

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

Washington State has adopted a State Commute Trip Reduction (CTR) Law intended to reduce traffic congestion on the state's busiest commute routes. The Washington State Department of Transportation (WSDOT) is responsible for administering the statewide CTR program requirements. The state has adopted regulations and developed transportation demand management strategies for employers and jurisdictions to help meet local performance targets. The following report has been developed based on state requirements, review of local plans and policies, and discussions with local staff and CTR affected employers.

The Yakima Valley Council of Governments (YVCOG) oversees, administers the CTR plan, and manages the reporting requirements for local agencies within the Yakima Valley. Enforcement of CTR requirements for employers are addressed by the local jurisdictions consistent with requirements outlined in the local codes and regulations.

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.

Selah is located in Yakima County, Washington, immediately north of Yakima within the Yakima Urban Area; however, the Naches River and the gap between Selah and Yakima results in limited connectivity between the two cities, requiring travelers to/from Selah connecting to I-82 and US12 to travel via S 1st Street/SR-823 located at the southeastern edge of the City. S 1st Street connects to two truck routes along I-82 and US 12 and is classified as City Principal Arterial within the City and a T-2 Truck Freight Corridor by WSDOT. Due to the limited access, S 1st Street/SR 823 experiences high traffic volumes with average daily traffic (ADT) at Southern Avenue of 35,000 vehicles per day compared with Selah's population of only 8,153 persons (2020 U.S. Census) with an additional 5,534 persons inside Selah's Urban Growth Area but outside of the City limits. In response to the high volumes along S First Street at Southern Avenue, the City is completing a study of a Naches Avenue Extension project which would provide an alternative access between Selah and I-82.

Residential development within the City is predominantly single family. Sidewalks are generally provided along the non-local streets. The City has access to the Yakima Greenway, with the trail's northern terminus within the City located at the southwest corner of the intersection of S 1st Street/Southern Avenue in Selah. This offroad paved trail provides connections to the cities of Yakima and Union Gap as well as the Town of Naches.

Selah Transit provides 2 fixed transit routes with a route within the City and Yakima route which provides connections with Yakima Transit, Union Gap Transit, and Pahto Public Passage at the Valley Mall as well with Yakima Transit at the Fred Meyer (west Yakima) and at N 16th Avenue. Additionally, the Yakima Commuter operated by Yakima Transit provides a route between Yakima and Ellensburg with stops within Selah along S 1st Street at Selah Avenue and Firing Center Road.

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

Work in the Yakima Valley region is driven by agriculture. Most residents of Selah commute outside of the City for work with many commuting to the Lower Valley region and Yakima. Commute to/from Selah and the surrounding more rural region is affected by numerous factors.

- Connectivity – As noted above, Selah is located immediately north of the City of Yakima; however, the Naches River and the gap Yakima and Selah results in limited connectivity between the two cities, generally requiring the use of S 1st Street/SR-823 for vehicular traffic. This bottleneck condition in junction with the agricultural activity in the vicinity results in S 1st Street/SR-823 seeing disproportionately high volumes relative to Selah’s population.
- Availability and access to transit - Fixed route transit as identified above within the City limits is provided by Selah Transit. There are a limited number of stops that provide connections to additional transit service fixed routes (Yakima Transit, Union Gap Transit, and Pahto Public Passage); however, although there are connection locations, the routes and schedules between the transit providers are not coordinated. This can lead to challenges to users both in terms of coordinating using the route as well as time constraints in addition to general challenges with if their work is served by transit given the rural area.
- Non-motorized - Although there is non-motorized connectivity regionally via the Greenway Trail accessed at the southeastern perimeter of the City as well as locally with sidewalks, the distance required for commuters, as well as severe weather (e.g. hot summers and cold winters) provides for challenges to commuters.
- Vanpool - transit services within the vicinity do not provide vanpool services due to high costs to maintain and low utilization.
- Telecommuting - Given the agricultural focus, many jobs require employees to be in person such that telecommuting is not feasible.

