

D. PROGRAM STRATEGIES
WAC 468-63-060(2)(b)(vi)(A-C)

5. **Proposed GTEC program:** The City of Seattle proposes to provide CTR Program and TDM products and services to participants through its partnerships with King County Metro and the Downtown Seattle Association, with whom it has formed the Downtown Transportation Alliance.
 - a. **Orientation and introductions to TDM productions and services**
 - Education
 - Marketing strategies
 - Goals and targets
 - Measuring Achievement
 - b. **Services available to participants:**
 - Training in the development and promotion of employer transportation programs.
 - Training in head tax deductions for HOV users; presentations to building managers for tenants
 - Pre-Tax training
 - Training in how to take the HOV deduction from the Employee Hours (Head) Tax
 - Employer networking opportunities
 - Coordination among CTR-affected employers, non-affected employers and worksites
 - Transportation events
 - On-site "Plan Your Commute" trip planning sessions
 - Rideshare on line.com promotions with emphasis on car and vanpool formation
 - c. **Products provided to participants:**
 - Fully developed transportation web pages with links to KCM-CT-ST transit routes and schedules, WSF ferry service timetables, calculate the cost of your commute, ride-match on line, WSDOT Traffic Cams, real time traffic reports, area traffic alerts and delay information, bike routes and locations of facilities, vanpool formation services, portals to other transportation services and information.
 - Templates for producing customized transportation information and materials to employees
 - Home Free Guarantee Subscription Program, whereby unaffected employees who commute using HOV or non-motorized modes have access to prepaid taxi service in case of an emergency.
 - Building-wide trip reduction challenges, fashioned along the "In Motion" model – report building wide results, provide building-wide and/or individual incentives
 - d. **Incentives:**
 - Commuter subsidies for transit service.
 - Deductions from the City's Employee Tax.
 - Value added products and services provided to tenants and employees
6. **Implementation**
 - a. **Outreach**
 - Assemble an inventory of high-density (e.g., high rise, mixed-use) properties and contact information. This would include property owners and/or managers of buildings located within the GTEC boundaries, where large populations of small tenant businesses and non-profits are housed.
 - Develop contact and mailing list database (e-mail, telephone, other contact media) from this inventory.
 - Develop a similar list from the City's Department of Finance database of business licenses and employee numbers per employer.
 - Purchase mailing lists of businesses operating in the GTEC and merge them with the inventory and mailing lists developed in Steps b and c.
 - Determine population and marketing potential.
 - Sort the populations of employers for outreach and marketing purposes; e.g., CTR-affected employers-TMP from non-TMP affected building populations.
 - Identify targets for outreach

- Notify all targets of GTEC program: concept, idea, facilities, services, expectations and next steps.
 - Outreach to private parking operators to provide HOV parking incentives or eliminate SOV incentives.
- b. **Implementation: Leveraging Related TDM Requirements**
- Inspect buildings and review existing TMPs for compliance, adequacy and effectiveness.
 - Review buildings' TMP requirements, survey results and managers' efforts.
 - Conduct baseline measurements— (non-CTR-affected employers in TMP-affected buildings).
 - Develop a TMP implementation subscription plan for property managers. Develop TDM marketing and promotion subscription services through King County Metro that facilitate building managers' implementation and promotion of TMPs. (e.g., \$10 per year per employee per building.)
 - Market the TMP implementation subscription plan to management companies and/or managers of TMP-affected buildings:
 - Contact property management companies and/or managers of TMP-affected buildings.
 - Solicit subscriptions for TMP implementation
 - Solicit permission and support to market and provide TDM-related services to tenants.
 - Develop an outreach and marketing plan designed to engage the participation of small employers and property managers in the local CTR-affected employer groups.
 - Expand the program to other densely populated buildings and entities as funding permits.
 - Develop and market a similar subscription service for employers at non-TMP affected buildings using KC Metro CTR Services or other service provider.
- c. **Market TDM programs and services at densely populated buildings and developments.**
- Produce and distribute center-focused TDM and commute options promotional products.
 - Produce and distribute model web pages for TDM and commute options access.
 - Provide training opportunities to participants
 - Conduct site visits for the purpose of informing and promoting TDM
 - Conduct survey to measure performance since baseline.
- d. **Expand the Circle:** Extend outreach and TDM products and services to property managers, tenants and other populations in the City's urban centers that fit the criteria (in C above) as funding allows.
- e. **Key funding and service partnerships:** The source of funding for the operation of a GTEC would be provided by the State of Washington. In addition, the Downtown Transportation Alliance will provide up to \$300,000 to support this effort.

