CITY OF MARYSVILLE COMMUTE TRIP REDUCTION FOUR-YEAR PLAN UPDATE: 2025-2029

JUNE 13, 2024

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Abbreviations

ACS American Community Survey
CBO Community Based Organization

Census U.S. Census Bureau
City City of Marysville

Comprehensive Plan 2015 Comprehensive Plan

County Snohomish County

CTR Commute Trip Reduction

ETC Employee Transportation Coordinator

PSRC Puget Sound Regional Council
RCW Revised Code of Washington

RTPO Regional Transportation Planning Organizations

WAC Washington Administrative Code

WSDOT Washington State Department of Transportation

Executive Summary

The Commute Trip Reduction (CTR) program was developed under Washington State law to develop strategies to reduce the number of commute trips. CTR affects worksites with 100 or more full-time employees who begin their shift between 9 and 6 am on weekdays in the nine most populous counties in Washington State. Through biannual surveys, the program monitors the mode of commute employees choose, the length of their commute, and where they travel for work. Community Transit, in collaboration with WSDOT, assists local jurisdictions and individual worksites in administering their CTR program. This document summarizes the needs and benefits of reducing commute trips, proposes a measurable target, and proposes new requirements to incorporate into City of Marysville's local CTR Ordinance, which will apply to CTR-affected worksites.

Benefits of CTR

1. Local Land Use and Transportation Context and Objectives

a. Setting In City of Marysville as it is Today or Will Be in the Near Future

Marysville is a mid-size city located in northern Snohomish County. Incorporated in 1891, it has 73,780 residents per the 2023 Office of Financial Management population estimates. Approximately 8,725 workers commute in to the City, 24,900 workers commute out, and 2,006 workers both live and work in the City. This generates a significant amount of commuter traffic throughout the city and particularly through State Avenue and Interstate 5. Marysville has undergone rapid growth in the last few years largely through in-fill development. There are few vacant parcels remaining, but many residential zoned parcels are eligible for subdivision. Each new development is required to construct frontage improvements to improve pedestrian and bicycle transportation. Thus, there is a patchwork of complete and incomplete (lacking adequate shoulder width, sidewalk, bicycle lane, etc.) roads throughout the city. Marysville needs improved access to transit stops, business access and transit lanes for bus rapid transit and high occupancy vehicles to serve the many new communities. Filling in these gaps is a focus of the capital improvement plan.

b. Features of Land Use and Transportation Facilities and Services that Affect Commuters

Marysville has historically been predominantly a single-family community. The city has chosen to increase allowed density in its Downtown Master Plan Area in anticipation of continued growth. In-fill residential development continues at a rapid pace throughout the City. Larger employers in the City are mostly concentrated in the Smokey Point Area. Marysville is often referred to as a "bedroom community" as the majority of the workforce commutes to Everett and farther south into the Seattle Metro Area. Appendix A is Community Transit's System Map for City of Marysville and Tulalip. Marysville has 5 major transit stops, concentrated near State Avenue. Bus lines run along some of the major streets in Marysville, but there is relatively little connectivity to the majority of residential neighborhoods.

c. The changes to commuting patterns in Marysville in the last few years include:

• The PM peak hour traffic counts continue to increase as development expands.

The expansion of the afternoon peak does not directly affect the type of commute trips. However, it does add market demand for alternatives to drive-alone commutes.

d. The Most Important Land Use and Transportation Objectives from Plans that Commute Trip Reduction Most Directly Affects

Increases in housing density, completion of the multi-modal infrastructure systems, and vehicle miles traveled reductions are well supported by the CTR program. Community Transit is planning for the Swift Gold Line, which will be a bus line connecting Everett to Arlington through Marysville along State Avenue/Smokey Point Boulevard. Meanwhile, Marysville's Capital Improvement Plan transportation projects are focused on completing the infrastructure systems for all transportation modes. These improvements will facilitate commuter access to non-drive alone modes. Capital Improvement projects include:

- Completing sidewalks and trails throughout the city.
- Building out the bikeway system.
- Implementing complete streets treatments on street upgrade projects.
- e. 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

The city should accelerate land use and transportation improvements to meet sustainability, livability, and economic development goals. Increases in density of new housing and the capital improvement projects to build out multi-modal networks are going the right direction to support commute trip reduction.

f. Whether and How Commuting Patterns Have Changed in the Past Few Years

COVID-19 initiated a surge of remote work. Since COVID-19 ended, many employers continue to offer full-time and hybrid work-from home schedules. A reverse trend toward returning to the office is occurring; it will likely take several years for employers and employees to find the right balance and reach an overall equilibrium across the workforce. The CTR program highly encourages work-from home, hybrid schedules, and flex schedules to reduce vehicle trips.

g. The Most Important Land Use and Transportation Objectives from Plans that Commute Trip Reduction Most Directly Affects

CTR closely aligns with the objectives of Transportation Element of Marysville's Comprehensive Plan. The Transportation Element's overall goal is, "The City will have a safe, cleaner, integrated, sustainable, and highly efficient multimodal transportation system that supports the City land use plan and regional growth strategy and promotes economic and environmental vitality and improves public health." In collaboration with Snohomish County's Countywide Planning Polices, the Transportation Element lists the following specific objectives:

- Transportation System Efficiency and Safety
- Public Involvement and Agency Coordination
- Land Use and Economic Development
- Mobility Options
- Sustainable Transportation Systems and the Environment

- Levels of Service Standards and Concurrency Program
- Financing and Implementation
- h. 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 Referenced

City of Marysville will continue to expand its capital improvement projects, which include roadway widening, signaling upgrades, new sidewalks and multi-use trails. Marysville's Public Works Department requires developers to construct frontage improvements on all new developments where the adjacent roadway is substandard. This includes road widening, sidewalks, street lights, bike lanes on select roadways, and crosswalks where needed.

Continued coordination with Community Transit to expand the number of bus routes and transit stations is needed. Encouraging high density housing such as mixed use, and multifamily, low-income, and senior community developments nearer transportation corridors or near major transit stations would improve access for the primary users of public transit.

