Post-Pandemic Ridership Recovery through Transportation Demand Management

King County Metro TDM Presentation – Regional CMAQ Funding Competition

Corridors Serving Centers Category - CMAQ Funding Request - $6,400,000

April 22, 2022
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Goals

- Access to multiple mobility options
- Investing in where needs are greatest
- Addressing changing commute patterns

Needs

- Reduce Congestion
- Increase Ridership
- Reduce Barriers
- Access to multiple mobility options
- Investing in where needs are greatest
- Addressing changing commute patterns
Support for Centers & Corridors

• Regional Growth Centers and Manufacturing & Industrial Centers served: 24

• Connected by 17 High-Capacity Transit Corridors

• Benefiting King and Snohomish Counties
Strategies

- **Traditional**
  - TMAs, City Partnerships
  - VanPool
  - Employer based-outreach

- **Innovative**
  - Small-business incentives
  - Mobility Wallet
  - Multi-family Housing
Outcomes

- **78,387** average daily trips reduced, **22,672,440** annualized VT
- **818,160** daily VM reduced
- Reduction in greenhouse gas emissions **140,755 kg/day**
- Reach **480,000** people encouraging mode shift
Benefit to Centers

• Supports housing and employment development in **24** centers

• Project area contains 833,000 people; 382,352 households and 1,145,000 jobs and by 2050:
  • 80% population growth
  • 45% employment growth
User Groups Benefited

- Commuters and Non-peak riders
- King and Snohomish County residents
- Active Transportation users
- Youth and elderly populations
- Roadway users
- Minority populations
- Low income
- People with Special Transportation Needs
Air Quality and Climate Change

- Mode shift goal: 7% (330,600 SOV trips)
- Reduce 78,387 average daily VT
- Reduce 818,160 daily VMT
- Eliminate 140,755 CO2 Kg/day
Equity

- Proactively address racial equity and barriers to mobility options
- Targeted in-language outreach
- Prioritizing in communities where needs are greatest
- Expanding partnerships with Community-Based Organizations
Safety and Security

- Promotes and incentivizes non-SOV travel modes
- Reduce vehicle traffic and increase safety for active transportation
- Less congestion and accidents on the regional transportation network.
## Project Budget

<table>
<thead>
<tr>
<th>Component</th>
<th>Amount</th>
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<tbody>
<tr>
<td>CMAQ Grant Request</td>
<td>$6,400,000</td>
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<tr>
<td>Local Match</td>
<td>$998,844</td>
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<td>(reasonably expected to be secured)</td>
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<tr>
<td>Total Cost</td>
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Questions?