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Transportation Demand Management Chapter

TMP Update

What is Transportation Demand Management?

Transportation Demand Management (TDM) is a general term for strategies that result in a more efficient and sustainable use of transportation resources. Many programs and projects

within TDM aim to provide more competitive transportation options than driving alone in order to reduce trips and improve traffic congestion. Traditionally, TDM has been seen as a tool to manage and mitigate peak period congestion with an emphasis on impacting commuters. Over time, TDM has expanded to apply more broadly to policies and programs designed to support and incentivize healthier, more environmentally sustainable transportation behaviors.
TDM graphic inserted here

The Covid-19 pandemic resulted in a drastic shift to telework and hybrid work schedules. Between 2019 and 2022, state Commute Trip Reduction (CTR) surveys found that the percent of telework grew from 5% to 41%. While telework is still prominent and likely to remain in many sectors, many companies and organizations have shifted back to a higher expectation of in-office time, and some are beginning to require all employees to be back in office full time. Redmond has also grown significantly, with a population that has increased to over 80,000 residents bringing about an increase in traffic. TDM is a strategy to reduce all vehicle traffic within the city, not just single occupancy vehicle commuters who are going to and from work.

City of Redmond Transportation Demand Management Efforts

Current TDM efforts in Redmond include expansion of public transit, including the opening of four new light rail stations in the Downtown, Marymoor, and Overlake Urban centers. These stations connect Redmond community members to surrounding cities and region with high-capacity frequent transit and are expected to decrease personal vehicle use. The Transit chapter speaks to the transit system and how the City envisions the future of transit. TDM efforts are focused on the personal attitudes and behaviors pertaining to use of transit. The current Redmond transportation demand management program, Go Redmond, is another example of current TDM efforts, as it seeks to support state CTR requirements, manage the SchoolPool program to support reduction of traffic in school zones, and educate and incentivize the community regarding travel choices to reduce overall drive-alone rates in Redmond.

Advancing Redmond 2050 Guiding Principles

Redmond 2050 establishes three Guiding Principles: Equity and Inclusion, Sustainability, and Resilience. The Transportation Demand Management Chapter identifies strategies that support these principles, as shown below.

Resilience	•**Shifting trip modes in Redmond and working with private sector partners to establish behavior change reduces congestion as the city grows (see Redmond 2050 FW-TR-3, FW-TR-)** •Strategies supporting the Guiding Principle of Resilience include: Strategy 2 and Strategy 5
Equity & Inclusion	•**A variety of transportation options and suffient education and advertisement of them allows for all Redmond residents and visitors to get around the community, regardless of personal circumstances. (See Redmond 2050 TR-10, FW-TR-13)** •Strategies supporting the Guiding Principle of Equity include: Strategy 1, Strategy 3,and Strategy 5
Sustainabiltiy	•**Decreasing drive-alone rates in Redmond decreases overall greenhouse gas emissions by shifting vehicle trips to transit, walking, and biking. (See Redmond 2050 FW-TR-21, FW-TR-31)** •Strategies supporting the Guiding Principle of Sustainability include: Strategy 1, Strategy 2, Strategy 4, and Strategy 5

Strategies

Strategy 1: Reduce the number of trips starting and ending in Redmond that utilize drive-alone methods and shift trip method choice to transit, carpooling, biking (or other micromobility), and walking through education and incentives.

As the Redmond population and job market grows, the increase of trips in, out, and through Redmond will outpace the vehicle capacity of Redmond streets. Balancing all modes of transportation, including driving, public transit, biking and other micromobility will be key to ensuring that all Redmond community members are able to reach their destinations efficiently and safely.

Redmond's transportation demand management efforts can reduce the number of drive-alone trips by creating opportunities for people to learn more about what travel options are available and how they could use these options for a variety of trip purposes. Redmond's transportation demand management programs also provide incentives to encourage people use other modes of travel.

Recommended Actions

- Action 1A: Manage and update the City of Redmond transportation demand management website and program. Ensure that the website and program are easy to understand and utilize by all Redmond community members, regardless of language or other barriers.

- Action 1B: Support small businesses not impacted by Washington State Commute Trip Reduction requirements in providing commute alternatives and benefits for their employees. This includes things such as creating grants for bike racks or other infrastructure on site, assistance with navigating transit pass options for employees, support efforts to facilitate carpooling or other ride sharing, and other creative options for small businesses.
- Action 1C: Educate and emphasize the options and benefits of existing and planned public transit service through the City of Redmond transportation demand management program and partnerships with local organizations.
- Action 1D: Establish an older adult mobility group through the Redmond Senior programs to assist with transit education and encouragement and develop programming to assist older adults in using a variety of transportation methods other than private vehicle.

