
**CITY OF PUYALLUP
SOUTH HILL NEIGHBORHOOD
DRAFT GROWTH AND TRANSPORTATION
EFFICIENCY CENTER PLAN**



**City of Puyallup
September 2007**

TABLE OF CONTENTS

GROWTH AND TRANSPORTATION EFFICIENCY CENTER PROGRAM 1

II. BACKGROUND INFORMATION.....7

IV. PROGRAM STRATEGIES44

V. FINANCIAL PLAN.....54

VI. ORGANIZATION STRUCTURE58

VII PUBLIC OUTREACH60

VIII. RELATIONSHIP TO LOCAL CTR PLAN61

APPENDIX A – RECOMMENDED POLICIES

APPENDIX B – PUBLIC COMMENTS

APPENDIX C – SURVEY RESULTS

GROWTH AND TRANSPORTATION EFFICIENCY CENTER PROGRAM

In 2006, the Washington State Legislature passed the Commute Trip Reduction (CTR) Efficiency Act. Under the CTR Efficiency Act, local jurisdictions have the option to designate areas as a Growth and Transportation Efficiency Center (GTEC). The purpose of a GTEC is to provide more access to the area while reducing the number of drive alone vehicles and vehicle miles traveled.

The City of Puyallup has elected to designate the South Hill neighborhood as a GTEC. The GTEC has been designated as a regional growth center by the Puget Sound Regional Council. As a regional growth center, the South Hill neighborhood has been qualified to apply for a GTEC certification by the PSRC.

The proposed GTEC program for South Hill is a collection of City-adopted goals and policies, facility and service improvements and marketing strategies about how the City of Puyallup will help make progress for reducing drive along trip and vehicle miles traveled for the GTEC over the next six 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 Puyallup
Department:	Community Development
Contact Person:	Nancy Eklund, Senior Planner
Address 1:	1100 39th Avenue SE
Jurisdiction:	Puyallup
State:	Washington
Zip Code:	98374
Phone #	(253) 841-5485
Email Address:	nancye@ci.puyallup.wa.us

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

The vision for the GTEC is to develop a set of policies and goals to guide the growth of the South Hill sub-area to become a neighborhood where people can live, work, have access to services and recreational opportunities. The City is currently in the process of developing a sub-area plan for the South Hill neighborhood that will incorporate these themes and the following goals:

- Promoting development of the South Hill commercial area as an active community,
- Enhancing the quality of life, including community health,
- Expanding the range of uses in the area,
- Improving transportation choices,
- Planning for economic vitality, and
- Integrating public open space and amenities.

The South Hill neighborhood was designated as a regional growth center by the Puget Sound Regional Council in 2002. This designation was made in part due to the rapid residential and employment growth in the neighborhood over the previous ten years. Private development is occurring in the center, including expansion of South Hill Mall in 1994, senior housing, apartments, commercial retail big box stores, and retail commercial businesses along SR 161. In addition, the Family YMCA facility and Pierce College provide anchors for the center. A large question about future development concerns the former Matsushita (now Microchip) plant, which has been vacant for since 1998. This worksite could provide a significant workforce for the GTEC area.

B. GTEC program goals and targets:

The CTR Efficiency Act requires that all CTR affected jurisdictions reduce their drive alone trips by 10 percent and their vehicle miles traveled by 13 percent by 2011. However, local jurisdictions can impose more strict requirements on GTECs such as requiring a greater reduction in the drive alone rate or vehicle miles traveled or broadening the CTR requirements to employers unaffected by the law and residents of the area. The City of Puyallup has decided to expand the state CTR program goals to all employees and residents of the South Hill neighborhood. The City of Puyallup will monitor the progress of the GTEC through surveys conducted every two years. The CTR law requires that those affected by the law provide a good faith effort in achieving the goals set forth in the CTR Plan and the GTEC Plan.

The GTEC program targets for reducing drive alone trips and vehicles miles traveled are shown in the following table.

Goals for GTEC

	Current Data for GTEC	Goal for GTEC
Base Drive Alone Rate	87.7%	78.9%
Vehicle Miles Traveled	10.5	9.1

** The GTEC and city-wide data are currently estimated to be the same, as there is no survey data specifically from the South Hill area.*

C. GTEC 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 for a total of 8,000. 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 projects that the drive alone rate would drop to 78.9 percent, which would bring the drive alone population down to 6,300 and save approximately 700 commute trips a day.

D. Proposed GTEC program strategies:

The proposed GTEC strategies for the South Hill Neighborhood include a combination of service improvements, capital facility improvements, and new programs and policies. Community representatives had a strong interest in the following CTR strategies:

Transit Related Services

- The city should work with the transit agency to 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.
- Evaluate a car sharing service so that people can run errands during lunch breaks and get to off-site meetings.

Facilities

- Need more parking in the Sounder park and ride lot.
- Add sidewalks on all arterials and minor arterials including:
- Make South Hill more pedestrian friendly with more pedestrian connections between neighborhoods and to transit stops.
- Provide more bike lanes and trails.

