



INFORMATIONAL MEMORANDUM

TO: Transportation and Infrastructure Committee

FROM: Jack Pace, Department of Community Development 

BY: Maggi Lubov, CTR Coordinator
Valerie Lonneman, TDM Coordinator

CC: Mayor Ekberg

DATE: May 15, 2017

SUBJECT: TDM Program and Hopelink Partnership Update

ISSUE

The Tukwila Transportation Demand Management (TDM) Program (formerly Commute Trip Reduction (CTR) Program) has expanded to reflect a broader focus on *all* trips, including non-commute trips. The TDM Program is currently supported through several federal funding sources in addition to the CTR Allocation. The TDM Program has a subcontract with Hopelink to provide a specialized *TDM for Diverse Communities* component. This memo provides an update on the new focus of the TDM Program and the work that Hopelink is doing on behalf of the City.

BACKGROUND

The Washington State Commute Trip Reduction Board statewide goals and strategies have shifted in recent years to expand the focus of trip reduction programs beyond commute trips in recognition of the fact that an average of 84% of an individual's trips are not commute trips. The Washington State CTR Board recently introduced legislation for the creation of a new Efficiency Grants Program, which would allow greater flexibility in the target audience and implementation of TDM programs. Washington State Department of Transportation (WSDOT), Commerce, and Ecology are developing planning improvements that support this direction.

To explore methods for effective implementation of this expanded scope, the CTR Board and WSDOT designed a voluntary four-year CTR Pilot Program (2013-2017), which allowed jurisdictions more flexibility to tailor the CTR Programs. This allowed Tukwila to lay the groundwork to expand TDM programming to everyone who lives, works, or spends time within the city. The Tukwila Pilot Program also included the development of a Tukwila TDM Plan, to be brought to the Committee and Council in summer 2017, which will support staff's efforts to build on the foundation of the program and support the required Commute Trip Reduction (CTR) and Growth Transportation Efficiency (GTEC) Plans of 2008, while expanding its scope.

Two Congestion Mitigation and Air Quality Improvement (CMAQ) Program grants have recently enabled a more robust expansion of TDM programs to all trips. The GTEC/TDM Expansion grant is focused within Tukwila's TUC and MIC zones (implementation 2015-2017); the second CMAQ grant is a regional South King County grant, with a focus on the urban centers of Tukwila, Kent, Renton, SeaTac, Federal Way, and Burien (implementation 2015-2018), with Tukwila as the lead implementer. Both CMAQ grants offer outreach, education, and assistance to all employers and residents. This approach complements ongoing Tukwila CTR employer programs, which are required by state law.

DISCUSSION

Staff have expanded outreach to non-affected worksites and are currently implementing several small-grant programs for transportation infrastructure improvements (e.g. bike racks, bike repair stations, wayfinding signs) and employer programs (e.g. ORCA card programs, Rideshareonline.com administration). The first round of bike racks and repair stations will be in the ground soon and include bicycle-shaped bike racks at several City parks and facilities and along Baker Blvd. as well as at private employer sites. A "Bike Racks for Businesses" program will provide a free bike rack to interested businesses within the urban centers of Tukwila and our partnering South King County jurisdictions.

Outreach strategies include a focus on employees at non-CTR affected sites (such as Westfield Southcenter Mall) and the broader Tukwila community (residents and visitors). Staff attend many City and community events in order to learn more about transportation behavior and obstacles to mobility choices, and to provide incentives for reducing drive-alone trips. Staff have also enhanced the visibility of the TDM Program by developing a regional brand, "South King County Transportation Options", updating the website, and maintaining an active social media presence.

In conjunction with these efforts, staff recognized a need to tailor outreach strategies for non-working, minority, and vulnerable populations. The TDM team partners with Hopelink, a social services nonprofit agency, to engage with populations through a *TDM for Diverse Communities Component* of the Tukwila CMAQ grant. Hopelink has worked in Tukwila over the course of the past year to build partnerships and provide transportation resources to older adults, people with disabilities, low-income individuals, and other special needs populations. This work recognizes the need for a unique approach in coordinating with existing mobility management efforts to assist underserved populations, who are more likely than the general public to be eligible for specialized transportation options as an alternative to driving alone.

Hopelink staff have developed key partnerships with organizations including the Tukwila Pantry and the Refugee Women's Alliance to provide training, subsidized transit passes, and information on transportation options in Tukwila and King County to the target demographics. Hopelink has agreed to expand their work to the Regional CMAQ jurisdictions through the end of 2017; this new contract will allow Hopelink to work more fluidly throughout South King County in recognition of the connectedness of our jurisdictions in issues of mobility.

FINANCIAL IMPACT

The TDM Program is currently primarily funded through the two CMAQ grants and has no impact on the general fund. The CTR Allocation is anticipated to continue as a consistent source of funding, with fluctuating levels of additional funding from state and federal grants.

RECOMMENDATION

Information Only.

