



**Metro**

March 7, 2018

**TO: BOARD OF DIRECTORS**

**THROUGH: PHILLIP A. WASHINGTON** *PAW*  
**CHIEF EXECUTIVE OFFICER**

**FROM: THERESE W. MCMILLAN** *TW*  
**CHIEF PLANNING OFFICER**

**SUBJECT: TRANSPORTATION DEMAND MANAGEMENT:  
PREPARATORY MOTION 36 RESPONSE**

**ISSUE**

In October 2017, the Board passed Motion 36 (“Motion”, see Attachment A) that essentially directs staff to explore and implement a markedly expanded role for Metro in Transportation Demand Management (TDM). Underlying the 9 separate steps outlined in the Motion is the presumption that the Metro Board would assume a role equivalent to that of a countywide Transportation Demand Management Agency capable of effectively designing, implementing, monitoring and possibly enforcing the suite of activities outlined therein. Such an endeavor would require changes in legislation, significantly new revenues to implement, and the potential shift of legislated authorities and responsibilities among many partners including Southern California Association of Government (SCAG), the South Coast Air Quality Management District (SCAQMD), Los Angeles County and local jurisdictions, and private employers.

Respecting the essential role of TDM as part of a comprehensive and cohesive transport system, it is important to begin with a thorough understanding of a function that is, by its nature, dependent on many interlocking multiple factors. It became increasingly apparent in preparing a motion response that articulating and analyzing those factors was a key prerequisite, and had not been done prior, if ever. And it is particularly important now, as state and federal provisions affecting TDM have changed fairly significantly over the last five years.

Therefore, rather than simply respond to the Motion’s elements verbatim, Metro staff wants to ensure first that the Board has a fuller understanding of the issues that Motion 36 raises, so that it can direct staff with more clarity. This Board Box presents the first of two reports to lay that foundation. Included in the “Phase One” report here are:

- A general definition of Transit Demand Management (TDM), around which current and any future programs should be designed.
- A review of pertinent statutory provisions in state and federal law that fundamentally frame TDM requirements, and importantly, the obligations of other parties in addition to Metro. Primary among these are air quality and climate change related legislation. Local ordinances are also noted.
- An inventory of existing Metro TDM efforts and how they relate to statutory obligations. This includes an overall broad assessment of resources provided for these efforts.

The remainder of this report is organized around these three points. This provides a foundation for a “Next Steps” Phase Two Board Report in April to round out the comprehensive response we believe Motion 36 warrants.

## **DISCUSSION**

### **A. Defining Demand Management**

Transportation Demand Management is a general term for various strategies that increase transportation system efficiency and eliminate single occupant vehicle (SOV) trips. TDM often comprises a program of information, encouragement and incentives to optimize use of all modes in the transportation system. There are both traditional and innovative technology-based services to help people use transit, ridesharing, mobility on demand, vanpooling, walking, biking, shared parking and telework.

TDM is, at its core, intended to dissuade single-occupant auto driving. Among other elements, parking management is inextricably tied to any effective TDM portfolio. This element was absent from the Motion’s references, but is addressed in this Phase One evaluation, to ensure completeness.

**Parking Management and TDM.** Parking management is an important element of TDM. Unpriced and unrestricted parking encourages driving and creates single, automobile-dependent land use patterns. Many parking management programs, including Metro strategies, significantly reduce automobile travel by removing free parking at high parking demand and congested destinations.

SOV trips are sensitive to parking supply and price. By removing free parking, destination trips are typically reduced by 10-15%. For example, each 10% increase in parking charges can reduce driving by 1-3%; implementing parking incentives for carpoolers can reduce SOV commuting by another 10-30%, particularly if implemented with other commute trip reduction programs (Analytics, 1995; Shaw, 1997). Effective parking management can also help to shift SOV to alternative transportation modes. Metro’s park and ride program has experienced parking demand reduction by up to 20% at locations where a modest parking fee was implemented without any negative impact on station boarding or ridership at our transit corridors.

Shifting trips to non-SOV options via TDM programs can also support policies to reduce parking requirements for new and existing commercial and residential development. For example, parking requirements have been reduced 10-30% at sites with commute trip reduction programs. Parking Cash-Out is particularly effective at reducing parking demand. Thus, implementing TDM programs in conjunction with effective parking management and pricing programs will lead to better and more flexible land use in the long run.

