

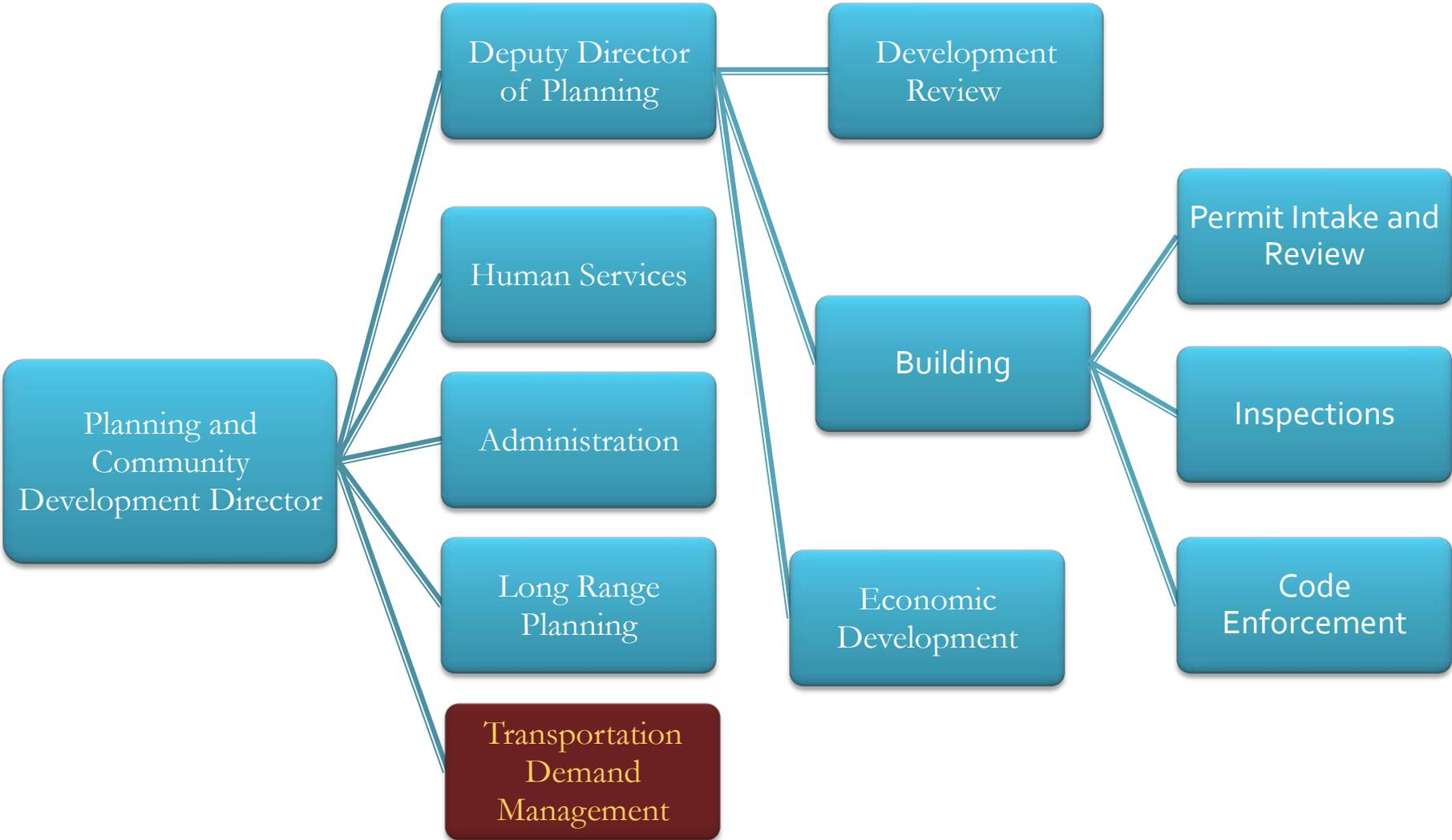
# *Transportation Demand Management*

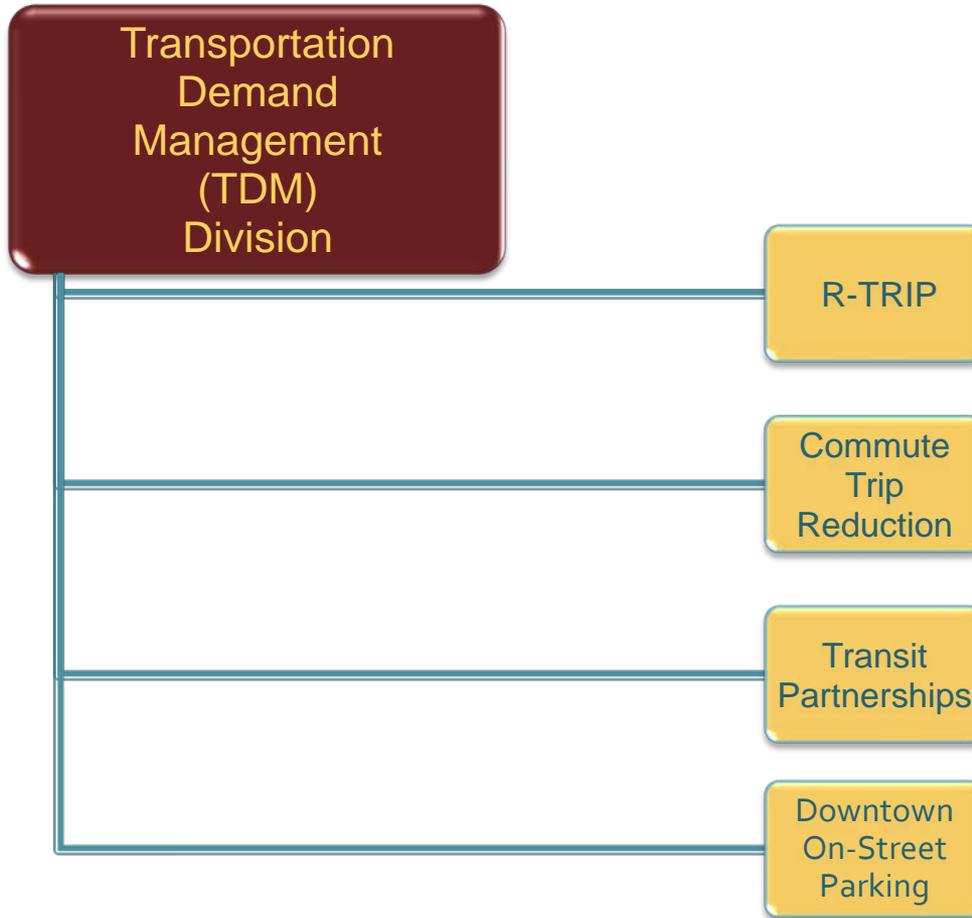
*Erika Vandenbrande*

*TDM Programs Manager*

*May 12, 2011*







# TDM

# TDM = Transportation Demand Management

- Alternatives to driving alone



# Why travel options?

- Community Character
- Transportation System Efficiency
- Sustainability
  - ✦ Economy
  - ✦ Environment
  - ✦ Social



# Innovation



## Redmond Trip Resource and Incentive Program (R-TRIP)

- Partnership with City of Redmond, King County Metro Transit, Greater Redmond TMA, Greater Redmond Chamber of Commerce
  - Targets commuters who live or work in Redmond
  - Emphasis on incentives, innovation, employer & commuter outreach
- Program offerings:
    - ✦ *Mode specific subsidies and incentives*
      - ✦ *Bus*
      - ✦ *Carpool*
      - ✦ *Vanpool*
      - ✦ *Walk*
      - ✦ *Bike*
    - ✦ *Employer grant program*
    - ✦ *Individualized commute assistance*
    - ✦ *Ability to track and reward alternative mode use via a web-based calendar*

home walk bike carpool vanpool transit incentives myR-TRIP

go green - get green how it works

CURRENT STATISTICS: R-TRIP Stats

- LBS OF CO<sub>2</sub>e REDUCED: 57,303,457 lbs
- GALLONS OF GAS SAVED: 2,612,538 gallons
- MILES OF ALT COMMUTE LOGGED: 60,872,147 miles
- VEHICLE TRIPS SAVED: 2,034,951 trips

myStats myEmployerStats R-TRIP Stats

Program statistics



## Welcome to R-TRIP

R-TRIP, the Redmond Trip Resource & Incentive Program, rewards Redmond residents and employees for choosing alternatives to driving alone. By **bicycling**, **carpooling**, **vanpooling**, **walking**, or **taking the bus** you'll help reduce traffic and improve air quality in Redmond. GOrtrip.com is your one-stop site for rewards, incentives, commute subsidies, and online resources.



