

A. Proposed Goals and Targets for GTEC

The Totem Lake GTEC program builds upon the City's successful CTR program by expanding the program to unaffected work sites and residential groups. The GTEC program will primarily focus on the TMP sites and entry level employees at retail and service types of employment. The entry level employees are more susceptible to change their commute option because the relative cost of their commute is proportionally higher when measured against their income. The TLUC has very few single-family residents; most are multi-family residents. The secondary goal is to bring awareness and opportunities for multi-family residents to change their commute options.

The goal of the GTEC program is to reduce drive alone trips by 10% and vehicle miles traveled by 13% at CTR-affected as required by the base CTR Program; and to reduce drive alone trips by 10% at non CTR-affected work sites plus increase transit use by residents by 5%. As required by state law, the target is more aggressive than the base target mandated by the CTR law because it also targets the non CTR-affected work sites. Based on these target populations, the following targets have been established for reducing drive-alone vehicles and vehicle miles traveled for Totem Lake.

Target Population	Base Drive Alone Rate	Goal	Target Drive Alone Rate	Base VMT	Goal	Target VMT Rate
Employees at CTR-affected work sites	77.8%	Reduce by 10%	70%	14	Reduce by 13%	12.2
	There are currently 3,825 employees who work at CTR-affected work sites. Based on the current drive alone rate of 78% for commuters in Totem Lake at CTR-affected sites, approximately 842 commuters currently use non-drive alone modes. Based on a target of 70% for non-drive alone modes, the City plans to increase the number of commuters using non-drive alone modes at CTR-affected sites by 306.					
Un-affected work sites	There are approximately 6,000 employees who work at un-affected work sites. For the year 2013, the City has set a target for increasing the number of commuters using non-drive alone modes by 600 (approximately 10% of current population).					
Residential developments	There are approximately 4,394 people living in Totem Lake. The City plans to work with residential developments and promote transit and ridesharing activities among residents living in multi-family buildings. For the year 2013, the City has set a target for increasing the number of residents using transit by 220 people (approximately 5% of the residential population).					
Entire GTEC area	For the entire GTEC area, the City has set a target of converting 906 commuters and 180 residents to using non-drive alone modes.					
Entire City	77.8%	Reduce by 10%	70%	11.2	Reduce by 13%	9.8

III. GOAL SETTING AND PERFORMANCE MEASURES

B. Proposed Performance Measures

The City is required to measure the progress towards achieving the goals. Every year, the City will prepare an annual report and every two years, the City will conduct surveys of employees and residents to determine their travel behavior. The City plans to use the WSDOT CTR survey as the survey instrument. Listed below are the proposed measures and the scheduled dates for measuring progress.

Performance Measure	Agency Responsible	Scheduled Date
Percentage of commuters using non-drive alone modes	City of Kirkland	Every two years beginning fall 2008
Number of un-affected employers participating in transit and ridesharing programs	City of Kirkland	Every two years beginning fall 2008
Number of residential buildings participating in transit and ridesharing programs.	City of Kirkland	Every two years beginning fall 2008
Transit ridership on Totem Lake transit routes	King County Metro Transit	Every two years beginning fall 2008
Vanpool ridership for vans traveling to Totem Lake	King County Metro Transit	Every two years beginning fall 2008

C. Relationship to Other City Mode Share Goals

The City of Kirkland Comprehensive Plan has a goal of a SOV rate of 65% by the year 2022. If the SOV rate reduction is achieved by the proposed GTEC and CTR program and continues beyond 2012 then the Comprehensive Plan goal would be met by the year 2016 for the Totem Lake Urban Growth area.