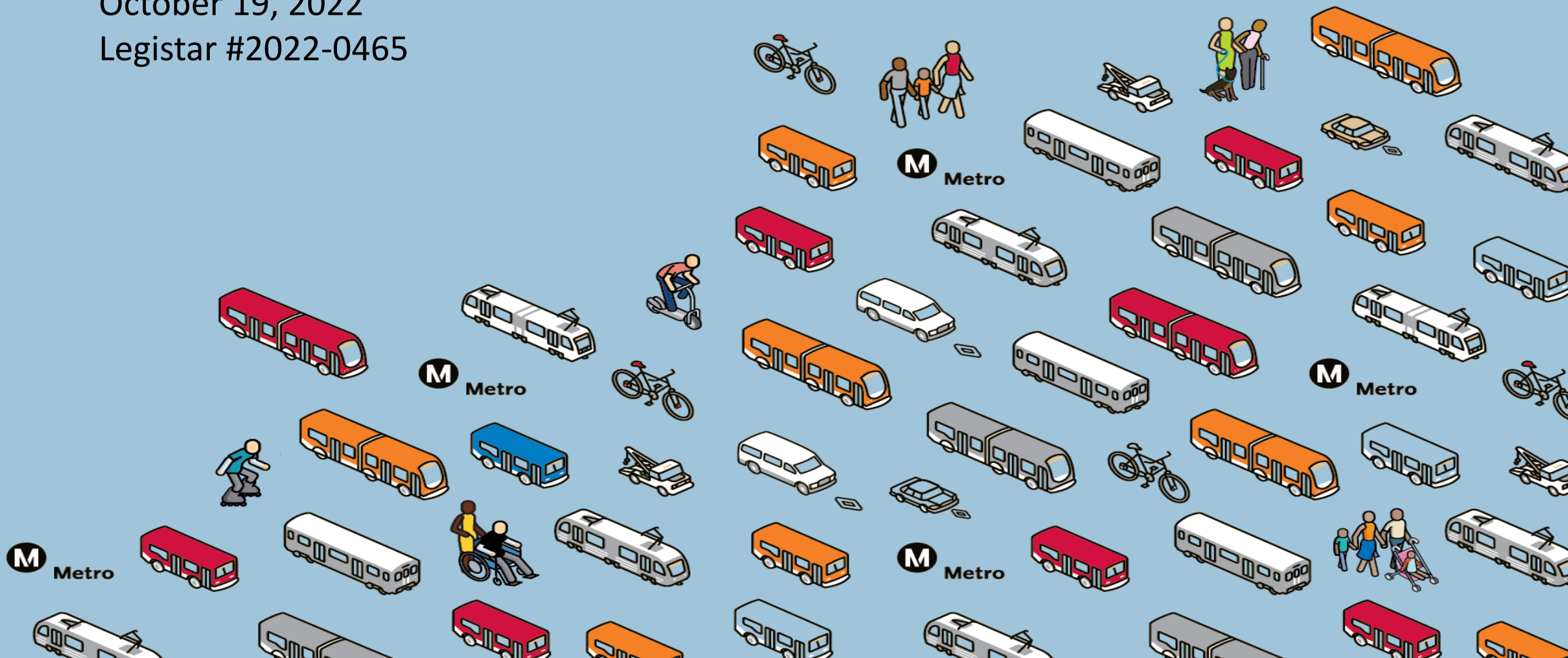


Transportation Demand Management (TDM) Master Plan and Program Contract

Planning and Programming Committee

October 19, 2022

Legistar #2022-0465



Recommendation

Authorize the CEO to execute a contract to UrbanTrans Consultants, Inc to Develop a Regional TDM Master Plan and Program

The contract will support the Program in four (4) phases:

- Evaluation: evaluate current TDM and assess needs/gaps
- Recommendation: innovative solutions to motivate behavior change
- Development: TDM functional products (virtual and capital platforms)
- Implementation: implementation plan

Background

- In October 2017, Metro Board approved Motion 36 directing staff to expand Metro's role as a leader in TDM in the County by creating a Regional TDM Program.

Metro Vision 2028

The TDM Master Plan and Program initiatives will be consistent with Metro's Vision 2028 Strategic Plan Goals.



The New “6-Ps” Approach

Leisure trips, personal errands, tourism shall also be target of the new Program

- **Policy:** Based on regional needs and public input
- **Programs:** Provide easy access to all mobility options, multi-modal
- **Products:** Products that enhance the multi-modal experience
- **Promotions:** A campaign to develop a new car-free culture
- **Performance:** KPIs, identify efficiencies and build on successes
- **Progress:** Establish long term progress goals and adjustment protocols



Timeline

March 2020

- The COVID-19 Stay at Home Order changed mobility needs in the County.
- Fewer employees are commuting to work daily due to telecommuting.

Fall 2022

- With the Board approval, kick-off to develop a new TDM Program.
- Five years contract to 2027.

Summer
2028

- TDM program and products for everyone in Los Angeles County.
- Continue motivating mobility mode change among county residents ***beyond*** 2028.

