

Issaquah Commute Trip Reduction Four-Year Plan Update: 2025–2029

Benefits of CTR

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

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

Issaquah is located in King County, WA and a part of the Seattle metro area. As of the 2020 census, the city had a population of 40,051. Situated in a valley and bisected by I-90, the city is bordered by the Sammamish Plateau to the north and the Issaquah Alps to the south. The city is home to the world headquarters of Costco Wholesale, along with many other businesses and company work sites. Issaquah offers residents an urban suburban mix feel, as well as access to Lake Sammamish on its northwestern border. Per the latest data, Issaquah has approximately 30,000 employees working across various sectors, including retail, healthcare, education, and technology.

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

Issaquah is divided into twelve neighborhood subareas, each with its unique character and existing land use patterns. Most neighborhoods aim to retain their existing character through zoning and development standards. However, Central Issaquah and parts of Olde Town are intended to change from the current state based on the vision, goals, and policies outlined in the Comprehensive Plan, Mobility Action Plan, and Central Issaquah Plan. To accommodate mandated housing and job growth, each of these plans concentrate new growth over the next two decades in these two neighborhood subareas.

Issaquah is home to two Transit Centers, Issaquah Transit Center in Central Issaquah and Issaquah Highlands Park & Ride. The area is served by several bus with routes Seattle, including Routes 218, 271, 554, and 556. Additionally, Route 208 provides service to North Bend and Route 269 provides service to Overlake. Issaquah’s transit access is enhanced by King County Metro’s Metro Flex program that provides local on-demand service within the service area.

It is important to note that, despite there being hundreds of Issaquah business employees who live in south King County, there are no direct bus routes providing connections south of Issaquah.

In 2025, Sound Transit’s Line 2 Link light rail line will begin service between Seattle and Redmond. Though Issaquah will not be directly impacted, most bus routes will be affected, taking most riders headed to and from Seattle through the South Bellevue station to make the connection to the 2 Line.

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

¹ Sources: The plan shall highlight the existing and future land use and transportation conditions and characteristics considered most critical by the jurisdiction and evaluate the degree to which existing local services, policies, regulations, and programs, as well as any documented future investments, will complement the trip reduction efforts of CTR employers. (WAC 468-63-040(2)(a))

The state intends for local jurisdictions to use information in existing plans and programs, such as the local comprehensive plan, unified development codes, the transportation improvement program, economic development plans, and others, as much as possible in order to develop the local CTR plan. (WAC 468-63-040(2))

The largest impact on commuting patterns in Issaquah has been the shift toward work-from-home opportunities following the COVID-19 pandemic. Issaquah’s largest companies all have policies that allow some degree of teleworking for most employees. These policies have vastly shifted the CTR survey numbers, largely meeting pre-pandemic COVID-19 goals. It is important to note that many smaller businesses, such as grocery stores, restaurants, and other service industries, do not have the option to allow their workers to telework as it would not work with those types of business models. From an equity standpoint, those who work for Issaquah’s largest companies, which are largely tech or tech-adjacent, have much greater opportunities to work from home or choose hybrid work schedules.

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

In Issaquah, CTR directly impacts several key land use and transportation objectives outlined in city and regional plans. These objectives are critical to improving transportation efficiency, reducing congestion, enhancing mobility, and promoting sustainable development. Here are the most important objectives:

Issaquah’s Comprehensive Plan

- **Promote Mixed-Use Development:** Encouraging mixed-use developments to reduce the need for long trips by integrating residential, commercial, and recreational spaces.
- **Enhance Public Transit:** Improving public transit options to provide reliable and efficient alternatives to car travel.
- **Support Active Transportation:** Developing infrastructure for walking and biking to make these modes of transportation safer and more attractive.
- **Sustainable Growth Management:** Ensuring that growth is managed in a way that supports sustainable transportation options and reduces reliance on single-occupancy vehicles.

Issaquah’s Mobility Action Plan

- **Multimodal Transportation System:** Creating a transportation system that support various modes of travel, including walking, biking, and public transit.
- **Equitable Transportation Investments:** Prioritizing transportation investments that enhance accessibility and connectivity for all community members.
- **Safety and Connectivity:** Improving safety and connectivity for non-motorized transportation options.
- **Reduce Traffic Congestion:** Implementing strategies to reduce traffic congestion and improve overall mobility.

Issaquah’s Climate Action Plan

- **Reduce Vehicle Miles Traveled (VMT):** Aiming for a 20% reduction in VMT from 2017 levels through 2030 through sustainable land use planning and increased connectivity.
- **Increase Non-Drive Alone Mode Share:** Targeting a 15% increase in non-drive alone mode share from 2017 levels by 2030 by promoting walking, biking, and public transit.
- **Sustainable Land Use Planning:** Encouraging dense, mixed-use, and transit-oriented developments to reduce auto reliance.

