

## Transportation Demand Management – balancing mobility and livability

**The Challenge:** Economic forecasts anticipate at least 20,000 new jobs in South Lake Union by 2020.

Unless travel patterns change this would mean:

- Enough new peak-hour car trips to fill six lanes of traffic
- 11,500 new parking spaces – equal to 13 eight-story garages at a cost of \$286 million (building too much parking will promote drive alone commuting for decades)

Investing in TDM instead will support a healthy vibrant South Lake Union neighborhood

- Set and achieve area-wide goals for transit ridership, bicycling, walking, carpooling and vanpooling. (Establishing a transportation management organization can facilitate goal setting and program development.)
- Regulate development of new parking capacity in ways that are consistent with a transit-oriented future.
- Make Infrastructure investments that support transit, walking, and bicycling.
  - good pedestrian environments broaden short-term parking options and encourage transit use
  - time-efficient transit service means convenient predictable access to SLU
  - bicycle facilities encourage bicycle use
- Promote residential and mixed-use development.
  - diverse land-uses eliminate the need for car trips