



CITY OF KIRKLAND
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MEMORANDUM

To: Kurt Triplett, City Manager

From: Armaghan Baghoori, Transportation Program Coordinator
Joel Pfundt, Transportation Manager
Kathy Brown, Public Works Director

Date: April 4, 2019

Subject: TRANSPORTATION DEMAND MANAGEMENT PROGRAMS UPDATE

RECOMMENDATION:

City Council receives updates on current and future transportation programs focused on transportation demand management (TDM) initiatives.

BACKGROUND DISCUSSION:

How people use the transportation system and the options that are available to them can affect the need for new transportation investments significantly and can support transportation system preservation and maintenance. TDM refers to activities that help people use the transportation system more efficiently. These activities produce wide-ranging benefits to residents, employees, businesses, schools and public organizations, and the transportation system itself. They reduce traffic congestion, vehicle emissions, and fuel consumption while supporting physical activity and enhanced safety.

The City is dedicated to building and sustaining a thriving community, and part of that effort focuses on tackling the impacts of congestion and improving air quality. The City participates in several initiatives that support the goals and objectives of the 2015 *Transportation Master Plan*, the 2009 *Active Transportation Plan*, and regional transportation plans, programs and requirements. Kirkland has implemented programs to reduce drive-alone trips, traffic congestion, and greenhouse gas (GHG) emissions. These initiatives also help the City meet the environmental and sustainability vision established in the *Comprehensive Plan*. Offering and supporting these programs will leverage the City's current and future investments in transportation infrastructure, such as street and sidewalk improvements, school walk route enhancements, neighborhood greenways, and neighborhood safety programs.

SUMMARY OF CURRENT TDM PROGRAMS:

A. Community Connections

Community Connections is a King County Metro program that works with local governments and community partners to develop an array of innovative and cost-efficient transportation solutions in areas of King County that do not have the infrastructure, density, or land use to support regular, fixed-route bus service. The program aims to develop, test, and evaluate new transportation services that take advantage of new ideas, unique partnerships, or emerging technology.

As of September 2014, Metro Routes 306, 260, and DART 935 were deleted because of low performance. These routes served residential areas in the City of Kenmore, and the Juanita and Finn Hill neighborhoods in Kirkland. Consequently, those areas were chosen as candidates for implementing Community Connections projects to mitigate the loss of fixed-route bus service. To date, King County Metro's Community Connections staff has developed six new service solutions, three of which have been selected as good candidates to implement in the Kenmore, Finn Hill, and Juanita areas:

- 1. *TripPool:*** This service offers on-demand ridesharing between residences and transit centers. The service is accessed on-line, and it is analogous to a short-distance van pool for first-mile/last mile connections. Currently, there are two active TripPool vans operating in Kirkland. One van operates out of the Kingsgate Park-and-Ride and the other operates out of the South Kirkland Park-and-Ride. This program is managed by King County Metro, and the drivers are trained and approved volunteers.
- 2. *SchoolPool:*** This program is a way for cities and schools to make it safer, easier, and more fun for families to get to school in ways other than private vehicles. By partnering with schools, PTAs, parents, and student, SchoolPool uses encouragement and incentives to achieve greater use of alternatives to get to and from schools: walking, biking, using a wheelchair, scooting, carpooling, or other alternatives. These efforts go together with Safer Routes to School efforts. SchoolPool is managed by the City staff and a King County Metro subcontractor, Alta Planning and Design.
 - a. Currently three pilot schools are participating: Henry David Thoreau and Juanita Elementary Schools, and Finn Hill Middle School.
 - b. Major events
 - i. October: Walk to School Month
 - ii. May: Bike to School Month
 - c. Over 1,200 students are involved in the program
- 3. *Community Van:*** In this program, King County Metro deploys vans for local group trips designated to provide residents with customized rideshare options for getting around when bus service does not meet their needs. The program aims to provide accessible, equitable, affordable, and flexible services. It is targeted to meet the needs of all members of the community. Additionally, the program has been well received by the volunteer drivers who are looking for ways to support their neighbors and their community, and to help the environment. This program is in the early stage of its two-year pilot, during which various trip demands, community needs, and interests will be evaluated.

