



Organization Structure

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6. ORGANIZATION STRUCTURE

For implementing and administering the Downtown Vancouver GTEC Plan, the City of Vancouver will work in partnership with C-TRAN, major employers, neighborhood and business associations, other interested parties, and if available, a local transportation management association.

Listed below are the organizations that will be involved with the implementation of the City's GTEC. Their roles and responsibilities are described as follows:

6.1 CITY OF VANCOUVER

The City of Vancouver will initially coordinate the GTEC Program and will serve as lead agency for the implementation of the GTEC Plan. The City will adopt the GTEC Vision into its Comprehensive Plan. The City will adopt policy and regulation changes mentioned in the GTEC Plan for new developments and City-owned facilities. The City will also manage and set regulations for on-street parking supplies. Finally, the City will be responsible for measuring and reporting progress to the RTPO through the GTEC partnership, led by the GTEC Manager/Coordinator. Over time, these roles and responsibilities of the City of Vancouver could be transferred to a partnership embodied in Transportation Management Association (see below). Given that many GTEC program and services are targeted toward businesses, the role of a TMA could be beneficial as regards management of the GTEC effort.

6.2 TRANSIT AGENCY

C-TRAN will be responsible for providing transit services within the GTEC, the maintenance and administration of transit facilities and the administration ridesharing services. C-TRAN will help support activities to increase awareness of transit options to commuters, employers, and residents. These roles and responsibilities of C-TRAN are expected to be on-going over the life of the GTEC program.

6.3 GTEC BOARD & STAFF

The Transportation Management Association (TMA) will provide direct interface with property managers, employers and residents to implement GTEC programs. The TMA will be responsible for conducting employer outreach activities, promoting and educating employees about drive alone options and administering special programs that will help affected employers make progress toward meeting their goals. The TMA will be comprised of downtown property managers, major employers, the City of Vancouver, C-TRAN, local neighborhood and business associations, and other interested parties. These partners will meet regularly to develop and implement trip reduction programs. As seen in the previous local examples of TMAs, there are various ways in which a TMA can be managed. Whether managed by the City of Vancouver, C-TRAN, or a non-profit agency, TMAs all have the same purpose: Reduce the number of people who commute to work by driving alone and increase the number of people who commute to work by alternate modes. There are a host of TDM/TSM tools the TMA can use to achieve their goals. The majority of these strategies are discussed in Chapter 4. These roles and responsibilities of the TMA are expected to be on-going over the life of the GTEC program; however, the TMA would likely be established with the first two years of the GTEC program.

6.4 MAJOR EMPLOYERS

Major employers within and adjacent to the GTEC areas, including the City of Vancouver, Clark County Public Services Center, First Independent Bank, the Columbian, the State of Washington's Department of Social & Health Services, Clark College, Clark Public Utilities and US Federal Highway Administration will be responsible for complying with the requirements of the State CTR Law. These requirements include designating an employee transportation coordinator, regular distribution of information to employees, regular review of employee commuting and reporting of progress to the local jurisdiction, and implementing trip reduction programs to reduce drive alone trips and VMT among their employees. These roles and responsibilities of major employers are expected to be on-going over the life of the GTEC program and can be folded into the efforts of the TMA.

6.5 RESIDENTIAL GROUPS

If the program is targeted towards Esther Short, Hough and Arnada neighborhood associations, they will be responsible for implementing measures that will help reduce drive alone trips and VMT among residents. These roles and responsibilities of residential groups are expected to be on-going over the life of the GTEC program.