

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 were 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

** This includes the area south of Stewart Street, north of Dearborn Street, west of I-5, and east of Elliot Bay.*

Primary activities that occurred in this final reporting period included targeted outreach to small employers promoting telework programs, and 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 has been monitored and tracked to determine its attractiveness and effectiveness. The data was collected on a monthly 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 this 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 650 individuals received transit information at Plan Your Commute tables this period. Of the 571 people who pledged to reduce their drive alone trips, nearly 350 of them reported completing their pledge, eliminating an estimated 14,000 VMT.
- 7,000 individuals and 70 businesses have joined Flexcar, now known as ZipCar, in the last period of tunnel closure mitigation efforts.
- 89 individual Puget Pass holders signed up for the Home Free Guarantee (HFG) in the third period, bringing the total to over 750 since program initiation.
- Registration activity at Rideshare Online continues at an accelerated pace, with 612 new registrants this period and about 2,270 total registrations by downtown employees since DSTT closure.
- The number of merchants participating in the current edition of the Shop, Dine & Ride book remains at 144.

- Continuing efforts: Some TDM efforts will be continuing through 2008, including Home Free Guarantee for individuals buying Metro passes and telework support for new programs. In addition, a new effort has been initiated to enhance bicycle commuting, specifically by improving bike/bus connections.

Figure 23. Transportation Demand Management Reporting Period Data (June 2007- November 2007)

Existing Programs with Enhancements	# of New Participants (June 2007- Nov 2007)	Current Total (Since initiation of TDM program in August 2005)
Puget Pass Consignment		
# of Accounts	5	82
# of Passes	77	5379
FlexPass*		
# of Contracts	**	220
# of Passes	**	11,703
Rideshare (Carpool, Vanpool, VanShare)		
# of VanPools and VanShares***	3	63
# of VanPool Users**** (riders)	33	198
Rideshare Online		
# of Registrants	612	2266
Flexcar(ZipCar)		
# of Business Contracts	70	350
# of Individual Contracts	7,000	14,000
New Programs to Increase and Retain Users of Alternative Travel Modes	# of New Participants (June 2007- Nov 2007)	Current Total (Since initiation of TDM program in August 2005)
Home Free Guarantee (HFG) for Individuals		
# of Accounts	89	752
# of Rides (usage)	9 individual, 3 company	91
Plan Your Commute		
# of Participants	645	2121
# of Free Ride Tickets Distributed	1550	23,990
# of Completed Pledges to Drive Less	348	348
# of Estimated Miles Reduced for Pledge	13,980	13,980
% of Tickets Redeemed	27% (1420)	
Telecommuting		
# of Workshops	1 seminar, 2 webinars	1 seminar, 2 webinars
# of Companies enrolled in mini-grant telework program	8	8
New Programs to Support the Operating Environment of Alternative Modes	# of New Participants (June 2007- November 2007)	Total (Since initiation of TDM program in August 2005)
Bicycling		
# of 3-hour Workshop Participants	0	77
Shop Dine & Ride		
# of Retail Participants	144	144

* - FlexPass and FlexPass + CT added together

** - Numbers were not provided for the current reporting period. Total numbers reflect activity through May 2007. Updated numbers will be available late January 2008.

*** - 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

Plan Your Commute (PYC)

Plan Your Commute sessions, renamed “Green Up Your Commute”, were offered September 17 - October 10, 2007 at several locations throughout downtown Seattle. In addition to receiving personalized trip plans and transit information from rider information officers, visitors could pledge to eliminate two drive-alone trips by the end of October. In exchange for completing their pledge, participants were mailed one of five rewards.

Of the 645 participants, 348 (54%) reported successful completion of their pledge. Of the pledge completers, 79% reported changing commute trips, and 63% reported that they were very likely to regularly use the non-SOV mode for the trip in the future.

Bicycle Enhancements:

King County has recently assumed responsibility for implementing \$100,000 of bicycle transportation enhancements. Expanding the functionality of the online trip planner will likely be the primary focus of these enhancements. The County is currently working with a consultant to allow riders to find the most efficient routes within biking distance of their origin and/or destination. These changes are planned to launch in conjunction with Bike to Work Day in May 2008.

Puget Pass Consignment:

There were five new Puget Pass Home Free Guarantee (HFG) consignment accounts created in the past six months. With 12 total rides taken during the fourth period, (HFG) usage was lower than last period's total of 26. Usage remains at less than 1% of total pass holders.

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 89 downtown Seattle commuters have signed up for the benefit in the past six months. This promotion will extend into 2008.

Telework

Three telework seminars were held this fall. The county and its telework consultant have established agreements with eight companies to create telework implementation plans. The consultant will be working with the companies to strategically introduce telework concepts to the organizations, develop appropriate business policies, and facilitate the technological aspects of the programs. Mini-grants for technology purchases will be available if needed. The programs should be implemented in Spring/Summer 2008.

Rideshare

There are 26 new Metro VanPool users since June 2007. Meanwhile, Rideshare Online has seen a significant increase in online registration, with 612 new registrants in the past six months.

Flexcar (Zipcar)

Flexcar numbers have increased dramatically. In the past six months, 70 new businesses and 7,000 individuals have joined Flexcar. This service has been renamed ZipCar.

Shopper Incentives

One hundred forty-four retail service providers participated in the fourth phase of the Shop, Dine and Ride program. The program encourages commuters and shoppers to continue to visit downtown Seattle throughout the tunnel closure period.