

2026 Transportation Demand Management Overview

April 7, 2026

Transportation Planning & Engineering Division



Redmond
WASHINGTON



Agenda

- **Transportation Demand Management Overview**
- **New Transportation Services in Redmond**
- **Commute Trip Reduction & Mobility Management Programs**
- **Partnerships: Hopelink, Move Redmond**
- **Residential Programs: SchoolPool, Neighborhood Connections**
- **Questions & Discussion**
- **RedLink Overview**

Purpose of Transportation Demand Management (TDM)



- Provide community members **resources, incentives, and programs** to reduce drive-alone trips.
- Focused on **improving mobility, reducing congestion, and efficiently using existing infrastructure.**



Community Van



- Prescheduled trips within a 2-hour distance of Redmond 24 hours a day 7 days a week.
- Requires a volunteer driver and 2+ riders.
- Trips managed through Hopelink
- A standard Metro fares covers a roundtrip.



Metro Flex



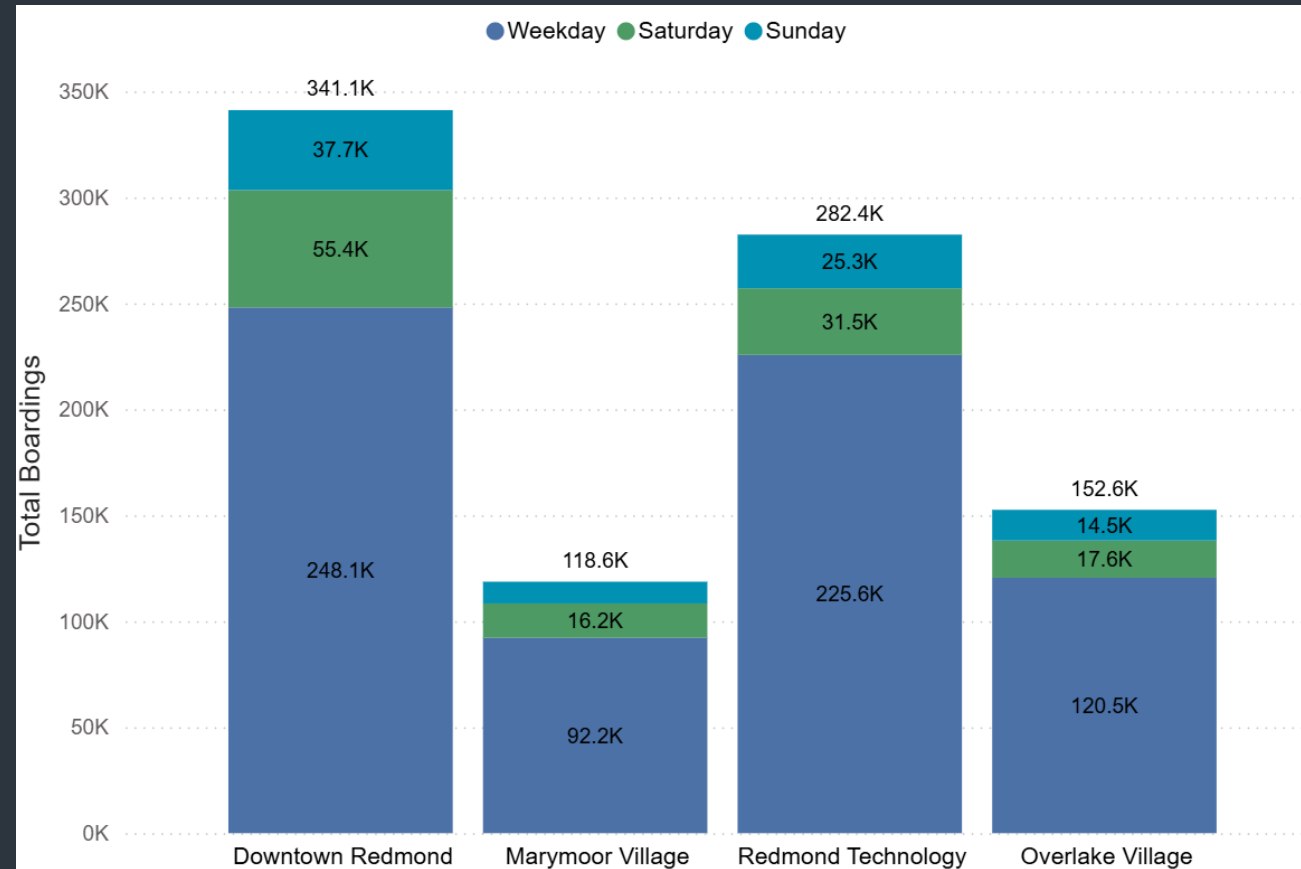
- On-demand neighborhood service within a designated service area (Overlake)
- Drivers are hired by King County Metro.
- Same cost as a transit trip.
- Request a trip via phone call, app, or online account.



