The City proposes to implement the following elements as part of its GTEC program to achieve the goals and targets. Implementation of the elements will be done in partnership and coordination with other agencies. Listed below are the following planned local services and strategies for achieving the established goals and targets

A. Proposed Target Population

The target population within the GTEC is CTR-affected and unaffected employees of the South Hill neighborhood, which is a combined residential and commercial area. The target population within the GTEC is all employees and residents of the South Hill neighborhood. As of 2000, this target population consisted of 5,000 employees and 3,000 residents. In 2000, the city-wide drive alone rate was 87.7 percent, which means that approximately 7,000 people within the GTEC drove alone to work. However, after implementing the GTEC, the City expects that the drive alone rate will drop to 78.9 percent, which would bring the drive alone population down to 6,300 and save approximately 700 commute trips a day.

B. Policies and Regulations

The City has identified the following policies and regulations that will be updated and will help reduce drive alone trips and vehicles miles traveled. The proposed changes and their scheduled adoption date are listed below.

1. Comprehensive plan policies

In addition to the existing Comprehensive Plan policies, the City is considering adding the following policies that will strengthen the City's policies for supporting the GTEC:

- Establish urban centers and/or GTEC's where they can be served by regional transit agencies, or work with the appropriate transit agency to expand service to the urban center within a reasonable timeframe.
- Work with other jurisdictions to achieve a jobs/housing balance that makes it possible for people to live closer to where they work.
- Discourage transportation improvements that would trigger development that is premature or not consistent with applicable comprehensive plans, policies, or zoning.
- Require new developments to incorporate non-motorized features or programs designed to promote use of alternatives to single-occupant vehicles, such as;
    - Preferential parking for car pools and van pools
    - Safe walking areas through parking lots in the form of sidewalks and/or well marked walking zones
    - Transit facilities, including comfortable bus stops, and waiting areas, adequate turning room, and where appropriate, signal preemption and queue-jump lanes
    - Bicycle parking and related facilities

    - Non-motorized connections to adjacent neighborhoods and transit facilities
- Incorporate transit-supportive and pedestrian friendly design features in new development through the development review process. Examples include:
    - Provide pedestrian pathways that minimize walking distances to activities and to transit stops.
    - Provide weather protection such as covered walkways or arcades connecting building developments, and covered waiting areas for transit and ridesharing.
    - Adopt pedestrian friendly design guidelines, especially in high pedestrian activity zones, such as wide sidewalks, landscape buffers or strips, street trees, adequate lighting, traffic calming measures (such as traffic circles, curb bulbs, raised medians, speed tables and chicanes), special pavements, and bollards.
- Provide aesthetic and functional amenities along pedestrian facilities, such as water fountains, benches, trash receptacles, public art, and open spaces (such as seating plazas).
- Provide pedestrian, and bicycle connections in newly developing areas of the city, promoting both internal access and linkages with the rest of the city.
- Continue programs to construct, maintain, and repair sidewalks.
- Design midblock crossings with safety as a high priority, and consider improvements such as pedestrian crossing signals, flared curbs (bulbouts), pedestrian refuge islands, medians, and adequate sight distance around parked vehicles.
- Develop an effective “share the road/share the trail” concept for pedestrian and bicycle education programs for the motorized and non-motorized public.
- Sidewalks or pedestrian facilities should be located along both sides of all arterials, collectors, and at least one side of most local streets.
- Secure bike lanes and trail improvements or easements through the development review process to develop portions of the bicycle and pedestrian system.
- Implement access management policies that will limit the number of driveways entering arterials.
- Allow a reduction in the number of required parking spaces if a development provides ride-share programs, car pool parking spaces, bike racks, lockers or other approved non-motorized parking options.
- Implement a methodology for public-private partnerships when it would result in a more efficient use of public resources.
- Aggressively seek funding opportunities for safety, mobility, intermodal, bicycle, pedestrian, neighborhood, and transportation demand management improvements.
- The city should encourage employers in the GTEC and other urbanized areas to offer staggered work hours or flextime and other Transportation demand Management programs such as parking management, ride match services

and preferential parking of vanpools, carpools, covered bike racks, lockers and showers at work sites.
- Institute parking management regulations in GTEC and other urban centers.
- Allow high-occupancy vehicle (HOV) lanes and/or bypasses on major state and city arterials.
- Allow restricted bus-lanes on arterials with major transit routes.

