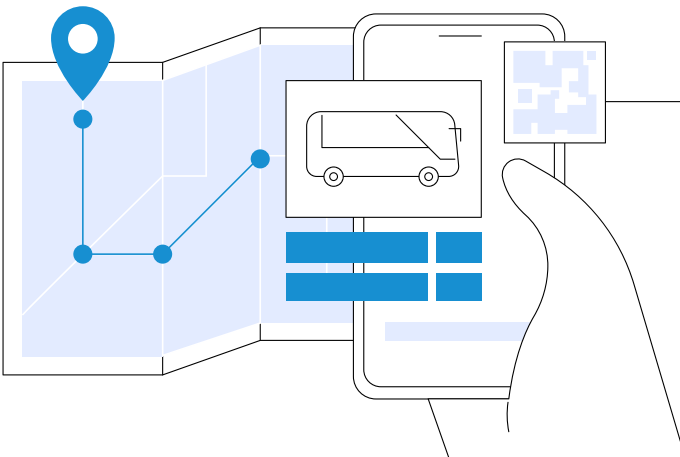
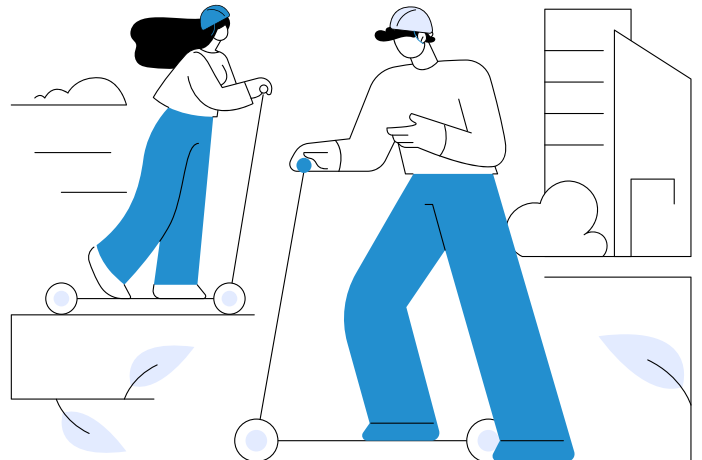


# TRANSPORTATION OPTIONS PROGRAM



SDOT's Transportation Options team manages Transportation Demand Management (TDM) programs in support of the department's vision to provide safe and affordable access to places and opportunities. TDM leverages policy, partnerships, communications, education, and incentives to support the efficient and sustainable use of our limited public right of way.

TDM strategies can help the city respond to changes in traffic and congestion patterns, promote equitable access to its transportation network, and meet its goal of making 9 out of 10 trips fossil-fuel-free by 2030. The Transportation Options team delivers programs to make progress towards the three primary goals:



### AWARENESS

People are more aware of and utilize a variety of travel modes for all trips



### SUSTAINABILITY

Reductions in VMT and GHG mean that the negative impacts of the transportation system are reduced and more equitably distributed



### LIVABILITY

Transportation options support enhanced livability due to improved access to opportunities and a more vibrant public realm

To learn more about our vision for the next era of Seattle's policies, strategies, and programs, please see the [5-Year TDM Programs Strategic Plan](#), which will guide our work through 2030.

## TDM IN A TIME OF GROWTH

TDM is a vital strategy as Seattle continues to add new residents and jobs. Since 2010, the number of jobs in Seattle increased by 38% and the city's population grew by 31%. This explosive growth underscores how critical it is to use our streets efficiently to keep people and goods moving.

### OUR PROGRAM OFFERINGS



#### TDM FOR LARGE EMPLOYERS: Commute Trip Reduction Program

In 1991, the State of Washington adopted its Commute Trip Reduction (CTR) law with the intent of decreasing air pollution, traffic congestion, and fossil fuel consumption by reducing drive-alone trips during peak commute times. CTR requires large employers to complete minimum requirements towards tracking and decreasing the number of drive alone trips to their site. This includes conducting commute surveys and submitting a biennial employer commute program report to demonstrate compliance.

In Seattle, the CTR Program has evolved beyond a regulatory framework into a supportive resource for employers. In partnership with Commute Seattle, our local Transportation Management Association, SDOT offers data-driven insights, employer programming, consultations, and a peer network of other businesses working towards the same targets. The program now engages approximately 250 CTR-affected employers and their 200,000 employees to promote and support investment in smart commuting solutions.

Seattle's CTR program is a national model for public and private partnerships that both reduce congestion and improve commuter travel choice.

## COMMUTE TRIP REDUCTION PROGRAM SUCSESSES (2022)



**15%**

Percentage point reduction in Drive Alone Rates (DAR) since 2007/2008



**39%**

Percentage point reduction in vehicle miles traveled (VMT) per employee since 2007/2008



**70%**

Worksites achieved their network DAR target in 2022



### TDM FOR LARGE BUILDINGS: Transportation Management Programs

SDOT works with property managers of large buildings, major institutions, and large event venues to meet site-specific mode split targets that are required as part of their Master Use Permits to mitigate traffic impacts. Started in the 1980s, the TMP program currently affects over 200 large buildings, 13 major institutions, and 5 large venues.

