

The BDA Downtown Access Strategy serves to guide Member advocacy and the BDA’s approach to project and policy recommendations. The strategy acknowledges *conditions* and *factors* to establish realities, and it identifies *principles* and *priorities* to direct advocacy efforts. The BDA seeks to improve mobility access in/from and within Downtown Bellevue by convening Members to address, advance and inform transportation recommendations, projects and initiatives.

Conditions: Common-ground takeaways from member feedback and general statements of understanding.

Conditions Informing BDA Transportation Advocacy:

1. Downtown Bellevue is the transportation hub of East King County.
 2. Attractive transit, rideshare and non-motorized options and connections reduce drive-alone commute trips.
 3. Details matter. They will help and hurt support for a project.
 4. Growth, regular weekday work schedules, school schedules, popular destinations, road capacity constraints, and limited travel options all contribute to peak period congestion.
 5. Members can disagree and hold divergent views on solutions, priorities, data, and measures of performance.
 6. Models and forecasts are excellent planning tools, and they have limitations in predicting future behavior and market realities.
 7. The majority of regional trips are made by private vehicle.
 8. Accommodating retail trips across modes, but primarily by car, is critical for our thriving retail economy.
 9. Employers seek to improve and expand mobility options that expeditiously move employees during peak periods.
 10. There’s value to filling these blanks: *This project or initiative would support (who/what) and could negatively impact (who/what).*
 11. Traffic congestion and trip growth are inevitable in a growing, dynamic economy. It’s a quality of life issue and risk to our economy; we want to address it and have reliable options to avoid it.
 12. What works in another city might (not) work for Bellevue.
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Factors: Basic list of drivers behind most transportation policy and project decisions.

Factors Influencing Transportation Decisions

Comprehensive Plans and Policies	Development Goals	Partnerships
Cost/Benefit/Tradeoffs	Equity	Political Will
Data	Funding	Reliability
Demand	Impacts	Safety
Design	Land Use	Urgency

Principles: Guiding strategy statements and desired outcomes for the BDA's transportation advocacy.

Principles for Transportation Advocacy:

1. Make the travel experience to/from and within the Downtown area be faster, smarter, safer and greener.
 2. Implement corridor plans for better efficiency and throughput.
 3. Continuously improve efficiencies across modes.
 4. Serve land use patterns and build the infrastructure to accommodate planned growth.
 5. Align transportation funding to goals and performance metrics.
 6. Reduce drive-alone commute mode share in peak periods; pursue alternative strategies to drive-alone travel.
 7. Improve the walkable environment.
 8. Collect and communicate the best available transportation data.
 9. Communicate effectively with regional and state transportation agencies.
 10. Emphasize importance of retaining effective and experienced transportation professionals at City and other agencies.
 11. Define and implement an annual advocacy plan for projects and initiatives.
 12. Update the BDA's strategy and recommendations on a regular basis.
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Priorities: Specific transportation project areas and initiatives to improve mobility, currently supported by the BDA and/or recommended for future advocacy.

Priority Project Areas and Initiatives Identified as Critical for Improved Mobility:

1. Review and advance emerging technologies and mobility trends.
2. Complete additional midblock crossings in Downtown where feasible.
3. Complete planned Downtown, Bel-Red and Wilburton roadway projects.
4. Complete SR-520 project to I-5.
5. Complete the Bellevue section of the East Rail Corridor.
6. Complete the I-405 Corridor Master Plan.
7. Complete the SR-520 124th Ave NE interchange.
8. Continually improve the SCATS traffic management system citywide.
9. Designate curbside drop-off locations for rideshare and deliveries.
10. Ensure development construction schedules are coordinated and communication is clear to minimize travel delays and business impacts.
11. Implement connected and protected N-S, E-W bike lanes Downtown.
12. Implement programs to increase and promote available supply for shared, short-term parking.
13. Implement transportation demand management and employer programs to support demand, and dramatically increase non-SOV mode share in the peak periods.
14. Open East Link on time.
15. Open the Grand Connection (Downtown-Wilburton) freeway crossing.
16. Open the I-405 BRT system.
17. Reduce major intersection wait times for pedestrians. Make walking more convenient and pleasant.