

III. GOAL SETTING AND PERFORMANCE MEASURES

A. Proposed Goals and Targets for GTEC

The Downtown Spokane GTEC program builds upon the City's successful CTR program by expanding the program to unaffected work sites and residential groups. The goal of the GTEC program is to reduce drive alone trips by 10% and vehicle miles traveled by 13%.

Downtown Spokane's employment population is a mix of office, retail, government and retail. Currently, the total employment population in Downtown Spokane is approximately 24,500. Downtown Spokane currently has 49 CTR-affected work sites. Under the City's CTR plan, the City of Spokane has set a goal of reducing drive alone trips by 10% and VMT by 13%.

To meet the requirements of establishing a GTEC, the City of Spokane proposes to decrease the number of absolute drive alone trips by expanding CTR activities to non-affected employers and residential groups. The goal of the overall GTEC program will be reduce drive alone trips by 10% for both affected and non-affected employers and reduce drive alone travel among selected residential groups by 10%.

Target Population	2005 Base Drive Alone Rate	Goal	Target Drive Alone Rate	Base VMT	Goal	Target VMT Rate
Employees at CTR-affected work sites	72.7%	Reduce by 10%	66.4%	7.9 ⁸	Reduce by 13%	6.9
	There are currently 22,700 employees in Downtown Spokane. Based on the average drive alone rate of 72.7%, 16,500 commuters currently use non-drive alone modes. Based on a six-year target of 66.4% for non-drive alone modes, the City plans to increase the number of commuters using non-drive alone modes at CTR-affected sites by 10% (for an estimated of 1,400 commuters).					
Employees at unaffected work sites	There are approximately 20,100 employees who work at unaffected work sites. The goal of the GTEC program is to convert 10% of this population into using non-drive alone travel modes. Based on a base drive alone rate of 100%, the goal of the GTEC program is to convert approximately 1,200 unaffected commuters into non-drive alone modes.					
Residential developments	The City of Spokane will work with selected residential groups to encourage residents to use alternative travel modes. Selected residents in multi-family developments will be targeted based on their access to transit, pedestrian and bicycle facilities.					
Entire GTEC area	For the entire GTEC area, the City has set a target of 1,000 additional commuters who use non-drive alone travel options. This figure included both CTR-affected and unaffected work sites.					
Entire City	100.0%	Reduce by 10%	90%	TBD	Reduce by 13%	TBD

⁸ Base VMT rate was calculated by WSDOT

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B. Proposed Performance Measures

The City is required to measure the progress towards achieving the goals. Every year, the City will prepare an annual report and every two years, the City will conduct surveys of employees and residents to determine their travel behavior. The City plans to use the WSDOT CTR survey as the survey instrument. Listed below are the proposed measures and the scheduled dates for measuring progress.

Performance Measure	Agency Responsible	Scheduled Date
Percentage of commuters using non-drive alone modes	City of Spokane	Every two years beginning fall 2008
Number of unaffected employers participating in transit and ridesharing programs	City of Spokane	Every two years beginning fall 2008
Number of residential buildings participating in transit and ridesharing programs.	City of Spokane	Every two years after the first residential building is built in Downtown Spokane.
Transit ridership on Spokane transit routes	Spokane Transit Authority	Every two years beginning fall 2008
Vanpool ridership for vans traveling to Spokane	Spokane Transit Authority	Every two years beginning fall 2008