2. How the CTR Program Will Help Achieve City of Marysville's Land Use and Transportation Objectives

 a. How and to What Extent the CTR Program Will Help City of Marysville Achieve the Land Use and Transportation Objectives Referenced in Question 1

The CTR program and the city's focus on increasing housing density and completing the multi-modal networks are mutually re-enforcing. By encouraging people to commute via non-drive-alone modes the CTR program supports the market for higher density housing close to transit and the demand for multi-modal networks. In turn the higher density housing near transit and the multi-modal networks offer more opportunities for people to commute via non-drive-alone modes

3. How the CTR Program Will Help Achieve City of Marysville's Environmental Objectives

a. How the CTR Program Will Support City of Marysville's Greenhouse Gas Emission Reduction Efforts

Every drive-alone commute trip that converts to transit, rideshare or a non-motorized mode eliminates the greenhouse gas emissions that would have been generated by that drive-alone trip.

b. How the CTR Program Will Support City of Marysville's Environmental Objectives in Addition to Greenhouse Gas Emission Reductions

As drive-alone trips shift to transit, rideshare and non-motorized the demand for new roadways decreases and more land area can be left in a natural, unbuilt state which also improves air quality.

4. How the CTR Program Will Help Achieve Regional and State Objectives

a. The Local, Regional, and State Benefits that Would Be Gained If City of Marysville Achieves the CTR Targets

Local and Regional Benefits

- Ease of access to goods and services for those who do not own personal vehicles.
- Expand access to jobs for low-income individuals
- Reduced congestion
- Improve air and water quality
- Reduce transportation costs for residents
- Improve health and recreation opportunities by constructing bike lanes
- Improved safety bicyclists and pedestrians

State Benefits

- Improve delivery of CTR programs.
- Produce more useful transportation behavior data.
- Expand investment and service to advance equity and environmental justice.
- Respond to shifting mobility patterns.
- Reduce greenhouse gas emissions.

b. Adjacent CTR-Affected Cities and Counties.

- Arlington
- Everett
- Lake Stevens
- Tulalip Reservation

c. The Top Few Cross-Border and Regional Transportation Issues that Affect City of Marysville.

- As of 2019, almost half (47%) of the region's population had specialized transportation needs due to age (minors and 65 or older), low income, or disability.
 Among this group, low- income and disabled individuals have the greatest need for specialized transportation.
- Water quality, air quality, and noise pollution
- A need for enhanced access to open space and recreation
- City of Marysville needs a more extensive public transit network that can serve both disadvantaged (low-income, disabled, etc.) people and commuters. Since the majority of commuters work outside of city limits, additional public transit routes out of town are essential to reducing commute trips.
- Many roadways throughout the City are not "complete streets" (containing vehicle lanes, bicycle lane, and a pedestrian sidewalk).

d. The Strategies City of Marysville, Adjacent Cities and Counties, and the Region Have Agreed to Use to Address the Top Issues Described in Section 4c

The City of Marysville is pursuing the following strategies to address the issues described in Section 4c above:

- The City of Marysville is currently collaborating with Community Transit on the Swift Bus Rapid Transit (BRT) Gold Line which will connect Everett Station with the Smokey Point Transit Center in Arlington.
- The City has standards in its Comprehensive Plan and Marysville Municipal Code to address water quality, air quality and noise pollution. Specific examples include adoption of the Department of Ecology's Stormwater Management Manual for Western Washington, encouragement of Low Impact Development (LID), policies that encourage Greenhouse Gas Reduction (GHG), and a noise ordinance.
- The City is evaluating recreational opportunities within the community, and partnering with the City of Lake Stevens on an extension of the Bayview Trail from Marysville into Lake Stevens.
- The City encourages complete streets and requires pedestrian improvements with development projects, and bicycle improvements on designated bike lanes.

Performance Targets

5. CTR Performance Targets

a. Performance Targets that Reflect Only CTR-Affected Worksites

Weighted average Drive Alone Rate (DAR) of 15.5 percent or below of 60 percent or less for CTR-affected worksite. The DAR performance target for City of Marysville is 68 percent.

b. Additional Performance Targets

None.

6. Base Values for Each Performance Target

a. The Baseline Number

Performance targets will be tied to the CTR survey. We will establish a base value during the 2023-2025 survey cycle and measure progress using 2025-2027 survey results.

7. Method Used to Determine the Base Value for Each Target

a. The Source for Each Base Value Listed

Performance targets will be tied to the CTR survey. We will establish a base value during the 2023-2025 survey cycle and measure progress using 2025-2027 survey results.

8. How City of Marysville Will Measure Progress Toward Each Target

a. The Method Used to Measure Progress for Each Target

Performance targets will be tied to the CTR survey. We will establish a base value during the 2023-2025 survey cycle and measure progress using 2025-2027 survey results.

9. CTR-Affected Worksites in City of Marysville

a. List of CTR-Affected Worksites

- Marysville City Hall (501 Delta Avenue)
- Safran Cabin, Inc. (12810 State Avenue)
- The Everett Clinic (2901 174th Street NE)

10. Performance Targets for Each CTR-Affected Worksite

a. Performance Targets Established during the 2023–2025 Survey Cycle

Performance targets will be tied to the CTR survey. We will establish a base value during the 2023-2025 survey cycle and measure progress using 2025-2027 survey results.

11. List the Base Value for Each Site

a. Base Values Established during the 2023–2025 Survey Cycle

A base value will be established during the 2023-2025 survey cycle.

Services and Strategies

12. Services and Strategies City of Marysville Will Use to Achieve CTR Targets

To help achieve the goals and targets of the CTR plan, City of Marysville will revise the CTR ordinance to require affected employers to implement additional measures designed to increase the percentage of employees using some or all of the following modes: transit; vanpool; carpool; bicycle or walking; telework, compressed work week, or flexible work schedule; and other non-single occupant vehicle modes. The revised ordinance will require affected employers to choose at least five of the following measures including one from each category. Alternative measures may be submitted by the employer to Community Transit for review and approval.

a. Commuting Support and Incentives

- Subsidized or free transit passes for employees
- Pre-tax payroll deductions for transit or vanpool expenses
- Provision of subsidies for carpooling or vanpooling
- Incentives rewarding avoidance of single-occupancy commuting such as gift cards or a parking cash-out program.
- Guaranteed ride home programs for emergencies
- Shuttle services from transit stations to the workplace.
- Employer telework program
- Flexible or compressed workweek schedules
- Options for working at alternative sites closer to employees' homes
- Incentives for walking or biking, such as gift cards or discounts on outdoor gear
- Rideshare matching events for vanpools and carpools

b. Information and Education

- Commute options information and orientation for new hires
- Communication plan for sharing print and digital information on the employer's CTR program.

