

5. Financial Plan

5.1 Revenue Sources

The City of Bellevue prepared a financial analysis to identify revenues and expenses that are associated with the Downtown Bellevue GTEC Plan. The following is a description of the funding sources that are anticipated to be available for the GTEC from the beginning of 2008 through the end of 2011. The totals below are not committed funds but rather planned revenue sources over the course of the GTEC.

The construction mitigation program for the Washington State Department of Transportation widening project on I-405 from 112th Avenue SE to SE 8th Street is a GTEC plan element. The funds indicated as GTEC revenue have been programmed specifically for GTEC-identified activities: a downtown FlexPass/employer outreach campaign and downtown hospitality employer/employee outreach.

Table 5-1. GTEC Revenue Sources, 2008-2011

<i>Source of Funding</i>	<i>Responsible Agency</i>	<i>Estimated Amount</i>
GTEC Grants	WSDOT	\$600,000
Anticipated Federal Congestion Mitigation and Air Quality Funds	Puget Sound Regional Council, via King County Metro	\$320,000
Local Capital Investment Program (PW-R-87, Transportation Demand Management)	City of Bellevue	\$197,000
Local Capital Investment Program (PW-R-157, Transit Now/Downtown Circulator)	City of Bellevue	\$1,000,000
Transit Now – Partnership Funds for Downtown Circulator	King County Metro	\$2,000,000
I-405 Construction Mitigation Funds	WSDOT	\$265,000
TOTAL		\$4,382,000

5.2 Program Funding Plan

The following table presents the Downtown Bellevue GTEC sustainable financial plan for funding of GTEC strategies in balance with available revenue shown in Table 5-1. This is a funding plan, not a budget, and is based on anticipated expenditures, not exact costs. Budgets are subject to change, and funds may be shifted among strategies during implementation once actual costs are known. Strategies may be tailored to available budgets or delayed as necessary to fit within the budget, in order to sustain GTEC implementation. If revenues were to be lower than expected, the city would consider seeking outside funding such as Trip Reduction Performance Program funds or other grants.

Administrative costs attributable to the GTEC are anticipated to be relatively low. State GTEC funds will represent a 35 percent budget increase to the city's transportation demand management program, which is staffed by 1.7 full-time equivalent planners. The primary

administrative function is managing service contracts with project partners to develop, deliver, and evaluate programs.

Table 5-2. GTEC Program Funding Plan, 2008-2011

<i>Strategy</i>	<i>Anticipated Timing</i>	<i>Anticipated GTEC Budget 2008-2011</i>
PRODUCT SUBSIDIES AND DISCOUNTS		
FlexPass Discount Incentive	Ongoing	\$200,000
Home Free Guarantee	Ongoing	\$9,000
		\$209,000
SERVICES AND EDUCATION		
Rideshare Program Support	Ongoing	\$20,000
Employer Commute Consulting Services	Annual	\$20,000
TransManage Storefront/Individualized Commute Planning Services	Late 2008-2011	\$40,000
Employer/Employee Newsletter	Quarterly	\$60,000
Annual Workshops: How to start a commute benefit program	Annual	\$3,000
Annual Workshops: How to get more from your existing FlexPass	Annual	\$3,000
Zip Code Workshops/Events	Quarterly	\$30,000
Flexcar Employer Matchmaking Service	Ongoing	\$10,000
Welcome Activities	Ongoing	\$40,000
TMP Education (incorporate into existing activities)	Ongoing	\$0
Voluntary CTR Site Designation	Ongoing	\$5,000
Telework	2009-2011	\$50,000
		\$281,000
INCENTIVES AND REWARDS		
FlexPass Discount Incentive (shown above under Product Subsidies and Discounts)	Ongoing	See above
Carpool Incentives	Ongoing	\$75,000
Commute Club	2009-2011	\$70,000

Table 5-2. GTEC Program Funding Plan, 2008-2011 cont.

<i>Strategy</i>	<i>Anticipated Timing</i>	<i>Anticipated GTEC Budget 2008-2011</i>
Individual Parking Cash-Out	2009-2011	\$20,000
Recognition Geared Toward Small Employers (incorporate into newsletter)	Annual	\$0
In Motion II (Preparation and Implementation)	Ongoing	\$44,000
		\$209,000
MARKETING AND PROMOTIONS		
Building-Centered Options	Ongoing	\$180,000
Area FlexPass Mailing/Promotion	Quarterly	\$150,000
Transit Promotion	2008	\$70,000
Social Marketing (Partners in Transit)	2010	\$25,000
I-405 Mitigation - Hospitality Outreach	2008	\$50,000
		\$475,000
MARKET RESEARCH		
Expansion of Mode Share Survey	2008 & 2011	\$5,000
Small Employer Focus Groups	2009 & 2011	\$20,000
		\$25,000
PLAN, POLICY, AND REGULATION STRATEGIES		
TMP Update	2008	\$98,000
Parking Issues Inventory	2009-2010	\$50,000
		\$148,000
TRANSIT ENHANCEMENT		
Downtown Transit Circulator		\$3,000,000
		\$3,000,000

Table 5-2. GTEC Program Funding Plan, 2008-2011 cont.

<i>Strategy</i>	<i>Anticipated Timing</i>	<i>Anticipated GTEC Budget 2008-2011</i>
PROGRAM ADMINISTRATION		
Contract management, program measurement, annual reporting, coordination meetings	Ongoing	\$15,000
		\$15,000
OTHER		
Other activities as identified	TBD	\$20,000
		\$20,000
GRAND TOTAL		\$4,382,000