ATTACHMENTS

Attachment A: Tukwila TDM Program Highlights: Spring 2016-Spring 2017
Attachment B: Hopelink TDM for Diverse Communities Presentation

Tukwila TDM Program Highlights: Spring 2016-Spring 2017

BRANDING AND LOGO DESIGN

The South King County Transportation Options brand name and logo were created September 2017.



WEBSITE

The summer of 2017 the Transportation Demand Management Program website was created and updated with the assistance of the City's communications department. The website is now currently updated by TDM team staff to provide accurate representation of transportation information and involvement.

[RESIDENTS](#) [BUSINESS](#) [VISITORS](#) [GOVERNMENT](#) [HOW DO I?](#)



[City of Tukwila](#) > [Government](#) > [Community Development](#) > [Transportation Demand Management Program](#)

TRANSPORTATION DEMAND MANAGEMENT PROGRAM

Washington is celebrating Bike Everywhere Month! Learn more by clicking the image below.



Visit the City of Tukwila's Bike Celebration Station on Bike Everywhere Day, May 19th from 7am-11am

BIKE RACKS

The CMAQ funding includes a small grants program for the installation of capital improvements such as bike racks and bike repair stations for Tukwila businesses and organizations and public space. Look for new equipment in in city parks and facilities soon!



Tukwila Bike Racks
2/13/17



May 15, 2017

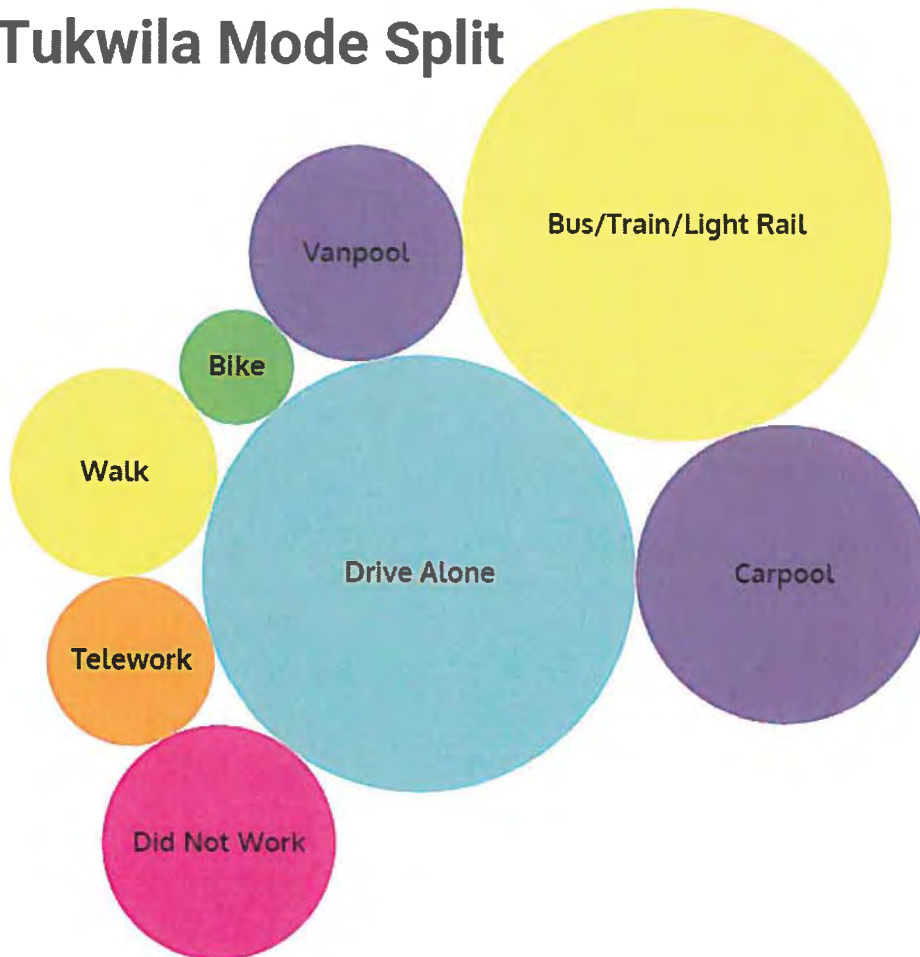
TUKWILA TRANSPORTATION SURVEY

283 residents or others who work or spend time in Tukwila completed the pre-implementation survey, which was designed to assess barriers to mobility and gauge travel behavior (i.e. how many people are driving alone vs. taking an alternative transportation mode for commute and non-commute trips).

Survey respondents indicated that reduced fare transit passes are one of the key opportunities to improve mobility in our community. TDM outreach and incentive programs help connect those who live, work, or spend time in Tukwila with access to reduced fare cards and other transportation services.

Commute Buddy for a Day
Telework or Flexible Work Program
Free or Reduced Cost Transit Pass
Emergency/ Guaranteed Ride Home
Vanpool Program
Bike Facilities Shared Bike
Transit/Biking/Walking Information Kiosk






Tukwila Mode Split



TDM FOR DIVERSE COMMUNITIES

By Sagar Ramachandra, Hopelink Mobility Coordinator

SOUTH KING COUNTY
TRANSPORTATION

     **OPTIONS**

hopelink

What is TDM?