- 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.*

Issaquah's Mobility Action Plan (MAP) and Comprehensive Plan outline several critical aspects of land use and transportation that are essential for the community's growth and sustainability. Here are some key points:

Critical Aspects to Sustain

1. **Multimodal Transportation System:** The MAP emphasizes a multi-modal transportation system that includes walking, biking, public transit, and driving. Sustaining this diversity in transportation options is crucial for reducing congestion and promoting a healthier, more active community.
2. **Equitable Transportation Investments:** Prioritizing equitable transportation investments ensures that all community members, regardless of their socioeconomic status, have access to reliable and efficient transportation. This helps in maintaining social equity and inclusivity.
3. **Safety and Connectivity:** The plans highlight the importance of safety and connectivity for all mobility choices. Ensuring safe routes for pedestrians and cyclists, as well as efficient connections between different modes of transport, is vital for a cohesive transportation network.

Key Changes to Consider

1. **Enhanced Public Transit Options:** Increasing the frequency and coverage of public transit can significantly reduce the reliance on personal vehicles. This could include expanding bus routes, adding more park-and-ride facilities, and improving transit schedules to better match peak travel times.
2. **Incentives for Carpooling and Ridesharing:** Implementing incentives for carpooling and ridesharing can help reduce the number of single-occupancy vehicles on the road. This could involve creating dedicated carpool lanes, offering reduced parking fees for carpool vehicles, and promoting ride-sharing apps.
3. **Development of Mixed-Use Areas:** Encouraging the development of mixed-use areas where residential, commercial, and recreational spaces are integrated can reduce the need for long commutes. This promotes a more walkable community and reduces overall vehicle miles traveled.
4. **Improved Infrastructure for Non-Motorized Transport:** Investing in better infrastructure for walking and biking, such as protected bike lanes, pedestrian bridges, and well-lit sidewalks, can encourage more people to choose these modes of transport. This not only reduces traffic but also promotes a healthier lifestyle.
5. **Smart Traffic Management Systems:** Implementing smart traffic management systems that use real-time data to optimize traffic flow can reduce congestion and improve travel times. This includes adaptive traffic signals, real-time traffic monitoring, and dynamic routing information.

By sustaining these critical aspects and considering these key changes, Issaquah can enhance its land use and transportation systems, making them more efficient, equitable, and sustainable.

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

- 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.*

² Source: The local CTR plan shall describe how the CTR program will help achieve the jurisdiction's broader land use and transportation goals. (WAC 468-63-040(2))

Comprehensive Plan

Enhance Public Transit: By incentivizing the use of public transit among employees, the CTR program can increase ridership, making public transit options more viable and frequent.

Support Active Transportation: The program can promote walking and biking through incentives and infrastructure improvements, making these modes safer and more attractive.

Sustainable Growth Management: By reducing single-occupancy vehicle trips, the CTR program supports sustainable growth and reduces the environmental impact of transportation.

Mobility Action Plan

Multimodal Transportation System: The CTR program can support a multimodal transportation system by encouraging the use of various travel modes, including public transit, biking, and walking.

Safety and Connectivity: The program can fund and promote safety initiatives for non-motorized transportation, improving overall connectivity.

Reduce Traffic Congestion: By reducing the number of single-occupancy vehicles on the road, the CTR program helps alleviate traffic congestion and improves overall mobility.

Climate Action Plan

Reduce Vehicle Miles Traveled (VMT): The CTR program aims to reduce VMT by promoting alternative transportation options and sustainable land use planning, aligning with the goal of a 20% reduction by 2030.

Increase Non-Drive Alone Mode Share: By encouraging walking, biking, and public transit, the CTR program targets a 15% increase in non-drive alone mode share, contributing to reduced greenhouse gas emissions.

Sustainable Land Use Planning: The program supports dense, mixed-use, and transit-oriented developments, reducing reliance on automobiles and promoting sustainable growth.

Overall, the CTR program aligns well with Issaquah's goals by promoting sustainable transportation options, reducing traffic congestion, and supporting equitable and safe transportation modes. This comprehensive approach helps create a more livable, sustainable, and connected community.

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

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

Issaquah's Commute Trip Reduction (CTR) program is a key component of the city's Climate Action Plan aimed at reducing greenhouse gas emissions. Here are some ways the CTR program supports these efforts:

1. **Promoting Alternative Transportation:** The program encourages the use of carpooling, public transit, biking, and walking. By reducing the number of cars on the road, it helps lower overall vehicle emissions.
2. **Employer Engagement:** The city works with local employers to develop and implement commute trip reduction strategies. This includes providing transit passes, creating incentives for carpooling, and supporting flexible work schedules.
3. **Reducing Vehicle Miles Traveled (VMT):** One of the goals is to achieve a 20% reduction in VMT from 2017 levels by 2030. This reduction directly correlates with lower greenhouse gas emissions.

