



Puget Sound Regional Council

## 2024 FHWA REGIONAL COMPETITION: PROJECT SPONSOR FOLLOW-UP QUESTIONS

AGENCY: King County Metro

PROJECT: Regional Campaigns & Partner/Community TDM Capacity Building

**Question #1:** Since the identified scope is more a menu of possibilities than confirmed elements, the scoring team needs additional detail to understand the outcomes of the specific project for which funding is being requested, beyond the general results that can result from the program type. With this in mind, please describe specific outcomes intended to result from this project, and how the different scope options would help achieve those outcomes. If possible, please also provide information about how the specific scope elements will be determined, and/or the basis for removing potential elements from consideration.

**Answer #1:** This project's outcome is to reduce emissions – this project will reduce 16,058.26 tons of CO<sub>2</sub> emissions per year and 209.52 lbs of PM<sub>2.5</sub> per year. The scope options will help achieve these outcomes by reducing vehicle miles traveled (VMT) and vehicle trips (VT). The different scope options each have different reach, with some having a higher touch with specific populations, which results in a higher percent mode shift, which then has an outcome of more emission reduction. Project components with a lower touch and therefore lower percent mode shift of those reached still have the outcome of reduced emissions, just at a slightly lower rate.

This project prepares the region to utilize a variety of transportation alternatives to driving alone. This project's outcome of increasing ORCA adoption supports our regions continued light rail expansion and helps prepare for a transition to cashless fare. Empowering youth to ride confidently can also lead to long term influence on behavior, extending throughout their lives. These outcomes will achieve the main outcome of SOV reductions, and specific scope elements will be determined by available technology, concentration of priority/equity populations, timing, and capacity. Potential elements would be removed based on construction timelines, resources. capacity and population need. The different approaches (TDM campaigns, partnerships with CBOs and jurisdictions and youth and schools' outreach will be included in the scope). If potential elements needed to be removed, Metro would reduce the number of campaigns, or the number of CBO/jurisdictional partners, or the number of new schools. If a reduction in scope is needed, the project would keep the same breadth of populations and tools and

reduce the number of campaigns or partnerships, which would reduce the estimated reach and decrease the reduction in emissions.

The anticipated useful life of this project can extend beyond the PSRC's identified useful life of two years, as behavior changes can be sustained long-term. Data from past TDM projects show continued transit use beyond two years. Of ORCA cards distributed in the past several years 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 almost three years later, and 4-8% of our two 2020 campaigns are still in use. This demonstrates that our project impacts last well beyond 2 years, since these numbers are likely underreporting mode shift, due to participants replacing cards or switch to non-drive alone modes other than transit.

**Question #2:** The application states the project is supporting all centers in the county and multiple jurisdictions. Several TDM strategies are listed as project elements in the application, but it is unclear how this funding request would support all of these strategies in all of these locations. Building from the question above, are there specific campaigns or jurisdictions that would be prioritized above others?

**Answer #2:** Below is an outline of the planned program types and the associated centers and jurisdictions that will be supported by the given programs or campaigns. Each program will have an impact by improving access to centers through increased transit usage and other alternate modes to driving alone and in turn will decrease congestion in centers as well.

<b>Program Type</b>	<b>Impacted Centers &amp; Jurisdictions</b>
<b>TDM Campaigns</b>	Metro RapidRide I: Renton, Kent, Auburn Metro RapidRide J: Downtown Seattle – Belltown, South Lake Union, Eastlake, U. District ST Stride 1: Bellevue, Renton, Burien ST Stride 2: Lynnwood, Kirkland, Bellevue ST Stride 3: Shoreline, Lake Forest Park, Kenmore, Bothell
<b>Jurisdiction Partnerships</b>	Bellevue, Duvall, Federal Way, Kent, Kirkland, Redmond, Shoreline, Tukwila, Port of Seattle
<b>CBO Partnerships</b>	CBOs do not serve one specific geographic area, instead their work focuses on outreach and transit education for specific demographic groups (equity priority populations) and they impact these target groups that live and work throughout the County, including the regional centers.
<b>Youth/School Program</b>	Since our Youth Mobility Program will continue to reach youth through outreach in school districts throughout the

	County, not in a specific geographic area, this program type also impacts multiple regional centers.
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**Question #3:** The application indicates developing partnerships with cities that have not engaged in TDM work before. This seems to indicate some jurisdictions do not currently have TDM campaigns or programs (either locally- or Metro-sponsored). Are there specific jurisdictions Metro plans to reach out to? If there aren't adequate resources to do both, is the focus on maintaining current partnerships/programs or adding new ones?

**Answer #3:** Yes, we plan to develop new TDM partnerships with Kent, Federal Way, Duvall, Shoreline, Port of Seattle – multiple of these jurisdictions and have expressed their interest in these partnerships through their letters of support for this grant application. Metro will prioritize partnerships with the jurisdictions that have (1) shown commitment to developing or expanding their TDM programs and (2) demonstrate their goals and program plans align with Metro's focus on equity focus areas. Metro will adjust funds provided to each jurisdiction if less resources are provided than requested, instead of eliminating entire partnerships.

