
CITY OF KIRKLAND
TOTEM LAKE NEIGHBORHOOD
GROWTH AND TRANSPORTATION EFFICIENCY
CENTER PROGRAM



July 2007

GROWTH AND TRANSPORTATION EFFICIENCY CENTER PROGRAM3
II. BACKGROUND INFORMATION9
III. GOAL SETTING AND PERFORMANCE MEASURES.....30
IV. PROGRAM STRATEGIES32
V. FINANCIAL PLAN.....36
VI. ORGANIZATION STRUCTURE.....39
VII. PUBLIC OUTREACH41
VIII. RELATIONSHIP TO THE LOCAL CTR PLAN 40

I. EXECUTIVE SUMMARY

Since 1991, the City has participated in the Washington State Commute Trip Reduction (CTR) program. As part of this program, the City has worked with major employers to reduce drive alone trips and vehicles miles traveled.

Under the Washington State CTR Efficiency Act, the City was given the option of developing a Growth and Transportation Efficiency Center (GTEC). The GTEC program is a voluntary program designed to encourage cities to expand CTR efforts to additional employers and residential groups within a defined area.

The City of Kirkland has proposed to develop a GTEC for the Totem Lake neighborhood. The GTEC program is a collection of City-adopted goals and policies, facility and service improvements and marketing strategies about how the City will help make progress for reducing drive alone trip and vehicle miles traveled for the GTEC over the next four years. The program also specifies a financial plan and organizational structure for implementing the program strategies and services. Building upon the success of the existing CTR program, the City strives to meet the goals of the plan for the future by working in partnership and coordination with other agencies.

The GTEC program has been developed through involvement by employers, organizations, King County Metro and individuals from throughout the City who helped identify strategies and ways for successful achievement of the goals. This plan helps to support the achievement of the City's overall CTR plan.

Agency:	City of Kirkland
Department:	Public Works
Contact Person (Person Preparing Plan):	Thang T. Nguyen
Address 1:	123 5 th Avenue
Jurisdiction:	Kirkland
State:	WA
Zip Code:	98033
Phone #:	425-587-3869
Fax #:	425-587-3807
Email Address:	tnguyen@ci.kirkland.wa.us

A. Vision of the GTEC and how it relates to the base CTR program:

Since 1991, the City of Kirkland has been working with major employers to reduce drive alone trips among commuters. The City has also implemented transportation management plans in developments such as the Kirkland 405 Corporate Center, Evergreen Health/Hospital Medical Center, Lakewood Medical Clinic, and Virginia Mason Clinic.

Building upon the City's successful CTR program, the City seeks to expand the CTR program by promoting transit and ridesharing activities in Totem Lake through the proposed GTEC Program. The GTEC program will help the City achieve the vision for the Totem Lake Neighborhood plan. The vision for Totem Lake is an attractive urban village that is welcoming to visitors and residents alike. The heart of the neighborhood includes the Totem Lake Mall, Evergreen Hospital Medical Center, regional transit facilities and higher intensity residential, retail and office uses. This central core includes a mix of medical, retail, office and housing uses in architecturally attractive buildings, formal and informal public meeting spaces, and extensive pedestrian amenities. In addition, public investments in landscaping, signage, street furniture and public art contribute to a safe and attractive pedestrian environment. Together, these public and private efforts have created an inviting sense of community.

Base CTR Program	GTEC Plan	Expected Benefits
<p>The base CTR program will continue to focus on major employers in Totem Lake. Totem Lake currently has four major employers.</p>	<p>The GTEC program expands efforts to reduce drive alone trips to the following markets: 1) Health Care employees; 2) Totem Lake Mall employees; 3) Residents in Totem Lake; 4) entry level employees.</p>	<p>Additional efforts to reduce drive alone trips will help reduce traffic congestion in Totem Lake, improve air quality and help achieve the goals and vision of the City's Totem Lake sub area plan.</p>

B. GTEC program goals and targets:

The City recognizes that there is a massive amount of free parking in the TLUC and among the target population and it may be difficult to attain our GTEC goals with the basic CTR plan.