## **B. TDM Statutory Provisions and Related Regulation**

### **Federal/State/Local**

The following highlights the various TDM regulations established around federal and state statutes, driven by vehicle emission reduction requirements where trip reduction is permitted as a mitigating strategy. In large part, these requirements are imposed on public and private employers, and oversight responsibility is held by the agency imposing these regulations. Outside of its responsibilities as a major employer, Metro's role is primarily a supportive one, to assist other entities to meet their regulatory requirements; its role has not been to assume or perform oversight responsibilities of other entities.

The regulations/ordinances listed below are offered as information to what may or may not impact a business and/or employer. Metro's Rideshare/Shared Mobility, as well as other Metro TDM programs/services help employers with adhering to SCAQMD Rule 2202, as well as employers regulated by local congestion reduction regulations, such as those employers within the cities of West Hollywood, Santa Monica, Burbank, Glendale and Pasadena. These programs and services also assist non-regulated employers and the general base commuter with options to avoid SOV commutes.

### **Federal**

#### **1. Federal Air Quality Requirements**

Regions that do not conform to air quality standards under the federal Clean Air Act must adopt and implement mitigating measures if they are to remain eligible for federal grant assistance, among other considerations. With an "extreme" non-conformity designation, implementing such actions is especially crucial for the Southern California region. Current practice is addressed in the State and Regional discussion below.

#### **2. Federal Tax Incentives**

TDM is encouraged by the Federal Highway Administration (FHWA) and United States Department of Transportation (USDOT) as a means of easing congestion and encouraging fewer single-occupant trips. Standards for TDM have been developed and the FHWA catalogues recommendations for best practices in a national

database and resource kit that Metropolitan Planning Organizations (MPO) and Regional Transportation Planning Agencies (RTPA) can use to establish and implement TDM strategies. Pre-tax set-asides as well as employer subsidy programs are elements of TDM strategies and are supported by Federal tax code.

Federal tax code allows the use of tax-free dollars to pay for transit commuting and parking costs through employer-sponsored programs. IRS Code Section 132(f) includes provisions that allow employers to provide fringe benefits such as transportation benefits to employees that can be excluded from gross income to encourage alternative forms of transportation/commuting. In Los Angeles this is called the Commuter Choice. Qualified parking exclusion and commuter transportation benefits are included in this statute.

After the passage of 2017 Tax Cuts and Jobs Act (signed into law on December 22, 2017), the monthly exclusion for qualified parking is \$260 and the monthly exclusion for commuter highway vehicle transportation and transit passes is \$260, an increase from the prior year. Biking as a mode of eligible transportation has been eliminated from pre-tax benefits. Commuters can receive both the transit and parking benefits. These programs can be implemented by an employer providing a subsidy or by an employee electing for a payroll deduction; both options provide tax benefits.

Employees who set aside income on a pre-tax basis for qualified transportation fringe benefits do not pay federal income or payroll taxes on the income set aside. Employers may no longer deduct tax-free benefit payments as a business expense pursuant to the tax reform provisions that were recently approved.

## **State and Regional**

### **1. SB 375 (2008)**

SB 375 creates indirect incentives for regions to create or enhance TDM programs for the purpose aiding in achieving greenhouse gas reduction targets. There is nothing in SB 375 creating any *specific* TDM or trip reduction requirements. Rather, TDM is one of the tools that MPOs can use to reduce greenhouse gasses to achieve a state-mandated target (along with transit expansion, transit/land use coordination, pricing, etc.). Most of the regional Sustainable Communities Strategies (SCS; the plan required by SB 375 and executed by the Southern California Association of Governments) prominently feature TDM as a lower cost/low-hanging-fruit way to achieve reductions. Typically this is going to be assumption-based, rather than a specific program commitment. The SCS will project a certain amount of funding available for TDM programs over the life of the plan, then attribute greenhouse gas reductions to the implementation of those programs. However, enforcement to ensure these programs are actually implemented has been unclear, and is under discussion at the state level.