- Information on commute options and resources displayed in common areas at the workplace and/or available online or by mobile app
- Educational campaigns on the benefits of alternative commuting
- Outreach campaigns to promote walking or biking, such as a "bike to work" month
- Workshops or fairs promoting sustainable transportation options
- Personalized travel planning assistance for employees, which could include guidance on transportation benefits, planning routes, or finding rideshare partners
- Real-time transit information display at the workplace or in a centrally accessible location

c. Amenities and Infrastructure*

- Preferential parking for carpoolers and vanpoolers
- Amenities for bike commuters including secure bike storage, showers, or bike repair stations
- Onsite amenities like a cafeteria, fitness center, micro-market, or daycare to reduce offsite trips
- Provision and maintenance of electric vehicle charging stations
- Parking space for carshare vehicles or company-owned cars for employee use

13. How City of Marysville's Services and Strategies Will Support CTR-Affected Employers

Community Transit Services and Strategies

Through agreements with City of Marysville and the Washington State Department of Transportation (WSDOT), Community Transit is responsible for employer outreach, education and training, technical assistance, marketing incentives, program review, and administration of the employer data collection process. Community Transit acts as the liaison between City of Marysville and major affected employers and assists with preparation of CTR notification documentation and enforcement recommendations.

Community Transit also manages and implements complimentary and mutually reinforcing transportation demand management programs, including partnerships with multifamily communities, youth focused partnerships with schools and youth-serving organizations, and field marketing at neighborhood events.

Through long-term agreements with each CTR-affected jurisdiction and WSDOT, Community Transit works with CTR-affected and voluntary employers to develop and successfully implement CTR programs. This assistance includes:

• Employee Transportation Coordinator (ETC) Development and Support - The ETC is an integral part of the trip reduction program. Their job duties should include coordination of

^{*} Worksites located next to other employers may wish to partner to provide shared commuting amenities and distribute costs and benefits more broadly.

annual fairs, conducting promotions, distributing information, notifying the City of Marysville about program changes, and the collection and reporting of data. Community Transit provides training courses, networking meetings, and other assistance to the ETC designed to help meet the requirements of the program and increase the success of this key person.

- Program and Strategy Development Community Transit provides consultation with employers to help worksites design and develop appropriate trip reduction strategies. Strategies may include carpool and vanpool programs, parking management, incentives programs, bicycling and walking programs, alternative work schedules, and telework programs.
- Promotions Community Transit works with employers to design and conduct promotions, on-site transportation fairs, and other special events to increase awareness and use of commute alternatives. Assistance includes design and provision of materials, promotional items, staffing information booths and on-site ride matching.
- Incentives Community Transit provides incentives to employees at affected worksite, such as the quarterly Smart Commuter Rewards program, to encourage the use of nondrive alone commute modes.
- Guaranteed Ride Home Through an agreement with the employer, Community Transit offers emergency transportation to employees who choose an alternative to driving alone.
- Transit Pass Programs Community Transit can work with employers to help identify appropriate ORCA Business Account programs for worksites.
- Affordable Transportation Alternatives Community Transit provides affordable transportation alternatives to single occupancy vehicle commuting.
- Vanpool Services Community Transit operates one of the largest vanpool programs in the nation. Vans are provided to groups of 5-15 commuters who pay a monthly fare based on travel distance and number of passengers.
- Transit Services Community Transit, Everett Transit and Sound Transit provide bus and commuter rail service within Snohomish County. Community Transit staff assists ETCs with identifying potential riders, planning individual trips and marketing specific routes. Transit schedules and on-site transit pass programs are also available.

City of Marysville Services and Strategies

City of Marysville will continue to promote more transit-oriented development for affordable housing, improving infrastructure around transit locations, and marketing around the time-saving benefits of transit. Marysville will coordinate with major employers to promote a shared understanding and coordination around CTR planning and service times. The City will continue to require dedicated carpool parking for office, industrial and institutional uses with more than 20 parking spaces to encourage carpooling. Parking space reductions are also possible when effective alternatives to automobile access are proposed and hearing examiner approval is obtained.

14. Barriers City of Marysville Must Address to Achieve CTR Targets

- Transit service: Long commute times
 - **How addressing:** Marysville will continue to coordinate with Community Transit to build out bus services throughout the City.
- Non-motorized access incomplete: Many of the CTR affected work sites, including in the regional growth center, have limited access for non-motorized modes due to gaps in the non-motorized infrastructure networks (sidewalks, trails, bikeways, safe crossings.)
 - **How addressing:** Road widening, traffic safety measures, frontage improvements, are underway throughout the city. The city will continue to seek funding from other agencies to complete roadway improvements and coordinate with developers to construct adequate frontages.
- High employee transportation coordinator turnover and lack of worksite support:
 Designation of an employee transportation coordinator is the responsibility of the CTR-affected employer. Often these duties are tacked onto a wholly unrelated job with no internal support.
 - **How addressing: Marysville** can maintain an updated standard operating procedure for its own ETC. Marysville can be available to provide information and resources to other CTR-affected employers' ETC employees.
- Employer and ETC Investment: Lack of major employer cooperation and investment in CTR
 worksite programs and lack of support for their appointed employee transportation coordinators
 is a frequent and universal CTR barrier. The employer and ETC are the backbone of CTR
 programs. But at many sites the ETC is not given the opportunity to succeed because of lack of
 time and resources.
 - **How addressing:** The City will designate a CTR coordinator to collaborate proactively with Community Transit to identify and notify CTR affected worksites of requirements, and to determine that employers are demonstrating a good faith effort to achieve targets. As appropriate, the city will implement enforcement actions as outlined under <u>MMC</u>
 11.52.110
- Additionally: City of Marysville will propose a commuter benefit ordinance requiring
 businesses with 20 or more employees to allow their employees the opportunity to make
 a monthly pre-tax payroll deduction for transit or vanpool expenses. Employers may
 instead offer a partially or wholly employer-paid transit pass to satisfy its obligations
 under this law. This encourages commuters to use transit or vanpool to reduce traffic
 congestion and carbon emissions. Because the deduction is pre-tax, the law has the
 added benefit of lowering costs for both workers and businesses.