- Provide bike racks and lockers in South Hill area
- Add traffic calming devices on Meridian and side streets to make it safer for pedestrians and bikers.

The city is also evaluating the following additional CTR program strategies for the GTEC area.

Parking Management

The City will encourage property owners and property managers to consider parking management and parking cash-out programs, which will eventually limit parking and encourage use of other modes of transportation.

The City will evaluate 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.

Employer Programs

- Work with employers to develop a commuter subsidies and incentives, and a transit pass discount
- Promote telework and compressed work week programs with employers.
- Work with employers to encourage facilities for bikers and walkers such as bike lockers and showers.

Marketing and Outreach

- The city will work to improve marketing of commuting options through newsletters, website, and city sponsored events.
- The city will work with the county and transit agencies to identify organizations that already implement CTR programs that will help mentor organizations that are new to CTR.
- The city should work with the transit agencies to develop a promotional campaign for transportation demand management in anticipation of the SR 167 HOV lane construction activities in the 2009 – 2011 time period.

Polices and Goals

A number of CTR-supportive policies and goals were also recommended for incorporation into the City of Puyallup's comprehensive plan, as described in Attachment A, that include more specific language about urban center design, pedestrian and bicycle facilities and amenities, transit oriented design, transportation demand management, and encouraged use of traffic control measures.

E. Key funding and service partnerships:

- WSDOT GTEC funding
- City of Puyallup CIP
- Pierce Transit
- Pierce County
- Major Employers
- Sound Transit

F. Supporting Comprehensive Plan Policies

The City of Puyallup's Comprehensive Plan was adopted in 1994 and most recently amended on December 4, 2006. The Plan's Land Use Element and Transportation Elements contain the majority of the Plan's policies that support Commute Trip Reduction in Puyallup. The City's Comprehensive Plan and policies provide support for economic development and mixed use compact development in the South Hill neighborhood.

Key goals and policies that support CTR include the City's vision to provide quality amenities for more compact development. Comprehensive plan policies support a pedestrian-oriented streetscape, which is defined as an area that includes amenities that make the walking experience pleasurable, such as outdoor seating areas, parks and sidewalk-level activities that invite a pedestrian presence. This kind of activity is complemented by, and conducive to, commercial uses that provide shopping pleasure (such as gift stores and restaurants), or that provide household necessities (such as grocery stores, hardware stores or personal services). Automobile related uses, such as gas stations, car washes and repair garages, are not appropriate in pedestrian designated areas, such as the South Hill neighborhood GTEC.

Policies within the Transportation Element include implementing transportation demand management (TDM) strategies that can help to create or preserve existing capacity of roadways by reducing demand, thereby deferring or negating the need for capacity improvements. TDM strategies focus on increasing the availability of alternative transportation modes and on discouraging drive alone trips. Examples of strategies include:

- Increasing the availability of transit, including the frequency and number of routes;
- Providing a continuous system of walkways and bikeways servicing community activity centers;
- Creating park and ride lots at convenient locations;
- Providing facilities and services which make multi-modal travel more convenient (e.g., covered transit stops, making provisions for bicycles on transit vehicles, providing shuttle services to commuter rail stations);
- Actively promoting commuter trip reduction practices (e.g., car pooling, van pooling, compressed work weeks, flexible work hours, telecommuting, preferred parking);
- Providing for Bus-only lanes and high occupancy vehicle (HOV) lanes; and
- Allowing for reduced levels of service for automobiles on roadways.

G. Supporting Regional Transportation Plan Policies

The City of Puyallup's proposed South Hill neighborhood GTEC is supportive of the adopted Multicounty Transportation Policies, per the Puget Sound Regional Council's Vision 2020, Destination 2030 Update of April 5, 2007, and RCW 47.80.

- The proposal to provide a GTEC in Puyallup shows Puyallup's commitment to promote commute trip reduction and transportation demand management programs to encourage commuters to use alternative modes of transportation than driving alone, which supports policy RT 8.11.
- This proposed GTEC already meets the criteria for a regional growth center, which shows the city's commitment to coordinating land use and transportation planning, by attempting to plan regional centers as places where people and live, work and shop and have easy access to alternative modes of transportation. (RT 8.13, 8.14, 8.17, 8.18, 8.20, 8.21)
- The South Hill GTEC promotes intermodal connections between rail and bus, in particular, by proposing additional transit service to and from Puyallup Station. (RT 8.2, 8.37)
- The South Hill GTEC plan also proposes a number of pedestrian connection improvements to allow more convenient pedestrian and bicycle movement between local neighborhoods, businesses, and transit stops. (RT 8.4, 8.33)
- The South Hill GTEC plan proposes additional facilities to promote alternative modes of commuting such as additional park and ride spaces, additional sidewalks and trails, additional bike racks and lockers, and adding bike lanes to major arterials. (RT 8.12, 8.14, 8.38)
- The proposal of the South Hill neighborhood as a GTEC supports the regional policy to convert auto-oriented developments into more pedestrian and transit friendly developments. (RT-19)