3. **Proposed Target Population:** (Described in Section 1.C.)

4. **Policies and Regulations:** Although the City of Seattle will not amend its Comprehensive Plan to include the CTR Plan and GTEC Program (WAC 468-63.040(1)), Seattle has adopted the following policies and regulations to support the reduction of drive alone trips and vehicles miles traveled. Any changes to these policies and regulations would occur in 2010, when the City updates its Transportation Strategic Plan

a. Comprehensive plan policies that support TDM and trip reduction. Seattle will continue to integrate and update TDM and trip reduction measures throughout the land use and transportation sections of the Comprehensive Plan. Seattle will revise its Transportation Strategic Plan to include its CTR Plan and a GTEC program, as long as they achieve the City's goals and targets efficiently. Comprehensive Plan Policies and strategies that would be updated or enhanced as appropriate include:

- UV4** Promote densities, mixes of uses, and transportation improvements that support walking and use of public transportation, especially within urban centers and urban villages.
- UV13** Designated urban villages shall have criteria to address...public transportation investments and access.
- UV15** Urban villages shall provide accessibility to existing regional transportation network including access to other urban centers, with access to the regional high-capacity transit system to be

provided in the future,; connected to surrounding neighborhoods by bicycle and/or pedestrian facilities or can be connected through planned extensions of existing facilities.

- UVG18** Urban villages shall be areas of concentrated employment...with direct access to high-capacity transit...
- UVG27** Urban Villages shall accommodate...densities that support pedestrian and transit use and increase opportunities for people to live close to where they work.
- UV25** Hub urban villages areas that are consistent with the following criteria...a strategic location in relation to both the local and regional transportation network, including:
- a. Transit service with a frequency of 15 minutes or less during peak hours, and 30-minute transit headways in the off-peak hours, with direct access to at least one urban center, with the possibility of improved connections to future high capacity transit stations;
 - b. The principal arterial network, with connections to regional transportation facilities;
 - c. Routes accommodating goods movement, and
 - d. Convenient and direct, connections to adjacent areas by pedestrians and bicyclists...
- UV29** Urban villages shall be areas presently on the city's arterial network and served by a transit route providing **direct transit service to at least one urban center or hub village, with a peak-hour transit frequency of 15 minutes or less and 30-minute transit headways in the off-peak; and the area has the opportunity to be connected by bicycle and/or pedestrian facilities to adjacent areas and nearby public amenities.**
- UVG31** Concentrate a greater share of employment growth in locations convenient to the city's residential population to **promote walking and transit use and reduce the length of work trips.**
- UV53** Direct efforts to expand the open space network according to the following considerations...Critical open space linkages, connectors, and corridors that are highly accessible for active use within or directly serving urban villages, high density and/or high pedestrian, bicycle, or transit use areas; open space linkages, connectors, and corridors that **are highly accessible for active use serving other high pedestrian, bicycle, or transit use areas.**...*(Note: The City will not include the CTR Basic Plan or GTEC Program as separate elements of its Comprehensive Plan. The City's Comprehensive Plan is a statement of general goals and policies. Including specific programs as separate elements would subject them to the Growth Management Act (GMA), prevent cities from revising them, and eliminate their intended flexibility.)*
- b. Land use regulations that support TDM and trip reduction.** In 2006 Seattle made major changes in its land use code to enhance TDM programs. The first was **City Council Resolution 30915**, which restated the City's intention to **encourage walking, bicycling and transit use as safe, convenient and widely available alternative modes of transportation** for all Seattleites. Section 3 of the resolution states the intent of the Mayor and City Council to work with the Seattle Department of Transportation to provide appropriate accommodation for pedestrians, bicyclists, transit riders, and disabled persons and to incorporate these principles into the Department's Transportation Strategic Plan; Seattle Transit Plan; Pedestrian Master Plan; Bicycle Master Plan; and other SDOT plans, manuals, rules, regulations and programs as appropriate. Seattle also passed **Ordinance No. 122311**, which reduced or eliminated minimum parking requirements for developers. The ordinance established a maximum parking limit for nonresidential uses to a maximum of one parking space per 1,000 square feet.
- LU18** Consider mitigating the negative impacts of traffic and parking by locating parking facilities to avoid traffic through residential streets or establishing joint use of existing parking with adjacent uses.
- LU19** Allow modifications to standards for required off-street parking, based on the anticipated use of the facility, size of meeting or assembly areas, hours of use, anticipated effects of parking on the surrounding community, information contained in the transportation plan, access to public transportation and carpools, and other considerations of need and impact.
- LU20** Allow small institutions and public facilities to not satisfy all parking demands they generate, if they demonstrate how they will reduce traffic impacts.
- LU21** In residential areas, avoid the concentration of institutions and public facilities if that concentration creates or further aggravates parking shortages, traffic congestion, and noise in or near residential areas.
- LUG4** Establish off-street parking requirements for new development to provide parking for the occupants of the structure. Set off-street parking requirements to reduce reliance on automobiles, promote economic development, and reduce housing costs.

