

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

Our role in CTR is a bit removed. TransManage is a branch of the Bellevue Downtown Association. Support building programs, TMPs for 14 buildings in Bellevue. Also support community trip reduction. Choose Your Way Bellevue, Community in Motion, Kirkland Green Trip. Manage the brand and TDM outreach on their behalf. Direct link with CTR is serving as ETC for PSE since 1991. We don't currently do CTR work on behalf of City of Bellevue, that still goes through KC Metro. We work with a number of large employers through BDA board of directors and membership. Added layer between us and CTR employers is a challenge. We work with a large company in a TMP building and support them with consultations, ORCA quotes; but we have to take a back seat when it comes to CTR work. TransManage has been around a long time doing TMP building programs as a fee for service. Commute Seattle was formed about 10 years ago, under a formalized partnership model – a key difference from TransManage. Commute Seattle is the lead brand and program, financially supported by ST, KCM, City of Seattle and the Downtown Seattle Association. The BDA is a 100% membership & sponsorship-based model; and our TransManage services are based on client fees and services. The BDA cannot contribute financially directly to TransManage programs under our current structure. So we operate as a consulting/ support TMA – supporting other brands and programs rather than strengthening our own for our Downtown Bellevue customers.

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

Some of our barriers are that Choose Your Way Bellevue brand is owned by the city and we support it, too. Branding is a big challenge. For example: if you have a large employer in Bellevue who has concerns or issues with their program, if they reach out to TransManage for employer support and information. We then need to loop in the city and King County Metro who serves as lead support entity. We (TransManage) would like to just be that employer resource for any employer in Bellevue. We can help you for free if you're Choose Your Way Bellevue – city program. Add King County Metro's website and set of resources and state forms. Four different entities telling you the same thing. This isn't easy on the customer, the duplication of information, forms, login. Multiple boots on the ground resource.

I think we have suitable resources, but how we get the funding and how we can use it is a barrier to our increased success. If we were able to compete or directly receive funds rather than going through the city we would be able to have more direct influence, respond more quickly to things. The process we have to go through to deliver services presents a barrier. As does brand confusion.

We need to reallocate how we do services and who does what. King County Metro is changing their focus; and we're aiming to refocus our efforts in downtown on the end user/ customer – the employers. This presents an opportunity to reexamine the system/ structure for delivering services.

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

Invest in a ride match and incentive online system, or improvements to RideshareOnline.com. Easy to use and highly attractive to commuter, ETC and employers. At least as good of ride matching capacity as RideshareOnline. I would invest in technology – regional technology.

Synch up ridematching and calendaring with real-time ride matching and ORCA data as they come online. Create a portal for ETC and employers. Easy to use and compelling for commuter – tying into new technologies as they come online (Scoop, iCarpool, Uber, Lyft, ReachNow, and all the apps that don't exist yet, etc.) Be on the forefront – proactive rather than reactive to emerging technologies.

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

Funding through the state and federal grants. That's the most direct connection we have with the state. As well as coordination and connection to other entities (as well as the PSRC TDM steering committee connections) that keep us in touch with other jurisdictions and what they are working on. Comparing notes and not feeling alone in the industry is helpful.

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

I look at the mode splits for CTR affected. Used in conversations with property managers when negotiating parking leases. Most valuable in parking negotiations. Mode split is most interesting. What I'd use if I had it is consistent access/ a log in to the WSDOT reporting/ survey system to view the downtown Bellevue employer survey reports. Being the Bellevue TMA we don't have direct access. We have to get at the information in a very roundabout way. In our downtown network and TMA world, the mode split info would be valuable. Also the information about barriers from an employee perspective.

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

We don't use this report. In general, as our role evolves with CTR, as we have a greater role in day to day implementation and oversight – having access to these reports and survey data will be even more important to our TDM work.

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

With employers it's number of consultations, meetings, program elements implemented. That's been the method that Bellevue has used. Event attendance, number of incentives distributed, ORCA cards distributed through promotions, choice or passport programs. We do often pull vanpool data from King County Metro. Newsletter subscribers. Supplemental trip logging data from RideshareOnline – receiving information and participating actively. When we do campaigns or programs we do pre- and post-mode split surveys.

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

People love free ORCA cards – employers and commuters. Every summer we try to do an event or campaign where you can try transit on us – remove the barrier of fares for trial. For employers the capital improvement mini-grants – bike rooms, bike improvements – are big for property managers and employers. ORCA Passport rebate. Giving employer incentives is huge. In the middle of doing an employer pre-loaded ORCA cards who have recently moved or are new to Bellevue. Get employers ORCA cards when employees are new to Bellevue and get them into a transit commute habit.

Is it important to have the state CTR law?

Yes. Absolutely. I think the combination of CTR plus city ordinances adds a layer of oversight for the employer and building manager to come to the table, to participate and ask for help. That opens the door for them to try and consider a couple of steps to get closer to doing trip reduction. Some state law and having the law enforced by the city is a good mechanism because it localizes the problem and the solution effort.

Public private is where a lot of solutions are happening. How can TMA be a bridge between public and private sectors where we haven't been involved in the past. We're local; and we are deeply invested in this work. Our relationships with employers and property owners are very strong. I think we could

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leverage these relationships for better TDM work if we were better coordinated with the city, state, region.

Other thoughts to note:

Urban centers funding: during that timeframe was there a mechanism for those funds to go to a TMA? Are those kinds of programs or funding mechanisms in the future an option? Could we create an option for someone like a downtown association to compete, to serve as lead recipient?

Staff turnover is a big, big issue. We're in survival mode not growth mode. If we were in growth mode we could think bigger. This is non-profit work, we're doing what we can.