

Draft – September 19, 2024

# 2025 – 2029 COMMUTE TRIP REDUCTION PLAN



# City of Shoreline Commute Trip Reduction Four-Year Plan Update: 2025–2029

## Benefits of CTR

1. Describe the local land use and transportation context and objectives.

*a. Describe the setting in the jurisdiction as it is today or will be in the near future.*

### Housing and Demographics

The City of Shoreline is located in north King County, just north of the City of Seattle and south of Snohomish County. Shoreline is primarily residential in character with over half of its land area developed with single-family residences. Commercial development stretches along Aurora Avenue, with other neighborhood centers located at intersections of primary arterials, such as NE 175th Street at 15th Avenue NE in North City, NW Richmond Beach Road at 8th Avenue NW, and 5th Avenue NE at NE 165th Street in Ridgecrest.

Approximately 60,000 people call Shoreline home and that number will continue to grow. In 2024, there are approximately 25,000 housing units and it is anticipated that an additional 13,330 housing units will be needed by 2044. In 2024, about 63% of Shoreline residents owned their homes while 36% rented. As housing in the region becomes more expensive and less available, the number of people who rent continues to grow. With the high cost of housing, many people also cannot afford to live in cities they work in, creating longer commutes.

US Census indicates as of 2021, Shoreline had a total of 15,979 jobs (by 2044 there are a projected 10,000 new jobs). Only 1,851 Shoreline jobs were held by residents (11.6%) with 14,128 Shoreline jobs (88.4%) held by those living outside of Shoreline. Data also indicated that 24,868 Shoreline residents were employed outside of the City. This condition generates significant commuter traffic into and out of Shoreline.

As the population in King County and the Puget Sound area continues to grow, Shoreline is using mechanisms to focus the majority of growth within its four King County designated candidate Countywide Centers. These Countywide Centers are locations with zoned densities that can support high-capacity transit and shorter trips on foot to nearby supportive land uses and can serve as a focal point for investment.

### CTR-affected worksites

There are currently seven CTR-affected worksites in the City of Shoreline (larger employers required by the State to develop CTR programs):

- CRISTA Ministries, Inc.
- Shoreline Community College
- Fircrest Residential Habilitation Center – Washington State Dept. of Social and Health Services
- Public Health Labs – Washington State Dept. of Health
- Washington State Dept. of Ecology (Dayton Office)
- Washington State Dept. of Transportation (Dayton Office)
- City of Shoreline

### Current Transportation System

Shoreline’s current transportation system includes an interstate, both north-south and east-west state routes, and a network of local streets as well as minor to major arterials, fixed route and very limited non-fixed route transit service, and a limited amount of sidewalk and bike facilities. Elements of this system are described in more detail as follows.

**Transit.** The City’s Transit Plan includes a bus rapid transit line along Aurora Avenue (SR-99), a corridor zoned for multi-family housing and commercial development. It also calls for a grid of local and frequent service routes connecting housing across the City to major commercial, educational, and recreational destinations and other activity centers. The City’s existing bus service will be restructured in September 2024 to coincide with the opening of two new light rail stations in late August 2024. Two additional bus rapid transit lines will also connect to one of the new light rail stations - with Community Transit Swift Blue Line connecting to the Shoreline North/185<sup>th</sup> Station and Sound Transit Stride service connecting to the Shoreline South/148<sup>th</sup> Station. The City is also served by King County Metro Community Van and DART (Dial-A-Ride Transit).

**Sidewalks.** The Transportation Element (part of the City’s Comprehensive Plan) contains a Pedestrian Plan with existing and planned sidewalks and other pedestrian facilities. Most of the City’s principal and minor arterials have sidewalks; some lower classified roadways (including local streets) also have sections of sidewalk. Even where sidewalks are present, they are not always wide enough to accommodate passing another person comfortably or provide a buffer from fast-moving traffic. A 2018 voter approved Sales & Use Tax measure to construct, maintain, rehabilitate, repair and/or preserve sidewalks is facilitating the construction of 12 identified new sidewalk projects and the City continues to look for grant funding to help build out its pedestrian and bicycle networks.

**Bike facilities.** The Transportation Element contains a Bicycle Plan with existing and future bicycle facilities and trails. Bicycle facilities currently found in Shoreline include shared-use paths/trails such as the Interurban Trail, bike lanes, sharrows, and signed bicycle routes. While there are bike lanes on some key roadways, such as sections of NE 155<sup>th</sup> Street, NE 185<sup>th</sup> Street, NW Richmond Beach Road, 15<sup>th</sup> Avenue NE, and 5<sup>th</sup> Avenue NE, there are many gaps in the bicycle network and many of the facilities are not comfortable for users of all ages and abilities.

## Future Transportation Capital and Service Improvements

In 2022, the City adopted a Transportation Element of the Comprehensive Plan that contains plans for improving pedestrian, bicycle, transit, and shared use mobility networks that serve as a vision for the future transportation system. These improvements include the following:

- **Shared Use Services.**
  - Transit service. The City has actively advocated for the location and level of transit service consistent with its Transportation Element Transit Plan. The City has advocated for both fixed route and non-fixed route services to meet its transit access objectives.
  - E-scooter/Bikeshare Pilot Program: In August 2024, the City is starting a 2-year pilot program with a nationwide vendor for shared e-scooters/e-bikes and will monitor its impact on travel behavior.
  - Carshare: The City established a land use permit condition for the parking facilities at each light rail station to include an allocation of designated spaces for carshare. Discussions have been held with prospective carshare operators for this and wider applications in the City to reduce the drive alone trips that come with car ownership by providing an alternative option for less frequent car use.
- **Shared Use Mobility Hubs.** Shared Use Mobility Hubs (SUM Hubs) are generally defined as specific locations where people can reliably access multiple types of shared use transportation modes (ex. bike/scooter share, car share, and public transit). Seventeen potential locations for Shared-Use Mobility Hubs were identified in the City's Transportation Element. The City is currently completing a SUM Hub Feasibility Study to identify the types of services and amenities to offer at SUM Hubs and priority locations for construction.
- **Multimodal road improvements.** The City uses a Complete Streets approach to road improvements, striving to provide pedestrian and bike facilities to the extent feasible when road improvements are made.
- **Bicycle facility improvements.** The City uses a Complete Streets approach to road improvements, striving to provide pedestrian and bicycle facilities to the extent feasible when road improvements are made. The City also is striving to implement the Bike Plan identified in the TE which includes several bike trails, non-motorized bridges and other bike focused access improvements. The new 148<sup>th</sup> Street Non-Motorized Bridge, Trail Along the Rail, and 145<sup>th</sup> Off Corridor Bike Network are examples.
- **Parking:** The City is in the process to establish a new parking enforcement program and identifying Residential Parking Zones (RPZs) and other parking management activities, particularly in connection to the expansion of the light rail in the City. These types of parking management strategies have been shown to reduce the demand for automobile use and encourage the use of other travel modes.

Over the next few years, the City will continue to:

- Complete capital improvement projects to enhance connectivity.
- Evaluate and leverage the use of new transit service and other key shared use transportation programs including Community Van, the upcoming two-year scooter-bike share pilot, any added carshare options, and the establishment of shared-use mobility hubs.
- Implement other transportation related projects and programs that support the reduction in drive alone trips.

*b. Describe features of land use and transportation facilities and services that affect commuters.*

Features of land use that affect commuting include housing densities, affordability, ability to access goods and services, and the quality and availability of supportive infrastructure. As noted earlier in the plan, the City of Shoreline has four Countywide Centers which include areas with rezoned higher density housing served by existing and/or planned higher frequency transit, especially light rail and bus rapid transit. This approach allows the City to incentivize growth in the Countywide Centers where infrastructure is available to support more trips by foot, bike, and transit. Shoreline also requires 20% of housing development in these zones to be affordable housing and has prioritized multimodal transportation capital improvements in these areas.

The opening of two new light rail stations and increased frequent bus service has the potential for reducing drive alone trips, but it requires improved bicycle and pedestrian infrastructure and first/last mile services to ensure CTR-affected workers can access added transit services. These identified needs are echoed by requests for improved streets/sidewalks and pedestrian or non-motorized travel as part of the community feedback the City has received during the outreach for this CTR Plan update and in drafting the 2044 Comprehensive Plan.

By prioritizing these initiatives, Shoreline aims to create a transportation system that reduces drive-alone commutes for CTR-affected workers and fosters a more sustainable community.

*c. Describe whether and how commuting patterns have changed in the past few years.*

Shoreline's commuting patterns have been shaped by several factors in recent years:

- **Population Growth:** The Puget Sound area continues to experience rapid population growth, putting pressure on transportation infrastructure.
- **Jobs-Housing Imbalance:** US Census Data indicates that the vast majority of people that work in Shoreline commute from outside of Shoreline and a high share of Shoreline residents travel outside of the City for work. This cross-jurisdictional travel often creates commutes that have inconvenient, time-consuming options thus favoring the use of an automobile.

- **Remote Work:** The COVID pandemic significantly increased remote work opportunities. While some employers maintain a high level of remote work flexibility, a significant portion of the workforce is returning to in-office or hybrid models of work that has affected travel patterns such as a slow return in transit ridership to pre-COVID ridership numbers.

Regional data supports recent changes in transportation trends. The Puget Sound Regional Council (PSRC) [2021 Household Travel Survey](#) indicates working at home increased from 6% to 27% between 2017 and 2021.

### **Impact on CTR:**

Six of the seven CTR-affected worksites in Shoreline currently allow for some form of telework or remote work and all worksites allow for some form of compressed work week. However, worksites such as Public Health Lab and Fircrest Rehabilitation (facility with on-site care) have many positions that cannot be remote work. CRISTA Ministries is also a CTR-affected worksite with on-site senior living, elder care, and a preschool through 12th grade school, all of which have positions that cannot be performed remotely.

While the rise of remote work offers potential for commute trip reduction, its full impact remains unclear. The observed changes in regional traffic patterns, with congestion extending beyond traditional peak hours, suggest factors beyond traditional commuting may be at play.

- This may involve encouraging employers to expand remote work options where feasible and exploring ways to reduce non-work related car trips.
- Lengthening commutes may require an added look at carpool/vanpool options or carshare as an option that provides less overall car dependence, while maintaining the option to use a vehicle for less frequent trips related to hybrid work status.
- This may also include expanding beyond the CTR-affected employers to ensure other travel options are provided and incentivized for those in affordable and multi-family housing that is increasing in the City such as free or subsidized bus passes.

By understanding the evolving commute landscape, the CTR program can adapt its strategies to address the most pressing transportation challenges in Shoreline.

*d. List the most important land use and transportation objectives from your city or county's plans that commute trip reduction most directly affects.*

The City's land use and transportation objectives are guided by the City's Comprehensive Plan and Climate Action Plan. These plans share common goals defining Shoreline's commitments and collectively supporting efforts to build out complete multimodal networks; increase access to local and regional transit; and concentrate future growth in transit-rich local centers (where the City has re-zoned for higher densities; works with

transit agencies to provide frequent service; prioritizes active transportation improvements; and encourages shared use mobility services).

The Transportation Element of the Comprehensive Plan adopted in November 2022 includes policy T4: Continue to implement the City's Commute Trip Reduction Plan as well as evaluate, implement, and advocate for other parking management and transportation demand management strategies that support the goal of reducing VMT.

