# Funding Application

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## Project Information

1. **Project Title**
   - King County Post Pandemic TDM

2. **Regional Transportation Plan ID**
   - N/A

3. **Sponsoring Agency**
   - King County Metro

4. **Cosponsors**
   - N/A

5. **Does the sponsoring agency have "Certification Acceptance" status from WSDOT?**
   - Yes

6. **If not, which agency will serve as your CA sponsor?**
   - N/A

## Contact Information

1. **Contact name**
   - Eric Irelan

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   - 206-477-3862

3. **Contact email**
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## Project Description

1. **Project Scope**
   - The proposed project will apply effective transportation demand management (TDM) strategies to increase transit and rideshare ridership based on a deeper, more holistic understanding of a changing transit market in a post COVID-19 pandemic society. It will increase and extend existing Metro TDM programs and apply new, innovative strategies. The project will focus on 24 designated Regional Growth and MIC Centers in both King and Snohomish counties which are connected by 17 high-capacity transit corridors with existing service, and upcoming new services starting between 2024 and 2027 alongside parallel transit feeder service restructures in both counties.

   The project proposal will stimulate transit and rideshare recovery in the post COVID transportation environment, while supporting and investing in those who continue to rely on transit the most. The project will actively promote mode shift from single occupancy trips (SOV) trips to transit and ridesharing to increase ridership on 17 existing and new regional transit corridors providing service between 24 Regional Centers in King (22) and Snohomish...
transit corridors providing service between 24 Regional Centers in King (22) and Snohomish (2) counties.

Project elements include:

- Educational resources to support sustained mode shift
- Outreach and commuter van subsidies for workers in low-income jobs
- Robust employer marketing strategies with incentives
- Create/publish travel maps and interactive online tools
- Build/distribute customized travel training modules
- Support Transportation Management Associations (TMA), cities, Community Based Organizations (CBO), and other partner programs
- A Mobility Wallet pilot
- Small business incentives

Through targeted campaigns and tailored in-language outreach, the project will remove barriers to using transit, vanpooling, carpooling, biking, and walking and provide incentives to choose these modes. We will incentivize multiple transit, ridesharing and other more efficient transportation options to meet peoples’ individual needs for improved mobility and access.

2. Project Justification, Need, or Purpose

Our region has experienced a dramatic shift from traditional work environments due to pandemic response. Meanwhile, regional population and employment continues to grow. Transit ridership, at historic highs in 2019, is down 59% in 2021. While commute trips patterns have changed for many with an evolving hybrid work environment, many other workers continue to commute daily, sometimes during off peak times. Transit ridership, vanpooling and other ridesharing travel levels have significantly decreased compared to pre-pandemic levels. However, highways and arterials are again experiencing high levels of traffic congestion, delay and spillover congestion as drivers detour to minor arterials and local residential streets, negatively impacting entire travel sheds. The impacts affect transit and commercial transportation, increase air pollution, reduces access to jobs, services, and housing, and adversely affects livability and economic development across the region.

TDM has a proven history of reducing SOV trips at low cost compared to new facility construction or new transit service. It is an important part of maximizing the efficiency and sustainability of our existing transportation system, curbing congestion, supporting social equity, and contributing to the development and vitality of our region’s centers.

This project’s overarching goal is to remove barriers and improve access to more efficient mobility options, focusing on where needs are greatest as we emerge from the pandemic. The project will incentivize a return to transit and ridesharing by focusing on all trip types as we reimagine mobility in a post-pandemic life. Based on outcomes from current TDM campaigns, we estimate that approximately 7% of the target audience we reach will make a long-term shift to alternative modes translating into an estimated 32,000 annual new systemwide customers.

Project strategies will reduce SOV trips, VMT, and increase awareness and use of mobility options particularly in underserved, priority, and other transit dependent populations through partnerships with community-based organizations (CBOs), TMAs and cities. Campaigns to promote ridership during regional transit service openings will be emphasized, employing innovative strategies to ensure that all populations within these markets have equitable, affordable access to the enhanced mobility benefits provided by regional transit investments. The project will also encourage and incentivize ridership to support associated bus service restructures serving new, high-capacity transit service.

Project outcomes include:

- Outreach to over 480,000 travelers with an estimated 7% shift or 33,600 people shifting from driving alone to other modes of transportation.

- Eliminate an estimated 78,387 average daily vehicle trips (22,672,440 annualized VT), achieving reductions of 818,160 daily vehicle miles travelled (VMT) by 2027 through increased transit, ridesharing, non-motorized, and shared mobility travel (estimates based on similar Metro campaigns).

- Form 230 new vanpool groups, eliminating an estimated 17,700 daily drive-alone trips and 277,120 VMT on highway and arterial corridors connecting the 24 regional centers (VT/VMT estimates included in above figures).

- Increased person throughput efficiency and decreased traveler delay on congested highway and arterial corridors connecting and within the 24 regional centers.

- Lower household transportation costs through business subsidy of transit/ORCA programs and mode shift to less expensive forms of travel.

- Better personal health through promoting active transportation choices.
- Improved air quality and support of regional climate sustainability goals, policies, and strategies.

**Project Location**

1. **Project Location**
   King and Snohomish County Regional Growth Centers and HCT Corridors

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

3. **Crossroad/landmark nearest the beginning of the project**
   N/A

4. **Crossroad/landmark nearest the end of the project**
   N/A

5. **Map and project graphics**
   Attachment_A.pdf

**Plan Consistency**

1. **Is the project specifically identified in a local comprehensive plan?**
   No

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

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

   The proposed project is consistent with King County's Comprehensive Plan, Metro CONNECTS, Metro's Strategic Plan for Public Transportation, and King County Metro Mobility Framework. It is also recommended in the comprehensive plan of many cities within King County.

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

   King County Comprehensive Plan (2020 Update):
   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) (pgs. 8-9 through 8-25).

   King County Strategic Plan for Public Transportation, 2021-2031 (2021):
   Help realize the 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 (pgs. 55-59); 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 (pgs. 54-55).

   King County Metro Mobility Framework (2019): The project is consistent with the demand management strategies outlined in King County Metro’s community lead Mobility framework to iterative, localized programming to achieve vehicle reduction targets (Best Practices pg. 29); strengthening communication efforts, building lasting relationships in communities, and identifying metrics to measure success and continually improve (7-17); and improve access to mobility through increasing awareness of transportation choices (6-2).

   City of Auburn Comprehensive Plan 2020:
   This project supports Auburn’s plan 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 Transportation Update):
Supports 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 Kent Comprehensive Plan (2015):
Supports Goal T-6 regarding transportation demand management, and TDM policies to develop and encourage alternatives to single-occupancy vehicles through regional coordination T-6.1: work with institutions and employers to promote alternatives to SOV and T-6.2 increase the use of high occupancy vehicles (pg.73).

City of Kirkland Comprehensive Plan (2015):
Consistent with Kirkland’s multimodal transportation goals to improve alternative transportation T-1, support the transit system T-3 and T-4, support land use decisions in the urban center T-6, and policies to improve transit access T-3.3, T-6.6, T-6.7 and support TDM policies T-3.4, T-4.4, T-5.4.

Supports 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 Redmond Comprehensive Plan (2015):
TIs consistent with the Redmond’s transportation objectives regarding local and regional transit growth TR-8, TR-9, TR-10; multimodal streets to connect key destinations and transportation choices for all users TR-5; TDM strategies to support future growth TR-18; and regional transportation coordination TR-22, TR-23 (pgs. 9-3 through 9-8).

City of Renton Comprehensive Plan (2018 Update):
Supports 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 SeaTac Comprehensive Plan (2020 update):
Supports SeaTac’s Transportation Element 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):
Supports 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.

City of Seattle’s Transit Master Plan (2016):
Supports 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).

Supports implementation of Strategy 6 Demand Management: Provide incentives and disincentives TDM includes positive measures, such as end of trip facilities, educational programs, and development of additional modal alternatives (e.g., bike sharing). These measures will need to be coupled with disincentives to private vehicle use. Policy ToN6.2: Reduce auto-dependency by providing transit supportive services and programs (pg. 5-9).

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).
   This project is intended to rebuild transit ridership across a 17-corridor network connecting
This project is intended to rebuild transit ridership across a 17-corridor network connecting 24 Regional Centers and capitalize on regional transit service investments beginning service between 2024-2027.

Project emphasis corridors include:

- **Existing Sound Transit Link light rail transit corridor:**
  - The existing ST Link corridor extends from Northgate Station to the Angle Lake Station. Service is provided to 19 stations including Northgate, Roosevelt, U District, University of Washington, Capitol Hill, Westlake University Street, Pioneer Square, International District, Stadium, SODO, Beacon Hill, Mount Baker, Columbia City, Othello, Rainier Beach, Tukwila International Blvd., SeaTac, and Angle Lake stations. Link service connects eight regional centers including Seattle Northgate, Seattle University Community, Seattle South Lake Union, Seattle South Lake Union, Seattle Uptown, Seattle Downtown, Duwamish MIC, and SeaTac.

- **Existing Sound Transit Sounder commuter rail corridor:**
  - The Sounder corridor extends from Everett Station in Snohomish County to Lakewood Station in Pierce County. Within this project's emphasis area, service is provided to five stations: Edmonds Station, King Street Station, Tukwila Station, Kent Station, and Auburn Station. The service connects four regional centers: Downtown Seattle, Tukwila, Kent, and Auburn.

