

H: RELATIONSHIP TO LOCAL CTR PLAN

Seattle's initial GTEC program would build upon its basic CTR Plan, to implement WAC 468-63-010(b) to address the gap described in Section IB of the Basic CTR Plan and Section IIE of this document. The City would use existing and planned institutional arrangements, organizations, services, and facilities to extend trip reduction promotions and incentives to the entire population of an urban growth center.

The City would use its authority in the Land Use Code, the State Environmental Policy Act to engage managers of SEPA-affected and densely populated (high-rise) properties to coordinate CTR and TMP work. While SEPA requires some property managers to provide incentives that reduce trips at their buildings, the City has found that property managers make little or no effort to do this and are inconsistent in what they provide. The City and its partners would create and provide products, incentives and services and deliver them in a variety of formats to a building or groups of buildings whose tenants otherwise might not receive them.

Seattle's GTEC Program would take advantage of existing work-groups that are comprised of experienced, well-informed CTR-affected employers who are guided by well-trained, experienced staff who have a vested interest and a long-term commitment to achieving the City's drive-alone (SOV) targets. (WAC-468-63-060) (WAC-468-63-060(2)(x))

The benefit of this approach is that expenditures associated with sustaining a GTEC program in the future may be only marginal additions to the total cost of providing basic CTR services in areas where the greatest density or growth is projected. By adding to the investment it already has made in transportation infrastructure, facilities and the CTR Plan for major employers, Seattle's GTEC program will have the advantage of economies of scale--a more efficient way to achieve greater participation per dollar than may be possible through the CTR Plan alone..