The City's Climate Action Plan (December 2022) explores the key steps the City can take to reduce community-wide emissions (greenhouse gas – GHG). Most of Shoreline's emissions come from vehicle fuels use and natural gas in buildings and is encapsulated in Goal 1: Reduce Emissions. Strategy TM-1 is to “reduce community-wide driving” and calls for action to reduce commute trips by business employees specifically stating strategies such as ridesharing programs, carpool matching, telecommuting, and employer-sponsored vanpools. The Transportation and Mobility priorities identified by the community during the Climate Action Plan process included:

- Increase walkability and bike-ability.
- Create safer sidewalks and improve existing sidewalks.
- Provide incentives for electric vehicle adoption.
- Support climate-friendly transportation in a way that makes it more convenient than less sustainable alternatives.

Related actions are called out in the City of Shoreline Climate Action Plan. These include the following strategies:

- Increase density, walkability, and connectivity in the city (TM 1.1 and 1.2).
- Promoting transit-oriented development (TM 1.3)
- Reducing parking demand (TM 1.4) and exploring the use of usage fees (TM 1.14)
- Incentivizing Transportation Demand Management strategies for multifamily residents (TM 1.5)
- Completing the pedestrian and bicycle network (TM 1.6), expanding bicycle parking (1.11) and bicycle education and incentives (TM 1.12 and 1.13).
- Enhancing and expanding the Commute Trip Reduction Program (TM 1.7)
- Creating shared-use mobility hubs and electric bicycle or scooter programs (TM 1.8 and 1.9).
- Expand transit services and access (TM 1.10)

*e. Describe critical aspects of land use and transportation that should be sustained and key changes that should be considered to improve commute trip reduction's contribution to the land use and transportation objectives you reference.*

Shoreline's strategy of concentrating growth near transit hubs and developing a comprehensive multimodal network aligns with sustainable land use and transportation principles. This focus on increasing density, improving pedestrian and bicycle infrastructure, and enhancing first/last mile connections should be maintained as foundational elements of the City's transportation strategy.

### **Continued Focus:**

- **Focus on Transit-Oriented Development (TOD):** The City's commitment to higher density housing near the light rail stations and in other designated High Activity Areas (candidate Countywide Centers) promotes walkability and access to public transportation.
- **Investment in Multi-Modal Infrastructure:** Ongoing projects like the 148th Street Non-Motorized Bridge, 175th Street Corridor Improvements Project, and the citywide Sidewalks Program which prioritize safe and accessible infrastructure for pedestrians, cyclists, and transit users.
- **Expanding CTR Programs:** The City's existing CTR program impacts seven CTR-affected worksites and plans to continue to work with, encourage, and support those sites to offer commute trip reduction options to employees. There are 18 additional employers with over 100 employees in Shoreline (not qualifying as CTR-affected worksites) and many smaller businesses that could possibly benefit from expanded programming if resources were available.
- **Focus on Complete Streets:** Shoreline's "Complete Streets" approach ensures new developments and capital projects consider the needs of all users, not just cars.
- **Maintain developer incentives for Travel Demand Management (TDM) Strategies.** These incentives allow developers opting for an independent Transportation Impact Analysis (TIA) to incorporate various TDM strategies into their proposed development. City-approved adjustments are factored into trip rates and Transportation Impact Fee (TIF) calculations based on the level of impact from TDM strategies.
  - High Impact: Free or discounted ORCA transit passes; on-site amenities (like coworking space, gym, bicycle service center); providing safe and convenient bike/walking routes through the site (higher reductions for lighting, greenery, vehicle separation).
  - Medium Impact: Unbundled parking (charging separately for parking) and reduced onsite parking; onsite childcare; employer-supported telework or compressed work week; vanpools; shuttles to transit hubs (may be high impact in some cases).



- Lower Impact: Reduced cost carpool parking; locker rooms with showers for bike commuters; bike share (medium in some cases); vehicle share programs and ride-hailing space (may be medium or high in some cases).

### **Key Changes to Improve Commute Trip Reduction (CTR)**

To further enhance CTR's contribution to land use and transportation objectives, Shoreline could prioritize the following:

- **First/Last Mile Connections:** Continue to invest in sidewalks and, bike infrastructure improvements to improve access to light rail and BRT stations, increasing ridership and realizing full potential of the multi-billion regional transit investments.
- **Data-Driven Decision Making:** Continue to collect and analyze data on commuter behavior, parking usage, and program effectiveness to inform strategies for maximizing CTR impact.
- **Explore Innovative Parking Management:** Implement and/or expand alternative parking management strategies that incentivize carpooling or vanpooling such as dedicated parking spaces.
- **Expanding Shared Mobility Services:** Evaluate the pilot e-scooter/e-bike program and its continuation as a permanent service. Explore partnerships with carshare, additional non-fixed route services, and micro-transit options.
- **Revitalization of Carpool/Vanpool:** Promote internet based programs providing access to carpool and vanpool options such as Ride Share Online (<https://www.rideshareonline.com/>) as well as looking for innovative methods to connect people.
- **Encouraging Wider Employer Participation:** Expand the reach and effectiveness of the CTR program beyond the seven participating employers. There are 18 additional employers with over 100 employees in Shoreline (not qualifying as CTR-affected worksites). This may require additional incentives or outreach strategies but such expansions could affect regional benefits. Finding ways to leverage the existing CTR and TDM program strategies and engage smaller businesses brings all employers to the effort.

Shoreline's Transportation Element and Transportation Master Plan supports implementation of these services and capital improvements.

## **2. Describe how the CTR program will help achieve the jurisdiction's land use and transportation objectives.**

*a. Describe how and to what extent your CTR program will help your city or county achieve the land use and transportation objectives referenced in question 1.*

The CTR program and Shoreline's commitment to build out complete multimodal networks, increase access to local and regional transit, and concentrate future growth in transit-rich

local centers (where the City has re-zoned for higher densities; works with transit agencies to provide service; and will develop shared-use mobility hubs; and other) share common goals and collectively support efforts.

There is a mutually beneficial relationship between the CTR program activities that promote and incentivize new travel options, and Shoreline's critical land use and transportation objectives:

- Building complete multimodal networks and promoting their use among CTR-affected employees and others in the City.
- Increasing access to local and regional transit and encouraging employers to enhance transit pass distribution and promote these alternatives.
- Concentrating future growth in transit-rich local centers and promoting the use of other travel options that provide a first/last mile connection.

Being able to live in an area where it is convenient to leave one's car behind and make other transportation choices and supporting transportation choices citywide through complete streets infrastructure is in line with promoting alternative transportation via the CTR program.

### **3. Describe how the CTR program will help achieve the jurisdiction's environmental objectives.**

*a. Describe how the CTR program will support jurisdiction greenhouse gas emission reduction efforts.*

The Shoreline 2022 Climate Action Plan outlines a comprehensive strategy to reduce community-wide greenhouse gas (GHG) emissions, including actions to decrease vehicle miles traveled (VMT). The CTR program directly supports this goal by working with CTR-affected worksites to reduce drive alone trips through CTR programs that incentivize public transit use, promote carpooling and vanpooling, and supporting workers in using bicycles and other non-motorized travel options such as scooter/bikeshare. Every drive-alone commute trip that converts to transit, carpool/vanpool, or a non-motorized mode eliminates the emissions that would have been generated by that drive-alone trip.

The two transportation focus areas of the Climate Action Plan include: 1) Reduce community-wide driving; and 2) Accelerate electric vehicle (EV) adoption. Supporting the CTR Program could help to significantly reduce the commute DAR and many of the same strategies can be expanded to benefit a decrease in community-wide driving. Support from the State or region with overarching programs to support smaller jurisdictions would provide benefit from pass-through commute traffic.

Additionally, the CTR program aligns with the Transportation Element of the City's Comprehensive Plan, specifically supporting the following goals:

- **Goal 3: Multimodality.** Expand and strengthen the multimodal network, specifically walking, bicycling, and transit, to increase the number of safe, convenient, reliable, and accessible travel options.
- **Goal 4: Connectivity.** Complete a network of multimodal transportation connections to and from key destinations such as parks, schools, community services, commercial centers, places of employment, and transit.
- **Goal 5: Climate Resiliency.** Increase climate resiliency by promoting sustainability, reducing pollution, promoting healthy habitats, and supporting clean air and water.

Relevant environmental policies in the TE that are reinforced by the CTR program, include:

- **Environmental Impact Reduction:** Policies T1, T2, and T5 directly target reducing environmental impacts by decreasing VMT, promoting zero-emission vehicles, and minimizing negative environmental effects of transportation projects.
- **Land Use and Transportation Integration:** Policy T12 promotes coordinated efforts between land use and transportation planning to encourage carpooling, electric vehicles, and alternative transportation options.
- **Innovation and Evaluation:** Policy T13 supports the exploration and implementation of innovative strategies to enhance climate resiliency and community vibrancy through land use and transportation initiatives.
- **Infrastructure Improvement:** Policies T55 and T63.1 focus on improving the physical infrastructure for transportation, such as enhancing the street grid and creating mobility hubs, to support alternative transportation modes.

This CTR Plan is adopting the statewide goal of 60% DAR for the period ending in 2029. This year and over the next biennium the City will have collected new baseline survey data and another round of survey data that will inform future targets.

The Climate Action Plan aims to reduce greenhouse gas emissions 60% by 2030 compared to 2019 levels. Shoreline joined the “Cities Race to Zero” (a global campaign established by the United Nations) committing to reaching net zero emissions by 2050, in line with an overarching goal to limit warming to 1.5 degrees Celsius.

*b. Describe how the CTR program will support jurisdiction environmental objectives in addition to greenhouse gas emission reductions.*

In addition to reducing emissions, the Shoreline Climate Action Plan has two other main goals:

- **Enhance Ecosystem Health and Sequestration.** Improve the health of local ecosystems to maximize their ability to remove carbon dioxide from the atmosphere, provide habitat, regulate the water cycle, and buffer the impacts of climate change.

- **Increase Resilience and Preparedness.** Protect the community from the worsening impacts of climate change through resilient infrastructure, emergency preparedness, and community participation.

As the City continues to build out pedestrian and bicycle facilities and larger corridor projects on critical routes, dedicated infrastructure can serve a broader linkage to community livability as a co-benefit for non-transportation uses and natural assets such as trees. If more people are leaving their cars at home, more of these benefits can be realized.

By promoting alternative transportation modes (walking, biking, public transit), a CTR program can reduce reliance on personal vehicles, decreasing emissions and mitigating climate change impacts. During evacuations or disaster response, CTR may indirectly contribute to improved mobility by establishing the use of alternative travel options. A population accustomed to using alternative transportation modes is more likely to be mobile during emergencies.

By implementing actions that reduce drive alone trips, the program contributes to achieving the City's broader environmental objectives of stewarding the natural environment and addressing climate impacts.

#### 4. Describe how your CTR program will help achieve regional and state objectives.

*a. Summarize the local, regional, and state benefits that would be gained if you achieve your CTR targets.*

Achieving CTR targets would support community benefits listed in local plans including the Shoreline Climate Action Plan and the Comprehensive Plan (with Transportation Element):

- Reflect the priorities of the community to increase the ability of walking and bicycling.
- Become a resilient and sustainable community.
- Public health, quality of life.
- Reduce emissions. Improve air quality.
- Support of transit and transit-oriented development.
- Benefits or supports communities that face historic inequities.
- Continue to implement the City's Commute Trip Reduction Plan as well as evaluate, implement, and advocate for other parking management and transportation demand management strategies that support the goal of reducing VMT.