- **Six Existing RapidRide corridors connecting these designated Regional Centers:**
  - RapidRide A Line connecting the SeaTac and federal Way regional centers.
  - RapidRide B Line connecting the Redmond Downtown, Redmond Overlake, and Bellevue regional centers.
  - RapidRide C Line connecting the South Lake Union, Uptown, Seattle Downtown, and the Duwamish regional centers.
  - RapidRide D Line connecting the Ballard-Interbay, Seattle Uptown and Seattle Downtown regional centers.
  - RapidRide E Line serving the Northgate, Seattle Lake Union Seattle Uptown and Seattle Downtown regional centers.
  - RapidRide F Line connecting the Burien, SeaTac, Tukwila, and Renton regional centers.

Additional high-capacity transit corridors with service beginning during the project period include:

- **Three New Link Light Rail Extension and stations (complete in 2024):**
  - East Link Extension from the Seattle International District Station east to Downtown Redmond Station. Service will be provided to 12 stations: International District, Judkins Park, Mercer Island, South Bellevue, East Main, Bellevue Downtown, Wilburton, Spring District/120th, Bel-Red/130th, Overlake Village, Redmond Technology Center, SE Redmond, and Downtown Redmond stations. The service will connect three regional centers including Redmond Overlake, Bellevue, and Downtown Seattle.
  - Federal Way Link Extension from the Angle Lake Station south to the Federal Way Transit Center. Service will be provided to four stations: Angle Lake, Kent/Des Moines, South 272nd Street and Federal Way Transit Center. The service will connect the Federal Way and SeaTac regional centers.
  - Lynnwood Link Extension from the Northgate Station north to the Lynnwood City Center Station. Service will be provided to six stations Northgate, NE 130th St., Shoreline South/148th, Shoreline North/185th, Mountlake Terrace, and Lynnwood City Center connecting the Lynnwood and Northgate regional centers.

- **Four New Metro RapidRide corridors connecting these designated Regional Centers:**
  - RapidRide H-Line (2022) with service between Downtown Seattle, Delridge, White Center, and Burien connecting the Seattle South Lake Union, Seattle Uptown, Seattle Downtown, Burien, Duwamish MIC, and Burien regional centers.
  - RapidRide G-Line (2024) with service between Downtown Seattle, First Hill and Madison Valley connecting the Seattle Downtown and First Hill/Capitol Hill regional centers.
  - RapidRide J-Line (2025) with service between the Renton Transit Center, Kent Station and Auburn Station connecting the Renton, Kent, Kent MIC, and Auburn regional growth centers.
  - RapidRide J-Line (2026) with service between Downtown Seattle, Eastlake, and University District connecting the Seattle Downtown, South Lake Union, and Seattle University District regional growth centers.

- **Two new Sound Transit Stride BRT corridors:**
- I-405 BRT (S1 2026/S2 2027) will operate between the Burien Transit Center and the L serving 10 stations and connecting seven regional centers of Lynnwood, Bothell Canyon Park, Kirkland Totem Lake, Bellevue, Renton, Tukwila, and Burien.

- SR-522/NE 145th BRT (2026) will operate between the Shoreline South/148th Station and the SR522/1-405 Transit Hub serving 14 stations connecting the cities of Shoreline, Lake Forest Park, Kenmore, Bothell with additional study underway for service to Woodinville. No regional centers are designated along this route.

Project benefits would also extend to state highways and arterials connecting the 24 designated regional centers.

Criteria: Benefit to Regional Growth or Manufacturing/Industrial Center

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

Employment, housing, education and training centers, shopping and commercial services, health providers, and leisure and recreation destinations are concentrated within regional centers. Local comprehensive plans, sub area plans, and Vision 2050 have adopted policies that focus significant amounts of population and employment growth in Regional Centers and other areas served by transit. This project will support continued land use development and redevelopment in 24 regional centers, within ¼ mile of the 17 connecting center transit corridors.

Combined, the project area contains 833,068 people, 382,352 households, and 1,145,578 jobs in this project area (US Census and PSRC estimates). By 2050, PSRC estimates that the project area’s population will increase 80% to 1,501,171 and employment will increase 45% to 1,659,917 (see Attachment B).

PSRC’s Vision 2050 plan focuses higher levels of growth and denser development pattern within regional centers and high-capacity transit centers. Coordinated TDM programs, such as proposed under this project, will help local jurisdictions realize development and mode split goals and targets within their regional centers and around station areas.

The project will support regional center development goals by working to achieve three project objectives:

1) Rebuild transit and rideshare travel levels to reduce average daily VT, VMT, traffic congestion, system delay, and demand for parking within regional centers and station area developments.

The project will eliminate an estimated 78,387 average daily vehicle trips and 818,160 daily VMT within the identified regional centers and connecting corridors. This will be accomplished by implementing a wide variety of TDM services and other innovative mobility program promotions including outreach through Metro’s Business Program, RideShare Services, Innovative Mobility, and multiple other internal and external partners. The project will affect short and long-term travel behavior changes resulting in SOV trip mode shift (particularly non-commute trips) to transit and rideshare. This will help absorb the demand for vehicle trips and parking generated from both existing and new developments within regional centers and around station areas, attracting new development.

Reduced parking demand supports increased density as more land is available for other land use opportunities including mixed use, TOD, and open space creating more vibrant, walkable communities which supports increased transit ridership and ridesharing.

2) Increase the efficiency of highway and arterial corridors connecting regional centers.

Project mode shift goal of 7% 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. The project is projected to reduce 78,387 average daily VT and 1,158,570 daily VMT by 2027 which would help improve congested highway and arterial operations on connecting regional center corridors. When these corridors operate more efficiently, mobility, travel time reliability and access to destinations with regional centers is improved for all travelers, trip types and modes which benefits existing and planned center land use development.

Maximizing person throughput on regional corridors connecting regional centers by reducing the proportion of SOV trip is an important regional transportation goal supporting continued center development and viability. The PSRC’s 2040 Regional Transportation Plan "...supports
the development and implementation of TDM throughout the region. The primary objective for transportation demand management activities as identified in the plan is to connect all people with travel options that optimize the transportation system’s capacity” (p.32). Most local comprehensive plans also explicitly support TDM implementation (see Plan Consistency Section).

3) Reduce delay impacting freight transportation within regional centers and along corridors connecting regional centers.

Project benefits will extend to the commercial freight system and its users as congested connecting corridors carrying freight by truck operate more efficiently for passenger travel because of increased mode split from SOV travel to transit and ridersharing.

The economic vitality of many types of commercial development in regional centers, particularly designated manufacturing/industrial centers, depends on the ability to ship and receive freight and goods cost effectively. Trucking provides a vital link in an intermodal supply chain, with costs tied to the speed of delivery. Several State highway connecting the 24 regional centers carry significant truck freight tonnage, classified as T1 and T2 routes on the State’s Freight and Goods Transportation System (FGTS). These routes include I-5, I-90, I-405, SR520, SR522, and SR518. Numerous segments of connecting center local arterials are also classified as carrying significant freight volumes.

PSRC’s 2040 adopted Regional Transportation Plan underscores “...the importance of an efficient freight and goods transportation system in maintaining quality of life ensuring that businesses can deliver products and services to market, strengthening the region’s economy, and leveraging the central Puget Sound region’s strategic position as a critical gateway for international trade.” The plan forecasted significant increases in truck freight tonnage growth by 2040. (pg. 57)

4) Increase TDM’s effectiveness to increase equity, inclusivity, and climate change benefits that directly improve more people’s lives. The project will expand participation to more people, emphasizing greater participation of priority and other transit dependent populations. The project will expand and tailor existing TDM programs and provide innovative pilot projects to reach beyond traditional peak-period work commute work trip markets to larger non-work trip markets. The project will benefit an expanded geography that focuses outreach on equity priority areas and in both King and south Snohomish County and frontline communities disproportionately impacted by climate change in King County.

King County’s Strategic Climate Action Plan 2020 (2020) provides Strategic Climate Action Plan priority action 8.1.1 “Expand transit accessibility through prioritizing frontline communities in transit accessibility improvements and increasing the level of communication about Metro’s services including innovative mobility and fare products and educating people on how to use these services.” (pg. 240).

Please see other TDM supporting policies listed in Plan Consistency Section above. Project letters of support can be reviewed in Attachment C.

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

The project will help maximize person throughput on travel corridors connecting the 24 targeted Regional Centers to support the region’s 2050 growth strategy. Project TDM strategies would reduce parking demand and support sustainable mobility, travel reliability, and better access to destinations within the centers while creating more vibrant, walkable communities in support of local comprehensive plans.

More people traveling in fewer vehicles on congested highways and arterials within and between centers combined with increased transit, rideshare and nonmotorized travel supports and mitigates the transportation impacts of new development. This project will facilitate increased land use development in support of local and regional center population and employment targets, support higher development density, extend the travel shed of each center, and support economic viability, environmental sustainability, and the livability goals and strategies of the regional centers.

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

A diverse set of user groups across King and southern Snohomish County will benefit from project implementation, and will be provided with outreach, education, and incentives to encourage use of affordable transit, ridesharing and nonmotorized modes of travel available within the project area. The project will reach both traditional and new markets (user groups) by expanding travel information and incentives including programs implemented through employment sites, stadium and large events travel, and at schools. We intend to expand our existing programs through incentives and products to gain new transit customers including students, seniors, and limited-English proficiency (LEP) speakers through tailored outreach that, based on research and studies, has shown to resonate best with those markets.