The North Kirkland and Kenmore Community Van program was launched on February 22, 2019. Two vans are provided for these areas with one stationed at Kenmore City Hall and the other at the North Kirkland Community Center. One van accommodates five passengers and the other eleven, and they are driven by trained and approved volunteer drivers. The five-passenger van is ADA accessible and can be requested at both locations. Also, there is a third, spare van for emergency cases and orientation purposes located at the "Wester" parking lot south of City Hall.

Community Van is available 24-hours a day on both weekdays and weekends. Trips need to be scheduled in advance through the Community Transportation Coordinator, who is a Kirkland employee funded in part by King County Metro. To be approved, volunteer drivers apply online by submitting an application form to King County Metro and completing two orientations, one on-line and one on-site.

To date, Community Van has completed five trips to Puyallup and Snoqualmie with local volunteer drivers. This service has been promoted via City outreach channels, local newspapers, King County Metro blog, and communicated with over 200 citizens through community meetings and events so far. Also, information about the program is published online via the City website at www.kirklandwa.gov/communityvan.

Other Community Van programs are operating in Bothell, Woodinville, Duvall, Shoreline, Vashon Island, and Lake Forest Park.

B. Kirkland Green Trip

Kirkland Green Trip (KGT) was initiated in 2014 to help Kirkland residents and employers reduce drive alone trips through programs and resources that encourage and support the use of higher occupancy vehicles (carpool, vanpool, and transit), active transportation (bicycling and walking), and other alternatives like teleworking and compressed work weeks.

KGT has been funded by State and federal grants in an agreement with King County Metro. This funding ends in June 2019. After June 2019 and through the end of 2020, the KGT program will be funded with City funds appropriated in the 2019-2020 City Budget.

KGT promotes the City of Kirkland RideshareOnline.com network and will provide education and encouragement to people who are interested in alternative commute options by:

- Tracking trips and offering rewards
- Planning an employee commute or tenant commute trip reduction program
- Helping people build a custom commute plan
- Supporting employers Transportation Management Plans (TMP) by providing tools

Also, through the KGT program in 2018, the following accomplishments have been achieved:

- Total Kirkland Network Users: **17,532**
- Total Non-SOV Miles Logged: **2,003,396**
- Total Trips Logged by Non SOV Mode: **143,883**
- Transit Trips logged: **60,836**
- Gallons of Fuel saved: **57,154**
- CO2 saved (pounds): **1,098,617**

C. ORCA Card Access in Kirkland

Working closely with several work groups at King County Metro, City staff is addressing the need to increase access to ORCA cards in the Kirkland. Presently, reduced-fair cards for youth, seniors, low-income, and disabled individuals can be obtained only by USPS mail or in person at the King Street Customer Information Office in Seattle.

To improve this situation, King County will provide on-location, full-service ORCA card sales and assistance via the ORCA To-Go program on specific dates in Kirkland at City Hall, schools, and at major Kirkland events. The first event in this series took place on December 8, 2018 at Kirkland City Hall where over 120 community members participated and received the ORCA cards and transportation information they needed. Once finalized and scheduled, future events and programs will be communicated through numerous City communication means.

City staff also is working with King County Metro staff to make ORCA cards available at Kirkland City Hall on a more regular basis.

CONCLUSION AND NEXT STEPS:

The TDM programs highlighted here demonstrate the degree of thinking the City and the region are dedicating to decrease single-occupant trips, increase the use of shared transportation options, and provide greater equity for transportation alternatives. Traditional transportation options alone, such as fixed route transit, cannot meet all the needs of the public today, especially in an ex-urban or suburban context. However, we are seeing increased usage of shared or alternative transportation with programs such as these that augment traditional transportation.

The City and King County Metro will continue their collaborations to offer the following in 2019 and 2020:

1. Continued operation and enhancement of the Community Connections programs;
2. A community education campaign through the neighborhood-based In-Motion program;
3. Providing SchoolPool tools and resources to all Kirkland schools; and
4. ORCA access in Kirkland at City Hall and major Kirkland events.