Sound Transit Link Light Rail

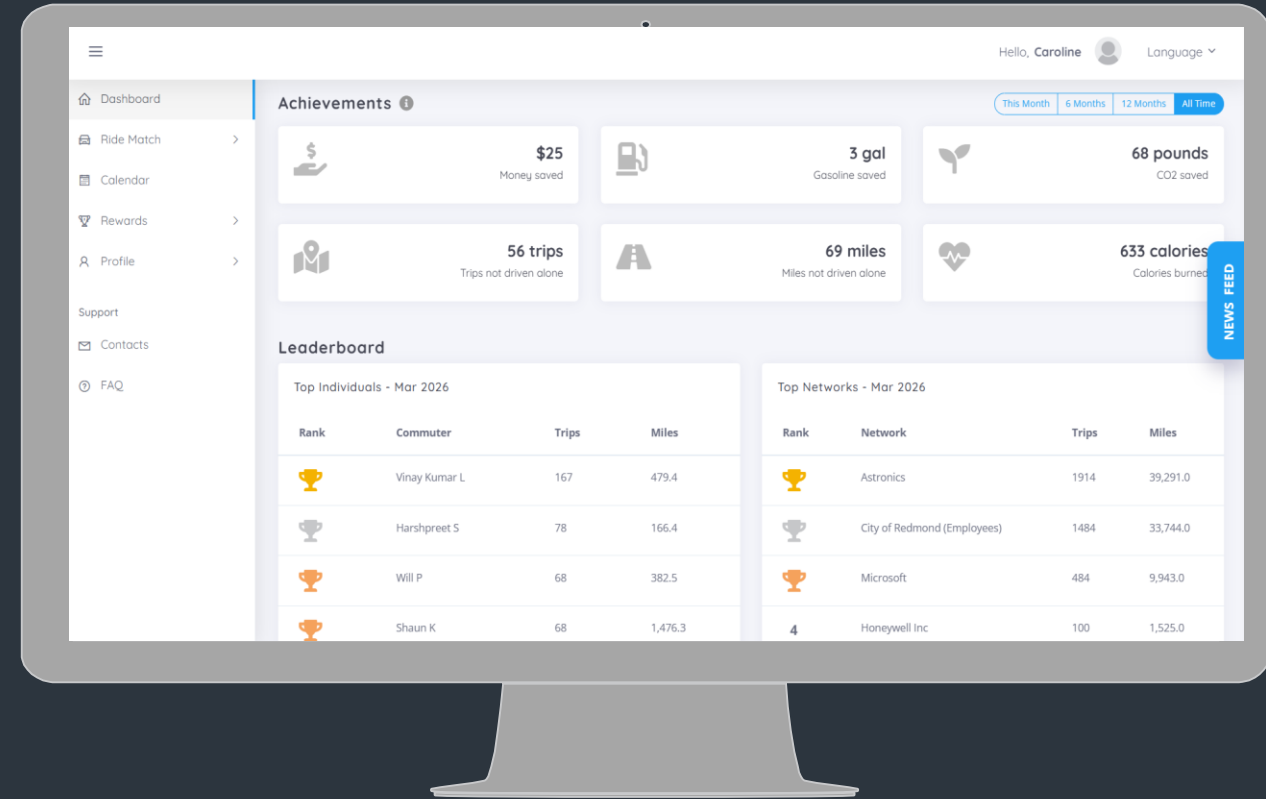