- LUG5** Regulate the location of off-street parking and the size and location of curb cuts to reduce parking and vehicle traffic impacts on pedestrians and residential and commercial streetscapes, and to prevent obstacles to commerce and traffic flow.
- LUG6** Encourage the use of alternatives to single occupant vehicles and the use of smaller, more energy efficient automobiles through the City's regulation of parking, including the amount of parking required, design of parking, location of parking, and access to parking. Recognize the different ways that parking is used by residents, businesses, customers, and employees when determining parking regulations. Generally support short-term parking for customers of businesses and longer-term parking for residents, while discouraging longer-term parking for employees who could use modes other than single-occupant vehicles to get to work.
- LU49** Seek to further this Plan's goal of encouraging the use of public transit, carpools, walking, and bicycles as alternatives to the use of single-occupancy vehicles when setting parking requirements for both single-occupant vehicles and their alternatives. When setting new requirements for off-street parking, balance the goals of accommodating parking demand generated by new development and avoiding on-street congestion of parked cars to lower construction costs and discourage single-occupant vehicles. Recognize differences in the likely auto use and ownership of the intended occupants of new development, such as low-income elderly or disabled residents, when setting parking requirements.
- LU50** In urban centers and urban villages, consider removing minimum parking requirements and setting parking maximums in recognition of the increased pedestrian, bicycle and transit accessibility these areas already provide or have planned. Parking requirements for urban centers and villages should account for local conditions and planning objectives.
- LU51** Establish requirements for bicycle parking in larger developments to encourage bicycle ownership and use in order to promote energy conservation, public health and reductions in traffic congestion.
- LU52** In order to maintain an attractive street level environment, to facilitate pedestrian and vehicular traffic circulation, to minimize adverse impacts of parking on adjacent areas and structures, to sustain on-street parking, and, where appropriate, to maintain or create a continuity of street fronts, generally prohibit street level parking between buildings and the street, restrict the number and size of curb cuts, and require alley access to parking when a surfaced alley is accessible to the rear of a building, and not prevented by topography.
- LU53** Permit shared and off-site parking facilities in order to encourage the efficient use of parking and to provide the flexibility to develop parking on a separate site. Ensure that such parking is compatible with the existing or desired character of the area and ensure that such parking is available for the duration of the use requiring the parking.
- LU54** Prohibit single-use parking where it would be incompatible with the intended function of the area.

