

### III. GOAL SETTING AND PERFORMANCE MEASURES

#### A. Proposed Goals and Targets for GTEC

The goal of Tacoma's GTEC program is to expand the City's CTR program to additional employers and residential groups in Downtown Tacoma. In addition to working with CTR-affected work sites, the City of Tacoma will work with unaffected work sites and residential sites. The goal of the program will be to reduce drive alone trips by 10% and vehicle miles traveled from the base year. Listed below are the different groups that the City will work with to reduce drive alone trips and VMT:

Area	2005* Base Drive Alone Rate	2011 Target Drive Alone Rate	2005* Base VMT	2011 Target VMT Rate
UW Tacoma Campus (2,500 students, faculty and staff)	71%	64%	10	9
Downtown Employees (Approx. 38,784)	75%	67%	11	10
Downtown Residents (Target 1,000 residents)	TBD	TBD	TBD	TBD
Entire City	76%	68%	11	10

\*2005 figures will be updated when 2007 CTR Survey results are available

#### B. Proposed Performance Measures

The City proposes to measure progress towards meeting goals by preparing annual reports and conducting surveys every other year 2007 - 2011. The WSDOT CTR survey will be used as the survey instrument to collect information from employees and residents.

Target Population	Proposed Performance Measure	Proposed Schedule for Reporting Progress
Commuters	SOV 10% VMT 13%	The City will prepare an annual report that documents progress towards meeting goals. Every two years, the City will survey targeted employees to determine the drive alone rates and VMT.
Residents	SOV base minus 8% VMT base minus 10%	The City will prepare an annual report that documents progress towards meeting goals. Every two years, the City will survey targeted residents to determine the SOV rates and VMT.