The City has prepared a financial analysis to identify revenues and expenses that are associated with the City's GTEC program plan. The following is a description of the available funding sources that the City may use to implement its GTEC program plan. After identifying the available funding sources, the City has identified the expenses which include program administration, employer assistance, policy and regulation development, promotional activities, transit and ridesharing services, and implementation of supporting facilities. The plan also describes the City's contingency plan if anticipated funds do not become available to support the plan.

A. Funding Sources

1. WSDOT CTR Grant

The WSDOT GTEC Grant is the annual allocation that is given to jurisdictions to help them administer their GTEC programs.

2. Local Jurisdiction Operating Funds and Capital Investment Program Funds

Local jurisdictions resources include funds from their operating budgets and capital investment programs. Capital investment programs funds are usually earmarked for certain projects such as bicycle and sidewalk facilities, ITS equipment and road improvements.

3. Federal Funds

Federal funds include the grants from the Congestion Mitigation and Air Quality Improvement program, Surface Transportation Program, and the Federal Transit Administration.

2. Employer Contributions

These funding sources include contributions both financial and in-kind from employers. The employers can also provide money for marketing, education and subsidies. Employers will be encouraged to join the transportation management association and provide time for a representative to participate in the group.

5. Other State Funding Sources

The funding sources include other state programs that provide assistance to programs that can contribute to helping make progress toward CTR goals. Funding sources may include the Safe Route to Schools Program, Competitive Public Transportation grants, Federal Transportation Administration grants for pedestrian and bicycle access and others.

Summary of Annual Funding Sources		
Source of Funding	**Responsible Agency**	**Estimated Annual Amount**
GTEC Grants	WSDOT	$ 100,000
CMAQ Funds	RTPO	$ 50,000
Capital Investment Program (planned sidewalk and road improvements)	City of Puyallup	$ 200,000
City Operating Funds (proposed CTR employee)	City of Puyallup	$ 50,000
Employer Contributions	Employers	$ 10,000
Developer Contributions	Developers mitigations funds to be administered by City of Puyallup	$ 10,000
TOTAL		**$420,000**

B. Program Expenses

1. GTEC Creation

City staff will need to adopt the GTEC program, update the CTR ordinance to include the GTEC, and include policies relating to the GTEC in the comprehensive plan.

2. Administration

Program administration includes activities such as identifying and notifying affected employers, reviewing employer progress reports, evaluating employer programs, coordination with neighboring jurisdictions and transit agencies, and preparing annual reports on the CTR program. A full-time CTR coordinator position hired by the city could lead the administration of the program and assist in grant writing and management.

3. Outreach & Marketing

Funds would be necessary to implement marketing, education, and other outreach programs within the GTEC to encourage the use of alternative modes of transportation. Marketing includes activities that help to promote and increase awareness of commute options among commuters and residents. Activities include the development and distribution of transit and ridesharing information, promotional campaigns, web sites to promote commute options programs, and outreach to employers.

4. Services

Services include elements that support transit and ridesharing. Elements include improvements to transit services, assistance with the formation of vanpools, car sharing and ride matching services.

5. Facilities

Facilities include capital elements that help to reduce the number of drive alone trips. Elements include bicycle lanes, sidewalks, trails and park and rides.

6. Incentives

Incentives include transit pass discount programs, subsidies for vanpool programs, and other contributions to encourage employers to participate in commute options programs.

Expense	Responsible Party	Estimated Annual Cost
Prepare local GTEC plan and ordinance	City of Puyallup	$ 15,000
Conduct employer outreach with full time employee and Pierce Transit. The city's CTR coordinator position will administer the GTEC and CTR programs, including contract management, program measurement, annual reporting, coordination meetings, and marketing and outreach.	City of Puyallup and Transit Agencies	$ 60,000
Implement supporting transit services	Transit Agencies	$ 150,000
Implement supporting vanpool services	Transit Agencies	$ 150,000
Implement bicycle and pedestrian facilities	City of Puyallup	$ 280,000
Offer program incentives	City of Puyallup	$ 100,000
Conduct special area wide promotions	City of Puyallup	$ 50,000
TOTAL		**$805,000**

C. Funding Gaps

Based on the expected revenues and expenses of the City's GTEC program, the City should identify funding for additional services and strategies that are needed to support the GTEC program. The city can apply for grants as a funding source as well.

Service or Strategy	Target Population	Financial Gap	Potential Funding Source
Conduct employer outreach via with full time employee	GTEC Employees	$50,000	City of Puyallup
Complete pedestrian and bicycle facility improvements on City property.	GTEC Employees	$25,000	City of Puyallup and/or FTA grant funds
Gap Amount		**$ 75,000**	