15. The Transportation Demand Management Technologies City of Marysville Plans to Use to Deliver CTR Services and Strategies

Rideshare Online: Employee transportation coordinators use the Rideshareonline.com platform to join and form carpools and vanpools, and for trip logging in support of non-drive alone incentives.

WSDOT CTR survey tool: The CTR Ride-Amigos tool is used for data collection purposes including biennial CTR surveys and worksite program reports.

16. City of Marysville's Local CTR Ordinance

Marysville's CTR Ordinance is located in Marysville Municipal Code Chapter 11.52.

17. City of Marysville's Financial Plan

a. The Estimated Average Annual Costs

ESTIMATED AVERAGE ANNUAL COSTS

Activity	Estimated Average Annual Cost
Employer Engagement*	\$10,045
Commute Trip Reduction 4-year Plan	\$4,464
Performance Reporting*	\$6,696
Administration***	\$10,045
Total	\$31,250

^{*}Includes identifying worksites and employee transportation coordinators, conducting training, providing technical assistance, and reviewing employer CTR plans.

b. Likely Funding Sources, Public and Private, to Implement the Plan

ESTIMATED AVERAGE ANNUAL REVENUE

Source of Revenue	Estimated Average Annual Revenue
Community Transit	\$31,250

18. City of Marysville's Implementation Structure

a. Who Will Conduct the Activities Listed in the Plan

City of Marysville will update its CTR Ordinance. The City of Marysville has contracted with Community Transit to administer and implement this plan for monitoring, outreach and enforcement.

b. Who Will Monitor Progress on the Plan

Job Title	Name	Department
Associate Planner	Kathryn Bird	Community Development

^{**} Includes worksite surveys and program reports.

^{***} Includes financial and program management; CTR for city employees; involvement in comprehensive, regional transportation, and transit planning; transportation demand management technical assistance to capital projects.

Job Title	Name	Department
Planning Manager	Chris Holland	Community Development

Kathryn Bird, Associate Planner, is the CTR program coordinator for the City of Marysville. She will coordinate with Community Transit routinely on behalf of the City of Marysville.

19. City of Marysville's Implementation Schedule

a. Timeline for Anticipated Projects and Actions

	1 st Biennium July 25 – June 2027	2 nd Biennium July 2027 – June 2029
Actions	Provide commute and other employee transportation coordinator services to city employees.	Provide commute and other employee transportation coordinator services to city employees.
	Identify worksites and employee transportation coordinators	Identify worksites and employee transportation coordinators
	Train and provide technical assistance to employee transportation coordinators	Train and provide technical assistance to employee transportation coordinators
	Review employer CTR plans	Review employer CTR plans
	Assure conduct of worksite surveys and provision of program reports	Assure conduct of worksite surveys and provision of program reports
	Conduct financial and program management	Conduct financial and program management
	Engage in comprehensive, regional transportation, and transit planning	Engage in comprehensive, regional transportation, and transit planning
	Provide transportation demand management technical assistance to capital projects	Provide transportation demand management technical assistance to capital projects
	Support parking maximums proposal Support city funding of employer	Provide transportation demand management technical assistance to capital projects
	incentives	Undertake development activities for 2029 – 2033 four-year CTR plan.

20. CTR Plan for City of Marysville Employees

a. Services, Programs, Information, and Other Actions City of Marysville Put in Place to Help Employees Reduce Their Drive Alone Commute Trips

Marysville offers the following employee benefits which assist with commute trip reduction:

- Flex schedules
- Employee telework program
- Bicycle parking facilities, changing area and shower
- Alternative work schedules (9/80 and 4/10)

Kathryn Bird, Associate Planner, in the Community Development Department, also serves as the employee transportation coordinator for the City in its role as a CTR-affected worksite. Kathryn administers the program elements including:

- Designation of a transportation coordinator and the display of the name, location, and telephone number of the coordinator in a prominent manner at each affected worksite
- Regular distribution of information to employees regarding alternatives to singleoccupant vehicle commuting
- Implementation of the following measures designed to achieve the city's commute trip reduction goals:
 - Publicize promotional challenges and campaigns
 - Administer CTR surveys and report results to the city council and executive management
 - Disseminate information regarding updates to transit services

21. How the CTR Plan for City of Marysville Employees Contributes to the Success of the Overall Plan

a. How the Plan for City of Marysville Employees Reinforces the Success of the Jurisdiction Plan

The actions included in the city-as-employer plan indicate the city's commitment and are similar to those included in all the CTR-affected work site plans. Thus, they create a mutually reinforcing community focused on CTR. Employers know that the city is involved and committed to CTR along with them. The regular forums for employee transportation coordinators foster relationships through sharing experiences and best practices. They provide a place for mutual problem solving and support. This strengthens the program at all affected sites in the city

Alignment with Plans

22. Transit Agencies That Provide Service in City of Marysville

Transit Agencies

- Community Transit
- Homage Senior Services of Snohomish County

23. Transit Plans Reviewed While Developing this Plan

Information Sources

- Community Transit 2023-2028 Transit Development Plan
- Journey 2050 Community Transit Long Range Plan
- Transit Changes in 2024 & Beyond (Community Transit)
- Homage 2022 Annual Report

24. How This CTR Plan Supports the Transit Plan(s)

The CTR Plan supports the WSDOT transportation goals outlined in the Community Transit 2023-2028 Transit Development plan. Reducing the number of vehicles on the road enhances safety, improves the predictable movement of goods and people, promotes energy conservation and water and air quality, and extends the life of existing transportation infrastructure.

While Homage Senior Services primarily provides transportation assistance to vulnerable individuals outside of major transit service, commute trip reduction helps to reduce commute times. "Time is money", and less time on the road frees up Homage's resources to serve a greater number of people. Marysville's commitment to improving city transportation infrastructure will improve safety for all residents, but especially for those who rely on pedestrian and public transit.

25. Comprehensive Plan Updates Needed and When They Will Be Made

The CTR Plan closely aligns with the vision and objectives of Marysville's Comprehensive Plan. No updates are needed in relation to the CTR Plan.