**Question #4:** During the presentation it was mentioned that funds are planned to be passed through to other entities. Please describe the specifics of this portion of the grant request. This was not made apparent in the eligibility screening form or application, so please note that PSRC will reach out to WSDOT to confirm eligibility.

**Answer #4:** Partnerships with jurisdictions will be managed through interlocal agreements. Jurisdictions will submit a proposed scope and budget for their respective TDM programs, including a required local match, and Metro will approve and allocate funds according to their need and commitment to increasing their local capacity for TDM. Partnerships with Community Based Organizations (CBOs) will be determined through a competitive Request for Proposal (RFP) process and contracts will be established similar to when Metro works with consultants. CBOs will be selected based on ability to deliver TDM programming to priority populations. Both partnership types allow for Metro to expand its capacity for increasing access to transit by "training the trainer" and growing local TDM programs with a focus on equity and where needs are greatest. Metro will adhere to any federal and state agency requirements and allow for review to ensure these agreements are in compliance with applicable regulations.

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**Question #5:** Please identify the HOP typology associated with your project's location along with the policies that currently exist that fall under the 3 categories (Supply, Stability, and Subsidy) for this typology. Please address policies within your organization and/or within the jurisdiction in which the project is located.

**Answer #5:**

The project area includes mainly five of the six HOP types of places:

- Strengthen access and affordability
- Transform and diversify
- Increase access to single family neighborhoods
- Improve access and affordability
- Improve access and housing choices

Please address policies within your organization and/or within the jurisdiction in which the project is located.

### **King County Metro Transit**

There are several goals and objectives in *King County Metro's Strategic Plan for Public Transportation 2021-2031* which address the HOP typology associated with our project's location, including:

- Goal: Invest upstream and where needs are greatest
  - Objective: Invest in and measure the outcomes of services, programs, and improvements in geographic areas, at times of day, and within priority populations where there are unmet needs. Lead with racial justice.
    - Outcome: Priority populations have greater access to mobility products and services and use them to meet their needs
  - Objective: Create and promote products, services, programs, and partnerships that are accessible and easy to use and understand.
    - Outcome: Metro better serves customers by reducing barriers to mobility.
- Goal: Support thriving, equitable, transit-oriented communities that foster economic development
  - Objective: Support healthy communities, a thriving economy, and a sustainable environment.
    - Outcome: Investments support equitable economic development and vibrant, sustainable, mixed-use, and mixed-income transit-oriented communities
  - Objective: Partner with local jurisdictions and other organizations to minimize displacement and increase affordable housing in urban areas near transit.
    - Outcome: The amount and types of affordable housing near frequent transit increase.
- Goal: Improve access to mobility options
  - Objective: Support access to mobility in public spaces and with private partners.
    - Outcome: Riders, especially priority populations including people with disabilities, have sustained and easy access to mobility services through multiple modes and throughout the day.
  - Objective: Increase awareness, use, and accessibility of mobility options, emphasizing priority populations.

- Outcome: Community members, especially priority populations, know what mobility services are available and use them.
- Objective: Provide equitable access to parking and other assets that connect people to transit.
  - Outcome: Parking and other assets that connect people to transit are provided and managed equitably.

#### **Resources:**

- [PSCR HOP](#)
- [King County Metro Strategic Plan](#)
- [King County Metro Strategic Plan Dashboard](#)

#### **King County**

In 2015, King County adopted an update to its Strategic Plan, which aims to promote: mobility; health and human services; economic vitality; safety and justice; accessible, affordable housing; a healthy environment; and efficient, accountable regional and local government. The following principles, first adopted in the 2012 Comprehensive Plan, were updated in 2016 to reflect these long-term goals and priorities.

##### **1. Creating Sustainable Neighborhoods**

Strive to promote Sustainable neighborhoods and communities. Seek to ensure that the benefits and impacts of the county's activities are equitably distributed among all segments of the population.

##### **2. Preserving & Maintaining Open Space and Natural Resource Lands**

Pursue opportunities to preserve and maintain remaining high propriety forest, agriculture and other open space lands.

##### **3. Directing Development Towards Existing Communities**

Continue to support the reduction of sprawl by focusing growth and future development in the Urban Growth Area, consistent with adopted growth targets.

##### **4. Providing a Variety of Transportation Choices**

Continue to promote an efficient multimodal transportation system that provides residents with a range of transportation choices that respond to community needs and reduce impacts on the natural environment.

##### **5. Addressing Health, Equity and Social and Environmental Justice**

Seek to reduce health inequities and proactively address issues of equity, social and environmental justice when evaluating and implementing its land use policies, programs and practices.

##### **6. Achieving Environmental Sustainability**

Protect, restore and enhance the county's natural resources and environment, encourage sustainable agriculture and forestry, reduce climate pollution and prepare for the effects of climate change, including consideration of the inequities and disparities that may be caused by climate change.

Relevant Comprehensive Plan Goals:

- Accessible, Affordable Housing: Increase access to quality housing that is affordable to all.

Relevant Comprehensive Plan Policies:

Chapter 4 Housing and Human Services addresses the availability of adequate and affordable housing, which has become one of the most pressing issues facing King County today. See Attachment A.