

# **move Redmond**



**Strategic Plan (2022-2025)**



Section 1:



# The Redmond we envision in 2025

## The Redmond we envision in 2025

# Move Redmond's Vision

Redmond will be a more livable community through investments in walking, biking, and transit that enable people to get where they need to go without a car. We do this with an intersectional approach, focusing on collaboration, equity, sustainability, policy and funding.

# Move Redmond's Mission

Achieve a more accessible and inclusive Redmond through its streets, trails, and transit.

## Cosigned by the Move Redmond Board & Staff

- **Angela Rozmyn**, Natural & Built Environments, Board Chair
- **Carlos Cruz Rodriguez**, Appointed Director, Secretary
- **Phil Miller**, Redmond Resident
- **Charles Duba**, DigiPen
- **Sadie Guenther**, Westpark
- **Matt Loesch**, Honeywell
  
- **Kelli Refer**, Advocacy & Communications Director
- **Maritza Lauriano**, Community Engagement & Communications Manager
- **Michael Leach**, Membership & Development Manager

Section 2:



# Situational analysis



## Situational analysis

With light rail arriving, the construction of the Eastrail regional bike connection, and expanded remote work, the biggest transportation changes in Redmond's history will have happened by 2025.

At the same time, people who live or work in Redmond face challenges reaching the opportunities in the community. 9 out of 10 people who work in Redmond live outside the City due to the high cost of housing. Those who make the least income face the longest commutes, are less likely to be offered a transit pass by their employer<sup>2</sup>, and are more likely to be people of color<sup>3</sup>. The COVID-19 crisis has revealed who relies on our transit system to ensure our community keeps running and which commutes can be supported by remote work. The climate emergency has sparked a commitment from the Redmond City Council to be carbon neutral by 2030. With people driving in cars accounting for over a third of emissions in King County, achieving that means we need major changes to our streets, trails, and transit.

**An accessible and inclusive Redmond can be a model for the region and the nation.**





Section 3:



# How Move Redmond Works

## How Move Redmond Works

Our organization has worked in Redmond for over 30 years to make it easier to reach the opportunities in Redmond by walking, biking, or transit. Our advantage is our ability to directly connect with people who are coming to Redmond from across the region and to amplify their stories and needs of decision makers.

Our work centers on supporting and addressing the needs of individual commuters and people who live in Redmond. By doing so, we achieve the goals of our member organizations and individual members.



## How Move Redmond Works

In 2019, our Board of Directors set a new direction for our organization to meet the needs of our members. This plan recommits to those strategic priorities:

### Advocate

Be a vocal and visible advocate for an accessible and inclusive transportation system for people who live or work in Redmond.

### Convener

Bring together decision makers, people who live or work in Redmond, and transportation leads at our member organizations around timely transportation issues.

### Transportation Consultant

Build the capacity of our member organizations to deliver transportation programs that make it easy and affordable to reach Redmond from across the region.



Section 4:



# Move Redmond Organizational Values

## Move Redmond Organizational Values

### Anti-Racism

Move Redmond acknowledges the role of transportation as a tool used to systematically segregate and disenfranchise Black, Indigenous, and people of color in the United States. Our organization values being actively anti-racist by supporting policies that approach transportation with a focus on mobility justice for people of all ages, abilities and backgrounds.

### Collaboration

Transformational change in transportation requires collaboration with many partners in this work. From our members, to elected officials, city staff, and community organizations, it takes collaboration to achieve safer streets and improved mobility for all.

### Safety

Move Redmond values safer streets for all people, no matter how you choose to get around. Our work will always prioritize safety improvements in transportation projects, as well as ensuring people feel safe while they get around.

### Sustainability

Move Redmond takes a holistic approach to sustainability, taking on work that reduces Greenhouse Gas Emissions at a regional level through transportation. We maintain a sustainable workplace that pays employees a living wage and has a healthy budget.



Section 5:



# Move Redmond Objectives & Strategies

## Move Redmond Objectives & Strategies

Move Redmond will achieve our vision and mission through the following objectives and strategies in the next three years:



### 1) Safer Streets

No one should be killed or seriously injured by Redmond's transportation system. We will advocate for policies and infrastructure that reduce serious injuries and fatalities on our streets. Move Redmond will work to ensure that the Vision Zero resolution is implemented through the City of Redmond's Transportation Master Plan. We will advocate to fund projects that reduce speeds, enhance pedestrian crossings, and build protected bike lanes.

#### Metrics of Success

- Move Redmond will host at least **3 educational events annually**, like our walk & talks, bike policy rides or Complete Streets Conversation Series.
- Move Redmond will organize community members to testify in support of funding safe streets infrastructure and have **at least 10 people testify to City Council and/ or the State Legislature every year**.
- Move Redmond will **collaborate with at least 20 agencies or organizations** to advance safe streets projects in Redmond.
- Move Redmond will have **15 meetings** with elected leaders to advocate for safer streets per year.

#### Outcomes

- The **City of Redmond adopts Vision Zero**
- Transportation projects in the City of Redmond are approached from a safety-first lens.

## Move Redmond Objectives & Strategies

# 2) Frequent, Reliable, & Affordable Transportation Options

Move Redmond believes in transportation options. Our organization will advocate for funding that supports better streets, trails, and transit in Redmond. Frequent and reliable transit ensures everyone who works or lives in Redmond is able to get around without a car, regardless of age, ability, culture, race or income. We will monitor policies and funding opportunities at the Federal, State, and Local levels to identify funding for transit, walking and biking. Move Redmond will leverage the investment of Eastlink light rail by supporting safe access to transit.

## Metrics of Success

- **25% increase in engagement annually** on social media and subscriptions to our newsletter
- **Over 500 people take action** and contact their elected leaders in support of funding for transit, walking, and biking projects
- **10 letters written by Move Redmond annually to elected leaders** and decision makers at various levels of government in support of funding frequent, reliable and affordable transportation options.
- Work with **50 community partners on transportation issues**

## Outcomes

- **City funding increased for investments in sidewalks, crosswalks, and bus shelters** at key Redmond transit stops
- Improve bicycle facilities in and around Redmond with **10 miles of on-street protected bike lanes on key corridors** that connect transit, neighborhoods, schools, and businesses



## Move Redmond Objectives & Strategies



### 3) Support Change in Individual Transportation Habits

Move Redmond will work closely with our Member Organizations and Community Partners to support individual people in shifting their transportation habits. We will leverage our Commute Trip Reduction and Transportation Demand Management work to give people the tools they need to transform their commutes. We will connect with the broader public in Redmond through our annual Open Streets Festival.

#### Metrics of Success

- **75% of our member organizations' employees, students, or residents are provided a transit pass and/or institute a cash-out bonus** for people who do not drive to work
- **Double the number of participants in the Move Redmond: Open Streets Festival.**
- **Host annual bicycle classes with 20 participants** for members and community partners.
- **Collect over 250 transportation stories from commuters, students and residents** through the Our Commute, Our Story Program

#### Outcomes

- **1 out of 3 people who work in Redmond travel by transit, walking or biking**
- **The percentage of people biking to work has doubled to 6% in Redmond**

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