The commute market represents a broad range of employment types and income levels,
including shift workers, hospitality workers, healthcare industry employees, manufacturing employees, office, and tech workers. Rebuilding the commute market is an important project objective, but it’s also essential to incentivize all-day trip types to optimize the network and rebuild ridership. Commuters, employees, and residents will receive information across a range of modes to suit different trip needs and locations.

Project strategies will reach these travelers in several key markets in the following ways:

a) Through direct engagement (such as CBO led outreach, direct mailers, in-person events and tabling, social media influencer videos) the project is estimated to incentivize over 275,000 residents and 24,200 employees to try transit and ridesharing, with an emphasis on priority and other transit dependent populations. To broaden the campaign’s reach beyond direct engagement, the project will use innovative communication tools such as social media and digital ads, in-language influencer videos, ethnic radio interviews and ads, and email campaign to share online information and resources through existing avenues for communication with the impacted community. The combined impact is estimated to reach more than 480,000 residents and employees.

Current Example: Metro’s Just One Trip Program campaigns are synced with major service changes and system expansions. The campaigns focus on behavior change, building awareness of improved transit and alternate mode options, and adoption of ORCA payment instead of cash fares targeting priority communities providing transit incentives where needs are greatest to help riders try “just one trip.”

The recent North Link Light Rail Extension campaign, opening October 2021, reached over 60,000 residents in north King County through CBO-led engagement and direct mail. Just under 21,000 priority population customers were reached directly working with Community-Based Organizations (CBOs), with thousands of others reached through webpage views and social media ads. The mailing response rate was 13% (compared to industry standard 2-5%) and resulted in 7,800 ORCA Card sign ups generating over 26,000 transit trips taken in the first three months after the cards were received, with more anticipated long-term.

That campaign’s ORCA Card sign ups were also focused on priority populations, including in-language communities, and limited or low-income households. Over 28% of ORCA card sign ups were from LEP speakers of priority languages (vs. 13% LEP in the project area). The project successfully reached the broader community with impressions estimated in the millions across other communications avenues and campaign tools, including digital and social media ads, in-language influencers, an in-Spanish radio campaign, transit ads, and an email campaign to share online resources through the program’s website.

b) The project will extend Metro’s multi-family housing transit program to incentivize property owners to provide transit passes to their tenants. This will be another project opportunity to reach priority populations to increase ridership.

Current Example: Metro’s community-based In Motion program provides information and rewards for SOV trip shift to non-drive-alone modes for all trip types. In Motion has been effective, with 10% average target market participation rates. Participants pledge to drive less, and survey results demonstrate reduced driving both immediately after the project and long term, based on surveys conducted 18 months after project end.

c) Increase transit benefits available to 10,000 employees and residents through their employers or property managers. Add new elements to the ORCA Business Passport program including expanding to smaller businesses and businesses with hourly and shift workers, marketing the program as a lifestyle benefit for employees to encourage long-term travel behavior shifts. New TDM strategies will be used to encourage smaller non-DTR required employers to start or expand commute programs, such as transit pre-tax subsidies or ORCA business accounts, which will extend commuting benefits to workers who have not had employer-provided commute assistance. Often these are lower-wage workers who could be eligible for the reduced-fare ORCA LIFT program.

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this demographic. By focusing on both youth and their families, and investing in school-based partnerships, it will leverage education and outreach to influence behaviors that will reduce SOV trip and VMT in the near term and for the long haul.

e) Reach 3,200 potential vanpool riders using incentives and multiple communication formats to entice drivers to try vanpool to grow ridership and van formation. Work through employers on outreach efforts such as on-site events, origin-end maps, information delivery suited to the market(s), and technology tools to enhance vanpooling. The project will market new vanpools as TDM incentive through campaigns supporting new high-capacity transit service openings.

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.**

The project supports business and industry growth and job retention though providing new programs and incentive directly to employers that would extend transit and rideshare benefits to their employees. This new benefit is expected to help employers retain existing employees and potentially attract new employees. The project would maximize transit and other efficient transportation mode access to employment and service sites, reducing employee transportation, site parking, and private vehicle operation costs. It would reduce employee parking demand and could save employers money as they expand operations or make best use of their property.

The project will reduce vehicle trips on connecting centers highway and arterial corridors and center circulation streets, mitigating congestion and delays, and improving business access for customers, employees, and commercial traffic. Reduced delay helps extend the travel sheds of regional centers and increases business access to a wider area for more customers and potential employees.

The proposed project is consistent with strategies and recommendations of the PSRC’s Regional Economic Strategy (2021) that “…build on the region’s strengths and shore up its weaknesses to expand economic opportunity for all.” The plan identifies specific challenges facing to the continued economic viability and expansion of the unique economic clusters established within the region. These challenges include inequities in economic opportunity, addressing the proximity of jobs to housing, making the ability to make major investments in transportation, preserving the region’s environment & health, and addressing global climate changes. The plan also recommends economic development strategies that are consistent with this project’s goals and objectives:

- Support jobs and housing growth in urban areas, regional centers, and cities with investments in infrastructure.
- Develop land use around transit stations and invest in transit corridors consistent with zoning that maximizes regional transit accessibility for a diverse and equitable mix of residents and businesses.
- Expand access to affordable transportation options in underserved neighborhoods to connect the underserved populations with jobs.
- Increase transit ridership and induce mode shift from SOV to transit reducing average daily vehicle miles traveled (VMT), providing customers with more active transportation opportunities that can improve their health, and reducing climate impacting CO2 emissions.
- Reduce transportation related inequities through expanded mobility, reliability, and safer access to affordable, high-frequency transit service.

**Criteria: Circulation, Mobility, and Accessibility**

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

The project responds to the evolving post-pandemic work environment that is realizing the benefits of increased telework and decrease commute trips are negated by steep reductions in transit use and ridesharing across all trip purposes, with congestion and delay caused by returning high levels of SOV trips impacting critical highway and arterial corridors.

The project proposes a deeply holistic TDM program approach that combines an integrated set of proven traditional and new innovative strategies in a managed, cost-effective way to improve transportation system efficiency. It will help maximize regional investments in high-capacity transit and ridesharing services and complement existing and planned corridor transit speed, reliability and access improvements, transportation system management (TSM), and intelligent transportation system (ITS) projects constructed by WSDOT, Community Transit, and jurisdiction in King and south Snohomish County.
The project's strategies encourage non-SOV commute trips, but significantly emphasizes reducing SOV travel across all trip types, a necessary objective in the post pandemic environment to help realize local and regional mode split goals for reduced SOV travel and improved all-day access and mobility.

The proposed TDM strategies have been shown to both add and retain non-drive alone trips for sustained periods as people and families change their travel behavior. New, innovative strategies and techniques proposed in this project have been successfully tested and employed in other metro areas and will be piloted here recognizing the unique attributes and demographics of our region. 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 mile/last mile connections and capitalize on the new acceptance of variable work schedules.

Examples of successful Metro corridor based TDM programs include:

- Metro's Just One Trip programs provide effective and proven tools, materials, and incentives to influence transportation in King County, increasing mode choice for active transportation and transit use, further reducing VMT.

- The Renton-Kent-Auburn Area Mobility Plan (RKAAMP) in South King County and Metro Link Connections (MLC) in North King County have had immediate and expansive benefits, increasing transit ridership and rider information on connections to light rail, bus rapid transit and service changes/improvements, and providing ORCA incentives to communities of greatest need, where more than 79% of applicants self-reported that their household was at or below $75,000.

To date, both projects have distributed over 16,000 ORCA cards, facilitated 125,000 trips on transit, reducing 7,205 miles in daily VMT and 2,392 kg in daily CO2 emissions. The program employs robust qualitative and quantitative program evaluation methods, integrating user and community feedback through the project's lifecycle, while also tracking ORCA card use at the 3, 6, and 12-month marks, capturing overall program participation and travel trends analysis, while building robust lessons learned for future JOT efforts.

- The ORCA Business Program in King County consists of 584 active Area Passport accounts (as of March 2022), which provides 26,295 employees and students with unlimited transit access, amounting to 2.7 million transit boardings per year (2021 boardings). In 2019, prior to the pandemic, there were 13.8 million transit boardings from Area Passport accounts. Area Passport includes employers with 5-499 employees, larger employers with over 500 employees, participate in the Custom Passport program. Since the pandemic, 58% of employers with an Area Passport program have kept their program active, while many employers have suspended their programs while their employees are not commuting to work, and some have ended their programs altogether.

The proposed project will aim to revitalize the Business Passport program to gain back previous customers through tailored programming, marketing the Passport program as a lifestyle benefit to help employers attract and retain employees, regardless of whether employees are commuting to a physical worksite, and open the door to new customers through the incentive programs for small businesses, businesses with hourly workers, and multi-family housing units.

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

The 24 regional centers benefitting from this project are increasingly impacted by traffic congestion and delay, despite growth of teleworking. Comparing March 2019 to February 2020, Puget Sound Highway Congestion is down 1% during this latest reporting period (Inrix Global Traffic Scorecard reported Puget Sound Business Journal 3/21). However, this includes the statewide school closures, bans of gatherings, mandatory teleworking, and mandatory quarantines during the COVID-19 pandemic. Traffic is now increasing on these corridors with emerging pre-pandemic congestion and delays and will likely continue to increase as we emerge from the pandemic.

By 2050, PSRC forecasts that the population within the 24 regional centers and 17 connecting HCT and BRT corridors will increase 80% to 1,501,171 and employment will increase 45% to 1,659,917 (see Attachment B). This growth will place a significant strain on our regional transportation system. Regional and locally adopted transportation goals, policies and strategies within the project area focus on increasing transit ridership as key to mitigating the transportation impacts of growth and facilitating the adopted centers-oriented growth forecasts.

