

More housing could mean *less* traffic.

We've assumed growth causes gridlock. The evidence says otherwise. Seattle proves it.

254K
MARIN CO.

Population barely changed since the 1970s

14K
MILL VALLEY

Small town, some of Marin's worst traffic

9K
TIBURON

Another small community, same story

If population size caused traffic, these tiny towns wouldn't be gridlocked – and Marin's traffic wouldn't have worsened while our population held flat. Something else is driving congestion. Seattle grew its population by 20% (to 730,400) and cut traffic by 20%. *How? By building housing near jobs, improving transit, and investing in bike infrastructure.*

Traffic is shaped by many factors, not just population.

Distance workers travel

Affordable housing, homes near transit and workplaces shorten commutes and reduce traffic.

Transit quality

Ignoring bus/rail options and school buses means a car is a necessity.

Income-driven driving

Higher incomes generate more trips: meals out, shopping, personal services.

Housing location

Homes near workplaces and schools mean fewer miles driven per trip.

Yes, population matters — but it's just one of many variables that affect traffic.

The Marin problem

Marin has built very little housing over the last 40 years. The result: housing costs are among the highest in the country, and the workforce has been pushed out. Workers now drive in from Sonoma, Solano, and the East Bay, increasing congestion on our roads. Transit options are poor. School buses have been cut. A car is a necessity for nearly every aspect of daily life.

What Marin can do

- Build housing near workplaces, schools, and transit hubs so residents can walk, bike, or take short trips instead of driving
- Increase housing density to support a stronger transit system
- Improve multi-modal transit options, especially bike-transit connections
- Restore school bus service so families don't need to drive for the school run

We can actually reduce traffic by building more housing.

