

### C. GOAL SETTING AND PERFORMANCE MEASUREMENTS

WAC 468-63-060(2)(b)(v)(A)

**1. Benefits:** Reducing drive alone rates and vehicle miles traveled provide multiple direct and indirect benefits. These include reductions in congestion and improved mobility throughout the City and the region and improved air quality. The GTEC program for accomplishing these targets is likely to be more efficient for CTR-affected employers and require fewer resources to serve them. The City of Seattle will take offer CTR incentives, products and services at densely populated buildings and developments. This would enable the City to extend CTR to the larger population of employees of small organizations who otherwise may not have access to these resources. And CTR-affected employers who occupy these buildings may take advantage of the building-wide program to reduce their individual costs of promoting programs.

If it works well, Seattle will meet its regional trip reduction goals as commuters take advantage of recent major investments in transportation infrastructure and services.

**2. Proposed Goals and Targets for GTEC.** A six percentage **point** reduction over the ten year period, 2005-2015 would mean an average reduction of .60 percentage points per year, or a total reduction of 3.6 percentage points over the period 2005-2011, more ambitious goals and targets than the overall 10% reduction goal established by the State. Where a 10% reduction goal in SOV for the entire jurisdiction would result in an SOV target rate of 37.8%, a six percentage **point** reduction in the DUC would result in an overall SOV reduction goal of 21% and a target drive alone rate of 33.21%.

Area DUC	Base Drive Alone Rate 2005	SOV Reduction Goal	Target Drive Alone Rate 2011	Base VMT 2005	VMT Reduction Goal	Target VMT 2011
DUC CTR Aff. DUC TMP-Aff.	26% 38%	3.6% pt. 3.6% pt	22.40% 34.40%	4.73 Miles	.62 miles (-13.2%)	4.11 Miles
DUC Non CTR-TMP	43%	3.6% pt	39.40%			
DUC All	35.6%	3.6% pt	32.06%			
Entire Jurisdiction	42.0%	21.0 %	33.21%	7.06 Miles	.92 miles (-13%)	6.14 Miles

#### 3. Proposed Performance Measures WAC 468-63-060(2)(b)(v)(B)

Target Population	Proposed Performance Measure	Proposed Schedule for Reporting Progress
Commuters	Most Recent CTR & TMP Commuter Survey or other measurement that is acceptable to WSDOT.	Biennial survey and annual reports established by the state.
Residents	NA	NA