



**TO: Transportation & Infrastructure Services Committee**  
**FROM: Nora Gierloff, DCD Director**  
**BY: Alison Turner, Sustainable Transportation Program Manager**  
**Chris Andree, Sustainable Transportation Outreach Coordinator**  
**CC: Mayor Ekberg**  
**DATE: October 8, 2021**  
**SUBJECT: TDM Program Update**

## **ISSUE**

The Transportation Demand Management (TDM) Program continues to provide transportation resources and incentives to the residential and business communities in Tukwila and south King County to promote sustainable modes of transportation (e.g., transit, walk/bike/roll, carpool, vanpool, telework).

## **BACKGROUND**

The TDM Program administers the Commute Trip Reduction Program for CTR-affected employers in Tukwila, and provides regional TDM services to residents and employers in south King County. The Program is currently bolstered by additional grant-funded sources: passthrough funding from King County Metro; a WSDOT Regional Mobility Grant; and an incoming federal Congestion Mitigation and Air Quality Improvement Grant. The Program has evolved from a commute trip focus to an “all trips” focus, in recognition that most trips are non-commute trips.

## **DISCUSSION**

The TDM Program uses various strategies to encourage non-drive alone travel including in-person outreach; assistance to employers to provide transportation benefits and support to workers; incentivization of non-drive alone travel; and partnership with nonprofits, community-based organizations, transit agencies, and government organizations. COVID-19 had a significant impact on transportation and the Program pivoted to address needs and try new methods of reaching transportation users. Current activities include ongoing transportation outreach, developing partnerships, and providing small grants for bicycle and pedestrian amenities.

## **FINANCIAL IMPACT**

The TDM Program is grant-funded with no impact to the general fund.

## **RECOMMENDATION**

Discussion Only



# TRANSPORTATION DEMAND MANAGEMENT (TDM) PROGRAM UPDATE

Alison Turner, Sustainable Transportation Program Manager  
Chris Andree, Sustainable Transportation Outreach Coordinator

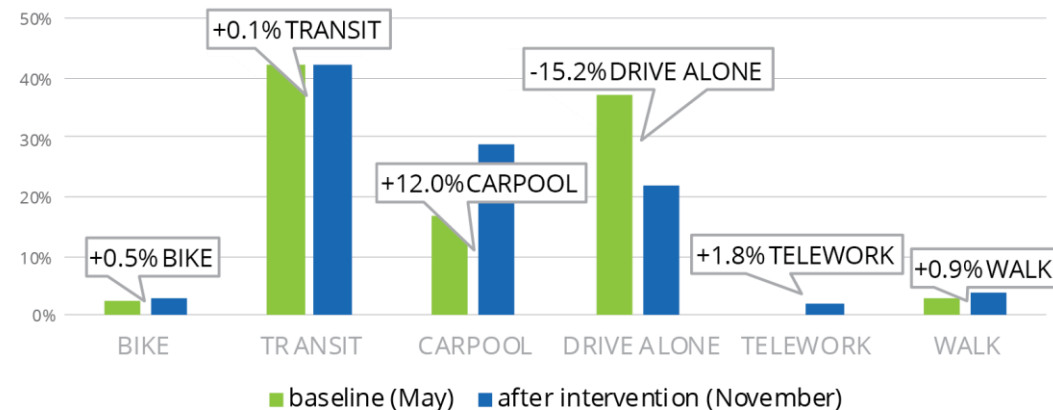


# PROGRAM HISTORY

- The Program started with Commute Trip Reduction, which requires large employers to work to reduce employee drive-alone trips
- Expanded scope of the TDM Program to a regional, “all trips” focus for smaller employers, lower-income users, youth and seniors
- Grant funding encourages innovation – e.g., Commute Trip Innovation Grant to pilot TDM services for employees at Sea-Tac Airport

