CITY OF TACOMA
GROWTH AND TRANSPORTATION EFFICIENCY CENTER PROGRAM

DRAFT

July 2, 2007

(Revised September 27, 2007)

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Since 1991, the City has participated in the Washington State Commute Trip Reduction program. The City has worked with major employers to reduce drive alone trips and vehicles miles traveled as required by this mandate.

Under the 2006 Washington State CTR Efficiency Act, the City considered the option of developing a Growth and Transportation Efficiency Center (GTEC). The GTEC program is voluntary and designed to encourage cities to expand CTR efforts to additional employers and residential groups within a defined area. The City has proposed to designate Downtown Tacoma, a Puget Sound Regional Council designated "center", as a GTEC.

The GTEC program includes a collection of City-adopted goals and policies, facility and service improvements and marketing strategies about how the City will help make progress for reducing drive alone trips and vehicle miles traveled for downtown over the next four years. The program also specifies a financial plan and organizational structure for implementing the program strategies and services. Building upon the success of the existing commute trip reduction (CTR) program, the City strives to meet the goals of the plan for the future by working in partnership and coordination with other agencies.

The GTEC program has been developed through extensive involvement by employers, organizations, and individuals from throughout the City who helped identify strategies and ways for successful achievement of the goals. This plan helps to support the achievement of the City's overall CTR plan.

Agency:	City of Tacoma
Department:	Community and Economic Development
Contact Person:	Diane Wiatr, Urban Planner / Commute Trip Reduction Coordinator
Address 1:	747 Market St., Room 1036
Jurisdiction:	Tacoma
State:	Washington
Zip Code:	98402
Phone #:	(253) 591-5380
Email Address:	dwiatr@cityoftacoma.org

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A. Vision of the GTEC and how it relates to the base CTR program:

The vision for the GTEC is best explained in Destination Downtown, an element of the Comprehensive Plan, which states that the goals for Downtown Tacoma are to develop as a major urban center in the Puget Sound Region. Downtown Tacoma will offer a compact concentration of employment, shopping, educational institutions, entertainment and housing. Destination Downtown outlines the following vision for Downtown Tacoma:

- Downtown Tacoma will be served by a variety of choices in transportation including walking, rail transit, bus transit, automobiles and bicycles.
- Downtown Tacoma will have a safe, convenient, lively and attractive 24-hour environment.
- Downtown Tacoma will provide places to live for various types of households with widely varying income levels.
- Downtown Tacoma will have many forms of publicly accessible open space, such as parks, plazas, waterfront esplanades, tree-lined streets and community gardens.
- Downtown Tacoma will build upon its rich collection of handsome, historic buildings to create an environment of distinctive character and quality.
- Downtown will be a regional destination.

B. GTEC program goals and targets:

The goal of the Tacoma GTEC program is to expand CTR programs to employees and residents that are located in Downtown. The City currently works with large "affected" employers that are comprised of 100 or more employees. Under the GTEC program, the program would be expanded to unaffected employers and residential groups.

The goal of the program is to reduce drive alone trips by 10% and vehicle miles traveled by 13% in "affected" downtown employers. The goal in residential and unaffected employers is to reduce trips by 6-8%. The City will measure its progress towards meeting its goals using CTR survey data and assistance provided by WSDOT.

Area	2005* Drive Alone Rate	Target Drive Alone Rate	2005* VMT	Target VMT Rate
UW Tacoma Campus (2,500 students, faculty and staff)	71% (staff)	64%	10	9
Downtown "affected" Employers	75%	67%	11	10
Downtown Unaffected Employers	TBD	Base minus 8%	TBD	Base minus 10%
Downtown Residents (target 1000 residents in selected buildings)	TBD	Base minus 6%	TBD	Base minus 8%
Entire City	76%	68%	11	10

*Figures will be updated when 2007 CTR Survey data becomes available

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C. GTEC target population:

The target populations within the GTEC are employees and residents of Downtown Tacoma. The City of Tacoma met with Downtown Tacoma business leaders and other stakeholders, including the University of Washington, in five stakeholder meetings to discuss strategies for the GTEC.

D. Proposed GTEC program strategies:

- Implement the vision of Destination Downtown, which includes higher land use densities.
- Implement parking management strategies for Downtown; include on-street parking management.
- Offer area-wide transit pass to Downtown employers and residential buildings.
- Offer vanpool services to employers.
- Conduct area-wide promotions for Downtown employees and residents.
- Enhance transit services and facilities in the Downtown.
- Work with appropriate entities to develop a subsidy program for vanpooling and carpooling.
- Market transit as a convenient option for business travel to Seattle.
- Consider developing a Transportation Management Association or similar mechanism to administer transportation demand management (TDM) programs.

E. Key funding and service partnerships:

The City will work with different agencies and organizations to develop partnerships to implement the GTEC program. Partnerships will be developed with Pierce Transit, Sound Transit, Tacoma-Pierce County Chamber of Commerce, employers, residential building owners, and property managers.

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