

About GRTMA and this Plan

Since 1989, the Greater Redmond Transportation Management Association (GRTMA) has increased commuter mobility through close partnerships with its members. Today, Redmond is growing, transportation demands are increasing, and mobility options are multiplying rapidly. To address this complexity, this strategic plan defines the organization's important roles in Transportation Demand Management with a growing advocacy presence; clarifies goals and directions; sets priorities for decision-making; and increases accountability.

Vision

An accessible Redmond is where business and people thrive

Mission

GRTMA expands mobility options for workers to support economic development and livability in and around Redmond

Strategic Priorities

GRTMA will grow its activities in three essential roles:

ADVOCATE for the business community on transportation issues

CONVENER of transportation partners

SERVICE PROVIDER for private employers

GRTMA Board

- Angela Rozmyn, Chair
Natural and Built
Environments
- Erika Vandenbrande,
City of Redmond
- Heather Bore, Honeywell
- Jeff Aumell, Microsoft

- Mike Nelson,
Nelson Legacy Group /
Redmond Town Center
- Kristina Hudson, One
Redmond
- Courtney Klein, Redmond
Town Center/JSH
Properties
- Mian Jarreau, Stryker

GRTMA Staff

- Kristina Hudson
- Cindi Gyselink
- Katelyn Chesney
- Alexandra Lenger

Process

During the winter and spring of 2019, the GRTMA board, staff and membership developed this first Strategic Plan for the organization. Research, engagement, and planning activities included:

Board Meetings

Three meetings with the GRTMA board or directors identified clear values and refined the organization's vision and mission statements. Most importantly, the board established three strategic priorities to move the GRTMA forward into the important roles it can play toward Redmond's future mobility.

One-on-One Interviews

A dozen one-on-one interviews with GRTMA board members and staff (past and present) explored shared ideas for the organization's purpose and aspirations for Redmond's future. This provided a candid forum for detailed and sensitive issues.

Peer Organization Review

Questionnaires and interviews with comparable Transportation Demand Management organizations in the Puget Sound region provided insight into services and structures. These were Commute Seattle, Downtown on the Go (Tacoma), and TransManage (Bellevue).

Annual Membership Meeting

In a short survey at the GRTMA's Annual Membership Meeting, individual attendees were asked to recommend key actions based on the three strategic priorities defined by the board. The group then shared and prioritized these actions.

Next Steps

This plan calls for profound changes in the GRTMA's structure and expansion of its activities. A timeline for funding, leadership recruitment, and performance measurement is on the next page.

GOALS & ACTIONS

GOAL 1: Become a **VOCAL** and **VISIBLE** advocate for the business community on transportation issues

Action 1.1: Represent the greater Redmond business community's needs to transit and city partners for effective first/last mile trip options

Action 1.2: Provide **business community input** into transportation plans to expand the non-motorized network to small businesses

Action 1.3: Educate city partners, members, and boards on best TDM practices as industry experts

GOAL 2: Proactively convene partners and stakeholders to build **COALITIONS** and drive conversation

Action 2.1: Develop partnerships with private transit companies to share innovative solutions to GRTMA members

Action 2.2: Host regular networking events between transit partners, city staff and GRTMA members

Action 1.3: Implement coordinated transportation marketing campaigns to the greater Redmond business community to create unified messaging of resources and transportation service changes

GOAL 3: Transition ongoing transportation management services for employers to a **FEE FOR SERVICE** model

Action 3.1: Build the capacity of Employee Transportation Coordinators to serve as **liaisons** to transit **resources** and **funding** opportunities

Action 3.2: Evaluate individual member needs and **customize** transportation demand management strategies

TRANSITION PLAN

	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
Adopt Strategic Plan	█						
Develop a Funding Strategy, with initial commitments from the City and major employers	█	█					
Hire an Executive Director with deep transportation expertise and regional relationships	█	█	█	█			
Establish Strategic Plan Success Measures					█		
Finalize Staffing Strategy, Work Plan, & Budget						█	█