Comment [c1]: Check with App G revisions

C. Services and Facilities

As part of its capital improvement program, the City is planning the following improvements that will help reduce drive alone trips and vehicle miles traveled. In addition to the City's investments, the City is working with its transit agency partners to improve transit services and facilities. Elements that are being planned and/or being implemented include:

1. HOV Facilities
   The city should evaluate the use of high-occupancy vehicle (HOV) lanes and/or bypasses on major state and city arterials within the South Hill neighborhood to encourage carpooling, vanpooling, and transit use. The City will review potential HOV facilities that would be applicable within the city as part of its next transportation element update. If projects are identified, the City will work with PSRC and other agencies to prioritize them for funding.

2. Transit services
   As the population of South Hill grows and the city continues to improve roadway connections and pedestrian connections in the neighborhood, the City should work with Pierce Transit and Sound Transit to identify more transit improvements for the South Hill neighborhood, including:
   - Improve transit service coverage, span of service, and schedule in the South Hill neighborhood and surrounding residential areas. Specific recommendations will be made to reinstitute Sound Transit route 585 to Lakewood and to improve frequency on Pierce Transit route 402.
   - Work with Sound Transit to have the Sounder operate peak, off-peak, and weekend inbound and outbound trips.
   - Consider the addition of BAT Lanes to major arterials within the city.
   - Evaluate existing bus service from the park and ride and train and evaluate the feasibility of Vanshare service between Sounder and the park and ride on South Hill to compliment bus service.
   - Evaluate the demand for utilizing Bus Plus as a supplement to Pierce Transit local bus service to loop through neighborhoods, transit station and large employers.

3. Vanpool services and vehicles
   Pierce Transit has vans for vanpools and vanshares available. Vanpools will be a main component of the CTR marketing program for the GTEC.

4. Ride matching services
   Pierce Transit and Rideshareonline.com already provide ride matching services.

5. Car sharing services
   Evaluate a car sharing service so that people can run errands during lunch breaks and get to off-site meetings.

6. Transit facilities
   The South Hill neighborhood needs more parking in the Sounder park and ride lot and will likely need another park and ride lot or expansion of the existing lot in the future. Sound Transit is considering lot sharing agreements with property owners in the area for the near future. However, new additional facilities will likely not be built until 2020 or later.

7. Bicycle and sidewalk facilities
   - Community members recommended a number of bicycle and sidewalk improvements at South Hill neighborhood meetings including:
     - Add sidewalks on all arterials and minor arterials including:
       - Along 39th Avenue East (Microchip to 5th Ave)
       - Near UMCA, South Hill mall, Costco, Wal-Mart
       - Sidewalks on roads parallel to Meridian
       - Wildwood Park Drive, especially near Ferrucci Junior High School
       - Along 94th and street connecting to 94th
     - Make South Hill more pedestrian friendly with more pedestrian connections between neighborhoods and to transit stops.
     - Need more pedestrian safety features such as painted cross walks (23rd Ave SE and Wildwood Park Drive), pedestrian cross signals (23rd Ave SE, 39th Ave SE, Shaw Rd), and lighting on streets (e.g.; 29th Ave SE near cottages at Bradley Lake).
     - Provide more bike lanes, specific bike lanes requested include:
       - Westbound bike lanes heading toward Lakewood
       - 112th Street East and 104th Street
       - Meridian
       - Surrounding Pierce College
     - Need more bike and pedestrian trails and greenbelt areas. Specific trails mentioned include:
       - YMCA East to Alderton Trail
       - 39th Ave to south entrance of Bradley Lake Park
       - Pierce College to Bradley Lake Park
       - Connect South Hill to Riverfront Trail and Foothills Trail
       - To South Hill Library
     - Bike racks and lockers in South Hill area
     - Add pedestrian bridges over major 4-lane roadways, like Meridian.

- Add traffic calming devices on Meridian and side streets to make it safer for pedestrians and bikers.

Many of these proposed capital facility improvements are already planned and earmarked for funding by local and regional agencies. The following table lists the proposals listed above and their status in planning and funding.