Achieving the CTR targets would support community benefits in alignment with King County Metro long-range plan, Metro Connects, including:

- Address the climate crisis and environmental justice.
- Support thriving, equitable, transit-oriented communities that foster economic development.

- Invest upstream and where needs are greatest.

Achieving the CTR targets would support community benefits in alignment with Puget Sound Regional Council Vision 2050 including:

- Providing opportunities for all – ensuring that all people have the resources and opportunities to improve their quality of life.
- Sustaining a strong economy – encouraging more dispersed job growth.
- Significantly reduce greenhouse gas emissions.
- Keep the region moving.
- Grow in centers and near transit – reducing environmental impacts, lessen congestion, and improve health outcomes.
- Act collaboratively and support local efforts – coordinated planning between cities and other agencies.

*b. List adjacent CTR-affected cities and counties.*

Shoreline directly borders several CTR-Affected jurisdictions, but the wider mobility of the entire Puget Sound region draws commuters to and through Shoreline.

- King County
- Snohomish County
- City of Seattle
- Cities of Edmonds, Lake Forest Park, and Mountlake Terrace

*c. Describe the top few cross-border and regional transportation issues that affect your jurisdiction.*

**Regional traffic/transportation.** Shoreline is located just south of the Snohomish County line (separated by SR-104) and just north of the City of Seattle (separated by SR-523). Shoreline experiences a large volume of pass-through traffic on both Interstate 5 (I-5) and SR-99 (Aurora Avenue). Even if Shoreline realizes many of its goals to decrease citywide trips, Shoreline is still very much affected by regional traffic. A coordinated CTR program that provides direct incentives across jurisdictions and targeting regional hubs could help address the pass-through drive alone trips.

**Transit network.** Shoreline does not have resources to operate its own transportation system and must rely on and work closely with King County Metro and Sound Transit (bringing bus rapid transit and light rail to the area). Given the nature of our region, these and other Regional and County network providers are crucial, but resources are limited and locally there remain certain neighborhoods with poor access to transit. Affordable, efficient micro-transit could be a way these gaps are filled, but limited resources to operate these has Shoreline advocating for such services with King County Metro as they prioritize between resource demands throughout the system.

**Infrastructure/Connectivity.** Shoreline has made many investments in infrastructure to help provide transportation options and regional access. Aurora Avenue improvements

completed include BAT lanes (business access and transit lanes) which help to make this an efficient corridor for the RapidRide E Line. However, the E-Line still endures schedule inefficiencies until improvements in Seattle are able to advance.

Topography and indirect routes make connections to communities east of Shoreline problematic for non-motorized users. Shoreline completed the Interurban Trail running north-south in Shoreline and connections were made into Seattle. The City has also worked with Sound Transit to ensure segments of a key new Trail Along the Rail have been built and easements are secured, but additional investment is needed to fully connect the different segments and ensure this pathway connects to the broader bike and trail system.

**Safety.** Shoreline is advancing multiple projects to protect vulnerable users and enhance safety as part of the transportation system. This requires navigating responsibilities and prioritization of safety improvements along and across corridors or facilities that border the cities of Edmonds, Lake Forest Park, Mountlake Terrace, and Seattle. While the City has been successful in facilitating these improvements by establishing partnerships with neighboring cities, it requires an added level of complexity to fulfill improvements that advance shared safety objectives.

**Security.** Many people indicate they do not feel safe and secure taking public transportation. Some of this assessment is real and some of it is a perception that there is widespread criminal activity and it affects all or most routes, while this is not always the case. Still, criminal activity such as drug use, drug dealing, and some cases of assault are present in the system. Riders are confronted with unkept or severely mentally challenged individuals with inappropriate conduct and this can significantly impact the comfort of utilizing transit and prevent others from choosing this option. Until the region can solve some of its social issues and/or transit providers are able to better address these challenges, the real and perceived conditions impede transit use and act as a setback in achieving CTR targets.

*d. Describe the strategies you, adjacent cities and counties, and your region have agreed to use to address the top issues described in the previous bullet.*

**Existing Collaboration:** Shoreline works closely with transit agencies to promote a complete, safe, and efficient multimodal network within the City and collaborates with neighboring jurisdictions on developing safe multi-modal connections across our borders.

**Regional Solutions:** While these efforts are positive steps, achieving significant regional impact requires a more coordinated approach. Shoreline recognizes the challenges King County has faced in managing the CTR program for multiple jurisdictions. Smaller, individual programs struggle to achieve the same level of impact. For this reason, Shoreline advocates for a restructuring of the State's CTR program to enable more meaningful regional applications or reducing the administrative burden on individual jurisdictions and replacing this with an increased investment in direct incentives that can be distributed to

CTR-affected employers. This might include a package of free Orca passes; resources for cash incentives that encourage non-motorized commute trips or carpool/vanpool subsidies; or an investment program for worksites to retrofit facilities to add secure bike storage and repair stands or amenities/services such as showers/lockers.

**Benefits of Regional Collaboration:** A regional approach could leverage resources more effectively, potentially leading to:

- **Standardized Data Collection:** Consistent data collection across the region would provide a clearer picture of commute patterns and program effectiveness.
- **Coordinated Outreach Campaigns:** Regional campaigns could reach a wider audience and amplify the message of alternative transportation options.
- **Joint Advocacy:** A united voice from multiple jurisdictions would carry more weight when advocating for additional funding or policy changes.

## Performance Targets

5. List your jurisdiction's CTR performance target(s).

*a. List performance targets that reflect only CTR-affected worksites.*

The City will target the State's statewide weighted average drive-alone rate (DAR) of 60 percent or less for CTR-affected worksites at the jurisdictional level.

*b. List any additional performance targets.*

None.

6. List the base value you'll use for each performance target.

*a. For each performance target, provide the number you'll use as the baseline (or starting number). You'll measure the difference between this number and your results to report performance.*

WSDOT has developed a new methodology for conducting the annual CTR survey and new baseline conditions and performance targets will be developed from these survey results. Shoreline will establish a base value to determine the Drive Alone Rate for CTR affected worksites during the 2023-2025 survey cycle and measure progress using 2025-2027 survey results.

7. Describe the method you used to determine the base value for each target.

*a. Provide the source for each base value listed.*

Performance targets will be tied to the CTR survey. Shoreline will establish a base value for the existing share of commute trips that are drive alone trips during the 2023-2025 survey cycle and measure progress using 2025-2027 survey results.

8. Describe how you'll measure progress toward each target.

a. *List the method you'll use to measure progress for each target.*

Shoreline staff will work with State TDM staff and measure progress using the 2025-2027 survey results.

9. List your jurisdiction's CTR-affected worksites.

a. *List all your CTR-affected sites.*

- CRISTA Ministries, Inc.
- Shoreline Community College
- Fircrest Residential Rehabilitation Center – Washington State Dept. of Social and Health Services
- Public Health Labs – Washington State Dept. of Health
- Washington State Dept. of Ecology (Dayton Office)
- Washington State Dept. of Transportation (Dayton Office)
- City of Shoreline

10. List a performance target for each CTR-affected worksite.

a. *For any performance targets tied to the CTR survey, indicate that you'll establish performance targets during the 2023-2025 survey cycle.*

The state has a revised survey methodology which the City will implement to collect new baseline data and determine whether or not the DAR of 60% is being attained. Base year performance targets will be established during the 2023-2025 survey cycle.

11. List the base value you'll use for each site.

a. *For any performance targets tied to the CTR survey, indicate that you'll establish a base value during the 2023-2025 survey cycle.*

Shoreline jurisdiction will establish a base value during the 2023-2025 survey cycle.

## **Services and strategies**

12. Describe the services and strategies your jurisdiction will use to achieve CTR targets.

### **Services and Strategies Using Existing Resources**

Shoreline is committed to achieving its Commute Trip Reduction (CTR) targets and fostering a more sustainable transportation system. The City will continue to support the development of our Countywide Centers, promote remote work, and enhance transit access and infrastructure.



### **Support of Countywide Centers**

Focusing growth into the City's four centers will support alternative transportation choices and transit-oriented development to support the goals of the CTR program.

### **Promote Remote Work Schedules**

The City can work with CTR-affected employers, including City of Shoreline employee programs, to review and support their remote work programs to reach (or exceed) CTR goals. Increasing the number of days for remote work reduces those demands on the transportation system, whether a drive-alone trip or other.

### **Advocate for Transit and Infrastructure Improvements**

Shoreline relies heavily on external funding to implement major capital projects that enhance mobility for all users. Recent examples include working with transit providers to sustain and enhance bus service as part of the Lynnwood Link Connections bus restructure, secure agreements for first/last mile connections to and from the light rail stations, and ongoing sidewalk, bridge, and corridor improvements. We will continue to collaborate with transit providers like King County Metro to expand services and explore other innovative solutions such as scooter/bikeshare, carshare, carpool/vanpool, other on-demand services such as Metro Flex, and micro-transit options for underserved communities.

Several City worksites will benefit from improved transit service. Three worksites will be served by a new frequent bus route (333) starting in fall 2024. Another two worksites will see existing bus service upgraded from local to frequent (Route 348).

While some worksites have existing pedestrian and bike infrastructure, additional improvements are needed such as an evaluation of adequate bus shelters. A shared use mobility hub is also being considered for one or more of these locations.

CRISTA Ministries is the one worksite with a distinct investment need to improve pedestrian and bicycle access to frequent transit service, which would involve securing grant resources to complete pedestrian and bicycle facilities on Fremont Avenue between N 185th Street and N 200th Street where additional bus service runs. Currently there are no sidewalks or bicycle facilities to connect to the bus route with new frequent service that connects directly to a light rail station which could provide a new commuting option.

### **Possible CTR Program Enhancements (many subject to additional resource allocation)**

This plan outlines a comprehensive approach to increase awareness and motivate changes in travel behavior by marketing alternative travel options and advancing an incentives-based approach, while leveraging existing policies and strategies to support CTR goals. With limited resources, staff will initially focus on CTR-affected worksites (which the City receives a small grant for supporting).

City staff will evaluate baseline data to determine if CTR-affected worksites are meeting or exceeding the 60% DAR. This data along with the data collected in the second biennium of this plan will further inform what kind of enhancements could be made to increase the DAR if desired. Once data is available, staff can present results to the Shoreline Planning Commission and City Council to review and determine if the 60% DAR is being met and if there is a desire for additional activities either to meet or exceed the 60% DAR. Possible resource dedication to support enhanced implementation of the CTR Plan include the following strategies:

### **1. Strategically Expand Education on Transportation Services and Programs**

Strategically expand an education and outreach campaign to inform the public about available transportation options, services, and benefits with an emphasis on reaching underserved communities. Estimated additional cost of \$20,000 per year for specialized consultant support to reach the underserved communities.

The City could develop outreach and education for both existing transportation services such as King County Metro reduced fare programs (discount fares for youth, seniors, and low-income individuals), and new services and programs such as the pilot e-scooter/e-bike program. Outreach could include key translated materials and development of better means to disperse these materials to vulnerable populations. Regional standardized public information could assist jurisdictions.

### **2. Securing Resource and Deploying New Incentive and Disincentive Programs**

Develop an incentive and disincentive strategy to influence travel behavior with funds distributed between the CTR supported sites. Estimated additional cost of \$40,000 per year.

If directed by the Planning Commission and Council, the City of Shoreline could explore incentives to encourage alternative commute options for employees. As the City receives data from employee surveys and worksite reports during the life of this plan, City staff will determine if general program incentives and/or targeted incentives for specific worksites is something that the City should support as a pilot program and monitor for its success. Shoreline has not promoted incentives that are added costs such as paying for parking at worksites, although many employers in the region have found these to be a vital means in promoting alternative transportation.