## **2. SB 743 (2013)**

SB 743 reforms elements of the California Environmental Quality Act (CEQA). Among its provisions, the basis for estimating impacts on transportation system performance is shifted away from Level of Service (LOS) to Vehicles Miles Traveled (VMT). While regulations to implement this statute are still being developed, one area of relevance here is the effect such a shift will have on TDM mitigation measures. Metro, SCAG and other regions around the state are evaluating this closely.

## **3. AB 2766 (1990)**

Since 1991, local governments have received AB 2766 funds to implement programs that reduce air pollution from motor vehicles. A Motor Vehicle Registration fee surcharge of \$6 per vehicle is collected by the Department of Motor Vehicles and sent to the SCAQMD for disbursement. The SCAQMD provides funding and audits the program's performance annually.

The AB 2766 Subvention Program provides a funding source for cities and counties to meet requirements of federal and state Clean Air Acts, and for implementation of motor vehicle emission reduction measures in the SCAQMD Air Quality Management Plan (AQMP). The legislation creating this revenue source provides for oversight of the use of these monies by local governments. Air districts that receive AB 2766 monies report annually to California Air Resources Board (CARB) on the use and results of the programs funded by the fees. Cities and counties under SCAQMD's jurisdiction provide annual program and financial information to the SCAQMD. This information is compiled by the SCAQMD and forwarded as an annual report to CARB. In addition, the SCAQMD works with an independent firm to conduct audits of AB 2766 fee recipients, at least once every two years.

TDM is a project type that is eligible for funding under this program. Los Angeles County and the cities within LA County's jurisdiction are eligible applicants to receive funding to implement TDM programs. Projects that were awarded funding under this program in FY 2015-16 include: employer-based trip reduction, incentive programs for trip reduction, vanpool programs, park-n-ride lots, and transportation management agencies/organizations.

## **4. AB 728 (Lowenthal) – 2009**

AB 728 amended the State's parking cash-out provision to include penalties to enforce the provisions outlined in **AB 2109 (Katz)**. In 1992, the State of California passed AB 2109 requiring businesses with 50 or more workers that are located in areas with poor air quality and that lease parking spaces for their employees, to offer employees the cash value of the subsidized parking in lieu of the parking space. The intent of the law is to reduce vehicle commute trips and emissions by offering employees the option of "cashing out" their subsidized parking space and taking transit, biking, walking or carpooling to work.

This bill authorizes the CARB to impose a civil penalty for a violation of this requirement. The bill authorizes a city, county, and air pollution control district or air quality management district to adopt a penalty or other mechanism to ensure compliance. The bill would authorize the imposition of a penalty by the state board or the local agency, but not both.

#### **5. SCAQMD Rule 2202**

This regional ordinance, adopted in 1987, is probably the most well-known TDM regulation in Southern California. It requires employers with 250 or more employees at a worksite to reduce emissions resulting from employee commutes to comply with federal and state Clean Air Act requirements, Health & Safety Code Section 40458, and Section 182(d)(1)(B) of the federal Clean Air Act. To accomplish this, employers must identify an employee to be their Employee Transportation Coordinator (ETC), attend a training class, conduct an employee survey and compile a report for SCAQMD with the strategies an employer will implement to reduce employee trips to the worksite to meet a specific geographical target.

SCAQMD currently mandates 1,356 worksites in the air basin located in Los Angeles, Orange, San Bernardino and Riverside Counties — approximately 840 are located in Los Angeles County. SCAQMD is responsible for overseeing whether employers comply with requirements, and to impose corrective actions, including fines, in the case of non-compliance.

#### **6. SCAG Air Quality Conformity Regulatory and Related Actions**

SCAG is responsible for developing and adopting Transportation Control Measures (TCMs) that are needed to satisfy federal air quality conformity requirements. TDM strategies are included among the TCMs, and SCAG is responsible for ensuring implementation of those TCMs. This assurance is accomplished through federal Transportation Improvement Program requirements broadly governing grant eligibility.

Beyond these crucial TCM confirmation demonstrations — needed to avoid compliance penalties imposed by USDOT including withholding of all federal transportation grants — the agency develops its six constituent counties' (Imperial, Los Angeles, Orange, Riverside, San Bernardino and Ventura) long-range regional transportation plans including Sustainable Communities Strategy and growth forecast components, Regional Transportation Improvement Program (RTIP), regional housing needs allocations and a portion of the South Coast Air Quality management plans. Currently SCAG is developing a TDM Strategic Plan for the six counties and a study on telecommuting and what it will look like in the future. SCAG also will be initiating a Future Communities Pilot Program which will grant funding through a competitive process to local jurisdictions to implement TDM practices/programs. Through this pilot program there will be an evaluation component included to evaluate the programs and provide data to document best practices.

