

## Research Park Transportation Working Group Vision and Objectives

Research Park faces transportation challenges. They include park access, safety, parking, and lack of affordable and convenient transportation choices. These challenges threaten the quality and growth of our community and can negatively affect the surrounding University and city. To address these issues, we desire infrastructure, operations, and safety improvements. And we think we can make better use of our existing resources.

Research Park is a community of diverse organizations; our transportation considerations don't always align. But we have shared common challenges and in meeting them, we are stronger together.

We voluntarily work together to address our transportation challenges and needs by sharing resources to the extent possible, advocating for common transportation interests with a unified voice, increasing awareness of and participation in transportation demand management programs, and working with our partners toward an efficient, effective, and safe transportation system to, from, and within Research Park.

Objectives:

- **Use transportation resources effectively** - reduce duplication of services and increase efficiency.
- **Increase quality, affordable, and convenient transportation choices** for the Research Park community – for both commute trips and those during the work day.
- **Reduce proportion of single-occupant vehicle trips** to, from, and within Research Park by providing alternatives and making them attractive.
- **Provide information, encouragement, and incentives** for transportation alternatives among organizations.
- **Advocate to external transportation and community stakeholders** to achieve Research Park transportation and community goals.
- **Work within individual organizations** to promote solutions and communicate information.
- **Establish an organizational framework** that implements and operates transportation demand management programs.
- **Determine a way to fund the organization** and transportation demand management programs.
- **Strive to represent the entire Research Park community**, including all sizes and types of organizations.
- **Create and promote community** in Research Park.