An annual allocation of \$40,000 to support the CTR program would allow the City to work with any of the worksites that are deemed to be falling short of their goals based on the baseline Drive Alone Rate to be determined in Fall 2024 (biennial employee survey). It would also support worksites seeking to enhance their ability to incentivize a reduction in drive alone trips by expanding on existing State programs such as the Switch Your Trips WA incentive program (where participants track “commutes” other than drive alone and are entered into drawings for prizes).

Shoreline will also continue to support this or other state incentive programs such as the Business & Occupation (B&O) tax incentive (a tax credit for worksites that provide benefits for employees such as Vanpool, ORCA Business Program, rideshare, and financial incentives for using active transportation for their commute).

In order to promote large incentive programs or construct facilities, Shoreline requires grant funding for any substantial incentive program or project. Incentives could be very different depending on the worksite. Shoreline could energize these incentives and would explore grant funding to establish a targeted incentive program and evaluate its effectiveness in promoting CTR goals. Potential incentives could include:

- Bicycle programs/credits for bike/scooter share in areas with existing bicycle infrastructure. Research potential for possible workplace subsidies for scooter/bike rentals for free or reduced fee programs and/or consider worksite devices for communal use. Consider partnerships with employers for free or discounted helmets.
- Subsidies for ORCA passes to supplement existing employee benefits at worksites with low transit ridership.
- Carpool and carshare credits/incentives.
- Additional support to enable wider adoption of remote work policies.
- Targeted pedestrian and bicycle infrastructure construction whether it be a new or improved sidewalk, bicycle facilities, a shared-use mobility hub, or other.
- Carshare programs and/or King County Metro micro-transit for first/last mile connections. Look into programs such as Lyft for students that may free up commuting options for other family members.
- Improved facilities (corrals or shared use mobility hubs) to support scooter/bikeshare and carshare solutions.
- Educational programs that could also be supplemented by grant funding.

Initial focus will be on CTR- affected worksites with the assistance of funding through the state CTR Grant program. Based on lessons learned, the City could expand certain programs to other large employers if additional resources can be acquired.

### **3. Grow the CTR Network: Strategic Expansion of Employer Participation**

Strategically expand the program to recruit other employers that have not established a CTR program. Estimated additional cost of \$15,000 per year. An initial step would gather data on what citywide employers are offering their employees in support of commuting options.

The City's existing CTR program impacts seven CTR-affected worksites and plans to continue to work with, encourage, and support those sites to offer commute trip reduction options to employees. There are 18 additional employers with over 100 employees in Shoreline (not qualifying as CTR-affected worksites) and many smaller businesses that

could possibly benefit from expanded programming if resources were available. This strategy would allow the City to strategically conduct outreach to additional businesses to invite businesses to participate in the CTR program and advance a CTR program for their worksite.

The Shoreline Planning Commission and City Council would need to direct any expanded program based on progress toward achieving Commute Trip Reduction and Climate Action goals.

### 13. Describe how jurisdiction services and strategies will support CTR-affected employers.

- The City will continue to encourage higher density housing, especially affordable housing, supported by high frequency transit which allows people, especially those more transit dependent, to leave their cars behind.
- The City will continue to expand safe and easily accessible bike and pedestrian facilities that connect to transit and key City destinations.
- The City will expand its efforts with CTR-affected worksites to identify challenges and possible partnerships for outside funding that could enhance their programs.
- The City will continue to work with its transit providers to address remaining gaps in fixed route transit service, first and last mile connectivity/access (particularly among vulnerable users), nighttime and weekend service, and enhancing service to employment centers. Efforts will also include further exploration of micro-transit pilot programs and supporting service such as the future construction of BAT lanes on a major part of 185<sup>th</sup> Street to keep access moving to the Shoreline North/185<sup>th</sup> Station that will serve CTR worksites and the broader community in connecting to regional access and opportunities.
- The City will continue to provide developer options for an independent Transportation Impact Analysis (TIA) with city-approved adjustments factored into trip rates and Transportation Impact Fee (TIF) calculation that account for investments in travel demand management (TDM) strategies. TDM strategies include incentives and amenities to encourage alternative modes of transportation, with varying levels of impact ranging from high-impact options like free transit passes and improved biking/walking infrastructure to lower-impact options like carpool parking and bike share programs.
- The City will participate in statewide incentive programs such as Switch Your Trips WA with dedicated work-site awards (when possible) to help motivate and raise awareness around transportation options.

## 14. Describe barriers your jurisdiction must address to achieve CTR targets.

a. *Describe how you'll address these barriers.*

While the official state-led survey in Fall 2024 will more definitively determine if the City and its CTR-affected worksites have reached the 60% Drive Alone Rate target, preliminary data suggests challenges remain. A recent community survey that was part of this plan's outreach provides insights. Focusing on CTR-affected employees (140 of 662 respondents), data shows only 1.4% of CTR-affected employees that responded indicated they exclusively telecommute and 84% drive alone for at least some of their commute trips.

The City does not currently have the resources to enhance its CTR program to enable a more robust and sustained reduction in drive alone trips. The following actions could support meeting CTR targets:

- **Continued advocacy for frequent, reliable, and safe transit service.** Shoreline does not have resources for its own transit and relies on King County Metro and Sound Transit for local and regional service. Shoreline staff work closely with these agencies to advocate for the needs of Shoreline community members. What we are currently hearing from the Shoreline community:
  - **Safety and comfort:** Shoreline has prioritized multiple investments to address the needs of vulnerable users of its transportation system and will continue to advance its sidewalk program and integration of a Low Traffic Stress (LTS) standard of 1-2 that ensures safe travel on the proposed bike network. The City also works with transit providers to enhance amenities and supportive facilities at transit stops and stations that provided added comfort to transit users.
  - **Security:** The City acknowledges concerns about disruptive behavior on public transit that impact transit use. People are not comfortable taking either bus or light rail due to concerns about personal safety and reported criminal activity. Concerns were voiced about inappropriate rider behavior, including the transit system being used as shelter, mentally challenged individuals interacting negatively with other users, and/or hygienic issues that impact public health and safety. Some of these concerns reflect broader societal challenges and some issues can be resolved with increased security/monitoring.

The City will continue to advocate for and work with King County Metro and Sound Transit to provide increased security patrols on routes, monitoring of coach/train and facility conditions, explore improved lighting at stations, and support human services initiatives that address the root causes of these issues. Fare enforcement can also be a deterrent to some criminal use.

- **Reliable and efficient service.** Many face inconvenience in accessing new travel options in their neighborhoods. Either travel times are too long, direct access to transit is lacking, multiple transfers are required, or it is not frequent enough to be a reliable travel option. People are looking for more direct routes. If it is not comparable in time and convenience, people are not giving up their single-occupancy commute.

The City will continue to work with King County Metro and Sound Transit regarding additional service hours and more supplemental service/direct routes operating in addition to light rail, while exploring other options for micro-transit programs. The City will continue to build out its infrastructure to help make some connections easier and look at connectivity and access to the existing transit stops and stations.

- **Continue to make Sidewalk and Bicycle Facilities Improvements.** There is a distinct need for more sidewalks and bicycle facilities that is consistently highlighted in resident and stakeholder discussions. Gaps in the network, unsafe crossings, and lack of modal separation are concerns. More protected or separated bike facilities are critical needs to reduce the level of traffic stress to a level that can promote wider bicycle and pedestrian travel. The City has been effective with the resources it is able to leverage, but a lack of resources impedes a more rapid build out of these networks.

As part of addressing this, the City has developed Pedestrian and Bicycle Plans that have been adopted via the Transportation Element into the City's Comprehensive Plan. The City will continue to build out its non-motorized facilities and go after outside funding to help achieve movement in implementing these full networks.

- **Pursue Additional Financial Resources to expand available CTR incentives.** The City of Shoreline is much smaller than its neighbor to the south. Shoreline has limited staff and limited financial resources. With limited finances, planning for and building out multimodal infrastructure in the City is likely where the City will use those limited resources. It is unknown how many Shoreline residents (most of which travel outside of Shoreline for employment) are employed where they are receiving CTR related benefits or incentives.

Expanding programs would be important if Commute Trip Reduction and Climate Action goals are not being achieved. In order to address this, the City would most likely need to develop any expanded CTR-affected worksite incentives only if it were competitive and successful for a specific program with outside funding. Some state CTR grant funding may be available in a biennium where an in depth CTR plan update is not required.

**15. Describe the transportation demand management technologies your jurisdiction plans to use to deliver CTR services and strategies.**

The City will utilize the State’s tool for “annual” CTR-affected worksite reports. The City will be using the new surveying tool for the first time in the 2023-2025 biennium to collect baseline data from CTR-affected employees at worksites, continuing to utilize the tool and comparing data in future years. Both of these technologies allow the State to collect data that the City can analyze to help in further developing CTR strategies.

The City will support telework as a common business practice for employers.

In summer 2024, an app based shared e-scooter/e-bike 2-year pilot program is coming to Shoreline to help fill a gap in first/last mile commute connections. The program will be reviewed for its success to determine how it develops in subsequent years.

App based carshare service may be added by 2025 and the City works with relevant service providers and transit agencies to ensure this is supportive of first/last mile connections to the light rail and bus rapid transit services coming to the City.

The City will also continue to work with King County Metro in advocating for on-demand micro-transit in areas where access is still not convenient. King County currently has some pilot program areas underway. Shoreline will advocate for expansion into areas of the community that face significant transit accessibility challenges.

**16. Transcribe or link to your local CTR ordinance.**

[Ordinance No. 516](#) - 2008 CTR Plan and edits to the Shoreline Municipal Code

[Ordinance No. 526](#) - Amendment to baseline figures in 2008 CTR Plan

[Ordinance No. 658](#) - Amendment and extension of 2008 CTR Plan

[Ordinance No. 787](#) - Amendment extending CTR Plan through the 2015-2019 planning period as approved by the Washington State Commute Trip Reduction Board.

[Ordinance No. 865](#) - Amendment extending the CTR Plan through the 2019-2023 cycle as allowed by the Washington State Commute Trip Reduction Board.

[Ordinance No. 989](#) - Amendment extending the CTR Plan through June 2025 as authorized by the Washington State TDM Technical Committee.

Once this current 2025-2029 CTR Plan is approved by the state, City Council will adopt by ordinance.

**17. Describe your financial plan.**

*a. Describe the estimated average annual costs of your plan.*

For many years, King County implemented the City’s CTR program on behalf of Shoreline and many other agencies realizing some efficiencies through economies of scale and

providing incentives/support that Shoreline on its own cannot. Shoreline is still working to understand the complete demand of the CTR Program and what funds will be available to promote and/or expand the program. During a biennium such as the current when a plan update is required, based on the State's extensive requirements, there is likely little to no available funds to further support incentives, programs, and projects beyond what is required. Required elements include employer "annual" report and surveying support and analysis (each must occur during the biennium); employer engagement and ETC support; reporting; training/meetings; administration; and contracting.

Currently the only funding Shoreline has for its CTR Program is the State CTR grant funding which is presently set at \$43,700 for the biennium.

*b. Describe likely funding sources, public and private, to implement your plan.*

In the July 2023 – June 2025 biennium, Shoreline receives \$43,700 through the State CTR grant. Currently, Shoreline has no additional financial resources to add other than some possible staff hours or resources in complementing programs or projects.

