

An aerial photograph of a city street intersection. The street has multiple lanes with white lane markings and crosswalks. A blue semi-transparent rectangular overlay is positioned in the upper-middle part of the image, containing white text. The text reads "City of Seattle", "Commuter Trip Reduction (CTR)", and "Strategic Plan 2019-2023". The street scene includes several cars, a white van, a black van, and a silver car. There are also pedestrians and a cyclist visible. The background shows a building with large windows and some trees with yellow autumn leaves.

City of Seattle

Commuter Trip Reduction (CTR)

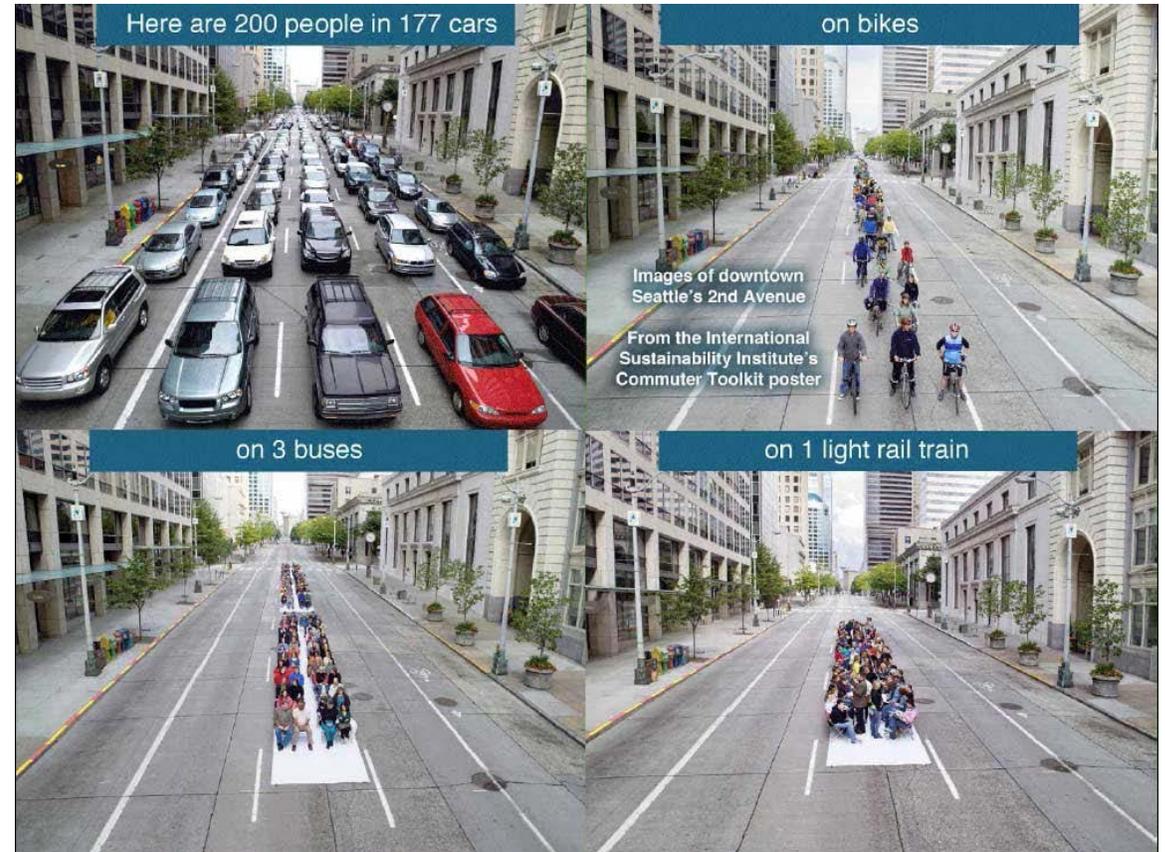
Strategic Plan 2019-2023

Presentation outline

- Background and Process
- Plan Vision and Priorities
- Trip Reduction Targets
- Summary of Plan Strategies
- Highlighted Updates
- Request: Ordinance for Adoption of Plan