- c. **Zoning code regulations** While the City is proposing no changes, current zoning strategies that might be updated to further enhance TDM efforts are:
- LU109** Consider limits on the size of specific uses in commercial areas when those limits would:
- Encourage uses likely to draw significant traffic to an area to locate where traffic impacts can best be handled;
 - Promote compatible land use and transportation patterns; and
 - Foster healthy commercial development.
- LU110** Discourage establishment or expansion of uses identified as heavy traffic generators. Review proposals for such uses in order to control traffic impacts associated with such uses and ensure that the use is compatible with the character of the commercial area and its surroundings.
- LU111** Regulate drive-in businesses and accessory drive-in facilities through development standards that vary according to the function of the commercial area in order to minimize traffic impacts and pedestrian-vehicle conflicts, avoid disruption of an area's business frontage, and improve the appearance of the commercial area.
- LU123** Set parking requirements to discourage underused parking facilities, which means tolerating occasional spillover parking, and allow minimum parking requirements to be eliminated, waived or reduced to promote the maintenance and development of commercial uses that encourage transit and pedestrian activity and provide a variety of services in commercial areas. Allow parking requirements to be reduced where parking demand is less because of the provision of an alternative transportation program. Such programs include the provision of carpool parking, vanpools, transit passes, or extra bicycle parking for employees. Consider setting maximum parking ratios for areas where excess parking could worsen traffic congestion and alternatives to automobile access are available.
- LU124** Allow parking management provisions to be reviewed or established in selected commercial areas, which may include locally sensitive measures such as cooperative parking, shared parking, restricted access, or special measures to meet the parking requirements established in these policies such as carpools, vanpools, or transit pass subsidies.
- LU125** Allow parking reductions when several businesses share customer parking to enable customers to park once and walk to numerous businesses, achieving greater parking efficiency.
- LU126** Regulate the location of off-street parking facilities on a lot according to the function and characteristics of the commercial area, as indicated by its designation as either a pedestrian-oriented commercial area or a general commercial area.
- LU127** Seek to limit impacts on pedestrian and traffic circulation and on surrounding areas when locating access to off-street parking. Generally encourage alley access to off-street parking, except when an alley is used for loading. Pedestrian oriented commercial zones policies
- LU128** Use pedestrian-oriented zones to promote commercial areas with a development pattern, mix of uses, and intensity of activity generally oriented to pedestrian and transit use by maintaining areas that already possess these characteristics and encouraging the transition necessary in other areas to achieve these conditions:
- Strong, healthy business districts that are compatible with their neighborhoods, reinforce a sense of belonging while providing essential goods, services and livellhoods for the residents of the city;
 - Mixes of activity in commercial areas compatible with development in adjacent areas;
 - Appropriate transitions in the scale and intensity of development between areas;
 - Residential development that is both livable for residents and compatible with the desired commercial function of the area; and
 - An active, attractive, accessible pedestrian environment.
- LU129** Apply pedestrian-oriented commercial zones both inside and outside of urban villages where residential uses either exist or are in close proximity and where the intensity of development allowed under the particular zone designation conforms in size and scale to the community it serves.
- LU130** Generally allow pedestrian-oriented commercial zones in urban villages to accommodate densities of development and mixes of uses that support pedestrian activity and transit use.
- LU131** Provide use and development standards for pedestrian-oriented commercial zones which promote environments conducive to walking and a mix of commercial and residential use that further the goals for these zones.