State Regional Mobility Grants and federal CMAQ grants tend to be options for funding Transportation Demand Management programs and strategies. City staff will be evaluating upcoming employee surveys (required biannually through the CTR Program) which will be setting new baseline data to determine which employers could benefit from a certain program to move the needle on drive alone rates, especially if goals are not being achieved. For those employers that do not offer an ORCA card, funding to provide education and passes for a period of time could be a viable option for a grant application. Another option may be a micro-transit pilot program in Shoreline with partners such as King County Metro. Carshare programs that promote not owning a vehicle is yet another option that may provide a missing component for high-density centers. The City will also explore how to implement its designated Shared Use Mobility Hubs through grant resources and partnerships with local property owners that could allow for added travel options in strategic sites throughout the City.

## **18. Describe your implementation structure.**

*a. Describe who will conduct the activities listed in your plan.*

King County no longer implements this program on behalf of several jurisdictions due to their limited resources. The City of Shoreline is now responsible for implementing any program activities and administering the City's CTR Plan.

*b. Indicate who will monitor progress on your plan. List job title, department, and name.*

The overall jurisdictional CTR Plan is managed by the Transportation Services Manager. Most tasks are carried out by a Senior Transportation Planner with support from an Assistant Planner. The City of Shoreline as a CTR-affected worksite has historically had human resource staff as ETC promoting such things as free ORCA pass and providing policy on remote work, etc. The Transportation Team helps to promote the overall program.



Aspects of the CTR program are also supported by an interdepartmental Green Team that advances CTR activities that relate to the Climate Action Plan.

**19. List your implementation schedule.**

*a. Provide the timeline for anticipated projects. (This includes potential program expansion elements if directed by the Planning Commission and City Council.)*

<b>Actions</b>	<b>1st Biennium July 2025 – June 2027</b>	<b>2nd Biennium July 2027 – June 2029</b>
<b>Actions with Existing Funds</b>		
	Plan administration. State contracting. Financial and program management. Quarterly reporting.	Plan administration. State contracting. Financial and program management. Quarterly reporting.
	ETC communication, support, training	ETC communication, support, training
	CTR-affected worksite annual report review	CTR-affected worksite annual report review
	CTR-affected worksite employee survey and analysis	CTR-affected worksite employee survey and analysis
	Results of progress toward 60% DAR available for Planning Commission and City Council following 1 <sup>st</sup> Biennium employee survey.	Results of progress toward 60% DAR available for Planning Commission and City Council following 2 <sup>nd</sup> Biennium employee survey.
	Engage in local comprehensive plan updates and amendments, regional transportation, and transit planning.	Engage in local comprehensive plan updates and amendments, regional transportation, and transit planning.
	Review public facing information and create formats for central information hubs within limits of current funding.	Continue work on developing public locations for information. If directed by the Planning Commission and Council, expand information programs.
	Continue to build out transportation networks as identified in related TE and supporting plans.	Implement identified project/program as financial and staffing resources allow and as directed by Council.
	Continue advocating and working with transit agencies for SAFE, reliable, and convenient service.	Continue advocating and working with transit agencies for SAFE, reliable, and convenient service.

Actions	1st Biennium July 2025 – June 2027	2nd Biennium July 2027 – June 2029
<b>Actions Requiring Additional Funds</b>		
	If directed by the Planning Commission and Council, Review and apply for any identified grants to help expand pedestrian and bicycle networks as resources allow.	If directed by the Planning Commission and Council, Apply for appropriate grants to help expand pedestrian and bicycle networks as resources allow.
	If directed by the Planning Commission and Council, submit an application for a budget adjustment either for a pilot program or annual base rate increase in support of CTR incentive programs.	TBD based on Planning Commission and Council direction

**20. Describe the CTR plan for jurisdiction employees.**

*a. Describe the services, programs, information, and other actions your city or county put in place to help its employees reduce their drive alone commute trips.*

The City of Shoreline as a CTR-affected worksite offers the following to employees to help promote non-drive alone commutes:

- Fully subsidized ORCA pass.
- Remote work for those positions that qualify (up to 3 days per week).
- Compressed work weeks. Flexible schedules.
- Secure bicycle storage.
- Showers and lockers.
- Designated parking spaces for carpool.

The ETC publishes promotional challenges and campaigns along with the City’s Wellness Team. Challenges such as teams competing during Bike to Work Month and logging miles for prizes and bragging rights are an example.

These types of incentives have been discussed with ETCs. Many represent worksites with similar incentives. Some do not have the resources to provide as much.

21. Describe how the CTR plan for jurisdiction employees contributes to the success of the overall plan.

*a. Describe how the plan for jurisdiction employees reinforces the success of the jurisdiction plan?*

King County had implemented many jurisdiction's CTR programs collectively finding alignment and successes. New to implementing this program on its own, Shoreline staff have not expanded outreach beyond its CTR-affected worksites. The CTR Plan is closely aligned with goals of the Shoreline Climate Action Plan seeking to decrease vehicle trips. It is anticipated that Transportation, Environmental Services, and other department staff will work collectively in the future to reach common goals citywide and there is an interdepartmental Green Team that supports specific initiatives such as Bike Month. This could broaden the City's outreach to all employers for certain programs.

This plan recognizes work that will be realized through inter-departmental collaboration at the City of Shoreline. The City continually has projects in the Design or Construction phases that are building out multimodal infrastructure.

## Alignment with plans

22. List the transit agencies that provide service in your jurisdiction.

**King County Metro** provides service throughout Shoreline with a network of local and frequent routes servicing many neighborhoods, key destinations, and transfer locations.

**Sound Transit** launches the Lynnwood Link light rail extension from Northgate to Lynnwood with two stations in Shoreline the end of August 2024. Frequently running trains will connect Shoreline with the region, providing a great resource toward CTR. Sound Transit is currently designing a new Bus Rapid Transit (BRT) line, Stride, that is scheduled to launch in 2027. This will serve north Lake Washington communities on SR-522 and connect to the Shoreline South/148<sup>th</sup> Station for Sound Transit light rail service.

**Community Transit** has been running its Swift Blue line from Everett to the Aurora Village Transit Center in north Shoreline. When light rail opens, this route will be extended to the Shoreline North/185<sup>th</sup> Station to connect with Sound Transit light rail.

The City of Shoreline does not have resources to provide its own transit services and as part of King County, works closely with King County Metro in the service it provides in our region. One of Metro's most popular Rapid Ride lines, the E-Line, runs north/south the length of Shoreline along Aurora Avenue (SR-99). Shoreline completed a corridor project on Aurora Avenue in 2017 that included Business Access & Transit lanes (BAT lanes) to help keep this service running efficiently along the 3-mile Shoreline section.

23. List the transit plans you reviewed while developing this plan.

**Local Service:**

- King County Metro long-range plans (Metro Connects), service adjustments (e.g., Lynnwood Link Connections), and Community Van and Metro Flex.
- Community Transit Blue Line Extension.

**Regional Planning:**

- PSRC's Regional Transportation Plan (RTP) consistent with Vision 2050
- Sound Transit STRIDE and operation planning

**24. Describe how this CTR plan supports the transit plans.**

This CTR plan encourages CTR-affected worksites to provide or subsidize ORCA cards or vanpools and/or provide incentives for non-drive alone commutes.

Shoreline will support statewide programs such as the new Switch Your Trips incentive to bring awareness to transit commuting options and provide incentives to participants who actively leave their cars behind for a given commute.

Shoreline staff will work in sharing transit related information with ETCs to share with their worksites, whether it be information on major construction in advance so that alternative commutes can be determined, to new service such as the opening of light rail and new bus service.

The upcoming scooter/bikeshare pilot will provide data on usage levels at various transit hubs in the City that may be leveraged alongside CTR surveys and activities in informing transit service and access needs.

**25. Describe any comprehensive plan updates that are needed and when they will be made.**

In November 2022, Shoreline Council adopted the updated Transportation Element of its Comprehensive Plan. This CTR Plan update is in part drawing from the extensive outreach that helped develop the many policies and direction for transportation improvements needed for completing networks for all users.

**Engagement**

**26. Describe stakeholder engagement.**

*a. Who did you talk to?*

Throughout the year, Shoreline has many opportunities to talk to and/or hear from members of the community regarding transportation as it implements capital projects/outreach and updates its Transportation Improvement Plan including a public hearing. Three outreach series were held when developing the Transportation Element of the Comprehensive Plan which was adopted in November 2022.

Specific to this CTR Plan Update, the City had the following opportunities to interact and gain feedback for this plan. Many of these interactions were in tandem with City staff talking about new transportation options. All outreach was conducted in 2024:

- Staff met with all external Employee Transportation Coordinators (ETCs) at their worksites from February – April.
- Staff reached out to the community as a whole through its Engage Shoreline platform. Online information, surveys, and interactive map were available to gather feedback. Survey was open March to early July. Advertised via Currents (City newsletter that goes to all Shoreline addresses), yard signs citywide, social media, local news outlets, email lists, and other.
- Staff presented at the March 13 CityLearn meeting. CityLearn is a monthly series of hybrid (both in person in Council Chambers and remote participation) meetings open to everyone who lives and/or works in Shoreline. These meetings feature presentations about timely issues from Shoreline staff and participants are encouraged to ask questions and provide feedback. Staff talked about Commute Trip Reduction and how the City might support/incentivize giving up some “drive alone” trips. Staff also presented on other upcoming transportation programs/projects. Participants were encouraged to take the online survey to further their opportunity to provide feedback.
- Staff attended the June 8 Strawberry Festival managing a transportation booth to learn about travel needs and discuss new options coming to Shoreline, including Lime e-scooter/e-bike 2-year pilot program, micromobility hubs, carshare programs, and EV charging.
- Staff presented at North King County Mobility Coalition (NKCMC) on June 27. NKCMC includes transportation service providers, human service agencies, city staff, tribal representatives, and residents of North Seattle, Shoreline, Lake Forest Park, Kenmore, Bothell, and Woodinville. Partners were encouraged to attend a drop-in commuting conversation the evening of July 9 to share any ideas the City should consider in its CTR Plan.
- Staff conducted a Walk, Ride, and Roll transportation fair on June 29 in conjunction with the Shoreline Farmers Market where over 300 people stopped by to share their thoughts on what is missing that keeps them from giving up a “drive alone” trip. King Metro staff provided route information; ZEV Coop talked about carshare programs; an interactive hands-on display for mobility hubs gathered information on what would be beneficial at these; and Lime let people test ride e-bikes and e-scooters and gave out helmets.
- On the evening of July 9, staff held a virtual drop-in conversation with community stakeholders regarding updates to the Shoreline CTR Plan. This was advertised to NKCMC partners, the Shoreline Chamber of Commerce, and Cascade Bicycle Club. At least one member from each of these groups participated in the conversation.

- Through community partners and consultant, a Spanish speaking focus group was conducted on July 13 to learn about their transportation needs and what support is needed to help with a non-drive alone commute.
- Through community partners and consultant, a Mandarin speaking focus group was conducted on July 13 to learn about their transportation needs and what support is needed to help with a non-drive alone commute.

*b. When did you talk to them?*

Staff conducted outreach February 2024 - July 2024 as listed previously with the specific outreach noted.

*c. What did they have to say?*

At a high level, input from engagement activities conducted in support of the CTR Plan update indicated the following.

