

G. Public Outreach (WAC 468-63-060(2)(ix))

1. Background. In August 2006 the Washington State Rideshare Organization invited major employers throughout the state to attend all-day forums to discuss the CTR Efficiency Act and GTEC Concept. In 2006 and early 2007, City representatives met quarterly with CTR-affected employers, soliciting information about barriers to successful TDM programs and achieving targets. These appear in detail in Section II-B, Barriers to TDM, in the Basic CTR Plan, and are summarized as follows:

- a. **Policy barrier—Tax Benefit for Providing Parking:** If the IRS would remove the tax benefit to employers who provide employee parking and/or provide a similar benefit to employers who subsidize public transportation, employers would have a major incentive to provide and promote the use of public transportation regularly and frequently.
- b. **Facility or infrastructure barriers:** Poor pedestrian amenities and lack of sidewalks in many areas, poor pedestrian lighting, poor east-west transit connections, poor connections from local to regional transit service, too few bikeways and cycling amenities, inadequate pick up and drop off facilities for car and vanpools, free parking in some areas, need for more frequent transit service so that buses are not overcrowded during commute hours.
- c. **Coordination barriers:** CTR resources and services have always focused on major employer worksites. Without resources to support the coordination of TDM efforts beyond the major employer, jurisdictions fail to reach large populations of commuters who could benefit from TDM products and services.
- d. **GTEC Concept:** The City of Seattle has considered more efficient ways to meet CTR requirements and how to stretch limited funding. Because of recent and planned major investments in transportation infrastructure and the advent of new and improved transit service, the City proposes to focus TDM efforts in more densely populated employment areas that are about to benefit from major transportation investments. (See Map #12, Appendix page 18). Building upon existing and planned facilities and services would strengthen the City's efforts to reduce reliance upon the automobile, and the City could realize economies of scale if it could have a "building-based" program that would reach more commuters than its current "major employer worksite"-based program.
- e. **Impact:** Seattle's GTEC Program would be a newly designed marketing program directed at its Downtown Urban Center in time to promote and complement the use of new transit services and facilities and increase the incentives to use them. Its impact would be increased use of public transportation, bicycles, and high occupancy vehicles for commuting that would result in the greatest reductions in traffic congestion, air pollution, and traffic delays in the state.

2. Outreach

- a. **Identified stakeholders:** The City has identified managers of dense commercial properties and their tenants, CTR-affected employers, local and regional transit service agencies, adjacent jurisdictions, providers of public goods and services, and
- b. **Created and provide communications** materials that Inform stakeholders about the proposed GTEC program and how it is likely to affect them. In November 2006 staff provided CTR-affected employers with copies of WSDOT's brochure, "Commute Trip Reduction Program, Implementing the CTR Efficiency Act" and discussed the implementation process at CTR Employer Networking Group meetings. In 2007 the City will engage professional public information staff to develop and distribute appropriate materials that are tailored to the project. These may include the following:
 - Producing and distributing information such as the GTEC Program Summary (See Appendix page 26.)
 - Placing notices in newspapers; sending notices to stakeholders
 - Developing project information web pages and links and providing them to stakeholders
 - Developing subscription e-mail updates
 - Providing speakers
- c. **Engage** employer groups to host meetings and workshops

- d. The City of Seattle was able to review the GTEC Programs proposed by the Cities of Bellevue, Kirkland, Redmond and Tukwila. Seattle developed its own GTEC Program in consultation with the following organizations and individuals:

The City of Seattle:

- (1) Department of Planning and Development
Contact: Tom Hauger, Kristian Kofoed, John Shaw, Mark Troxel
Issues: Incorporating TDM into Comprehensive Plan, Updates to the Land Use Code, TMP/SEPA Coordination
- (2) Department of Transportation
Contact: Kathleen S. Anderson, Ron Atherly, Michael Estey, Mark Keller, Mary Catherine Snyder,
Issues: GTEC boundaries, GTEC Funding, Organizational Structure of the GTEC Program, Construction Mitigation Funding; Parking policies and issues; Center City Projects
- (3) Department of Finance
Contact: Bill Adams, Steve Viney, Mel McDonald,
Issues: 2008 SDOT Budget, 2007 Employee Head Tax and Parking Tax
- (4) Legislative Body
Contact: Seattle City Council, Transportation Committee
Issues: Resolution

WSDOT

- Contact:** Keith Cotton, Robin Hartsell, Cathy Silns,
Issues: Implementing 2006 CTR Efficiency Act

Regional Transportation Planning Organization

- Contact:** Lindy Johnson, PSRC
Issues: 2006 Efficiency Act Implementation

Neighboring Cities, Surrounding County, and/or Neighboring Counties

- Contact:** KC CTR Coordinating Committee (Cities of Auburn, Bellevue, Bothell, Burien, Des Moines, Federal Way, Issaquah, Kent, Kirkland, Redmond, Renton, SeaTac, Shoreline, Tukwila, and Woodinville)
Issues: 2006 Efficiency Act Implementation and Coordination

Major Employers in the DUC

- Contact:** CTR-affected employers located in the DUC
Issues: How the CTR Efficiency Act and a GTEC program option will affect implementation of their programs.

Business Groups

- Contact:** The Downtown Seattle Association
Issues: Engaging Community Support

Transit Agencies

- Contact:** Matt Hansen, David Lantry, CTR Services Staff, Market Development staff, Transit Service Planning Staff, GIS Services; Mike Bergman and Lisa Wolterink Sound Transit.
Issues: Existing and planned local transit service; Sound Transit Support

Employer TDM Organizations in the DUC

Contact: CTR Employer Networking Groups; Downtown Transportation Alliance

Issues: 2006 CTR Efficiency Act; GTECs and related programs; effect of GTEC and managing services to CTR-affected employers

Special Interest Groups

Contact: _____

Issues: _____

Reviewers can view exhibits of the City's public outreach notices and products in the Public Outreach Section of the Appendix, beginning on page 26.

Support for Seattle's GTEC Program:

Exhibit 19a and 19b, pages 32 and 33 of the Appendix, are copies of letters of support for the Seattle's proposed GTEC Program from King County Metro, its local transit agency, and the Downtown Seattle Association, a partner in this effort.