New regional transit service beginning between 2022 and 2027 increases the person-carrying capacity of these travel corridors that will further strengthen the links to and between these centers. The TDM programs implemented through this project represent a further logical step by capitalizing on this new network of connected transit corridors, boosting their collective effectiveness though encouraging and incentivizing SOV mode shift for all trip types.
3. **Describe how the project fills in a missing link or removes barriers to/from a center.**

The project will help remove travel-related barriers between and within the 24 regional centers. It will do this by SOV mode shift to other more efficient forms of transportation, reducing congestion and associated travel delay barriers. These barriers impede access to passenger and freight travel between and within the centers, and negatively impact continued land use development and densification in the centers. By shifting trips to higher-occupancy vehicles and nonmotorized modes, the project will remove daily vehicle trips on connecting corridors and for trips within regional centers and help reduce vehicle trip generation rates within the project area.

The project will also remove barriers to using transit, vanpooling, carpooling, biking, and walking. Often, people are reluctant to try different modes of transportation out of habit and/or a lack of information. This project will help bridge that barrier in a significant way through targeted education and promotion strategies that are tailored to a specific market. The project will incentivize and tailor transportation options through traditional and innovative TDM programs to meet customers’ individual needs for improved mobility.

This project will also address information barriers/gaps by providing TDM outreach and encouragement techniques for target demographics that support individuals in a language and outreach strategies that resonate best for the target audience.

*Example:* This project will provide mobility incentives for first/last mile connections to transit and mobility wallet program, using new mobile ticketing and incentive delivery technologies. Incentives would be used to:

1. **Encourage multi-modal connections to transit on both public and private mobility services.** This strategy provides incentives for first/last mile connections, exposing riders to emerging modes that complement transit, and new ways to access and connect to transit service.

2. **Encourage businesses and CBOs to distribute Mobility Wallets to their clients, customers, visitors, and employees.** A Mobility Wallet is a package of digital mobility incentives, credits, or subsidies that can be used for both public and private shared transportation services to facilitate multimodal travel. It provides travelers with access to rides, passes, discounts, reduced or bundled fares, or personalized credits with limited application towards certain trips, providing customers with expanded mobility options and makes trip payment easier and more seamless across a range of mobility options. Mobility Wallet incentives will be distributed through partner CBOs and businesses to maximize benefits for customers, and to introduce local organizations to opportunities to further invest and participate in transit and shared mobility programs.

3. **Encourage employers and property owners to start up ORCA Business Passport programs to provide their employees and residents with unlimited transit access.** Metro believes that these incentives, for their first- and second-year program participation, will lower barrier to entry and demonstrate how this can improve employee/residents’ quality of life by adding value and increase workforce retention.

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

The project will eliminate an estimated average daily 78,387 vehicle trips and 818,160 VMT by 2027 off highways and arterials connecting/within the 24 regional centers. Many of these facilities experience significant traffic congestion and bottlenecks during extended peak period of weekday and weekend travel, particularly on I-5, I-405, SR520, I-90, SR167 and parallel-functioning major arterials within the project area. Moving people from driving alone to more efficient travel modes will help decrease traffic congestion on the corridors and at traffic bottlenecks, improving system efficiency and performance.

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

The project will include outreach and incentives to encourage mode shifts to biking, walking and other nonmotorized modes for local trips and as first/last mile connections to transit. New transit services launching during the project timeframe will include additional bike parking and safer bike and walk access to transit. Bike and scooter share services are expanding in local cities, offering easily accessible mobility to transit. This TDM project will promote these new opportunities as well as describing the benefits of nonmotorized transportation for health, cost savings and in some cases time savings.

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transportation for health, cost savings and in some cases time savings.

Project maps will depict updated bikeways as well as 10-minute walk and bike sheds to local destinations and transit service. People are more likely to reduce driving trips when they have a realistic sense of the proximity of their usual destinations. The project will also provide information and incentives to use the expanding network of secure bike parking facilities at Metro and ST locations and will include easy instructions for using a bike on transit. Using these options will enable travelers to build physical activity into their daily lives while also reducing system vehicle trips, VMT and vehicle emissions.

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

The project will actively promote the use of multiple modes other than driving alone including bus and rail transit, vanpool and carpool, bike, scooter and walk, and telework. The project also promotes services that address barriers to using non-drive alone travel such as supporting the guaranteed ride home program, and solutions for first mile/last mile connections. These modes collectively provide options and increased flexibility for travel between/within regional centers and can fill travel gaps where fixed route transit is not suitable.

The project will reach travelers through employer programs and residential outreach tailored to the area and user market. These TDM strategies will support ridership potential in new transit markets developed through regional transit investments in light rail and BRT. Project timing will seize the opportunities offered by new transit service and facilities to shift trips from driving alone to new options as well as a new interest in alternative work schedules and telework opportunities as people return to work in a hybrid environment.

The project will provide incentives, education, outreach, and promotions for other investments that support the regional transit investments such as first/last mile solutions, shared mobility pilots and additional bike/walk investments near new transit facilities. Recent research finds that those who use a mix of non-drive-alone modes drive less for all trip purposes and have reduced their car ownership (see APTA’s Shared Mobility and the Transformation of Public Transit report, March 2016).

Several of the corridors connecting the 24 regional centers carry significant truck freight tonnage, classified as T1 and T2 routes on the State’s Freight and Goods Transportation System (FGTS). Project benefits will extend to these system users as congested connecting corridors are utilized more efficiently for passenger travel as regional growth patterns continue.

Specific projects programs that benefit a range of travel modes include:

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

- The ORCA Passport program, a commute-benefit program that employers can purchase from the region’s transit agencies, provides subsidy for transit, vanpool and a guaranteed ride home program for all employees that use alternative modes to get to work.

- Mobility Incentives: This project will provide mobility incentives for first/last mile connections to transit and mobility wallet program, using new mobile ticketing and incentive delivery technologies.

Criteria: Equity

1. Identify the population groups to be served by the project.

Current estimates in project area include 833,068 people and 1,145,578 employees. The population includes 44% Black and Indigenous people of color (BIPOC), 14% seniors, 19% youth 11% of households living in poverty, and 18% living with a disability. Within the project area, 5% of owner households and 27% of renter households do not having access to a vehicle (2021 ERSI and 2019 US Census ACS). Please see Attachment B.

Metro defined priority populations for service improvements as part of the 2021 update of Metro Connects in partnership with the King County Office of Equity and Social Justice and the Equity Cabinet. These priority populations include BIPOC populations, people who have low or no-income, immigrants and refugees, people living with disabilities, and people who are linguistically diverse. The project would also focus on ensuring equitable outreach to other transit dependent populations including senior citizens, youth and those facing unemployment or chronic underemployment. The populations provide focus on High Priority Equity areas to guide project implementation (see Attachment A).
2. **Identify the disparities or gaps in the transportation system / services for these populations that need to be addressed.**

The historic, systemic, and cyclical inequities facing priority populations have resulted in their underrepresentation in past and existing decision-making processes. Investments in transit service has traditionally been oriented towards the peak (commute) trip leaving gaps in midday and night service when priority populations may rely on transit service the most. The COVID-19 pandemic has further highlighted these inequities. Those who depend on transit the most have been continuing to utilize transit throughout the pandemic to access jobs, housing, and other services.

For many priority populations there is a disconnect between where people live and work. Barriers in distance, travel time, basic mobility and access can negatively impact people’s lives in a variety of ways. Transit can provide an essential connection to jobs, services, housing, shopping, recreation, and schools. However, congested travel corridors negatively impact priority populations by reducing trip time length and reliability, increasing transportation costs, reducing access to jobs, and negatively impacting personal health and community livability through reduced air quality.

PSRC’s online Opportunity Mapping tool uses a variety of data as indicators to assess regional measures of educational attainment, economic health, neighborhood and housing quality, mobility and transportation, and public and environmental health. The tool is used within PSRC’s Growing Transit Communities Program.

In particular, the Mobility and Transportation Opportunity examines drive commute cost, access to transit, transit fare cost and walkability measures and combines them into an index score. Low scores represent disparities or gaps in the transportation system/services. Within the proposed project area, there are large areas of Low Opportunity in and around cities in south Snohomish County where residents and employers would benefit from this project (see Attachment D).

Language, cultural and information technology barriers exist that can impede access to transportation resources. These barriers pose a greater challenge to priority and transit dependent populations. This project’s development was guided by King County's Equity and Social Justice Strategic Plan and the guidance of Metro’s Equity Cabinet and Mobility Framework. With this guidance, we understand that the needs of priority populations are not homogenous, even within groups, and this project will apply appropriate strategies and techniques to help maximize effectiveness.

3. **Describe how the project is addressing those disparities or gaps and providing a benefit to the population groups identified under question 1 above.**

The project would reduce transportation, language, cultural and technology barriers outline above through its implementation. New partnerships delivering traditional and innovative TDM programming will provide equitable and affordable access to existing and new transit services, first/last mile services, private mobility services, and ridesharing programs.

By creating targeted campaigns in collaboration with CBOs, the project will serve residents, employees, businesses of all demographics while prioritizing project resources within communities where priority and transit dependent populations and others face ongoing mobility and transit access disparities due to systemic issues.

