This project will expand vanpool programming to reach new potential participants.

Employer/Employee Programs - These include employer-sponsored transit passes, incentives for carpooling and vanpooling, flexible work arrangements like telecommuting or compressed workweeks, and employer-provided amenities for cyclists or pedestrians.

Microtransit Service - Promotions and incentives for Metro Flex where riders request pickup and drop-off within defined service areas in Issaquah, Juanita, Kent, Othello, Rainier Beach, Renton Highlands, Sammamish, Skyway and Tukwila via a mobile app. Metro Flex feature of a fleet of 31 Toyota Sienna minivans with most capable of carrying up to six passengers. Rides cost the same as a regular bus fare.

Tandem Deployment - The project will also implement TDM strategies concurrently with the rollout of new transit services and restructures to help ensure that support systems are in place to maximize their effectiveness from the outset.

This proposed project will promote significant regional transportation investments currently underway that will begin service between 2026-2030. It will stimulate life-long transit ridership and actively promote sustainable travel behavior within and between regional centers on the key regional HCT, HOV, and HOT corridors and many local arterials that support travel demand across King County.

2. Describe how the project will support the development/redevelopment plans and activities of the center.

As part of planning this project, PSRC provided existing and 2050 forecasts (LUV-it) for the 23 Regional Growth and Manufacturing Industrial Centers. This information help planners design the proposed project to support these growth targets. Currently (2022), approximately 248,640 residents live, and 729,106 employees work in these 23 regional centers. 2050 Targets show population growth of 141% to 598,911 and employment increasing 50% to 1,090,814. Achieving these targets will require extensive new development and redevelopment, including transit-oriented development (TOD). These objectives will require transportation infrastructure and services investments with mutually inclusive TDM programs that promote and incentivize mode shift to help build sustainable long term travel behaviors.

This project would support the development/redevelopment plans and activities in King County’s 23 designated King Regional Centers by achieving these project goals and objectives:

- Improve Access to Employment, Housing, Education, and Services

The project targets a growing population of approximately 750,000 residents and 1,000,300 jobs within the ¼ mile walk travel sheds of 27 existing and planned HCT and HOV corridors within King County. It will develop and deploy proven and new innovative programs to shift people from single-occupancy vehicle (SOV) trips to new transit options, and nonmotorized travel within regional centers. This supports compact land use objectives and extends the travel shed of each center, increasing access to opportunities for all travelers.

- Reduce Drive-Alone Trips and Traffic Congestion and Delays Along Corridors

TDM strategies will focus on shifting SOV travel to more efficient modes such as transit, ridesharing, shared mobility services, non-motorized travel, and support for telecommuting. The project coincides with the opening of significant HCT within the 27 corridors to help maximize ridership. It is projected to eliminate 33,120 daily drive-alone trips, resulting in a reduction of 215,285 daily vehicle miles traveled (VMT) within the 23 regional centers. See Attachment E.

- Increase Mode Shift and Reduce Demand for Parking Within the Centers

TDM programming promotes mode shift through low-cost incentives, rideshare matching promotions, community-based information and education campaigns that include all media sources, utilizing partnerships with employers, cities, residential complexes, and CBOs. These strategies can also reduce parking demand and support reductions in parking space requirements within developments.

- Support Vibrant Livable Centers

The project’s comprehensive TDM strategies and tools reduce the growth in auto trip traffic generation rates associated with new developments, combat tailpipe pollution, and support complete street designs and road diets that add to vibrant, walkable communities.

- Improve Freight and Goods Movement to/from and within the Centers

The project aims to improve the efficiency of corridors connecting King County’s regional centers, benefiting truck freight movement. By utilizing congested corridors more efficiently

for passenger travel, the project supports economic vitality by reducing delays in truck freight movement, essential to support existing and future commercial development in regional centers.

Overall, these project goals and objectives align with those of the regional centers to support housing and job development, increase densities including TOD, reduce traffic congestion, increase traffic safety, promoting sustainable mobility, and enhance freight movement.

3. Describe how the project will expand access to high, middle and/or living wage jobs for the Equity Focus Areas (EFAs) identified above.

King County Metro has prioritized TDM implementation to help meet its social equity and environmental justice goals identified in the County's Equity and Social Justice Strategic Plan. Within $\frac{1}{4}$ of the project's 27 focus HCT and HOV corridors there are currently over 671,200 residents and 911,700 jobs (2018 PSRC) within easy and affordable access to transit services and rideshare options. The population is forecasted to grow to 1,209,121 with 1,392,880 employees by 2050 (PSRC Land Use Vision - Implemented Targets).

The project will support existing and future EFA workers seeking increasing employment opportunities to high, middle and/or living wage jobs by improving access to jobs, education, training and needed services through providing expanded travel information and incentives. These include:

- Provide education at the community level by partnering with CBOs, employers and multifamily residential complexes about discounted fares and available travel options for commute trips and distribute transit fare media, including reduced fare cards for youth, seniors, people with disabilities, and riders whose incomes qualify for ORCA LIFT. Since youth ride free, this includes encouraging ORCA card usage for youth ages 13 and older to develop good habits on transit such as tapping their ORCA card.
- Implement culturally relevant, community-based messaging, materials, and incentives through outreach strategies to effectively reach EFA groups who may not understand their travel options, particularly LEP. Metro's TDM programs include translated materials and have new piloted materials that provide effective information specific to the multitude of cultural communities within King County.
- Providing TDM programming to local community and technical colleges, such as Cascadia College, Lake Washington Institute of Technology, Bellevue College, Renton Technical College, and Green River College.

4. 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. In addition, describe how the project supports a diversity of business types and sizes within the community.

Consistent with a foundational goal of PSRC's 2017 Amazing Place Regional Economic Strategy of "Ensuring residents have access to family wage jobs and employers have access to world class talent", this project would provide new high-capacity transit access to jobs from the industry clusters identified in the plan including Business Services and Materials Manufacturing. PSRC's Amazing Place Economic Strategy references the link between the region's vitality and a healthy transportation system, and the positive relationship between industry and transit is referenced in numerous other regional and local planning documents.

The project would support economic development, job training and job retention by promoting transit ridership, rideshare use, and nonmotorized access to employment and commercial sites. Many people currently travel from residential neighborhoods across the region to jobs, training, shopping, and other services within King County. As discussed earlier, many critical highways and major arterials become heavily congested with delays that impact the movement of people and goods.

The project would encourage more employers, including smaller ones, to purchase transit passes for their employees by extending transit pass programs like ORCA Passport. Employer subsidized transportation benefit programs have proven to be effective tools for increasing transit ridership and ridesharing, reduce employee transportation costs, employee parking demands, and help improve efficiency and reduce delay on roadways shared by commercial users. The programs also act as a benefit that support employers attracting and retaining employees.

The project would encourage behavior change among employers and their employees to reduce drive alone trips for all trip types. One tactic this project would employ is direct mailers to promote new HCT services. For example, Metro will do a direct mailer to over 7,140 businesses to support ST's 2 Line as part of the Just One Trip campaign in late April/early May. In the proposed project, the strategy would be expanded and intensified to promote other HCT service openings in King County.

Another project element would be to fund expanded transit pass contracts and commute programs with employers across various industry clusters within the Regional Economic Strategy. In 2023, there was significant growth in the number of businesses or schools opening new ORCA business accounts, with 6% net gain over 2022. Nearly 100 of these new accounts were for ORCA Passport, providing employees and students with comprehensive annual passes offering unlimited transit access. Overall, well over 400,000 employees and students already have access to ORCA Passport through these programs. The project seeks to extend these programs to even more employers with a focus on smaller ones, schools, and colleges to further enhance access to transit benefits and promote sustainable commuting options across the region.

Over 250,000 employees and students already have access to ORCA Passport through these programs. The project would extend these programs to further enhance access to transit benefits and promote sustainable commuting options across the region. This project will also promote new transit options to employees who already have transit benefits to increase their transit usage and understanding of their ORCA card benefit.

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

The project will benefit a wide number and diverse set of user groups across King County by supporting affordable transit, rideshare and nonmotorized mobility and access to housing, jobs, shopping, services, and recreation while increasing the overall efficiency of the Regional Transportation System through increased shift to non-SOV trips. The project's major activities will reach both existing and new markets as HCT services expand to support reducing auto dependent travel behaviors.

- Residents would benefit from more reliable, affordable, and safer transit transportation options accessing a broader range of housing types including multifamily developments and senior apartment complexes, employment and training opportunities, shopping and commercial services, medical and human service resources, and recreation destinations. The project also will reach college students, seniors, and other EFA groups through tailored outreach.

- Commuters from a broad range of employment types and income levels, including shift workers, hospitality workers, healthcare industry employees, manufacturing employees, office and tech workers will benefit from expanded mobility and access to new transit options through promotions and incentives directly to their employers or as individual riders. The project will improve access to employment, education, training opportunities and needed services by expanding travel information and incentives to new transit markets in support of new HCT services.

- Commercial users will benefit from increased efficiency along the project's 27 targeted corridors, several which are State routes classified at T1 and T2 routes on the State's Freight and Goods Transportation System (FGTS) which supports expanded economic opportunity. The project will also benefit freight and goods movement within regional centers by removing SOV trips from the road, helping to reduce delays and congestion bottlenecks.

Criteria: Mobility and Accessibility

1. Describe how the project improves mobility and access to the center(s), such as completing a physical gap, providing an essential link in the transportation network for people and/or goods, or providing a range of travel modes or a missing mode.

Traffic congestion and delays pose significant challenges to both passenger and freight travel, as well as to ongoing land use development and densification in Regional Centers. The project will help alleviate these issues by encouraging mode shifts towards higher-occupancy vehicles and non-motorized modes of transportation. By doing so, the project seeks to reduce vehicle trips on connecting corridors and lower vehicle trip generation rates system-wide, thereby mitigating congestion and travel delays that hinder access to Regional Centers and impede their continued development.

One of the key objectives of the project is to eliminate barriers to using alternative modes of transportation such as transit, vanpooling, carpooling, biking, walking, and teleworking. Often, individuals may be hesitant to explore different transportation options due to ingrained habits or a lack of awareness about available alternatives and concerns about safe facilities to bike, walk and access transit. To address this challenge, the project will implement targeted education and promotion strategies aimed at bridging this information gap and encouraging individuals to consider and adopt alternative modes of travel.

Moreover, as new residents move into the region or change their residential or employment locations, their travel patterns may shift. However, individuals with established driving habits

may be unaware of the various transportation options available to them. In response, the project will continue to conduct outreach efforts and provide encouragement for individuals to explore and utilize the range of travel options at their disposal, thereby helping them make informed choices about their transportation needs.

Overall, by facilitating mode shifts and promoting alternative transportation options, the project aims to not only alleviate traffic congestion and delays but also empower individuals to make sustainable travel choices that support ongoing development and enhance accessibility within Regional Centers.

2. Describe how this project supports a long-term strategy to maximize the efficiency of the corridor. This may include, for example, TDM activities, ITS improvements, improved public transit speed and reliability, etc.

Past Metro TDM projects have demonstrated success in both adding and retaining non-drive-alone trips, thereby promoting more efficient travel within congested corridors that are sustainable. TDM strategies decrease drive-alone travel and increase the use of various alternative transportation modes, including bus and rail transit, vanpooling, carpooling, biking, walking, teleworking, and addressing barriers such as first-mile/last-mile connections. By shifting people from drive-alone to more efficient modes of transportation, these strategies not only reduce the number of vehicles on the road but also improve highway and arterial efficiency and operational capacity.

Despite investments in HOV capacity and regional and local transit service, 82% of work trips in the region are made by driving alone. More than three quarters of all daily trips are for non-work purposes, and daily trips for all purposes have increased from less than 3.5 per person per day in 2006 to 3.75 trips per day (PSRC Household Travel Survey, 2021.)

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. The TDM strategies that will be employed in this project will add and retain non-drive alone trips, moving people to more efficient travel within congested corridors. These strategies will decrease drive-alone travel and increase use of bus and rail transit; vanpool and carpool; bike and walk; telework; and address barriers to using non-drive alone modes, such as first/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.