Engagement

26. Describe stakeholder engagement.

Community Transit along with local jurisdictions organized a series of stakeholder engagement activities on CTR topics throughout the development of this CTR Plan. City of Marysville collaborated with Community Transit by promoting and participating in stakeholder engagement activities. CTR engagement activities included:

- Online open house and surveys for two public comment periods:
 - CTR concepts public comment period (April 18 to May 18, 2024)
 - Draft CTR Plan public comment period (July 1 to July 31, 2024)
- Tabling events
- Community-based organization interviews
- Transit agency interviews
- CTR-affected employer workshops
- Notifications and other digital distribution

a. Who did you talk to?

Community Members

Community Transit and Snohomish County-area jurisdictions reached out to community members through a two-phase online open house engagement period. The first phase conveyed information about commute trip reduction, the CTR plan update process, and invited visitors to participate in a survey. The second phase of the online open house sought feedback on jurisdiction's draft CTR plans and allowed the visitor to select which plan they commented on based on the jurisdictions in which they live and/or work.

During the first phase of the online open house, 2,137 people visited the open house website, and 144 responded to the survey. City of Marysville had 12 residents and 3 workers respond to the survey. During the second phase of the open house, 908 visitors to the website reviewed draft CTR plans and 20 submitted comments.

Community Transit attended six community events around Snohomish County to discuss transit services and upcoming services changes, CTR initiatives, and to provide attendees an opportunity to comment on the jurisdictional draft CTR Plans. Tabling events included the following:

- Arlington Farmers Market (engaged with 90 people)
- Everett Public Library Drop-In (engaged with 43 people)
- Marysville Farmers Market (engaged with 107 people)
- Everett Farmers Market (engaged with 165 people)
- Marysville Public Library Drop-In (engaged with 32 people)
- Latino Educational Training Institute (LETI) Expo (160 people)

City of Marysville will continue to accept comments on the CTR plan up until implementation and intends to continue to engage directly with affected employers and other CBOs prior to implementation.

Community-based organizations

Community Transit interviewed representatives from a variety of community-based organizations in Snohomish County. Each community-based organization also received an engagement toolkit including social media posts and newsletter copy allowing them to easily engage community members in their networks with the CTR Plan update project. The community organizations interviewed as part of the CTR Plan update project include the following:

- Hopelink
- Community Health Centers
- Snohomish County Transportation Coalition (Snotrac)
- Homage
- North Sound Bicycle Advocacy Group
- BIKES Club / Sharing Wheels Community Bike Shop

City of Marysville will reach out to other community based organizations to solicit comments prior to implementation. Groups may include Catholic Community Services, Marysville Food Bank, and others.

CTR-affected employers

Community Transit hosted a virtual workshop May 14, 2024, for ETCs and management staff from CTR-affected businesses in Snohomish County to discuss the draft CTR plans, provide feedback on increasing local CTR ordinance requirements for employers, and to make suggestions for improving CTR programs. Community Transit also provided CTR-affected employers with information about the CTR online open house and survey in the CTR newsletter and provided related outreach materials for ETCs to share with their employees.

Thirty-eight individuals representing 30 Snohomish county-area, CTR-affected employers attended a virtual workshop. Employers represented in the virtual workshop are listed in Table 1 below.

TABLE 1. EMPLOYER WORKSHOP PARTICIPATION

Employer Name	Worksite Location
City of Arlington	Arlington
Skagit Regional Health/Cascade Valley Hospital	Arlington
DSHS	Arlington/ Unincorporated Snohomish County
City of Bothell	Bothell
Nelson Nygaard (Transportation Consultant)	Bothell
AGC Biologics	Bothell
AT&T (and Move Redmond)	Bothell
GE Digital / Vernova	Bothell
Leviton Network Solutions / Wellington Hills Bothell Park	Bothell
Pfizer	Bothell
T-Mobile	Bothell
University of Washington Bothell/Cascadia College	Bothell
City of Edmonds	Edmonds
Edmonds College	Edmonds
City of Lynnwood	Lynnwood
City of Marysville	Marysville

The Everett Clinic	Marysville
City of Monroe	Monroe
Canyon Creek Cabinet Company	Monroe
Natural Factors	Monroe
City of Mountlake Terrace	Mountlake Terrace
Premera Blue Cross Mountlake Terrace	Mountlake Terrace
City of Mukilteo	Mukilteo
Novanta	Mukilteo
Snohomish County	Snohomish County
Boeing	Unincorporated Snohomish County
Korry Electronics	Unincorporated Snohomish County
Partner Therapeutics	Unincorporated Snohomish County
Reid Middleton	Unincorporated Snohomish County

Transit Agency Interviews

Community Transit and MFA interviewed transit agencies to help inform the CTR plans and invite feedback on the drafts. The interview questions related to the Alignment with Plans section of the CTR Plan (#22-25) and #1c, "whether and how commuting patterns have changed in the past few years." Transit agencies also received email invitations to comment on the draft CTR plans. The transit agencies interviewed include the following:

- Snow Goose Transit
- Community Transit
- Everett Transit
- Homage
- King County Metro
- Sound Transit

b. When did you talk to them?

Community members engagement activities

- Online open house and survey: April 18-May 18, 2024
- Online open house and draft plan public comment period: July 1-31, 2024.

Community events

- Arlington Farmers Market: July 13, 2024
- Everett Public Library Drop-In: July 15, 2024
- Marysville Farmers Market: July 19, 2024
- Everett Farmers Market: July 21, 2024
- Marysville Public Library Drop-In: July 24, 2024
- LETI Expo: July 27, 2024

Community-based organization interviews

Hopelink: April 23, 2024

Community Health Centers: April 25, 2024

Snotrac: May 1, 2024Homage: May 8, 2024

North Sound Bicycle Advocacy Group: May 14, 2024

BIKES Club and Sharing Wheels Community Bike Shop: May 14, 2024

CTR-affected employer workshops

Employer workshop: May 14, 2024

Additionally, Community Transit reached out to CTR-affected employers to provide information and outreach materials:

- CTR newsletter article (April Issue) about Phase 1 of the online open house and survey: April 2, 2024
- Email with outreach materials reminding ETCs to share the Phase 1 online open house and survey:
 April 24, 2024
- CTR newsletter article (July Issue) about Phase 2 of the online open house and survey: July 2, 2024
- Email with outreach materials encouraging ETS to share Phase 2 of the online open house and draft CTR plans: July 11 and July 19, 2024

Transit agencies interviews

- Email and phone interviews: April 2024
- Invitation to provide draft plan comments: July 2024

c. What did they have to say?

