

## IX Growth and Transportation Efficiency Center

The City of Seattle requests the designation of one or more GTECS and associated funding from WDOT in the amount of \$300,000 in order to develop a TDM program for employers located in its Downtown Urban Center. In order to meet the requirements of the Puget Sound Regional Council (PSRC) and the Washington State Department of Transportation, Seattle will coordinate the development of its program with the PSRC.

Following is a Preliminary Draft Seattle's GTEC Program, which the City would incorporate into its CTR plan following public review and input, certification by PSRC, and approval by the State CTR Board.

The City of Seattle proposes to designate its Downtown Urban Center (DUC) as a GTEC. A map that displays the area appears on page 31 (Exhibit 18) of the Appendix.

### Introduction:

The State of Washington has asked local jurisdictions to consider designating "Growth and Transportation Efficiency Centers" (GTEC) and to focus new CTR resources provided by the state in areas where jurisdictions also are making major investments in transportation infrastructure, capital projects, transit service, policies, especially land use policies, and programs that support the movement of the greatest number of people in the fewest number of vehicles. The City of Seattle has seven urban centers where it is making such major investments and meet the criteria for a GTEC designation.

**Seattle's initial GTEC program would build upon its basic CTR Plan to implement WAC 468-63-010(b)** and address the gap described in Section IB of the Basic CTR Plan and Section IIE of this document. The City would take advantage of existing and planned institutional arrangements, organizations, services, and facilities to create a GTEC program that treats the designated area as a single "CTR-affected" worksite. A benefit that the City hopes to realize from this approach is that expenditures associated with sustaining a TDM programs in the future may be only marginal additions to the total cost of providing basic CTR services in areas where the greatest density or growth is projected. By adding to the investment it already has made in transportation infrastructure, facilities and CTR Plan for major employers, Seattle's GTEC program will have the advantage of economies of scale--a more efficient way to achieve greater participation per dollar than may be possible for other jurisdictions. Seattle would exercise the TDM policies adopted in its Comprehensive Plan and Land Use Code and also offer TDM incentives, programs, products and services to commuters into the GTEC who otherwise might not receive them. Seattle would build its GTEC Program on new partnerships and existing networking-groups of experienced, well-informed CTR-affected employers who are guided by experienced staff who have a vested interest and long-term commitment to achieving the City's drive-alone (SOV) targets. (WAC-468-63-060) (WAC-468-63-060(2)(x))

Areas in Seattle that now meet the state's criteria for funding a GTEC program are the City's urban and manufacturing and industrial centers: Downtown Urban Center, First Hill-Capitol Hill, Northgate, South Lake Union, Uptown, University, the Ballard-Interbay Manufacturing & Industrial Center, and the Duwamish Manufacturing & Industrial Center. These centers will realize the greatest growth in population and employment and where plans and funding are already in place for increased transportation services, facilities and amenities for pedestrian and bicycling traffic.

**A note on the format of the CTR Plan and GTEC Program:** The City of Seattle is using the format template developed and recommended by WSDOT to ensure that its CTR Plan meets the requirements of the Revised Code of Washington (RCW 70-94-521-555) and Washington Administrative Code (WAC 468-63) and to facilitate the review and certification of its CTR Plan by the Puget Sound Regional Council (PSRC)(RCW 70-941526 (6)(7) and State CTR Board