- LU132 Locate parking facilities in pedestrian-oriented commercial zones where conflicts with pedestrian circulation and interruptions in the continuity of the street frontage will be minimized, such as to the side or rear of the building, below grade, or built into the building and screened from the street.
- LU133 Establish special pedestrian districts that may vary to reflect different characteristics and conditions of pedestrian-oriented commercial zones in order to preserve or encourage intensely retail and pedestrian oriented shopping districts where non-auto modes of transportation to and within the district are strongly favored.
- LUG21 General commercial zones accommodate activities highly dependent on automobile and truck access and more intensive commercial and light manufacturing uses that are generally incompatible with pedestrian-oriented residential and mixed-use development.
- LU134 Use general commercial zones to support existing auto-oriented commercial areas serving a citywide or regional clientele located with ready access from principal arterials, or areas adjacent to industrial zones. Areas generally appropriate for general commercial zones should be characterized by a predominance of large lots, and limited pedestrian access, where adequate buffers or transitions can be provided between the area and residential areas or commercial areas of lesser intensity. In order to support more pedestrian-friendly environments within urban villages, encourage the conversion of general commercial areas within urban villages to pedestrian-oriented commercial zones.
- LU137 In general commercial areas, limit or prohibit, as appropriate, housing and/or substantial amounts of office development in areas where:
- The auto-oriented nature of the area or development is likely to encourage residents or office workers to commute using single-occupancy vehicles;
 - These uses could potentially conflict with the preferred commercial function of the area or with the activities in adjacent areas; or
 - The available land for certain commercial activities is limited and may be displaced if uses are allowed above certain intensities.
- LUG31 Provide flexibility or supplement standard zone provisions to achieve special public purposes where circumstances warrant. Such areas include shoreline areas, airport height districts, historic landmark and special review districts, major institutions, sub-area plan districts, areas around high capacity transit stations, and other appropriate locations.
- LU178 Promote the integration of high capacity transit stations into surrounding neighborhoods and foster development appropriate to significant increases in pedestrian activity and transit rider-ship. Use overlay districts or other adjustments to zoning to cultivate transit oriented communities.

- d. **Street design standards.** Seattle is very progressive in its design standards. While the City's standards currently meet or exceed State requirements, the City plans to modify these standards and policies in the future within the context of its Complete Streets Initiative. This will make Seattle streets even more accessible for all users and increase the transportation choices available. The Bicycle and Pedestrian Master Plans outline in detail the changes that Seattle will incorporate into the standards for work performed in the public right of way. See Appendix pages 24—27.
- e. **Concurrency regulations.** Section 23.52 of the Seattle Municipal Code states the requirements to meet transportation concurrency level of service standards and states that the traffic forecasted to be generated by a proposed use or development will not cause the transportation concurrency level of service to exceed LOS standards. In addition, the urban village strategy described in the City of Seattle's Comprehensive Plan (Comp Plan) supports RT-8.1 and 8.9, recognizing the importance of multi-modal concurrency and the land use-transportation relationship. It describes the City's approach to improving mobility and land use efficiency goals by focusing redevelopment in concentrated rather than linear patterns, directing transportation investments to link pedestrian-oriented activity centers, and providing more opportunities for walking and bicycling within the centers
- f. **SEPA Section 25.05.675 (M) (Parking) and (R) (Traffic and Transportation)** provides the City's authority to condition the parking and traffic impacts of projects using transportation management plans (TMPs) that include TDM elements. These plans are applied on a site-

specific basis. With respect to the GTEC proposal, DPD supports the new area-wide context for TDM that this GTEC program model would provide. Although it will not be necessary to shift regulatory authority to promote application of the model, this is an opportunity to develop linkages between the City's regulatory authority and programs. The Department of Planning and Development (DPD) can explore this as the City begins to implement the GTEC Program, focusing on several specific issues. These issues include (1) communication between the City and an area-wide transportation coordinator, including possible partner contractors and DPD about early opportunities to influence development that may be subject to SEPA or other City authority and (2) refining the nexus between a property owner/permittee's active participation in GTEC and how that activity can be measured to show mitigation of site-specific impacts.