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

Commuting patterns have been relatively consistent given the agricultural nature of employees and limitations to alternative modes of travel as described above. Open to opportunities to better coordinate services between Yakima Transit and Union Gap Transit as residential/commercial/industrial growth continues.

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

Support for transit expansion, focus on mixed use and affordable housing in the city center, and construction of high priority missing links in the regional multimodal/non-motorized transportation network. The City has a focus on reducing overall use of vehicles and not just changing employer commute trips due to commute trip patterns outside of Selah. Additionally, the City of Selah has a Complete Streets Policy to create a comprehensive, integrated, connected transportation network that balances access, mobility, health, economy, and safety needs of pedestrians, bicyclists, transit users, motorists, emergency responders, freight and users of all ages and abilities.

- 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.*

The City has been actively pursuing increasing its non-motorized network, mixed use-trails as well as providing for multimodal paths through its complete streets policy. Improvements to continue to work toward include:

- The city desires to develop a "sense of place" centered around the central business district (CBD) and should continue to prioritize projects that encourage a consistent streetscape in the CBD and that promote walkability through mixed use development, economic development, and enhanced pedestrian facilities including multiuse trails.
- Providing better connections between the residential and commercial centers within the City as well as to increase efficiency and improve the quality of transit. The City has identified the potential to complete an origins/destinations study to support improvements for connections and access for both transit and non-motorized facilities.
- Continuing to actively engage with neighboring transit services to increase regional connectivity.

These elements will continue to support and improve commute trip reduction.

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 city's goal to strengthen its CBD by encouraging commercial, office, and mixed-use development as well as prioritizing multi-modal networks within the CBD support the reduction in drive alone trips by providing alternatives for both employees and local trips in general. The CTR program mutually supports those goals by making mixed use (higher density) housing more desirable to employees when it is paired with access to multi-modal networks.

The CTR program will also encourage the continued coordination between local transit operators to provide improved transit options for commuters to travel between cities and not just locally within each City given the number of users commuting to neighboring jurisdictions.

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.*

Selah identifies protecting and preserving resource lands, critical areas, water supplies, water bodies, and other significant areas. Additionally, Selah is eligible for both federal CMAQ and Carbon Reduction Programs that could support CTR activities.

Each drive-alone trip that converts to an alternative mode (transit, rideshare or a non-motorized), eliminates the greenhouse gas emissions that would have been generated by that drive-alone trip.

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

Each drive-alone trip that converts to an alternative mode (transit, rideshare or a non-motorized), supports the City's goal to protect and enhance the City's environmental quality. Additionally, Selah is eligible for both

federal CMAQ and Carbon Reduction Programs that could support CTR activities.

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.

The City's Goals as identified in the Comprehensive Plan which are supported by the CTR program include:

- Increase mixed use developments,
- Implementing a complete streets policy
- Protecting and preserving resource lands, critical areas, water supplies, water bodies, and other significant areas.

New outcomes as identified in WSDOT's 2023-2025 State CTR Draft Plan:

- Improve delivery of CTR programs.
- Expand CTR market to address equity.
- 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.

These local and statewide goals are benefited through achieving the CTR goals by:

- The preparation of the CTR plans included coordination and conversations with the local jurisdiction, employers, and stakeholders as well as with the broader region and WSDOT providing an opportunity to discuss and improve delivery of the program.
- The state and region both have the goal of reducing environmental impacts. Each commute trip that is shifted to a non-drive alone mode through the city's CTR program reduces environmental impacts such as greenhouse gas emissions.

b) List adjacent CTR-affected cities and counties.

Yakima City and County. Although not adjacent, additional affected cities within the County include Toppenish, Moxee, and Union Gap.

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

The Yakima Valley region is a generally rural area driven by agriculture with daily commute patterns extending outside the local jurisdictional boundary. Transit connectivity throughout the region is limited with Yakima, Union Gap, and Selah each providing transit service primarily within their City limits. This poses a challenge for commuting in non-drive alone options as most residents of Selah commute outside of the City for work with many commuting to the Lower Valley region and Yakima.