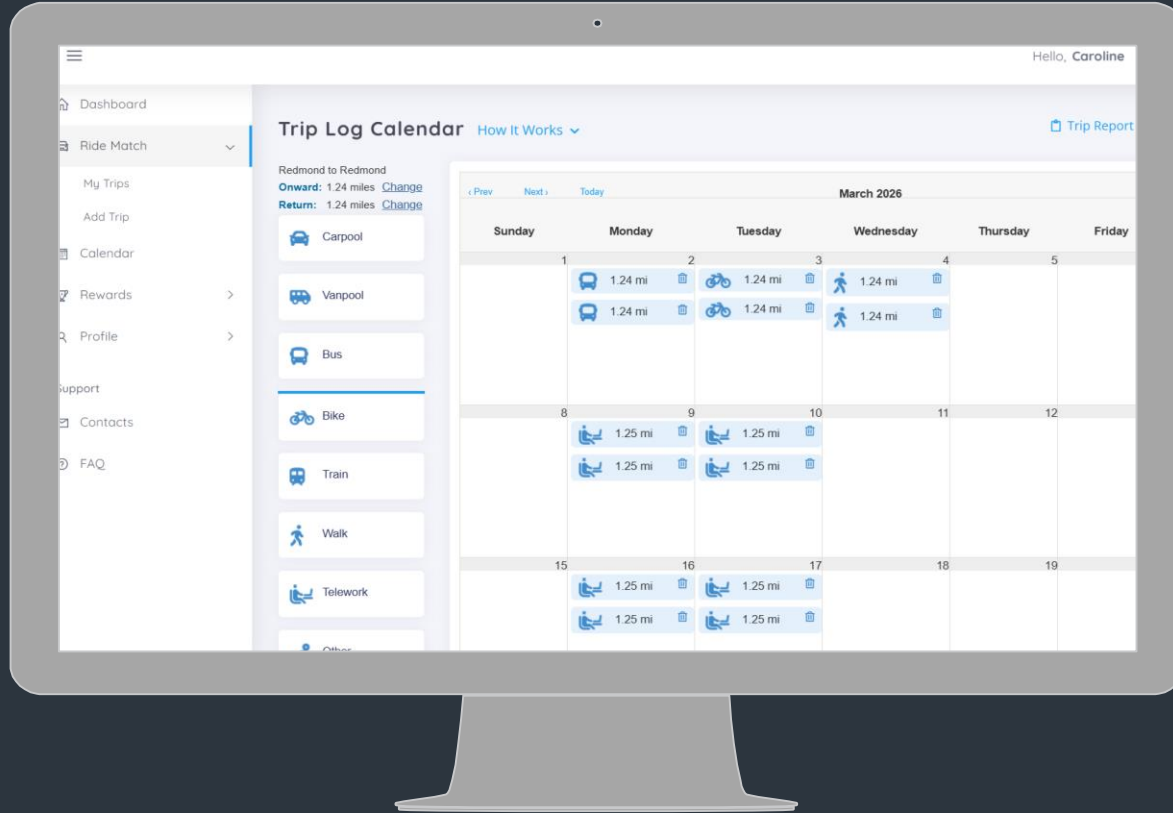
Supporting Light Rail:

- Bus routes re-routed to serve stations
- Promoting first/last mile connections
- Multi-lingual station access maps
- Educational resources
- ORCA card distribution
- On-street parking management near stations



2025 Total Boardings

Commuter Trip Reduction Program & Mobility Management Plans



Go Redmond uses RideShare Online, a free regional trip tracking, ride match, and rewards tool for Redmond employees to use for their CTR Program.

Hopelink

Partnership provides transportation resources to immigrants, refugees, people with disabilities, veterans, low-income individuals, youth, and seniors.

- Provide transportation access to critical services including school, medical centers, and social activities.
- Support enrollment efforts in reduced and no fare programs with a focus on youth engagement.



Move Redmond

Partnered for over 2 decades to enhance and spread awareness of transportation options for the Redmond community and employers.

- Support employers who have Commute Trip Reduction (CTR) requirements
- Collaborate through Go Redmond programming.
- Go Redmond sponsors Transit Access Maps, Bike Classes, and Open Streets Events.
- Contract to establish Shared Parking Program.



SchoolPool

Encourages students and their families to walk and roll to school during May and October.

How did you get to school this month?
How many walk and roll trips did you take to school this month? Fill in one square for each non-drive alone trip, using the below letters to represent the type of trip you took.
W=Walk
R=Roll (Bike, Scooter, Wheelchair, etc)
B=Bus (School or Metro bus)
C=Carpool with friends

As much as 20-30% of local morning traffic is caused by driving students to school

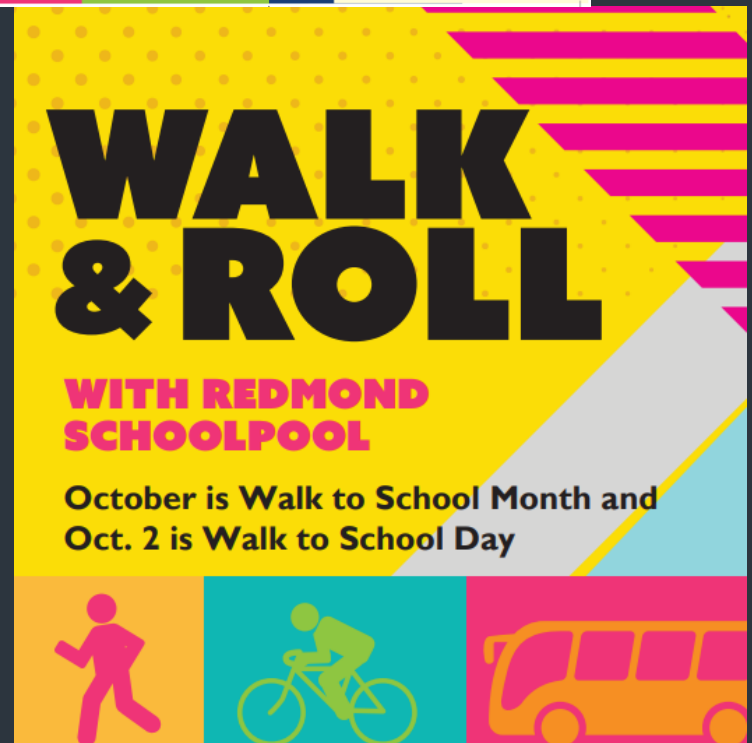
Each 2 mile round trip walk or roll commute keeps about 7.5 lbs of pollutants out of the air

A one mile walk to school trip generates 1/3 of a youth's recommended daily physical activity

MAY IS NATIONAL BIKE MONTH
May 13 - 19 is National Bike Week
Students that commute to school with a friend have an average of 75 minutes or more of additional social time each week

Reward Coupon
Name: _____
Grade: _____
School: _____
Name of Teacher: _____
Add the total number of trips by each type:
Walk total _____ Bus total _____
Roll total (Bike, Scooter, Wheelchair, etc) _____ Carpool total _____
Total: _____ /40 possible

- Partner with PTSA's to increase awareness & participation of the program.
- In 2025 3,166 students across 6 elementary schools (63%) participated, taking 99,513 non-driving trips!

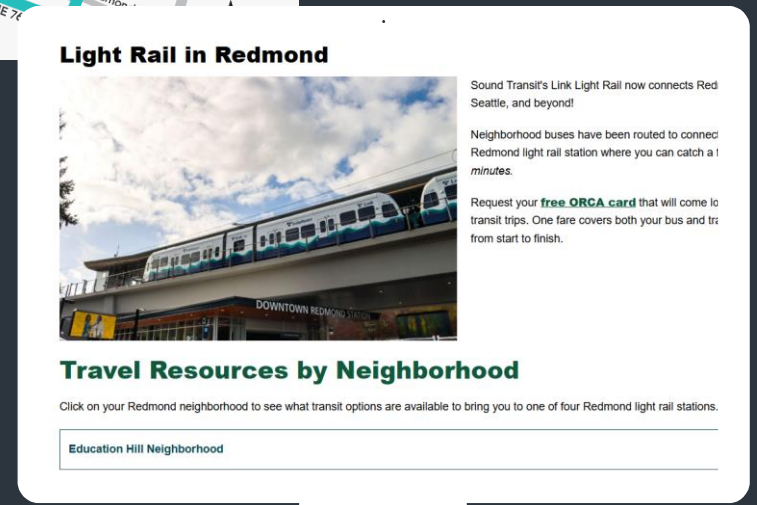
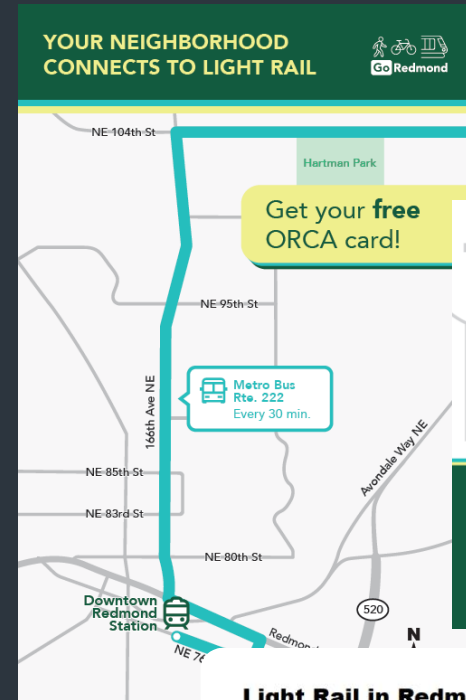