Examples of past corridor-based programs include:

- The Just One Trip King County Metro partnered with the cities of Bellevue, Kirkland, 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).
- In Motion program participants retained 60% of their reduction in drive alone travel according to Metro's 18 month post program survey.
- The ORCA business program in King County now includes more than 760 employers (as of March 2024) and continues to grow. Cumulatively, well over 400,000 employees and students currently have access to ORCA Passport through this program. Business accounts increased by 6% from 2022 to 2023, and more than 90% of contracts are renewed annually. In 2023, there was growth in the number of businesses or schools opening new ORCA business accounts, nearly 100 of these new accounts were for ORCA Passport, providing employees and students with comprehensive, subsidized annual passes offering unlimited transit access.

These examples and other Metro TDM programs, strategies and tools establish travel patterns and mode shifts that help better manage congested corridors over time. They demonstrate longevity and underscore the efficacy strategies in promoting alternative transportation modes, reducing reliance on single-occupancy vehicles, and enhancing overall transportation efficiency within congested corridors.

3. Describe how the project remedies a current or anticipated problem (e.g., addressing incomplete networks, inadequate transit service/facilities, modal conflicts, the preservation of essential freight movement, addressing bottlenecks, removal of barriers, addressing redundancies in the system, and/or improving individual resilience and adaptability to changes or issues with the transportation system).

The planned project's TDM programs can play a vital role in shaping the future of transportation within congested regional centers and along connecting corridors. By promoting alternative transportation modes to reduce reliance on SOV travel, they help manage traffic congestion, improve air quality, reduce greenhouse gas emissions, support regional transit infrastructure and service investments and importantly, play a key low-cost role in supporting regional and local land use, economic, and environmental goals and objectives. In addition, these initiatives enhance overall transportation efficiency, accessibility, and equity benefiting all members of the community.

Addressing barriers such as first-mile/last-mile connections, supporting access to transit where gaps or substandard nonmotorized facilities are present, and providing updated information to support variable work schedules ensures that these strategies meet the diverse needs of commuters, further encouraging sustainable transportation choices. The demonstrated longevity and effectiveness of these TDM programs highlight their importance in creating resilient and efficient transportation systems for growing cities.

As the regions centers and connecting corridors continue to face transportation challenges due to population and employment growth and increasing demand, investing in TDM initiatives remains crucial. By continuing to promote alternative modes of transportation and implementing innovative strategies, this project would support building a sustainable and inclusive transportation system that meet the needs of present and future generations.

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

The project would promote active transportation options and their health benefits by providing information and incentives to encourage mode shifts towards biking and walking for local trips and as first/last mile connections to transit. Materials promoting new transit services launched during the project will include information on bike parking and safer bike and walk access to transit stops, stations, park & ride lots and transit centers. Bike and scooter share services in local cities will also be promoted which offer affordable and convenient access for short trips without the need for a personal bike. The project will expand on these modes and their relation to transit access, and highlight their health benefits, cost savings, and in some cases travel time savings.

Project materials will depict updated bikeways and walk and bike sheds to local destinations and transit services, providing travelers with useful proximity information. In addition, the project will provide information and incentives to use the expanding network of secure bike parking facilities at Metro and Sound Transit locations, along with easy instructions for bringing a bike on transit. These materials will be developed for distribution to reach specific neighborhoods and transcended to reach King County's diverse populations. Trusted partner organizations will be involved in their development and distribution to maximize outreach and effectiveness. By utilizing these options, travelers can incorporate physical activity and health benefits into their daily lives while reducing vehicle trips.

5. Identify the existing disparities or gaps in the transportation system or services for the Equity Focus Areas (EFAs) identified above that need to be addressed. Describe how the project is addressing those disparities or gaps and will provide benefits or positive impacts to these equity populations by improving their mobility.

This project prioritizes equity and social justice by following King County's Equity and Social Justice Strategic Plan and seeking guidance from the Equity Cabinet and Mobility Framework. It recognizes that the needs of priority populations are diverse and may evolve over time, requiring tailored approaches and solutions. By directly engaging with priority populations through targeted campaigns and investments, the project aims to address historic, systemic, and cyclical inequities in transportation access and service provision.

Historically, transit investments have often favored peak commute trips, leaving gaps in midday and nighttime service that disproportionately affect priority (or EFA) populations. However, for many EFA groups, transit provides a lifeline for accessing jobs, housing, and services, especially for those who depend on it the most.

Congested travel corridors negatively impact priority populations by reducing efficient and reliable travel and compromising air quality in their communities. Additionally, gaps in frequent transit service networks require auto use and dependence, often with greater travel distances and higher costs.

Development of this project combined PSRC and WA Environmental Health Disparities resources to identify areas designated as Highly Impacted Communities with poor air quality, very low and low opportunity indices, and equity concerns. Areas of central and south King County have been identified where these combined environmental justice and equity issues disproportionately affect residents and employees. The project aims to benefit priority populations in several ways:

- Help households reduce transportation costs by shifting trips to less expensive modes.
- Partner with employers and community-based organizations to use trusted channels and methods of communication to reach priority communities to provide information about available travel options, discounted fares, and incentive programs.
- Offer transit benefits, such as unlimited monthly ORCA passes through the ORCA Business Passport, shifting part or all the cost to the employer.
- Focus business incentive programs on priority populations such as hourly workers, shift workers, low-income communities through the multi-family housing initiative, and small businesses, which include high levels of immigrant communities, communities of color, disabled persons, and other minorities. These programs have been shown to support employee recruitment and retention.
- Save businesses time and money by improving traffic flow and transportation efficiency.
- Distribute transit fare media, including reduced-fare cards for youth, seniors, people with disabilities, and riders qualifying for ORCA LIFT.
- Provide culturally relevant messaging, materials, and outreach strategies, including translated materials and culturally relevant translations, to effectively reach populations that may not understand their travel options, particularly Limited English Proficiency (LEP) communities.

Criteria: Outreach and Displacement

1. **Describe the public outreach process that led to the development of the project.**

Metro planned this project to be flexible and responsive to community needs and to improve upon past projects to enhance the effectiveness of our programs. Feedback gathered from Metro's community engagement program influences Metro's service changes, gaps in service, new opportunities, system expansions, TDM program improvements and evaluations of options to revise, integrate, and connect the given service area where changes are proposed.

Metro's community engagement program is sponsored by King County's Office of Equity and Social Justice. It is part of a continuous improvement process that provides a coordinated and co-led effort with CBOs, agencies, jurisdictional partners, Mobility Boards made up of historically disadvantaged populations, businesses, and the public. Community organizations and Mobility Board members are compensated for giving their time, talent, and effort throughout the process.

In addition, the TDM program engages with CBOs, local jurisdictions, TMAs, schools, and college partners that serve unique populations that have been historically underserved by transit and public resources. These groups provided valuable input and recommendations which helped design this project.

Metro's outreach process and guiding frameworks align with the principles in PSRC's Equitable Engagement Guidance and each of the four recommendations in the guidance are incorporated into Metro's strategies. The project's development is guided by King County's Equity and Social Justice Strategic Plan, Metro's Equity Cabinet, and Metro's Mobility Framework. King County's Equity and Social Justice Strategic Plan, consistent with the overall King Count Strategic Plan, is to be inclusive and collaborative, diverse and people focused, responsive and adaptive, transparent, and accountable, racially just, and focused upstream and where needs are greatest.

Adopted in 2020, the Mobility Framework helps Metro adapt to the changing transportation system in an equitable and sustainable way. Metro's Equity Cabinet was the driving force behind the Mobility Framework and is comprised of 23 community leaders representing riders and a variety of organizations and communities countywide, focused on low and no-income people, black, indigenous, and people of color, immigrants and refugees, people with disabilities, and limited-English speaking communities. The Metro Equity Cabinet also sought input from transit riders and public especially from priority populations, our regional partners, stakeholders, elected officials, and employees throughout the process.

The Mobility Framework established guiding principles to set a vision for how Metro and partners can achieve a regional mobility system that is innovative, integrated, equitable, and sustainable. These include the following: investing where needs are greatest; addressing the climate crisis and environmental justice; to innovate equitably and sustainably; ensuring safety; improving access to mobility; providing fast, reliable, integrated mobility services; supporting our workforce; aligning our investments with equity, sustainability, and financial responsibility; and engaging deliberately and transparently. Following the development of the guiding principles, the Equity Cabinet developed recommendations in five thematic areas that

consolidated these principles: investments, surrounding land use, innovation, workforce, and engagement.

2. **Describe how this outreach influenced the development of the project.**

As discussed above, ongoing Metro TDM program meetings and partnerships with CBOs, TMAs, local jurisdictions, schools, customers, and partner transit agencies guided project development. From this work, Metro implement recommendations such as co-creating materials, interpersonal outreach, utilizing traditional and digital-focused communication channels, improving incentive types to encourage participation and lasting behavior change, increasing usage of iconography and transcreation with community review, and fostering trusted relationships with the community allowing for an open feedback loop.

Additionally, we have ongoing support from our Metro Research Team as they conduct studies and regular surveys to gain insights on rider satisfaction, demographic and geographic characteristics of riders and non-riders, barriers to switching modes from driving alone, how different populations engage with Metro services, and perceptions of Metro and public transit generally. For example, every other year, the Seattle Commute Survey helps Metro understand how people get around Seattle. In Fall 2022, 64,000 surveys were submitted. Performed every other year, this survey and others that Metro conducts will continue to inform this project as we identify target audiences, Metro's Rider and Non-rider attitudes and barriers, and adapt our programs to meet their needs. The survey goes out to people who work within the City.

As Metro implements the Mobility Framework to determine where to expand and improve service and how to better reach communities with the greatest need, the role of TDM programs is to strengthen communication, outreach, education, and marketing efforts to ensure that priority populations are aware of existing mobility services, innovative new pilots, service changes, how to use ORCA products with the correct fare, and how to ride safely and confidently.

Incorporating TDM into the community through new partnerships (with CBOs, jurisdictions, and schools) builds more trust and expands our overall reach and effectiveness to better serve people living and working in King County. TDM uses both qualitative and quantitative data and information and external partnerships to inform efforts that daylight community concerns and barriers in accessing mobility options and promote, facilitate an/ or innovate solution development and implementation within Metro and among our regional partners.

3. **Using PSRC's Housing Opportunities by Place (HOP) tool, identify the typology associated with the location of the project and identify the strategies the jurisdiction uses to reduce the risk of displacement that are aligned with those listed for the typology.**

The Regional Campaigns & Partner/Community TDM Capacity Building project encompasses most of King County and therefore encompasses all PSRC's Housing Opportunities by Place (HOP) typologies. Including:

- Strengthen Access & Affordability: These communities are considered to have higher access to opportunity and higher displacement risk.
- Improve Access & Affordability: These communities are considered to have lower access to opportunity and higher displacement risk.
- Increase Access to Single Family Neighborhoods: These communities are considered to have higher access to opportunity and lower displacement risk.
- Improve Access & Housing Choices: These communities are considered to have lower access to opportunity and moderate displacement risk.
- Transform & Diversify - These communities are considered to have higher access to opportunity and moderate displacement risk.
- Promote Investment & Opportunity - These communities are considered to have lower access to opportunity and lower displacement risk.
- Transform & Diversify: These communities are considered to have higher access to opportunity and moderate displacement risk.

This project will not require any property or rights of way to implement. It will help increase equity in transportation mobility and housing choice because it promotes access to transportation options, increases transportation affordability, reduces negative environmental impacts, strengthens community connectivity, and helps mitigate displacement risks for marginalized communities.

Criteria: Safety and Security

1. Describe how the project addresses safety and security. Identify if the project incorporates one or more of [FHWA's Proven Safety Countermeasures](#), and specifically address the following:

Metro's mission is to provide the best possible public transportation services and improve regional mobility and quality of life in King County. One of the goals outlined in Metro's Strategic Plan is keeping passengers, employees, and communities safe and we are committed to providing a secure and reliable transportation experience for everyone who rides with us.

Metro's Safety, Security, and Fare Enforcement (SaFE) Reform Initiative develops and implements safety policies, and SaFE's priorities are designed to help protect vulnerable users of the transportation system. This project will reduce SOV trips and supports incentivizing and encouraging public transit use. This project broadly addresses safety by reducing drive alone trips and shifting users to other modes to improve traffic safety.

This project will increase regional transit use, which will help protect all vulnerable users of the transportation system. According to the American Public Transportation Association (APTA), metro areas with higher rates of public transit use have lower rates of traffic fatalities. APTA shares that more transit use helps reduce traffic fatalities and the traffic safety benefits can occur from even small increases in public transit use ("Public Transit Is Key Strategy in Advancing Vision Zero, Eliminating Traffic Fatalities" 2018 APTA).