## **Local Ordinances**

Local jurisdictions may elect to impose local TDM ordinances to supplement or help carry out federal, state, or regional regulatory requirements, or to advance SOV trip reduction elements on their own. In all of these cases, oversight and enforcement reside with the jurisdiction implementing the ordinance. Metro programs described in Section C below may assist in the implementation, but are not designed or intended to enforce them. **Attachment B** lists six local ordinances in the cities of Santa Monica, Burbank, Pasadena, Glendale, West Hollywood and Los Angeles.

### **C. Inventory of Existing Metro TDM Efforts**

#### **1. TDM-specific Administrative Initiatives**

Metro provides a menu of free programs and support services to employers and commuters within Los Angeles County. These efforts help employers adhere to regulatory compliance measures, improve air quality and reduce traffic congestion throughout the county. Non-regulated employers may, and do, utilize these services as well.

These programs comprise an overall regional rideshare/shared mobility commute strategy, and is an integral part of the TDM element of Metro's adopted Long Range Transportation Plan, Air Quality Action Plan, congestion reduction, and sustainability strategies. Importantly, this strategy specifically addresses mandates associated to SCAQMD's Rule 2202 Employee Commute Reduction Program (ECRP), as well as provides support for localized city rideshare/shared mobility congestion management ordinances.

This dual-focused multi-faceted rideshare program/service includes:

- Industry-standard peer-to-peer marketing classes,
- Low-cost awards/incentive programs,
- Rule 2202 follow-up training/support, as well as the overall management and training related to the latest rideshare/shared mobility software developments, data/report management processes, procedures and reporting tools needed to implement and facilitate employer on-site multimodal rideshare/shared mobility program(s) that adhere to clean air initiatives and/or congestion reduction,
- Commuter benefits and transit reduction subsidies,
- Semi-annual certification workshops: Metro marketing TDM workshops serve as one of the recognized elements by the SCAQMD for the employer-required annual ECRP (Employee Commute Reduction Program) Trip Reduction Plan (TRP), and
- Various education and promotional activities, coordinated with transportation management organizations, employers, the SCAQMD, and adjoining counties in the SCAQMD region. The Guaranteed Ride Home

(GRH) program, Metro Rewards, and Go Metro to Work Free are also a part of our platform.

To advance these efforts, the Metro Rideshare/Shared Mobility team works with over 900 worksites in Los Angeles County to help encourage employers to offer a robust TDM program to their employees and to learn about the benefits of taking public transit, carpooling, bicycling, vanpooling or walking to work, as well as other TDM resources and programs designed to promote ridesharing/shared mobility.

**Program Costs:** The above programs are offered at no cost to the employers. However, Metro currently spends approximately \$1.1 million per year on these services and programs related to air quality and congestion management regulations and ridesharing/shared mobility efforts. This is a substantial investment, for which funding comes from local Proposition C 25% funds. Any considerations to maintain, let alone expand these TDM-related activities need to assess carefully the sustainability of this current investment — a key question raised by the changes suggested in the Motion. This should include an evaluation of the costs and funding capacity associated with the programs and services offered by the employers themselves. Metro alternatives may involve some fee-based structures as part of an overall strategy to optimize contributions from the public and private sector.

## **2. TDM-Supportive Infrastructure and Programs**

TDM by its very nature cannot exist in isolation. Its success and challenges pivot from the system it is meant to optimize: a multi-modal transportation network. Adequate operation, maintenance and enhancement of that network is essential, as is the customer interface that influences its use. Below is a high-level summary of key systems and their related functions. While operation, preservation and enhancement of this system is not the focus of the Motion, that portfolio is inextricably intertwined with TDM.