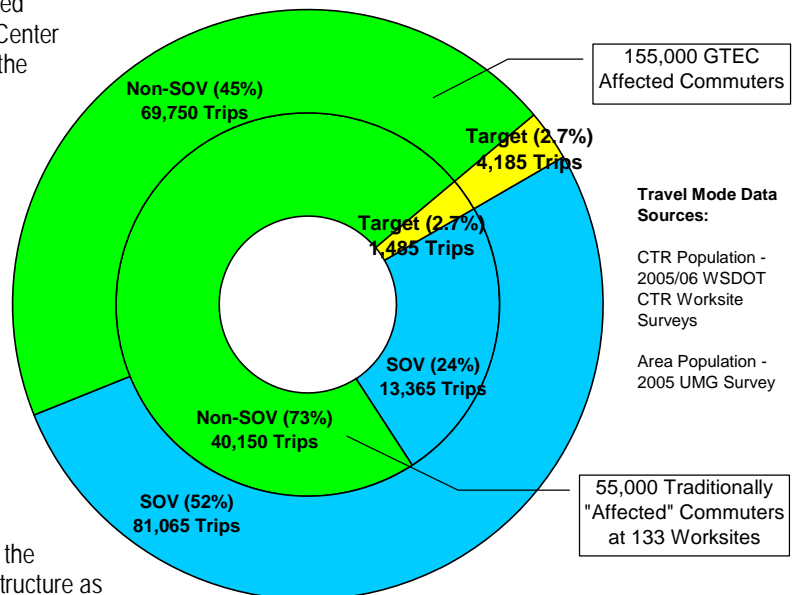
## B. EXECUTIVE SUMMARY

WAC 468-63(2)(b)(i)(A-D)

1. **Vision** of the GTEC program and how it relates to the base CTR Plan: The Downtown Urban Center (DUC) not only is densely populated with jobs, its residential population is projected to grow significantly in the next 10-15 years. Adding to the effects of growth are the impacts that planned transportation construction projects will have on the interstate highways, state routes and local facilities that serve commuters who travel to, from and through the center. With these factors converging on one of the nation's most vibrant urban centers, the City of Seattle, King County and business community, through the Downtown Seattle Association, formed the Downtown Transportation Alliance (DTA), a partnership whose goal is to address community and economic vibrancy through mobility. The DTA established a significant goal to **increase the use of non-single occupancy vehicle modes by six percentage points** by 2015. This is greater than the SOV reduction goals established for the 133 "traditional" CTR worksites located in the center that represent only one third of the commuting population. The City of Seattle's proposed GTEC Program in its Downtown Urban Center would integrate its basic CTR Plan with the DTA's Strategic Actions, which are:

- Fund/provide transportation services to meet emerging demands;
- Manage transportation resources, including Parking supply and price;
- Maximize existing transportation investments; and
- Enhance User's awareness and experience for pedestrians, bicyclists, and transit users, as well as other transportation system users.

**Comparison of Trip Reduction Targets  
CTR Worksites v. GTEC Area-wide**



As a catalyst for change, the DTA views the provision of service through the GTEC structure as one of the significant vehicles for achieving its overarching goal to support economic vibrancy through improved mobility

2. **GTEC program goals and targets:** The City recognizes that the market within the DUC has some of the most mature and best trip reduction programs that have resulted in a drive alone rate of only 27% for CTR-affected employers. Building on these results, the DTA has established a macro-level goal of a **six percentage point shift from drive alone to non-SOV travel by 2015 for the entire Seattle City Center (an area greater than the DUC)**. If the GTEC program is successful, Seattle would reduce the total number of drive alone trips by 4,200. That is 2700 more trips reduced than it would be achieved through the CTR Plan's 10% reduction goal.

The City would extend trip reduction efforts to the entire population of the GTEC, prioritizing the implementation of programs and services based on the highest trip reduction potentials. For some buildings, the City may leverage its regulatory authority under SEPA to engage managers of buildings with Transportation Management Plan (TMP) and their tenant populations in improving services and programs. The City would expand GTEC program effort to other densely populated buildings and populations located in other urban centers as funding permits.

