

Tell us about your CTR/TDM program and your role in it.

57 CTR worksites, and larger TDM program largely funded by various pass through grants from King County and WSDOT and former GTEC program. We have done a lot of different types of outreach, including small employers, 200-300 smaller employers since the mid-2000s. Individual outreach to residents and travelers, including trip logging and incentive programs and advertising. We have also had the travel options website since pretty early on. In the early 90s is when the original One Less Car campaign was developed. In 2007 we changed the brand to Choose Your Way Bellevue. Websites provide resources for different audiences. Our CTR program focuses on traditional CTR, with an ordinance, targets using state framework, converted from absolute percent to percent change, which turned out to be 16.3 increase in non-drive alone travel rate. We have had good success. My role is to administer the city's CTR and overall TDM programs.

What are the key barriers you need to overcome to make your program even better?

Resources. CTR employer required elements to have a program in place, to improve the program if they're not making progress, and measurement and reporting. There's flexibility where there needs to be but a clear framework where there needs to be as far as the regulation, which creates a level playing field and brings employers to the table without marketing to get them to the table. We value this program and how it is set up. We want to make sure that we are doing the most we can with the employers that are affected and find all of the affected employers. Frozen funding amount is problematic. In Bellevue we have had an increase in the number of employees at affected worksites, though the number of employers has been fairly stable. We used to send a mailing to all employers on the Bellevue business list to identify affected employers. We haven't don't that mailing or as proactive at seeking out affected employers because of increased costs and lack of funding to keep up with those costs. Both inflation and growing number of employees put pressure on our resources. We have had to streamline our activities with those employers; focus our efforts on employers who are not making progress. We don't have means to help as many employers maintain or improve their performance as we have in the past. We could use a definition of a contract employee from the state. There are cases where contracted employees are causing a large number of trips but some employers don't consider these contractors affected. We could also use a definition of telework. People live in Massachusetts and telework but may count as an employee, even though they wouldn't ever commute. It's important to equalize the rules for employers.

If you had some additional resources, what would you do with them to make your program better?

Resume doing follow up work with all affected employers, not just those that aren't making progress. Have more time to more aggressively pursue finding affected employers and also working harder to engage employers in discussion about whether or not they are affected. We could bring more employers into the program and boost our non-drive alone rate. We get a lot of value out of the foundational CTR program. We also are helping the transportation system during peak times. There's a gap between the effectiveness of this program and how much we can put into it. We don't see a problem doing innovative things outside of CTR, but we are concerned about resources for the base program. If the base program isn't supported strongly statewide as a traditional CTR program we could run into problems where employers have inconsistent regulation from jurisdiction to jurisdiction across the state. Employers like the program and like the assistance or, at a minimum, recognize that they can accept the program. For examples, we have employers who don't adhere to specific requirements, but we send a letter and they usually comply. We are concerned that the funding continues to fall back. We want to shore up the base program more than do new things right now.

What is the single most important thing the state provides to your CTR/TDM program?

It's an effective regulatory framework at a statewide level. Local elected and management support. Good combination of a fixed framework with flexibility where it makes sense. However, the situation is evolving into a mandate that is underfunded to a degree. We believe the state should fully fund the mandate.

How do you and your customers use the information from the CTR Employer Survey Reports?

The aggregate survey report provides extremely useful information. We slice and dice survey results in different ways, analyze in different ways. We come up with figures that indicate how many vehicles the program removes from Bellevue roadways and our trend over time chart for drive alone rate.

Specific data to each employer allows King County Metro (as contractor to the city) to work with each employer to show them how they are doing. The state has done a good job revamping that report. Right length. Slices and dices the data in ways that support employer engagement. This helps employers see the benefits from doing the survey, beyond compliance. Sometimes we'll use the data on an ad hoc issue like a parking crunch at a particular building. When an issue comes up there's a particular story behind it and the data helps us find out what that story is.

How do you and your customers use the information from the Employer Annual Report & Program Description?

Similar to the last answer. We also use it to calculate rates like average parking subsidy downtown. We have done some analysis on ORCA Passport effectiveness. We combine this with survey results to analyze before and after FlexPass and Passport effectiveness analysis. It's been useful beyond just knowing the individual story at a worksite. The program report data was essential for the ORCA big data project and their efforts to look at the effects of employer programs.

What other methods do you use to measure the effectiveness of your program?

US Census American Community Survey. The city has Comprehensive Plan mode share targets for 2035 for citywide residents; citywide workers with Bellevue as a workplace; and workers with downtown Bellevue as a workplace. We also have a citywide TDM plan, which aligns with the CTR planning timeline, and has targets that align with the Comprehensive Plan targets. We created a white paper on Bellevue TDM measurement earlier this year. We show mode share targets and where we are for meeting them.

Which subsidies and incentives that you have used are the most effective at helping people change their behavior?

ORCA Passport. We promote the Passport program through CTR and other, smaller employer outreach programs. We have a rebate going on right now. You receive, as an employer, \$50 for every employee pass up to a limit of 100. \$100 year two. We also have trip logging incentive programs using RideshareOnline. We use a mix, some that include a big prize and some that offer a greater chance to win. We have also used pledges and before and after surveys through a King County program.

Is it important to have the state CTR law?

Yes. Extremely important. It provides a level playing field that brings employers to the table so they have a program. Furthermore, if the program isn't working they have to change their program.