### R-TRIP BLOG

- 04/13/11 - Bus-to-Work Week
- 04/12/11 - Hey, Game Designers!
- 04/05/11 - Peeps!
- 03/29/11 - New Commute Rewards
- 03/25/11 - Do You Have Your Pass Yet?

Visit our blog

Blog



## myR-TRIP

myR-TRIP is R-TRIP's program on the web — the personal commute management site that brings all your commute information into one place. With myR-TRIP:

- Record your commutes
- Earn incentives and rewards
- Track your CO<sub>2</sub> savings
- Access commute resources
- Find rides through R-TRIP's ridematching

Go to myR-TRIP

*Your 520 Choices!*

- Ride the bus for free
- Use Metro's Trip Planner
- Get \$300 in vanpool subsidies
- Find a carpool buddy
- Buy your Good to Go! pass

Promotional messages



## forEmployers

R-TRIP offers resources for Redmond employers

News

Employer messages



Welcome to **myR-TRIP**



**CITY OF REDMOND EMPLOYEES**  
Use an alternative to driving alone to work and earn rewards!

To receive awards from the City's commute program you must be a regular, non-supplemental employee and record a minimum number of trips each month. The number of trips and the award depend on your mode. You may earn only one award each month. To learn more about these and additional promotions underway, please see <http://redweb/programs/CAO/default.asp>.

**CITY OF REDMOND - MAIN CAMPUS (CITY HALL, PSB, SENIOR CENTER)**  
Thank you for parking in the employee parking garage. By not parking on the street, you free up a valuable asset and set a positive example in the community.

**R-TRIP WELCOME**

Your **myR-TRIP** page offers many ways to assist you with your commute. You can:



- stay updated with news and information from our blog
- record your commutes
- sign up for and track your progress towards earning great incentives
- track the amount of CO<sub>2</sub> emissions you save by not driving alone
- access commute resources from R-TRIP and local partner agencies
- view regional traffic conditions
- search for a vanpool or carpool ridematch with other Redmond commuters
- find bus routes to get you between home and work
- update your **myR-TRIP** profile

**News & Events**

- 04/13/11 - Bus-to-Work Week
- 04/12/11 - Hey, Game Designers!
- 04/05/11 - Peeps!
- 03/29/11 - New Commute Rewards
- 03/25/11 - Do You Have Your Pass Yet?



R-TRIP message



**myCommuteCalendar**



Use **myCommuteCalendar** to record your commutes and earn great incentives!

Commute Tracking



Incentives



**myCommuteIncentives**

**R-TRIP COMMUTE PROMOTIONS**

May 2011 R-TRIP drawing [more info](#) 100%

[click here to enter the drawing](#)

March 2011 Drawing-WINNERS ANNOUNCED [more info](#) prize drawing completed

R-TRIP \$50 Commute Incentive [more info](#) reward received - reward details

**myRidematch**



Click and check out your:

- [Ridematch](#)
- [InstantRidematch](#)
- [EventRidematch](#)
- [Trip Planner](#) [ext. link]

Ridematching



Click to update your [Ridematch Preferences](#).

**myQuickLinks**



- [Redmond Traffic Cameras](#) [ext. link]
- [WSDOT Traffic Map](#) [ext. link]
- [Traffic Cameras](#) [ext. link]



April 2011



Sun	Mon	Tue	Wed	Thu	Fri	Sat
27	28	29	30	31	1	2
3	4	5	6	7	8	9
10	11 CARPOOL RIDE CR	12 DRIVE ALONE DA	13 CARPOOL DRIVE CD	14 VANPOOL DRIVE VD	15 BUS/TRANSIT BT	16 Did Not Commute DNC
17 Did Not Commute DNC	18 BUS/TRANSIT BT	19 WALK WK	20 VANPOOL RIDE VR	21 FLEX DAY OFF FLX	22 WALK WK	23 Did Not Commute DNC
24 Did Not Commute DNC	25 BUS/TRANSIT BT	26 BUS/TRANSIT BT	27 TELE-COMMUTE TC	28 TELE-COMMUTE TC	29 BIKE BK	30 Did Not Commute DNC

My average one-way daily commute is:  miles.