Neighborhood Connections Campaign

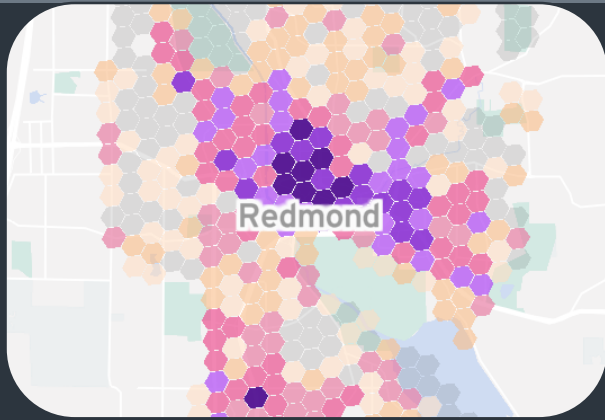
Education & incentives for connecting residential neighborhoods to Light Rail

- Geographically targeted outreach
- ORCA card giveaway
- “How to Ride” information
- Direct mailers to residents within 1000’ of a bus stop
- Yard signs on connecting routes

GoRedmond.com/LightRail



Other Efforts & Resources



Lime Scooters

Total 2025: 88,630 trips
Average Daily: 242 trips



E-Bike Giveaway

Give-a-way program to include education & 88 bike rebates distributed in 2026.



Bike Locker Pilot

Downtown Pilot program focused on hotels & economic development



ORCA N'Hood Pop Up

2nd & 4th Tuesday at Redmond Senior & Community Center. Youth, senior, reduced fare, and standard cards.



City Employee Transportation Services

ORCA cards, incentives & support to reduce SOV commutes



Shared Parking

Downtown Pilot program focused on employees & light rail access.

Go Redmond Outreach

Go Redmond
Blog &
Website

Rideshare
Online

Street Teams

Partner
Networks

Employer
Tabling
Events

CTR E-News

Targeted
Mailers

City
Publications

TDM Questions & Discussion

RedLink discussion to follow

[GoRedmond.com](https://www.goredmond.com)



Go Redmond 2025 IMPACT HIGHLIGHTS

1 Go Redmond Trip Calendar

Over one million fewer miles driven. Users saved more than **\$325,000** by not driving alone.



2 School Pool

62% percent of Redmond's Elementary Students joined in and logged **99,000+** walk-and-roll trips.

3 Commute Trip Reduction

58% of Redmond workers chose ways to get to work that weren't driving alone.



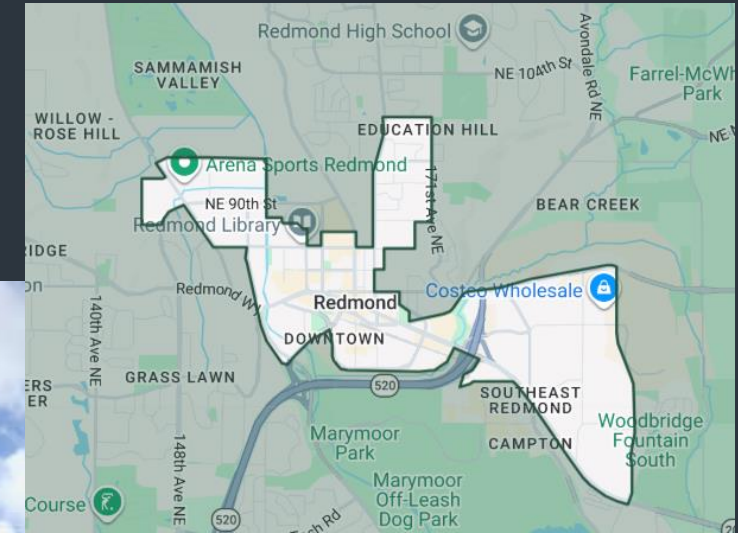
4 Events & Outreach

Staff helped more than 1,200 community members learn about their Transportation Options.