5. **Services and Facilities that support TDM and trip reduction:** As part of its capital improvement program, the City provides transit facilities, HOV lanes, sidewalks, ramps, and bike lanes to facilitate pedestrian and cyclists' access to transit service, thereby reducing drive alone trips and vehicle miles traveled.

a. **Seattle's Capital Improvement Plan for 2007—2012** provides nearly \$214 million in investments in projects that will help reduce drive alone trips and vehicle miles throughout the City, including the DUC. (See page 23.) The following projects will directly enhance the use of alternatives into and through the DUC:

• \$.7 million, Downtown Seattle Bus Layover facility	2006
• \$ 5.2 million, Downtown Transit Tunnel Closure Mitigation	2006-07
• \$13.2 million, Sound Transit Construction Services	2005-07
• \$45.0 million, SLU-DUC Streetcar	2006-08
• \$.83 million, Westlake Multi-modal Transportation Hub	2007
• \$ 5.3 million, Intelligent Transportation Sys Imp.	2006-08
• \$ 1.5 million Pedestrian Lighting	2006-12
• \$.8 million, Trans-lake Washington Project	2006-07
• \$ <u>.4 million</u> , Pedestrian Countdown Signals	2007-08

Total: **\$133.93 million**

Consistent with RT-8.8, the City also is working with its transit agency partners to increase and improve the following existing transit programs, services and facilities:

- i. **High occupancy vehicle lanes.** on Second, Fourth and Fifth Avenues
- ii. **Transit services.** Sound Transit's Light Link Rail Service will begin service in the fall of 2007.
- iii. **Vanpool services and vehicles.**
- iv. **Ride matching** services from King County Metro will.
- v. **Car sharing services:** The City does not subscribe to these but encourages employers and building managers to do so where it is likely to contribute to achieving the City's goals and targets.
- vi. **Transit service and facilities** provided by King County Metro, Sound Transit, Community Transit, Pierce Transit, and the Washington State Ferry System. In 2006 King County voters approved the "Transit Now" funding proposal to enhance transit services and facilities:
 - Rapid Ride in key travel corridors: Shoreline-DUC; West Seattle-DUC, and Ballard-Seattle Center-Stadium with: high frequency (< 10 minute), exclusive travel lanes, transit signal priority and queue jumps in key travel corridors: Improved shelter waiting areas with real time information at major stops
 - 15-minute frequency targets (all day-two way-seven days/week) between the most densely developed activity centers.
 - Bicycle and Pedestrian facilities: The City provides sidewalks, curbs and gutters throughout the Downtown Urban Center and has proposed expansion of facilities for bicycles and pedestrians. These as described in detail outlined in the Bicycle Master Plan and maps that are included in the Appendix to this document.

