Chapter 4.7: Transportation Demand Management

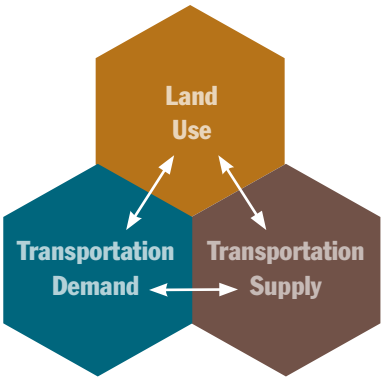
Introduction

Realizing the City's vision will require an integrated, strategic approach to transportation that manages current and future transportation assets to maximize mobility, increase access, and support growth and development. The City, Redmond businesses, and the community have a strong track record of collaboratively using Transportation Demand Management (TDM) tools to expand mobility and access, improve travel choices, and support continued growth and development. The strategies and actions identified in this plan focus on partnerships, coordinated policies, and innovative tools that leverage this past success, and chart a new direction, to support travel choices, mobility, economic vitality and the growth and development of Redmond's urban centers.

Strategic Approach to TDM

There are three major elements that are part of an integrated approach to transportation planning and implementation:

Transportation Demand Management (TDM) seeks to implement policies, programs, and strategies that proactively manage transportation demand to achieve a balance between Land Use, Demand, and Supply in support of the City's vision. Rather than a replacement for actions that address transportation supply and land use, TDM works in coordination with these actions to achieve the City's vision.



Transportation Demand
The travel needs of people, goods, and services

Land Use
The places people and goods travel to and from

Transportation Supply
The infrastructure used for travel

What is TDM?

Transportation Demand Management (TDM) includes strategies that change travel behavior (how, when, and where people travel) in order to increase transportation system efficiency and achieve specific objectives, such as improved mobility, road and parking cost savings, increased safety, energy conservation, and pollution emission reductions (Victoria Transport Policy Institute).

Redmond's approach focuses on tools, resources, programs, and partnerships that improve access and mobility to support economic growth and community character, and make alternative travel choices easier to use and access.

Traditionally, TDM has been seen as a tool to manage and mitigate peak period congestion. A broader, more integrated approach to travel needs is necessary to support the City's vision. The City's approach to transportation takes a "systems-based" approach that focuses on a broad range of strategies, actions, and outcomes. This approach supports a well-functioning, holistic "transportation system" that supports the City's vision. Using programmatic elements will support a well-functioning system that, in the end, is much more than the sum of its parts. There are three main advantages to TDM that should be leveraged to support a successful transportation system:

Flexible: TDM measures can be adapted to meet a specific need, or for a unique audience or user group. The City regularly partners with local businesses and schools to develop TDM solutions that are tailored to achieve outcomes.

Quick: When compared with capital projects, TDM measures can be implemented quickly, with less lead time. Combined with flexibility, this allows TDM measures to be both timely and responsive to a community travel need.

Cost effective: The costs of TDM measures can be scaled to be appropriate to meet the need in a cost effective manner, and are typically less costly than physical infrastructure projects.

Implementing Innovative Tools to Support Growth and Vitality

The City has an integrated and successful TDM program that focuses on partnerships and collaboration with larger employers and providing outreach and resources to meet travel needs and address travel demand. This has greatly enhanced the person-carrying capacity of the City's transportation infrastructure. For example, the tools, resources, and mobility support provided by the City's flagship Redmond Trip Resource and Incentive Program (R-TRIP) has resulted in increased efficiencies and effective person-carrying capacity equivalent to four freeway lanes of capacity. The City will continue to develop and implement innovative tools, in collaboration with the community, to help increase access and maximize the person carrying capacity of our infrastructure.

Meeting a More Diverse Set of Travel Needs

As Redmond's urban centers and employment areas develop, it is important to address a broader range of travel needs throughout the day in addition to meeting commute needs during the peak travel period. Redmond will expand its approach to TDM to provide support to smaller employers and residents, as well as visitors and customers, in coordination with the City's "Think Redmond" buy local/go local program.