This project will benefit priority and other transit dependent populations in the following ways:

- Partner with employers and local CBOs to use trusted channels and methods of communication to reach priority and other transit dependent populations communities with TDM programs.
- Provide education about discounted fares and available travel options.
- Provide transit benefits, such as an unlimited monthly ORCA pass through ORCA Business Passport that shifts part or all the cost to the employer rather than the individual.
- Provide updated business incentive programs that will focus primarily on priority populations such as hourly workers, shift workers, low-income communities through the multi-family housing initiative, and small businesses.
- Distribute transit fare media, including reduced-fare cards for those who qualify including seniors, people with disabilities, and whose incomes qualify for ORCA Lift.
- Provide riders with culturally relevant messaging, materials, and outreach strategies to effectively reach populations that may not understand their travel options, particularly LEP. Metro’s TDM programs include translated materials and have piloted “trans-creation” (culturally relevant translation) materials to provide information most effective for the community.
- Help households and individuals reduce their transportation costs by shifting trips to less
by organizing policies related to affordable housing and human services into a new chapter.

The King County Comprehensive Plan reflects the importance of serving those most in need of medium and high displacement.

This project will address transportation as a key link between housing, employment, and broader mitigation strategies in place by the jurisdiction to address those risks.

If the project is in an area of medium or high displacement risk, identify the displacement risk.

Using PSRC’s Displacement Risk Mapping tool, the project serves areas of medium and high displacement.

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

The project’s development was guided by King County’s Equity and Social Justice Strategic Plan and the guidance of Metro’s Equity Cabinet and Mobility Framework. Adopted in 2019, the Mobility Framework was community-led and co-created with the King County Metro Mobility Equity Cabinet, a group 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 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. Input from elected officials, community stakeholders, regional partners, employees, and the public informed these recommendations. These principles provide the foundation of our work and have continued to drive the agency’s actions to serve areas where needs are greatest.

Over the past several years, Metro has been listening and engaging with the communities we serve to better understand their specific needs and transform our process for engagement and delivery of service. Metro has engaged in meaningful conversations with CBOs that serve priority populations to better understand their needs, and to center the work we deliver through TDM programming. We have worked with TMAs and multiple diverse mobility boards that inform our service planning conversations and Community-Based Organizations that serve youth, families, people with disabilities, seniors, low-income and unhoused, limited, or non-English, bilingual, and native speaking communities, and immigrants and refugees who have been historically underserved by transit and public resources.

Describe how this outreach influenced the development of the project.

The Mobility Framework provided direction for engagement that was essential in guiding project planning. From the Framework, the engagement principle calls to: strengthen communication and marketing efforts to ensure that priority populations are aware of existing mobility services, innovative new pilots, service changes, affordability programs, and other efforts; build lasting relationships in communities and compensate community members for their time and expertise; use a coordinated cross-departmental approach to engagement, including a continuing King County Equity Cabinet; develop an equity-centered engagement framework by co-creating with the community and measuring equity and sustainability over time; develop a community liaison program to hire people to act as a conduit to the community; and identify metrics to measure success and continually improve, and regularly report on engagement metrics.

Outreach to CBOs, customers, and other stakeholders have informed project planning. It led us to prioritize the delivery or the project in areas where needs are greatest first and focus on who we are serving rather that where we are serving. Through CBOs, TMA’s cities, and other project partners we are centering project delivery on meeting the customer where they are and tailoring incentives, outreach, and products based on their specific needs.

Is the project in an area of low, medium, or high displacement risk?

Using PSRC’s Displacement Risk Mapping tool, the project serves areas of medium and high displacement risk.

If the project is in an area of medium or high displacement risk, identify the broader mitigation strategies in place by the jurisdiction to address those risks.

This project will address transportation as a key link between housing, employment, and services and help increase affordable transit and ridesharing mobility and access within areas of medium and high displacement.

The King County Comprehensive Plan reflects the importance of serving those most in need by organizing policies related to affordable housing and human services into a new chapter.
The Plan strengthens and clarifies these policies to reflect the County’s commitment to help people who are experiencing homelessness, those at risk of displacement, and those in need of mental health and behavioral health services.

The Plan also adds a new policy that calls for a regional approach to increasing the availability of affordable housing. The Plan offers displacement mitigation policies within the adopted plan including: Section I) (A) (1) (5) Protect existing communities of color and low-income communities from displacement in gentrifying communities; B) Strengthening Housing Linkages with Transportation Policy H-124: King County shall work with partners to reduce and prevent displacement of very-low to moderate-income households from transit-oriented locations, to the extent possible; and shall strive to align affordable housing investments and transit investments in order to increase the quality of life of disinvested communities as measured by the Determinants of Equity.

Criteria: Safety and Security

1. **Describe how the project addresses safety and security.**
   Metro is committed to providing safe, equitable, and sustainable mobility and prioritizing service where needs are greatest. The project actively promotes and incentivizes non-SOV travel modes, including transit. As the movement toward Vision Zero grows, public transit is increasingly recognized as a core strategy to support safe mobility for all.

   According to the American Public Transportation Association (APTA), public transportation is one of the safest ways to travel. Public transit is ten times safer per mile than traveling by car because it has less than a tenth the per-mile traffic casualty (injury or death) rate as automobile travel. Using data from the National Highway Traffic Safety Administration and Federal Transit Administration, researchers found that metro areas where residents average more than 40 bus or train trips a year have about half the traffic fatality rates of metro areas where residents average fewer than 20 trips annually. The 11 metro areas with the highest transit use averaged 5.8 traffic deaths per 100,000 residents. The average for the United States’ 108 largest metro areas – all with populations greater than 500,000 – was nearly 10 traffic deaths per 100,000 residents (“The Hidden Traffic Safety Solution: Public Transportation” 2018 APTA).

2. **Describe how the project helps protect vulnerable users of the transportation system, by improving pedestrian safety and addressing existing risks or conditions for pedestrian injuries and fatalities, and/or adding or improving facilities for pedestrian and bicycle safety and comfort.**
   The project’s TDM campaigns and incentives will help reduce traffic and increase safety for pedestrians and bicyclists in regional centers. Part of this effort is identifying and addressing barriers to transit, including pedestrian safety and valuable feedback provided by our customers, particularly from priority populations, can help inform future capital improvements to improve safety. This project will forward safety related feedback received from CBOs, TMAs, employers, and other project partners and customers to responsible staff at Metro to improve public transit services and facilities.

3. **Describe how the project reduces reliance on enforcement and/or designs for decreased speeds.**
   The project’s TDM programs would help encourage sustained mode shift from SOV to more efficient transportation modes. This targeted investment in reducing vehicle trip generation from most forms of land use development will help increase growth and development density within regional centers, complementing supporting transit facility and service investments. As regional centers realize their full potential under local subarea planning as more “people scale”, reduced speeds and greater compliance with posted speeds will occur due to the increased activity. Buses and related transit infrastructure also tend to slow and calm traffic within these centers.

4. **Does your agency have an adopted safety policy (e.g., Vision Zero, Target Zero, etc.)? How did these policies inform the development of the project?**
   King County established the King County Target Zero Task Force in 1998. The group focuses on reducing traffic crashes and traffic-related injuries in King County and supports the state's Strategic Highway Safety Plan: Target Zero to reduce traffic fatalities and serious injuries to zero by the year 2030. The plan supports transit as a form of active transportation to reduce congestion and points of conflict. This project encourages and incentivizes mode shift to reduce vehicular traffic, congestion, and points of conflict to make travel safer for all modes.

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?**
   This TDM project’s activities and funding will directly target approximately 400,000 travelers among the project areas current estimated 833,068 residents and 1,145,578 employees.

2. **What percentage of the targeted population is expected to shift from driving to transit, bicycling, or other alternative mode?**
   Participation rates vary due to the range of tactics used, but based on recent TDM projects, we expect approximately 7% of the targeted population on average to shift from SOV to other modes of transportation, reducing an estimated 78,387 average daily vehicle trips (see Attachment E).

3. **What is the average commute trip length in the project area?**
   The average one-way commute trip length is 14.5 miles, according to King County’s most recent CTR commute benchmark report.

4. **How many new vanpools will be formed?**
   An estimated 230 new vanpool groups will be formed, based on recent experience with vanpool incentive programs.

5. **What is the average vanpool trip length?**
   The average one-way vanpool commute trip length is 22 miles, or 44 miles round trip, based on commute data provided by King County Metro Vanpool groups.

6. **What is the vanpool occupancy?**
   The average occupancy per vanpool group is 7 participants (6 participants plus 1 driver), based on monthly ridership reports provided by King County Metro Vanpool groups.

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

Air Quality and Climate Change: CMAQ Questions

1. **For CMAQ projects: PSRC will utilize the “Useful Life” table included in the “Air Quality Guidance” document contained in the Call for Projects. If you have an alternate useful life figure for your project, please explain and provide the appropriate documentation supporting the deviation from the approved Useful Life table.**
   Please utilize the PSRC Useful life table.

2. **For CMAQ projects: Is the project located as a 7 of 10 for diesel pollution and disproportionate impacts in the Washington Environmental Health Disparities map?**
   Yes, according to the online map, the project will positively impact numerous Census Tracts in both counties rated between 7 to 10.

Criteria: Project Readiness and Financial Plan

1. **What is the PSRC funding source being requested?**
   CMAQ

2. **Has this project received PSRC funds previously?**
   No

3. **If yes, please provide the project’s PSRC TIP ID**
   N/A

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Total Request: $6,400,000.00

Total Estimated Project Cost and Schedule

**Other**
Expected year of completion for this phase: 2027

Summary

1. Estimated project completion date
   12/31/2027
2. Total project cost
   $7,398,844.00

Funding Documentation

1. Documents
   Attachment_F.pdf
2. Please enter your description of your financial documentation in the text box below.
   Reasonably expected local match funds will be included as part of the 2023-2024 King County budget. The 2023-2024 budget will be developed in the spring/summer of 2022 and is scheduled for adoption in the fall of 2022.

