



TRANSPORTATION OPTIONS STRATEGIC PLAN

The Seattle Department of Transportation’s Transportation Options group is developing a **Transportation Options Strategic Plan** to guide programs and priorities for the next 5+ years (2024-2030)

TDM is a suite of programs and policies that aim to expand mobility options and support people walking, rolling, biking, scooting, riding transit, and using alternative work schedules while decreasing reliance on needing to drive alone. TDM efforts include incentives, education, and regulations that encourage the use of non-drive alone transportation options and align with the city’s sustainability targets and investments in its transportation network.

WHY IS TDM IMPORTANT FOR SEATTLE?

TDM strategies can help the city respond to changes in traffic and congestion patterns, promote equitable access to its transportation network, and meet its goal of making 9 out of 10 trips fossil-fuel-free by 2030.

By using TDM to reduce drive alone trips, we can all benefit:

	Residents	Employees	Businesses	Developers & Property Managers
Reduce congestion	●	●	●	●
Improve air quality	●	●	●	●
Activate streets and local Business Districts	●	●	●	●
Enhance access to affordable transportation options	●	●		
Support healthier and happier travel	●	●		

HOW DOES SEATTLE MOVE TODAY?

- The majority (**61%**) of Seattle’s greenhouse gas emissions come from transportation (2020 Community GHG Emissions Inventory: Seattle)
- Seattle is ranked the **19th** most congested urban area in the US, with commuters spending an average of **46 hours** in traffic in 2022 (INRIX)
- Since the onset of COVID-19, Seattle residents are taking **more social/recreational trips** and fewer work/school trips. (PSRC Survey)
- 9 out of 10 Seattle residents would like to **bike, walk, or take transit for shorter trips** within their neighborhood (STP Engagement Phase 2)
- **70%** of Seattle households have access to a very frequent transit network (running every 10 minutes or better) within a 10-minute walk (SDOT)

TDM STRATEGIES INCLUDE:

- Transit subsidies
- Carpool/Vanpool programs
- Onsite bicycle facilities
- Micromobility
- Telework programs
- Employer or developer facing policies
- And more!

WHY A STRATEGIC PLAN?

By 2035, the City of Seattle seeks to have less than 35% of commutes and less than 25% of non-commute trips citywide consist of drive alone trips.

Due to climate change, rapid population growth, and COVID-19 pandemic impacts, Seattle's transportation landscape has undergone significant shifts based on how, where, and when we travel. To keep pace with these changes, SDOT will update its TDM efforts and offerings to better align with the City's needs. Areas of focus include updating: goals and targets, understanding of our audience, and where we should focus our efforts.

This strategic plan will identify priorities for improving our existing programs (see sidebar to the right) as well as expanding our offerings to new audiences. In the past, our programs have focused to a large extent on commuters and we know there is need to strategically extend beyond this audience. This plan is also intended to align our efforts with and prepare to assist the implementation of the community-driven goals coming out of the Seattle Transportation Plan, including its emphasis on mode shift, climate action, and equity.



WHAT IS SDOT ALREADY DOING?

SDOT's Transportation Options team engages with more than 1,000 worksites and buildings to support impactful transportation programs, including on-site amenities, subsidies, education, and communications to support employees and commuters with their transportation choices. SDOT has leveraged several grants to support large scale infrastructural changes in the city such as the West Seattle bridge closure and the Alaskan Way Viaduct closure. Our existing portfolio includes:

- **Commuter Trip Reduction** - Working with major employers to reduce peak drive alone trips and meet programmatic performance targets, backed by State law
- **Transportation Management Program** - Working with property managers to meet site-specific mode split targets backed by City ordinance
- **Commuter Benefit Ordinance** - Requires that businesses with 20 or more employees worldwide offer workers the opportunity to make a monthly pre-tax payroll deduction for transit or vanpool expenses
- **MyTrips** - Leading by example by providing City employees an excellent commuting program including complimentary transit passes and bike facilities. MyTrips is only available to City of Seattle employees
- **Flip Your Trip** - Our neighborhood focused campaigns, supporting mode shift solutions to reduce congestion and encourage efficient travel; examples include West Seattle and Duwamish Valley Travel Options Program.

HOW CAN I GET INVOLVED?

The Transportation Options team wants to hear from you!

The team is seeking input from stakeholders on how to strengthen and expand Seattle's TDM programs to reach more people. There are lots of ways to get involved: attend our info session, provide input on our recommendations, or meet with us one-on-one.

Your input will help shape the future of TDM in our city!

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