A key component of the project's planned messaging to partners is focused on educating customers how to ride transit safely and confidently, especially in Metro's Classroom Transit Education Program which teaches youth riders about important safety topics.

2. Specific to the Equity Focus Areas (EFAs) identified above, describe how the project will improve safety and/or address safety issues currently being experienced by these communities.

The project's campaigns and programs will help reduce SOV trips, which will increase safety for pedestrians and bicyclists in the Equity Focus Areas identified. The project will include identifying and addressing barriers to transit and will include work with CBOs and other partners to determine safety and security issues experienced by customers and potential customers. This project will include opportunities for gathering feedback from riders, CBOs, TMAs, jurisdictions, and other project partners in the Equity Focus Areas. This feedback will inform future safety improvements to public transit and facilities, as well as opportunities for a potential project that focus on community safety issues and/or policy development options.

Metro continuously hears from customers about security and well-being when riding transit and feedback from communities, particular those in Equity Focus Areas is prioritized. This project will work in alignment with Metro's existing plans and will leverage opportunities to engage with people within the project's EFA. For example, Metro continues to co-create, pilot, and implement recommendations that center the needs of BIPOC (Black, Indigenous and People of Color) community members and employees who are most impacted by safety and security functions. Continued engagement with communities helps ensure strategies are implemented in a way that supports the vision of safety and eliminates disproportionately negative outcomes of safety and security policies and practices on BIPOC communities.

3. Does your agency have an adopted safety policy? How did the policy/policies inform the development of the project?

King County established the King County Target Zero Task Force in 1998. This task force works collaboratively with traffic safety and community partners to create equitable traffic safety programs and plans to reduce collisions, injuries, and fatalities in King County. The task force also supports the state's Strategic Highway Safety Plan: Target Zero, which is a data-drive strategic plan developed by Washington Traffic Safety Commission. The 2019 edition of this plan highlights the importance of access to transit and making active transportation modes more accessible and attractive to users. This project encourages and incentivizes switching from drive alone modes to transit or other non-drive alone modes, which reduces vehicular traffic and congestion, making roads in King County safer for all users.

Safety is Metro's top priority, and this includes rider and employee safety. In January 2021, Metro began our agency-wide Safety, Security, and Fare Enforcement (SaFE) Reform Initiative in response to and in support of the King County Executive's declaration of racism as a public health crisis. Metro worked with diverse community-based organizations and engaged with roughly 8,000 individuals- including community members, customers, and Metro employees to learn what safety means to our riders and employees. Metro worked in partnership to develop our long-term vision of safe, accessible, and equitable transit and a set of strategies to achieve that vision.

Metro asked our riders and employees how we can reform our policies and practices to reach the community vision of safety and heard three consistent themes. First, a clear desire for an increased presence coupled with a timely and appropriate response if a danger arises. and

that support shows up in an equitable way. Second, Metro should make the expectations of its Code of Conduct clear and should ensure that minor transgressions are not a pathway into the criminal legal system. And third, Metro should partner with community-based organizations (CBOs) to improve non-transit resources available to customers, and assist customers in crises related to fares, homelessness, mental health, etc., at various locations throughout the system.

These priorities informed this project because outcomes of this initiative and actions Metro takes to address the themes identified will inform education and outreach content. Campaign materials will speak to the identified priorities and Metro's actions taken on them, to support mode shift. Speaking to the priorities will help support TDM outreach and promotion because addressing the community's concerns will support their move into the action stage of behavior change.

4. **(not scored) USDOT is developing a framework for assessing how projects align with the Safe System Approach, and PSRC is developing a Regional Safety Action Plan due in early 2025. Does your agency commit to adhering to the forthcoming guidance and continuing to work towards planning and implementation actions under a Safe System Approach to reduce fatalities and serious injuries?**

Yes, King County Metro commits to adhering to the forthcoming guidance and continuing to work towards planning and implementing actions under a Safe System Approach to reduce fatalities and serious injuries. Metro's Safety, Security, and Fare Enforcement (SaFE) Reform Initiative will ensure Metro's policy alignment with federal, state, and regional safety guidance and requirements.

Metro's 2021-2031 Strategic Plan highlights our agency's goal to keep passengers, employees, and communities safe. The many strategies for achieving this goal align and will continue to align with regional guidance. For example, one of the strategies is to provide safety-enhancing features that are accessible and responsive to community input on buses, at transit stops, and at transfer locations. This strategy in action would include working closely with jurisdictions and incorporating Safe System Approach as applicable.

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?**

490,000

2. **What percentage of the targeted population is expected to shift from driving to transit, bicycling, or other alternative mode?**

4%

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

6.5

4. **How many new vanpools will be formed?**

Metro expects to form an estimated 120 new vanpool groups, including 25 groups as part of a countywide reduced vanpool fare initiative. Metro vanpool staff formed a rolling average of 30 new vanpool groups each month in 2023. This growth is expected to continue through the projects period of performance.

5. **What is the average vanpool trip length?**

The average vanpool one-way commute trip length is 24 miles, or 48 miles round trip.

6. **What is the vanpool occupancy?**

Average ridership for Metro vanpools is 5.1 riders. Metro has vehicles that may accommodate from 5 to 15 commuters and have ADA vans available.

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.)

Project data comes from vanpool monthly ridership reporting and fare-box recovery.

Total Estimated Project Cost and Schedule

1. **Estimated project completion date**

12/2030

2. **Total project cost**

\$5,780,347.00

Funding Documentation

1. **Documents**

Attachment_A.pdf

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

Reasonably expected local match funds in the amount of \$780,347 will be included as part of the 2026-2027 King County budget. The 2026-2027 budget will be developed in the spring/summer of 2025 and is scheduled for adoption in the fall of 2025. To secure an appropriation in the 2026-2027 budget, King County Metro will include a 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, 2025. The capital and operating budget requests will be reviewed, finalized, and sent to the King County Council on in Sept. 2025. The Council should adopt the final budget by mid-November 2025.

Metro has support TDM programs for several decades and prioritizes future funding to support the programs. A copy of Metro's 2023-2024 TDM program budget, including 2025-2027 budget request and forecasts is shown in Attachment A.

Phase	Year	Alternate Year	Amount
other	2027		\$5,000,000.00

Total Request: \$5,000,000.00

Project Readiness: PE

Other

Funding Source	Secured/Unsecured	Amount
CMAQ	Unsecured	\$5,000,000.00
Local	Reasonably Expected	\$780,347.00
		<hr/> \$5,780,347.00

Expected year of completion for this phase: 2030

Summary

1. **Are you requesting funds for ONLY a planning study or preliminary engineering?**

Yes

2. **What is the actual or estimated start date for preliminary engineering/design?**

Test

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.**

CE NEPA approval scheduled 4/2027.

7. **When are preliminary plans expected to be complete?**

Test

Project Readiness: NEPA

1. **Documents**

Attachment_A.pdf

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

Reasonably expected local match funds in the amount of \$780,347 will be included as part of the 2026-2027 King County budget. The 2026-2027 budget will be developed in the spring/summer of 2025 and is scheduled for adoption in the fall of 2025. To secure an appropriation in the 2026-2027 budget, King County Metro will include a 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, 2025. The capital and operating budget requests will be reviewed, finalized, and sent to the King County Council on in Sept. 2025. The Council should adopt the final budget by mid-November 2025.

Metro has support TDM programs for several decades and prioritizes future funding to support the programs. A copy of Metro's 2023-2024 TDM program budget, including 2025-2027 budget request and forecasts is shown in Attachment A.

Project Readiness: Right of Way

1. **Will Right of Way be required for this project?**

Yes

2. **What is the actual or estimated start date for right of way?**

Test

3. **What is the estimated (or achieved) completion date for the right of way plan and funding estimate (month and year)?**

Test

4. **Please describe the right of way needs of the project, including property acquisitions, temporary construction easements, and/or permits.**

Test

5. **What is the zoning in the project area?**

Test

6. **Discuss the extent to which your schedule reflects the possibility of condemnation and the actions needed to pursue this.**

Test

7. **Does your agency have experience in conducting right of way acquisitions of similar size and complexity?**

Yes

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.**

Test

Attachment A - Budget Documentation

King County Metro Transit

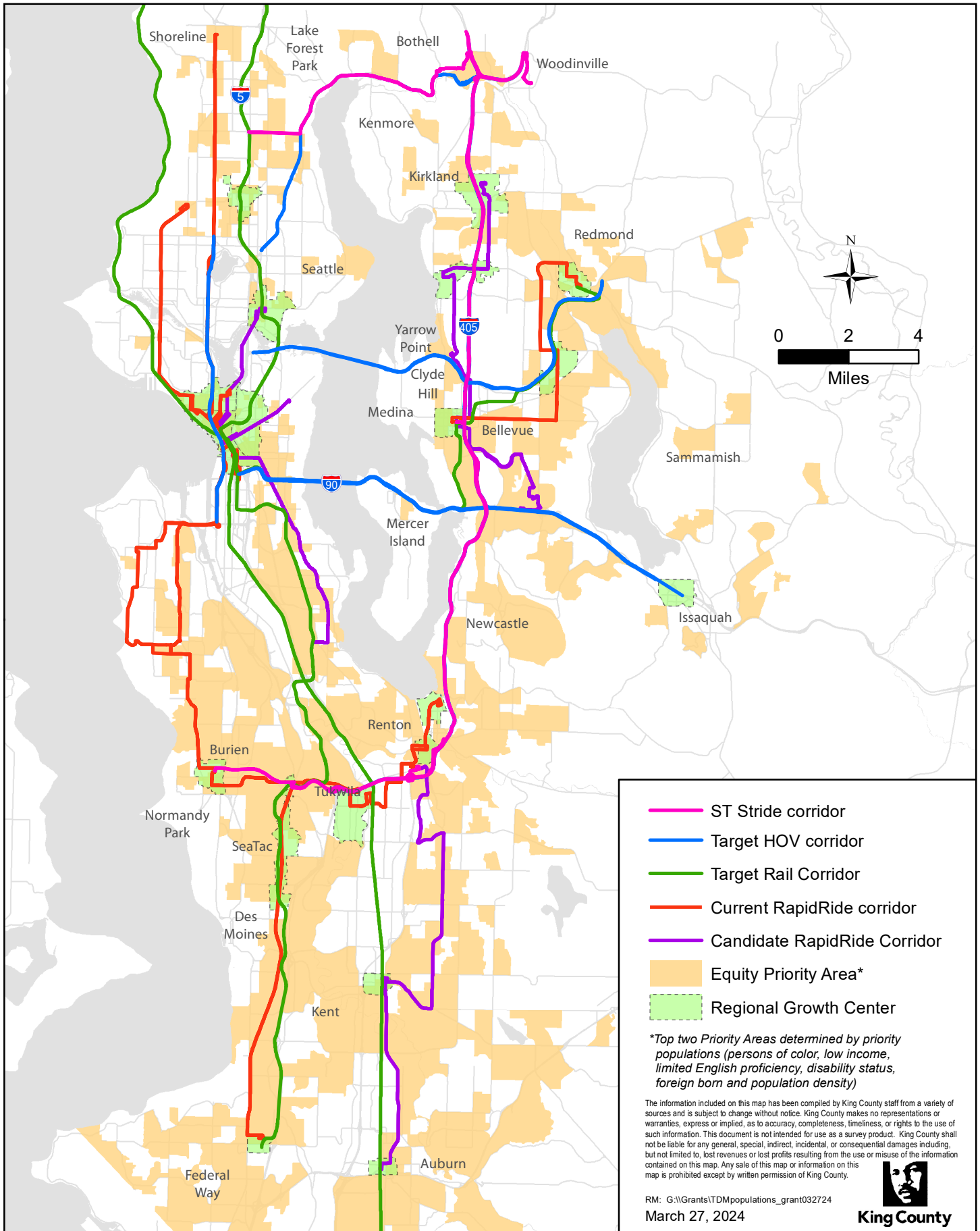
Service Development Grants Cost Center Budget