Redmond 2050 Policies that support strategy 1:

- TR-10: Implement transportation programs, projects, and services that support the independent mobility of those who cannot or choose not to drive.
- TR-30: Use TDM techniques to achieve efficient use of transportation infrastructure, increase person-carrying capacity, reduce air pollution, and accommodate and facilitate further growth.
- TR-31: Establish TDM program requirements in the Transportation Master Plan that address Commute Trip Reduction Act requirements, support City mode split goals, address participation in transportation management associations, address mitigation funding from developments requiring TDM, and incorporate TDM support for non-commute/non-employer-based sites such as schools. Establish proactive methods for the City to enforce TDM program requirements.
- TR-36: Implement transportation programs, projects, and services to achieve a 71 percent reduction in greenhouse gas emissions from the transportation sector from 2011 to 2050.

Strategy 2: Develop regulations within the City to support and redevelop Mobility Management Plans and meet statewide requirements.

Mobility Management Plans (MMP's) are a tool in Redmond where new developments are required to create plans and tools for their residents and employees to reduce drive-alone rates, effectively improving traffic, reducing parking demand, reducing the environmental impact of driving, and supporting Redmond community members in their efforts to utilize transit and non-driving methods of transportation. MMPs have been a central part of transportation demand management work in Redmond but historically have lacked attention beyond initial completion. As building use and commute patterns have shifted over time, many MMP's have become less effective than originally written, and readdressing the MMP could benefit those who are working and visiting the location as well as the greater Redmond community around it. Revisiting MMP requirements will help ensure the MMP's are effectively meeting their targets and contributing to the City's overarching goals around reducing vehicle miles traveled and greenhouse gas emissions while also encouraging new development. Regulations can also be used to support

the City in meeting the statewide Commute Trip Reduction Act requirements and supporting businesses beholden to them within city limits.

Recommended Actions

- Action 2A: Support the implementation of Mobility Management Plans for new development in Redmond, taking a flexible approach that aligns with Redmond's goals around affordable housing, better parking management, environmental preservation, and promoting more sustainable transportation options.
- Action 2B: Redevelop Mobility Management Plan requirements to allow for greater flexibility depending on site type. Allow for differing requirements depending on whether building will be commercial, mixed-use, residential, or other types to best fit the needs of the residents and surrounding neighborhood. Develop renewal time frame and requirements to ensure existing and future structures have MMP's relevant to their uses throughout their lifetime as building occupants and the surrounding neighborhood change.
- Action 2C: Maintain and implement the Redmond Commute Trip Reduction Plan to assist with reaching state mandated CTR targets among Redmond's largest employers.

Redmond 2050 Policies that support strategy 2:

- TR-30: Use TDM techniques to achieve efficient use of transportation infrastructure, increase person-carrying capacity, reduce air pollution, and accommodate and facilitate further growth.
- TR-31: Establish TDM program requirements in the Transportation Master Plan that address Commute Trip Reduction Act requirements, support City mode split goals, address participation in transportation management associations, address mitigation funding from developments requiring TDM, and incorporate TDM support for non-commute/non-employer-based sites such as schools. Establish proactive methods for the City to enforce TDM program requirements.
- TR-38: Implement transportation programs, projects, and services to meet air quality standards established in state and federal clean air laws, including the Commute Trip Reduction Law (RCW 70.94.521), and requirements of Chapter 173-420 Washington Administrative Code (WAC): "Conformity of Transportation Activities to Air Quality Implementation Plans."

Strategy 3: Incorporate transportation demand management strategies into neighborhood plans

With the completion of the Redmond 2050 Comprehensive Plan, planning efforts within Redmond will shift to neighborhood plans to ensure that the non-urban center neighborhoods in the city are also effectively prepared to grow. Priorities for neighborhoods in Redmond are often different, as some are more residential in character and others are commercial and employment hubs within the city. Redmond neighborhoods are going to see growth and an increase in travel demand, and maintaining acceptable travel times and expanding travel options is an important

quality of life factor for Redmond residents and visitors. Many of these plans will center around the corridors connecting different neighborhoods and communities in Redmond, and TDM can play a key role in ensuring that plans focus on making these corridor connections safe and accessible for a wide variety of travel modes.

The Redmond 2050 plan also emphasizes and supports complete neighborhoods, where there are shops, services, and other places to meet your basic needs within a short walk or bicycle ride from residences. Supporting this type of neighborhood development supports TDM goals by allowing individuals in the community to meet their needs without needing to get in a car and drive to a store or other location.

Recommended Actions

- Action 3A: Ensure that transportation demand management strategies are incorporated into individual neighborhood plans.
- Action 3B: Emphasize complete neighborhood design to support transportation demand management and reduce personal vehicle use in neighborhood hubs.
- Action 3C: Continue to support transit use and access in urban centers and ensure that parking management strategies match the needs of the community and businesses.