My default commute mode is:

\* Your default commute mode is simply the default mode selected when you load this calendar, you can always select and log other modes or change this default.

ERASE COMMUTE

DRIVE ALONE

CARPOOL DRIVE

CARPOOL RIDE

VANPOOL - DRIVE

VANPOOL - RIDE

BIKE

WALK

BUS/TRANSIT

TELECOMMUTE

FLEX DAY OFF

< DNC DID NOT COMMUTE

# 1,000 vehicles in Redmond have disappeared!



Equivalent to 1/2 a freeway lane's worth of capacity

Thanks to these participants in the R-TRIP Employer Performance Incentive Program, there are 1,000 fewer vehicles on the road.



Are you a Redmond employer or employee? Visit [www.GOrtrip.com](http://www.GOrtrip.com) to learn how you can earn rewards and recognition for your business.



Equivalent to  
1½ freeway  
lane's worth of  
additional  
capacity

# Finding A Better Use for Our Wheels

R-TRIP's *Employer Commuter Club Option Program* would like to recognize its partners for helping Redmond remove nearly 3,000 cars from Redmond's roads in the past year!

**Microsoft**



**Nintendo**

It's never too late to join! If you are a Redmond employer or employee, visit [www.GOrtrip.com](http://www.GOrtrip.com) to learn how you can earn rewards and recognition for your business.



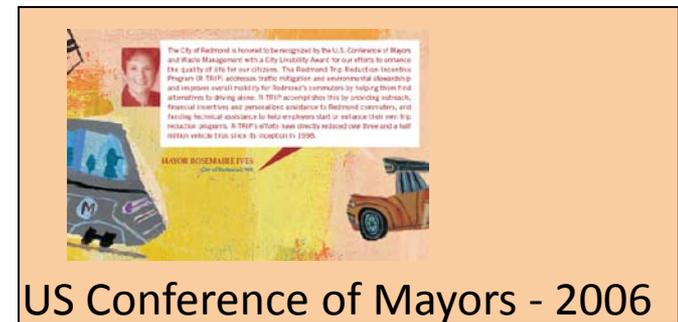
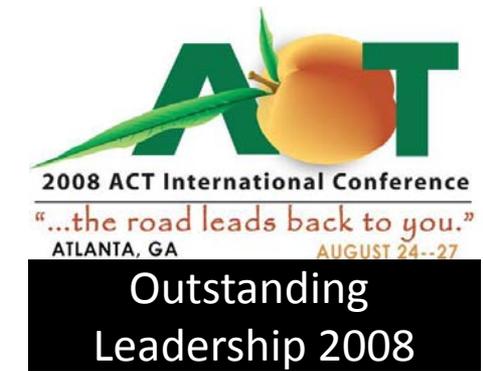
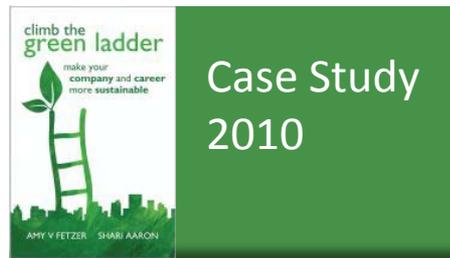
REDMOND TRIP REDUCTION INCENTIVE PROGRAM