2023-2024 TDM Program Budget Appropriation and 2025 Proforma Budget

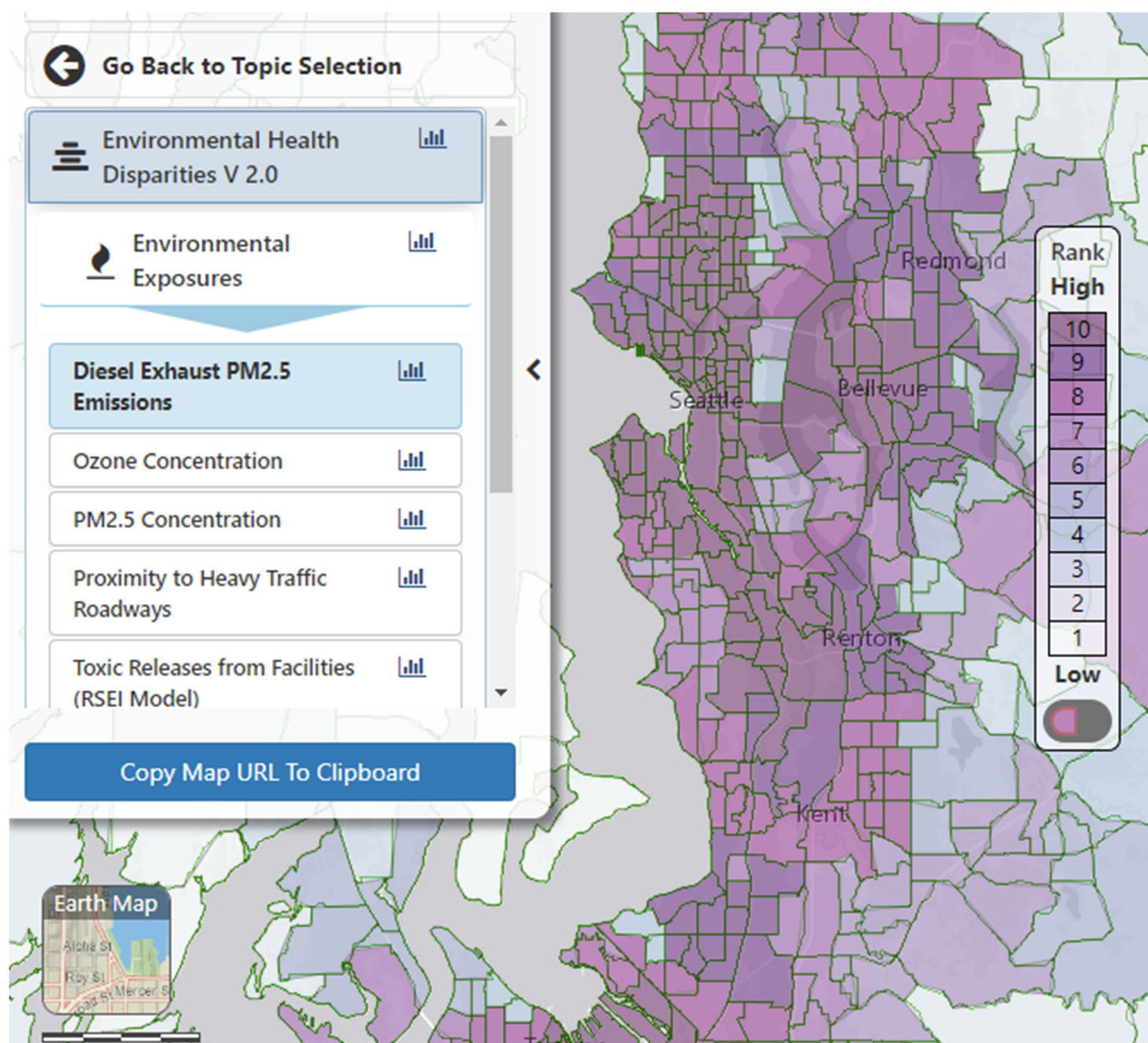
		Revised Final Adopted	Revised Final Adopted	Proforma
		Total Amount	Total Amount	Total Amount
		2023	2024	FY25
SERVICE DEVELOPMENT GRANTS (EN_464286)	SALARIES/WAGES (51100)	358,516	372,857	372,345
SERVICE DEVELOPMENT GRANTS (EN_464286)	PERSONNEL BENEFITS (51300)	119,889	122,161	130,555
SERVICE DEVELOPMENT GRANTS (EN_464286)	SERVICES-OTHER CHARGES (53000)	3,519,669	3,519,669	3,519,669
Total		3,998,074	4,014,687	4,022,568

TDM Priority Populations, Target Centers and Travel Corridors

Regional Campaigns & Partner/Community TDM Capacity Building



Attachment C - Washington Environmental Health Disparities Map

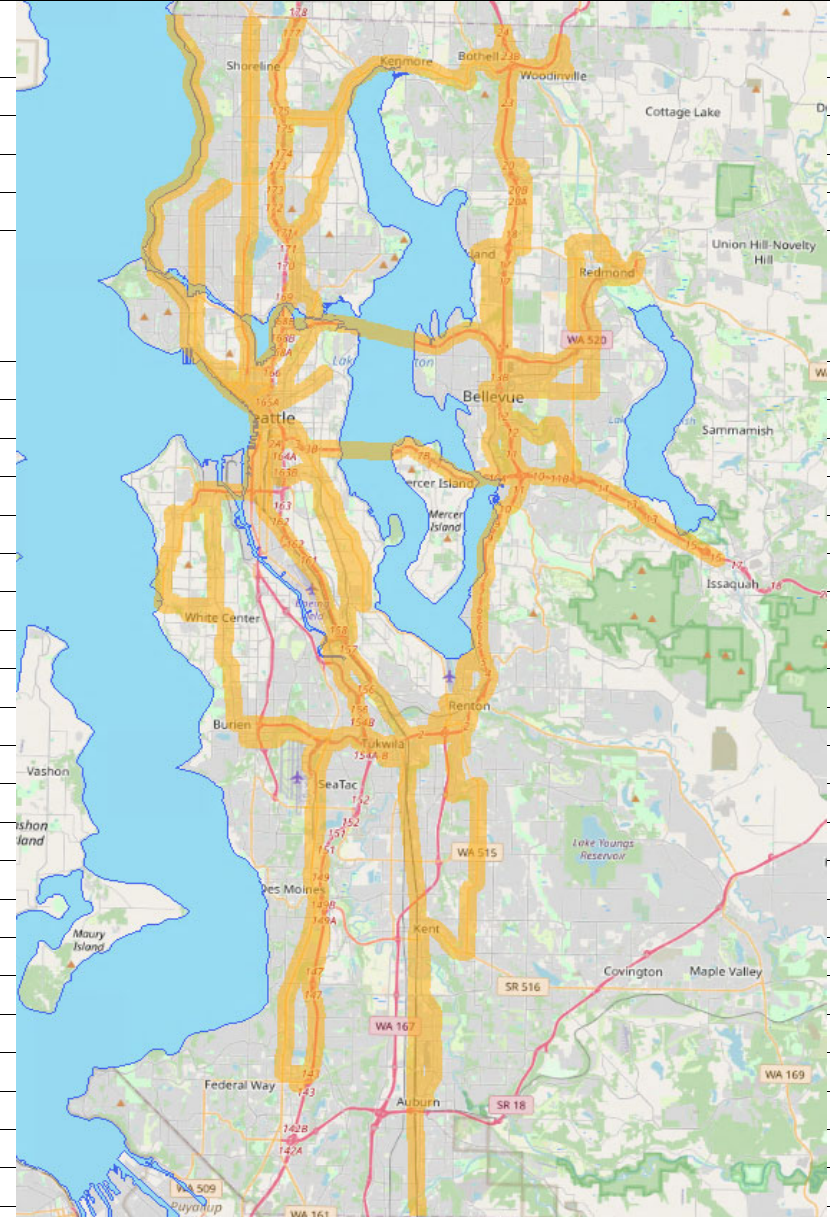


Attachment D - Corridor Based Population, Employment and Demographic Data

PSRC Totals by Year for 1/4 mile buffered HCT/HOV corridors in King County

Year	Households	HH Pop	Group Quarters Pop	Total Population	Total Jobs
2018	309,897	648,873	22,342	671,215	911,720
2050*	569,673	1,180,642	28,479	1,209,121	1,392,880

* Product Title: Land Use Vision - Implemented Targets (LUV-it). PSRC develops policy-directed growth projections intended for use in regional travel modeling and other planning analyses, known as the Land Use Vision (LUV) forecast product. The latest version is being called the Land Use Vision - Implemented Targets (LUV-it).



2023 Senior Population (Age 65+) (Esri)

for this area

107,453 which is less than the average for United States

Area	Value ▼	0	80,000,000
United States	60,066,261	<div></div>	
Washington	1,399,151	<div></div>	
King County	372,414	<div></div>	
Pierce County	151,617	<div></div>	
Snohomish County	132,934	<div></div>	
This area	107,453	<div></div>	

2023 Senior Population (Age 65+) (Esri): Percent

for this area

15.13 which is less than the average for United States

Area	Value ▼	0.00	20.00
United States	17.80	<div></div>	
Washington	17.57	<div></div>	
Pierce County	15.98	<div></div>	
King County	15.88	<div></div>	
Snohomish County	15.48	<div></div>	
This area	15.13	<div></div>	

2021 Households Below the Poverty Level (ACS 5-Yr)

for this area

32,017 which is less than the average for United States

Area	Value ▼	0	20,000,000
United States	15,381,768	<div></div>	
Washington	281,695	<div></div>	
King County	73,161	<div></div>	
This area	32,017	<div></div>	
Pierce County	28,524	<div></div>	
Snohomish County	21,049	<div></div>	

2021 Households Below the Poverty Level (ACS 5-Yr): Percent

for this area

10.40 which is less than the average for United States

Area	Value ▼	0.00	20.00
United States	12.40	<div></div>	
This area	10.40	<div></div>	
Washington	9.61	<div></div>	
Pierce County	8.49	<div></div>	
King County	8.11	<div></div>	
Snohomish County	6.95	<div></div>	

2021 Households with 1+ Persons with a Disability (ACS 5-Yr)

for this area

55,083 which is less than the average for United States

Area	Value ▼	0	40,000,000
United States	31,727,742	<div></div>	
Washington	746,675	<div></div>	
King County	171,590	<div></div>	
Pierce County	91,032	<div></div>	
Snohomish County	71,147	<div></div>	
This area	55,083	<div></div>	

2021 Households with 1+ Persons with a Disability (ACS 5-Yr): Percent

for this area

17.90 which is less than the average for United States

Area	Value ▼	0.00	40.00
Pierce County	27.10	<div></div>	
United States	25.58	<div></div>	
Washington	25.47	<div></div>	
Snohomish County	23.48	<div></div>	
King County	19.02	<div></div>	
This area	17.90	<div></div>	

2021 Owner Households with No Vehicles (ACS 5-Yr)

for this area

4,782 which is less than the average for United States

Area	Value ▼	0	4,000,000
United States	2,482,367	<div></div>	
Washington	38,994	<div></div>	
King County	12,589	<div></div>	
This area	4,782	<div></div>	
Pierce County	3,924	<div></div>	
Snohomish County	3,176	<div></div>	

2021 Owner Households with No Vehicles (ACS 5-Yr): Percent

for this area

4.12 which is more than the average for United States

Area	Value ▼	0.00	6.00
This area	4.12	<div></div>	
United States	3.10	<div></div>	
King County	2.47	<div></div>	
Washington	2.09	<div></div>	
Pierce County	1.81	<div></div>	
Snohomish County	1.53	<div></div>	

2021 Renter Households with No Vehicles (ACS 5-Yr)

for this area

52,806 which is less than the average for United States

Area	Value ▼	0	8,000,000
United States	7,866,807	<div></div>	
Washington	159,612	<div></div>	
King County	81,328	<div></div>	
This area	52,806	<div></div>	
Pierce County	12,655	<div></div>	
Snohomish County	10,767	<div></div>	

2021 Renter Households with No Vehicles (ACS 5-Yr): Percent

for this area

27.55 which is more than the average for United States

Area	Value ▼	0.00	40.00
This area	27.55	<div></div>	
King County	20.76	<div></div>	
United States	17.94	<div></div>	
Washington	14.96	<div></div>	
Snohomish County	11.21	<div></div>	
Pierce County	10.57	<div></div>	

