

Downtown: On the Go! Declaration of Cooperation January 2014

In 2008, public and private sector partners met to discuss transportation issues and transportation management solutions for downtown Tacoma. Discussions included a look at existing and future conditions. It was clear from these “partner forums” that there was a consensus economic development vision for job and housing creation, land use development and efficient access systems to support the vision. As a result of these forums, the City of Tacoma (City), Pierce County Public Transportation Benefit Area Corporation (Pierce Transit), and the Tacoma-Pierce County Chamber (Chamber) partnered to create and support *Downtown: On the Go! (DOTG)*.

In 2011, the partners established an advisory board comprised of management level representatives from a broad array of downtown businesses and organizations. This group, now the DOTG Board of Directors, oversees DOTG staff’s execution of an aggressive work plan that encourages a balanced system of access that includes transit, biking, walking, ridesharing and visitor parking.

In 2013, DOTG staff and board began the process to pursue independent 501c4 status while maintaining the partnership between the Chamber, City and Pierce Transit. The board continues to seek and secure additional sustainable funding sources for the organization, while this independent organization is formed.

Vision

Downtown: On the Go! envisions a vibrant, integrated downtown Tacoma – where daily life is enhanced by connecting people, green spaces, arts & culture, and jobs. Interdependent land use policies and transportation options reinforce an active, compact urban core that is connected locally and regionally, promoting a focus on the movement and interactions of people rather than cars.

Mission

Downtown: On the Go!’s purpose is to be the transportation advocate for anyone whose daily life is downtown.

We do this by:

- *Educating about transportation choices other than driving alone.*
- *Encouraging use of transit, ridesharing, biking, walking, and flexible work arrangements.*
- *Advocating for transportation choices and land use policies that promote a vibrant and integrated downtown.*

Success targets

Downtown: On the Go! recognizes that Tacoma anticipates economic and job growth in downtown and is invested in helping meet these targets through transportation options based on Puget Sound Regional Council’s projections:

- *23,607 net new jobs in the downtown by 2030*
- *16,787 net new residents in the downtown by 2030*

Downtown: On the Go! has embraced clear targets for success and will measure its progress over time in relation to these targets:

- Increase the use of alternative mode commuting (transit, bike, walk) to 35% of all trips by 2015 (up from 24%).

A Sustainable *Downtown: On the Go!*

The process to form a viable, workable, and sustainable *Downtown: On the Go!* that can successfully implement its work plan to fulfill its short-term objectives, long-term goals, and overall economic development vision and mission requires the collaboration and resources of several organizational partners. This successful implementation requires:

1. Declaration by partners (public and private) that the ongoing operation of *Downtown: On the Go!* is a high priority for each partner's respective organization.
2. Recognition that *Downtown: On the Go!*'s projects, programs, and advocacy efforts provide a much needed outlet for downtown employer, employee, and resident involvement in transportation and land use issues, and as such, serve as a representation of downtown businesses/organizations involved in the DOTG effort.
3. Commitment by partners (public and private) to engage in ongoing development of *Downtown: On the Go!* as a leading voice, stakeholder and program resource for transportation and land use in Tacoma's downtown.
4. Commitment by partners (public and private) to agree to all of the long-term goals, objectives, and expected performance outcomes of the *Downtown: On the Go!* work plan.
5. Commitment of resources (financial and in-kind) by partners (public and private) to sustain the organization in its operation.
6. Commitment of a leader for attendance at bi-annual meetings at which DOTG staff will provide organizational information and updates. As well, commitment of an organizational representative at DOTG Board meetings.
7. Understanding that a DOTG Board guides the realization of its vision and mission and the ongoing development of its work plan.

Organizational Declarations of Cooperation (DOC)

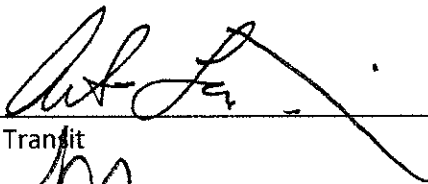
The following sections outline the commitments that each involved entity will contribute to the ongoing development of *Downtown: On the Go!* This Declaration of Cooperation is not intended to create binding legal obligations. Rather, they are intended to reflect the current understanding and intentions of the parties involved.

All partners to the Declaration of Cooperation recognize the complexity and challenge involved in the effort to develop *Downtown: On the Go!* By endorsing this Declaration of Cooperation, each organizational partner states commitment to the *Downtown: On the Go!* work plan and its successful

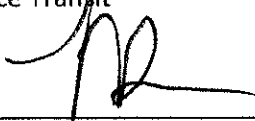
outcome. As such, this declaration is a clear commitment to an economically viable, sustainable, and attractive downtown Tacoma, achieved through a focus on downtown transportation options and land use policies. Individual statements of cooperation and commitment by key parties are attached and outline specific contributions of time, resources, and staff dedicated to this effort.

1. We agree to support the *Downtown: On the Go!* vision, mission, work plan, and its long-term goals, objectives, and expected performance outcomes.
2. We understand that projects and programs will be prioritized according to greatest need, expected impact, staff and resource capabilities.
3. We will actively look for opportunities to participate and support the projects and programs outlined in the *Downtown: On the Go!* work plan. Support is given under the assumption that: 1) Transportation options and land use policies play a critical role in the vitality of Tacoma's downtown, the creation of jobs and economic development 2) the goals and objectives of the work plan are highly beneficial to Tacoma's downtown and its businesses, and 3) *Downtown: On the Go!* is a non-regulatory effort so that downtown employers, employees, residents and the City are effectively collaborating to achieve the land use and transportation related goals and objectives outlined in the work plan.

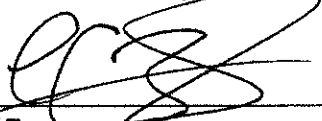
Signed



Pierce Transit



Tacoma-Pierce County Chamber



City of Tacoma

1/9/2014

Date