# Recognition



Special Achievement Award 2010



# Commuter Trip Reduction and Transportation Management Programs

# Commute Trip Reduction

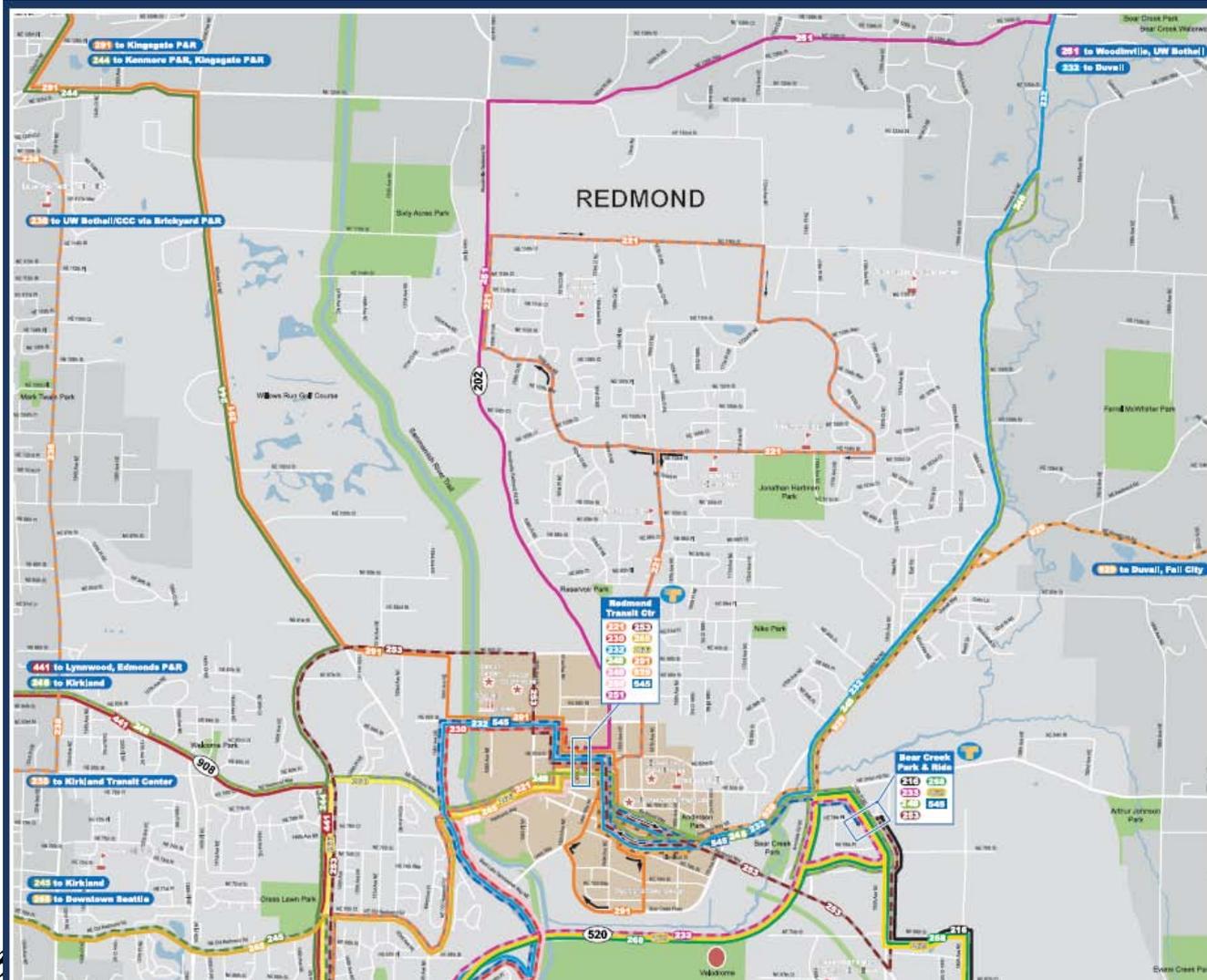
- State law
- Requires employers w/100+ employees arriving between 6-9 am to:
  - Conduct employee commute surveys
  - Prepare plans to reduce single occupancy vehicle mode split
  - Designate an Employee Transportation Coordinator

# Transportation Management Programs

- City ordinance
- Condition of development that requires new commercial development that has 30+ new trips and 25 employees arriving to the site between 7-9 am or 4-6 pm to:
  - Conduct employee commute surveys
  - Prepare plans to reduce single occupancy vehicle mode split
  - Designate an Employee Transportation Coordinator
  - Offer incentives
  - Prepare annual report to track compliance and update strategy to achieve goal, if necessary

