Bicycle / Pedestrian Advisory Committee
October 9, 2018 • 10:00 a.m.– 12 Noon
PSRC Board Room • 1011 Western Avenue, Suite 500 • Seattle, WA 98104

10:00 1. Welcome and Introductions

10:10 2. Public Comments, Approve Summary of the June 2018 BPAC Meeting*

10:15 3. Information Item: Committee Reports
Committee members will report on recent activities from various PSRC committees and other regional committees.

Amy Shumann from Public Health - Seattle & King County (PHSKC) and board member of the State Commute Trip Reduction (CTR) Board and Ricardo Gotla from the Washington State Department of Transportation (WSDOT) will talk about the state’s 2019-2023 Strategic Plan which aims to increase the use of high-efficiency commute transportation options, expand the availability and use of transportation options while increasing policy makers’ support for TDM.

10:40 5. Discussion Item: Free-Floating Bike Share (Joel Miller, City of Seattle)
Joel Miller will speak about Seattle’s evaluation and lessons learned from the free-floating bike share pilot and their experience with the updated permit. Bike share has grown to other cities in the Puget Sound region and this topic will be revisited as the region learns more from other cities.

11:05 6. Discussion Item: Electric Bikes (Alex Alston, Cascade Bicycle Club; Mike Ullmer – King County Parks)
With the growing popularity of electric bikes and many joining the fleets of free-floating bike share, Alex will come speak about the changing laws for electric bikes and Mike will discuss plans for King County and how local agencies are responding.

11:30 7. Information Item: Update on Voting Member Appointments (Gil Cerise, PSRC)
Gil will update the committee on securing voting BPAC member appointments.

11:40 8. Information Item: Bicycle and Pedestrian Data Collection Program (Jean Kim, PSRC; Kim Scrivner, PSRC)
Jean and Kim will give the committee a brief update on the count program progress and the pedestrian data collection and consistency pilot.

11:50 9. Information: Announcements of Bicycle/Pedestrian Activities
Committee members provide brief updates on local and regional events of interest to others.

12:00 10. Adjourn

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Welcome and Introductions and Public Comment

Public Comments
Alex Tsimerman approached the committee with a public comment.

The minutes were adopted without corrections.

Information Item: Committee Reports
Kimberly reported that the next PSRC Transportation Policy Board will have an introduction to our transit access work in the region. They will hear from Pierce Transit and the University of Washington regarding the transit access map and related work. Now that the Regional Plan has been adopted by the General Assembly, we will be working more the implementation of the plan. Regional Project Evaluation Committee is working on our federal funding process.

Information Item: TIB’s Complete Streets Grant
Chris gave a presentation on the status of the Complete Streets program as well as outlined how the nomination and awards process works. The Complete Streets Award is flexible money given to any city or county in Washington state who has an adopted complete streets ordinance and shows an ethic of planning and building streets that use context sensitive solutions to accommodate all users, including pedestrians, transit users, cyclists, and motorists.

The next awards are scheduled for open nominations call in July 2018 and awards in 2019. Nominations by nominating organizations will be due to TIB by December 14th, 2018. Cities and counties with a current complete streets award must finish their work plan items and have their closeout paperwork processed by December 13th, 2018 to be eligible for this cycle of awards. Award range between $100,000 and $1,000,000. Currently there is about $21 million available for this round; however this is subject to change at the next biannual fund approval.

For complete details, visit the Complete Streets website.
Information Item: Art in Transportation Projects (Kelly Pajek, 4Culture; Robert Foxworthy, King County Parks; Milenka Hawkins-Bates, City of Bremerton; Stephen Padua, City of Kirkland)

4Culture
As the cultural funding agency for King County, 4Culture works to make our region vibrant with public art displays, such as the two-mile mural along the SODO transit corridor and the placement of poetry in the ad space on metro, transit, and street cars. Kelly and Robert reported on examples of artistic work that has been completed as well as the latest crowdsourcing project – Picturing Trails.

Bremerton Arts Commission
Milenka gave a presentation on Bremerton’s Arts Master Plan that focuses on creating a unique identity for Bremerton by advocating public art integrated into the city. The projects that have been implemented have helped change the perception of Bremerton and activated residents to participate in city-wide arts projects, for instance gorilla art (yarn bomb) and the free for all wall along the Bridge to Bridge trail.

Kirkland Art in Neighborhood Greenways
Stephen gave a presentation on the City of Kirkland and their partnership with Kirkland Cultural Arts Commission. The goal of the partnership is to streamline the process to incorporate art in all greenways and generate neighborhood involvement while preserving the character of Kirkland.