Community Members

Visitors to the online open house who completed surveys, noted the following:

- Transportation Modes/Work from Home: By far, the most common transportation mode mentioned is driving alone in a car, followed by riding the bus, and working from home. A few respondents mentioned bicycling or walking, carpooling/vanpooling, or working a compressed schedule.
- Commute patterns: Nearly every respondent mentioned that increased traffic, especially on area highways, was a noticeable change. A few mentioned that shifts in jobs and lack of employer support for work-from-home options required them to change their commute.
- Convenience of single-occupancy vehicle trips: Nearly every survey participant affirmed that it would be
 difficult to get around without a personal vehicle because of long commute times, transit stops that are not
 convenient to their home or workplace, transit routes that require too many transfers, and transit commute
 times that are up to three times longer than single-occupancy vehicle commutes.
- Safety Concerns: Most cited safety concerns as reasons they do not choose to take transit or other alternative transportation modes. Respondents noted high vehicle speeds and the lack of sidewalks and bike lanes deter them from walking or biking as part of their commute. Some respondents fear crime where transit stops lack amenities like lighting.
- **Benefits of CTR:** Respondents commonly recognized that CTR programs have the potential to reduce traffic congestion, improve road safety, reduce traffic noise, and improve air quality.

• Suggestions: Many respondents indicated a desire for more frequent transit services, more convenient transit stop locations, infrastructure improvements for biking and walking safety, and flexible work schedules that allow employees the option to work from home.

Visitors to the second phase of the online open house had an opportunity to review the draft CTR plans. Comments received on City of Marysville draft CTR plan include the following:

City of Marysville's draft CTR plan received 3 comments. One comment suggested that the City as an employer could offer more flexibility toward remote work. Another suggested to add electric vehicle charging stations at the park and rides and to improve the connection between Route 209 and 201/202.

Visitors to community events (listed in #26a above) engaged with Community Transit staff about CTR and other public transit-related topics. The feedback received related to CTR falls under three major themes: service area, service times, and barriers. Key feedback includes the following:

Service Area

- Several visitors asked when the light rail would reach Everett.
- Several visitors expressed their enthusiasm for the opening of a new light rail line.
- A visitor requested bus routes near the Hibulb Cultural Center and casinos in Everett.
- A visitor asked for bus service in Marysville on 67th Street.
- A visitor said they would love to see frequent commuter times and routes that connect to Arlington Business Center.
- A visitor asked about nearby bus routes that pass by the Everett Farmers Market.
- A visitor commented they were excited about Route 106 having weekend service so DART would be back in that area.
- A couple visitors did not know the light rail would have a stop in Shoreline.
- A visitor requested bus service from 67th to 100th street to connect to Cascade High School.
- A visitor identified a need for bus stops near Arlington High School.
- A visitor asked if buses can go directly to the new Everett Stadium in the future.
- A visitor mentioned how they would like bus service at an additional exit in Arlington to Island Crossing and downtown Arlington.

Service Times

- A visitor shared they don't ride transit from Marysville through Everett to Lynnwood in the morning as the buses don't pass frequently enough.
- A few visitors commented that they look forward to increased service frequency in Snohomish County after service changes will be implemented in September 2024.

• Barriers to Commute Trip Reduction

- A few visitors noted they don't use transit because they have a car.
- A visitor expressed concern about safety on buses and the drug usage on them.
- Several visitors needed trip planning information. Some asked how to get to certain destinations and one inquired if there are parking fees at park and rides.
- Several visitors asked about where to obtain free ORCA cards.

Community-based organizations

Community-based organizations noted the following:

- Limited transit service area: Many interviewees identified the barrier of limited transit service in most of Snohomish County. Transportation service providers such as Homage and Hopelink shared that their organizations are flooded by demand and can only offer highly essential trips, such as getting to work and accessing medical services. Other commonly needed trips, such as going to the grocery store, accessing childcare, or going to the park, do not qualify for these transportation services.
- Limited service hours: Multiple interviewees shared that even when transit is available in their area, it may not be an option for employees with nontraditional hours, such as those working in healthcare. This could be due to gaps in service during non-peak hours or employees' feeling of safety using public transit during darker hours. Multiple people shared that offering shuttles or Dial-a-Ride Transportation (DART) were helpful measures to bridge these gaps.
- Time and flexibility: Saving time and the ability to make multiple stops are important considerations when choosing travel modes. Families who need to make multiple stops on their way to work for school or childcare may find ride sharing or taking transit more challenging. Multiple interviewees shared that effectively marketing the time savings of riding in the carpool lane and other perks of non-drive-alone modes could help address this. People who need to get to medical appointments are more likely to choose door-to-door service offered through DART or other services, because this provides a simpler solution, although the pickup services are not consistently on time.
- ADA Services: Interviewees acknowledged that ADA-compliant pickups must be offered with any fixed route
 and that demand for fixed-route service may not be as high in rural locations. They suggested that
 jurisdictions might direct more resources to organizations such as Homage or Hopelink to provide
 additional pickup services in areas where fixed-route public transit may not be a practical option. This
 could provide cost savings in addition to significant community benefits.
- Land Use Planning: The importance of affordable, transit-accessible housing was reiterated by many. Multiple interviewees shared that workers are commuting very long distances that are often outside the reach of transit, because it's too expensive to live closer to where they work. This creates barriers that can limit people from accessing employment if they would need a car to get to and from work or prevent them from using transit if the commute is too long. Multiple interviewees shared that affordable housing along transit corridors should be a high priority for jurisdictions, and that housing should be considered alongside transportation planning and not as two separate issues.
- Criminal Activity: Many cited fears of criminal activity on public transit as a deterrent to taking public transit. Even if the risk of crime is relatively low, perceptions of safety can be very negative. Installing lighting and other security measures as well as holding discussions on safety concerns can help address some of these barriers.
- Amenities and Infrastructure: Additional barriers to transit include the lack of safe, accessible sidewalks
 (particularly for riders who rely on mobility devices) and well-lit, sheltered bus stops. Many areas lack
 sheltered bus stops or adequate sidewalk space, particularly in more rural areas that are outside the main
 transit corridors. Devoting resources to increasing and improving these structures could go a long way in
 encouraging greater ridership.
- Outreach and Education: Multiple interviewees shared that enhanced education and marketing could
 encourage more workers to try alternatives to single-occupancy vehicles for their commute trips.
 Interviewees noted that employees and community members in general may have limited awareness of
 the programs and benefits available to them. Transit agencies and local jurisdictions could address this by
 working to increase awareness of transit routes, vanpool options, reduced-fare programs, and convenience
 of the multimodal ORCA transit card. Housing developments, shopping centers, and healthcare waiting
 rooms, as well as transit agencies and jurisdictions, could all promote these available options for
 employees and for the broader community.