³ Source: The legislature also finds that increasing automotive transportation is a major factor in increasing consumption of gasoline and, thereby, increasing reliance on imported sources of petroleum. Moderating the growth in automotive travel is essential to stabilizing and reducing dependence on imported petroleum and improving the nation's energy security (...) The intent of this chapter is to require local governments in those counties experiencing the greatest automobile-related air pollution and traffic congestion to develop and implement plans to reduce single-occupant vehicle commute trips. (RCW 70A.15.4000)

4. **Public Awareness and Education:** The program also focuses on educating the community about the benefits of reducing single-occupancy vehicle trips and the various alternative transportation options available.

By implementing these strategies, Issaquah's CTR program plays a crucial role in the city's broader efforts to create a sustainable and livable environment while significantly cutting down on greenhouse gas emissions.

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

Issaquah's Commute Trip Reduction (CTR) program supports a range of environmental objectives beyond just reducing greenhouse gas emissions. Here are some key ways it contributes:

1. **Improving Air Quality:** By reducing the number of vehicles on the road, the CTR program helps decrease pollutants such as nitrogen oxides (NOx) and particulate matter (PM), which are harmful to both human health and the environment.
2. **Reducing Traffic Congestion:** Fewer cars on the road lead to less traffic congestion, which in turn reduces idling and the associated emissions. This also makes the city more livable and reduces noise pollution.
3. **Conserving Energy:** Encouraging alternative modes of transportation like biking, walking, and public transit helps conserve energy by reducing the overall demand for fossil fuels.
4. **Protecting Natural Habitats:** Less vehicle traffic can lead to fewer road expansions and less urban sprawl, helping to protect natural habitats and green spaces.

By addressing these environmental objectives, the CTR program helps create a healthier, more sustainable community in Issaquah.

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

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

Local Level (Issaquah)

Reduced traffic congestion would make commutes faster and more predictable, while improved air quality would enhance the health and well-being of residents. Additionally, fewer cars on the road would lead to a reduction in air pollution-related health issues, such as asthma and other respiratory conditions. Economic savings would also be realized, as reduced congestion can lower transportation costs for businesses and individuals, including savings on fuel and vehicle maintenance.

Puget Sound Region

Achieving our CTR target would support efforts to reduce greenhouse gas emissions and combat climate change. Public transit systems would operate more efficiently and reliably with fewer cars on the road, encouraging more people to use these services. Improved traffic flow would enhance connectivity between different parts of the region, supporting economic growth and development.

⁴ Sources: In their local CTR plans, local jurisdictions shall communicate what local, regional, and state benefits would be gained if the established targets were achieved. Benefits may include but are not limited to:

Regional transportation planning organizations (RTPOs) and WSDOT shall provide applicable data, if available, to assist this analysis. (WAC 468-63-030(3)(c))

The plan shall also discuss cross-boundary issues, such as passthrough commute patterns or larger regional issues, and how these affect the local CTR plan. (WAC 468-63-040(2)(a))

State Level (Washington)

Meeting the CTR target contributes to statewide goals for reducing greenhouse gas emissions and improving air quality. Reduced reliance on single-occupancy vehicles helps conserve energy resources, aligning with state energy conservation goals. Additionally, statewide public health would benefit from reduced vehicle emissions, leading to lower healthcare costs and a healthier population overall.

Achieving these targets would not only improve the quality of life for Issaquah residents but also contribute to broader environmental and public health goals at the regional and state levels.

b. List adjacent CTR-affected cities and counties.

Adjacent Cities:

- Bellevue
- Redmond
- Sammamish
- Renton

Adjacent Counties

- Snohomish County
- Pierce County

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

Issaquah faces several cross-border and regional transportation challenges that impact commute trip reduction efforts:

1. **I-90 Congestion:** The I-90 corridor, which bisects Issaquah, is a major source of congestion. This highway is crucial for connecting Issaquah with other parts of the region, but it often experiences heavy traffic, especially during peak hours. This congestion affects both local and regional mobility.
2. **SR 900 Corridor Issues:** State Route 900, which runs between Renton and Issaquah, also faces congestion and limited public transit options. This route is heavily used by commuters and freight traffic, contributing to traffic delays and impacting the efficiency of regional transportation.
3. **Limited North-South Connectivity:** The physical barrier created by I-90 limits north-south mobility within Issaquah. This separation affects access to commercial and employment centers, contributing to traffic congestion near key interchanges like 17th Avenue NW/SR 900 and Front Street.
4. **Future Growth and Development:** As Issaquah continues to grow, the demand for efficient transportation solutions increases. The city is exploring options like a new multimodal crossing of I-90 to enhance connectivity and support future development.