Reducing single-occupancy vehicle commutes in Shoreline is challenged by safety concerns for pedestrians, bicyclists, and public transit users, inadequate sidewalks and bike lanes, and the fact (or perception) that driving is often faster and more convenient. Affordability is another barrier, as costs associated with electric vehicles, public transportation, and parking deter many residents. To encourage mode shift, Shoreline must invest in improving public transit, expanding bike and pedestrian infrastructure, promoting alternative transportation options through incentives, implementing land-use policies that support transit-oriented development, and fostering greater flexibility in work schedules.

Table A provides a summary of the source of input and key findings from each engagement activity. A full description of input for each engagement activity is provided in **Appendix A**.

Source of Engagement	Input Received
<p><b>Employee Transportation Coordinators (ETCs) On-Site Visits.</b> Transportation staff met with the six “off-site” ETCs at their worksites to learn more about their programs, better understand successes and challenges, and gather information for this CTR Plan.</p>	<p><b>Time and Convenience:</b> Shorter commute times and flexibility are needed to make alternative modes competitive.</p> <p><b>Transit Reliability:</b> Consistent, direct routes with minimal transfers are essential.</p> <p><b>Safe Infrastructure:</b> Improved biking and walking conditions, including lighting and separate bike lanes.</p> <p><b>Employer Support:</b> Flexible work arrangements, transit subsidies, and carpool incentives are desired.</p> <p><b>Community Amenities:</b> Increased local businesses, childcare options, and more nearby affordable housing are needed.</p>

Source of Engagement	Input Received
	<p><b>Transit Costs:</b> Free or reduced-fare public transportation is preferred as a worksite incentive.</p> <p><b>Information Access:</b> Timely communication about transportation options and disruptions is crucial.</p>
<p><b>CityLearn Event.</b> CityLearn meetings are held monthly and start with Council updates and feature presentations about timely issues from City staff and partner organizations. The City dedicated one CityLearn event to Commute Trip Reduction with opportunities for participants to ask questions and discuss issues.</p>	<p><b>Demand for Reliable Alternatives:</b> Participants sought information on transportation options beyond personal vehicles.</p> <p><b>Interest in Emerging Modes:</b> E-scooters/e-bikes and micro-transit generated interest and questions.</p> <p><b>Cost Concerns:</b> Affordability is a key factor in adopting alternative transportation.</p> <p><b>Safety and Security Considerations:</b> Concerns about safety and maintenance were raised for new transportation modes and mobility hubs. This includes considerations for safe access on nearby facilities as well as security considerations.</p> <p><b>Regional Collaboration:</b> Requests for cross-jurisdictional partnerships for commuting solutions.</p>
<p><b>Public Events (June 8<sup>th</sup> Strawberry Festival &amp; June 29<sup>th</sup> Walk Ride and Roll Mobility Fair).</b> Staff were able to have conversations with many interested people at these two events. Over 340 people actively engaged at the Walk Ride and Roll Event and although a count was not taken at the Strawberry Festival, this is a well-attended event and many stopped by the City’s booth to learn about current environmental and transportation programs, including the commute trip reduction.</p>	<p><b>Infrastructure Improvements:</b> Strong demand for expanded sidewalks, protected bike lanes, and improved bus service.</p> <p><b>Safety and Security:</b> Concerns about public transit safety and security. This includes considerations for safe access on nearby facilities as well as security considerations.</p> <p><b>Accessibility:</b> Desire for better connections, more bus stops, and micro-transit options.</p> <p><b>Information Needs:</b> Requests for more information about transit schedules and service disruptions.</p> <p><b>Convenience and Flexibility:</b> Challenges in using public transit for short commutes, odd hours, and families with children.</p> <p><b>Light Rail Anticipation:</b> Interest in upcoming light rail service and its potential benefits.</p> <p><b>Mixed Reactions to Bus Network Changes:</b> Diverse opinions on the upcoming King County Metro bus network changes.</p>

Source of Engagement	Input Received
<p><b>July 9<sup>th</sup> Stakeholder Drop-In Meeting.</b> This stakeholder meeting had participants from each of the following groups which the City reached out to: North King County Mobility Coalition, Chamber of Commerce, and Cascade Bicycle Club. After a brief presentation by staff, an informal conversation brought up CTR specific comments.</p>	<p><b>Infrastructure Priorities:</b> Safe pedestrian and bike infrastructure, improved transit reliability and speed.</p> <p><b>Supportive Land Use:</b> Increased mixed-use development and retail.</p> <p><b>Transportation Options:</b> Explore microtransit, address transit safety and security perceptions, and advocate for increased bus service.</p> <p><b>Funding and Partnerships:</b> Investigate potential funding sources and public-private partnerships.</p> <p><b>Policy Recommendations:</b> Incentives for ground floor retail, secure bike storage, and affordable housing; pedestrian safety improvements; road rechannelization; and data-driven transportation planning.</p>
<p><b>Focus Groups (Spanish).</b> Two focus groups were held (one in Spanish and one in Mandarin). These two languages are noted through census data as the two most frequently languages spoken at home other than English. Focus groups were conducted using private consultants and community consultants that regularly provide support to the City. City staff were purposely not present to allow for candid conversations with these communities (staff could by their own positions bias or intimidate the flow of information).</p>	<p><b>Safety and Security</b> Safety and Security is a theme that came up across multiple discussions during this focus group, often identified as a barrier for folks to use modes of transportation other than driving their own vehicles. This includes considerations for safe access on nearby facilities as well as security considerations. There was also a connection between security and cleanliness (of bus stops, for example) that participants made throughout the discussions.</p> <p><b>Affordability</b> Cost was a barrier that was identified during conversations about electric vehicles, e-bikes, and e-scooters. Incentive programs were offered as a solution to this barrier.</p> <p><b>Accessibility</b> There was discussion around making sure programs are in accessible areas, and available in languages other than English to ensure people can access them. For example, they talked a lot about bus routes within Shoreline and connecting to areas other than Seattle (like the Alderwood Mall in Lynnwood).</p>
<p><b>Focus Groups (Mandarin).</b> Two focus groups were held (one in Spanish and one in Mandarin). These two languages are noted through census data as the two most frequently languages spoken at home other than English. Focus groups were conducted using private consultants and community</p>	<p><b>Homelessness</b> This was a theme that came up multiple times across questions, related to security and accessibility.</p> <p><b>Affordability</b></p>



Source of Engagement	Input Received
<p>consultants that regularly provide support to the City. City staff were purposely not present to allow for candid conversations with these communities (staff could by their own positions bias or intimidate the flow of information).</p>	<p>Cost was identified as a barrier in this focus group as well, with a lot of suggestions around free / reduced transit programs (similar to ones in Taipei).</p> <p><b>Connected Transportation Systems</b>  There was a lot of conversation around making sure the system is well connected so people are able to switch between transportation modes easily (the UW U-Pass was brought up as an example).</p>
<p><b>Engage Shoreline Survey (3/20/2024-7/20/2024).</b> Shoreline hosted a survey on its Engage Shoreline platform and 662 people participated. Not all participants answered all questions, so some data received is from a smaller pool. Complete survey results were posted to the public.</p>	<p><b>Current Commute Habits</b></p> <ul style="list-style-type: none"> <li>• High rate of single-occupancy vehicle (SOV) use for commuting.</li> <li>• Significant portion of respondents already use electric or hybrid vehicles.</li> <li>• Telecommuting is common for a subset of respondents.</li> </ul> <p><b>Factors Influencing Commute Mode Choice</b></p> <ul style="list-style-type: none"> <li>• <b>Infrastructure:</b> Strong desire for improved bike and pedestrian infrastructure.</li> <li>• <b>Transit:</b> Demand for more frequent, reliable, and safe bus service.</li> <li>• <b>Workplace Flexibility:</b> Telecommuting and bike storage options are desired.</li> <li>• <b>Financial Incentives:</b> Subsidized transit passes and cash incentives are somewhat effective.</li> <li>• <b>Costs:</b> Parking fees are more likely to influence mode choice than other costs.</li> </ul> <p><b>Barriers to Mode Shift</b></p> <ul style="list-style-type: none"> <li>• Safety concerns for alternative transportation modes.</li> <li>• Perceived inconvenience of public transportation.</li> <li>• Lack of complete sidewalk and bike lane networks.</li> <li>• Challenges with the "last mile" connection.</li> </ul> <p><b>Potential Solutions</b></p> <ul style="list-style-type: none"> <li>• Improved public transportation system.</li> <li>• Increased safety measures for pedestrians and cyclists.</li> <li>• Expanded bike and pedestrian infrastructure.</li> <li>• Telecommuting and flexible work options.</li> <li>• Parking management strategies.</li> <li>• Land-use policies supporting transit-oriented development.</li> </ul>

*d. How did what they said influence the plan?*

Overall, the engagement conducted for this CTR Plan update revealed a strong interest in reducing drive alone trips, but also significant challenges with public transportation and infrastructure. The City of Shoreline is leveraging this information for this CTR plan and its longer term build out of relevant implementation activities that address resident needs and concerns. Key recommendations from these engagement activities include:

- Prioritizing advocacy for improvements to public transportation frequency, reliability, safe accessibility, and security.
- Investing in infrastructure for walking and biking.
- Exploring micro-transit options and collaboration with car- and ride-sharing services.
- Identifying resources that can be used to work with businesses to encourage alternative commute options for employees.
- Develop a comprehensive incentive and disincentive strategy to influence travel behavior.
- Implement a robust education and outreach campaign to inform the public about available transportation options, services, and benefits.
- Continue to support development of Countywide Centers to ensure a range of transportation options are available to new residents.
- Promote remote work schedules.

The City agrees that building out its pedestrian and bicycle networks is a top priority in providing the convenience and access to getting around without a vehicle. The City has many capital projects currently under design or construction. The biggest obstacle is financial resources. Staff resource also plays a role in just how much work can be accomplished. The City will continue to look for outside funding to make better progress on its infrastructure and CTR programs.

The majority of employees in Shoreline are commuting from outside the city limits. Shoreline staff will continue to explore ways to find commonality of people's commutes across city borders for those who live outside of Shoreline but want a different commute option into Shoreline where they are employed.

City staff will also continue to work with King County Metro to expand micro-transit program options in Shoreline, especially in areas where transit is still not easily accessible. This may require partnerships and outside funding sources.

Item 12 of this CTR Plan includes more detail on the services and strategies the City could use to achieve CTR targets.

## 27. Describe vulnerable populations considered.

The two languages most often spoken at home in Shoreline other than English are Spanish and Mandarin. In the past, Shoreline staff has worked to engage these communities to participate in surveys through various outreach attempts such as translated posters at Hispanic market, Chinese radio, translated yard signs citywide, and other means. To date, there has been minimal participation through these outreach means. For the CTR Plan update, City staff instead turned to a more intimate discussion with these communities, working with a consultant and community services to recruit members of these “English as a Second Language” communities to participate in focus groups. Recruitments considered intersectionality of participants across income and other factors such as mobility needs. These are in-person, more intimate meetings designed for unbiased conversations. City staff did not participate in the actual meetings to encourage uninhibited conversations.

In addition to focus groups, the online survey conducted between March and early July captured feedback from vulnerable communities as indicated by optional demographic questions that were asked. Although many survey participants preferred not to answer these questions, many participants did provide answers and do represent those in lower income brackets, those identifying with races other than only Caucasian, and/or those that speak languages other than English in the home. Open ended questions allowed feedback for people with disabilities to identify as such and provide their concerns and needs.