2021 Total Population (Esri 2023)

for this area

686,857 which is less than the average for United States

Area	Value ▼	0	400,000,000
United States	332,776,337	<div></div>	
Washington	7,773,589	<div></div>	
King County	2,293,890	<div></div>	
Pierce County	928,394	<div></div>	
Snohomish County	836,515	<div></div>	
This area	686,857	<div></div>	

2023 Employed Civilian Population Age 16+ (Esri)

for this area

421,813 which is less than the average for United States

Area	Value ▼	0	200,000,000
United States	163,036,143	<div></div>	
Washington	3,873,048	<div></div>	
King County	1,298,041	<div></div>	
Snohomish County	444,493	<div></div>	
Pierce County	437,074	<div></div>	
This area	421,813	<div></div>	

2023 Total Population Age 0-4 (Esri)

for this area

33,136 which is less than the average for United States

Area	Value ▼	0	20,000,000
United States	19,202,112	<div></div>	
Washington	448,838	<div></div>	
King County	121,906	<div></div>	
Pierce County	58,015	<div></div>	
Snohomish County	49,935	<div></div>	
This area	33,136	<div></div>	

2023 Total Population Age 0-4 (Esri): Percent

for this area

4.67 which is less than the average for United States

Area	Value ▼	0.00	8.00
Pierce County	6.11	<div></div>	
Snohomish County	5.82	<div></div>	
United States	5.69	<div></div>	
Washington	5.64	<div></div>	
King County	5.20	<div></div>	
This area	4.67	<div></div>	

2023 Total Population Age 5-9 (Esri)

for this area

32,081 which is less than the average for United States

Area	Value ▼	0	40,000,000
United States	20,454,325	<div></div>	
Washington	474,026	<div></div>	
King County	129,203	<div></div>	
Pierce County	59,997	<div></div>	
Snohomish County	53,533	<div></div>	
This area	32,081	<div></div>	

2023 Total Population Age 5-9 (Esri): Percent

for this area

4.52 which is less than the average for United States

Area	Value ▼	0.00	8.00
Pierce County	6.32	<div></div>	
Snohomish County	6.23	<div></div>	
United States	6.06	<div></div>	
Washington	5.95	<div></div>	
King County	5.51	<div></div>	
This area	4.52	<div></div>	

2023 Total Population Age 10-14 (Esri)

for this area

31,471 which is less than the average for United States

Area	Value ▼	0	40,000,000
United States	21,094,349	<div></div>	
Washington	488,330	<div></div>	
King County	135,837	<div></div>	
Pierce County	60,393	<div></div>	
Snohomish County	55,537	<div></div>	
This area	31,471	<div></div>	

2023 Total Population Age 10-14 (Esri): Percent

for this area

4.43 which is less than the average for United States

Area	Value ▼	0.00	8.00
Snohomish County	6.47	<div></div>	
Pierce County	6.37	<div></div>	
United States	6.25	<div></div>	
Washington	6.13	<div></div>	
King County	5.79	<div></div>	
This area	4.43	<div></div>	

2023 Total Population Age 15-19 (Esri)

for this area

35,322 which is less than the average for United States

Area	Value ▼	0	40,000,000
United States	21,358,577	<div></div>	
Washington	476,543	<div></div>	
King County	133,828	<div></div>	
Pierce County	57,775	<div></div>	
Snohomish County	50,866	<div></div>	
This area	35,322	<div></div>	

2023 Total Population Age 15-19 (Esri): Percent

for this area

4.98 which is less than the average for United States

Area	Value ▼	0.00	8.00
United States	6.33	<div></div>	
Pierce County	6.09	<div></div>	
Washington	5.99	<div></div>	
Snohomish County	5.92	<div></div>	
King County	5.71	<div></div>	
This area	4.98	<div></div>	

2023 White Population (Esri)

for this area

347,200 which is less than the average for United States

Area	Value ▼	0	400,000,000
United States	204,562,590	<div></div>	
Washington	5,172,275	<div></div>	
King County	1,255,705	<div></div>	
Pierce County	595,827	<div></div>	
Snohomish County	556,953	<div></div>	
This area	347,200	<div></div>	

2023 White Population (Esri): Percent

for this area

48.90 which is less than the average for United States

Area	Value ▼	0.00	80.00
Washington	64.96	<div></div>	
Snohomish County	64.87	<div></div>	
Pierce County	62.80	<div></div>	
United States	60.62	<div></div>	
King County	53.55	<div></div>	
This area	48.90	<div></div>	

Attachment E: Projected Results and Impact (VMT, Reach and Budget)

VMT Reduction: Results from PSRC’s CMAQ Emissions Tool

Results Summary

Strategy	Daily VMT reduction (mi/day)	Reduction in vehicle delay (hrs/day)	Total travel time savings (hrs/day)	Total CO2 reduction (kg/day)	Total CO reduction (kg/day)	Total PM2.5 reduction (kg/day)	Total NOx reduction (kg/day)	Total VOC reduction (kg/day)
New or Expanded Transit Service	0.00	n/a	n/a	0.00	0.00	0.00	0.00	0.00
Transit Station Amenities	0.00	n/a	n/a	0.00	0.00	0.00	0.00	0.00
New or Expanded Ferry Service	0.00	n/a	n/a	0.00	0.00	0.00	0.00	0.00
Business Access and Transit (BAT) Lanes	0.00	n/a	n/a	0.00	0.00	0.00	0.00	0.00
New or Upgraded Bicycle Facility	0.00	n/a	n/a	0.00	0.00	0.00	0.00	0.00
New or Upgraded Pedestrian Facility	0.00	n/a	n/a	0.00	0.00	0.00	0.00	0.00
Reduce Intersection Delay	n/a	0.00	n/a	0.00	0.00	0.00	0.00	0.00
Increase Corridor Speed	n/a	n/a	0.00	0.00	0.00	0.00	0.00	0.00
Outreach Programs & Subsidized Transit	193,030.30	n/a	n/a	54,891.88	329.29	0.40	25.55	5.56
Vanpools	22,254.55	n/a	n/a	3,379.42	25.25	-0.02	-0.40	0.24
Vehicle Replacement	n/a	0.00	n/a	0.00	0.00	0.00	0.00	0.00
Medium & Heavy Duty Fleet Electrification	n/a	0.00	n/a	0.00	0.00	0.00	0.00	0.00
Light Duty Fleet Electrification	n/a	0.00	n/a	0.00	0.00	0.00	0.00	0.00
VMT Reduction	0.00			0.00	0.00	0.00	0.00	0.00
Total	215,284.85	0.00	0.00	58,271.31	354.54	0.38	25.16	5.80
Total Emission Impacts (tons/year)				16,058.26	97.70	0.10	6.93	1.60
Total Emission Impacts (lbs/year)				32,116,521.36	195,406.44	209.52	13,865.65	3,198.30

Assumptions for VMT Reduction Inputs

Average commute trip length (mi): The average commute trip length of 6.5 miles comes from King County Metro’s LOCUS data tool, which was developed for Metro by consultants at Cambridge Systematics and draws from two primary sources – location-based services data from smartphones and Metro’s data (ORCA, GTFS and automated passengers counts). The most recent data is from 2022 and for all King County, the weekday trip length overall average for trips between home and a regular location (our closest proxy for commute trips) is 6.5 miles.

Number of people reached: See table below for reach calculations. Estimated reach was determined by averages from past programs (including number of mailers, number of people reached reported by community-based organizations, and number of social media and digital ad clicks, enrollment numbers of schools reached by SchoolPool outreach and youth program classroom engagement and event outreach numbers). These reach estimates were developed based on the budget for this project.

Percent of people reached who shift from driving to transit, bicycling, walking, or teleworking: The reach for school and youth programming and jurisdictional partnerships were calculated using PSRC’s default value of 3%.

The following formula was used to calculate the percent mode shift for both TDM campaigns and CBO partnerships:

ORCA cards distributed x % of active cards after 90 days of campaign = # of people who shifted modes

of people who shifted modes / estimated reach = % mode shift

These four mode shifts were then weighted based on reach to determine an weighted average mode shift of 4%, used in our VMT reduction calculation.

Vanpool inputs: Expected number of new vanpools is 120 based on consistent growth throughout 2023. Average commute trip length is 24 miles one-way and is based on monthly commute data provided by King County Metro Vanpool groups. Average ridership (or occupancy) for Metro vanpools is 5.1 riders.

Outreach Programs and Subsidized Transit

COLOR KEY & DIRECTIONS:

REQUIRED USER INPUTS: Enter project data in dark orange cells.

OPTIONAL USER INPUTS: If project data is available, select "No" to opt out of the PSRC default option and enter project data in light orange cells; otherwise select "Yes" to use default data.

INTERIM CALCULATION: Values in light blue are calculated by tool according to project details. In some cases, values may be modified to align with project-specific details if available.

ASSUMPTIONS/CONSTANTS: Dark blue values are assumptions and constants used for the emissions calculation and cannot be modified.

RESULTS: Emissions reductions are shown in green cells.

INPUTS

Variable	Value	Use PSRC regional default value?	PSRC regional default value
Year of project implementation	2027		
Number of people reached	490,000		
Percent of people reached who shift from driving to transit, bicycling, walking, or teleworking	4.0%	No	
Average commute trip length (mi)	6.5	No	

CONSTANTS & INTERIM CALCULATIONS

Variable	Value
Average auto occupancy (ppi/veh)	1.3
Average number of commuter trips per day	2

EMISSION FACTORS

Variable	Value
Light duty vehicle CO2 emissions factor (g/mi)	284.37
Light duty vehicle CO emissions factor (g/mi)	1.71
Light duty vehicle PM2.5 emissions factor (g/mi)	0.06
Light duty vehicle NOx emissions factor (g/mi)	0.15
Light duty vehicle VOC emissions factor (g/mi)	0.05

RESULTS

Variable	Value
Daily VMT reduction (mi/day)	193,030.30
Total CO2 reduction (kg/day)	54,891.88
Total CO reduction (kg/day)	329.29
Total PM2.5 reduction (kg/day)	0.40
Total NOx reduction (kg/day)	25.55
Total VOC reduction (kg/day)	5.56

Vanpools

COLOR KEY & DIRECTIONS:

REQUIRED USER INPUTS: Enter project data in dark orange cells.

OPTIONAL USER INPUTS: If project data is available, select "No" to opt out of the PSRC default option and enter project data in light orange cells; otherwise select "Yes" to use default data.

INTERIM CALCULATION: Values in light blue are calculated by tool according to project details. In some cases, values may be modified to align with project-specific details if available.

ASSUMPTIONS/CONSTANTS: Dark blue values are assumptions and constants used for the emissions calculation and cannot be modified.

RESULTS: Emissions reductions are shown in green cells.