Discussion Item: August Tours (Kimberly Scrivner, PSRC)
Each year in lieu of the August BPAC meeting there will be one walk and one bike tour. Committee members discussed possible locations to visit this year and it was concluded that a poll would be sent out for members to vote on the suggested locations – Bremerton, Bainbridge Island, and Bothell.

Information: Announcements of Bicycle/Pedestrian Activities
Dianne Iverson announced that the Foothills Trail is open and looks great.

Next meeting:
October 9, 2018: 10am – Noon

Adjourn: The meeting adjourned at 11:47am
Expanding Travel Options:
Faster, Smarter and More Affordable

A 2019-2023 Strategic Plan

WASHINGTON STATE COMMUTE TRIP REDUCTION BOARD
Expanding Travel Options: Faster, Smarter and More Affordable was developed by the Washington State Commute Trip Reduction (CTR) Board, Washington State Department of Transportation (WSDOT) and community stakeholders statewide. This plan is designed to strengthen the position of demand management in transportation decision-making and investment strategies to better serve people, communities and Washington state.

This plan is designed to advance Practical Solutions to build a system that works for everyone.

Practical Solutions is WSDOT’s approach to identifying the right investment in the right location at the right time.

This plan expands travel options more efficiently and affordably by facilitating the integration of Practical Solutions and multimodal strategies into the culture and practices of the state's transportation planners and providers.

This plan supports WSDOT’s emphasis on cost-effective planning, design, operation, and maintenance of a fully integrated transportation system. The plan also prioritizes community-driven, public/private, low-cost mobility solutions. Finally, it reinforces Washington state as a national leader in high-performance, integrated, multimodal transportation.

This plan makes use of the existing transportation demand management program and builds on its history of performance.

Transportation demand management (TDM) helps people use the transportation system more efficiently through education, land use and planning, incentives, products, and programs that remove barriers to non-drive-alone modes such as transit, carpool, and vanpool.

For nearly three decades the statewide CTR program – the state’s foundational TDM program – has delivered cost-effective performance on the state’s transportation system by encouraging people to use multimodal commute options to and from work. In addition to improving the movement of people, goods, and services, locally designed CTR programs connect communities, support socioeconomic mobility, improve air quality, and reduce greenhouse gas (GHG) emissions.

Drawing on TDM strategies, this plan recommends practical, strategic initiatives to prioritize smarter, faster, and more affordable transportation options. TDM offers solutions that make effective use of transportation infrastructure and services. It shifts the conversation from a construction-first focus to one that starts with making the best use of what we already have in our neighborhoods, communities, and state.

This plan supports and builds on the strong foundation provided by the CTR program, which provides the policy-making, financial, and engagement framework crucial to expanding TDM efforts statewide. With this foundation, this plan also establishes the groundwork to change the way people think about all of their travel trips, whether they are work-related or personal.
Expanding Travel Options: Faster, Smarter and More Affordable is a culmination of significant outreach and engagement.

From spring 2017 to spring 2018, the CTR Board and WSDOT conducted dozens of workshops, interviews and conversations around the state with hundreds of local TDM implementers, transportation service providers, employers, community groups, policymakers, and others.

Together with its statewide partners, the CTR Board identified the best opportunities to adapt to an ever-changing world and make better use of the transportation systems we already have. This plan was developed to identify how we could get there.

EXPANDING TRAVEL OPTIONS: FASTER, SMARTER AND MORE AFFORDABLE

1. INCREASE THE USE OF HIGH-EFFICIENCY TRANSPORTATION OPTIONS FOR COMMUTES.
   A. Streamline program administration
   B. Provide more flexibility
   C. Produce more useful transportation behavior data

2. EXPAND THE AVAILABILITY AND USE OF TRANSPORTATION OPTIONS.
   A. Thoroughly integrate TDM into state transportation projects and programs
   B. Expand TDM funding
   C. Encourage TDM at the local level

3. INCREASE POLICY MAKERS’ SUPPORT FOR TDM.
   A. Collaborate with policy makers
   B. Enlist and support ambassadors
In an ever-changing world, this plan takes advantage of the opportunities. What worked for us in the past does not fully provide for the transportation needs of people and their communities today.

Aging infrastructure and equipment
Much of our transportation infrastructure is decades old and needs significant rehabilitation. Deferred investments in preservation and maintenance pose an increasing near-term threat to each of us and the commutes, communities, freight movement, and economies we rely upon. This plan prioritizes sustainable investments in transportation solutions to ensure safety and the efficient movement of people, goods, and services.

