

Regional Campaigns, Partner, & Community TDM Capacity Building

CMAQ Funding Request: \$5,000,000

Criteria: Corridors Serving Centers

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Project Need & Expected Outcomes

Needs

- Decrease congestion
- Improve air quality
- Invest where needs are greatest
- Move people around the region efficiently



Outcomes

- Increase access to new transit service
- Foster long-term behavior change
- Improve quality of life



Impact

- Reach **490,000+** travelers
- Reduce **33,120** average daily VT
- Reduce **215,285** average daily VMT

Project Description

TDM Campaigns

- Promote system expansions and improvements
- Outreach, marketing, ORCA incentives

Partnerships

- Partner with new jurisdictions and CBOs
- Expand local capacity for TDM

Youth & Schools

- Promote free youth transit
- Grow SchoolPool program



Project Area

23 King County Regional Growth & Industrial/Manufacturing Centers

27 Key Regional Travel Corridors

- Metro RapidRide
- Sound Transit Stride
- Sound Transit Link light rail
- HOV corridors



RapidRide I: Renton, Kent and Auburn

RapidRide J: Seattle (Belltown, South Lake Union, Eastlake, & University District)

Stride S1: Bellevue, Renton, Tukwila, Burien (south I-405 and SR 518)

Stride S2: Lynnwood, Bellevue (north I-405)

Stride S3: Seattle, Shoreline, Lake Forest Park, Kenmore, & Bothell (SR-522 and SR 523)

Focus on Equity Priority Groups

- People of Color
- People with Low Incomes
- People with Disabilities
- Youth (Ages 5-17)
- Older Adults (Age 65+)
- People with Limited English Proficiency (LEP)

Develop programs in collaboration

- Metro's Community Engagement team
- Metro's Language Access team
- Cities, CBOs, TMAs, and schools



New Project Strategies

Program improvement & expansion

- Adapt programs according to partner feedback, research learnings, and customer experience
- Develop new partnerships with cities, CBOs, TMAs, and schools



ORCA innovations

- Digital ORCA card incentives
- ORCA reload and rewards program pilots
- Educational campaign about open payment
- Transition young adults to adult ORCA fares from Free Youth Transit



Safety & Security Elements

- Improve traffic safety by reducing drive alone trips and shifting people to other modes
- Educate customers on riding transit safely and confidently
 - Metro's Classroom Transit Education Program
- Take feedback from partners on safety concerns from priority populations and advocate for improvements



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
Total	\$5,000,000.00	\$780,347.00	\$5,780,347.00

Letters of Support

Community-Based Organizations

CISC

ECOSS

Hopelink

Latino Community Fund

Villa Comunitaria

Jurisdictions

City of Bellevue

City of Duvall

City of Federal Way

City of Kirkland

City of Redmond

City of Tukwila

Port of Seattle

School Districts

Seattle Public Schools

Bellevue School District

Questions?