## 28. Describe engagement focused on vulnerable populations.

### *a. Who did you talk to?*

The general public survey captured some feedback from vulnerable populations based on voluntary demographic questions asked. The online survey results indicated that many people of lower income participated. Out of 662 responses, only a portion completed each of the demographic questions, so actual percentages could be different:

- 36% (180/503 responses) among those that chose to respond and disclose income information, have less than Shoreline’s median household income (\$106,000) with 48 indicating an annual household income of less than \$50,000 (10%); 71 at \$50,000-\$74,999 (14%); and 61 at \$75,000-\$99,999 (12%).
- Many participants chose to respond and disclose their racial identity with 117 indicating that they best described themselves as a race other than or not solely White/Caucasian.

The City also reached out to stakeholders associated with the North King County Mobility Coalition and invited them to join a conversation with City staff the evening of July 9, or if unavailable but wishing to share, to forward any information they would like considered for the CTR Plan update to the appropriate City staff identified. It was an informative conversation with good participation. No further comments were received.

The two languages most often spoken in Shoreline households other than English are Spanish and Mandarin. Shoreline staff utilized a consultant in partnership with local

community services to select participants and conduct a focus group in each of these languages. More intimate conversations with members of these two communities were desired to understand if specific transportation needs are not being addressed.

*b. When did you talk to them?*

- The general online survey was open March to early-July of 2024 and captured information from vulnerable populations as indicated through optional demographic questions that were asked.
- The community stakeholder meeting on July 9 engaged three broad groups: North King County Mobility Coalition (NKCMC) which includes several community service partners (a separate presentation was also made to this group earlier); the Chamber of Commerce; and Cascade Bicycle Club.
- Two focus groups (one Spanish speaking, one Mandarin) were each held on July 13.

*c. What did they have to say?*

As provided by the facilitators, the Spanish speaking (8 participants) and Mandarin speaking (9 participants) focus groups had concerns that fell mostly within four main themes: 1) Safety and Security; 2) Affordability; 3) Accessibility; and 4) Connectivity. In debriefing with the consultant, it was also indicated that education on available services and any reduced costs, and translated information at key locations for transportation would be beneficial to these community groups.

Commute Trip Reduction Take-Aways Summarized by Group Facilitators:

- Most participants travel by car to get to their job. Only one participant shared that they travel to work via public transport and only one participant shared that they ride their bike to work. Upon follow-up, participants noted that the most important factor when choosing how to commute to work relies heavily on the quickest travel time.
- Participants mentioned how bus arrival inconsistencies negatively affected their choice to ride the bus. Furthermore, participants shared that safety was the biggest barrier that limited their travel options, many feel safer in their private cars.
- In terms of travel for errands and local trips, participants shared that cars are more convenient. They commented that e-scooters are too expensive and it is difficult to utilize the scooter rental apps.

Bus reliability, access to a shuttle service, as well as decreased cost for public transportation would encourage residents not to drive alone. Barriers to travel options included lack of safety and frequency/reliability of transportation services. Participants specifically noted security (or safety from criminal activity) as a key factor to other means of travel and/or that they do not feel safe on the bus. One participant stated they had been

attacked on the bus before and find that no one really is enforcing any rules when incidents happen.

Other comments indicated that:

- There are few public transportation options available in their neighborhood.
- They do not like crossing busy SR-99 as a pedestrian and it forms a divide between neighborhoods and access. Suggestion that the city provide e-bikes to help with uphill connections and east to west of SR-99.
- City should use Taipei as a good example of a transportation system as it provides various forms to choose from and they have good e-maps (might show where your next e-bike is located and how many bikes are at a hub).
- May be more apt to use transit if there were more bus routes. Need reliable service and fewer transfers.
- Government incentives for free rides or cheaper rates.

Following are recommendations provided by group facilitators:

- Provide access, education and information to reduced fare trips for qualifying residents.
- Create trial/test run events in areas of the City with hard-to-reach communities for them to experience these various modes of transportation and answer questions or misinformation.
- Increase security precautions on public transportation and at Shared Use Mobility locations, such as sanitizing stations or security guards.
- Increase support of unhoused communities and their needs in Shoreline to ensure that shared spaces and modes of transportation are clean and safe.
- Build trusted relationships with hard-to-reach communities including non-English speaking communities. One way to do this is to continuously and proactively work with community-based organizations and/or community leaders.
- Provide cleaner public transportation and carshare options.
- Develop an information hub that has information in multiple languages and consistently share this information through various mediums including at places/areas where these communities gathered.
- Provide streamlined and clear information on insurance guidelines for transportation modes in multiple languages.
- Improve reliability of on-time arrivals for buses and other transit options.
- Provide access to shuttle services to improve connectivity for short distance trips.

In addition to these focus group conversations, the online survey that was conducted gathered some optional information on demographics (not all survey participants chose to answer these questions). There is some data available for people who identified as other

than solely White/Caucasian; those that speak languages other than English at home; and those with annual household incomes under \$75,000 (\$75,000 close to 80% of median income). Online comments from these demographics echoed the main themes heard from other groups including safe, clean, convenient public transit with more routes/extended service; better pedestrian and bicycle infrastructure and facilities; reliability; and affordability.

The big message again was that people might try alternatives to driving alone if the time difference were not an issue.

*d. How did what they said influence the plan?*

Many of the concerns that were heard from vulnerable populations were the same concerns as those heard throughout the community. The following key concerns were identified:

- Barriers for opting to take public transportation were concerns of safe access, security, reliability, connection options, and cost.
- The City will need to continue to advocate for safer environments and more service with transit providers. The City should continue to advocate for microtransit options.
- The City will also need to make sure it continues to build out its pedestrian and bicycle networks that will provide more connection options.
- A key need highlighted through this engagement identified that the City should improve ways of providing transportation information/education (including reduced fare programs) to these populations, and when considering design of facilities such as shared-use mobility hubs, to have translated information at these key transit locations.

This plan contains strategies for addressing these as previously stated.

## **29. List employers' suggestions to make CTR more effective.**

Some of the main themes for making CTR more effective included:

- Building out the City's pedestrian and bicycle networks with safe and consistent facilities.
- City support for small local businesses, mixed-use development with ground floor businesses is important to create more non-motorized trips if amenities/services can be found throughout neighborhoods and easily accessible without need of a car.
- Advocate for more safe, clean, reliable, and convenient transit service with King County Metro, including late-night service and micro-transit.
- Free micro-transit service via on-demand app such as community van or Metro Flex that establishes a shuttle service from major transit hubs to major employers, satellite offices, or designated pick-up points.
- Financing transportation by exploring potential funding solutions like levies or local improvement districts (LIDs), and other public-private partnerships.

- Help to subsidize ORCA cards.

Even though they do not qualify as CTR-Affected worksites, there are many other large employers in Shoreline that could benefit from and support the region's efforts for commute trip reduction. If resources were available, expanding support may benefit our communities. Shoreline is at the northern boundary of King County. Many commuters drive through Shoreline on their commutes to large industrial/employment centers in Seattle and south. This reinforces the need for strategic efforts at a county and state level.

### 30. Describe results of engagement focused on vulnerable populations that will be provided for use in comprehensive plan and transit plan updates.

In November 2022, Shoreline Council adopted the Transportation Element (TE) of the Comprehensive Plan. As precursor to the TE, a Sidewalk Prioritization Plan process was completed to become the Pedestrian Plan in the TE. The process to prioritize sidewalk included various criteria for equity.

At the outset of the Transportation Element process, the project team analyzed Shoreline demographics to inform the development of a Public Involvement Plan. During the 2-year process to adopt the TE, three outreach series were conducted. Fact sheets, flyers, posters, yard signs, and surveys were provided in English, Spanish, and Mandarin. Various means were used to disperse information citywide. Input received from the community helped to develop the final TE.

In hearing from vulnerable communities during this CTR Plan update, many of their concerns fell under the themes of safety, security, affordability, accessibility, and connectivity. Most of these are mirrored in policies already developed for and adopted in the TE that relate to accessible and affordable transportation for all (T18); language access strategies (T20); prioritizing safety among vulnerable users (T25); prioritizing pedestrian infrastructure (T32-T33); implementing a bicycle network (T35); enhancing transit service quality, convenience, and accessibility (T41-42, T44); developing an integrated transportation system (T43); and installing transit-supportive infrastructure and first/last mile transportation options (T45, T50).

Addressing concerns will be ongoing through designing appropriate capital projects to build out multimodal networks; advocating with transit agencies for safe, reliable, affordable, and convenient service; seeking outside funding to support various projects and programs; and continuing to coordinate with the community and vulnerable populations throughout these and future developments.

## Regional transportation planning organization CTR plan review

### RTPO comments

[TYPE]



# Appendix A – Summary of Input from Engagement Activities

## Employee Transportation Coordinators (ETCs) On-Site Visits

Shoreline as a jurisdiction currently has seven CTR-affected worksites (City of Shoreline City Hall and facilities comprise the seventh). Transportation staff met with the six “off-site” ETCs at their worksites to learn more about their programs, better understand successes and challenges, and gather information for this CTR Plan.

Each site is unique and offers different support to their employees to support their CTR programs. Many subsidize 100% of ORCA passes, some have a monthly subsidy that covers part of the cost. Many facilities have secure bicycle parking, showers, and/or lockers, whereas other facilities are not able to offer this. Most worksites do not charge for parking; some have designated parking spaces for carpool.

Some of the feedback heard was specific to only one site, some to all, but a basic summary of what was heard included:

- Carpooling. Setting up carpooling and matching participants is difficult and with so many different work schedules (partial remote work, compressed work weeks, shift work), it has become more difficult to find matches. Some sites advertise [RideshareOnline.com](https://www.rideshareonline.com). This may need more promotion or there could be a better way of understanding where people are coming from locally.
- Vanpool. Program has changed over the years. Some of the same issues as with carpooling – with so many different schedules due to remote workdays, compressed work weeks, shift work, it is difficult to find employees on a regular basis to meet program requirements. Inter-agency coordination may help.
- Mini-grants. Identifying small grants for event/program support has helped some worksites. Food is a great motivator for participation.
- Transit pass. Having a fully subsidized ORCA pass may move the needle on driving alone. Assistance in subsidizing.
- Transit facilities. Local worksite bus stop should have a bus shelter.
- Ride Home. Not all worksites have a guaranteed ride home program, and for those that do, it is often confusing to both employees and ETCs on how to administer and get a prompt ride to person in need (especially with shift work).
- Parking. There are few places to park outside of Shoreline and commute in by transit. Many flyer stops no longer have parking, etc.
- Expanded remote work options for those with positions that could.
- Receiving communication from the City regarding important transportation news or project information, including construction that could disrupt normal travel.

Almost all of the sites stated that one of the biggest obstacles to switching from drive alone trips is time and convenience. For so many, the commute is just so much shorter timewise

than an alternate transportation means. Things like bus transfers (especially those with longer commutes from outside of Shoreline) make transit options unappealing. The convenience to run errands before or after work (that independence to make stops as they choose) is also an important factor weighing in to commuters' choice to take their own vehicle. Daycare arrangements also often necessitate the use of a personal vehicle.

In addition to conversations with ETCs, the online survey allowed participants to identify as one of Shoreline's CTR-affected worksites, and staff reached out to ETCs to promote this survey at their worksites. The online survey had 140 participants indicate that they were employed at one of the Shoreline CTR-affected worksites. Most comments could fall into the themes we heard from ETCs. Following are some insights regarding what would be needed to give up a "drive-alone" commute:

#### TIME

- Other transportation option would need to be as quick and reliable as driving alone.
- More flexible work hours. More telecommuting offered. Extra time off.