# Transit

# Getting to, from and around by bus



## REDMOND Transit Map

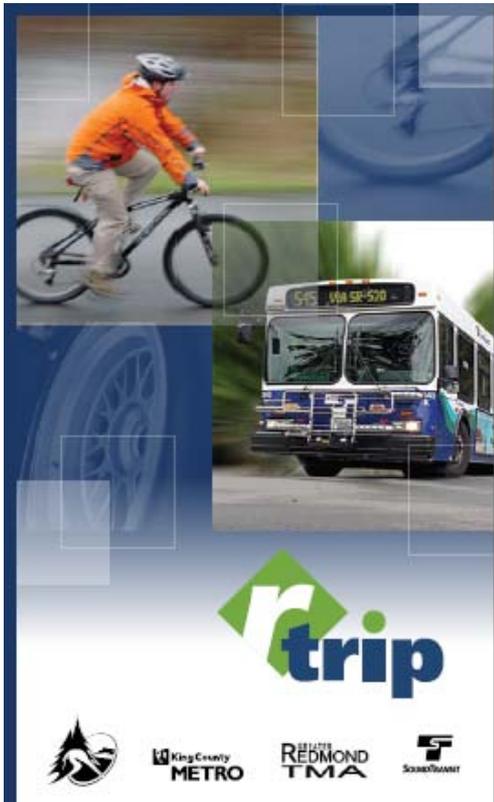
Plan your trip online  
 Head to Metro Online to plan your trip online, track your bus in real-time and find out more about riding the bus: <http://transit.metrokro.gov>

### Transit Route List

ROUTE	ORIGIN	DESTINATION	NOTES
410	Sammamish, Bear Creek P&R	Downtown Seattle	Bear Creek P&R, Eastgate Frey Station, Newer Hill P&R
421	Redmond, Edmonds Hill	Ovations, Eastgate	Redmond TC, Ovations TC, SCC, Eastgate P&R
422	Ovations, Eastgate	Downtown Seattle	Ovations TC, Eastgate P&R
423	Ovations, Redmond	Downtown Seattle	Ovations TC, Eastgate P&R, King Street Station
430	Bellevue, Redmond	Bellevue, Kingdon	Redmond TC, Ovations TC, Crossroads Shopping Center, Bellevue TC, S. Jackson P&R, Tolson Lake Mall, Tolson Lake TC, Kinggate P&R
433	Redmond, Bellevue	Redmond, Downtown	Ovations TC, Bellevue TC (continues as 223 to Eastgate)
433	Bear Creek P&R	Bellevue	Ovations TC, Bellevue TC
436	Kirkland Transit Center	UW Bothell/OCCC	Bothell, Snoqualmie, Tolson Lake, Houghton
437	Hoquiam	Ovations	Hoquiam TC, US 10/20 P&R, Evergreen Pt. Frey Station, Ovations P&R
444	Ovations	Kennecott	Ovations TC, Kennecott P&R, Kinggate P&R
445	Crossroads, Kirkland	Crossroads, Factors	Kirkland TC, Hoquiam P&R, Houghton Frey Station, Ovations TC, SCC, Eastgate P&R
447	Ovations	Reston, Kier	Ovations TC, Ovations P&R, Eastgate P&R, S. Jackson P&R, Karl Boeing
448	Redmond, Kirkland	Redmond, Downtown	Kirkland TC, Redmond TC, Bear Creek P&R
448	Ovations	Bellevue	Ovations TC, Ovations P&R, Bellevue TC
450	Redmond	Downtown Seattle	Redmond TC, Ovations P&R, Evergreen Pt. Frey Station, Montlake Frey Station, Seattle Public Library, King Street Station
451	Redmond	Woodinville	Redmond TC, Woodville P&R, UW Bothell/OCCC Campus
453	Redmond	Bellevue	Bear Creek P&R, Redmond TC, Ovations P&R, Group Health Hospital, Bellevue TC
458	Downtown Seattle	Kirkland	King Street Station, S. Jackson P&R, Ovations TC
459	Redmond	Downtown Seattle	Bear Creek P&R, Redmond TC, Ovations P&R, Bellevue TC, Evergreen Pt. Frey Station, Montlake Frey Station, King St. Station
465	Redmond	Downtown Seattle	Redmond TC, Houghton P&R, Houghton Frey Station, Yarrow Pt. & Evergreen Pt. Frey Station, Montlake Frey Station, King St. Station
468	Redmond	Downtown Seattle	Redmond TC, Evergreen Pt. Frey Station, Montlake Frey Station
469	Redmond	Downtown Seattle	Bear Creek P&R, Ovations TC, Evergreen Pt. Frey Station, Montlake Frey Station
488	Issaquah	Ovations	Issaquah TC, Issaquah Highlands P&R, S. Sammamish P&R, Bear Creek P&R, Ovations TC, Ovations P&R
491	Kinggate P&R	Redmond Town Center	Kinggate P&R, Tolson Lake TC, Redmond City Hall, Redmond Library, Redmond TC, Redmond Town Center
441	Ovations	Edmonds P&R	Ovations P&R, Ovations TC, Canyon Pass P&R, Lynnwood TC, Edmonds P&R
448	Downtown Seattle	Redmond	Montlake Frey Station, Evergreen Pt. Frey Station, Ovations TC, Ovations P&R, Redmond TC, Bear Creek P&R
504	Ovations	South Hill	Ovations TC, Bellevue TC, Reston TC, Karl Station, Auburn Station, Sunner Station, South Hill TC, South Hill P&R
508	Ovations	Federal Way	Ovations TC, Bellevue TC, Auburn Station, Federal Way TC
510	Redmond	Fall City	Redmond TC, Bear Creek P&R, (Fall City via Skwaha, Carnation)