Public Recommendations for Capital Improvements Compared to City Projected Project List
Sources: Public Meeting Comments, City of Puyallup Capital Improvement Plan, and PSRC Destination 2030

Type	Name	Funded?	Estimated Cost	Build Year	Rationale, if not proposed as strategy.
Sidewalks	39th Ave E.	NA			Recommend project to be prioritized for city annual sidewalk budget
Sidewalks	YMCA, South Hill Mall, Costco, Wal-Mart	NA			Recommend project to be prioritized for city annual sidewalk budget
Sidewalks	Roads parallel to Meridian	NA			Recommend project to be prioritized for city annual sidewalk budget
Sidewalks	Wildwood Park Drive	NA			Recommend project to be prioritized for city annual sidewalk budget
Sidewalks	94th Street	NA			Recommend project to be prioritized for city annual sidewalk budget
Painted Crosswalk	23rd Ave SE	No	$5,000	2009	
Painted Crosswalk	Wildwood Park Drive	No	$5,000	2009	
Pedestrian cross signals	23rd Ave SE, 39th Ave SE, Shaw Rd	No	$50,000	2010	
Lighting on streets	29th Ave SE near cottages at Bradley Lake	No			Recommended policy.
Bike lanes	Westbound to Lakewood	Yes	$1,937,815	2010	
Bike lanes	112th Street East	Yes	$303,512	2010	
Bike lanes	104th Street	No			Recommend project to be prioritized for roadway improvement budget
Bike lanes	Meridian	Yes	$712,086	2010	
Bike lanes	Near Pierce College	Yes	$242,000	2012	
Trails	YMCA East to Alderton Trail	No	$50,000	2011	
Trails	39th Ave to Bradley Lake Park	No	$75,000	2011	
Trails	Pierce College to Bradley Lake Park	Yes	$1,200,000	2012	
Trails	South Hill to Riverfront Trail and Foothills Trail (Loop Trail)	Yes	$871,000	2012	
Trails	South Hill Library	No	$50,000	2011	

Facilities	Bike racks and lockers	No	$50,000	2011	
Traffic	Traffic calming devices	Yes	$1,200,000	2008-2012	

Based on these plans, the following projects are the remaining gaps that should be considered by the city in future CTR program funding strategies.

Proposed Strategies

Type	Name	Funded?	Estimated Cost	Build Year
Painted Crosswalk	Wildwood Park Drive	No	$5,000	2009
Pedestrian cross signals	23rd Ave SE, 39th Ave SE, Shaw Rd	No	$50,000	2010
Trails	YMCA East to Alderton Trail	No	$50,000	2011
Trails	39th Ave to Bradley Lake Park	No	$75,000	2011
Trails	South Hill Library	No	$50,000	2011
Facilities	Bike racks and lockers	No	$50,000	2011
Total			**$280,000**	

D. Marketing and Incentives

The City plans to implement the following marketing and incentive programs that will help reduce drive alone trips and vehicle miles traveled.

Employer outreach – The city will work with employers to develop commuter subsidies and incentives, and a transit pass discount; promote telework and compressed work week programs; and encourage the addition of bike lockers and showers. The city will evaluate whether to hire a CTR coordinator to administer the city CTR program, including outreach and the GTEC program. In addition, the city, county, and Pierce Transit can identify organizations that already implement CTR programs that will help mentor organizations that are new to CTR. The city will also work with employers to encourage the formation of a transportation management association over time. This organization can help promote educational, marketing, and outreach events for the CTR program, strengthen the chances of receiving grant funding for the GTEC, and help provide a positive atmosphere for the CTR program throughout the GTEC.

- Transit pass discounts or Commuter Incentives – The City will consider allocating a portion of the GTEC funds to match employer contributions for incentives such as transit passes and subsidies for carpoolers, vanpoolers, walkers, and bikers within the GTEC. The City can also work with transit agencies to develop an area wide flex pass program for employees within the GTEC.

- Parking Management
  The City and property owner and managers should consider parking management and parking cash-out programs, which will eventually limit parking and encourage use of other modes of transportation. The City will also consider implementing pay

stations for on-street parking. This will help manage on-street parking resources. Proceeds from on-street pay stations may be reinvested into the downtown business areas for capital street improvements and for improved maintenance and operations of public right-of way.

- Preferential parking for carpoolers and vanpoolers – The city will encourage GTEC employers to provide preferential parking for carpoolers and vanpoolers in their parking lots.