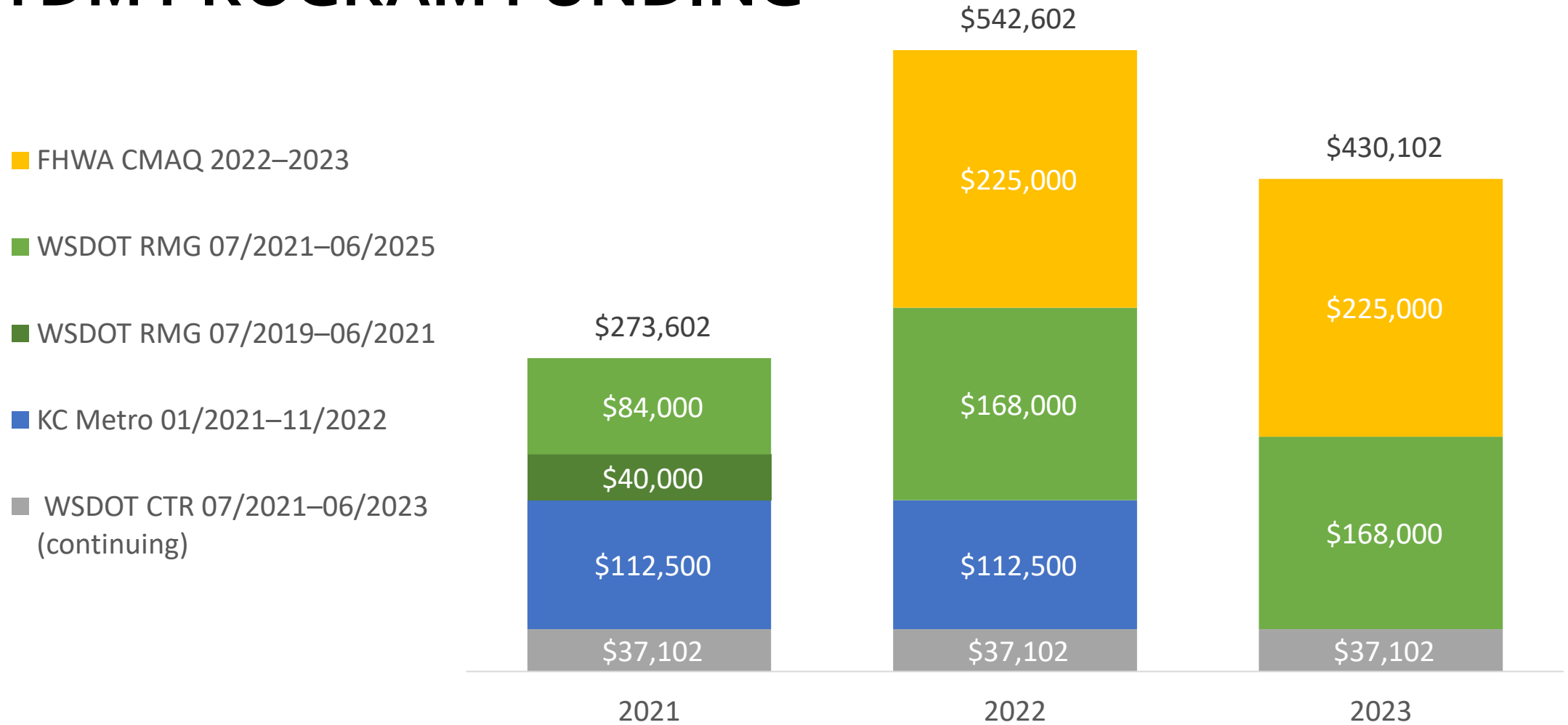


### SEA-TAC AIRPORT TDM MODE SPLIT ANALYSIS



Participants in a 2018 monthly rewards program were surveyed as part of enrollment and at the conclusion of the program. Results reflect responses of 131 respondents who took both surveys (out of 939 total participants).