The underlying goal of the GTEC program is to implement a CTR plan in a designated urban center beyond the basic requirements of the CTR plan. The goal of the Totem Lake GTEC program is to reduce drive-alone trips and vehicle miles traveled among major employers that are not CTR-affected by 10% and 13% respectively. In addition, the GTEC has set a target for reducing drive alone travel among selected multi-family buildings by 5%.

C. GTEC target population:

- Major Employers
- Health Care employers
- Totem Lake Mall employers
- Non-CTR work sites
- Multi-family buildings

D. Proposed GTEC program strategies include:

- Development of a partnership to manage the GTEC program for Totem Lake
- Provide a subsidized transit pass such as the Flexpass or a similar product to get more transit ridership
- Provide a subsidized residential transit pass program to multi-family development where management of the program would be easier
- Strengthen the vanpool program
- Implement a more robust Area-wide marketing and promotions
- Work with employers to implement a parking management program that would help promote alternative commute options
- Target entry level employees as they are more likely to seek alternative commute options because of the economic benefit

E. Key funding and service partnerships:

- WSDOT GTEC and other funding sources
- City of Kirkland
- King County Metro Transit
- Major Employers

F. Support for the City of Kirkland Comprehensive Plan

The proposed GTEC program for Totem Lake supports a number of goals and policies in the City of Kirkland Comprehensive Plan which relate to the GTEC. The City of Kirkland Comprehensive Plan Transportation Element contains the following goals and policies:

Goal T-1: Establish a transportation system that supports Kirkland's land use plan.

Goal T-2: Develop a system of pedestrian and bicycle routes that form an interconnected network between local and regional destinations.

Policy T-2.4 Design streets with features that encourage walking and bicycling

Policy T-2.5 Maintain a detailed non-motorized transportation plan.

Goal T-3: Work to establish and promote a transit and ridesharing system that provides viable alternatives to the single-occupant vehicle.

Policy T-3.2, T-3.3 Support the development of regional high-capacity transit to serve Kirkland's transportation and land use plans.

Policy T-3.4 Work cooperatively with Metro, Washington State Department of Transportation and Sound Transit to provide regional and local transit service.

Goal T-4: Establish and maintain a roadway network which will efficiently and safely provide for vehicular circulation.

Goal T-5: Establish level of service standards that encourage development of a multimodal transportation system.

Policy T-5.7 Promote transportation demand management (TDM) strategies to help achieve mode split goals. Assure that transportation improvements are concurrent with development to maintain the vehicular level of service standard for the development's subarea.

Goal T-6: Design transportation facilities that reflect neighborhood character.

Goal T-7: Balance overall public capital expenditures and revenues for transportation. Provide transportation investments in transit and non-motorized improvements, and support federal and State efforts for high-occupancy vehicle improvements that provide alternatives to single-occupant vehicles.

Goal T-8: Actively work to identify, review, and resolve inter-jurisdictional transportation concerns affecting Kirkland. Participate in regional transportation planning.

Policy T-8.2 Participate in the planning, design, funding, and development of a regional high-capacity transit system as a travel option for regional passenger travel.

Policy T-8.3 Coordinate City transportation plans with the transportation and land use plans of neighboring jurisdictions, special districts and State and regional transportation agencies, as appropriate, to identify opportunities to maximize benefits while minimizing financial expense.

Policy T-8.5 Cooperate with adjacent jurisdictions to develop a regional network of facilities for non-motorized transportation.

In addition to the above goals, Kirkland's vision for transportation promotes the movement of people throughout the City and region by expanding opportunities to use transit, ridesharing, and non-motorized facilities: "The City supports the increased use of alternatives to the single-occupant vehicle which can break the cycle of demand for wider streets while maintaining a high level of accessibility to all areas of the City. Alternate modes of travel reduce energy consumption, air pollution, and noise levels. By encouraging high-occupancy vehicles and other modes of travel, the City may be able to save the capital expense of road construction and maintenance and enhance the environment. For these reasons, the City supports all possible alternatives to the single-occupant vehicle."