- Flexible work schedules - The city will encourage GTEC employers to allow flexible work schedules so that employees can more easily arrange to use alternative modes of transportation to get to work.

- Program to allow employees to work at home or a closer worksite – The City will encourage GTEC employers to institute telework programs, when applicable. The City will also work with transit agencies and the stakeholders to provide training on how to set up a seamless office for employees to take advantage of telework programs.

Individualized marketing programs – An individualized marketing program for the South Hill neighborhood will be developed by the City in coordination with Pierce Transit and Pierce County. Some ways the City can improve marketing of commuting options are through localized South Hill neighborhood programs such as:

- Zip code luncheons with employers throughout the GTEC for purposes of ride matching.
- Educating the community through existing community events, business meetings, or neighborhood barbeques that includes informational kiosks and/or speakers on transportation options and includes other related attractions such as inviting the Green Car company, which sells electric and hybrid cars, and inviting green home care and remodeling vendors and having healthy living kiosks.

Area wide promotions – The area wide promotions would focus on the types of commuting that people in the GTEC rely on primarily, which is vanpooling, carpooling and walking. If the City provides incentives, then the promotions would certainly promote them. Other ideas ways to promote alternative modes of commuting promoting a walk or bike to work commute challenge within the GTEC or City for the whole summer or year, rather than the typical month. In addition, the city and Pierce Transit can explore using a program like Spokane Transit's www.mycommute.org, to track carpool and vanpool commuting miles and award users. The city should work with the transit agencies to develop a promotional campaign for transportation demand management in anticipation of local major highway construction projects such as the SR 167 HOV lane construction activities in the 2009 – 2011 time period, the Cross-Base highway, and the SR 167 Extension.

E. Schedule for Implementing Program Strategies and Services

The City has identified the following schedule for implementing the GTEC program strategies and services. The agency responsible for implementing the strategy or service is also listed.

Program Strategy or Service	Agency Responsible	Scheduled Date for Implementation
Policies and Regulations		
Amend Comprehensive Plan to include South Hill GTEC program and related recommended policies and goals	City of Puyallup	2008-2009
Services and Facilities		
Work internally with planning, transportation and executives to identify potential HOV facilities within the city.	City of Puyallup	2008 and beyond
Work with transit agencies to ensure fulfillment of goals to improve transit services and completion of transit facilities.	City of Puyallup and Transit Agencies (Pierce Transit and Sound Transit)	2008 and beyond
Work internally with planning, transportation, parks and executives to evaluate and prioritize proposed sidewalk, trail and pedestrian facilities recommended by South Hill residents and employees.	City of Puyallup	2008 and beyond
Develop funding strategies and implementation plan pedestrian and bicycle facility improvements on City property.	City of Puyallup	2008 and beyond
Develop funding strategies and implementation plan to complete transit facility improvements.	Transit Agencies (Pierce Transit and Sound Transit) and City of Puyallup	2008 and beyond
Develop funding strategies and implementation plan to complete HOV facility improvements.	City of Puyallup and WSDOT	2008 and beyond
Work with South Hill employers to complete capital improvements recommended in this plan.	City of Puyallup	2008 and beyond
Marketing and Incentive Programs		
Area Wide Transit Pass Discounts	City of Puyallup and Pierce Transit	2008 and beyond
City will hire a full-time CTR coordinator for CTR affected employees and the GTEC employers and residents	City of Puyallup	2008 and beyond
Develop marketing campaign for South Hill GTEC	City of Puyallup, Pierce Transit, Pierce County	2008 and beyond
Develop a training program for GTEC with transit agencies	City of Puyallup and Pierce Transit	2008 and beyond
Work with employers and other	City of Puyallup, Pierce Transit,	2008 and beyond

stakeholders to develop a Transportation Management Association (TMA) over time.	Pierce County	

F. Proposed System for Measurement and Reporting

To determine whether the GTEC program is making progress towards achieving its goals and targets, the City proposes to perform an evaluation of the GTEC program every two years. The program evaluation will begin in 2009 and consist of the following elements:

- Survey employees at unaffected GTEC worksites to develop a representative sample.
- Review transit ridership numbers for the South Hill neighborhood transit routes.
- Review vanpool participation rates for vans traveling to the South Hill neighborhood.