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

   Metro has support TDM programs for several decades and prioritizes future funding to support the programs. A copy of Metro’s 2021-2022 TDM program budget, including 2023-2024 budget request for is shown in Attachment F.

Project Readiness: PE

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

Project Readiness: NEPA

1. What is the current or anticipated level of environmental documentation under the National Environmental Policy Act (NEPA) for this project?
   Categorical Exclusion (CE)
2. Has the NEPA documentation been approved?
3. Please provide the date of NEPA approval, or the anticipated date of completion (month and year).
   6/30/2025

Project Readiness: Right of Way

1. Will Right of Way be required for this project?
   No

2. What is the actual or estimated start date for right of way?
   N/A

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

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

5. What is the zoning in the project area?
   N/A

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

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

8. If not, when do you expect a consultant to be selected, under contract, and ready to start (month and year)?
   N/A

9. In the box below, please identify all relevant right of way milestones, including the current status and estimated completion date of each.
   N/A

Project Readiness: Construction

1. Are funds being requested for construction?
   No

2. Do you have an engineer’s estimate?
   N/A

3. Engineers estimate document
   N/A

4. Identify the environmental permits needed for the project and when they are scheduled to be acquired.
   N/A

5. Are Plans, Specifications & Estimates (PS&E) approved?
   N/A

6. Please provide the date of approval, or the date when PS&E is scheduled to be submitted for approval (month and year).
   N/A

7. When is the project scheduled to go to ad (month and year)?
   N/A

Other Considerations

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

2. Describe any innovative components included in your project: these could
Mobility Incentives: This project will provide mobility incentives for first/last mile connections to transit and mobility wallet program, using new mobile ticketing and incentive delivery technologies. Incentives would be used to:

1. Encourage multi-modal connections to transit on both public and private mobility services. Providing subsidies for first/last mile connections, exposing riders to emerging modes that complement transit, new ways to access and connect to transit service, and helping riders adapt to new post-pandemic travel patterns and transportation options. Implementation would be coordinated with TDM programming.

2. Encourage businesses and CBOs to distribute mobility wallets to their clients, customers, visitors, and employees. A Mobility Wallet is a package of digital mobility incentives, credits, or subsidies that can be used for both public and private shared transportation services to facilitate multimodal travel. A Mobility Wallet provides riders with access to rides, passes, discounts, reduced or bundled fares, or personalized credits with limited application towards certain trips. Access to mobility wallet subsidies provides riders with expanded mobility options and makes trip payment easier and more seamless across a range of mobility options. Mobility Wallet incentives will be distributed through partner CBOs and businesses to maximize benefits for riders and to introduce local organizations to opportunities to further invest in transit and shared mobility programs.

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

4. Describe the jurisdiction’s Apprenticeship Utilization Program / Ordinance in place for projects over $1 million with at least 15% Apprenticeship Utilization or programs that prioritize the use of local hire and the diversification of the workforce.
N/A

5. Final documents
Attachment_B.pdf, Attachment_C.pdf, Attachment_D.pdf, Attachment_E.pdf
### 2021 Total Population (Esl)

<table>
<thead>
<tr>
<th>Area</th>
<th>Value</th>
<th>▼</th>
</tr>
</thead>
<tbody>
<tr>
<td>United States</td>
<td>333,934,112</td>
<td></td>
</tr>
<tr>
<td>Washington</td>
<td>7,802,046</td>
<td></td>
</tr>
<tr>
<td>King County</td>
<td>2,290,875</td>
<td></td>
</tr>
<tr>
<td>Snohomish County</td>
<td>833,934</td>
<td></td>
</tr>
<tr>
<td>This area</td>
<td>833,068</td>
<td></td>
</tr>
</tbody>
</table>

2021 Total Population (Esl) for this area
833,068 which is less than the average for United States

### 2021 Total Households (Esl)

<table>
<thead>
<tr>
<th>Area</th>
<th>Value</th>
<th>▼</th>
</tr>
</thead>
<tbody>
<tr>
<td>United States</td>
<td>126,470,679</td>
<td></td>
</tr>
<tr>
<td>Washington</td>
<td>3,031,361</td>
<td></td>
</tr>
<tr>
<td>King County</td>
<td>932,958</td>
<td></td>
</tr>
<tr>
<td>Snohomish County</td>
<td>382,352</td>
<td></td>
</tr>
<tr>
<td>This area</td>
<td>383,068</td>
<td></td>
</tr>
</tbody>
</table>

2021 Total Households (Esl) for this area
382,352 which is less than the average for United States

### 2021 Senior Population (Age 65+) (Esl)

<table>
<thead>
<tr>
<th>Area</th>
<th>Value</th>
<th>▼</th>
</tr>
</thead>
<tbody>
<tr>
<td>United States</td>
<td>17,26</td>
<td></td>
</tr>
<tr>
<td>Washington</td>
<td>17,93</td>
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</tr>
<tr>
<td>King County</td>
<td>15,37</td>
<td></td>
</tr>
<tr>
<td>Snohomish County</td>
<td>15,08</td>
<td></td>
</tr>
<tr>
<td>This area</td>
<td>15,88</td>
<td></td>
</tr>
</tbody>
</table>

2021 Senior Population (Age 65+) (Esl) for this area
15,88 which is less than the average for United States

### 2019 Households Below the Poverty Level (ACS 5-Yr)

<table>
<thead>
<tr>
<th>Area</th>
<th>Value</th>
<th>▼</th>
</tr>
</thead>
<tbody>
<tr>
<td>United States</td>
<td>15,610,142</td>
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<tr>
<td>Washington</td>
<td>279,897</td>
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<tr>
<td>King County</td>
<td>75,252</td>
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<tr>
<td>Snohomish County</td>
<td>39,582</td>
<td></td>
</tr>
<tr>
<td>This area</td>
<td>41,274</td>
<td></td>
</tr>
</tbody>
</table>

2019 Households Below the Poverty Level (ACS 5-Yr) for this area
41,274 which is less than the average for United States

### 2019 Owner Households with No Vehicles (ACS 5-Yr)

<table>
<thead>
<tr>
<th>Area</th>
<th>Value</th>
<th>▼</th>
</tr>
</thead>
<tbody>
<tr>
<td>United States</td>
<td>2,890</td>
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</tr>
<tr>
<td>Washington</td>
<td>21,724</td>
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</tr>
<tr>
<td>King County</td>
<td>75,252</td>
<td></td>
</tr>
<tr>
<td>Snohomish County</td>
<td>39,582</td>
<td></td>
</tr>
<tr>
<td>This area</td>
<td>6,233</td>
<td></td>
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</tbody>
</table>

2019 Owner Households with No Vehicles (ACS 5-Yr) for this area
6,233 which is less than the average for United States

### 2019 Renter Households with No Vehicles (ACS 5-Yr)

<table>
<thead>
<tr>
<th>Area</th>
<th>Value</th>
<th>▼</th>
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<tr>
<td>Washington</td>
<td>156,765</td>
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<tr>
<td>King County</td>
<td>77,514</td>
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<tr>
<td>Snohomish County</td>
<td>57,166</td>
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<tr>
<td>This area</td>
<td>61,225</td>
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</table>

2019 Renter Households with No Vehicles (ACS 5-Yr) for this area
61,225 which is less than the average for United States

### 2021 White Population (Esl)

<table>
<thead>
<tr>
<th>Area</th>
<th>Value</th>
<th>▼</th>
</tr>
</thead>
<tbody>
<tr>
<td>United States</td>
<td>3,031,361</td>
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<tr>
<td>Washington</td>
<td>932,958</td>
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<tr>
<td>King County</td>
<td>382,352</td>
<td></td>
</tr>
<tr>
<td>Snohomish County</td>
<td>382,352</td>
<td></td>
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<tr>
<td>This area</td>
<td>383,068</td>
<td></td>
</tr>
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</table>

2021 White Population (Esl) for this area
383,068 which is less than the average for United States

### 2021 White Population (Esl): Percent

<table>
<thead>
<tr>
<th>Area</th>
<th>Value</th>
<th>▼</th>
</tr>
</thead>
<tbody>
<tr>
<td>United States</td>
<td>56.12</td>
<td></td>
</tr>
<tr>
<td>Washington</td>
<td>71.83</td>
<td></td>
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<tr>
<td>King County</td>
<td>60.54</td>
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<tr>
<td>Snohomish County</td>
<td>56.12</td>
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</tr>
<tr>
<td>This area</td>
<td>56.12</td>
<td></td>
</tr>
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</table>

2021 White Population (Esl): Percent for this area
56.12 which is less than the average for United States

### 2021 Senior Population (Age 65+) (Esl): Percent

<table>
<thead>
<tr>
<th>Area</th>
<th>Value</th>
<th>▼</th>
</tr>
</thead>
<tbody>
<tr>
<td>United States</td>
<td>26.71</td>
<td></td>
</tr>
<tr>
<td>Washington</td>
<td>20.41</td>
<td></td>
</tr>
<tr>
<td>King County</td>
<td>18.08</td>
<td></td>
</tr>
<tr>
<td>Snohomish County</td>
<td>11.61</td>
<td></td>
</tr>
<tr>
<td>This area</td>
<td>11.61</td>
<td></td>
</tr>
</tbody>
</table>