INPUTS

Variable	Value	Use PSRC regional default value?	PSRC regional default value
Year of project implementation	2027		
Number of new vanpools	120		
Vanpool trip length (mi)	24.0		
Vanpool occupancy (ppi/van)	5	No	
Exclude driver of vanpool (exclude if program requires designated driver who is not originally an employee)	No		

CONSTANTS & INTERIM CALCULATIONS

Variable	Value
Average auto occupancy (ppi/veh)	1.3
Average number of commuter trips per day	2
Van VMT (mi/day)	5,760

EMISSION FACTORS

Variable	Value
Van CO2 emissions factor (g/mi)	511.99
Van CO emissions factor (g/mi)	2.21
Van PM2.5 emissions factor (g/mi)	0.01
Van NOx emissions factor (g/mi)	0.58
Van VOC emissions factor (g/mi)	0.07
Light duty vehicle CO2 emissions factor (g/mi)	284.37
Light duty vehicle CO emissions factor (g/mi)	1.71
Light duty vehicle PM2.5 emissions factor (g/mi)	0.06
Light duty vehicle NOx emissions factor (g/mi)	0.15
Light duty vehicle VOC emissions factor (g/mi)	0.05

RESULTS

Variable	Value
Daily VMT reduction (mi/day)	22,254.55
Total CO2 reduction (kg/day)	3,379.42
Total CO reduction (kg/day)	25.25
Total PM2.5 reduction (kg/day)	-0.02
Total NOx reduction (kg/day)	-0.40
Total VOC reduction (kg/day)	0.24

Project Budget

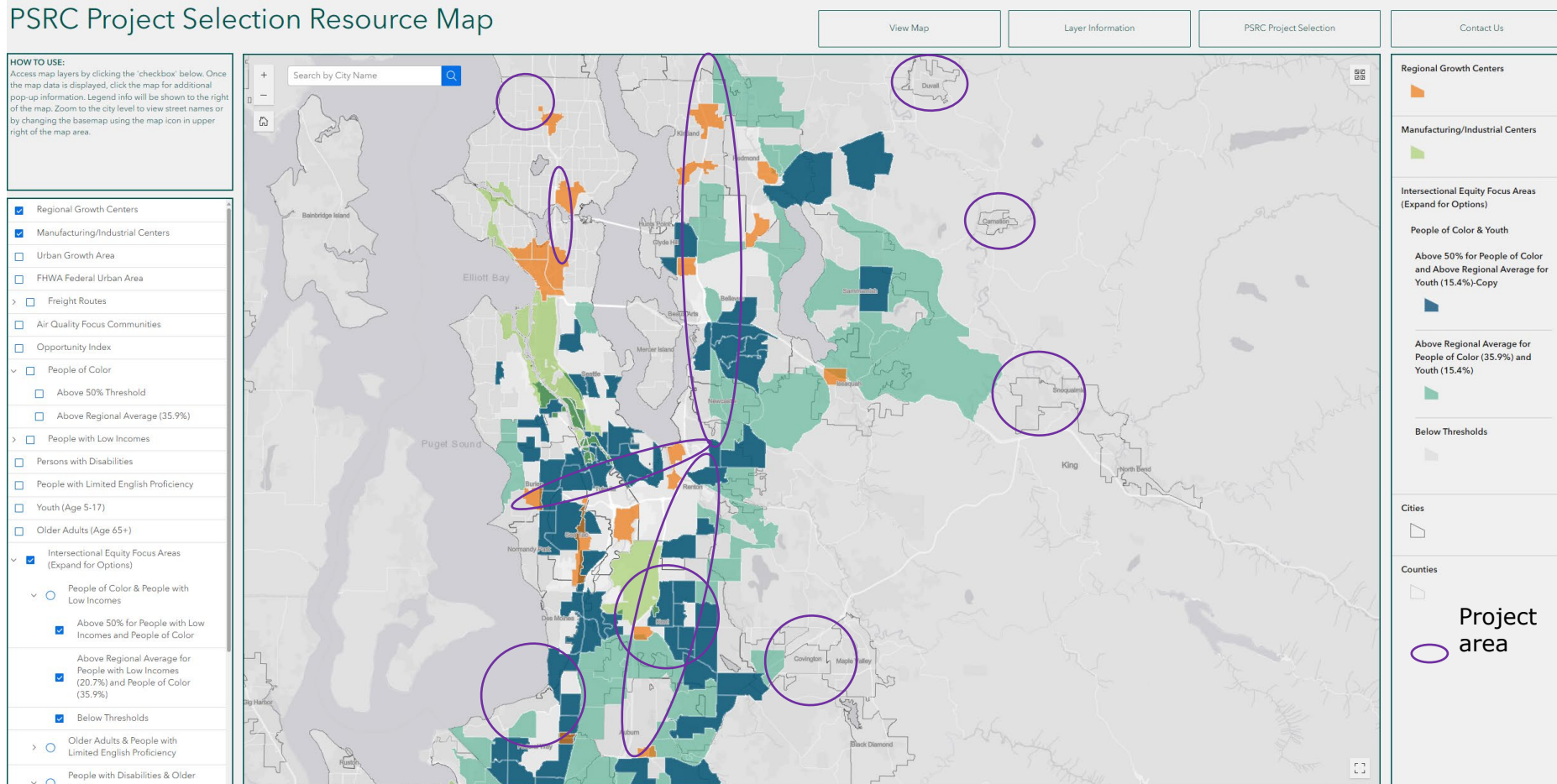
	CMAQ Request	Local Match	Total
TDM Campaigns	\$2,000,000.00	\$312,138.80	\$2,312,138.80
Partnerships	\$2,500,000.00	\$390,173.50	\$2,890,173.50
Youth/Schools	\$500,000.00	\$78,034.70	\$578,034.70
	\$5,000,000.00	\$780,347.00	\$5,780,347.00

Estimated Project Reach and Mode Shift

	# of Campaigns or Partnerships	Estimated Reach per Program	Project Estimated Reach	% Mode Shift
TDM Campaigns	4	75,000	300,000	4.5%
Jurisdiction Partnerships	6	10,000	60,000	3.0%
CBO Partnerships	5	3,000	15,000	5.4%
Youth & Schools	N/A	115,000	115,000	3.0%
			Total: 490,000	Weighted Average: 4.0%

Attachment F: Project Alignment with Equity Focus Areas

Intersectional EFAs: People of Color & Youth Populations in King County

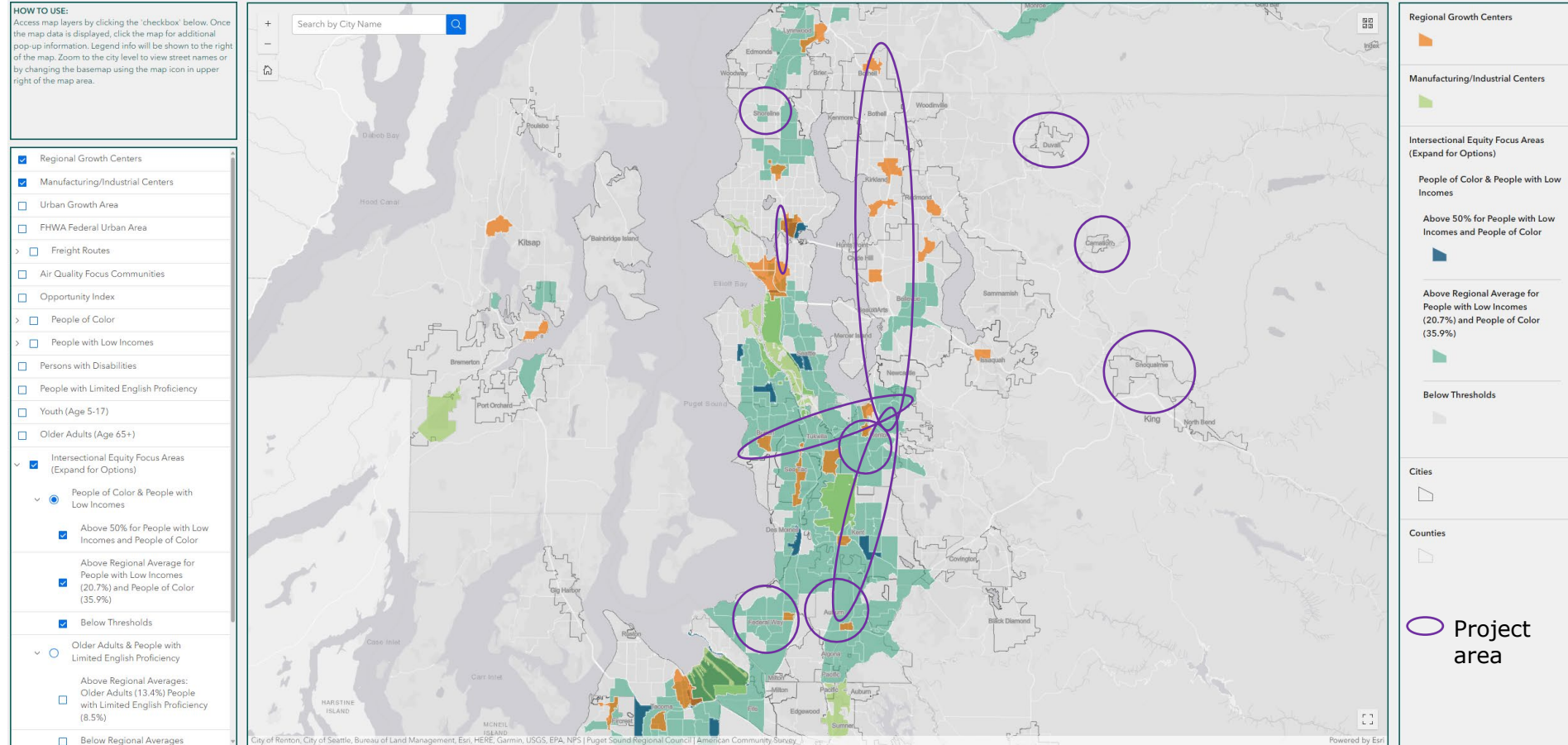


Using the PSRC Project Selection Resource Maps, we identified project areas with multiple intersectional equity focus areas (EFAs). Significant parts of the project area cover Census Tracts with intersectional EFAs of People of Color and Youth populations above the regional averages.

Source: <https://experience.arcgis.com/experience/49821800b2b1460dbc49afb6fe9f021c>

Intersectional EFAs: People of Color & People With Low Incomes in King County

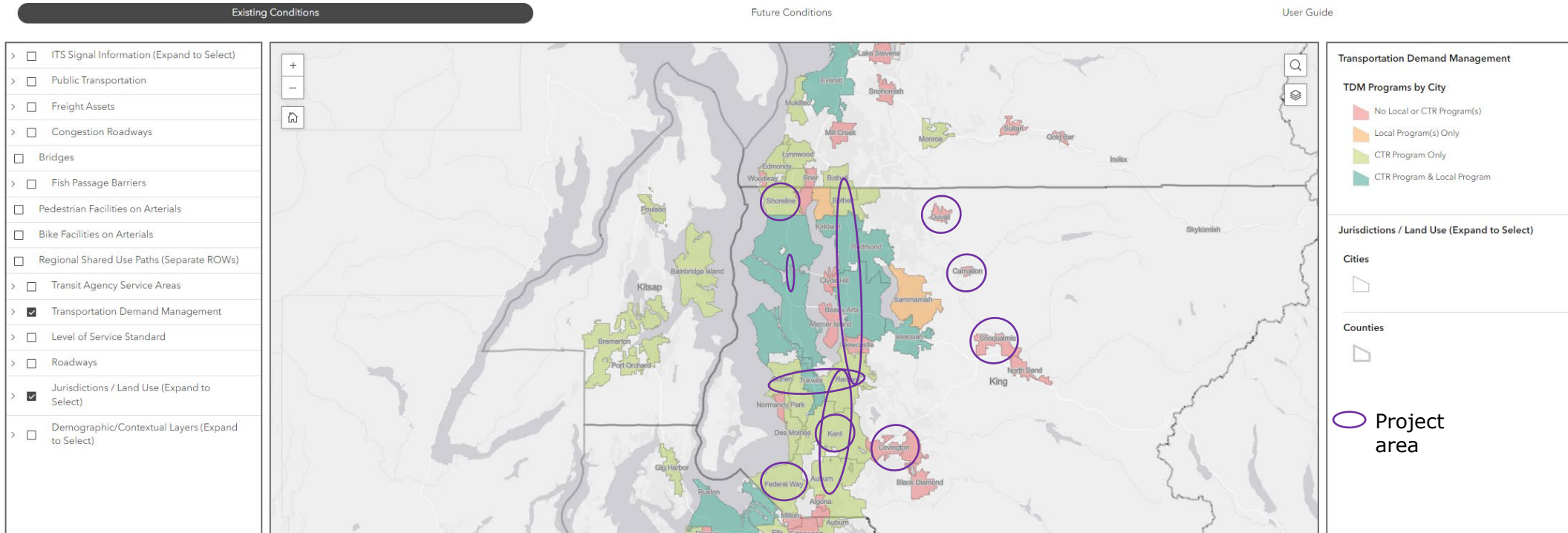
PSRC Project Selection Resource Map



Using the PSRC Project Selection Resource Maps, we identified the project contains multiple intersections of equity populations across several equity focus areas (EFAs). Significant parts of the project area, particularly those around the RapidRide I Line and the jurisdictions of Federal Way, Auburn and Kent cover census tracts with intersectional EFAs of People of Color and People with Low Incomes above the regional averages.

Source: <https://experience.arcgis.com/experience/49821800b2b1460dbc49afb6fe9f021c>

Transportation System Visualization: Project Area and Existing TDM Programs



Based on PSRC's Transportation System Visualization Tool, the proposed project area contains several cities with CTR program only and no local programs (Kent, Federal Way, Shoreline), as well areas with no local or CTR programs (Covington, Snoqualmie Valley, Carnation, Duvall). This project will bring comprehensive TDM campaigns to these areas.