Making Redmond an Attractive Place to Locate and Grow

Cities compete to attract investment that creates and retains jobs. Successful TDM programs reduce transportation costs for new businesses and make workplaces more attractive, key to attracting skilled talent in today's economy. In support of Redmond's broader economic development

Case Study: Supporting Economic Growth in Overlake

Through a comprehensive package of resources, incentives, and partnerships, the majority of growth in the Overlake Neighborhood has been supported by increased bicycle, transit, pedestrian, carpool, and vanpool travel. Overlake grew significantly over the past 10 years, with new commercial and office development.

During the same period use of alternative transportation, particularly transit, increased substantially, and the share of trips taken in a single occupant vehicle dropped from 70 percent to approximately 60 percent. As a result, while there has been strong growth in total person trips, the growth in vehicle demand, and the associated demand on the City's roadway infrastructure, has stayed fairly constant.

Growth in Overlake has been supported by increased transit, bicycle, pedestrian, carpool, and vanpool travel.

strategy, the City will continue to develop positive partnerships and programs with employers and property owners to support transit, carpool, vanpool, bicycle, and pedestrian travel options. This enables businesses to locate and grow in Redmond with fewer costs, allows more space to be dedicated to revenue-generating activities rather than parking, and improves employee and customer access.

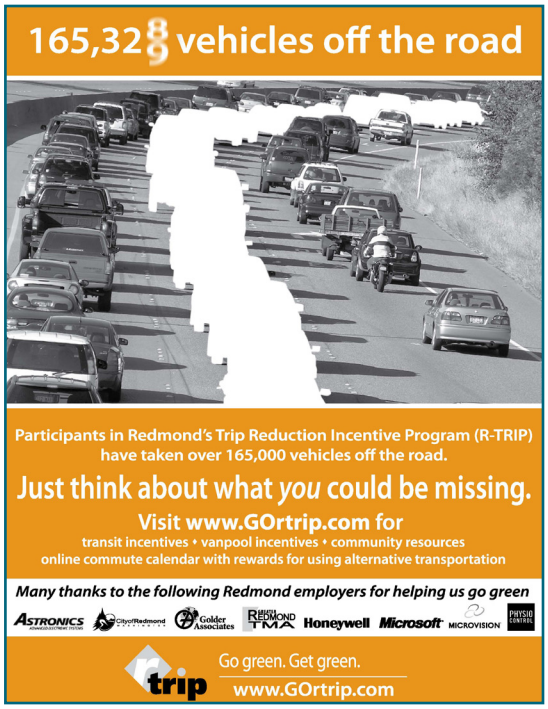
Developing an Integrated Approach

It is important to take a deliberate and focused approach to support the growth and development of Redmond's urban centers. The ability of TDM programs to be flexible and tailored to meet a specific set of needs should be leveraged, and should complement and support related initiatives and goals. Redmond's Growth and Transportation Efficiency Center (GTEC) program identifies specific strategies and implementation actions that are designed to support the growth and development of Overlake and Downtown. The City should continue to take an integrated approach that coordinates with land use, parking, mobility, and environmental goals.

Connecting Travelers with Travel Choices

A key theme throughout this Transportation Master Plan is a desire from the community to be able to travel without a car — be it by bike, transit, walking, or even carpooling or vanpooling. Knowledge on how to use these travel choices, and "start-up costs" can be significant barriers to trying these travel choices for the first time. Using transit requires not only knowing which transit routes to take, but also knowing when they come and go. Vanpooling and carpooling require finding a travel partner. For a new bicycle rider, finding safe and comfortable routes, and knowing how to deal with Pacific Northwest weather, can be challenging.

A major element of the City's TDM approach is providing information, tools, and resources to individual travelers, and to employers, schools, and other community groups, that help make a variety of travel choices more accessible, easier to understand, and, as a result, easier to use. This includes customized transit and bicycling route information, "ride-matching" tools that help travelers find a carpool or vanpool partner, as well as incentives and fare subsidies for new transit or vanpool riders that help defray the initial costs associated with trying a new mode of travel.



Implementing partnerships with local businesses and employers is a successful approach to support growth and travel demand.