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.

Local Level (Issaquah)

Issaquah is focusing on enhancing public transit options by collaborating with Sound Transit to expand bus services and planning for a future light rail extension. These improvements are expected to reduce local traffic congestion and provide more reliable commute times. Increased public transit use is projected to lower vehicle emissions and energy consumption, while enhanced transit connectivity can attract businesses and boost the local economy.

Additionally, Issaquah is developing multimodal transportation infrastructure, including new bike lanes and pedestrian pathways. These improvements aim to ease congestion by providing alternatives to car travel for short trips. Encouraging walking and biking will decrease emissions and energy consumption, and improve the quality of life, making Issaquah more attractive for residents and businesses.

The city is also implementing smart traffic management systems, such as adaptive traffic signals and real-time traffic monitoring. These technologies are expected to improve traffic flow and reduce delays, leading to lower emissions and energy consumption. Efficient traffic management can reduce commuting and logistics costs, benefiting local businesses.

Puget Sound Region

At the regional level, efforts are being made to expand the transit network, including bus rapid transit and light rail extensions. These enhancements are projected to improve regional connectivity and reduce congestion on major corridors like I-90. The increased use of public transit is expected to lower regional vehicle emissions and energy consumption, while improved access to commercial areas and employment centers will boost regional economic development.

Regional collaboration is also key, with neighboring cities working together to develop integrated land use and transportation plans. This coordinated approach aims to create more cohesive and efficient transportation networks, promoting the use of public transit and non-motorized transportation. These efforts are expected to support sustainable growth and improve regional economic opportunities.

State Level (Washington)

At the state level, Washington is investing in statewide transportation infrastructure projects, including highway improvements and public transit expansions. These initiatives are projected to enhance the overall performance of the transportation system and reduce congestion. Statewide efforts to reduce emissions and promote energy-efficient transportation solutions are expected to lower vehicle emissions and energy consumption, improving air quality and supporting sustainable economic growth.

Environmental and energy policies are also being implemented to further these goals. By promoting energy-efficient transportation solutions, the state aims to achieve significant reductions in emissions and energy consumption, contributing to a healthier environment and a more sustainable future. These policies are expected to enhance economic development opportunities across the state by improving access to markets and resources.

Performance targets

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

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

Weighted average drive-alone rate (DAR) of 60 percent or less for CTR-affected worksites at the jurisdictional level.

- b. List any additional performance targets.

N/A

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

- 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.

The City will establish a base value during the 2023-2025 survey cycle and measure progress using the 2025-2027 survey results.

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

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

The City will establish a base value during the 2023-2025 survey cycle and measure progress using the 2025-2027 survey results.

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

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

This will be measured with the bi-annual CTR survey.

⁵ Source: The plan shall establish the jurisdiction's CTR goals and targets. (WAC 468-63-040(2)(b))

⁶ Source: The plan's measurement methodology shall be consistent with the measurement guidelines established by WSDOT and posted on the agency's website. (WAC 468-63-040(2)(c))

10. List your jurisdiction’s CTR-affected worksites.⁷

a. List all your CTR-affected sites.

- City of Issaquah
- Costco Wholesale World Headquarters
- Costco Travel World Headquarters
- King County Library System Public Service Center
- Swedish Medical Center Issaquah Campus
- SanMar Corp. Issaquah
- NAES Issaquah
- Siemens Medical Solutions USA Ultrasound Division
- REI Co-op Issaquah HQ

11. List a performance target for each CTR-affected worksite.⁸

The City will establish performance targets during the 2023-2025 survey cycle and measure progress using the 2025-2027 survey results.

12. List the base value you’ll use for each site.

The City will establish performance targets during the 2023-2025 survey cycle and measure progress using the 2025-2027 survey results.

⁷ Source: The plan shall also identify the major employer worksites, including affected state agency locations, within the jurisdiction's affected urban growth area and any major employment installations. (WAC 468-63-040(2)(e))

⁸ Source: The plan shall describe the base year values and numerical targets for each major employer worksite required to participate in the CTR program. (WAC 468-63-040(2)(b))

Services and strategies

13. Describe the services and strategies your jurisdiction will use to achieve CTR targets.⁹

Issaquah is implementing a variety of services and strategies to achieve its commute trip reduction targets. Here are some key areas they are focusing on:

- 1. Employee Engagement:** Encouraging employers to promote alternative commuting options among their employees. This includes providing incentives for carpooling, vanpooling, and using public transit.
- 2. Bicycle/Pedestrian Infrastructure:** Enhancing bike lanes, sidewalks, and pedestrian pathways to make biking and walking more attractive and safer options for commuters.
- 3. Education:** Conducting outreach and educational campaigns to inform residents and employees about the benefits of reducing single-occupancy vehicle trips and the available alternatives.
- 4. Technology and Innovation:** Leveraging technology to provide real-time transit information, carpool matching services, and other tools that facilitate easier and more efficient commuting options.
- 5. Policy and Regulatory Support:** Implementing policies that support commute trip reduction, such as zoning regulations that encourage mixed-use development and reduce the need for long commutes.
- 6. Monitoring and Evaluation:** Regularly collecting and analyzing data on commuting patterns to assess the effectiveness of various strategies and make data-driven adjustments as needed.
- 7. Collaboration with Local Transit Agencies:** Working closely with King County Metro and Sound Transit to improve transit services and ensure they meet the needs of commuters. This includes coordinating schedules, improving transit stops, and integrating different modes of transportation, including the Metro Flex on-demand pilot program.

14. Describe how jurisdiction services and strategies will support CTR-affected employers.¹⁰

In Issaquah, jurisdiction services and strategies play a crucial role in supporting Commute Trip Reduction (CTR)-affected employers. Here are some key ways they do this:

- 1. Employee Transportation Coordinator (ETC) Training: Jurisdictions** require employers to appoint an ETC to manage their CTR programs. The City of Issaquah provides training and resources to these coordinators to ensure they are well-equipped to promote and implement effective CTR strategies.
- 2. Program Development and Approval:** Employers must develop a CTR program tailored to their specific needs and submit it for approval every two years. This program includes incentives and resources aimed at reducing drive-alone commutes, such as subsidized transit passes, secure bike storage, and flexible work schedules.
- 3. Good Faith Effort Requirements:** Employers are expected to make a good faith effort to implement their CTR programs. This includes notifying the jurisdiction of any significant changes to their program and working collaboratively with the City of Issaquah to improve their efforts.

⁹ Source: The plan shall describe what local services and strategies will be implemented to achieve the plan's goals and targets, and how these services and strategies will support the CTR programs of major employers. Strategies may include, but are not limited to: (i) Modifications of local policies and regulations, including the transportation concurrency system, street design standards, parking, and zoning; (ii) Investments in services and facilities, including transit services, nonmotorized facilities and amenities; and (RCW 70.94.527(5))(iii) Marketing and incentives. Transit agencies shall work with counties, cities and towns as a part of their six-year transit development plan established in RCW 35.58.2795 to take into account the location of major employer worksites when planning and prioritizing transit service changes or the expansion of public transportation services, including rideshare services. (WAC 468-63-040(2)(d))

¹⁰ Source: The plan shall describe ...how these services and strategies will support the CTR programs of major employers. (WAC 468-63-040(2)(d))

4. **Annual Information Distribution:** Employers must provide information about their CTR programs to employees at least once a year and to new hires. This ensures that all employees are aware of the available commuting options and incentives.
5. **Surveys and Reporting:** Employers are required to conduct baseline surveys within 90 days of becoming CTR-affected and submit program reports to the jurisdiction. These surveys help track progress and ensure compliance with CTR goals.
6. **Incentives and Support:** Jurisdictions encourage employers to offer various incentives to reduce single-occupancy vehicle trips. These can include preferential parking for carpools, subsidies for public transit, and support for telecommuting.

15. Describe barriers your jurisdiction must address to achieve CTR targets.¹¹

To achieve Commute Trip Reduction (CTR) targets, Issaquah faces several barriers:

1. **Infrastructure Limitations:** The city needs to improve public transportation options and infrastructure to make commuting more convenient and attractive. This includes expanding bus routes, increasing frequency, and ensuring reliable service.
2. **Traffic Congestion:** High levels of traffic congestion can deter people from using alternative commuting methods. Addressing this requires better traffic management and possibly the development of dedicated lanes for buses and carpools.
3. **Parking Availability:** Ample parking can discourage the use of public transportation. Reducing parking availability or increasing parking fees in certain areas could incentivize the use of alternative commuting options.
4. **Cultural and Behavioral Barriers:** Changing commuting habits is challenging. Many people are accustomed to driving alone. Public awareness campaigns and incentives for using public transportation, biking, or carpooling can help shift behaviors.
5. **Safety Concerns:** Ensuring the safety of commuters, especially those using bicycles or walking, is crucial. This involves improving bike lanes, pedestrian pathways, and overall road safety.
6. **Economic Factors:** The cost of public transportation and other commuting alternatives can be a barrier. Subsidies or financial incentives for using these options can help mitigate this issue.

