

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

Maggi is a longtime veteran—20 years with the City of Tukwila CTR Program. Valerie has been working within the program for a couple years (responsible for TDM Plan, performance measurement, Hopelink subcontract). We are transitioning from a CTR Program to a TDM program. That is really important. Maggi has been involved in trip reduction and CTR for many, many years and believes it needs to be more than the commute. We have developed a TDM plan for adoption by resolution this summer. It is a supporting document for the GTEC and CTR plan so we don't have to repeal our existing plans but we'll have something that our various departments can use. We have great partnerships with parks, public works, etc. Our CTR program was traditional but was always considered by our city to be accessible by anyone who's interested. Very small city that has a small nighttime residential population – 18,000 – lots of immigrants – different demographic than twenty years ago. Huge amount of people who work here – Boeing, Southcenter, etc. The last four years we have had a pilot program based on interest in all trips rather than just commute trips. Critical component of reducing emissions and addressing mobility/congestion. We use the small amount of funding and city's match to develop a program that allowed a lot more emphasis on urban center and manufacturing industrial center. CMAQ grant provided funds to expand the program. The TDM plan was part of the pilot program and we are hoping the document will capture the direction of where we want to go with this program. Institutional knowledge, continuity.

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

When we have multiple sources of funding and bring on additional staff our capacity for providing more personalized, targeted outreach is amplified. Need more resources to focus on smaller employers. Time consuming to find the right person to contact, develop relationships and explore opportunities, particularly beyond CTR affected sites. Turnover in ETCs at CTR affected sites take time and effort, too. Barrier is still getting through to the right person. Additional funding with CMAQ grants – as well as some partnerships with Metro and other partnerships – has allowed us to try to spend the time to get through to the right person. Despite technology and the momentum towards moving away from in-person communication, personal attention makes the difference for TDM. Still need to help people figure out how to get somewhere, infrastructure, service, plus personal contact.

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

Hiring more staff.

Support establishment of ORCA pass programs financially.

Partner with Metro to extend ORCA pass program to smaller employers aggregated at a large worksite like Southcenter Mall? More accurate employer database with key contacts and develop stronger relationships with those people. CMAQ allows them to work within five additional jurisdictions – synergy within valley jurisdictions, key corridors. Be more strategic about the approach we take in a given corridor. Specialized packets. Have the time and staff capacity to follow up individually with people.

Partnership with Hopelink. Reach out to marginalized populations. Growing marginalized population in Tukwila that needs different services – interpreters, etc. Believe in value of subcontracting.

Other jurisdictions need the staff and interest to follow up on this. Some of this is because they contract to do just the basic CTR services. Very little outreach done by some jurisdictions due to limited capacity.

We are interested in more of a regional based methodology to find economies of scale.

Look at areas where there are concurrent TOD planning efforts, e.g. Tukwila International Boulevard TOD. Expand our engagement in TOD corridors.

Partnerships with public works, parks, and economic development departments to support investment in ped/bicycle infrastructure improvements. Apply for more funding opportunities jointly to leverage state allocation and other funding sources.

Alternative services – ridesharing services, transit hub access.

Provide more regular trainings for ETCs. Personalized resources for ETCs. Strengthen the relationship with ETCs through regular in-person meetings (e.g. quarterly).

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

(Money – surprisingly not most important)

Technical assistance. KJ, Michael Wandler, experts on staff appreciated.

Data/analysis. We can point to data in aggregate report with council members and others to show that we are part of this reduction that is reflected in cumulative, statewide impact. Helps justify program and gain momentum and support in city.

Money.

Website information – DOT app on phone.

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

We use that information to make sure they are in compliance. Have they met requirements.

Gives a way to give validity to what we're doing. However, it's only CTR-affected and our council is interested in all employers. It would be good if it was a little less daunting for ETCs. They tend to fill them out if they've been trained. Helpful to have those reports to look at trends over time. See if an individual employer is heading in the right direction. Theorize about root causes of changes in trends. Good material for individualized approach. Coach if the trend is in the wrong direction.

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

In conjunction with the survey report. Good balance. You can see where they're going and part of compliance. Could be shorter. We look at it to evaluate who to reach out to about small capital, who to target and follow up with, e.g. bicycle parking, etc. Helpful to see what's going on and where we could provide additional assistance.

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

Additional surveys with first three modesplit questions that we've been administering with CMAQ. Helps contextualize CTR sites within the larger community. See community as a whole versus CTR sites. We value qualitative feedback. We include that option in our surveys. We work with Hopelink to get qualitative feedback in monthly reports. What's helping? What's not? What are the barriers that people are facing? With RMG with Metro we'll be looking at our ORCA card data as measurement tool. Of the cards that we've given out how many are people actually using, use rate, direct measurement. ORCA data to measure performance of monthly RideshareOnline challenges.

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

Pre-loaded ORCA cards are popular, particularly with certain groups of people. Outreach even through high school. Students had ORCA cards at school expire for summer – 80 students lined up at our table for a loaded ORCA card. Vouchers on-hand at community events to load reduced fare cards. Bring ORCA

CTR implementer interview
City of Tukwila, Maggie Lubov and Valerie Lonneman
Friday, July 7, 10 a.m.
Interviewers: Robin Rettew and Stan Suchan

Lyft and ORCA To Go to community events to provide seamless experience getting loaded ORCA passes.

RideshareOnline challenges. For CTR-affected and general public. Good rates of participation. Gas cards for carpooling, ORCA for transit is helpful. Having flexibility in incentives was helpful – e.g. REI, other active transportation retailers. Lack of relevant incentives for active transportation demographic with incentive constraints. See value in diversified incentives.

Is it important to have the state CTR law?

Yes. The state CTR law gives some structure to why we're doing this. Otherwise, it's just whatever your opinion is. The 6a-9a window should be taken away or changed. We'd be able to engage more employers if the window changed.

What we see is the opportunity to have this pilot program was really an effort on our part to expand our program and look at it a little differently. Leverage other grants. Grateful to DOT for their support.

Our Tukwila mission includes equity for all residents and all employees. This is why we are moving to a TDM program. It's an opportunity to develop more partnerships and recognize that not everybody has the same resources.