

Regional: Preliminary Transportation Demand Management Strategies

For a TDM/TSM program to be effective in reducing the amount of single occupant vehicle trips on the SR 520 corridor, the following programs must be developed to equally affect the following areas, which represent the primary origin and destination locations for trips that use the SR 520 corridor:

- Downtown Seattle
- University District
- Kirkland/Totem Lake
- Downtown and Northwest Bellevue
- Northwest Seattle
- East Central Seattle
- Redmond/Overlake

Element	Existing Activities	Minor TDM	Moderate TDM	Maximum TDM
Level of Effectiveness		<ul style="list-style-type: none"> Minor investments to expand existing demand management efforts impacting the corridor 	<ul style="list-style-type: none"> Additional effort with moderate cost 	<ul style="list-style-type: none"> Comprehensive TDM program including strategies with high cost or significant policy changes
Tolling		<ul style="list-style-type: none"> Implement toll program on the SR 520 bridge to generate revenue for repayment of bonds for construction and ongoing O&M costs Allow HOV and transit to operate free of toll 	<ul style="list-style-type: none"> Implement toll program on the SR 520 bridge to manage traffic Variable toll responsive to system congestion Charge all vehicles; provide discounted tolls to transit and registered HOVs 	<ul style="list-style-type: none"> Toll all vehicles crossing SR 520 and I-90 to manage traffic Variable toll responsive to system congestion Include pricing of local streets into sensitive areas
Growth and Transportation Efficiency Center (GTEC): Serves as a base organizational structure and delivery mechanism for implementing some of the other Demand Management strategies by working with small employers, colleges/universities, and residents (in addition to major employers already in the CTR program)	Seattle, Bellevue, Redmond/Overlake GTEC programs funded through June 2009. Kirkland is voluntary (no state funds).	<ul style="list-style-type: none"> Continued funding for Seattle, Bellevue, and Redmond/Overlake. Provide state funding for Kirkland 	<ul style="list-style-type: none"> New GTECs established in University District, Capitol Hill, First Hill, South Lake Union, Downtown Redmond, Bothell/Canyon Park, Woodinville, Northgate 	<ul style="list-style-type: none"> Implement new GTECs in areas designated as activity centers by local jurisdictions (beyond designated Urban and Manufacturing centers) i.e. Crossroads, downtown Kirkland, University Village / Childrens Hospital
Parking Management	<p>Employer incentive programs to reduce parking and /or eliminate parking subsidies to employees</p> <p>City of Seattle's Center City Access Plan And Center City Parking Plan</p> <p>University of Washington Parking Program</p> <p>Major Institutional Building Ordinance</p>	<ul style="list-style-type: none"> Shared-use leased parking program focused on residential-based parking facilities (grocery stores, malls, churches, etc.), with the goal to provide more spaces for carpools and vanpools to form Guidance on land use changes focused on eliminating parking minimums and establishing parking maximums (CTED) Technical support to CTR employers in the corridor directed at reducing employer provided subsidies for parking 	<ul style="list-style-type: none"> State financial incentives for GTECs to tax commuter parking Provide information to commuters on parking availability (Parking ITS) Incentives and information to move vanpoolers out of transit (P&R) lots Flexible carpooling investment focused on two primary routes (formalized casual carpool lines to improve the efficiency of P&R lots as rideshare facilitators) 	<ul style="list-style-type: none"> Strong financial incentives for GTECs to change parking policies with a focus on expanding short term and eliminating long-term parking (similar to the parking plan developed for the Moving Forward mitigation of AWV.) State funding will only be made available for GTECs that have made changes to their parking policies designed to achieve the economic development and transportation goals <ul style="list-style-type: none"> ○ Mandates for cities with GTECs to make specific parking changes ○ Tax parking Equipping all P&Rs serving the corridor with Parking ITS Charge for SOV parking at P&R
Parking Supply	<p>P&R lots that are already funded for construction</p> <p>Identify co-location opportunities</p>	<ul style="list-style-type: none"> Expansion of the KC Metro leased P&R lot program Market underused P&R lots 	<ul style="list-style-type: none"> Expand existing lots where transit service available Procurement of land in advancement of P&R construction Incentives to jurisdictions and developers to limit parking supply at new developments 	<ul style="list-style-type: none"> Expand P&Rs where transit service is available Construction of new P&Rs with transit service Require reduction in parking ratios in new developments