2021 Senior Population (Age 65+) (Esl): Percent for this area
11.61 which is less than the average for United States

### 2019 Households with 1+ Persons with a Disability (ACS 5-Yr)

<table>
<thead>
<tr>
<th>Area</th>
<th>Value</th>
<th>▼</th>
</tr>
</thead>
<tbody>
<tr>
<td>United States</td>
<td>467,525</td>
<td></td>
</tr>
<tr>
<td>Washington</td>
<td>5,604,384</td>
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</tr>
<tr>
<td>King County</td>
<td>1,387,005</td>
<td></td>
</tr>
<tr>
<td>Snohomish County</td>
<td>595,126</td>
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</tr>
<tr>
<td>This area</td>
<td>567,525</td>
<td></td>
</tr>
</tbody>
</table>

2019 Households with 1+ Persons with a Disability (ACS 5-Yr) for this area
567,525 which is less than the average for United States

### 2019 Owner Households with No Vehicles (ACS 5-Yr): Percent

<table>
<thead>
<tr>
<th>Area</th>
<th>Value</th>
<th>▼</th>
</tr>
</thead>
<tbody>
<tr>
<td>United States</td>
<td>4.56</td>
<td></td>
</tr>
<tr>
<td>Washington</td>
<td>2.86</td>
<td></td>
</tr>
<tr>
<td>King County</td>
<td>2.66</td>
<td></td>
</tr>
<tr>
<td>Snohomish County</td>
<td>1.47</td>
<td></td>
</tr>
<tr>
<td>This area</td>
<td>4.56</td>
<td></td>
</tr>
</tbody>
</table>

2019 Owner Households with No Vehicles (ACS 5-Yr): Percent for this area
4.56 which is more than the average for United States

### 2019 Renter Households with No Vehicles (ACS 5-Yr): Percent

<table>
<thead>
<tr>
<th>Area</th>
<th>Value</th>
<th>▼</th>
</tr>
</thead>
<tbody>
<tr>
<td>United States</td>
<td>26.71</td>
<td></td>
</tr>
<tr>
<td>Washington</td>
<td>18.36</td>
<td></td>
</tr>
<tr>
<td>King County</td>
<td>14.86</td>
<td></td>
</tr>
<tr>
<td>Snohomish County</td>
<td>11.61</td>
<td></td>
</tr>
<tr>
<td>This area</td>
<td>26.71</td>
<td></td>
</tr>
</tbody>
</table>

2019 Renter Households with No Vehicles (ACS 5-Yr): Percent for this area
26.71 which is more than the average for United States
### 2021 Total Population Age 0-4 (Esri)

<table>
<thead>
<tr>
<th>Area</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>United States</td>
<td>19,583,554</td>
</tr>
<tr>
<td>Washington</td>
<td>454,226</td>
</tr>
<tr>
<td>King County</td>
<td>122,991</td>
</tr>
<tr>
<td>Snohomish County</td>
<td>49,745</td>
</tr>
<tr>
<td>This area</td>
<td>40,728</td>
</tr>
</tbody>
</table>

This area has 40,728 people aged 0-4, which is less than the average for the United States (19,583,554). The percent for this area is 4.89%, which is also less than the average for the United States (5.86%).

### 2021 Total Population Age 5-9 (Esri)

<table>
<thead>
<tr>
<th>Area</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>United States</td>
<td>20,285,004</td>
</tr>
<tr>
<td>Washington</td>
<td>466,009</td>
</tr>
<tr>
<td>King County</td>
<td>127,061</td>
</tr>
<tr>
<td>Snohomish County</td>
<td>51,788</td>
</tr>
<tr>
<td>This area</td>
<td>38,360</td>
</tr>
</tbody>
</table>

This area has 38,360 people aged 5-9, which is less than the average for the United States (20,285,004). The percent for this area is 6.20%, which is less than the average for the United States (6.07%).

### 2021 Total Population Age 10-14 (Esri)

<table>
<thead>
<tr>
<th>Area</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>United States</td>
<td>20,830,354</td>
</tr>
<tr>
<td>Washington</td>
<td>477,221</td>
</tr>
<tr>
<td>King County</td>
<td>132,605</td>
</tr>
<tr>
<td>Snohomish County</td>
<td>53,577</td>
</tr>
<tr>
<td>This area</td>
<td>37,333</td>
</tr>
</tbody>
</table>

This area has 37,333 people aged 10-14, which is less than the average for the United States (20,830,354). The percent for this area is 6.41%, which is less than the average for the United States (6.23%).

### 2021 Total Population Age 15-19 (Esri)

<table>
<thead>
<tr>
<th>Area</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>United States</td>
<td>20,895,063</td>
</tr>
<tr>
<td>Washington</td>
<td>465,020</td>
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<tr>
<td>King County</td>
<td>130,230</td>
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<tr>
<td>Snohomish County</td>
<td>48,487</td>
</tr>
<tr>
<td>This area</td>
<td>45,648</td>
</tr>
</tbody>
</table>

This area has 45,648 people aged 15-19, which is less than the average for the United States (20,895,063). The percent for this area is 6.26%, which is less than the average for the United States (6.26%).
## PSRC Estimates

<table>
<thead>
<tr>
<th></th>
<th>Estimates</th>
<th>Projections (RGS modeling outputs)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2014</td>
<td>*2020</td>
</tr>
<tr>
<td>HH Pop</td>
<td>683,527</td>
<td>--</td>
</tr>
<tr>
<td>GQ Pop</td>
<td>1,029</td>
<td>--</td>
</tr>
<tr>
<td>Total Pop</td>
<td>684,556</td>
<td>858,109</td>
</tr>
<tr>
<td>Households</td>
<td>326,102</td>
<td>392,150</td>
</tr>
<tr>
<td>Total Employment</td>
<td>967,604</td>
<td>1,145,578</td>
</tr>
</tbody>
</table>

* - For the projections, both LUV.2 and the modeled RGS used a base year 2014 set of inputs. So the 2020 numbers shown under projections are not actual estimates, but forecasted outputs from the modeling. The exception is the Total Employment estimate for 2020 provided by Grant of 10,560. That shows that our LUV.2 projections were a bit low, but overall pretty consistent with trends since 2014.

I've also provided the 2050 RGS modeled outputs. Note the only year available (only one we used in simulations and analysis) is 2050 from that work. The projections are higher than what one would get extrapolating out from the LUV.2 data, reflecting the policy decision in V2050 to focus significant amounts of regional population and employment growth thru 2050 in areas served by transit...so in that sense they can be thought of as serving as the higher bound of projected totals, at least until the LUV.3 forecast is released later on this summer.
March 17, 2022

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

Dear Mr. White:

On behalf of the City of Bellevue, I am writing to express our support of King County Metro Transit’s application to the 2022 Puget Sound Regional Council (PSRC) Regional Federal Highway Administration (FHWA) Grant Program competition for the King County Post Pandemic Transportation Demand Management Project.

This project will fund transportation demand management strategies that will help build post-pandemic transit ridership in the 2025-2026 biennium. The project will have the potential to impact many residents, businesses, and employers throughout the region while advancing goals for equity and social justice. It will stimulate ridership and mode shifts in conjunction with significant new transit investments and mobility options, thus maximizing new regional transit service investments. These investments include 17 high-capacity transit and bus rapid transit and RapidRide investments occurring between late 2024 through 2026, with corresponding future service restructures.

Bellevue has a comprehensive vision for reducing vehicular demand on roadways to help retain mobility as population and employment continue to grow. The project is supported by Comprehensive Plan policies TR-9, TR-10, TR-11, TR-15, and TR-18, which direct the City to coordinate with other organizations to reduce drive-alone trips and increase awareness of travel options. The project will help the City advance progress toward Comprehensive Plan non-drive-alone commute mode share targets of 40% for Citywide residents, 45% for Citywide workers, and 65% of downtown workers by 2035.

This project is also supported by Bellevue’s 2015-2023 TDM Plan, which contains a goal “to evolve an environment supportive of non-drive-alone travel…thereby increasing the efficiency of the transportation system and helping to preserve mobility and livability.” And, by supporting a reduction of vehicle miles traveled, the project will help advance sustainability goals expressed in the City’s Environmental Stewardship Plan.

The City has a long history of working in close partnership with King County to successfully build the market for transit service and reduce drive-alone trips to, from and within Bellevue. We encourage serious consideration and selection of this project for funding.

Sincerely,

Andrew Singelakis, AICP  
Director, Transportation Department
March 15, 2022

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

Dear Mr. White:

On behalf of the City of Kirkland, I am writing to express our support for King County Metro Transit’s application for Puget Sound Regional Council’s (PSRC) 2022 FHWA Regional Funding cycle.

King County’s project will fund transportation demand management strategies that will stimulate and rebuild post-pandemic transit ridership, including on 17 high-capacity transit, bus rapid transit, and RapidRide investments from 2024 through 2026, with corresponding fixed route service restructures. It will target opportunities to shift drive-alone trips to new transportation options coming on-line between 2024 and 2027 to help maximize the impact of these public investments.

We are excited about how this project will couple incentives to try transit with the opening of I-405 BRT stations at NE 85th St and Totem Lake / Kingsgate in Kirkland. The project is consistent with and supports Kirkland’s Comprehensive Plan, Transportation Master Plan, Active Transportation Plan, and Sustainability Master Plan, among others. It is also an important element of broader countywide and regional policies that help meet economic and environmental goals, like supporting more compact and efficient land use development patterns while reducing traffic congestion and vehicle miles travelled.