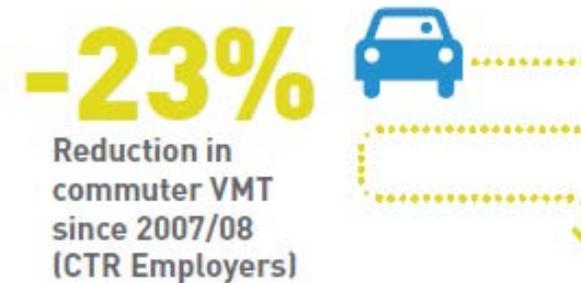
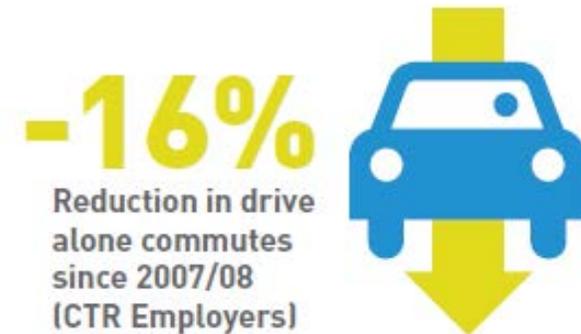
Background

- Seattle's CTR program is mandated by State Law
- Goal: reduce single-vehicle travel, decrease peak hour congestion and pollution
- Forms the core of Seattle's Transportation Demand Management (TDM) work
- Last plan and ordinance update adopted in 2008, followed by pilot
- State law requires adoption by ordinance

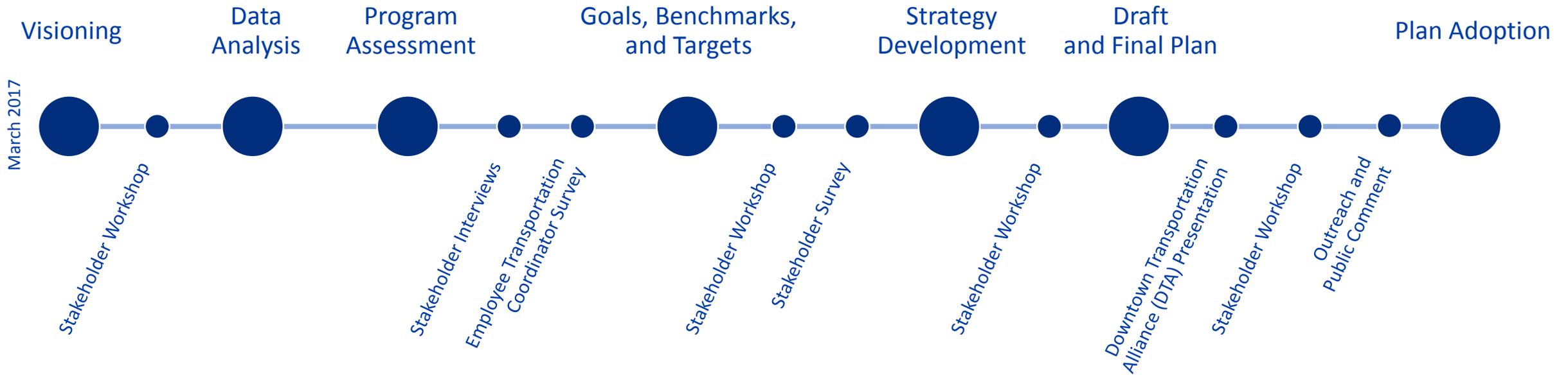


Background

- 270 employers / 195,000 employees citywide
- Biennial commute survey
- Biennial program reports
- Partnership with Commute Seattle