- **Mass Transit** – funds, builds, maintains and oversees the third largest mass public transportation system in the nation, comprised of buses, subways, and elevated trains, that move commuters through Los Angeles County and is the most efficient and cost effective way to improve the air quality and reduce SOV congestion.
- **Bike Share** - A bicycle-sharing system, public bicycle system, or bike-share scheme, is a service in which bicycles are made available for shared use to individuals on a very short term basis for a price. This program is designed to provide a mobility option to facilitate first and last mile connections.
- **Parking Management** – Metro has developed a new comprehensive parking master plan and management program in order to retain parking resource only for transit users, put parking demand under control, streamline the parking process for their customers and most importantly, planning for the future.



- **Congestion Reduction** – All programs and services, such as Metro Express Lanes, designed to reduce traffic congestion by improving roadways, driving patterns or by converting SOV ridership to alternate modes of transportation
- **Special Transit Fare Programs** – Board approved pass programs that include the Annual Transit Access Pass (A-TAP), Discounted Business Transit Access Pass (B-TAP), College/Vocational (U-Pass) and other special/reduced fare pass programs, such as Youth on the Move (YOTM) and Juror Pass. *(Note: the Motion includes recommended modifications to these fare programs, which will be evaluated as part of the Phase Two response).*
- **First/Last Mile Strategic Plan** - An approach for planning, identifying barriers, and implementing improvements for the first/last mile portions of an individual's journey. It provides an adaptable vision for addressing first/last mile improvements in a systematic way, and results in data and information to justify taking those actions.
- **Complete Streets Policy** - A transportation policy and design approach that requires streets to be planned, designed, operated, and maintained to enable safe, convenient and comfortable travel and access for users of all ages and abilities regardless of their mode of transportation.
- **Active Transportation Strategic Plan** - A county-wide effort to identify strategies to increase walking, bicycling and transit use in Los Angeles County.
- **TOD and TOC Program** - Programs designed to spur the adoption of local land use regulations that are supportive of Transit Oriented Development, in Los Angeles County – both housing and economic development, public and private.
- **Vanpool Program** – Provides a transit option to commuters by providing a fare subsidy to vanpool providers in order to pay down a portion of the monthly vanpool lease.

## **NEXT STEPS**

A Phase Two Board Report response in April will build on the “due diligence review” outlined in Phase One by assessing how well Metro satisfies its current TDM obligations and commitments. This would provide a sound basis for determining whether and in what capacity Metro should consider adopting any additional obligations. In essence, we should first ensure that we are doing what we are supposed to do to our best capacity, before considering the assumption of other parties’ obligations, or pursuing something entirely new.

We believe the Board needs this information to fairly consider the following core directive of its Motion: “Recommend how MTA can establish a robust and comprehensive countywide TDM program, including but not limited to...” (see C.1 through C.9 in the Motion):

- The Phase One assessment provided here defines the current activities of Metro in the area of TDM, compared to the roles and responsibilities of local jurisdictions, SCAQMD, SCAG and private sector employers. That in turn raises the following questions that must be carefully answered:
  - What gaps exist in the current state of TDM in Los Angeles County?
  - What factors would compel Metro to take over local jurisdictional or private sector employer responsibilities?
  - Would Metro have the legal, regulatory, or practical/political authority to enforce a countywide TDM program, if one does not exist already? NOTE: absent enforcement powers over the actions of local jurisdictions, a countywide TDM “program” is an expensive voluntary effort, and essentially titular in nature.
  - Even if Metro answered all of the above in the affirmative, do we have the resources to implement such a program or the capacity to shift resources away from local jurisdictions and the support of local jurisdictions to do so?

Answering these questions will provide a critical context to address the discrete points in Sections C.1 through C.9 of the Motion: assess their impact in resolving perceived gaps; their value-added in doing so; and the costs that would be imposed on Metro to carry them out responsibly and well. The Phase Two report will tackle this evaluation.

## **ATTACHMENTS**

Attachment A – Board Motion 36

Attachment B – Local TDM Ordinances



## Board Report

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File #:2017-0715, File Type:Informational Report

Agenda Number:36.

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### PLANNING AND PROGRAMMING COMMITTEE OCTOBER 18, 2017

Revised Motion by:

**Garcetti, Dupont-Walker and Butts,**

October 18, 2017

#### **Countywide Transportation Demand Management**

MTA should be a national leader in working with local jurisdictions to promote transit use, active transportation, and other multi-modal travel.

