

3. Goals, Targets, and Performance Measures

3.1 Introduction

During GTEC Plan development, the City of Bellevue established a goal for reduction of the single-occupant vehicle (SOV) rate for downtown commuters. The goal established for this GTEC plan is to reduce the SOV rate for downtown commuters by 10 percent by 2011.

As required by state law, the goal is more aggressive than the goal mandated by the state Commute Trip Reduction (CTR) law for CTR-affected Bellevue employers. Ten percent is the same percent reduction that is required by the city's base CTR program, but for the Downtown Bellevue GTEC this percentage is applied to the entire downtown worker population, not just CTR employees. (A ten percent reduction in SOV trips for just the CTR-affected employees would result in approximately 1,000 trips reduced, in comparison with 5,000 trips reduced with a ten percent SOV reduction for all downtown employees.) The primary goal and measurement will be based on downtown workers, but downtown resident trip reduction may be assessed in some way as well.

3.2 Baseline Target Measurement

The city established the 2005 City of Bellevue Mode Share Survey as the source of baseline data for the GTEC. This survey involved collecting sample data in fall 2005 from employees at worksites with less than 100 employees and combining it with the most recent commute survey data from large worksites through the state Commute Trip Reduction program. The Mode Share Survey is conducted every two to three years in five major employment centers in the city, including the downtown. Downtown results in 2005 were as follows:

Drove Alone:	71%
Bus:	14%
Carpool:	10%
Walk:	2%
Telework:	2%
Vanpool:	1%
Bike:	1%
Compressed Schedule:	<1%
Other:	1%

Thus the baseline SOV rate for the Downtown Bellevue GTEC is established at 71 percent. This 2005 figure is the best available and most current baseline mode share figure, given the timing of GTEC plan development in 2007 and implementation beginning in 2008.

3.3 Target Development and Final Target

According to the city's Planning and Community Development Department, the number of downtown workers in 2007 (the year this GTEC plan was developed) is estimated at 35,000, and the number of downtown workers for 2012 is projected to be 44,000. This constitutes 1,800 additional workers on average per year, which equates to 42,200 total workers in 2011.

In assigning a baseline 71 percent single-occupant vehicle (SOV) rate to 2007, and applying SOV percentages to each year’s employment number, the following percentages and absolute target numbers are calculated. **Only the final 2011 number is considered the official target; intervening years are provided for purposes of tracking.** Using 2007 as the beginning year presumes that some trip reduction will occur from 2007 to 2008, based on the city’s existing transportation demand management (TDM) programs and activities in gearing up for the GTEC, including a new city TDM brand and website launch.

Year	Measurement Type	Number of Workers*	SOV Percentage (Based on 10% Reduction by 2011)	SOV Number (Based on SOV Percentage)	Non-SOV Number (Remainder)	Additional Non-SOV Commuters (Difference from Following Year)
2007	Baseline	35,000	71.00%	24,850	10,150	1,175
2008	Tracking	36,800	69.23%	25,475	11,325	1,239
2009	Tracking	38,600	67.45%	26,036	12,564	1,303
2010	Tracking	40,400	65.68%	26,533	13,867	1,367
2011	Target	42,200	63.90%	26,966	15,234	Total: 5,084

*The first figure is a 2007 estimate; the remaining figures are even gradations from 2007 to the 2012 forecast of 44,000.

3.4 Relationship of GTEC Goal to Other City Mode Share Goals and Assumptions

In developing the GTEC goal, city staff looked at other mode share measurements that have been adopted or used as assumptions for adopted plans.

The Comprehensive Plan has a goal of a non-single-occupant vehicle (non-SOV) rate of 40 percent by 2005. If SOV reduction were to occur at the same rate as established by this GTEC target—10 percent every four years—the Comprehensive Plan goal would be reached by 2014. The downtown Comprehensive Plan mode share goal was originally established in the early 1990s and will be revisited in the future.

The city’s Downtown Implementation Plan update, adopted in 2003, utilized a non-SOV mode share *assumption* of 49 percent in 2020 for the traffic modeling analysis; the final adopted roadway network for this 2003 plan was based on this mode share assumption. The GTEC target methodology, when extended to 2020 at the same rate of reduction, results in a very similar mode share number of 50.47 percent by 2020.