Source: <https://experience.arcgis.com/experience/a587d27d1c444a6e891fe1b58508622d>

Attachment G - Project Letters of Support



CISC

BRIDGING CULTURES
COMMUNITIES & GENERATIONS

611 S Lane St
Seattle WA 98104

T 206.624.5633
F 206.624.5634
cisc-seattle.org

March 11, 2024

Michelle Allison
Department Director
King County Metro Transit
201 S. Jackson Street, KSC-TR-0415
Seattle, WA 98104

Dear Ms. Allison:

On behalf of CISC, we wholeheartedly endorse King County Metro Transit's application to the 2024 Puget Sound Regional Council's (PSRC) Federal Highway Administration Regional grant program competition for the Regional Campaigns and Partnership/Community TDM Capacity Building project.

This initiative is pivotal in reinforcing the ongoing relationships with Community Based Organizations (CBOs) that possess invaluable insights into the mobility needs and behaviors of their respective communities. With the grant's support, programs will sustain existing partnerships, extend access to proven TDM programs, introduce, or enhance regional mobility options, and foster new collaborations to empower community partners.

Aligned with the PSRC Vision 2050, this project is instrumental in advancing regional growth strategies that prioritize equitable opportunities, significant reduction of greenhouse gas emissions, seamless regional mobility, and strategic growth near transit hubs. Moreover, it resonates deeply with Metro's commitment to investing in underserved communities by leveraging the expertise of organizations and jurisdictions rooted in local contexts to address mobility needs effectively.

The proposed project would enable CISC to partner with King County Metro on outreach efforts to immigrant communities to improve equity and access. CISC works to empower community members to participate in shaping decisions that will impact and improve their lives. By expanding mobility options, enhancing travel efficiency, optimizing transportation infrastructure, and mitigating environmental impacts, it contributes significantly to community vitality and environmental sustainability.

We urge earnest consideration and selection of this project for funding, recognizing its potential to catalyze transformative change and advance our collective vision for a more resilient and inclusive transportation system.

Sincerely,

Michael Itti
Executive Director

cc: Peter Heffernan, King County Metro Government Relations Administrator



ECOSS educates and empowers businesses and diverse communities to implement environmentally sustainable practices.

A 501 (c) (3) Nonprofit Organization

03/25/2024

Michelle Allison
Department Director
King County Metro Transit
201 S. Jackson Street, KSC-TR-0415
Seattle, WA 98104

Dear Ms. Allison:

On behalf of ECOSS (Environmental Coalition of South Seattle), we wholeheartedly endorse King County Metro Transit's application to the 2024 Puget Sound Regional Council's (PSRC) Federal Highway Administration Regional grant program competition for the Regional Campaigns and Partnership/Community TDM Capacity Building project.

This initiative is pivotal in reinforcing the ongoing relationships with Community Based Organizations (CBOs) that possess invaluable insights into the mobility needs and behaviors of their respective communities. With the grant's support, programs will sustain existing partnerships, extend access to proven TDM programs, introduce, or enhance regional mobility options, and foster new collaborations to empower community partners.

Aligned with the PSRC Vision 2050, this project is instrumental in advancing regional growth strategies that prioritize equitable opportunities, significant reduction of greenhouse gas emissions, seamless regional mobility, and strategic growth near transit hubs. Moreover, it resonates deeply with Metro's commitment to investing in underserved communities by leveraging the expertise of organizations and jurisdictions rooted in local contexts to address mobility needs effectively.

The proposed project integrates with ECOSS's mission and vision for a more sustainable and just future through programs and resources designed by and for community, serving as a vital component of countywide and regional policies. By expanding mobility options, enhancing travel effectiveness, optimizing transportation infrastructure, and mitigating environmental impacts, it contributes significantly to economic prosperity and environmental sustainability.

We urge earnest consideration and selection of this project for funding, recognizing its potential to catalyze transformative change and advance our collective vision for a more resilient and inclusive transportation system.

Sincerely,

Chiyo Crawford, Executive Director, ECOSS

cc: Peter Heffernan, King County Metro Government Relations Administrator

March 21, 2024

Michelle Allison
Department Director
King County Metro Transit
201 S. Jackson Street, KSC-TR-0415
Seattle, WA 98104

Dear Ms. Allison:

On behalf of Hopelink, we wholeheartedly endorse King County Metro Transit's application to the 2024 Puget Sound Regional Council's (PSRC) Federal Highway Administration Regional grant program competition for the Regional Campaigns and Partnership/Community TDM Capacity Building project.

This initiative is pivotal in reinforcing the ongoing relationships with Community Based Organizations (CBOs) that possess invaluable insights into the mobility needs and behaviors of their respective communities. With the grant's support, programs will sustain existing partnerships, extend access to proven TDM programs, introduce, or enhance regional mobility options, and foster new collaborations to empower community partners.

Aligned with the PSRC Vision 2050, this project is instrumental in advancing regional growth strategies that prioritize equitable opportunities, significant reduction of greenhouse gas emissions, seamless regional mobility, and strategic growth near transit hubs. Moreover, it resonates deeply with Metro's commitment to investing in underserved communities by leveraging the expertise of organizations and jurisdictions rooted in local contexts to address mobility needs effectively.

The proposed project seamlessly integrates with our mission to ensure the whole community has access to transportation options, serving as a vital component of countywide and regional policies. By expanding mobility options, enhancing travel efficiency, optimizing transportation infrastructure, and mitigating environmental impacts, it contributes significantly to economic prosperity and environmental sustainability.

We urge earnest consideration and selection of this project for funding, recognizing its potential to catalyze transformative change and advance our collective vision for a more resilient and inclusive transportation system.

Sincerely,



Susan Carter (Mar 22, 2024 08:22 PDT)

Susan Carter
Vice President of Transportation, Hopelink

cc: Peter Heffernan, King County Metro Government Relations Administrator

March 21, 2024

Michelle Allison
Department Director
King County Metro Transit
201 S. Jackson Street, KSC-TR-0415
Seattle, WA 98104

Dear Ms. Allison:

On behalf of the Latino Community Fund of Washington State, we wholeheartedly endorse King County Metro Transit's application to the 2024 Puget Sound Regional Council's (PSRC) Federal Highway Administration Regional grant program competition for the Regional Campaigns and Partnership/Community TDM Capacity Building project.

This initiative is pivotal in reinforcing the ongoing relationships with Community Based Organizations (CBOs) that possess invaluable insights into the mobility needs and behaviors of their respective communities. With the grant's support, programs will sustain existing partnerships, extend access to proven TDM programs, introduce, or enhance regional mobility options, and foster new collaborations to empower community partners.

Aligned with the PSRC Vision 2050, this project is instrumental in advancing regional growth strategies that prioritize equitable opportunities, significant reduction of greenhouse gas emissions, seamless regional mobility, and strategic growth near transit hubs. Moreover, it resonates deeply with Metro's commitment to investing in underserved communities by leveraging the expertise of organizations and jurisdictions rooted in local contexts to address mobility needs effectively.

The proposed project seamlessly aligns with our values of fostering sustainable and equitable development, particularly among underserved communities, which serves as a vital component of countywide and regional policies. By expanding mobility options, enhancing travel efficiency, optimizing transportation infrastructure, and mitigating environmental impacts, it contributes significantly to economic prosperity and environmental sustainability.

We urge earnest consideration and selection of this project for funding, recognizing its potential to catalyze transformative change and advance our collective vision for a more resilient and inclusive transportation system.

Sincerely,

A handwritten signature in black ink, appearing to read "Lilliane Ballesteros". The signature is fluid and cursive, with the first name "Lilliane" written in a larger, more prominent script than the last name "Ballesteros".

Lilliane Ballesteros
Executive Director

cc: Peter Heffernan, King County Metro Government Relations Administrator

Villa Comunitaria

8201 10th Ave South, Suite # 8
Seattle, WA, 98108
<http://villacomunitaria.org/>



3/15/2024

Michelle Allison
Department Director
King County Metro Transit
201 S. Jackson Street, KSC-TR-0415
Seattle, WA 98104

Dear Ms. Allison:

On behalf of Villa Comunitaria we wholeheartedly endorse King County Metro Transit's application to the 2024 Puget Sound Regional Council's (PSRC) Federal Highway Administration Regional grant program competition for the Regional Campaigns and Partnership/Community TDM Capacity Building project.

This initiative is pivotal in reinforcing the ongoing relationships with Community Based Organizations (CBOs) that possess invaluable insights into the mobility needs and behaviors of their respective communities. With the grant's support, programs will sustain existing partnerships, extend access to proven TDM programs, introduce, or enhance regional mobility options, and foster new collaborations to empower community partners.

Aligned with the PSRC Vision 2050, this project is instrumental in advancing regional growth strategies that prioritize equitable opportunities, significant reduction of greenhouse gas emissions, seamless regional mobility, and strategic growth near transit hubs. Moreover, it resonates deeply with Metro's commitment to investing in underserved communities by leveraging the expertise of organizations and jurisdictions rooted in local contexts to address mobility needs effectively.

The proposed project seamlessly integrates with mission and vision, serving as a vital component of countywide and regional policies. By expanding mobility options, enhancing travel efficiency, optimizing transportation infrastructure, and mitigating environmental impacts, it contributes significantly to economic prosperity and environmental sustainability.

We urge earnest consideration and selection of this project for funding, recognizing its potential to catalyze transformative change and advance our collective vision for a more resilient and inclusive transportation system.

Sincerely,

Analia Bertoni

Analia Bertoni
Executive Director
analia@villacomunitaria.org
206-767-7445

cc: Peter Heffernan, King County Metro Government Relations Administrator

April 1, 2024



Michelle Allison
General Manager
King County Metro Transit
201 S Jackson St., KSC-TR-0415
Seattle, WA 98104

Dear Ms. Allison,

On behalf of Seattle Public Schools, I am writing to express our support to King County Metro's application to the 2024 Puget Sound Regional Council's (PSRC) Federal Highway Administration Regional grant program competition for the Regional Campaigns and Partnership/Community TDM Capacity Building project.

This project will fund transportation demand management strategies to engage with school districts, students, families, and surrounding neighborhoods to alleviate congestion and improve access to transit and healthy, active transportation modes for young people. The proposed project will partner with school districts and community partners to reduce school-related peak-hour trips, improve air quality and traffic safety, and promote equity and social justice by connecting students to opportunities such as part-time jobs, internships, higher education, and recreation. We believe this will help us to build relationships within our communities.

The project will support PSRC Vision 2050's regional growth strategies that support development with adequate public facilities and services in a coordinated, efficient, and cost-effective manner that supports local and regional growth planning objectives, including those related to schools.

The project is consistent with and supports our Seattle Excellence Strategic Plan and our School Board's Superintendent Goals and Guardrails. It is also an essential element of broader countywide and regional policies to help meet economic and environmental goals by increasing mobility options, promoting travel efficiency, optimizing the existing transportation system, and reducing the adverse environmental impacts of the transportation system.

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

Sincerely,

A handwritten signature in cursive script that reads "Marni Campbell".

Dr. Marni A. Campbell
Executive Director of Operations
Seattle Public Schools

Marni A. Campbell, Executive Director of Operations
P.O. Box 34165, MS 22-183, Seattle WA 98124 * 206-252-0636



12111 NE First Street, Bellevue, Washington 98005 / P.O. Box 90010, Bellevue, Washington 98009-9010

March 18, 2024

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

Dear Ms. Allison,

On behalf of Bellevue School District, I am writing to express our support to King County Metro's application to the 2024 Puget Sound Regional Council's (PSRC) Federal Highway Administration Regional grant program competition for the Regional Campaigns and Partnership/Community TDM Capacity Building project.

This project will fund transportation demand management strategies to engage with school districts, students, families and surrounding neighborhoods to mitigate congestion and improve access to transit and active transportation modes for young people. The proposed project will partner with school districts and community partners to reduce school related peak hour trips, improve air quality and traffic safety, and promote equity and social justice by connecting students to opportunities such as part-time jobs, internships, higher education and recreation.

The project will support PSRC Vision 2050's regional growth strategies that support development with adequate public facilities and services in a coordinated, efficient and cost-effective manner that supports local and regional growth planning objectives including those related to schools.

The project is consistent with and supports our adopted Sustainability Policy which seeks to minimize our impact on our environment as we work towards a more ecologically sustainable school district and community. It is also an important element of broader countywide and regional policies to help meet economic and environmental goals by increasing mobility options, promoting travel efficiency, optimizing the existing transportation system and reducing the adverse environmental impacts of the transportation system.

