From a regional perspective, improving transportation is a priority issue for South Sound residents, second only to affordability. Developing a regionally focused Transportation Management Association (TMA) and implementing regional Transportation Demand Management (TDM) could alleviate that issue, make space for other innovations, and potentially promote continued regional collaboration around transportation and economic development.

A South Sound Alliance-based Transportation Management Association seeks to:

1. Create an inter-jurisdictional collaborative focused on producing traffic and commute reduction strategies.
2. Increasing the use of public transportation, shared vehicle programs, parking management programs, and alternative transportation modes by those currently traveling through, from, and within the South Sound in single occupancy vehicles to reduce traffic by 2 - 5%.
3. Support new developments and land use patterns that encourage the use of public transit and promote increased vehicle occupancy and reduce parking space requirements.
4. Develop strong ethos and a culture around living and working in the same community, furthering economic equity and viability within the South Sound.
5. Empower municipalities by assisting them in providing additional resources to their residents & an incentive for future employers.