



These examples are provided for the sole purpose of demonstrating multi-modal concepts through the use of visual tools. They are provided to enhance the narrative text section. **They are not intended as action items and should not be interpreted as recommendations for implementation.**

While already a busy corridor, M-22 between M-72 and Cherry Bend Road is projected to reach a LOS F rating over the next 30 years. The corridor connects trips between downtown Traverse City and all points north along Grand Traverse Bay in Leelanau County. Enough of the residential traffic drops off at Cherry Bend Road so that north of that intersection, the road is projected to operate at a LOS C. Although the level of vehicular congestion indicates a problem, there are no infrastructure solutions proposed. This is due to the policy direction of the Grand Vision for transportation strategies in core development nodes. There are also physical and environmental constraints that limit the addition of new connector roads or additional travel lanes. Instead of infrastructure improvements, land use policies and demand side travel techniques are recommended to address vehicle congestion along this corridor. While it may not be possible to reduce the congestion, it may be possible to slow the projected growth rates.

Many physical solutions are already in place or not available. However, land use regulation and demand side transportation policies may still be effective. Land use policies can reduce vehicle miles travelled by providing alternatives to driving or by creating shorter trips. This can be achieved by providing for mixed-use development in the same building or by allowing a mix of residential, commercial, employment and service uses in the same area. Opportunities for home based businesses can also contribute to a reduction in commuting traffic.

Demand side policies reduce vehicle miles travelled by providing incentives to drive less. These may come in the form of cost, convenience or recognition for “doing the right thing”. Rising fuel prices reduce demand by increasing the cost of driving. In the same way, incentive programs can offer free transit passes, partial support of MichiVan costs or priority parking for employees who travel with a carpool. Flexible work schedules can allow employees to travel during off-peak hours.