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

Sincerely,

A handwritten signature in black ink, appearing to read "Melissa deVita".

Melissa deVita
Deputy Superintendent, Finance and Operations
Bellevue School District



March 26, 2024

Michelle Allison
Department Director
King County Metro Transit
201 S. Jackson Street, KSC-TR-0415
Seattle, WA 98104

Dear Ms. Allison:

On behalf of the City of Bellevue, I am writing to express our support for the 2024 King County Metro application to the 2024 Puget Sound Regional Council's (PSRC) Federal Highway Administration regional grant program competition for the Regional Campaigns and Partnership/Community TDM Capacity Building Project.

This project will implement Transportation Demand Management strategies through marketing campaigns and fund TDM programs in partnership with local jurisdictions, schools, community-based organizations, and Transportation Management Associations that best understand the mobility needs and behaviors of their communities. Campaigns funded by this grant would focus on sustaining existing TDM programs and partnerships, expanding TDM program access to priority populations – including Black people, Indigenous people, people of color, people with low incomes, limited- or non-English speaking communities, and immigrants and refugees, promoting new or updated regional mobility options, and developing new partnerships with jurisdictions and community based organizations to extend resources to these communities.

This project supports the PSRC Vision 2050's regional growth strategies to provide opportunities for all, significantly reduce greenhouse gas emissions, and keep the region moving and growing in centers and near transit. Additionally, this project addresses Metro's goal to invest in communities where needs are greatest by partnering with organizations and jurisdictions that best understand and can address mobility needs and travel behaviors at the local level.

The project is consistent with and supports the City of Bellevue's adopted comprehensive plan and the Bellevue TDM Plan. It is also an important element of broader countywide and regional policies to help meet economic and environmental goals by increasing mobility options, promoting travel efficiency, optimizing the existing transportation system, and reducing the adverse environmental impacts of the transportation system.

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

Sincerely,

A handwritten signature in blue ink, appearing to read "Andrew Singelakis".

Andrew Singelakis, AICP
Director, Transportation Department

cc: Peter Heffernan, King County Metro Government Relations Administrator



March 26, 2024

Michelle Allison
Department Director
King County Metro Transit
201 S. Jackson Street, KSC-TR-0415
Seattle, WA 98104

Dear Ms. Allison:

On behalf of the City of Duvall, I am writing to express our support for the 2024 King County Metro's application to the 2024 Puget Sound Regional Council's (PSRC) Federal Highway Administration Regional grant program competition for the Regional Campaigns and Partnership/Community Transportation Demand Management (TDM) Capacity Building project.


This project will implement TDM strategies through marketing campaigns and fund TDM programs in partnership with local jurisdictions, schools, community-based organizations, and TMAs that best understand their communities' mobility needs and behaviors. Campaigns funded by this grant would focus on sustaining existing programs and partnerships, expanding access to existing TDM programs, promoting new or updated regional mobility options, developing new partnerships, and fostering continued partnerships to extend resources to community partners.

This project supports the PSRC Vision 2050's regional growth strategies to provide opportunities for all, significantly reduce greenhouse gas emissions, keep the region moving, and grow in centers and near transit. Additionally, this project addresses Metro's goal to invest in communities where needs are greatest by partnering with organizations and jurisdictions that best understand and can address mobility needs and travel behaviors locally.

The project is consistent with and supports our adopted comprehensive plan and our valley-wide support for Snoqualmie Valley Transportation and Metro. It is also an essential element of broader countywide and regional policies to help meet economic and environmental goals by increasing mobility options, promoting travel efficiency, optimizing the existing transportation system, and reducing the adverse environmental impacts of the transportation system.

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

Sincerely,


Amy Ockerlander (Mar 28, 2024 10:33 PDT)
Amy Ockerlander
Mayor, City of Duvall



CITY HALL
33325 8th Avenue South
Federal Way, WA 98003-6325
(253) 835-7000
www.cityoffederalway.com
Jim Ferrell, Mayor

March 26th 2024

Michelle Allison
Department Director
King County Metro Transit
201 S. Jackson Street, KSC-TR-0415
Seattle, WA 98104

Dear Ms. Allison:

On behalf of City of Federal Way, I am writing to express our support to the King County Metro Transit's application to the 2024 King County Metro's application to the 2024 Puget Sound Regional Council's (PSRC) Federal Highway Administration Regional grant program competition for the Regional Campaigns and Partnership/Community TDM Capacity Building project.

This project will implement TDM strategies through marketing campaigns and fund TDM programs in partnership with local jurisdictions, schools, community-based organizations, and TMAs that best understand the mobility needs and behaviors of their communities. Campaigns funded by this grant would focus on sustaining existing programs and partnerships, expanding access to existing TDM programs, promoting new or updated regional mobility options, and developing new partnerships to extend resources to community partners.

This project supports the PSRC Vision 2050's regional growth strategies to provide opportunities for all, significantly reduce greenhouse gas emissions, keep the region moving, and grow in centers and near transit. Additionally, this project addresses Metro's goal to invest in communities where needs are greatest by partnering with organizations and jurisdictions that best understand and can address the mobility needs and travel behaviors at the local level.

The project is consistent with 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 increasing mobility options, promoting travel efficiency, optimizing the existing transportation system and reducing the adverse environmental impacts of the transportation system.

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

Sincerely,

EJ Walsh, PE
Director of Public Works



March 26, 2024

Michelle Allison
Department Director
King County Metro Transit
201 S. Jackson Street, KSC-TR-0415
Seattle, WA 98104

Dear Ms. Allison:

On behalf of the City of Kirkland, I am writing to express our support for King County Metro Transit's application to the 2024 Puget Sound Regional Council's Federal Highway Administration Regional grant program for the Regional Campaigns and Partnership/Community Transportation Demand Management (TDM) Capacity Building project.

This project will implement TDM strategies through marketing campaigns and will fund TDM programs in partnership with local jurisdictions, schools, community-based organizations, and Transportation Management Associations (TMA) that best understand the mobility needs and behaviors of their communities. Campaigns funded by this grant would focus on sustaining existing programs and partnerships, expanding access to existing TDM programs, promoting new or updated regional mobility options, and developing new partnerships to extend resources to community partners.

This project supports the PSRC Vision 2050's regional growth strategies to provide opportunities for all, reduce greenhouse gas emissions, keep the region moving, and grow in growth centers and near transit. Additionally, this project addresses Metro's goal to invest in communities where needs are greatest by partnering with organizations and jurisdictions that best understand and can address the mobility needs and travel behaviors at the local level.

The project is consistent with and supports Kirkland's comprehensive plan. It is also an important element of broader countywide and regional policies to help meet economic and environmental goals by increasing mobility options, promoting travel efficiency, optimizing the existing transportation system, and reducing the adverse environmental impacts of the transportation system.

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

Sincerely,
CITY OF KIRKLAND

A blue ink signature of Kelli Curtis, Mayor of Kirkland, is written over the name and title.

Kelli Curtis
Mayor

cc: Peter Heffernan, King County Metro Government Relations Administrator



Connected Community
Enhanced Livability
Environmental Sustainability

March 25, 2024

Michelle Allison
Department Director
King County Metro Transit
201 S. Jackson Street, KSC-TR-0415
Seattle, WA 98104

Dear Ms. Allison:

On behalf of the City of Redmond, I am writing to express our support to the King County Metro Transit's application to the 2024 King County Metro's application to the 2024 Puget Sound Regional Council's (PSRC) Federal Highway Administration Regional grant program competition for the Regional Campaigns and Partnership/Community TDM Capacity Building project.

This project will implement TDM strategies through marketing campaigns and fund TDM programs in partnership with local jurisdictions, schools, community-based organizations, and TMAs that best understand the mobility needs and behaviors of their communities. Campaigns funded by this grant would focus on sustaining existing programs and partnerships, expanding access to existing TDM programs, promoting new or updated regional mobility options, and developing new partnerships to extend resources to community partners.

This project supports the PSRC Vision 2050's regional growth strategies to provide opportunities for all, significantly reduce greenhouse gas emissions, keep the region moving, and grow in centers and near transit. Additionally, this project addresses Metro's goal to invest in communities where needs are greatest by partnering with organizations and jurisdictions that best understand and can address the mobility needs and travel behaviors at the local level.

The project is consistent with and supports our adopted comprehensive plan, our state Commute Trip Reduction law, and our local Transportation Management Program goals. It is also an important element of broader countywide and regional policies to help meet economic and environmental goals by increasing mobility options, promoting travel efficiency, optimizing the existing transportation system and reducing the adverse environmental impacts of the transportation system.

City Hall

15670 NE 85th Street
PO Box 97010
Redmond, WA
98073-9710



Redmond
WASHINGTON

**Connected Community
Enhanced Livability
Environmental Sustainability**

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

Sincerely,

Carol V. Helland

Carol V. Helland
Director, Planning & Community Development

cc: Peter Heffernan, King County Metro Government Relations Administrator

City Hall

15670 NE 85th Street

PO Box 97010

Redmond, WA

98073-9710



March 25, 2024

Michelle Allison
Department Director
King County Metro Transit
201 S. Jackson Street, KSC-TR-0415
Seattle, WA 98104

Dear Ms. Allison:

On behalf of the City of Tukwila, I am writing to express our support of King County Metro Transit's application to the 2024 Puget Sound Regional Council's (PSRC) Federal Highway Administration Regional grant program competition for the Regional Campaigns and Partnership/Community TDM Capacity Building project.

This project would fund transportation demand management services in partnership with local jurisdictions, schools, and community-based organizations that best understand the mobility needs and behaviors of their communities. The City of Tukwila is home to a diverse community including many newly arrived immigrants and refugees, people with lower incomes, and people of color. This project would support our efforts and capacity to provide transportation outreach and resources to our community that will directly impact the success of our residents in accessing jobs, opportunity, and quality of life.

This project supports the PSRC Vision 2050's regional growth strategies to provide opportunities for all, significantly reduce greenhouse gas emissions, keep the region moving, and grow in centers and near transit. King County Metro has been a valued partner of the City of Tukwila for many years and the project is consistent with 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 increasing mobility options, optimizing the existing transportation system, and reducing the adverse environmental impacts of the transportation system.

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

Sincerely,

Thomas McLeod
Mayor

cc: Peter Heffernan, King County Metro Government Relations Administrator



P.O. Box 1209
Seattle, WA 98111-1209
www.portseattle.org

March 27, 2024

Ms. Michelle Allison, General Manager
King County Metro Transit
201 S. Jackson Street, KSC-TR-0415
Seattle, WA 98104

Dear Ms. Allison:

On behalf of the Port of Seattle, operating Seattle-Tacoma International Airport (SEA), I am writing to express our support of the King County Metro Transit's application to the 2024 PSRC's Federal Highway Administration Regional grant program competition for the Regional Campaigns and Partnership/Community TDM Capacity Building project.

This project will implement Transportation Demand Management (TDM) strategies through marketing campaigns and fund TDM programs in partnership with local jurisdictions, schools, community-based organizations, and TMAs that best understand the mobility needs and behaviors of their communities. Campaigns funded by this grant would focus on sustaining existing programs and partnerships, expanding access to existing TDM programs, promoting new or updated regional mobility options, and developing new partnerships to extend resources to community partners.

This project supports the Vision 2050 regional growth strategies to provide opportunities for all, significantly reduce greenhouse gas emissions, keep the region moving, and grow in centers and near transit. Additionally, this project addresses Metro's goal to invest in communities where needs are greatest by partnering with organizations and jurisdictions that best understand and can address the mobility needs and travel behaviors at the local level.

The project is consistent with and supports the Port of Seattle Commission Resolution 3759 that calls for providing both Port of Seattle employees AND badged SEA Airport workers with Commute Trip Reduction and TDM resources. It is also an important element of broader countywide and regional policies to help meet economic and environmental goals by increasing mobility options, promoting travel efficiency, optimizing the existing transportation system and reducing the adverse environmental impacts of the transportation system.

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

Sincerely,

A handwritten signature in black ink, appearing to read "Geraldine H. Poor", with a long horizontal flourish extending to the right.

Geraldine H Poor
Regional Transportation Senior Manager

cc: Peter Heffernan, King County Metro Government Relations Administrator