
VII. PUBLIC OUTREACH

This section describes the consultation process that was used to develop the City of Tacoma's GTEC program. The plan was developed in consultation with the following organizations and individuals:

Organization/Party	Meeting Date	Issues Discussed
Pierce Transit	Feb. – May 2007	Staff met several times with Daphne Tackett, George Patton and Scott Morris over the winter to discuss Pierce Transit's participation in the Tacoma GTEC. While they are not able to add any new routes at this time, they are willing to assist with a residential pass program. Their assistance will be in the form of providing services from their marketing department and in developing the best system for targeting residential transit riders downtown. Pierce Transit is also willing to provide a limited number of amenities in the form of bus shelters or new stops where 15+ people a day would be bus riders. Pierce Transit is a vital partner for a downtown Tacoma GTEC.
UWT Campus	Feb. 2007	Staff met with Jan Rutledge and Jennifer Burley about improving the mode split at UWT as part of the GTEC plan. They are very interested in assisting with a marketing campaign targeting faculty, staff and students to use alternate modes on their trips to campus (they currently offer discounted bus passes to all). Jan and Jennifer provided information about the parking situation near campus and provided a map of dangerous street crossings. We also discussed employing the Urban Studies class to implement a walking audit around campus to determine pedestrian needs or assist with other related projects.
Downtown Merchants Group	April 5, 2007	Staff presented GTEC 101 basics to approximately 60 members of the Downtown Merchants Group. This group includes businesses of every size. Discussed parking and transportation issues downtown and some of the proposed GTEC programs. Rachel Grover from Pierce Transit also spoke about her small employer CTR programs. The group was receptive and interested in staying informed. Their primary interest is parking.

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J.J. McCament – Real Estate Consultant, Sales and Marketing Member of the Urban Residential Builder Group - Tacoma	March 2007	J.J. McCament is a former City employee who is very well connected in the development world of Tacoma. Staff met with her a couple times in December and January to discuss how to best enter into discussions with developers regarding individualized marketing for residential development. We targeted the area just north of the downtown core as the location for our residential pilot project and the developers there include Prium, Williams and Dame and Metropolitan Real Estate. The concept is that developers will provide staff time and access to new residents and in exchange they can market this great benefit for moving into their new buildings. The Urban Residential Builder Group will soon have a Marketing subcommittee and that group will be the entrée to selling the pilot to the developers.
Paul Ellis, Tacoma-Pierce County Chamber of Commerce	Jan.-Mar. 2007	Staff met with Paul Ellis several times this winter to discuss the parking and transportation needs of downtown businesses. He is supportive regarding CTR issues and the results of these meetings is that Mr. Ellis wrote an application for TRPP funding to develop the foundation for a type of TMA downtown. The Chamber will also be working with the City to hire Rick Williams to provide a crash course to businesses to understand the positive implications of parking management. The Chamber is a vital partner for a downtown Tacoma GTEC.

The City of Tacoma plans to submit the following additional information as part of their application for GTEC certification:

1. Copy of the Tacoma's resolution to designate the GTEC and adopt the program plan.
2. Letter from the local transit agency endorsing the designation of the area as a GTEC.
3. Other letters of support from partners that are expected to contribute resources.