RedLink Pilot

An on-demand, free, all-electric ride service available to help residents and visitors get around Downtown Redmond, Southeast Redmond, and Education Hill easily, affordably, and sustainably.

- This pilot program is expected to run through June 2027.
- Funded by the City of Redmond, Lodging Tax Advisory Committee, and the Washington State Regional Mobility Grant.
- **832 passengers** in first 3 weeks of pilot, 400 unique users.



Appendix

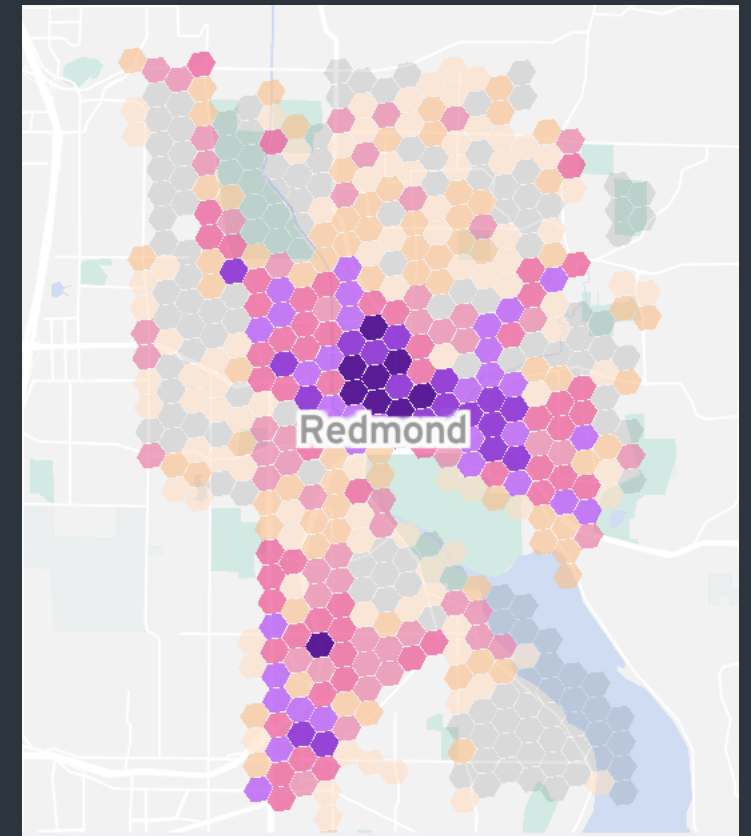
- Lime user stats
- Metro ridership stats for key routes
- Flexible transit options table

Ridership Numbers

Metro Transit

Metro Route	Average Wk Day Boardings
B-Line	5000
222	600
245	3,500
250	2500
545	5000
930	300

Lime Heat Map



Total 2025: 88,630 trips
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Service	Cost	Who Can Use It	Where in Redmond?	What It's For	Key Differences
<u>Metro Flex</u>	~\$3 (ORCA card)	General public	Overlake	On-demand rides in Overlake	App-based, flexible routing, fills transit gaps
<u>Metro Community Van</u>	~\$2.75–\$3 (ORCA card)	Groups (2+), advance booking	Citywide, parked at Hopelink & Marymoor Village Community Center	Group trips for errands or events	Volunteer driver, pre-scheduled
<u>RedLink</u>	Free	General Public	Downtown, parts of Education Hill & Willows Road	Short trips + light rail access	Free, small service area
<u>Lime Scooters & E-bikes</u>	~\$3–\$10 per trip (varies)	General Public	Citywide	Quick, short-distance trips	Fast & flexible, charged a per-minute cost
<u>Vanpool</u>	~\$49/month	Regular commuters in a group	Citywide	Home-to-work commuting	Fixed schedule, lowest cost per commute