3. **GTEC target population:** The current CTR program reaches 55,000, or about one third of the DUC's 155,000 commuters. While the market within the DUC has some of the most mature and best trip reduction programs that have achieved a drive alone rate of only 27% for CTR-affected employers, the City of Seattle and its partners in the Downtown Transportation Alliance see an opportunity to reach a bigger market.
  - a. The commuters, employers and commercial properties within the GTEC consist of the following market segments:
    - Individual commuters
    - Employers not currently affected by CTR and not in primary target buildings
    - Employers currently affected by CTR
    - Employers in major office towers. (Note: Fifty percent of all employees in the DUC work in the DUC's 75 largest buildings. This is a huge market and relatively few employers in these buildings have trip reduction programs.)
  - b. This geographic area meets the criteria developed by the Puget Sound Regional Council for a GTEC:
    - It is a designated urban center
    - Significant traffic volumes, capacity and/or delays have major affects on the region.
    - Parking is scarce and costly.
    - Concurrent major investments in transportation networks, facilities and services
    - Concurrent pedestrian and bicycle facilities, amenities and services
    - Land use conditions support TDM
    - Private organizations share the City's objective to achieve TDM goals and targets and provide TDM services to entities within the GTEC.
    - Potential for making major reductions in SOV and VMT
4. **Proposed GTEC program:** The City of Seattle's GTEC program is a major plan to market and deliver mobility programs, products, incentives and services that support the goals of the City and the downtown community. The GTEC will support mobility and access throughout the DUC and the major investments in public transportation facilities and services being made in the Downtown Urban Center over the same period of time (2008-11). To accomplish this, Seattle would engage an individual or organization—a single point of contact—whose task would be to establish access to the new market(s). King County Metro's CTR Services and Market Development staff would continue to develop programs, products, and incentives and provide direct services that support these new markets.
5. **Implementation**
  - a. **Outreach:** will consist of a multi-pronged approach that targets specific actions and trip reductions:
    - Resources for and directly to the commuter
    - Resources available to all employers, but targeted toward those with the greatest potential for trip reduction.
    - Resources available to all properties, but targeted toward those with the greatest potential for trip reduction.
  - b. **Leverage:** Using existing relationships and regulations to engage participants provides an opportunity to gain maximum efficiency in achieving trip reduction goals. Using these existing resources as the starting point enables a faster and more productive program from day one. (Examples include using current policies that support land use (TMP buildings) and transportation (CTR-affected employers within specified office properties) to demonstrate new outreach and service delivery initiatives.
  - c. **Delivery:** While the City of Seattle is the lead agency for establishing the vision and delivery parameters, King County Metro would continue to deliver programs and services, develop mobility solutions, conduct outreach, and increase awareness as a partner guided by the DTA. Initially, affected CTR worksites will continue to maintain program report and survey functions, but these functions may

shift to support measurement of the overall GTEC, subject to a collaborative planning process with WSDOT staff.

- d. **Customer Contact:** The programs and services will rely on frequent customer contact. Commuters have to see the program regularly to begin to rely on its services. The employers and property representatives must also have regular contacts with turnkey resources. All of these contacts must be at a very high level of professionalism and customer service.
  - e. **Measurement:** The City intends to measure goal achievement in the GTEC by treating it as a single site, using a measurement tool and methodology that is approved by the state.
  - f. **Expand the Circle:** As resources permit, the City would extend these products and services to property managers, tenants and other populations in the City's urban centers that fit the criteria.
  - g. **Key funding and service partnerships:** The source of funding for the operation of a GTEC would be provided by the State of Washington. The City of Seattle, King County Metro and the Downtown Seattle Association will provide up to \$300,000 in local funding per year to support the program. The City and its partners will consider sustaining the operation of a GTEC program in future years if state funding for the initial program is adequate and the City realizes success.
6. **Benefits:**
- a. **Consistent with RT 8.8,** eliminating 2700 more SOV trips would improve mobility and access to businesses and public facilities through the Center City during the demolition, construction and installation of major projects and facilities, such as:
    - Sound Transit Light Link Rail Line
    - Light rail stations
    - Multi-modal hubs and transportation centers
    - South Lake Union Streetcar Stations
    - Coleman Ferry Dock Revisions
    - Viaduct Replacement
    - SR 520 Replacement
    - I-90 and I-5 changes and improvements
    - Other local transportation improvements.
  - b. Increased use of public transportation reduces the demand for parking, thereby increasing the availability of the existing parking inventory
  - c. Offset the effects of population and employment growth on transportation infrastructure
  - d. Improves air quality and reduces greenhouse gas emissions.
  - e. Because Seattle's Center City is one of the region's most congested areas, major reductions in congestion and traffic delay into and through the Downtown Urban Center would have major impacts on traffic delay on roadways throughout the region.
  - f. Improved efficiency in the delivery of TDM products and services.