Planning Process



Plan Priorities and Opportunities

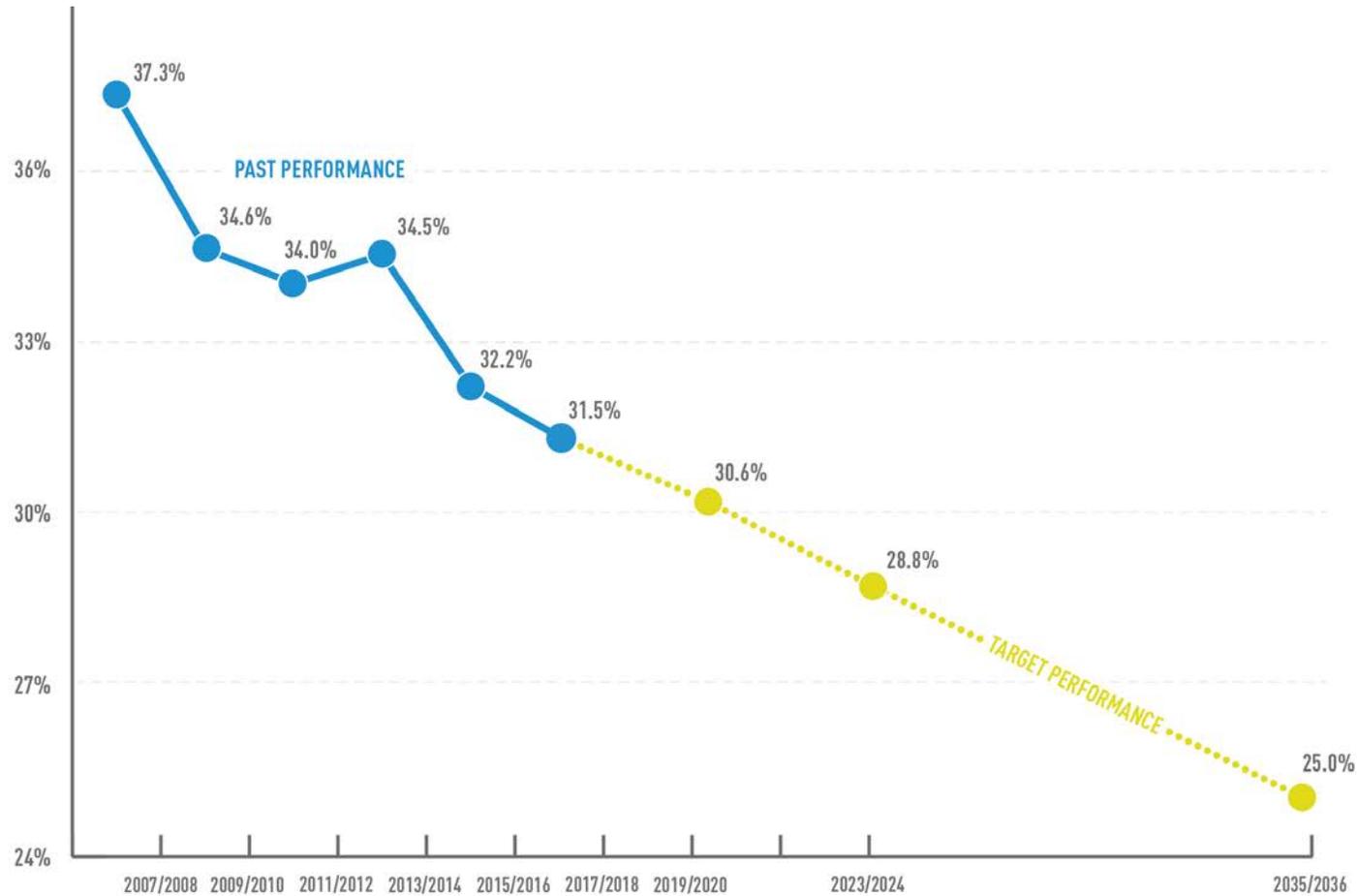
• Priorities

- Align with policy objectives
 - Move Seattle
 - 2035 Comprehensive Plan
 - One Center City / Center City Modesplit
- Update code for better clarity and administration
- Continue to drive performance with carrots, not sticks
- Leverage partnerships to maintain CTR program cost effectiveness and impact

• Opportunities:

- Show needs for program resources
- Respond to evolving job market
- Expand and diversify program offerings
- Prioritize new technology, survey methods, and reporting tools
- Use CTR data to assist local and regional initiatives