Additional cross-border and regional transportation issues related to alternative modes are identified below.

- Non-motorized connectivity between Selah and its surrounding jurisdictions is currently predominantly available via the Greenway which provides connectivity south to Yakima and Union Gap and west to the town of Naches. Access to the Greenway is located on the southwestern corner of the intersection of S 1st Street/SR 823/Southern Avenue.
- The movement of freight traffic is critical for the region and relies on I-90 to connect to Western

Washington. It is anticipated that with improvements/expansions of the Yakima Airport that there will also be a growth in freight traffic associated with the airport which may result in a shift in travel patterns by providing an improved alternative mode.

- 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.*

The City has identified the potential to complete an origins/destinations study to support improvements for connections and access for both transit and non-motorized facilities. Additionally, the local transit operators are cooperatively meeting and open to transit coordination improvements. Pathways, a non-profit organization, is leading the effort to facilitate the transit coordination between the operators.

The jurisdictions within Yakima County also participate in Transportation Technical Advisory Committee (TAC) and Mobilizing Public Access Countywide Transportation Advisory Committee (MPACT) meetings to facilitate coordination and work together as a region.

Additional strategies related to alternative modes are identified below.

- There is the potential return of scheduled passenger rail service as well as potential increase of WSDOT Intercity Transit and countywide transit services which would provide increased transit opportunities.
- Planned improvements/expansions of the Yakima Airport may result in increased commercial passenger and freight traffic which may result in a shift in travel patterns with possible increased air ridership and/or may result in increased employment and business growth.

Performance targets

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

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

Per the WSDOT CTR Guidelines Appendix B. The Drive Alone Rate (DAR) performance target for the City of Selah is 69%. (Aligns with performance targets Option 2).

- a) *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.*

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. 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. Base values will be established during the 2023-2025 survey cycle and progress measured 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.

Progress will be measured using 2025-2027 survey results.

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

a) List all your CTR-affected sites.

CTR affected sites within the City include:

- City of Selah
- Treetop

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.

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.

Base values will be established during the 2023-2025 survey cycle

Services and strategies

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

In addition to the city's focus on completing the multi-modal networks and increasing mixed use housing, the following strategies are anticipated to support the City achieving its CTR goal:

- The City has identified the potential to complete an origins/destinations study to support improvements for connections and access for both transit and non-motorized facilities.
- The local transit operators are cooperatively meeting and open to transit coordination improvements. Pathways, a non-profit organization, is leading the effort to facilitate the transit coordination between the operators.
- The jurisdictions within Yakima County also participate in TAC and MPACT meetings to facilitate coordination and work together as a region.
- Supporting YVCOG's "Switch Your Trips" program, encouraging non drive alone trips.

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

The City has identified the potential to complete an origins/destinations study to support improvements for connections and access for both transit and non-motorized facilities. By improving transit as well as other alternative mode connections, employers' goals of lowering the drive alone rates are supported.

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

a) Describe how you'll address these barriers.

Ability for an employee to get between where they live and where they work. Given the rural area, access to transit near a residence or job is limited. Transit service is generally limited to within the City limits and does not align with many residents working outside of their City of residence. Existing coordination between transit operators is limited to an overlapping stop, allowing for a transfer but schedules are not coordinated and is up to the user to coordinate a trip between cities.

- The City has identified the potential to complete an origins/destinations study to support improvements for connections and access for both transit and non-motorized facilities.
- The local transit operators are cooperatively meeting and open to transit coordination improvements. Pathways, a non-profit organization, is leading the effort to facilitate the transit coordination between the operators.
- The jurisdictions within Yakima County also participate in TAC and MPACT meetings to facilitate coordination and work together as a region.

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

- The City has identified the potential to complete an origins/destinations study to support improvements for connections and access for both transit and non-motorized facilities.
- Supporting YVCOG's "Switch Your Trips" program, encouraging non drive alone trips.

