

Go Redmond has been very successful in forming partnerships with local businesses, schools, and residents to provide effective alternatives to single-occupant vehicle use. Below are some examples of accomplishments completed in 2019-2020 as well as some areas of focus going into 2021-22.

2019-2020 Accomplishments:

- Pilot ORCA for multifamily: Worked with five downtown apartment buildings. Distributed surveys, educational postcards, and ORCA cards to over 400 tenants.
- Waze Carpooling on Willows Road: Construction mitigation
- Delivery of 233 ORCA cards and vanpool subsidies to new riders that live or work in Redmond.
- Contracted work with Hopelink to provide Transportation Demand Management (TDM) Services to low-income, immigrant, and senior communities in Redmond resulting in over 100 in person transit orientation trainings and over 110 pedestrian visibility kits distributed.
- Expanded partnership with the Greater Redmond Transportation Management Association (GRTMA) to more effectively reach our Redmond employers. The GRTMA has taken on Go Redmond tasks, like running social media platforms, subsidy distribution, and administering employer grants.

2021-2022 Transportation Demand Management Focus Areas:

The City of Redmond's TDM Program works to support a multimodal city where residents, visitors, and employers have equitable access to transportation options. Work will be focused in four key areas in 2021-22.

1. Employer TDM: Continuing our successful partnership, the Go Redmond program will continue to support commuters by providing education and training to Employee Transportation Coordinators, transportation program grants, and transportation subsidies for their employees. We plan to emphasize telecommuting grants, subsidies, and education for employers and support their transition back to the workplace post COVID-19, with an emphasis on supporting the essential work force (healthcare, manufacturing, etc).
2. Residential TDM: 80% of all trips are non-commute related and with Redmond's projected growth and urbanization, TDM efforts are needed to reduce drive alone trips, reliance on a personal vehicle, reduce congestion, and improve the health and vitality of our community. Residential TDM will include outreach and pilot programming to multifamily buildings, neighborhood-based outreach, and a school-based program.

3. Equitable TDM: Transportation related costs are the second highest household expense and low-income households are especially burdened by these costs. Certain modes of transportation are seeing a pronounced gender gap or divergent experiences for those using the available options. Men are twice as likely to be bicycle commuters, and women have more pronounced safety concerns in using public transit. By TDM working to address equity issues, we are ensuring all people in Redmond have access to safe transportation options and we are building a more equitable and welcoming city.
4. Pilot Interventions: The TDM Landscape is changing quickly with new technologies and transportation options in micro mobility. By keeping a flexible program structure, the City of Redmond's TDM program can address opportunities as they arise and show proof of concept to new technologies and approaches.