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

Issaquah is implementing several transportation demand management (TDM) technologies to enhance its Commute Trip Reduction (CTR) services and strategies. Here are some key elements:

1. **Real-Time Transit Information:** Providing real-time updates on bus and train schedules to help commuters plan their trips more efficiently.
2. **Ridesharing Platforms:** Encouraging carpooling and vanpooling through dedicated apps and services that connect commuters traveling similar routes.
3. **Bicycle Infrastructure:** Expanding bike lanes and bike-sharing programs to promote cycling as a viable commuting option.
4. **Parking Management Systems:** Implementing smart parking solutions to optimize the use of parking spaces and reduce the time spent searching for parking.
5. **Traffic Signal Optimization:** Using advanced traffic management systems to improve traffic flow and reduce congestion.

¹¹ Source: The plan shall evaluate the existing barriers to the success of the CTR program and identify how the jurisdiction and its partners can overcome these barriers. (WAC 468-63-040(2)(a))

These technologies aim to reduce single-occupancy vehicle trips, lower emissions, and improve overall mobility within the city.

17. Transcribe or link to your local CTR ordinance.¹²

<https://issaquah.municipal.codes/enactments/Ord2547>

18. Describe your financial plan.¹³

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

Activity	Estimated average annual cost
Employer engagement	\$5,000
CTR Plan	\$5,000
Performance reporting	\$5,000
Administration	\$5,000
Total	\$20,000

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

Source of Revenue	Estimated average annual revenue
WSDOT	\$20,000
Total	\$20,000
Reserve (Amount left in grant)	\$8,050

19. Describe your implementation structure.¹⁴

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

City of Issaquah will conduct the activities listed in the plan.

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

Transportation Program Coordinator, Public Works, John Larson-Friend

20. List your implementation schedule.¹⁵

a. Provide the timeline for anticipated projects.

¹² Source: The plan shall describe the requirements for major employers that will be outlined in the local ordinance. (WAC 468-63-040(2)(e))

¹³ Source: The plan shall describe the funding revenues from public and private sources that are reasonably expected to be available, as well as the expected costs, to implement the plan and achieve its goals and targets. (WAC 468-63-040(2)(g))

¹⁴ Source: The plan shall describe how the various strategies identified in the CTR plan will be implemented, either by the local jurisdiction, its partners, or its contracting partners... (WAC 468-63-040(2)(h))

¹⁵ Source: The plan shall describe ...when the elements of the plan are expected to be implemented. (WAC 468-63-040(2)(h))

1st Biennium, July 2025 – June 2027

Employer engagement

- Identify worksites and employee transportation coordinators.
- Engage and educate employee transportation coordinators.
- Support distribution of information about transportation options to commuters.
- Enable incentives, subsidies, and disincentives.

Commute Trip Reduction plan

- Implementation and compliance of the WSDOT approved CTR workplan.

Performance reporting

- Worksite surveys.
- Program reports.
- Worksite needs assessments.

Administration

- Financial management.
- Program management.
- Policymaker engagement
- Community of practice

2nd Biennium, July 2027 – June 2029

Employer engagement

- Identify worksites and employee transportation coordinators.
- Engage and educate employee transportation coordinators.
- Support distribution of information about transportation options to commuters.
- Enable incentives, subsidies, and disincentives.

Commute Trip Reduction plan

- Comply with WSDOT CTR Plan guidance.
- Develop workplan and timeline.
- Public and stakeholder engagement.
- Identify and review resources.
- Develop plan content and draft plan.
- Integrate with regional 4-year plan.
- Obtain approvals from governing authorities of the CTR law and ordinance.

Performance reporting

- Worksite surveys.
- Program reports.
- Worksite needs assessments.

Administration

- Financial management.
- Program management.
- Policymaker engagement
- Community of practice

21. Describe the CTR plan for jurisdiction employees.¹⁶

Issaquah's Commute Trip Reduction (CTR) plan aims to improve air quality, reduce traffic congestion, and minimize energy consumption by encouraging employees to use alternatives to driving alone. Here are some key elements and services included in the plan:

Services and Programs:

Public Transit Subsidies: Employers often provide free or subsidized ORCA passes, making it easier and more affordable for employees to use public transportation.

Bike Commuting Support: Secure bike storage, showers, and lockers are available to encourage biking to work.

Carpool and Vanpool Programs: Priority parking is given to carpool and vanpool participants, and some employers offer incentives for joining these programs¹.

Information and Actions:

Employee Transportation Coordinator (ETC): Employers appoint an ETC to implement, promote, and administer the CTR program. This person is the main point of contact for employees and coordinates with the city.

Annual Information Distribution: Employers must distribute information about the CTR program to employees annually, ensuring everyone is aware of the available options and incentives.

Baseline and Biennial Surveys: Employers conduct a baseline survey within 90 days of becoming subject to the CTR law and biennial surveys thereafter to measure employee commute behavior and track progress.