Transit agencies interviews

Transit agencies interviewees discussed recent changes in commute patterns and noted planned service expansions.

- Changes in commute patterns: Community Transit, Everett Transit, King County Metro, Sound Transit indicated that post-pandemic ridership numbers are rising but have not returned to pre-pandemic levels. Everett Transit noted that they are at 82 percent of their pre-pandemic ridership levels and that peak commute hour trips are still below pre-pandemic levels. King County Metro indicated that peak-only routes (routes that only run during peak commuting hours) continue to underperform and thus, they are prioritizing increasing service on all-day and all-week routes. Sound Transit indicated that service levels have bounced back from the pandemic faster on light rail, commuter rail, and express buses.
- Service expansions: Sound Transit and Community Transit indicated that there is a planned light rail service extension to Lynnwood Center and bus service expansion along the light rail line. In response to recent community surveys, Community Transit is planning to increase mid-day, evening and weekend service and direct resources toward providing more local routes and enhancing access to the light rail for regional travel.

CTR-affected employers

Employers noted the following:

- Local CTR ordinances: Employers noted that providing CTR information and worksite amenities is easier than offering transit pass subsidies and incentives, increasing vanpool and transit services, and facilitating parking management programs.
- Smaller employers noted that offering vanpool vehicles, onsite daycare, and other services is more difficult given their smaller size.
- Making information about commuting options and resources accessible and easy to find is key.
- Not everyone knows about the pre-tax CTR incentive, so it is not always offered or well marketed.
- Parking benefits have room for exploration; managing programs and monitoring parking spaces are the biggest barriers. Challenges to parking management include the sunk costs of parking spaces and employee expectations of "convenient" parking.
- Incentives and promotions are preferable to deterrents, such as charging for parking that was previously free.

d. How did what they said influence the plan?

The comments received closely align with what City of Marysville is already working to improve. City of Marysville plans to revise the CTR ordinance as detailed in Section #12 above to require affected employers to implement a choice of measures to increase the percentage of employees using commuting alternatives to driving alone. The list of pre-approved implementation measures relates to feedback received from employers, community members, and community-based organizations on barriers to using commute trip options other than driving alone. Examples of this include:

- Providing free or discounted ORCA cards (suggested by community members)
- Improving outreach and education about reducing drive-alone trips (suggested by employers, community-based organizations)
- Providing bicycle storage and amenities onsite (suggested by employers)
- Encouraging pre-tax deductions for commuting options to driving alone (suggested by employers)
- Providing trip planning support for using alternative commute options (suggested by community members)

City of Marysville also plans to continue partnering with Community Transit to support CTR-Affected employers by providing ETC training, commute trip reduction outreach and incentives, discounted ORCA pass programs, and trip planning support as detailed in Section #13 above.

27. Vulnerable Populations Considered

Frontline communities: low-income, disabled, unhoused, English as a second language, youth, and the elderly groups were considered "vulnerable".

28. Engagement Focused on Vulnerable Populations

a. Who did you talk to?

- Hopelink: serves homeless and low-income families, children, seniors, and people with disabilities
 in King and Snohomish counties by providing a network of critical social services through
 programs for housing, transportation, family development, financial assistance,
 employment programs, adult education, financial literacy training, and five food banks.
- Community Health Centers: a nonprofit provider which offers affordable primary healthcare services, including medical, medical walk-in, dental, physical therapy, and pharmacy.
- Snohomish County Transportation Coalition (Snotrac): advocates for improvement in transportation service and solutions for people in Snohomish County with specialized transportation needs through community engagement, coordination of resources, and strategic partnerships.
- Homage: The largest provider of services for older adults and people with disabilities in Snohomish County, with programs in food and nutrition, health and wellness, home repair, social services, and transportation.
- North Sound Bicycle Advocacy Group: works with local jurisdictions and transportation departments to raise safety awareness for cyclists and pedestrians and find workable solutions related to intermodal transportation, public safety, clean air, and quality of life for local communities.
- Sharing Wheels Community Bike Shop: is a nonprofit bike shop located in Everett
 providing refurbished, used bicycles to thousands of adults and children as well as
 offering programs and resources for bike repair and upkeep.
- **BIKES Club**: is a recreational club which hosts rides and events year-round, in addition to advocating and fundraising for bike-related grants.

Community Transit also provided information tables at community events held at the Marysville Library, Everett Library, and the Latino Expo (LETI) at Edmonds College.

b. When did you talk to them?

Community-based organizations

- Hopelink: April 23, 2024
- Community Health Centers: April 25, 2024

Snotrac: May 1, 2024

• Homage: May 8, 2024

North Sound Bicycle Advocacy Group: May 14, 2024

BIKES Club and Sharing Wheels Community Bike Shop: May 14, 2024

Community events

Everett Public Library Drop-In: July 15, 2024

Marysville Public Library Drop-In: July 24, 2024

• LETI Expo: July 27, 2024

c. What did they have to say?