# TDM PROGRAM FUNDING



# COVID-19 IMPACTS

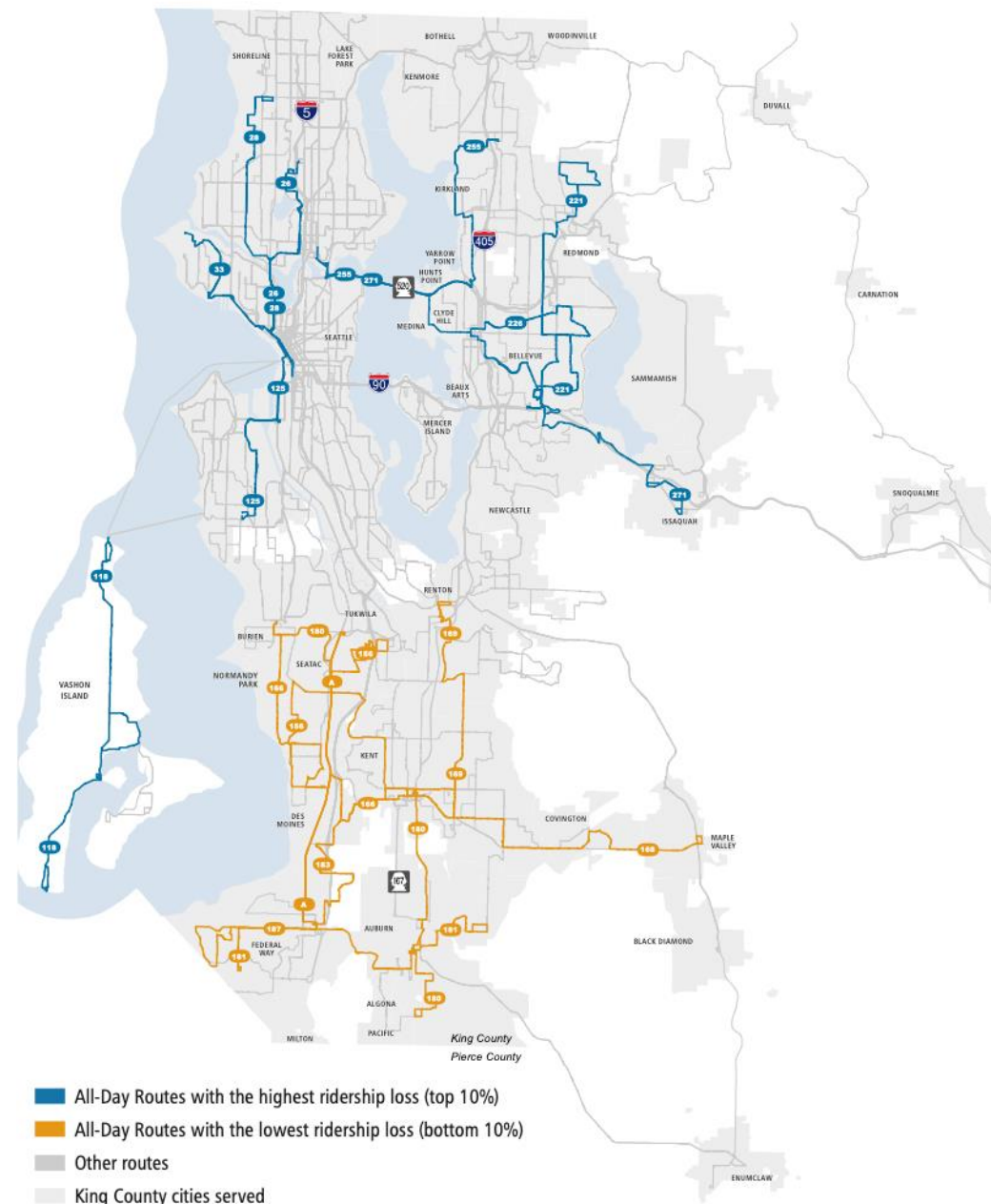
Transit ridership remained relatively stable in SKC even during the stay home order

Highway traffic declined significantly at the start of the pandemic and has since returned nearly to baseline levels

October service change brings Metro up to 90% of service hours as pre-COVID; Service in Tukwila remained relatively preserved due to consistent ridership

In-person TDM outreach was put on hold and the Program pivoted to address needs and try new methods of reaching transportation users

## Highway Traffic in King County



- All-Day Routes with the highest ridership loss (top 10%)
- All-Day Routes with the lowest ridership loss (bottom 10%)
- Other routes
- King County cities served

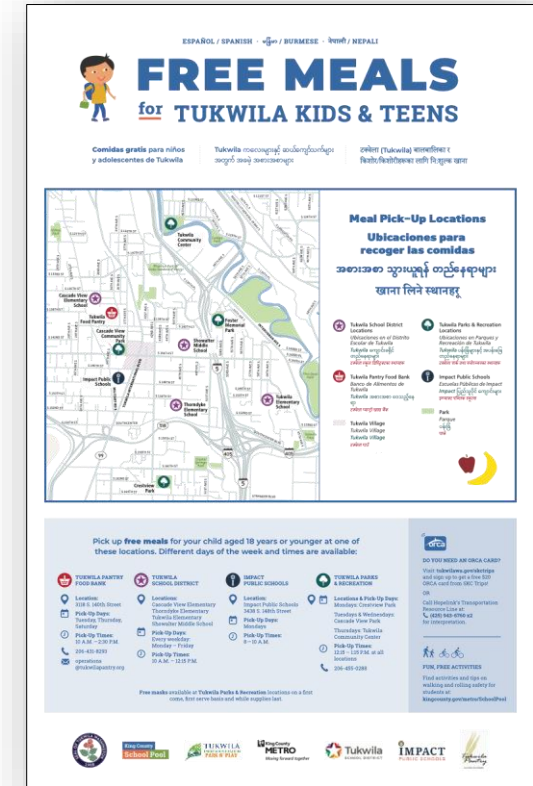
# TDM OUTREACH DURING COVID-19



Transportation info sheet attached to meals delivered to Tukwila seniors



ORCA card packets for Renton Technical College students distributed via the school's food pantry



Food map for Tukwila families



# CURRENT ACTIVITIES



Returning to in-person outreach



Bike / Pedestrian Amenities



Promoting Via to Transit expansion



SchoolPool traffic safety campaign

# QUESTIONS OR COMMENTS?

Thank you from the TDM Team:  
Alison Turner & Chris Andree



Alison and Chris placing traffic safety signs near Foster High School