

III. GOAL SETTING AND PERFORMANCE MEASURES

A. Proposed Goals and Targets for GTEC

Area	2005 Base Drive Alone Rate	2009 Target Drive Alone Rate	2011 Target Drive Alone Rate	2005 Base VMT	2011 Target VMT Rate
GTEC Current CTR Affected	71.5% (update to 2007 when available)	69.7%*	64.4%	TBD%	TBD%
GTEC Remainder of downtown and campus employees	TBD by sample survey in 2008	TBD 2.5% of the 2008 base*	10% reduction from 2008 base	TBD	TBD
Entire Downtown Census 2000 Employee Drive Alone Rate	77.6%		69.8%		

* Sample survey in early 2008 will determine mode split. Re-survey in spring 2009 and conduct focus group with participants to determine adjustments deemed necessary in the program.

B. Proposed Performance Measures

Target Population	Proposed Performance Measure	Proposed Schedule for Reporting Progress
Commuters (all employees in GTEC area)	SOV 10%	The Partners will prepare a report that documents progress after the 2009 sample survey analysis. In spring 2011, the Partners will survey GTEC area employees to determine the drive alone rates
Residents (all City Neighborhoods including Downtown residential neighborhood assoc. included in outreach but no performance measure)	NA	NA