King County Metro Transit’s project proposal has the potential to impact many residents, families, students, businesses, and employers in Kirkland and throughout the region, and it will focus investments on where needs are greatest.

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

Sincerely,

Kurt Triplett
City Manager
March 16, 2022

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

Re: Support for King County Metro Transit's application for 2022 FHWA Regional Funding

Dear Mr. White:

On behalf of the Bellevue Downtown Association (BDA) and TransManage, we are writing to share our strong support for King County Metro Transit’s application for Puget Sound Regional Council (PSRC) 2022 FHWA Regional Funding.

Projects funded have the potential to bring mobility benefits to thousands of residents, families, youth and students, businesses, and employees. King County Metro continues to lead with innovation and best practices in their work to promote a more holistic understanding of a changing, post-pandemic transit market. FHWA funding will help Metro leverage decades of proven experience with alternative transportation and TDM strategies, working in close partnership with other agencies, cities and local organizations.

Delivering solutions with a TDM lens is a core focus for improving access in our fast-growing Downtown Bellevue as a regional center. We are eager to work with King County Metro to explore opportunities that stimulate transit ridership recovery in our community and wherever the needs and opportunities are greatest.

These projects will directly encourage mode shifts from drive-alone trips and build strong ridership for major new regional transit facilities and future service restructures, including historic investments in 17 high-capacity transit (HCT) and bus rapid transit (BRT) and RapidRide facilities between late 2024 through 2026. Projects will use innovative tools and techniques for creating behavior change away from all types of SOV trips, reduce VMTs, and increase access for all.

Importantly, FHWA-funded projects will support PSRC’s Vision 2050’s regional growth strategies and future development with public facilities and services in a coordinated and cost-effective manner, while also prioritizing strategies and investments that advance equity and social justice in our communities.

Thank you again for you continued leadership and strong consideration of this application.

Sincerely,

Patrick Bannon
President, Bellevue Downtown Association

Travis Lange
Transportation Program Lead, TransManage
Mobility and Transportation

DRIVE COMMUTE  
COST

ACCESS TO TRANSIT

TRANSIT FARE COST

WALKABILITY
<table>
<thead>
<tr>
<th>Indicator</th>
<th>2012 Version</th>
<th>2018 Update</th>
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<tbody>
<tr>
<td></td>
<td>Description</td>
<td>Source</td>
</tr>
<tr>
<td>Drive Commute Cost</td>
<td>Cost of average commute to work at $0.50/mile</td>
<td>PSRC</td>
</tr>
<tr>
<td>Access to Transit</td>
<td>Percent of area within ¼-mile of express bus stops</td>
<td>PSRC</td>
</tr>
<tr>
<td>Transit Fare Cost</td>
<td>Cost of average transit fare</td>
<td>PSRC</td>
</tr>
<tr>
<td>Walkability</td>
<td>Percent of all commuters who walk to work</td>
<td>5-yr Estimates American Community Survey (ACS), US Census Bureau</td>
</tr>
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</table>

Updated data from PSRC were used for the cost of commutes to work by single-occupancy automobile, representing an increase in the cost per mile driven. Data for the average cost of transit fare was updated using internal regional data from PSRC. Data for regional access to transit was updated to include high-capacity transit stops or stations, such as streetcars or Sound Transit’s Link Light Rail. These transit options did not exist or were not included in the original metric, and the language of the updated indicator also reflects updated language used in the draft VISION 2050 plan. PSRC updated data representing the percent of commuters walking to work to the 2012-2016 ACS 5-Year Estimates.
## PROJECT BUDGET BY YEAR

<table>
<thead>
<tr>
<th>ACTIVITIES</th>
<th>2025</th>
<th>2026</th>
<th>TOTALS BY ITEM</th>
<th>SUBTOTAL</th>
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<tbody>
<tr>
<td><strong>STAFF</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>TP IV (.25 FTE)</td>
<td>$38,000</td>
<td>$39,000</td>
<td></td>
<td>$77,000</td>
</tr>
<tr>
<td>TP III</td>
<td>$71,000</td>
<td>$72,000</td>
<td></td>
<td>$143,000</td>
</tr>
<tr>
<td>TP II</td>
<td>$145,000</td>
<td>$148,000</td>
<td></td>
<td>$293,000</td>
</tr>
<tr>
<td>TP II (.5 FTE)</td>
<td>$72,500</td>
<td>$74,000</td>
<td></td>
<td>$146,500</td>
</tr>
<tr>
<td>PPM II (.25 FTE)</td>
<td>$36,250</td>
<td>$37,000</td>
<td></td>
<td>$73,250</td>
</tr>
<tr>
<td>STAFF</td>
<td></td>
<td></td>
<td></td>
<td>$732,750</td>
</tr>
<tr>
<td><strong>TRIP REDUCTION</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>rideshare</td>
<td>$200,000</td>
<td>$200,000</td>
<td></td>
<td>$400,000</td>
</tr>
<tr>
<td>other incentives*</td>
<td>$940,000</td>
<td>$1,750,000</td>
<td></td>
<td>$2,690,000</td>
</tr>
<tr>
<td>small employer/multi-family</td>
<td>$440,000</td>
<td>$600,000</td>
<td></td>
<td>$1,040,000</td>
</tr>
<tr>
<td>transcription and marketing</td>
<td>$400,000</td>
<td>$400,000</td>
<td></td>
<td>$800,000</td>
</tr>
<tr>
<td>just one trip/in-motion</td>
<td>$855,000</td>
<td>$865,000</td>
<td></td>
<td>$1,720,000</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td></td>
<td></td>
<td></td>
<td>$6,650,000</td>
</tr>
<tr>
<td><strong>STAFF</strong></td>
<td></td>
<td></td>
<td><strong>STAFF = 9.9%</strong></td>
<td></td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>$3,197,750</td>
<td>$4,185,000</td>
<td></td>
<td>$7,382,750</td>
</tr>
</tbody>
</table>

### HIGHLIGHTS

- Vanpool groups formed: 230
- Cost per trip reduced: $394
- Daily trips reduced: 78,387
- Daily VM reduced: 818,160

### RESIDENTIAL DETAIL (FOR SAMPLE ONLY)

<table>
<thead>
<tr>
<th>Activity Type</th>
<th>Cost per</th>
<th>Budget</th>
<th>Reached</th>
<th>Total Participants (1% and 10%)</th>
<th>New Participation Rate</th>
<th>Trips Reduced</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lowest</td>
<td>$2.50</td>
<td>$500,000</td>
<td>200,000</td>
<td>2,000</td>
<td>0.5%</td>
<td>1,000</td>
</tr>
<tr>
<td>Highest</td>
<td>$25.00</td>
<td>$2,000,000</td>
<td>80,000</td>
<td>8,000</td>
<td>25%</td>
<td>20,000</td>
</tr>
<tr>
<td></td>
<td><strong>$8.93</strong></td>
<td><strong>$2,500,000</strong></td>
<td>280,000</td>
<td>10,000</td>
<td><strong>7.5%</strong></td>
<td><strong>21,000</strong></td>
</tr>
</tbody>
</table>

### VMT REDUCED

- VMPT = 78,387
- Daily Trips = 818,160

### NOTES

- Staff: includes 2% annual inflation rate adjustment.
- Rideshare: groups formed based on 6 riders + 1 driver per vanpool group.
- Employer: participation rate 20% based on AWV analysis change of combined bus/train/vanpool modeshare for CTR-affected. Non-ORCA Passport v. ORCA Passport
- Residential: Cost per household ranges between $2.50 (mailing) to $25.00 (In Motion). Recent participation ranges between 3% - 25%. Estimate 50% of participants are new.
- *Other Incentives: Includes mobility wallet incentives, rebuild ridership campaigns, targeted CBO campaigns, jurisdictional partnerships
- **Estimated reach is derived from recent campaigns
## King County Metro Transit Service Development Grants Cost Center Budget, 2021-2024
- TDM 2021-2022 Program Budget Authority and 2023-2024 Budget Request

<table>
<thead>
<tr>
<th>Cost Center</th>
<th>Account</th>
<th>Revised Final Adopted 2021</th>
<th>Revised Final Adopted 2022</th>
<th>Proforma Total Amount 2023</th>
<th>Proforma Total Amount 2024</th>
</tr>
</thead>
<tbody>
<tr>
<td>SERVICE DEVELOPMENT GRANTS (EN_464286)</td>
<td>SALARIES/WAGES (51100)</td>
<td>408,896</td>
<td>419,161</td>
<td>356,844</td>
<td>369,387</td>
</tr>
<tr>
<td>SERVICE DEVELOPMENT GRANTS (EN_464286)</td>
<td>PERSONNEL BENEFITS (51300)</td>
<td>139,135</td>
<td>142,505</td>
<td>121,506</td>
<td>123,439</td>
</tr>
<tr>
<td>SERVICE DEVELOPMENT GRANTS (EN_464286)</td>
<td>SUPPLIES (52000)</td>
<td>152,500</td>
<td>152,500</td>
<td>152,500</td>
<td>152,500</td>
</tr>
<tr>
<td>SERVICE DEVELOPMENT GRANTS (EN_464286)</td>
<td>SERVICES-OTHER CHARGES (53000)</td>
<td>3,367,169</td>
<td>3,367,169</td>
<td>3,367,169</td>
<td>3,367,169</td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>Total</strong></td>
<td><strong>4,067,700</strong></td>
<td><strong>4,081,335</strong></td>
<td><strong>3,998,019</strong></td>
</tr>
</tbody>
</table>