

## Measure 6: Transportation Demand Management Program

### Goals and Objectives

The Transportation Demand Management (TDM) program was designed to retain and increase users of alternative modes of transportation (transit, walking, bicycling, rideshare) during the Downtown Seattle Transit Tunnel closure period. Programs are targeted towards commuters working within the Seattle Central Business District (CBD) and the International District.\* A multi-pronged approach was undertaken to achieve this goal:

- Enhancement of programs and products to retain existing users
- Broadening the scope of programs and products to attract new users (individuals and small employers)
- Creating a supportive operating environment necessary to promote alternative modes of transportation
- Educational activities to promote the current programs and assist commuters in making travel decisions
- Incentive programs to reward commuters for trying alternative methods or committing to major changes

\* *Commuters must work within the following downtown boundary to participate: south of Stewart Street, north of Dearborn Street, west of I-5, and east of Elliot Bay.*

Primary activities that occurred in this reporting period included targeted outreach to both small and large employers on pre-tax transit pass purchase programs and Flexcar membership. There was also targeted outreach at major commercial buildings, employers, and point of sale outlets aimed to provide individuals with both the incentives and the knowledge to use current programs.

### Data Collection

Each TDM program is being monitored and tracked to determine its attractiveness and effectiveness. The data is being collected on a month-to-month basis and includes number of people served and number of people using a particular TDM option. As a way of measuring continued progress, the numbers from the third period are compared to the current program totals.

### Summary

The package of TDM programs introduced in support of tunnel closure has successfully expanded participation in commute options. Some highlights include:

- Over 6,700 individuals and 150 businesses have joined Flexcar since the beginning of tunnel closure mitigation efforts in August 2005.
- 151 individual Puget Pass holders signed up for the Home Free Guarantee (HFG) in the third period, bringing the total close to 700 since program initiation.
- Registration activity at Rideshare Online continues at an accelerated pace, with 368 new registrants this period and about 1,650 total registrations by downtown employees since DSTT closure.
- The number of merchants participating in the second edition of the Shop, Dine & Ride book increased to 144.

**Figure 9. Reporting Period Data (December 2006- May 2007)**

<b>Existing Programs with Enhancements</b>	<b># of New Participants</b> (December 2006- May 2007)	<b>Current Total</b> (since initiation of TDM program in Aug 2005)
Puget Pass Consignment		
# of Accounts	9	60
# of Passes	913	5,302
FlexPass*		
# of Contracts	26	220
# of Passes	781	11,703
Rideshare (Carpool, Vanpool, VanShare)		
# of VanPools and VanShares	0	51
# of VanPool Users*** (riders)	76	165
Rideshare Online		
# of Registrants	368	1654
Flexcar		
# of Business Contracts	69	220
# of Individual Contracts	4,049	10,823
<b>New Programs to Increase and Retain Users of Alternative Travel Modes</b>	<b># of New Participants</b> (December 2006- May 2007)	<b>Current Total</b> (since imitation of TDM program in Aug 2005)
Home Free Guarantee (HFG) for Individuals		
# of Accounts	151	692
# of Rides (usage)	12 individual and 14 company	16
Plan Your Commute		
# of Participants	103	1476
# of Free Ride Tickets Distributed	480	22,440
% of Tickets Redeemed	+5%	48%
Telecommuting		
# of Workshops	0	
% of companies that allow telework	+3%	25%
<b>New Programs to Support the Operating Environment of Alternative Modes</b>	<b># of New Participants</b> (December 2006- May 2007)	<b>Total</b> (since imitation of TDM program in Aug 2005)
Bicycling		
# of 3-hour Workshop Participants	N/A^^	77^^
Shop Dine & Ride		
# of Retail Participants	8	144

^^ - Numbers were not provided for the current reporting period. Total numbers reflect activity through May 2006.

\* - FlexPass and FlexPass + CT added together

\*\* - Rideshare totals (accounts and users) from STAR Carpools, Metro Vanpools, Community Transit Vanpools, other Vanpools, and Metro VanShare. Carpools do not include City of Seattle registrations.

\*\*\* - Estimates based on 7 riders per Community Transit vanpool

## Program Notes

### Puget Pass Consignment

There were two new Puget Pass Home Free Guarantee (HFG) consignment accounts created in the past six months. With 26 total rides taken during the fourth period, (HFG) usage was slightly more than the third period total of 9. Considering that the number of consignment pass holders totals more than 5,000, the usage represents less than 1% of total pass holders. This is well within the normal usage rates for the overall HFG program.