MTA is leading a great expansion of mobility options in Los Angeles County, including the rail and bus transit system, bikeshare, first-last mile links, and groundbreaking technology-based new mobility services, including U-Pass and On-demand Microtransit Pilot Programs. A robust and comprehensive countywide Transportation Demand Management (TDM) program would maximize the benefits of these investments in LA County's transportation systems.

TDM focuses on reducing single-occupancy vehicle trips by making other transportation options more attractive. TDM promotes sustainable transportation options such as transit, carpooling, vanpooling, bicycling and walking. TDM strategies boost transit ridership, promote telecommuting, reduce single-occupancy vehicle trips, and reduce greenhouse gas emissions. MTA can serve as the facilitator of a countywide TDM program that encourages and supports local jurisdictions in initiating, developing, and implementing their own TDM initiatives.

Currently, there is an absence of a robust and comprehensive countywide TDM promotion and coordination program in Los Angeles County. As the countywide transportation agency, MTA is ideally suited to lead this effort. A robust TDM program will enable MTA to leverage its historic transportation investments to further change travel behavior and help the region ease congestion and meet statewide greenhouse gas emissions reduction goals. This would build on MTA's ongoing Congestion Reduction activities, including 511, promoting carpooling through ExpressLanes, creating vanpools, etc.

MTA can promote TDM strategies through many different methods--by coordinating local TDM objectives, creating a comprehensive TDM marketing strategy, measuring the effectiveness of multi-modal solutions, and other strategies. While some cities already have existing TDM programs or initiated efforts to establish TDM programs, many more cities in LA County could implement effective TDM programs with support from MTA.

Some jurisdictions, including the City of Los Angeles, have identified a need to make major updates to their TDM ordinances to incentivize sustainable transportation solutions more broadly through their development review processes and establish more robust monitoring and evaluation protocols.

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The goal of the State of California is to reduce greenhouse gas emissions to 40% below 1990 levels by 2030 and 80% below 1990 levels by 2050. Currently, automobiles are the single largest source of emissions in Los Angeles. Los Angeles County residents approved Measure M in November 2016 to create more mobility options. MTA can do more to support local jurisdictions to meet state goals, and to create a seamless user experience throughout Los Angeles County that will create more MTA rail and bus riders, encourage carpooling and vanpooling, and boost countywide active transportation usage.

**SUBJECT: REVISED MOTION BY DIRECTORS GARCETTI AND  
DUPONT-WALKER AND BUTTS,**

**TRANSPORTATION DEMAND MANAGEMENT,**

WE, THEREFORE, MOVE that the Board direct the CEO to:

- A. Prepare a list of TDM best practices of California agencies and jurisdictions, including but not limited to the Bay Area Metropolitan Transportation Commission;
- B. Inventory current MTA funding sources for planning or implementing TDM programs and projects at the county or local level;
- C. Recommend how MTA can establish a robust and comprehensive countywide TDM program, including but not limited to:
  1. Countywide TDM guidelines to help municipalities create and implement TDM policies by establishing best practices for TDM application, monitoring, and evaluation, and allowing for flexibility to innovate beyond countywide standards;
  2. Countywide TDM marketing, outreach, and engagement campaign that targets potential users through a compelling and recognizable brand available to local cities and jurisdictions to promote multi-modal travel choices such as transit, vanpooling, carpooling, walking, and bicycling;
  3. Facilitating regular discussions between Transportation Management Organizations in the region to coordinate countywide and local TDM ordinance implementation activities and share best practices;
  4. Working with major trip generators, major employers, and business community representatives to develop and implement tax incentives and other state legislation necessary for MTA to effectively promote and coordinate TDM strategies in Los Angeles County;
  5. Expanding U-Pass, the Employer Annual Pass Program (EAPP), the Bikeshare for Business Program, and other TAP purchase programs to allow Transportation Management Organizations (TMOs), telework centers, tourism organizations, residential and other non-employer entities to purchase bulk-rate transit and bike share passes;