Redmond 2050 Policies that support strategy 3:

- TR-18: Adopt and implement a transit system plan in the Transportation Master Plan that connects people to homes, education, jobs, goods and services, and other opportunities in Redmond and the region, especially those who lack affordable mobility options.
- TR-19: Implement transit to connect people in all Redmond neighborhoods to centers, light rail, and other neighborhoods, considering a full suite of transit options appropriate to the land use context.
- TR-23: Adopt and implement a street plan in the Transportation Master Plan that results in multimodal access and connectivity in Redmond and the region. Require that all streets be complete streets, built to accommodate travel modes as defined in the Transportation Master Plan, and be no wider than necessary.
- TR-30: Use TDM techniques to achieve efficient use of transportation infrastructure, increase person-carrying capacity, reduce air pollution, and accommodate and facilitate further growth.
- TR-31: Establish TDM program requirements in the Transportation Master Plan that address Commute Trip Reduction Act requirements, support City mode split goals, address participation in transportation management associations, address mitigation funding from developments requiring TDM, and incorporate TDM support for non-commute/non-employer-based sites such as schools. Establish proactive methods for the City to enforce TDM program requirements.

Strategy 4: Support parking changes that encourage individuals to consider non-drive-alone transportation options.

One factor that many people consider when deciding to drive somewhere is what the parking situation at their destination will be. While applying parking time limit restrictions, metered parking, and other management strategies can be a frustrating experience for some, it is an

important transportation demand management tool for shifting individual behavior to non-vehicle modes, such as transit or bicycle. While most strategies pertaining to parking are addressed in the curb space management chapter, it is important to recognize the influence that parking and transportation demand management have on each other and highlight strategies pertaining to transportation demand management that can support parking efforts in Redmond.

Recommended Actions

- Action 4A: Prioritize parking for non-drive-alone vehicles, such as registered carpools and vanpools in key locations, such as workplaces, entertainment hubs, and regional transit centers.
- Action 4B: Implement more restrictive on-street parking management strategies in Redmond within urban centers to encourage less long term on-street vehicle storage.

Redmond 2050 Policies that support strategy 4:

- TR-33: Adopt and implement a parking plan in the Transportation Master Plan that supports the development of equitable, inclusive, sustainable, and resilient transit-oriented communities. Consider the needs of older adults, families with small children, and people with disabilities in the design of parking.
- TR-34: Implement comprehensive parking management programs that at a minimum address underutilized parking, shared parking, transit access parking, wayfinding, and localized parking imbalances. Manage parking demand using strategies like time limits and pricing.
- TR-35: Establish off-street parking requirements that prioritize space for people, housing, jobs, services, recreation, amenities, and environmental sustainability. Reduce or eliminate minimum required parking regulations near high-frequency transit, in centers, for middle housing, and near neighborhood-based businesses. Maintain a process and decision criteria to allow the granting of parking rations above or below required ratios.

Strategy 5: Emphasize transportation demand management strategies to combat traffic congestion and safety concerns in school zones throughout Redmond.

The safety and accessibility of students within Redmond is especially important as the city grows. Traffic around school drop-off and pick-up times is often high and can cause significant back-ups within neighborhoods. It can also impact the safety of students who choose to walk or bike to school. As Redmond grows, an emphasis on shifting school traffic away from private vehicles to buses, walking, and biking will contribute to safer and happier journeys through school zones.

Safe Routes to School is a national campaign to provide safe routes for active travel for children to get to and from school, via walking, biking, or other forms of rolling. Washington state and King County support these efforts and offer a variety of funding opportunities for local jurisdictions to implement programs and projects to encourage active transportation. Within

Redmond, the SchoolPool program works to encourage students to walk, bike, bus, or carpool to school in an effort to support our student's safety on their commute.

Recommended Actions

- Action 5A: Strengthen relationships and partner with the Lake Washington School District to work collaboratively on effective strategies to increase student safety during transportation to and from school.
- Action 5B: Develop and/or update Redmond municipal codes to include traffic mitigation plans for individual schools and school zones within Redmond, including compliance procedures.
- Action 5C: Continue to manage and promote the Redmond SchoolPool program through partnerships with King County Metro.
- Action 5D: Develop a three-year SchoolPool plan in conjunction with King County Metro's SchoolPool funding.
- Action 5E: Apply for WSDOT Safe Routes to School grants to enact projects and pilot programs to enhance student safety near schools and encourage a greater number of students (and their families) to walk and bike to school.
- Action 5F: Continue to utilize Parent Teacher Student Association (PTSA) and school support for existing programs and to develop opportunities for student and/or youth lead leadership of Safe Routes efforts.
- Action 5G: Coordinate with CIP efforts to ensure that school safety related projects are sufficiently prioritized in the project matrix.
- Action 5H: Network and develop working relationships with other organizations such as Safe Routes to School or nearby jurisdictions that have experience with similar programs to apply lessons learned and increase efficacy of safe routes to school efforts.

Redmond 2050 Policies that support strategy 5:

- TR-30: Use TDM techniques to achieve efficient use of transportation infrastructure, increase person-carrying capacity, reduce air pollution, and accommodate and facilitate further growth.