



Goal Setting and Performance Measures

This page intentionally left blank.

3. GOAL SETTING AND PERFORMANCE MEASURES

Part of the GTEC Plan is to establish targets for the reduction of single-occupant vehicle trips to, from and within the Downtown GTEC area. The target established for the Downtown GTEC is to reduce SOV trips by 14% by the year 2011.

State law requires that the GTEC targets be more aggressive than those established by the city's CTR program. The City of Vancouver's CTR percent reduction for the same period of time is 10%, so this GTEC's SOV target is more aggressive than the CTR. Additionally, this SOV target will apply to all employers within the GTEC area, not just CTR employers, and provide a means for reaching a larger audience.

The VMT target for the Downtown GTEC is higher than the proposed target of the CTR program. Based on the average VMT of Downtown Vancouver's CTR-affected employers, the 10.1 mile average is higher than the city-wide average of 9.3 miles. The target VMT reduction percent for this GTEC is 16% which exceeds the CTR target.

3.1 BASELINE MEASUREMENTS

The existing CTR Program 2005 rates and 2011 goals are being used as baseline measurements for the purpose of this GTEC, as they are the most recent source of information.

Table 3-1. CTR Program Existing Rates and Future Goals

Area	2005 SOV Rate	2011 SOV Target Rate	Percent Reduced	2005 VMT	2011 Target VMT
City of Vancouver – City Hall ¹	76.5%	68.9%	7.6%	8.8	7.7
City of Vancouver – Esther Short Building ¹	80.0%	72.0%	8.0%	9.6	8.4
Clark County Public Service Center ¹	93.0%	83.7%	9.3%	8.6	7.5
First Independent Bank ¹	95.2%	85.7%	9.5%	12.6	10.9
The Columbian ¹	87.4%	78.7%	8.7%	11.0	9.6
WS-DSHS-DCFS ¹	78.0%	70.2%	7.8%	9.8	8.5
Clark College ¹	89.3%	77.7%	11.6%	9.7	8.5
Clark Public Utilities ¹	88.0%	80.3%	7.7%	10.2	8.9
US Federal Highway Administration ¹	76.7%	69.0%	7.7%	10.4	9.0
City of Vancouver	80.9%	72.8%	Reduce by 10%	9.3	8.1

Source: City of Vancouver Draft Commute Trip Reduction Plan

1 – CTR Major Employers within GTEC Area

SOV = Single occupied vehicle

VMT = vehicle miles travels

3.2 PROPOSED GOALS AND TARGETS

It is anticipated that the GTEC will reach all employers and 11, 000 employees currently within the GTEC area. As employment with the GTEC begins to grow, it is anticipated that those new employees and employers will be involved in the GTEC program as well. It is intended that the GTEC will include outreach to residents, with the goal of reaching out to at least 50% of households in the first 5 years.

The goal of the Downtown Vancouver GTEC is to reduce SOV rates among CTR and additional employers as well as residents. This plan seeks to reduce SOV rates in Downtown by 14% along with reducing VMT to 9 miles.

Table 3-2. Existing Rates and Future Targets

Area	Base Drive Alone Rate	2011 Target Drive Alone Rate	Base VMT	2011 Target VMT Rate
GTEC	83.8% ¹	70%	10.1 ¹	8.5
City of Vancouver	80.9%	70%	9.3	7.8

¹ – Based on the average of CTR affected worksites within the GTEC area

3.3 PROPOSED PERFORMANCE MEASURES

The City proposes to measure progress by preparing annual reports and conducting biennial surveys of the GTEC target population. CTR survey results will also be used as an indicator of progress.

Table 3-3. Performance Measures

Target Population	Proposed Performance Measure	Proposed Schedule for Reporting Progress
Commuters	SOV reduction by 14% VMT reduction by 16%	The City will prepare an annual report detailing progress towards meeting the targets. Every two years the City will conduct a survey of the target population to collect information on drive alone rates and VMT.
Residents	SOV reduction by 14% VMT reduction by 16%	The City will prepare an annual report detailing progress towards meeting the targets. Every two years the City will conduct a survey of the target population to collect information on drive alone rates and VMT.