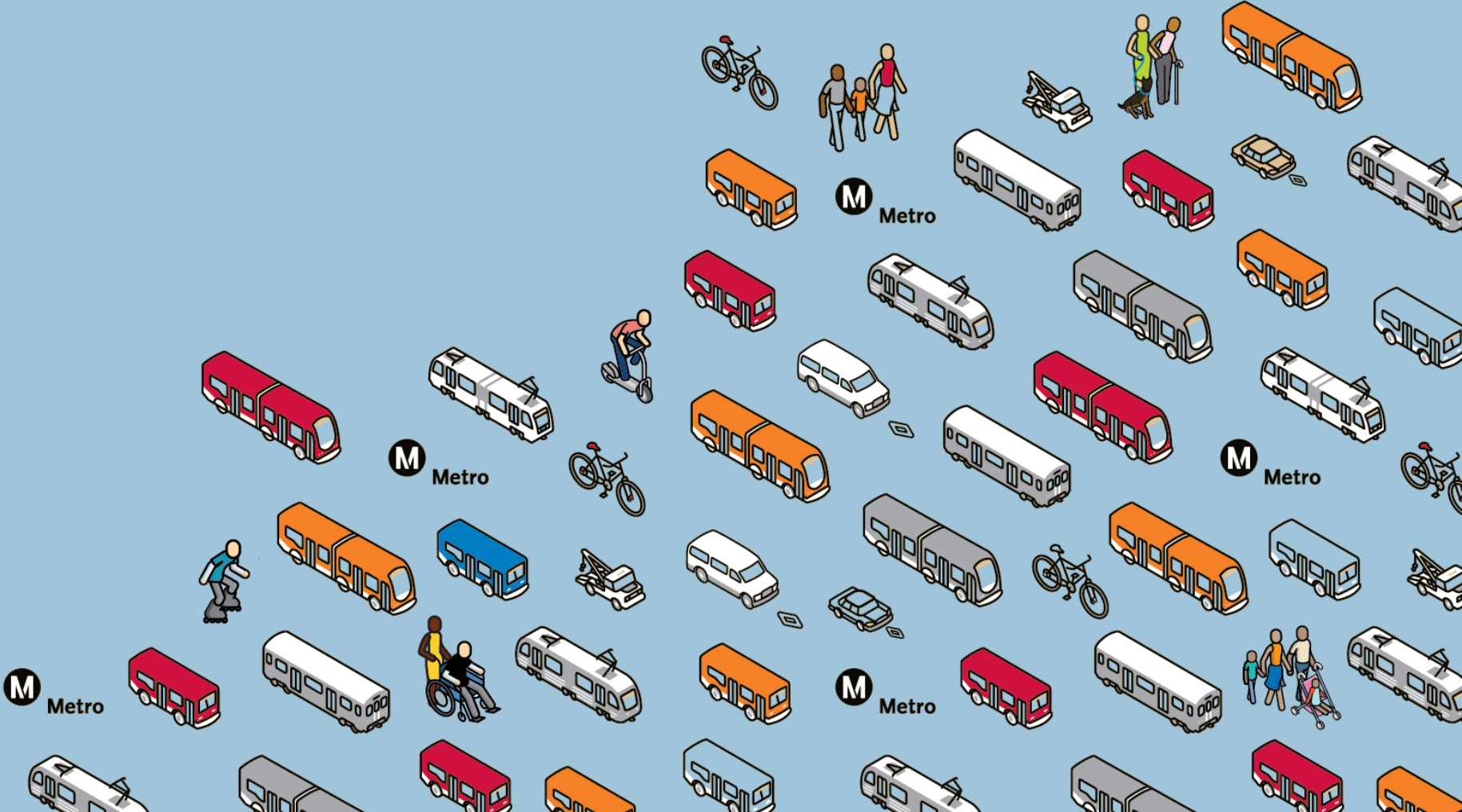


Metro Regional Transportation Demand Management Program

Planning and Programming Committee
March 20, 2018
Legistar File #: 2018-0799



Overview: Goals of Board Motion #36

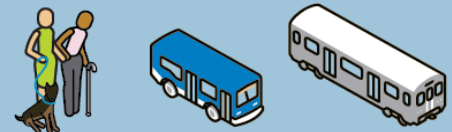
- Develop a Countywide TDM Toolkit and Branded Marketing
- Create a Transportation Management Association Network
- Promote Telecommuting
- Assist with Parking Cash Out Compliance
- Establish Countywide Commuter Tax Benefit Ordinance (AB2548)



Regional TDM Survey and Focus Groups

Surveys and Focus Groups will help Metro develop a TDM Toolkit that will be an effective tool enabling cities to meet and maintain their trip reduction goals.