6. Strategies to promote telecommuting;
  7. Establishing a Countywide Commuter Tax Benefit Ordinance to provide incentives for non-single occupancy vehicle travel;
    - a. Seeking legislation to enable Los Angeles County to implement the nation's most aggressive commuter tax benefits program to reimburse and credit the cost of sustainable transportation options. This legislation should explore ways to provide significant tax-credit benefits for the use of transit, vanpooling, bicycling, and all other sustainable transportation modes;
    - b. Should legislation be successfully secured, a first priority for resources created by this program would be the establishment of an MTA TDM Implementation Demonstration Program. The TDM Demonstration Program would target selected jurisdictions for early implementation of best-practice TDM strategies, along with appropriate financial incentives. MTA may give special priority to any multi-jurisdictional TDM program proposal.
  8. Managing compliance with the State of California's Parking Cash-Out law for worksites within Los Angeles County;
  9. Considering consolidation of MTA's various TDM functions into a single group and/or creating a Countywide TDM Coordinator position tasked with coordinating MTA's TDM efforts, including identifying additional staffing needs;
- D. Incorporate into MTA's 2018 state legislative program for MTA to seek legislation that would strengthen MTA's ability to carry out a countywide TDM program; and
- E. Report back to the Planning and Programming Committee on all the above in 420 150 days.

KUEHL AMENDMENT: to include that the EAPP Program (which includes ATAP and BTAP) be amended to include a pay-per-boarding model similar to the U-Pass Program at a fare-per-boarding (FPB) rate approved by the Office of Management and Budget (either as a pilot program or as a new payment option under BTAP)

**LOCAL TDM ORDINANCES**

City of Santa Monica Municipal Code – Chapter 9.53

This local TDM ordinance, adopted in 1991, requires employers in the City of Santa Monica with 30 or more employees to identify an Employee Transportation Coordinator, attend training, survey employees about their commute, identify and compile a report with strategies to increase biking, walking, riding transit, and carpooling to their worksite to meet a designated vehicle reduction target. This information is provided annually to the City, and currently Santa Monica mandates approximately 600 employers.

City of Burbank Municipal Code – Title 10, Article 25, Chapter 10-1-2501

This local TDM ordinance, adopted in 1991, affects employers located in the Media District and Burbank Center (downtown) areas, requiring employers with 25 or more employees to monitor and report their trip reduction activities. The ordinance also requires membership in the local Transportation Management Organization (TMO), pay annual membership dues, survey employees about their commute and report on the number of trips reduced in specific peak commute times. This information is provided annually to the City through the TMO, and currently the TMO has a membership roster of 90 employers.

City of Pasadena Municipal Code – Title 17, Article 4, Chapter 17.46

This local TDM ordinance affects nonresidential projects which are between 25,000-75,000 square feet to provide employee transportation information services and a transportation plan. Businesses subject to this ordinance must survey employees about their commute, provide facilities that promote alternate transportation (including bike racks or lockers, bus shelters, transit display board, etc.) and submit a report that documents the activities and accomplishments for the year.

City of Glendale – Transportation Demand Management Ordinance, Chapter 6

This local TDM ordinance has an overall objective to reduce traffic congestion and improve access by a series of incentives and programs focusing on commuters who work in Glendale as well as new residents in larger residential developments. Go Glendale (formerly the Glendale TMA) plays a role in helping employers and developments in the City to reduce vehicle trips and improve mobility in downtown Glendale and citywide.

City of West Hollywood – Transportation Demand Management Ordinance, Chapter 10.16

This local TDM ordinance, adopted in 1993, applies to all businesses constructed (or changed use) after 1993 with five or more employees located in a commercial development of 10,000 or more square feet. Employers must submit a TDM plan that demonstrates that alternative modes of transportation are encouraged, and an average vehicle ridership (AVR) of 1.5 persons per vehicle is reached or exceeded.

**City of Los Angeles – Transportation Demand Management Ordinance (LAMC 12.26.J)**  
This trip reduction program requires a project applicant (project developer and/or consultant) to monitor and submit annual TDM reports to City of Los Angeles Department of Transportation (LADOT). Reports include the number of commuters using alternative transportation, average vehicle occupancy, vehicle trip reduction and vehicle miles travelled. LADOT may require applicants to analyze and evaluate project-specific transportation impacts to comply with the California Environmental Quality Act (CEQA) and/or City regulations. This edition of the City of Los Angeles Transportation Impact Study (TIS) Guidelines replaces the Traffic Study Policies and Procedures, last updated in August 2014, to identify the criteria, guidelines, objectives, and standards to be used in the preparation of a TIS in the City of Los Angeles.