Leveraging New Technology

Every day, advances in technology create new opportunities to provide travelers with more accurate, relevant, and real-time information that make using alternative travel choices even easier. The City has been on the forefront of leveraging these technologies, and will continue to use technology to provide Redmond travelers with the information needed to make the travel choices they want.

Implementation Actions and Priorities

The following section outlines program elements, implementation actions, and new direction for TDM as part of the City's overall approach to transportation.

Develop Tools and Resources for Individual Travel Choices

The City provides creative resources, tools, and incentives for Redmond residents, employees, and businesses through the award-winning and nationally acclaimed Redmond Trip Resource and Incentive Program (R-TRIP), a public-private partnership between the City, local employers, King County Metro, and the Greater Redmond Transportation Management Association. This unique program is actively used by local businesses to manage their own transportation programs, and offers nearly 24,000 employees and residents a one-stop place for resources, travel information, "starter" incentives for transit, vanpool, carpool, bicycling, and walking, and enables users to track and view the impact and benefits of their travel activities. These elements are instrumental in providing improved information, resources, and incentives that make travel choices, such as walking, biking, transit, carpooling, and vanpooling, more accessible and easier to use.

The City supports an entrepreneurial approach to TDM, with a focus on providing support and resources for local businesses and community organizations to develop innovative transportation solutions.

Continue to Implement and Adapt the Redmond Trip Resource and Incentive Program (R-TRIP)

Continuing to leverage the R-TRIP tools to provide information, resources, incentives, and starter fare subsidies will assist the individual commuter starting or joining a vanpool, carpool, or using transit. Key areas for growth for this program are further integration with social media to help expand outreach, and leveraging interactive travel information tools that make alternative transportation choices easier to use, such as OneBusAway, which provides real-time transit arrival and departure information.

Develop Innovative Outreach Materials and Events

The City collaborates with community groups to develop innovative travel information materials, such as Redmond's Bicycling Guide and Transit Map, as well as custom materials for employers, schools, and community groups, to help meet and support travel needs. Through the R-TRIP program, the City also actively engages with employers, employees, and the community at transportation events hosted throughout Redmond. The City should seek additional opportunities to streamline electronic distribution of commute and travel information through online and social media channels.

Provide Transportation Assistance and Resources for Redmond Businesses and Organizations

A key element of Redmond's TDM program is providing tools, resources, and support to businesses and community organizations to develop innovative transportation programs and solutions. The R-TRIP program, described above, provides innovative online management tools that are used by employers and community groups to manage their own transportation programs. This makes the City's investments more effective by leveraging and combining resources, promotes more efficient and entrepreneurial use of transportation resources, and reinforces Redmond as a positive place to do business.

Enhance R-TRIP Online Tools and Management Features to Support Business and Community Travel Programs

The City should continue to develop and improve the online management tools provided through the R-TRIP system. Areas for growth include adapting existing tools to better accommodate residential- and

school-based travel programs, and supporting the implementation for groups of smaller employers, for example, at business parks.

Implement the R-TRIP Grant Program to Meet Community Travel Needs
The R-TRIP Grant Program provides seed funding for new or enhanced commute programs through a grant application process. The City should continue to implement this grant program to meet employer and community travel needs, and should leverage opportunities to coordinate with other City programs and goals, such as grant opportunities for public parking in downtown.

Streamline Regulation in Support of the City's Vision

All new major commercial developments in Redmond are required to implement Transportation Management Programs as a condition of development. In addition, large employers are required to implement the Washington State's Commute Trip Reduction (CTR) program. Both programs support the development of tools and resources for alternative travel choices at individual employment and development sites in Redmond. These programs help support the City's mode split goals, as well as Washington State's Environmental Protection and Growth Management Acts.

Support and Enable Innovative "Private Sector"-Based Solutions

As part of the "Budgeting by Priorities" process, the business community priority highlights the need for Redmond to take an active role in providing efficient processes and proactive support when it comes to regulation. The role of the City acting as a "guide" versus a "regulator" is key to collaborative problem solving. In support of this approach, the CTR and Transportation Demand Management programs should continue to be implemented in collaboration with employers and property owners to develop innovative solutions that are effective at supporting transportation needs, as well as effective at meeting program goals. Flexibility and innovation in achieving desired outcomes should be encouraged, and data and ongoing performance measurement should be used to monitor progress and guide future actions.