#### TRANSIT

- Need direct transit route from home to work. No transfers. More frequent service. Better connections. Bus routes that operate earlier and later for those shifts.
- Public transportation should be free, clean, and perceived as a safe option when it comes to security considerations.
- Shuttle from light rail/transit hubs to major employers; satellite offices; or designated pick-up points.
- Free micro-transit service via on-demand app for community vans.

#### BICYCLE & PEDESTRIAN FACILITIES

- Improved lighting and better safety conditions on ped/bike facilities and trails.
- Better safer/protected bike lanes and consistent sidewalks. Timed lights for peds/bikes.
- Develop a community of fellow bikers (events, support for learning bike routes, bike maintenance support and/or subsidy for bike maintenance with verification of bicycle commuting (qualifying amount). Raised driver awareness.
- Long-term bike storage that is gated or guarded (beyond bike lockers). Accommodation for e-bikes. More bike racks at local businesses.
- Open up unimproved connections/right of way. Other connections.

#### OTHER

- Shared worksite vehicle and/or e-bike for work related travel and/or lunch time errands. Vouchers for e-bike purchase.
- Slower vehicle speed limits to provide better ped/bike comfort/safety.

- Direct financial incentive from employer. Some financial allowance for the time an alternative transportation option takes.
- Carpool, vanpool. Ways to find connections with other people.
- Motivational programs with incentives to local businesses. More local businesses.
- Would be great if people could afford to live in Shoreline.

### **CityLearn**

Participants had questions about transportation options that might make them less reliable on their own vehicles. There was excitement about the e-scooter/e-bike pilot program coming to Shoreline and questions about how that will work as well as some safety concerns and one concern that the cost may be too high to incentivize this as a commute option. There were some questions about micro-transit and how that might fit into a commute. One participant talked about a Shoreline employer where none of the employees live in Shoreline and asked if the City has explored options with other communities about ride-share parking areas outside of Shoreline for those commuting to Shoreline.

### **Events – Strawberry Festival (June 8) and Walk Ride and Roll (June 29)**

Staff were able to have conversations with many interested people at these two events. Over 340 people actively engaged at the Walk Ride and Roll Event and although a count was not taken at the Strawberry Festival, this is a well-attended event and many stopped by the City’s booth to learn about current environmental and transportation programs, including the commute trip reduction.

People shared some very specific comments (such as a specific area for bicycle/sidewalk needs which staff took note of for possible future discussion) as well as broader concerns. The community members at the event expressed a strong desire for improved public transportation options to give up driving alone. Some of the main take-aways and themes:

#### **Infrastructure**

- More sidewalks and protected bike paths. This was voiced many times.
- Improved bus connections with frequent service, shorter headways (waiting times), fewer transfers, and extended hours (such as access to airport , events, and shift-work).
- Light rail access to new areas with easy access from neighborhoods (e.g., park-and-ride options).
- Improved accessibility for seniors and families with young children.
- Collaboration with businesses to open parking lots for transit riders possibly charge nominal fee)

#### **Security**

- Addressing concerns about drug use, unruly behavior, and crime on public transport.
- Increased security measures and passenger awareness programs.
- Car seats are not possible on buses.

## Accessibility

- Better connections between existing routes to avoid transfers.
- More bus stops in neighborhoods and neighborhood mobility hubs.
- Micro-transit options for areas with limited public transport or free shuttles between key locations and for seniors

## Need for Additional Information

- Info booths at major transit stops.
- Improved communication about schedules and service disruptions.

## Other factors:

- Difficulty giving up the convenience of a car for short commutes or commutes at odd hours with limited service.
- Difficult to use other transportation options with daycare needs.

Several people voiced their interest in upcoming light rail service and how this is opening up new neighborhoods and opportunities for them. People had differing input on upcoming King County Metro bus network changes; there were great changes for some, where others would be more inconvenienced. This tends to be the result of any system network changes.

## Stakeholder Drop-In Meeting (July 9)

The stakeholder meeting had participants from each of the groups which the City reached out to: North King County Mobility Coalition, Chamber of Commerce, and Cascade Bicycle Club. After a brief presentation by staff, an informal conversation brought up the following CTR specific comments:

- Top priority is that the City build-out safe pedestrian and bicycle infrastructure.
- Until transit is more direct, with fewer transfers and more frequent/fast service, it just cannot compete with taking a personal vehicle which usually provides much less time in commuting.
- Promote local retail, mixed-use ground-floor commercial to make walking and bicycling more convenient.

## Other Themes:

- **Incentivize or Regulate Ground Floor Retail:** Retrofit existing large apartment buildings to incorporate ground-floor commercial space. This could be done through incentives for developers or even regulations requiring a certain percentage of dedicated commercial space.
- **Explore Retrofitting for Bike Storage:** Investigate solutions for adding secure bike storage in existing buildings like apartment complexes or grocery stores (e.g., Central Market).

- **Advocate for Affordable Housing Incentives:** Partner with affordable housing developers to offer direct incentives (like subsidized ORCA cards) to residents who choose not to own a car.
- **Prioritize Pedestrian Safety:** Focus on sidewalk improvements, especially filling gaps and prioritizing safety over car traffic flow. Consider data-driven approaches like disincentivizing developments without sidewalks.
- **Road Rechannelization:** Explore possibility of converting 4-lane roads to 2 lanes, which supports reduced speeding and encouraging safe pedestrian crossings (considering traffic volume data).
- **Leverage Data from Scooter/Bikeshare:** Use data from the pilot program to understand user comfort levels and preferred routes/locations for scooter/bikeshare options.
- **Microtransit:** Explore whether existing microtransit and shuttle transportation options could be applied in Shoreline (like Alderwood Zip Ride, Bellhop, and Metro Flex).
- **Communicate perceived vs. real transit security considerations.**
- **Advocate for Increased Bus Service:** Lobby for additional Metro bus service, acknowledging current staffing challenges and
- **Financing Transportation:** Explore potential funding solutions like levies or local improvement districts (LIDs) and other public-private partnerships.

### Focus Groups (July 13)

Two focus groups were held (one in Spanish and one in Mandarin). These two languages are noted through census data as the two most frequently languages spoken at home other than English. Focus groups were conducted using private consultants and community consultants that regularly provide support to the City. City staff were purposely not present to allow for candid conversations with these communities (staff could by their own positions bias or intimidate the flow of information). The following is a high level summary as provided by the facilitator to be followed later in this plan with more specific details.

Spanish-speaking focus group key take-aways:

- **Safety and Security** – Safety and security is a theme that came up across multiple discussions during this focus group, often identified as a barrier for folks to use modes of transportation other than driving their own vehicles. This includes considerations for safe access on nearby facilities as well as security considerations. There was also a connection between security and cleanliness (of bus stops, for example) that participants made throughout the discussions.
- **Affordability** – Cost was a barrier that was identified during conversations about electric vehicles, e-bikes, and e-scooters. Incentive programs were offered as a solution to this barrier.
- **Accessibility** – There was discussion around making sure programs are in accessible areas, and available in languages other than English to ensure people can access

them. For example, they talked a lot about bus routes within Shoreline and connecting to areas other than Seattle (like the Alderwood Mall in Lynnwood).

Mandarin-speaking focus group key take-aways:

- Homelessness – This was a theme that came up multiple times across questions, related to security and accessibility.
- Affordability – Cost was identified as a barrier in this focus group as well, with a lot of suggestions around free / reduced transit programs (similar to ones in Taipei).
- Connected transportation systems – There was a lot of conversation around making sure the system is well connected so people are able to switch between transportation modes easily (the UW U-Pass was brought up as an example).

### Engage Shoreline Survey

Shoreline hosted a survey on its Engage Shoreline platform and 662 people participated. Not all participants answered all questions, so some data received is from a smaller pool. Complete survey results were posted to the public. A high-level summary follows. Though the survey does not apply exclusively to CTR-affected employees, key findings indicate the following:

- **60% of survey respondents exclusively rely on driving alone for their typical commute**, 84% rely on driving alone and other travel options, (385/646 responses).
- **24% drive alone in an all electric (8%) or hybrid electric (16%) vehicle** (91/383 responses)
- **22% telecommute at least 1-2 days per week** (144/662 responses). Only 155 participants answered this question, so actual percentage could be higher.
- **65% of respondents drive alone to work under 5 days per week** (404/625 responses): 16% drive alone 5+ days per week, 19% 3-4 days per week, 18% 1-2 days per week, 15% under 1 day per week, 13% never drive alone, and 19% have household occupations
- **32% of respondents would drive alone less with added telecommuting options and 30% would do so with a safe and secure place to store and lock their bike**, while one third of respondents indicate that no workplace facilities or added work flexibility would motivate them to choose options other than driving alone (33%).
- **Close to half of respondents indicate that wider or more separate bike lanes (46%, 294/635 responses), and filling in gaps in the sidewalk network (46%, 293/635 responses) would motivate them to choose options other than driving alone**, while one quarter would not change travel behavior with improved bicycle and pedestrian infrastructure (25%, 158/635 responses).
- **43% of respondents indicate free or subsidized bus passes (264/616 response) and 29% indicate that additional cash in their paycheck (179 responses) would motivate them to choose other travel options**, while over one third would not be motivated by financial incentives (39%, 239 responses)

- **44% of respondents indicate that extra costs would not make them consider switching from driving alone (266/605 responses), but 41% indicate parking fees (250 responses) could motivate them to change to other options**, while less than a third indicate other commute costs and road tolls would change their travel.
- **Half of the respondents that are motivated by direct cash incentives indicate a monthly cash payment under \$50 would be sufficient to switch away from driving alone**, while the other half would switch for amounts over \$50 with most values ranging \$10 to \$500 except for three outliers at \$1,000, \$1,200, and \$9,000 (172 responses)
- **Other than driving alone, people primarily walk, use transit, or bike for non-work trips** (62% walk, 46% by rail, 33% by bus, 31% by bike, 19% by Uber/Lyft, 18% none, 7% other, 3% scooter, 1% carshare)

Survey respondents also provided text responses indicating what they would need to try a commuting option other than driving alone and additional ideas the City should consider to reduce drive alone trips. Here is a summary of their responses:

- Improvements to Public Transportation:
  - Increased frequency and reliability of buses, especially east-west routes.
  - Affordable or free ORCA passes.
  - Public transportation that feels safe, especially for waiting and riding alone.
  - Improved accessibility for people with disabilities.
- Walking and Biking Infrastructure:
  - More sidewalks, crosswalks, and protected bike lanes.
  - Lower speed limits and enforcement for traffic safety.
- Other Ideas:
  - More telecommuting and flexible work schedules (indirectly related to commute time).
  - Shuttle services from workplaces or neighborhoods to transit stations (improves convenience).
  - Subsidies or discounts for electric vehicles (mentioned).
  - Programs to educate people about using public transportation.
  - Reduced parking availability or higher parking costs.
  - Land-use policies that encourage denser development near transit and mixed-use development with businesses within walking distance.
- Challenges:
  - Some residents feel that public transportation is currently too slow or inconvenient.
  - Safety and security concerns exist for walking, biking, and using public transportation.
  - Lack of sidewalks and safe routes in some neighborhoods.
  - Difficulty with the last-mile connection between home/work and transit stations.

- Additional Notes:
  - Many respondents support the upcoming opening of the Shoreline light rail station and believe it will encourage them to use less single-occupancy vehicles.
  - Some residents expressed frustration with the long commute times experienced when taking public transportation.