# Maps, shelters and information



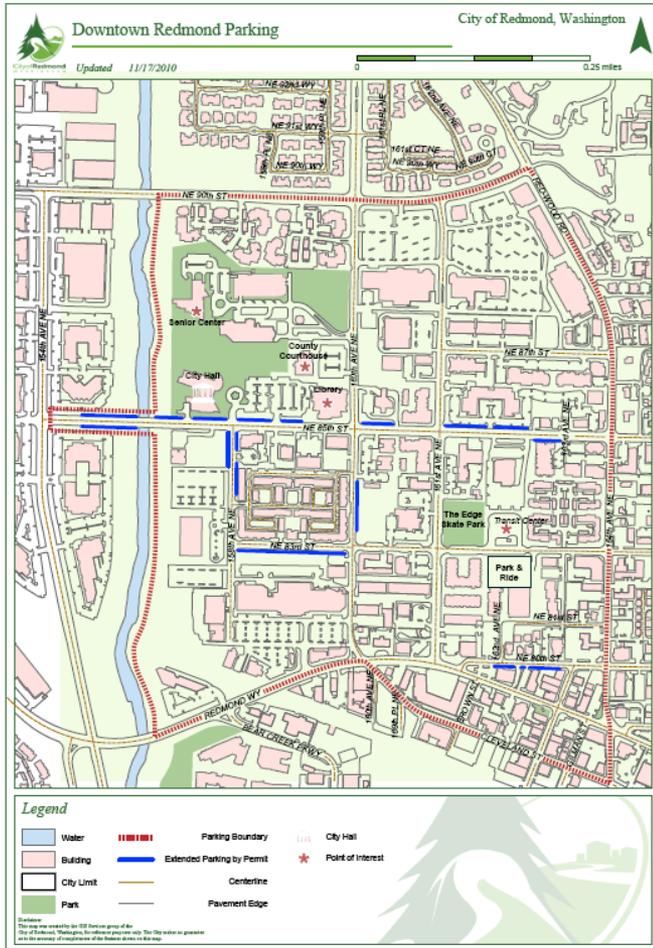
**TO WORK WEEK  
IN REDMOND  
GET A T-SHIRT**

- ↶ Community Center
- ↶ SR 520 Trail
- ↶ Overlake Tech Center East  
0.7 mi
- ↶ Park & Ride  
0.8 mi
- ↶ Transit Center  
0.9 mi

# Transit Partnerships

- Route 930 between Kingsgate Park and Ride and Redmond Town Center
- Transit Now Partnerships
  - Service partnerships
    - ✓ Route 269 between Issaquah, Sammamish & Redmond
    - ✓ Route 244 between Kenmore and Redmond/Overlake along Willows Road
  - Speed and Reliability Partnerships

# Parking



- 2 hour limits
- increase parking turnover



# *Questions?*