The Totem Lake GTEC program supports the vision, goals and policies of the Comprehensive Plan in the following manner:

Under the updated plan for the Totem Lake Neighborhood, Totem Lake has been classified as an "Urban Center." As an Urban Center, the area is planned for an intensity/density of land uses sufficient to support transit, a broad range of uses, and

emphasis on the pedestrian, superior urban design, support of regional transportation plans and facilities and limitations on the use of the single occupant vehicle.

The GTEC program helps to develop and promote alternative travel options that will help limit use of single occupant vehicles. As part of the GTEC program, the City plans to increase pedestrian and bicycle routes to form an interconnected network between local and regional destinations. The City plans to work with King County Metro and other local jurisdictions to expand transit and ridesharing services, including the new Totem Lake Transit Center.

The Totem Lake GTEC program will also help to balance overall public capital expenditures and revenues for transportation. By implementing transit and ridesharing activities, the City hopes to reduce expenditures on costly transportation capital improvements.

Finally, the Totem Lake GTEC program will help achieve the City's goal of improving air quality and reducing Kirkland's contribution to climate change through the reduction of vehicle emissions.

G. Support for the Regional Goals and Policies

The proposed GTEC program also supports the regional policies of the Puget Sound Regional Council. The Adopted Multi-county Transportation Policies in Destination 2030 contain the following policies that are relevant to the proposed GTEC program:

Optimize and Manage the Use of Transportation Facilities and Services

RT –8.1 Develop and maintain efficient, balanced, multimodal transportation systems which provide connections between urban centers and link centers with surrounding communities by:

- Offering a variety of options to single occupant vehicle travel.
- Facilitating convenient connections and transfers between travel modes.
- Promoting transportation and land use improvements that support localized trip making between and within communities.
- Supporting the efficient movement of freight and goods.

Manage Travel Demand Addressing Traffic Congestion and Environmental Objectives

RT –8.11 Promote demand management and education programs that shift travel demand to non single occupant vehicle travel modes and to off peak travel periods, and reduce the need for new capital investment in surface, marine and air transportation.

RT –8.13 Regional, major corridor, and urban center goals should be established reflecting regional policy intent to achieve increased proportional travel by transit, high occupancy vehicle, and non-motorized travel modes to achieve reduced dependence on single occupant vehicle travel, with the greatest proportional increases in urban centers. Such goals should be set for 5 to 10 year periods and periodically updated in consultation with local jurisdictions, transit agencies and WSDOT.

RT –8.14 Emphasize transportation investments that provide alternatives to single occupant vehicle travel to and within urban centers and along corridors connecting centers.

Focus Transportation Investments Supporting Transit and Pedestrian-Oriented Land use Patterns

RT –8.17 Integrate land use and transportation solutions that offer the best opportunity to reduce air pollution, conserve energy, and protect the natural environment.

RT –8.18 Investments in transportation facilities and services should support compact, pedestrian oriented land use development throughout urban communities, and encourage growth in urban areas, specially in centers.

How the Proposed GTEC Supports the Regional Policies

The proposed GTEC program directly supports the region's goals for promoting demand management and education programs that shift travel demand to non-single occupant vehicle travel modes and to off-peak travel periods. This will result in reducing the need for new capital investment in surface transportation projects. The proposed GTEC for Totem Lake will increase education programs among commuters and residents working and living in Totem Lake.

The GTEC program also supports the goal to increase the proportion of travel by transit, high occupancy vehicle and non-motorized modes of transportation. The goal of the GTEC program is to reduce drive alone travel by 10% and shift commuters to using other modes. This will be done over a six-year time period. The City plans to emphasize investments in transit, pedestrian and bicycle improvements in Totem Lake, which is an urban center.

The City also supports investments in transportation facilities and services that support compact, pedestrian-oriented land use development. The proposed GTEC program plans for more transit service, vanpool service and non-motorized transportation facilities. These facilities will support the compact pedestrian-oriented development that is planned for Totem Lake. The City also supports and encourages mixed-use developments and high-density developments near major transit access points to meet passenger needs and offer an opportunity to reduce vehicle trips, reduce air pollution, conserve energy, and protect the natural environment.