- Two focus groups were held at Metro in 2018
 - Twenty cities were represented
- Regional TDM surveys will be sent to all 88 cities in March, 2019
- Results of the surveys will be analyzed and used to form a TDM Toolkit



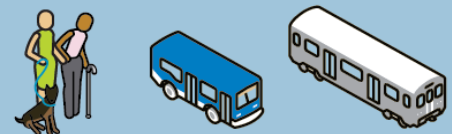
Proposed TDM Toolkit Elements

- TDM Website
- Plug and Play TDM Program
- Network Meetings and Workshops for City Staff
- Quarterly Newsletter or Blog
- Branded Marketing Countywide Campaign
- TDM Ordinance Assistance
- TDM Resources (Best Practices)
- TDM Mini Grant Program



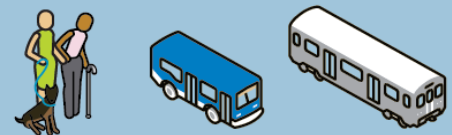
TMA Network Meetings

- Hold regular TMA Network Meetings
 - Since August, 2018 three meetings have been held
 - All eleven TMAs located in the County attended
 - Discussions included TMA challenges, specific target marketing and data collection standards



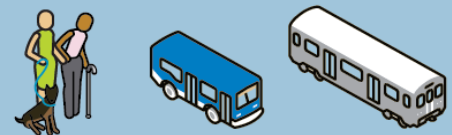
Telecommuting and Parking Cash Out

- Promote Telecommuting Policies and Parking Cash Out Compliance Among County Employers
 - Provide “How To” resource materials for employers
 - Hold workshops for employers
 - Provide direct assistance and support to employers

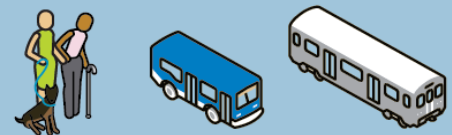
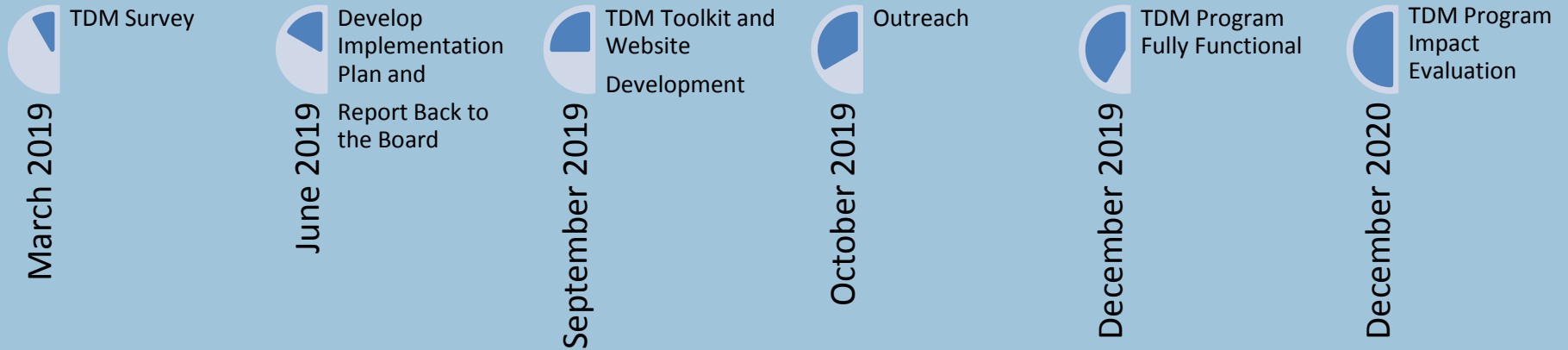


Establish Countywide Commuter Tax Benefit Ordinance

- AB 2548 Signed by Governor Brown August, 2018
 - Grants Metro the authority to write and implement a Commuter Benefits Ordinance
 - Applies to all employers in the County with 50-249 employees (Approximately 65,000 employers Countywide)
 - Analyzing resources and develop a plan to implement, administer and enforce a Commuter Tax Benefits Ordinance
 - Ordinance will be developed concurrently with education and outreach efforts and will incorporate feedback from those efforts.



Regional TDM Program Timeline



Next Step

- Provide cities with tools and resources in the TDM Toolkit that will enable and support the specific TDM goals of each city in Los Angeles County
- Provide informational and strategies to support telecommuting and parking cash-out programs for municipalities, TMAs and employers.
- Develop the TDM grant program and selection criteria for the Board to consider in FY20
- Develop a plan for implementation of the TDM initiatives (including Commuter Tax Benefit Ordinance) Report back to the Board in 90 days

