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#### IV. PROGRAM STRATEGIES

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The City of Tacoma proposes to implement the following elements as part of its GTEC program. Implementation of the elements will be done in partnership and coordination with other agencies. Listed below are the following planned local services and strategies for achieving the established goals and targets:

##### A. Proposed Target Population

- UWT Campus (students, faculty and staff)
- Downtown Employees
- Selected Residents in Multi-Family Buildings

##### B. Proposed Strategies for Achieving Goals

Strategy	Description
<b>Consider Developing a Transportation Management Association or similar mechanism for Downtown Tacoma</b>	Consider a transportation management association or similar mechanism to administer the GTEC program for Downtown Tacoma. The association could be a new organization or an existing organization.
<b>Parking Management</b>	Work with employers and property managers to implement parking management at work and residential sites. Review on-street parking policies and look for ways to efficiently utilize parking capacity.
<b>Transit Services</b>	Work with Pierce Transit and Sound Transit to review and refine bus service to the Downtown Tacoma neighborhood.
<b>Vanpool Services</b>	Provide vanpools and supporting services as needed to employees and residents.
<b>Marketing and Promotion</b>	Market and promote transportation alternatives to employees and targeted residents using a variety of materials such as brochures, fliers, web sites, and on-site promotions.
<b>Bicycle and Pedestrian Facilities</b>	Program bicycle and sidewalk improvements based on the City's Transportation Plan and available funding.
<b>Subsidies</b>	Work with employers and residential property managers to provide subsidies for commute options to employees and residents.
<b>Pass Program</b>	Develop an area-wide Pass program that offers discounted transit passes to employees and residents.
<b>Car Sharing</b>	Work with car sharing providers to implement a car sharing program in Downtown Tacoma.
<b>Telework</b>	Work with employers to develop a telework program. The program will consist of educating employers about the telework program and offer assistance for IT and human resource issues.
<b>On-Site Employer Assistance</b>	Provide on-site assistance to both CTR-affected and unaffected employers. Assistance may include on-site promotions, developing program strategies and measuring performance.

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##### C. Schedule for Implementing Program Strategies and Services

The City of Tacoma 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.

Program Strategy or Service	Agency Responsible for Administering	Scheduled Date for Implementation
<b>Policies and Regulations</b>		
Amend Comprehensive Plan to include Downtown GTEC program	City of Tacoma	December 2008
Review parking policies and parking code requirements for Downtown Tacoma	City of Tacoma	2008 and beyond
<b>Services and Facilities</b>		
Enhance transit services in Downtown Tacoma	Pierce Transit, Sound Transit, Intercity Transit	2008 and beyond
Telework Program	City of Tacoma	2009 and beyond
Vanpool Services	Pierce Transit	On-going
Ridematching Services	Pierce Transit	On-going
<b>Marketing and Incentive Programs</b>		
Consider TMA for Downtown Tacoma	City of Tacoma, Pierce Transit, Downtown businesses	2008 and beyond
Develop area-wide Pass program for employees and residents	City of Tacoma, Pierce Transit	2008 and beyond
Develop marketing and promotional campaign for Downtown to increase awareness of drive alone alternatives	City of Tacoma, Pierce Transit	2009 and beyond

##### D. Proposed System for Measurement and Reporting

The City proposes the following system for measuring and reporting progress of the GTEC program for meeting its goals. Every two years, the City will survey residents and employees in Downtown Tacoma to determine the drive alone and VMT rates. The City will use a survey instrument that has been approved by the WSDOT CTR office.

Performance Measure	Agency Responsible	Scheduled Date
Drive Alone Rates among employees and residents	City of Tacoma, WSDOT	2009
Vehicle Miles Traveled Rate among employees and targeted residents	City of Tacoma, WSDOT	2009
Transit Ridership	Pierce Transit	2009
Vanpool Participation	Pierce Transit	2009
Number of Employers participating in transit and ridesharing programs	City of Tacoma, WSDOT	2009
Number of Residential Buildings participating in transit and ridesharing programs	City of Tacoma, WSDOT	2009