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Encourage Travel Alternatives	CTR/GTEC InMotion ORCA/Smart Card* RSO	<ul style="list-style-type: none"> Community-based marketing Improve trip planning and information availability for transit Ongoing incentives and marketing through RideshareOnline.com Broad promotion, project information with pushes to change mode Real-time ridematching services through RSO 	<ul style="list-style-type: none"> Increase incentives and marketing through RideshareOnline.com Targeted promotions delivered directly to home, employer networks, local partners. Coordinate Ridesharing incentives with tolling Provide resources so that each GTEC has a one-stop shopping commuter information "store" 	<ul style="list-style-type: none"> Covered bike parking, bike lockers, bike shops, other bike/ped amenities at all transit facilities Enhanced incentives and marketing through Rideshareonline Targeted marketing on everyone who uses 520 bridge four or more times per week Regional focus with target on project
Land Use	Growth Management Act	<ul style="list-style-type: none"> Establish GTEC funding criteria that creates incentives for HOV supportive land use decisions Guidance for local government and developers on land use issues including transit and pedestrian friendly design, height limits, density, mixed use etc. Provide bonuses for developments exceeding the standards 	<ul style="list-style-type: none"> Require bus passes for new development Incentives for transit and pedestrian friendly, height limits, density, mixed use etc. standards and provide bonuses for development 	<ul style="list-style-type: none"> Require bus passes for all employers (existing) development Regional/state regulation for transit and pedestrian friendly, height limits, density, mixed use etc. standards and provide bonuses for development Address parking minimums through code Place cap on parking maximums
Employer Based Strategies	CTR/GTEC RTRIP Transportation Management Plans University of Washington UPASS	<ul style="list-style-type: none"> Add resources to the very successful Redmond RTRIP program Launch an expansive telework & CWW education program focused on employers in the SR 520 travel shed. Implement telework findings from Kitsap telework demonstration project to support telework campaign 	<ul style="list-style-type: none"> Provide additional resources for jurisdictions to implement strategies identified in their 2007 CTR plans Expand the focus of the Redmond GTEC so that all employers located within the GTEC boundaries participate in the program Expand the RTRIP program model o all GTECs in the corridor Establish telework centers in the corridor's travel shed based on CTR/GTEC data identifying teleworkers and home zip code 	<ul style="list-style-type: none"> Expand support for CTR services by establishing building-based CTR programs where the total employment at the building exceeds 100 employees Provide financial incentives for employees who use alternative mode
Market for VMT reduction	Mileage based auto insurance TRPP	<ul style="list-style-type: none"> Additional incentives for individuals to participate in mileage-based insurance 	<ul style="list-style-type: none"> Develop a program to pay entrepreneurs for reductions in vehicle trips in the corridor. The program design would be based on WSDOT's TRPP program. 	<ul style="list-style-type: none"> Policy changes to tax VMT
Educational Awareness and Policy Support	Carsharing (Zipcar)	<ul style="list-style-type: none"> Put Zipcars in all PSRC centers and transit centers. Subsidize the use to meet minimal fare recovery rates 	<ul style="list-style-type: none"> Same as minimum but outside the centers in second priority locations Require parking garages to provide Carshare spaces in GTECs 	<ul style="list-style-type: none"> Convene leadership forums in each GTEC, with government, transit and business partners to set goal, discuss policy changes, and provide support Place all-electric fleet of Zipcars in all neighborhoods and activity centers (est 1000-2000 vehicles).
Data Collection and Performance Measurement	Surveys of commuters to CTR sites and within GTECs every two years captures origin/destination, mode split, distance to work, and other data	<ul style="list-style-type: none"> Increase survey frequency and add additional questions to capture additional data Implement additional data collection methods to capture effectiveness of other 520 TDM strategies 	<ul style="list-style-type: none"> Provide staff/organizational support for detailed analysis of data and coordination of service and policy improvements to meet commuters needs 	<ul style="list-style-type: none"> Invest in real-time data collection and telematics for transit, vanpools