22. Describe how the CTR plan for jurisdiction employees contributes to the success of the overall plan.¹⁷

The Commute Trip Reduction (CTR) plan for jurisdiction employees plays a crucial role in the overall success of Issaquah's CTR efforts. Here's how it contributes and reinforces the broader plan:

Contribution to Overall Success:

Leadership by Example: When jurisdiction employees actively participate in the CTR plan, it sets a positive example for other employers and employees in the area. This leadership can inspire wider community participation.

Increased Awareness and Engagement: By implementing and promoting the CTR plan within their own workforce, the jurisdiction can raise awareness about the benefits of reducing drive-alone commutes, leading to greater community engagement.

Data Collection and Analysis: The jurisdiction's participation provides valuable data on commuting patterns and the effectiveness of various strategies. This data can be used to refine and improve the overall CTR plan.

Reinforcement of the Jurisdiction Plan:

¹⁶ Source: The plan shall also describe the program that the local jurisdiction will offer to its employees. (WAC 468-63-040(2)(e))

¹⁷ Source: The plan shall also describe the program that the local jurisdiction will offer to its employees and how this contributes to the success of the overall plan. (WAC 468-63-040(2)(e))

Consistency in Messaging: The jurisdiction can ensure that the messaging about the importance of reducing drive-alone commutes is consistent and widespread. This helps reinforce the goals and objectives of the overall plan.

Resource Allocation: By prioritizing resources for their own employees, the jurisdiction can demonstrate the feasibility and benefits of CTR strategies, encouraging other employers to adopt similar measures.

Policy Development: The jurisdiction can use insights gained from their own CTR plan to develop and implement policies that support sustainable commuting practices across the entire community.

Specific Actions:

Employee Incentives: Offering incentives such as transit subsidies, carpooling benefits, and flexible work schedules to jurisdiction employees can showcase the effectiveness of these measures.

Public Reporting: Sharing the successes and challenges of the jurisdiction's CTR efforts can provide transparency and motivate other employers to participate.

Community Programs: The jurisdiction can develop community-wide programs based on the successful elements of their own CTR plan, creating a cohesive and supportive environment for all commuters.

Alignment with plans

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

- King County Metro
- Sound Transit

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

- King County Metro Strategic Plan 2021-2031 [attachment a \(kingcounty.gov\)](#)
- King County Metro Transit Development Plan 2023-2028 [KC Metro Transit Development Plan 2023-2028 \(kingcounty.gov\)](#)
- Sound Transit Development Plan 2023-2028 [Sound Transit Development Plan 2023-2028 and 2022 Annual Report](#)

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

Issaquah's Commute Trip Reduction (CTR) plan aligns with and supports the broader transit plans of King County Metro and Sound Transit in several ways:

Reducing Traffic Congestion:

CTR Goals: Encourage alternatives to single-occupancy vehicle trips, such as carpooling, vanpooling, biking, walking, and telecommuting.

Impact: Helps reduce overall traffic congestion, making it easier for transit services to operate efficiently and on time.

Promoting Sustainable Transportation:

Environmental Benefits: By reducing the number of cars on the road, the CTR plan contributes to lower greenhouse gas emissions, supporting King County Metro's climate goals.

Integration with Transit: Encourages the use of public transit options provided by both King County Metro and Sound Transit, enhancing ridership and supporting the financial sustainability of these services.

Improving Accessibility and Mobility:

Enhanced Connectivity: The CTR plan promotes the use of transit hubs and park-and-ride facilities, which are integral parts of Sound Transit's expansion projects.

Equity Focus: Supports equitable access to transportation by providing more options for all residents, aligning with King County Metro's strategic goals.

Supporting Economic Growth:

Workforce Mobility: By improving commute options, the CTR plan helps businesses attract and retain employees, which is crucial for economic development in Issaquah and the surrounding areas.

26. Describe any comprehensive plan updates that are needed and when they will be made.¹⁸

N/A

¹⁸ Source: The local jurisdiction shall review the local comprehensive plan to ensure that it is consistent with the local CTR plan. If the local jurisdiction determines that the local comprehensive plan needs to be updated or amended to be consistent with the local CTR plan, the local jurisdiction shall identify in the local CTR plan what changes may be needed and when the changes will be made. (WAC 468-63-040(1)(c))

Engagement

27. Describe stakeholder engagement.¹⁹

a. Who did you talk to?

- Issaquah business owners
- Local residents

b. When did you talk to them?

- Issaquah's Spring Business Open House on March 21, 2024
- Published survey in Issaquah's Economic Development Newsletter on April 10, 2024
- Tabled at Issaquah's Public Works Day on May 22, 2024

c. What did they have to say?