Insufficient government funding for highway construction projects
The gas tax provides significant funding for highway construction projects. However, with people driving less, purchasing more fuel-efficient and electric vehicles, and most of the gas tax revenue paying off old transportation projects, the gas tax alone will not meet our current or future needs. We cannot build our way out of congestion. This plan provides a framework for affordable investments to meet both today’s and tomorrow’s mobility challenges.

Population and demographic shifts
Washington is experiencing a population boom, with more than two million new residents expected to move to the state by 2040. Washington must also address the challenges of a record-setting aging population, increasing ethnic diversity, and rising income inequality. This plan prepares us to provide better transportation options to this growing and changing population.
These significant, converging forces have brought us and our transportation systems to a tipping point. *Expanding Travel Options: Safer, Smarter and More Affordable* provides a framework to navigate this shift.

**Affordable housing needs**
Many people with low incomes are pushed from cities to suburbs to find affordable housing. In these locations, transit service is often limited and expensive to provide.

This plan supports transportation planning and land-use practices that better connect communities and people to opportunity.

**Ever-evolving technology**
New technologies empower transportation innovation and transform people’s travel experience. Telework continues to expand as a common business practice, and app-based ride-hailing services provide critical options for first/last mile transit connections.

This plan encourages the application of these and future technologies for improved transportation system performance.

**Air Quality**
The effects of climate change continue to intensify, and the transportation sector is the state’s largest contributor to GHG emissions.

This plan supports community investments in multimodal solutions that reduce GHGs.
GOAL 1: INCREASE THE USE OF HIGH-EFFICIENCY TRANSPORTATION OPTIONS FOR COMMUTES

OUTCOME

The Statewide CTR Program – the foundation for TDM-- continues to offer opportunities to improve system performance. However, the existing program model does not work for everyone.

Local jurisdictions need the ability to define their own success. By using a mix of employer- and community-based approaches when necessary, they can achieve the trip reduction goals needed to allow their city to flourish and to keep Washington state’s economy growing.

To improve the Statewide CTR Program, state and local partners will:

A. **Streamline program administration**  
   Shift state and local program resources from administrative requirements to implementation functions that more directly affect travel behavioral change.

B. **Provide more flexibility**  
   Shift state program rules and guidance to allow local implementers to focus their limited resources on the most promising travel markets in their community (e.g. some large businesses, small businesses, non-commute trips, corridors, centers, outbound commuting, low-income and minority populations, shift workers, and students).

C. **Produce more useful transportation behavior data**  
   Use high-quality data to enhance state and local decision-making and performance.

• Increased Statewide CTR Program participation and performance (e.g., mode shift, energy conservation, air quality, and GHG reductions).
• Increased local and state program resources focused on behavior change. Reduced resources focused on administrative requirements.
• Increased number of employers who use commute benefits to recruit and retain employees.
• Increased use of transportation behavior data and analysis to inform CTR programming, resulting in greater performance.
The Statewide CTR Program – the foundation for TDM—continues to offer opportunities to improve system performance. However, the existing program model does not work for everyone. Local jurisdictions need the ability to define their own success. By using a mix of employer- and community-based approaches when necessary, they can achieve the trip reduction goals needed to allow their city to flourish and to keep Washington state’s economy growing.

To improve the Statewide CTR Program, state and local partners will:

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<th>ACTIONS</th>
<th>KEY INDICATORS</th>
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<td>Work with local implementers to:</td>
<td>• Increased Statewide CTR Program participation and performance (e.g., mode shift, energy conservation, air quality, and GHG reductions).</td>
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<tr>
<td>a. Identify and pursue opportunities for streamlining and create efficiencies in the Statewide CTR Program. Pursue opportunities to improve methods and processes. When necessary, modify program administrative, measurement and policy requirements. Change policy, and Washington Administrative Code (WAC).</td>
<td>• Increased local and state program resources focused on behavior change. Reduced resources focused on administrative requirements.</td>
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<td>b. Identify and pursue opportunities for flexibility in the Statewide CTR Program. Examine opportunities identified through high-performing state TDM programs – past and present – including local CTR pilots, Growth and Transportation Efficiency Centers, Trip Reduction Performance Program, construction traffic mitigation, etc. If necessary, modify program administrative, measurement and policy requirements. Change policy and WAC.</td>
<td>• Increased number of employers who use commute benefits to recruit and retain employees.</td>
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<td>c. Identify and pursue opportunities to improve the quality and efficiency of data collection, analysis and use.</td>
<td>• Increased use of transportation behavior data and analysis to inform CTR programming, resulting in greater performance.</td>
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To increase the availability and use of transportation options, state and local partners will:

A. **Thoroughly integrate transportation demand management into state transportation projects and programs**
   Pursue opportunities to use TDM to improve project and program performance on a widespread basis. Further integrate TDM into planning, land use, project development, investment, design, construction, operations and performance measurement for state projects and systems.