Each site's Transportation Management Programs (TMP) specifies how the property will encourage travel to the site using a full range of travel options. Successful TMP buildings provide transit use incentives, promote walking and biking commutes, and include parking management strategies.



### TDM FOR SMALL BUSINESSES: Commuter Benefit Ordinance

This City ordinance requires that businesses with 20 or more employees worldwide offer workers the opportunity to make a monthly pre-tax payroll deduction for transit or vanpool expenses. Because the deduction is pre-tax, this benefit is essentially cost neutral, with the advantage of lowering the tax bills for both workers and businesses. There are multiple ways for employers to comply including providing an ORCA transit pass program.

**FLIPYOURTRIP.ORG**

### TDM FOR NEIGHBORHOOD TRIPS:

#### Flip Your Trip

Flip Your Trip is SDOT's brand for neighborhood TDM campaigns, which focus on specific areas or populations to support to reduce congestion and encourage sustainable travel choices. This brand features Sal the Salmon as its 'spokes salmon', to spark conversation and attract attention with humorous and engaging content with a PNW flavor.

The Flip Your Trip brand has been used in several recent campaigns including:

- In 2019, the original campaign established the brand and encouraged people to make smart travel decisions during a period of travel impacts.
- From 2021-2022, our campaign addressed the extended emergency closure of the West Seattle High Bridge by providing a multifaceted travel options program.
- In 2023, our campaign promoted awareness of travel options among downtown commuters who did not have access to commute benefits through their employers.



### COMMUTING SUPPORT FOR CITY OF SEATTLE STAFF:

#### MyTrips Program

As a CTR-affected employer, the City of Seattle seeks to lead by example through its employee commute options program, MyTrips, which provides outreach and resources for 14,000 City employees. This comprehensive commuter benefits program includes: fully subsidized transit pass; Guaranteed Ride Home program; Bike Program; carpool/vanpool matching; personalized trip planning assistance; and monthly rewards programs.

MyTrips has helped reduce drive alone commutes, with 68% of all City employees across 7 CTR affected worksites using a commute option other than driving alone. At the City's downtown campus, 87% of employees use a commute option other than driving alone (2024 CTR Survey).

## PARTNER PROGRAMS AND COLLABORATORS

The Transportation Options team works closely with other groups and programs that support non-drive alone trips, including:

### TRANSPORTATION ACCESS PROGRAMS

SDOT's Transportation Access Programs (TAP) provide affordable, safe, and equitable access to public transportation by providing transit resources and community-centered programming to diverse Seattle communities. The suite of programs includes:

- Subsidized fare programs, including Seattle Public Preschools Partnership, Seattle Promise Scholar Transit Pass, Seattle Housing Authority Transit Pass.
- Programming to reach key populations and empower their transit journeys, like the Senior Program and Youth Transportation Ambassadors.

### NEW AND EMERGING MOBILITY

SDOT's New Mobility Program supports the integration of new and emerging technology and services into the transportation system with a focus on climate, safety, and equitable outcomes. Shared micromobility allows users to make connections easy and carbon free via bike or scooter, while car share enables car-free or car-light living.

### SAFE ROUTES TO SCHOOL

Seattle's Safe Routes to School program builds walking and biking infrastructure around schools and supports programming and activities that encourage more students to walk and bike with a focus on equity.

### SDOT COMMUNICATIONS

Close collaboration with SDOT Communications is critical for the development of marketing and educational materials to promote awareness of transportation options and encourage the use of transportation investments that support non-drive alone trips.

## COMMUTE SEATTLE

Commute Seattle, our local Transportation Management Association, engages directly with businesses, organizations, community partners, and destinations by providing free consulting services on key TDM policies and programs, including Commute Trip Reduction and Transportation Management Programs.

## INVESTMENTS IN SERVICES AND INFRASTRUCTURE

The Transportation Options team relies on the critical services—funded by Seattle voters—that enable people to choose travel options other than driving alone.

### SEATTLE TRANSIT MEASURE

The 2020 voter-approved Seattle Transit Measure (STM) fund generates over \$50 million annually over six years to fund transit service, capital projects, and transportation access programs. With these funds, Seattle purchases additional Metro bus service to maximize availability of frequent routes. Funding also supports service investments that improve bus travel times and rider experience, such as bus stop improvements.

### SEATTLE TRANSPORTATION LEVY

In November 2024, Seattle passed an eight-year \$1.55 billion Transportation Levy that will provide funding to enhance the city's transportation infrastructure, including paving roads, repairing bridges, planting trees, building sidewalks and crosswalks, making connections to light rail stations and transit, and creating more walking, rolling, and biking routes to places where people live, work, and play. These projects physically support our ability to safely accommodate more walking, biking, and transit trips and increase these modes' overall attractiveness by improving the safety, connectivity, convenience, and reliability of non-driving options.



**Seattle**  
Department of  
Transportation