Community-based organizations

Community-based organizations serving vulnerable populations noted the following:

- Limited transit service area: Many interviewees identified the barrier of limited transit service in most of Snohomish County. Transportation service providers such as Homage and Hopelink shared that their organizations are flooded by demand and can only offer highly essential trips, such as getting to work and accessing medical services. Other commonly needed trips, such as going to the grocery store, accessing childcare, or going to the park, do not qualify for these transportation services.
- Limited service hours: Multiple interviewees shared that even when transit is available in their area, it may not be an option for employees with nontraditional hours, such as those working in healthcare. This could be due to gaps in service during non-peak hours or employees' feeling of safety using public transit during darker hours. Multiple people shared that offering shuttles or Dial-a-Ride Transportation (DART) were helpful measures to bridge these gaps.
- Time and flexibility: Saving time and the ability to make multiple stops are important considerations when choosing travel modes. Families who need to make multiple stops on their way to work for school or childcare may find ride sharing or taking transit more challenging. Multiple interviewees shared that effectively marketing the time savings of riding in the carpool lane and other perks of non-drive-alone modes could help address this. People who need to get to medical appointments are more likely to choose door-to-door service offered through DART or other services, because this provides a simpler solution, although the pickup services are not consistently on time.
- ADA Services: Interviewees acknowledged that ADA-compliant pickups must be offered with any fixed route and that demand for fixed-route service may not be as high in rural locations. They suggested that jurisdictions might direct more resources to organizations such as Homage or Hopelink to provide additional pickup services in areas where fixed-route public transit may not be a practical option. This could provide cost savings in addition to significant community benefits.
- Land Use Planning: The importance of affordable, transit-accessible housing was reiterated by many. Multiple interviewees shared that workers are commuting very long distances that are often outside the reach of transit, because it's too expensive to live closer to where they work. This creates barriers that can limit people from accessing employment if they would

need a car to get to and from work or prevent them from using transit if the commute is too long. Multiple interviewees shared that affordable housing along transit corridors should be a high priority for jurisdictions, and that housing should be considered alongside transportation planning and not as two separate issues.

- **Criminal Activity:** Many cited fears of criminal activity on public transit as a deterrent to taking public transit. Even if the risk of crime is relatively low, perceptions of safety can be very negative. Installing lighting and other security measures as well as holding discussions on safety concerns can help address some of these barriers.
- Amenities and Infrastructure: Additional barriers to transit include the lack of safe, accessible sidewalks (particularly for riders who rely on mobility devices) and well-lit, sheltered bus stops. Many areas lack sheltered bus stops or adequate sidewalk space, particularly in more rural areas that are outside the main transit corridors. Devoting resources to increasing and improving these structures could go a long way in encouraging greater ridership.
- Outreach and Education: Multiple interviewees shared that enhanced education and
 marketing could encourage more workers to try alternatives to single-occupancy vehicles for
 their commute trips. Interviewees noted that employees and community members in general
 may have limited awareness of the programs and benefits available to them. Transit
 agencies and local jurisdictions could address this by working to increase awareness of
 transit routes, vanpool options, reduced-fare programs, and convenience of the multimodal
 ORCA transit card. Housing developments, shopping centers, and healthcare waiting rooms,
 as well as transit agencies and jurisdictions, could all promote these available options for
 employees and for the broader community.

Visitors to community events (listed in #26a above) engaged with Community Transit staff about CTR and other public transit-related topics. The feedback received related to CTR falls under three major themes: service area, service times, and barriers. Key feedback includes the following:

Service Area

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- A visitor asked for bus service in Marysville on 67th Street.
- Would love to see frequent commuter times and routes that connect to Arlington Business Center.
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- A visitor commented they were excited about Route 106 having weekend service so DART would be back in that area.
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 A visitor mentioned how they would like bus service at an additional exit in Arlington to Island Crossing and downtown Arlington.

Service Times

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- A few visitors commented that they look forward to increased service frequency in Snohomish County after service changes will be implemented in September, 2024.

Barriers to Commute Trip Reduction

- A few visitors noted they don't use transit because they have a car.
- A visitor expressed concern about safety on buses and the drug usage on them.
- Several visitors needed trip planning information. Some asked how to get to certain destinations and one inquired if there are parking fees at park and rides.
- Several visitors asked about where to obtain free ORCA cards.

d. How did what they said influence the plan?

City of Marysville plans to continue partnering with Community Transit to support CTR-Affected employers by providing ETC training, commute trip reduction outreach and incentives, discounted ORCA pass programs, and trip planning support as detailed in Section #13 above. A few examples of comments received that are incorporated into the plan are:

- Coordinate with Community Transit to identify opportunities for providing free or discounted ORCA cards (suggested by community members)
- Improving outreach and education about reducing drive-alone trips (suggested by community-based organizations)
- Providing trip planning support for using alternative commute options (suggested by community members)

29. Employers' Suggestions to Make CTR More Effective

Employers made the following suggestions during the Employer Workshop:

- Make information about commuting options and resources easier to find.
 Use newsletters and other forms of engagement sent directly to employees along with campaign posters and bulletin board notices.
- Increase awareness about pre-tax transit passes.
- Offer resources for managing parking programs and parking benefits.
- Focus on incentives for commute trip reductions rather than deterrents like charging for parking.
- Hold yearly wellness fairs featuring commute trip reduction options.
- Provide vanpool programs for employee work trips during the day.

- Implement parking programs aimed to reduce parking tension with surrounding neighborhoods.
- Offer internal shuttles for campuses and businesses with multiple locations.
- Improve safety and reduce crime around transit stops.
- Focus on "last mile" connections where transit stops are not convenient to the business' location.
- Provide more grant funding and incentives for employers' CTR programs.
- Help widely promote CTR programs and options.
- Increase bus routes, service hours, and public transportation options.
- Kory Electronics suggested that a bus line on Beverly Park would be helpful for getting residents from the new apartments to jobsites.

30. Results of Engagement Focused on Vulnerable Populations that Will Be Provided for Use in Comprehensive Plan and Transit Plan Updates

City of Marysville is aware of the issues that stakeholders brought forward and is currently working on the 2025 update to its Comprehensive Plan to help address these issues. The stakeholders' input reinforced the City's ongoing efforts to improve infrastructure and coordinate with Community Transit to better serve the City's residents and vulnerable communities.

In addition, comments and suggestions from vulnerable populations and other groups will be considered as part of Community Transit's future transit planning processes. Community Transit is currently implementing its Irransit Changes in 2024 and Beyond service plan. Many suggestions about increased frequency and new service areas will be implemented as part of the service plan update process which will continue through 2026.

Community Transit makes changes to bus service up to four times per year. When considering changes, the Planning team considers many factors including input from the public.

Regional Transportation Planning Organization CTR Plan Review

City of Marysville provided the 2025-2029 CTR Plan to Puget Sound Regional Council (PSRC) for review on September 20^{th} , 2024.

PSRC Comments:

References

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Appendix A - Marysville Transit Map

Community Transit System Map Marysville/Tulalip detail



March 2024

