

## F. GTEC ORGANIZATION & IMPLEMENTATION STRUCTURE

(WAC 468-63-060(2)(viii))

1. **Objective.** The proposed organizational structure will include partners who share an overarching goal to provide a seamless experience for all customers of transportation demand management (TDM) services within the GTEC. The organizational structure for the Downtown Seattle GTEC is designed to:
  - take advantage of expertise among the partner organizations;
  - expand capacity to conduct outreach and promotional activities;
  - streamline administrative and data management functions;
  - build and strengthen relationships with office property owners and managers.
2. **Outreach.** A distinguishing feature of the GTEC program is that it will need to reach employers that are not compelled to participate in programs by a regulatory (CTR) mandate. This will require an outreach strategy that is significantly different from the approach used in the base CTR program. The City of Seattle's GTEC program will depend heavily on its partners to conduct this outreach:

### The GTEC Partners—The Downtown Transportation Alliance

- The City of Seattle
- The Downtown Seattle Association
- King County Metro

The City has an established working relationship with the Downtown Seattle Association (DSA) and the Urban Mobility Group (UMG) because of their links to the owners and managers of office buildings in the Downtown Urban Center and to the business community at large. The Urban Mobility Group has a demonstrated track record that includes sales and delivery of transit pass products, and promotion of ridesharing and bicycling. The City of Seattle intends, subject to all applicable laws and agreements, to partner with the DSA and UMG to perform many of the tasks that will be essential to the success of the GTEC program. These include:

- initial outreach and primary point of contact for building owners and property managers
- scheduling of building-based activities
- outreach to professional organizations (e.g. Building Owners and Managers Association)
- data collection and management
- dissemination of information regarding improvements to transit service and other non-SOV modes, such as bicycle commute information and support, carpool resource information, updates on street improvements that also improve transit

Because the outreach elements of the GTEC will leverage the efforts of partners and will expand existing organizational capacity, very little start-up time will be required. The City of Seattle anticipates having outreach efforts underway within 60 days of the date when funding becomes available.

3. **Promotional and Technical Support** Seattle's GTEC program will continue to depend on King County Metro to maintain relationships with major employers and to provide both technical and promotional services to all customers within the GTEC. These may include the following:
  - building and employer site assessments (parking analysis, product availability)
  - site-based program planning
  - training and workshops
  - commute planning sessions
  - transit pass/transit access product sales
  - incentive program development and management

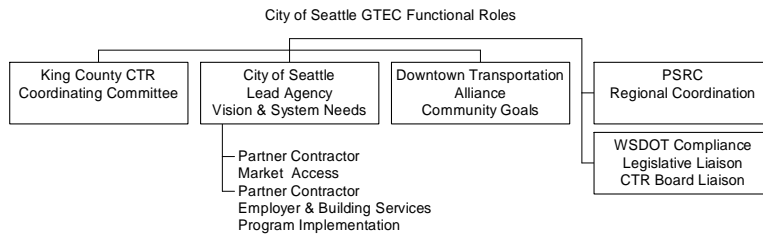
Although the City of Seattle will rely on King County Metro for much of the technical support required for the GTEC program, it may also contract for specific expertise when warranted by a site's needs. Bicycle access and education programs and parking pricing and management strategies are examples of program areas where the City may seek additional expertise. Because many GTEC technical support functions will be delivered largely by an existing organization with trained staff, the City of Seattle anticipates that technical services will be available to the GTEC immediately upon funding availability.

4. **Program Oversight and Administration.** The Seattle Department of Transportation (SDOT) will retain program oversight and administrative functions. As the agency ultimately responsible for GTEC program delivery SDOT will perform the following tasks:
  - develop protocols to ensure seamless delivery of services to GTEC customers
  - review program activities to ensure client contact protocols are followed
  - develop and manage contracts and agreements
  - provide regular direction on program strategy and implementation
  - ensure that SDOT's own TDM services are coordinated with the GTEC program when provided within the GTEC boundaries.
  - Seek to coordinate TDM efforts of non-partner agencies within the GTEC should any others intend to offer services within its boundaries (e.g. other transit agencies, private entities).
  - Work with the Puget Sound Regional Council to address inter-jurisdictional issues as necessary.

Program oversight and administration activities will commence immediately upon GTEC funding availability.

5. **Coordination with Other Jurisdictions.** As part of its strategic plan for implementing the GTEC program, the jurisdiction plans to work in partnership with the Puget Sound Regional Council, local and regional transit agencies, and neighboring jurisdictions through the King County CTR Coordinating Committee.

Following is an organization chart that reflects the various functional roles



6. **Comprehensive Plan Consistency.** The City of Seattle's Comprehensive Plan policies and goals promote, complement and are consistent with the GTEC program goals. Section IX D.4.a (pages 51-54) displays the elements of the Comprehensive Plan and Land Use Code that support the CTR Plan and this GTEC Program.