16. Transcribe or link to your local CTR ordinance.

Selah Municipal Code 8.84

17. Describe your financial plan.

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

The CTR is managed by YVCOG on behalf of the City.

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

The CTR is managed by YVCOG on behalf of the City.

18. Describe your implementation structure.

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

The CTR is managed by YVCOG on behalf of the City.

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

The CTR is managed by YVCOG on behalf of the City. Geoff Wagner (CTR Coordinator) at YVCOG manages the CTR process on behalf of the City.

The Transportation Coordinator for the City of Selah's own CTR program will be managed by Michelle Damron, the HR / Community Outreach Specialist.

19. List your implementation schedule.

a) *Provide the timeline for anticipated projects.*

The CTR is managed by YVCOG on behalf of the City. YVCOG has identified the following activities and anticipated frequency of those activities as summarized in the table below.

YVCOG Activity	Frequency
a. Identify Worksites and Employee Transportation Coordinators.	Annually
b. Engage and Train Employee Transportation Coordinators.	Annually
c. Support Distribution of Information About Transportation Options to Commuters	Annually (minimum), or as new local/state opportunities allow.
d. Enable Incentives, Subsidies, and Disincentives.	Annually
e. CTR Plans and support Code Updates	2025. <i>Anticipate next update in 2029</i>
f. Performance Reporting	Biennially

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.*

As identified per Selah Municipal Code 8.84.060 an affected employer is required to make a good faith effort to develop and implement a CTR program. Required elements for affected employers and for the City’s CTR plan include:

1. Designate an employee transportation coordinator (ETC) to administer the CTR program. The ETC shall oversee all elements of the employer's CTR program and act as liaison between the employer and the city of Selah.
2. Information about alternatives to drive alone commuting as well as a summary of the employer's CTR program shall be provided to employees at least once a year and to new employees at the time of hire, the summary of the employer's CTR program shall also be submitted to the City of Selah with the employer's program description and regular report.
3. Affected employers shall review their program and file a regular progress report with the City of Selah in accordance with the format provided by the City of Selah.

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?*

The City, consistent with affected employers within the City are participating in the program, which supports employers involvement in the program given the City is held to the same CTR goals. Also, the established transportation coordinators at the City and affected employers allows for additional coordination opportunities to help facilitate continued progress toward meeting the CTR goal.

Alignment with plans

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

- Selah Transit
- Yakima Transit
- Union Gap Transit
- Pahto Public Passage

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

- Selah Transit Development Plan (TDP)
- Yakima TDP
- Union Gap TDP

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

Providing employees with incentives to take transit can increase ridership which in turn can raise the profile of and social support for public transit.

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

Comprehensive plan updates have recently begun and specific changes have not yet been identified. The updated plan is anticipated to be completed in 2026.

Engagement

26. Describe stakeholder engagement.

a) Who did you talk to?

Coordination meetings with City of Selah, adjacent jurisdictions, YVCOG, and local transit agencies. Additional meetings were held with the MPACT and YVCOG TAC groups. Additionally, surveys were conducted for MPACT members and employers of affected worksites.

Public outreach workshops were conducted at the Yakima Transit Center and the Valley Mall bus stop.

b) When did you talk to them?

Meetings were conducted as follows:

- | | |
|--|--|
| - MPACT members - 9/25/2024 | - People for People - 6/28/2022 and 10/3/2024 |
| - City of Union Gap - 10/7/2024 | - Pahto Public Passage - 7/13/2022 and 11/5/2024 |
| - YVCOG TAC Group - 10/10/2024 | - Protran East - 6/29/2022 |
| - Yakima Transit - 8/22/2022 and 10/3/2024 | - Entrust Community Services - 7/27/2022 |
| - Selah Transit - 7/20/2022 | |
| - Medstar - 7/20/2022 | |

September 26, 2024 and October 2, 2024 surveys were sent to MPACT members and employers, respectively and a reminder to complete the surveys was completed on October 14, 2024.