We found that small businesses who are not CTR-affected have little in engaging the city on this topic. In fact, the survey we sent out to those who subscribe to the Economic Development Newsletter yielded no responses. Even when engaged in-person, residents also had little or no interest in engaging the city on this topic. We received no specific feedback at any of the events.

d. How did what they said influence the plan?

Using the feedback (or lack thereof), we focused this plan more on the CTR-affected businesses in Issaquah. By leveraging our relationships with CTR-affected businesses, CTR program will have the most impact on reaching the goals included in this 4-Year Plan.

28. Describe vulnerable populations considered.

We focused on bus commuters moving to, from, or through the city with a commute habits survey. The survey was conducted in-person at the Issaquah Transit Center and Issaquah Highlands Park & Ride.

29. Describe engagement focused on vulnerable populations.

a. Who did you talk to?

We spoke with 13 commuters over the course of three commute days during the summer. The reason this number is so low is due to the lack of interest in speaking with the city representative, even over a matter of several hours canvassing the transit centers.

b. When did you talk to them?

¹⁹ Sources: The plan shall be developed in consultation with local transit agencies, the applicable regional transportation planning organization, major employers, and other interested parties. (RCW 70A.15.4020(4))

The local jurisdiction shall invite, as appropriate, representatives of major employers, local transit agencies, the applicable RTPO, business associations and economic development organizations, nonprofit transportation and land use advocacy organizations, pedestrian and bicycle advocacy organizations, public health agencies, tribal governments, and residents, employees and businesses that will be affected by the CTR plan to participate in the development of the local CTR plan.

The state intends for the invited partners to work collaboratively with the local jurisdiction by providing data and plans and discussing opportunities, including new and reprioritized investments and policy changes, to reduce drive-alone commute trips in the jurisdiction and increase transportation access to affected major employer worksites. (WAC 468-63-040(1)(b)(i))

The plan shall include documentation from the local jurisdiction that verifies consultation with employers, transit agencies and others to develop the plan. (WAC 468-63-040(2)(f))

We spoke with people on June 26, August 7, and September 6.

c. *What did they have to say?*

The feedback from bus riders at the Issaquah transit center highlights several key themes and requests for the city's transportation services. Riders expressed a strong need for improved connectivity, including the restoration of Route 200 and the establishment of direct routes to Sammamish. There were calls for increased frequency and extended hours for Route 554, as well as more frequent service on Route 208. Concerns were raised about the impact of construction on bus schedules and the need for better amenities at transit centers, such as restrooms and water facilities. Safety was also a priority, with suggestions for Narcan distribution and help posters. Additionally, riders emphasized the importance of keeping buses on time and expressed concerns about potential service cuts, particularly during peak hours. There was a desire for expanded routes to reduce commuting times between Seattle and North Bend, and anticipation for the future light rail service. Based on the feedback, it seems that many employers, even small businesses, are supplying ORCA cards or subsidies to help with commute costs. Overall, the feedback underscores the need for reliable, frequent, and well-connected public transportation options in Issaquah.

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

Much of what riders had to tell us related to factors out of the city's control. Safety is one of the few factors that the city might have some influence on, thus is included in the text of the plan.

30. List employers' suggestions to make CTR more effective.²⁰

The City of Issaquah reached out to the CTR employers within the City of Issaquah and the following suggestions were made about how to make CTR more effective:

- Add a bus stop at Swedish Hospital.
- Enhance the high demand crosswalk at the hospital's entrance with either an RRFB or stop sign.
- Increase the hours that MetroFlex operates.
- Install signs at Swedish Hospital to direct delivery trucks and ambulances to the back of the hospital.
- I spoke to our team and one of the most time consuming things we deal with is logging ridership. Something that would greatly improve our process for releasing payment vouchers to riders would be the ability to automatically log who rides. Maybe something that a vanpool rider or bus rider could scan that logged each day they rode into work. Currently our bookkeepers for vanpool log who ride each day and then send that over to our team to verify ridership. Something that automatically collected the ride counts would cut this data entry out of our work load and make for less payment mistakes for people using the program.
- Another thing we looked into is bus stops closer / on to the corporate campus. We have lanes on Lake Drive designed in the sidewalks already that would allow buses to fully pull out of the lane and drop off riders safely. The park and ride at (Issaquah Transit Center, 1050 17th Ave NW, Issaquah, WA 98027) is a ways away from our campus. Having a bus / tram route that connects to our campus could help increase ridership.

²⁰ Source: The state intends for the plan to be a mechanism through which employers can describe what policy changes, services and support they need to make their CTR programs more effective. (WAC 468-63-040(2)(a))

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

We will consider how to better communicate the needs of vulnerable populations to King County Metro and Sound Transit, especially as Issaquah enters the planning phases of the light rail extension to Issaquah.

Regional transportation planning organization CTR plan review

RTPO comments

[TYPE]