6. **Marketing and Incentives:** The jurisdiction must undertake the following tasks in order to implement a marketing and incentive programs that will help reduce drive alone trips and vehicle miles traveled.
- a. **Target outreach**
- Assemble an inventory of contacts at high-density (e.g., high rise, mixed-use) properties. This would include property owners and/or management companies and building managers within the GTEC boundaries, where large populations of small tenant employers (businesses and non-profits) are housed.
 - Determine population and marketing potential.
 - Conduct broad promotions, DUC-wide transportation events
 - Provide print and web based promotional materials
 - Follow up with respondents
 - Conduct building-wide outreach and promotions at all major office properties
 - Maintain outreach and support to CTR-affected employers within the GTEC with possible transition to a more streamlined program in 2009.
 - Expand program to other populations as funding allows
- b. **Implementation: The City would:**
- Review existing TMPs for proposed changes that would make TMPs more effective.
 - Review buildings' TMP requirements, survey results and managers' efforts.
 - Expand to other populations as funding allows.
 - Conduct baseline measurements— (non-CTR-affected in TMP-affected).
 - Develop a TMP implementation subscription plan for property managers. Develop TDM marketing and promotion subscription services through King County Metro that would facilitate building managers' implementation and promotion of TMPs. (e.g., \$10 per year per employee per building.)
 - Market the TDM subscription plans to management companies and/or managers of densely populated properties:
 - Contact property management companies and/or building managers.
 - Continue to market transit pass sales and other TDM programs to worksites that are not CTR-affected and/or that do not have access to services via TMPs in affected buildings.
 - Solicit subscriptions for TMP implementation.
 - Solicit permission and support to market and provide TDM-related services to tenants.
 - Develop an outreach and marketing plan designed to engage the participation of small employers and property managers in the local CTR-affected employer groups.
 - Coordinate building- wide promotions coordinated with CTR-affected employers. CTR-affected employers are required to promote their programs twice each year, while TMP-affected buildings' requirements vary. The City would coordinate the requirements of the two programs so that the promotions can occur at the same time and building-wide.
- c. **Incentives:**
- Transit pass discounts.**
The City would continue to promote the subsidy of transit passes by employers.
- Parking cash-out programs**
The City would continue to explain and promote the use of parking cash-out programs to employers.
- Carpool subsidies**
The City would continue to promote temporary subsidies for carpools who may be trying ride-sharing alternatives for the first time. The City would continue to promote employer subsidies for registered vanpools that are equal to the employer's support for public mass transit.
- Parking charges and discounts**
The City would continue to promote the market rate for all parking and the elimination of parking discounts, except for registered vanpools operated by local and regional public transit agencies.

Preferential parking

The City would continue to promote the dedication of preferential parking for registered vanpools and for carpools of three or more.

Flexible work schedules

The City would continue to promote the use of flexible schedules by employers in order to allow employees to meet transit, carpool and vanpool schedules. The City also would continue to promote the use of compressed work weeks in order to eliminate commutes.

Program to allow employees to work at home or a closer worksite

The City would continue to encourage employers to consider work-at-home or proximate commuting and to promote their benefits in order to reduce commute trips.

Individualized building-wide marketing programs

The City of Seattle and its partner, King County Metro CTR Services, would plan individual promotions and marketing programs to meet the needs of each target population. The partners would:

- Produce and distribute center-focused TDM and commute options promotional products.
- Produce and distribute model web pages for TDM and commute options access.
- Provide training opportunities to participants
- Conduct site visits for the purpose of informing and promoting TDM
- Conduct surveys to measure baseline and improvements in performance.

King County will explore providing transit pass and ridesharing incentives to employers. (See the program budget in Section 5.)

King County will explore provision of incentives to individual commuters as well.

7. **Schedule for Implementing Program Strategies and Services:** The jurisdiction 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.

Proposed Strategy or Service	Agency Responsible	Scheduled Dates for Implementation
Policies and Regulations		
Adopt a GTEC Plan	City of Seattle	2008
Revise SMC 25.02-CTR Plan	City of Seattle	2008
Update Transportation Strategic Plan	City of Seattle	2010
Service Delivery		
Outreach to building managers	Partner Contractor	January 2008—July 2010
Services to participants	KC Metro CTR Services	January 2008-July 2010
Product and incentive development	KC Metro MD	July 2007—January 2008
Market Incentives and programs	KC Metro	January 2008—December 2010
Provide services and programs	KC Metro	January 2008—December 2010

8. **Proposed System for Measurement and Reporting:** The City will use the state-provided CTR survey instruments or other methodology approved by the state to measure and report progress of the GTEC program. Unless the City uses a different survey instrument and methodology, the University of Washington will continue to process the CTR surveys and report the results, which the City will record and report to the state. Staff will use the survey results to develop TDM programs that the jurisdiction will propose for each building. After two years the City will conduct the same survey and measure the performance over the initial (baseline) survey