B. **Expand transportation demand management funding**
   Pursue expanded funding for TDM from public and private sources and at all levels of government.

C. **Encourage transportation demand management at the local level**
   Incentivize the use of transportation demand management at the local level. Engage public, private and non-profit organizations.

- Deepened application of TDM approaches in a broader range of policies and plans at the state, regional and local level.
- Increased policy and project opportunities to connect TDM with public health, sustainability and social equity.
- Increased number of state and local transportation plans and projects that rely upon mode shift to deliver transportation performance.
- Enhanced use of data to support TDM integration into projects.
## ACTIONS

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<th>a. Work to operationalize TDM within WSDOT’s Practical Solutions approach, supporting policy, planning, training, technical assistance and funding.</th>
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<td>b. Pursue expanded funding for TDM through a variety of approaches, including facilitating the integration of Practical Solutions, making the Commute Trip Innovation Grant program permanent, and increasing available grant funds.</td>
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<td>c. Strategically strengthen existing partnerships. Establish new partnerships with advocacy and community groups, whose missions are rooted in public health, social equity, land use planning, transit oriented development and active transportation.</td>
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<td>d. Identify and support innovation and the proliferation of best practices.</td>
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<td>e. Provide better tools, data, methods and technical assistance to help local communities better integrate TDM into community plans and services.</td>
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## KEY INDICATORS

- Deepened application of TDM approaches in a broader range of policies and plans at the state, regional and local level.
- Increased policy and project opportunities to connect TDM with public health, sustainability and social equity.
- Increased number of state and local transportation plans and projects that rely upon mode shift to deliver transportation performance.
- Enhanced use of data to support TDM integration into projects.
GOAL 3: INCREASE POLICY MAKERS’ SUPPORT FOR TRANSPORTATION DEMAND MANAGEMENT

A. Collaborate with policy makers
   Implement an ongoing, two-way conversation with state and local policy makers about TDM and its value, successes and opportunities in their community.

B. Enlist and support ambassadors
   Identify and provide support to help people serve as effective ambassadors for TDM. Include state, regional and local elected officials, CTR Board members, local CTR and TDM implementers, and others.

OUTCOME

- Increased number of funded TDM initiatives (e.g., ORCA, vanpool, centers, Regional Mobility Grants, integrated scoping pilots, trip reduction innovation grants, etc.).
- Continued and increased financial support for the Statewide CTR program.
- Increased policy and decision maker awareness of the economic, health and social value that CTR and other demand management programs deliver to the state, regions and local communities.
### ACTIONS

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| a. Cultivate relationships, educate, and support existing and potential TDM ambassadors in state, regional and local government. |

| b. Develop and deploy effective messaging and communications strategies (e.g., personal testimonials, infographics and one-pagers) that convey TDM's benefits for individuals, businesses and communities. |

| c. Integrate a speaker series (e.g., elected officials, legislative caucus and committee staff, and other influencers) into monthly CTR Board meetings and other TDM forums. |

| d. Using the CTR Board, implementers and other partners, develop and implement effective state and local education and outreach campaigns. These campaigns will support maintaining funding levels for the Statewide CTR program, as well as expanding funding for other TDM strategies. |

### KEY INDICATORS

- Increased number of funded TDM initiatives (e.g., ORCA, vanpool, centers, Regional Mobility Grants, integrated scoping pilots, trip reduction innovation grants, etc.).
- Continued and increased financial support for the Statewide CTR program.
- Increased policy and decision maker awareness of the economic, health and social value that CTR and other demand management programs deliver to the state, regions and local communities.

### NEXT STEPS

WSDOT and the CTR Board will immediately begin working with partners to implement the strategies and actions in this plan.

In their work with partners, WSDOT and the CTR Board will prioritize flexibility and efficiency opportunities in the Statewide CTR program to enhance its performance. They will also identify strategies to transform from a CTR-focused board to a TDM board in order to more effectively advance Practical Solutions. Finally, they will engage policy makers to increase support for TDM throughout Washington state.

### ABOUT THE COMMUTE TRIP REDUCTION BOARD

The CTR Board provides policy guidance to the CTR program.

The board:
- Develops, reviews and approves local, regional and state CTR plans.
- Allocates program funding.
- Ensures statewide consistency among county and local ordinances.

The board consists of 16 members that represent Washington citizens, businesses, state agencies, transit agencies and local jurisdictions. Board members are appointed by the Secretary of Transportation. Each member besides a state government representatives serves a staggered, four-year term.
MORE INFORMATION

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