- Getting people out of their cars
- More efficient use of existing infrastructure
- Provides environmental and societal benefits



TDM Project

- Focus on special-needs populations
- Provide transportation resources
- Surveys on commuting habits



Targeted Populations

- Recent immigrants and refugees;
- Individuals with limited English proficiency (LEP);
- Older adults;
- Low-income individuals and families;
- People with disabilities;
- Veterans;
- Youth

Transportation Options Materials

- Comprehensive booklet of transportation options in Tukwila
- Condensed handout summarizing services

Tukwila Mobility Quick Reference Guide TRANSPORTATION hopelink

For more information, you can e-mail 361.Transportation@metro.kingcounty.gov or call (206) 431-3687

Provider	Service Available For	Fare	Additional Assistance?	Hours	Additional Information	Contact
Public Transportation Providers						
King County Metro DART	General public	Adults—\$1.25-\$1.25 LPT/Youth—\$1.00 BYP—\$1.00 Fees for children below 5	Yes	Mon-Fri, 6:00am-6:00pm	While you are board at the fixed route stop location, you can call ahead to request a wheelchair for either pick-up or drop-off.	(866) 261-3278 TTY: 711 metro.kingcounty.gov
King County Metro Buses	General public	Adults—\$1.25-\$1.25 LPT/Youth—\$1.00 BYP—\$1.00 Fees for children below 5	Yes	Depends on route	Show up to the bus stop five minutes early. An ORCA card or exact cash needed for fare payment.	(206) 553-3000 TTY: 711 metro.kingcounty.gov
King County Metro Rapid Ride A, B, F	General public	Adults—\$1.25-\$1.25 LPT/Youth—\$1.00 BYP—\$1.00 Fees for children below 5	Yes	Depends on route	Show up to the bus stop five minutes early. An ORCA card or exact cash needed for fare payment.	(206) 553-3000 TTY: 711 metro.kingcounty.gov
Sound Transit Link Light Rail	General public	Adults—\$1.25-\$1.25 LPT/Youth—\$1.00 BYP—\$1.00 Fees for children below 5	Yes	24hr, 5:00 am-1:00 am	Must pay all fares prior to boarding with an ORCA card or by purchasing a ticket. Tap the ORCA card once to get on, once to get off.	(888) 889-6368 TTY: 711 soundtransit.org/link
Sound Transit Sounder Rail	General public	Adults—\$1.00-\$1.75 LPT/Youth—\$1.00-\$1.25 BYP—\$1.00-\$1.25 Fees for children below 5	Yes	Mon-Fri, 5:00 am-1:00 pm and 4:30-6:00 pm	Fares depend on the length of the ride. One-way during the morning and evening.	(888) 889-6368 TTY: 711 soundtransit.org/sounder
Transportation Resources						
ORCA Reduced Regional Fare Permit (RRFP)	Seniors 65+ and people with disabilities	\$1.00 per ride	n/a	n/a	Seniors may read the application, people with disabilities apply in person at the King Street Station Office. The card costs \$4.00.	(206) 553-3000 TTY: 711 metro.kingcounty.gov/transportation/
ORCA Low Income Fare Transit (LIFT)	Individuals with low-income	Provides a 50% discount on rides	n/a	n/a	You must apply in person at one of the enrollment locations, or at an ORCA 24-hour kiosk.	(800) 756-5437 TTY: 711 metro.kingcounty.gov/transportation/
King County Metro Tacti Scrip	RRFP holders above the age of 18 with low-income	Provides a 50% discount on fare rides	n/a	n/a	Once registered with the program, you can buy up to seven months of fare scrips with cash from Metro at a 50% discount.	(206) 553-3000 TTY: 711 metro.kingcounty.gov/transportation/
Tacti Instruction	Seniors 65+ and people with disabilities	Free	n/a	n/a	Provides free handout training for eligible populations.	(206) 749-4242 TTY: 711 metro.kingcounty.gov/transportation/

Getting Around Puget Sound (GAPS)

- A travel options education and referral program
- Tabling at facilities and events
- Managed by Hopelink staff, uses trained volunteers



Public Transit Orientation (PTO)

- Group trips to teach how to use transit
- Program coordination in partnership with facilities
- Provides incentives for participation



Travel Ambassador Training

- Training for staff at facilities
- Covers “Beyond the Bus” options
- Providing ongoing support as needed
- Free for any organization

Assessing Community Needs

- Qualitative data interviews
- Needs Assessment survey
- CMAQ Survey (pre- and mid-implementation)

Key Takeaways

- No direct transit service to the Tukwila Community Center
- Lack of high-frequency connections to the rest of South King County
- Inconsistent sidewalks in residential neighborhoods a barrier to mobility
- Desire for more transit service to Southcenter area

Community Mobility Assessment Report

- Summarize *TDM for Diverse Communities* Component
- Analysis of data and surveys
- Identify gaps in transportation
- Recommendations for mobility improvement

Contact Information

Sagar Ramachandra

E-Mail: sramachandra@hopelink.org

Office: (425) 943-6731

Cell: (425) 466-3442