6. Organizational Structure for Implementing the Plan

To implement and administer the GTEC Plan, the city of Bellevue will work with its primary partners in transportation demand management, King County Metro and TransManage. This will continue a partnership that has been ongoing since 2005; the history of the partnership is described in Chapter 4, Strategies.

6.1 Partner Roles in Downtown Bellevue

The **City of Bellevue** implements transportation demand management measures in order to invest efficiently in its transportation system. As part of the Capital Investment Program, the city funds transportation demand management (TDM) activities in downtown and other parts of the city. This promotes efficient use of city resources by reducing the amount of roadway construction that is necessary, and allows for greater mobility as the downtown population increases. The city also coordinates activities with its TDM partners, TransManage and King County Metro.

TransManage is the transportation management association for Downtown Bellevue and is part of the Bellevue Downtown Association. TransManage works to develop and implement trip reduction programs, administers building transportation management programs (TMPs), and serves as a public and private sector liaison for the Bellevue community. In 2006, TransManage added staff to implement downtown “TMA Partnership Programs” with funds provided by the city and King County Metro (which passed through federal funds to the partnership). These partnership programs will continue under the GTEC plan.

TransManage operates in a unique role from the agency partners by working in close contact with downtown property managers, employers, employees, and residents. As a non-profit entity whose purpose is to assist the private sector as well as benefit the community as a whole, TransManage is in a good position to provide a public-private liaison to implement the downtown partnership programs. TransManage staff members have developed an understanding of the needs and concerns of their downtown clientele that can only be gained from daily face-to-face contact, and they contribute these insights to the partners, increasing the relevance of TDM activities for Bellevue.

In addition to providing transit service, **King County Metro** works to develop markets for transit, ridesharing, and other trip reduction programs in King County. As mentioned above, the King County Metro Market Development group provides federal funds to the partnership programs and technical expertise to the partners on how to reduce trips and increase the market share for non-drive-alone trips. King County Metro also implements ridesharing programs and services for implementing the state Commute Trip Reduction law.

6.2 Partner Roles and Timing for GTEC Implementation

In Chapter 4, Strategies, partner roles are identified for each of the proposed plan strategies. In general, the city of Bellevue coordinates the work of the partners and funnels city and other funds, typically federal grant funds (via King County Metro) to TransManage for labor. Thus TransManage provides direct interface with property managers, employers, employees, and

residents to implement downtown TDM programs. The three partners meet regularly to design, program, monitor, and fine-tune these activities.

As the GTEC Plan moves forward, the same partnership framework will generally apply. Certain activities will have begun prior to the start of the GTEC and will continue into the early part of the GTEC, such as the city's transportation demand management brand identity initiative and website update and associated campaign to launch it; the In Motion residential trip reduction program; and building options programs. Other activities have been identified that will begin during the GTEC years that are further customized to the downtown and reaching the small employer market in particular; these include newsletters, FlexPass promotions heavily marketed toward employers that don't currently have FlexPass, workshops, free commute program consulting services, and other activities to raise awareness and provide incentives. The majority of the strategies listed in Chapter 4 are anticipated to continue throughout the life of the GTEC under this partnership framework, with exceptions as noted in that chapter.

Note: The Public Outreach description is included in Chapter 1, Executive Summary, under the heading "Growth and Transportation Efficiency Center (GTEC) Planning Process."