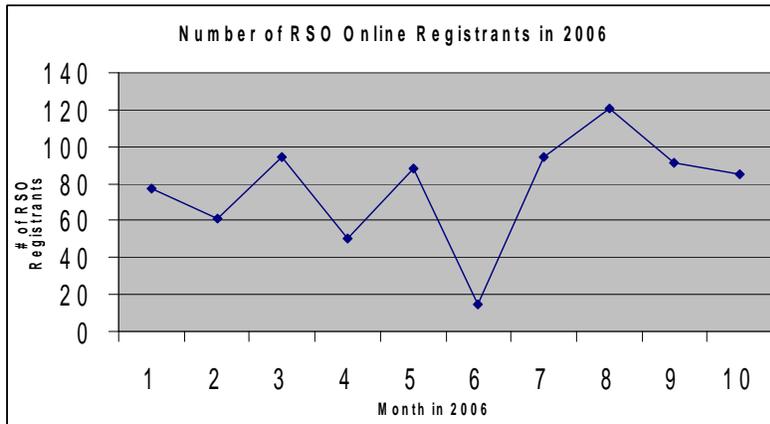
### FlexPass

The number of Area FlexPass agreements continues to increase. After 26 new accounts in this fourth quarter, there are currently 220 total FlexPass contracts .

### Rideshare

There are 76 new VanPool users since January 2007. Meanwhile, Rideshare Online has seen a significant increase in online registration, with 368 new registrants in the past six months.

**Figure 10. Number of RSO Online Registrants in 2006**



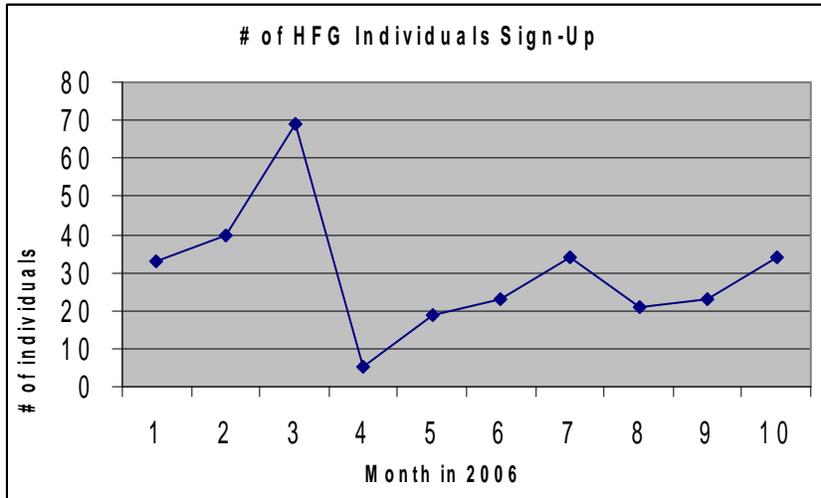
### Flexcar

FlexCar numbers have increased dramatically. In the past six months, 34 new businesses and 1,919 individuals have joined Flexcar.

**Home Free Guarantee (HFG) for Individuals**

Monthly Puget Pass holders who work in downtown are eligible for Metro’s HFG program at no cost. An additional 135 downtown Seattle commuters have signed up for the benefit in the past six months.

**Figure 11. Number of HFG Individuals Sign-Up**



**Plan Your Commute (PYC)**

The Plan Your Commute sessions were offered every Wednesday at the Transportation Connection until mid-March 2006, when regular sessions were discontinued to allow for preparation for activities surrounding the tunnel re-opening. There are plans for a regular, rotating PYC session every weekday during the weeks before and after tunnel re-opening.

Throughout the spring and summer, PYC is accompanying other outreach efforts at targeted transportation fairs and other events. Since June 2006, 103 participants have learned about commute options from personal rider information officers at these mobile Plan Your Commute stations. Along with the information, over 480 King County Metro free ride tickets were distributed, with a redemption rate of between 29-47% each month.

**Shopper Incentives**

One hundred forty-four retail service providers participated in the third phase of the Shop, Dine and Ride program, an increase of eight businesses from the last printing. The program encourages commuters and shoppers to continue to visit downtown Seattle throughout the tunnel closure period. 40,000 guides were printed this time.