Public engagement workshops were held on 9/1/2022 and 11/15/2022

c) What did they have to say?

The meetings allowed for discussion of the existing conditions, transportation and land use conditions, use and barriers of the CTR program, and what is planned.

The employer surveys allowed for input regarding what is working well for their worksite and employees as well as identify barriers they have relative to employees using the program. There was little input received from CTR affected employers in this jurisdiction.

The MPACT survey identified their target population/focus group, identify programs that are effective, programs that not effective, barriers to non drive alone trips, and recommendations on what programs could be added to provide reductions to drive alone rates.

The 2 public engagement events were as follows:

- The first event was to introduce the project to residents and gain insight from passengers on how transit is used today and how transit can be improved in the future. Feedback identified interest in extended service hours and more frequent service, more benches and amenities at bus stops, and challenges related to transfers and infrequent service.
- The second event was to share the findings and recommendations of the Yakima Valley Transit Study and get any additional feedback. Those who attended were generally in agreement with the findings and supportive of the study recommendations that are outlined within this report.

d) How did what they said influence the plan?

The feedback from the engagement meetings and surveys is incorporated above particularly in identifying the barriers and ideas to continue improve access for employees to use the program.

27. Describe vulnerable populations considered.

- Entrust Community Services - People with disabilities
- People for people - Individuals with special transportation needs
- Protran East/VGA Professional Services, Inc. - Non Emergent Medical Transportation, those who have no access to long distance medical transportation services. Low income, Veterans and Seniors.
- Asian Pacific Islander Coalition of Yakima - BIPOC and Asian communities
- Yakama Nation and Pahto Public Passage
- Medstar

28. Describe engagement focused on vulnerable populations.

a) Who did you talk to?

Entrust Community Services, People for people, Protran East/VGA Professional Services, Inc., Asian Pacific Islander Coalition of Yakima, Yakama Nation and Pahto Public Passage, and Medstar

b) When did you talk to them?

Responses to the MPACT surveys, meetings, and public engagement. See response to 26b above.

c) What did they have to say?

The groups generally consistently identified the following:

- Effective programs - Shared rides, long distance shuttle services, work from home options, and public transportation such as bus, shuttle, etc. People For People provides these services and also specifically includes Community Connector and paratransit services. Also, specifically fixed bus routes that run both directions on route and have intervals 1/2 hour or less.
- Not effective services: Single one way routes that do not serve all adjoining communities equally, Carpooling as there is a lack of common schedule and destination/origin.
- Barriers to non-drive alone trips: the lack of coverage area outside of fixed route systems, Lack of safe pedestrian access with rural roads without shoulders and sidewalks or for individuals who cannot walk long distances to reach transit, Length of routes and long time duration between buses that prohibit people from actually reaching destinations without exhausting planning
- Opportunities for improvements: expanding bus routes, Safe pedestrian access, Locate high population resident area to business areas and include large companies that have over 100 employees requiring access regardless of being located in city or non incorporated city areas where employers s have moved out of cities have majority single occupant vehicles due to complete lack of service to all industrial exporting employers
- Additional feedback received from Asian Pacific Islander Coalition of Yakima was that all areas should have equal access to DSHS and unemployment services for all of city of Yakima

d) How did what they said influence the plan?

The feedback received was incorporated into the identified barriers and recommended changes above.

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

Employers indicated there are numerous barriers to employees using non-drive alone options, including:

- Need car for family obligations on the way to/from work
- Lack of transit service
- Alternative commute options take too much time
- Personal safety
- Need my car during the day
- Need my car to get home in case of emergency

However, methods used at sites to promote the CTR program have included promoting the alternative mode options and providing preferred parking for carpoolers.

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

The updates to the plans are beginning at this time and this feedback will be considered and incorporated as possible such as identifying a new or revision to goals or policies.

Regional transportation planning organization CTR plan review

RTPO comments

The CTR plan was developed by the YVCOG in coordination with the City of Selah staff. As such, this local jurisdictional plan is consistent with the regional CTR plan.