Trip Reduction Targets: Citywide to 2035

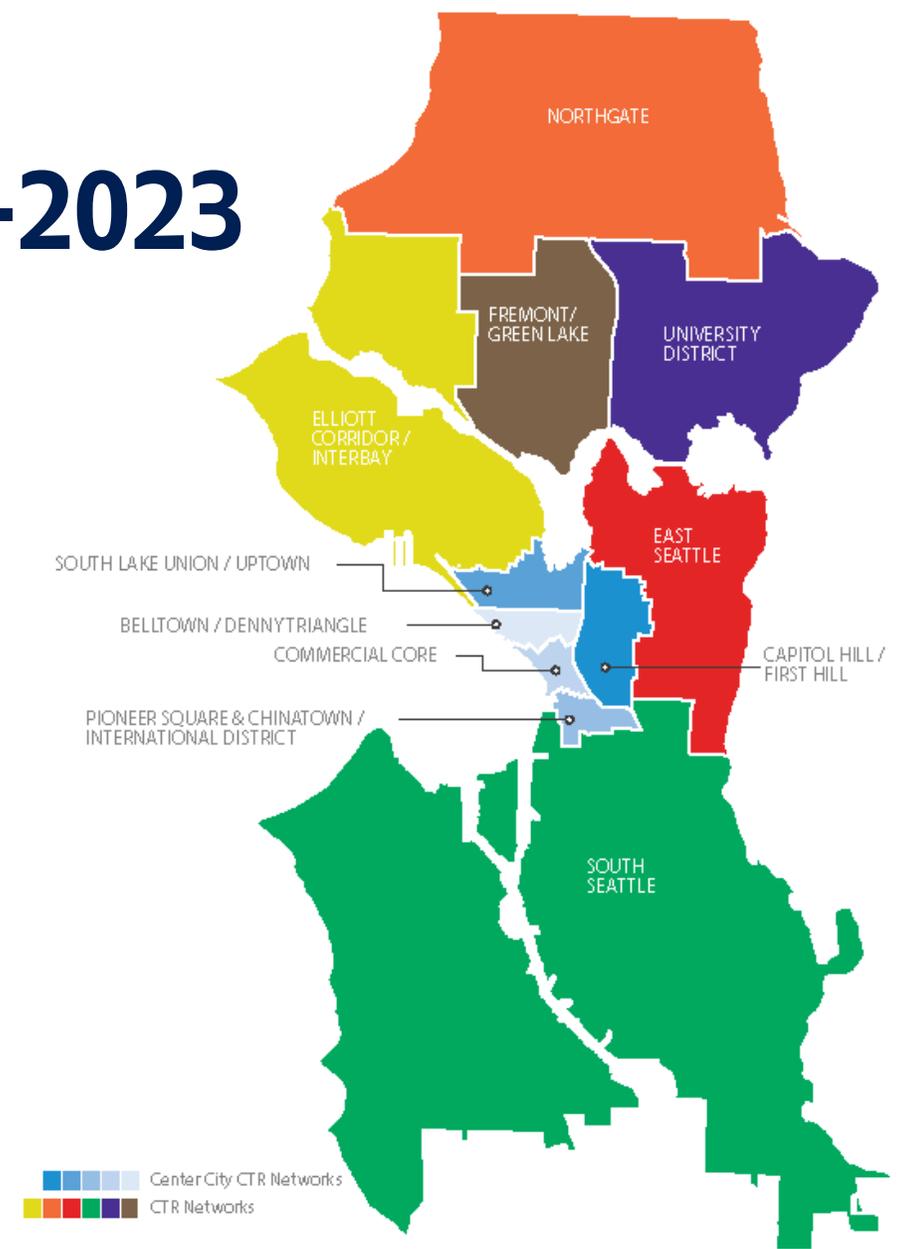


Trip Reduction Targets: 2019-2023

Network Area	Drive Alone Rate	VMT per Employee
Elliot Corridor / Interbay	49.1%	8.2
East Seattle	47.6%	7.8
Fremont / Green Lake	46.2%	4.1
Northgate	59.4%	6.0
South Seattle	60.4%	9.4
U District	29.2%	3.6
Pioneer Square & Chinatown / International District	20.4%	3.2
South Lake Union & Uptown	24.5%	2.9
Belltown & Denny Triangle	18.0%	3.3
Capitol Hill, Pike / Pine, & First Hill	41.6%	6.1
Commercial Core	15.2%	2.4
Citywide	28.8%	4.0

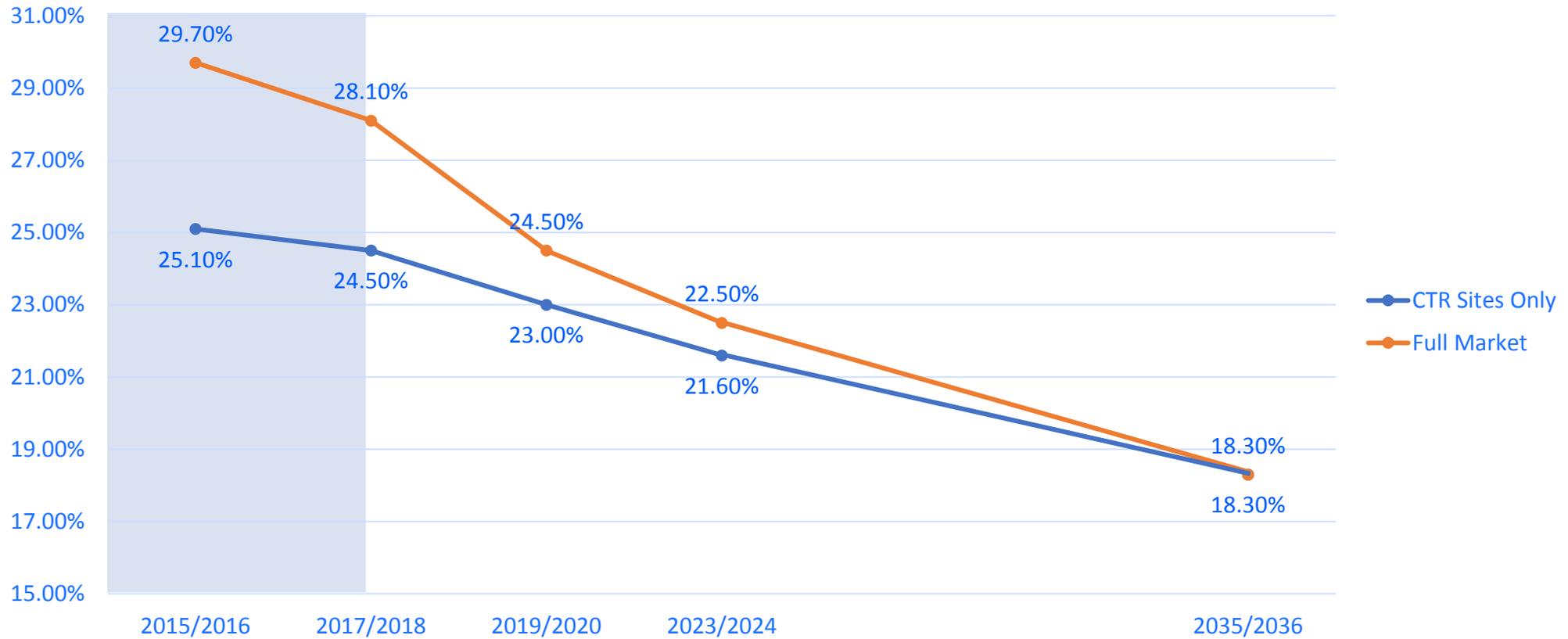
Citywide:

- Drive Alone Rate (DAR)
- Vehicle Miles Traveled (VMT)



Trip Reduction Targets: Center City to 2035

Drive Alone Rate Targets by Market Over Time



Guiding CTR Program Actions for 2019-2023

Performance Monitoring	PM.1	Improve CTR survey administration and sampling methods
	PM.2	Revise CTR survey questions
	PM.3	Enhance CTR survey instrument
	PM.4	Update and streamline CTR reporting
	PM.5	Improve CTR site identification and on-boarding
	PM.6	Formalize SDOT methods for network target setting
	PM.7	Refine core program goals and adopt formal internal program benchmarks
Policy & Regulatory	P.1	Update the CTR section of the Seattle Municipal Code (SMC)
	P.2	Update CTR state law to address gaps in employee coverage
	P.3	Update regulations for TMPs to better support CTR program goals
	P.4	Support ongoing improvements to citywide parking policy
	P.5	Continue Support for Commuter Benefits
	P.6	Integrate New Mobility Initiatives
	P.7	Support improvements to local and regional policies, programs, and initiatives
	P.8	Prioritize pre-tax benefit programs

Guiding CTR Program Actions for 2019-2023

Programming & Engagement	PE.1	Market CTR benefits
	PE.2	Enhance web presence of CTR program and related transportation resources
	PE.3	Utilize new data streams and tools to prioritize and target key employers
	PE.4	Enhance Employee Transportation Coordinator (ETC) training
	PE.5	Embrace new commuter technology
	PE.6	Strengthen private sector partnerships
Administration & Funding	A.1	Work to increase CTR program funding
	A.2	Partner with TMAs or other non-city entities to support program administration
	A.3	Augment SDOT CTR staffing
	A.4	Plan and initiate a local CTR grant program
Emerging Markets	EM.1	Target new markets – smaller employers
	EM.2	Target new markets – “high-priority” geographies
	EM.3	Target new markets – multi-family residential

Plan Highlights and Feedback

- New approach to setting targets
 - More aggressive, aligned with Move Seattle / Comprehensive Plan targets
 - Updated networks, aligned with Center City planning efforts
- Funding scenarios
 - Assumes flat State funding but offers scenarios for additional resources
- Metrics and benchmarks
 - VMT as metric: Additional insight into commuting patterns and climate impacts
 - Framework of benchmarks to track progress and add detail

Ordinance for Adoption

- Officially adopts 2019-2023 Plan
- Clarifies and updates existing code, Chapter 25.02:
 - Procedures and definitions
 - Employer goals and responsibilities (easier to understand compliance requirements)
 - Address Transportation Network Companies (TNCs) in surveying and data collection
 - Acknowledge the impact of contract workers on commute patterns
 - Promote most effective trip reduction strategies for employers
 - No change to employer level of effort or financial investment required to remain in compliance
- Request: pass this Ordinance to adopt the plan and the updated code

Questions?

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<http://www.seattle.gov/transportation/projects-and-programs/programs/transportation-options-program>

www.seattle.gov/transportation