Develop Tools to Support Successful Outcomes

Many of the tools provided by the City, such as the R-TRIP program, are actively used by employers and property owners to support successful on-site TDM programs. The City should continue to develop and enhance these tools to provide collaborative, business-supportive resources that successfully streamline implementation of both the State Commute Trip Reduction Program and the City's Transportation Demand Management Program.

Update the Transportation Demand Management Program for Overlake

Redmond's Comprehensive Plan has established a goal of 40 percent or more of peak period trips to occur via alternative travel choices by 2030 for peak period trips in the Overlake Neighborhood (TR-37). The mode-share targets for new transportation management programs in Overlake should be updated to be consistent with this policy.

Commute Trip Reduction (CTR) Law

The Washington State Legislature adopted the Commute Trip Reduction law in 1991, incorporating it into the Washington Clean Air Act. This law affects larger employers (>100 employees arriving during the a.m. peak period) in the state's most populated counties. The goals of the program are to reduce traffic congestion, reduce air pollution, and petroleum consumption through employer-based programs that decrease the number of commute trips made by commuters driving alone.

Transportation Management Programs

Since the mid-1980s, all new major commercial developments in Redmond have been required as a condition of development to implement transportation management programs. The goal of these programs is to achieve a 70 percent or lower rate of commuting by single occupant vehicles. Elements of these programs include on-site information and resources for alternative travel choices, designated carpool and vanpool parking spaces, and ongoing monitoring and measurement of program success.

Coordinate Planning and Implementation to Support Neighborhood Based Outcomes

A holistic, coordinated approach will be critical to achieve Redmond's vision for its two urban centers. The City is taking a deliberate approach that coordinates economic development, transportation, and growth, through Growth and Transportation Efficiency Center (GTEC) planning, and leverages regional, state, and federal grant matching opportunities that support more efficient focused development within centers.

Develop an Urban Centers TDM Implementation Strategy for GTEC

A framework and implementation plan should be developed for the City's GTEC program in order to integrate TDM actions with infrastructure improvements, facilitate growth, and maximize the efficiency of transportation infrastructure as Redmond's urban centers transition from a suburban to a more urban environment. Elements include a performance-oriented commute options program and a consultant-assisted survey of travel options use and opportunities for urban centers.

Coordinate and Support the City's Parking Strategies

As the City continues to grow and mature, managing the use of both on-street and off-street parking supply will become increasingly important to maintain and increase access to businesses and services. The City should facilitate and support property owner and employer efforts to manage their available parking to balance competing needs (e.g., between employees and customers). New tools and solutions should be developed to address emerging issues, including parking management and parking spillover mitigation, and the transition to lower parking requirements. Redmond's Zoning Code identifies TDM programs as a tool that can provide flexibility for minimum parking requirements for new development, and model programs and guidelines should be developed to help with the successful and easier implementation of this tool.

Implement TDM Tools in Coordination with Major Construction Projects

When significant transportation construction affects travel to, from, or within Redmond, such as major road closures, or construction on major highways or freeways, information about and incentives for alternative travel choices should be made available.

Leverage the City's Economic Development Potential

Redmond is a major employment destination, and its weekday population exceeds its residential total. As part of a broader economic development strategy, there is an important opportunity to coordinate TDM actions and outreach efforts to leverage the economic activity of Redmond's work force, and make Redmond a great place to live, work, and play.

Support the Think Redmond "Buy Local" Economic Development Program

Encourage reinvestment back into the local economy by using the "Think Redmond" partnership, a "go local, be local" program that promotes Redmond as a destination for customers, and supports customer access by walking, bicycling, carpooling, or taking the bus. Elements include incorporating "Think Redmond"-branded incentives as part of the R-TRIP commuter rewards outreach, and coordinating with cultural events and arts programs that enhance Redmond's identity as a destination. This program enhances Redmond's image and identity, inspires customer loyalty, and helps make biking, walking, and transit use viable choices for non-commute trips by actively supporting travel choices.