

The City of Kirkland proposes to implement the following elements as part of its GTEC program and has the responsibility for a successful program. Implementation of the elements will be done in partnership and coordination with other agencies. Listed below are the following planned local services and strategies for achieving the established goals and targets

A. Proposed Target Population

As a major employment center, the TLUC has a strong market for increasing transit and ridesharing activities. Populations that will be targeted for transit and ridesharing activities include:

- Employees working in the health care facilities and the service industry
- Employees who work for non-CTR work sites
- Employees who work at TMP work sites
- Residents who live in multi-family buildings

B. Proposed Strategies for Achieving Goals

Strategy	Description
Provide a CTR Employee Coordinator and/or Develop a partnership to promote and manage the GTEC program	Provide a 0.5 FTE and/or contract with a consultant such as King County Metro to administer the GTEC program for Totem Lake.
Parking Management	Work with employers and property managers to implement parking management at work and residential sites. Review on-street parking policies and look for ways to reduce parking capacity.
Transit Services (<i>Transit Now Service Partnership Program for 2008 to 2013</i>)	Work with King County Metro Transit and Sound Transit to increase bus service to the TLUC. The City of Kirkland will participate in the <i>Transit Now Service Partnership Program for 2008 to 2013</i> with King County and other jurisdictions to increase transit service.
Vanpool Services	Promote vanpool services such as ridematching and vanpool training to employees and residents through programs such as <i>Metro Rideshareonline</i> , <i>Fill-it Up</i> campaign and <i>Flexpass</i> program.
Ride Fast Ride Easy Program	A Local program being established to promote vanpool, ride matching and transit use to entry level employees in the retail and service sector with match funding from Metro JARC program.
Marketing and Promotion along with the Ride Fast Ride Easy Program	Market and promote transportation alternatives to employees and residents using a variety of material such as brochures, fliers, web sites, and on-site promotions.
Bicycle and Pedestrian Facilities	Improve bicycle and pedestrian facilities based on the Totem Lake neighborhood plan and at major employer sites.
Subsidies	Provide subsidies for carpools and vanpools to employees and residents.
Flexpass	Promote an area-wide flexpass or similar program that offers discounted transit passes to employees.
Residential Transit Subsidies	Develop a residential program to increase transit ridership through match funding and subsidies.
Car Sharing	Work with car sharing providers to implement a car sharing program in Totem Lake.
Telework	Work with employers to develop a telework program. The program will consist of educating employers about the telework program and offer assistance for IT and human resource issues.
On-Site Employer Assistance	Provide on-site assistance to both CTR-affected and unaffected employers. Assistance may include on-site promotions, developing program strategies and measuring performance.

C. Schedule for Implementing Program Strategies and Services

The City has identified the following approximate schedule for implementing the GTEC program strategies and services. The agency responsible for implementing the strategy or service is also listed.

Program Strategy or Service	Agency Responsible	Scheduled Date for Implementation
Policies and Regulations		
Amend Comprehensive Plan to include Totem Lake GTEC program	City of Kirkland	July 2008
Review parking policies and parking code requirements for Totem Lake	City of Kirkland	2009 and beyond
Services and Facilities		
Totem Lake transit center	Sound Transit	2008 and beyond
Support enhanced transit services in Totem Lake	King County Metro, Sound Transit/City of Kirkland	2008 and beyond
Marketing and Incentive Programs		
Provide a CTR Coordinator and/or Develop a partnership to promote and manage the GTEC program	City of Kirkland, Consultant	2008 and beyond
Promote area-wide Flexpass	City of Kirkland, King County Metro	2008 and beyond
Develop a residential transit pass program	City of Kirkland, King County Metro, Consultant/City of Kirkland	2008 and beyond
Develop marketing and promotional campaign	Totem Lake CTR Coordinator/City of Kirkland	2009 and beyond
Develop a recognition program to identify employers that implement a CTR program and to promote the GTEC program	City of Kirkland/Consultant	
Develop Totem Lake web site	Totem Lake CTR Coordinator/City of Kirkland	2009 and beyond

E. Proposed System for Measurement and Reporting

To determine whether the GTEC program is making progress towards achieving its goals and targets, the City proposes to perform an evaluation of the GTEC program every two years. The program evaluation will begin in 2009 and consist of the following elements:

- Survey employees at CTR-affected and unaffected work sites to develop a representative sample.
- Survey residents at buildings that are participating in transit and ridesharing activities.
- Review transit ridership numbers for Totem Lake transit routes.
- Review vanpool participation rates for vans traveling to Totem Lake.
- Conduct interviews with ETCs at CTR-affected and non-CTR work sites.