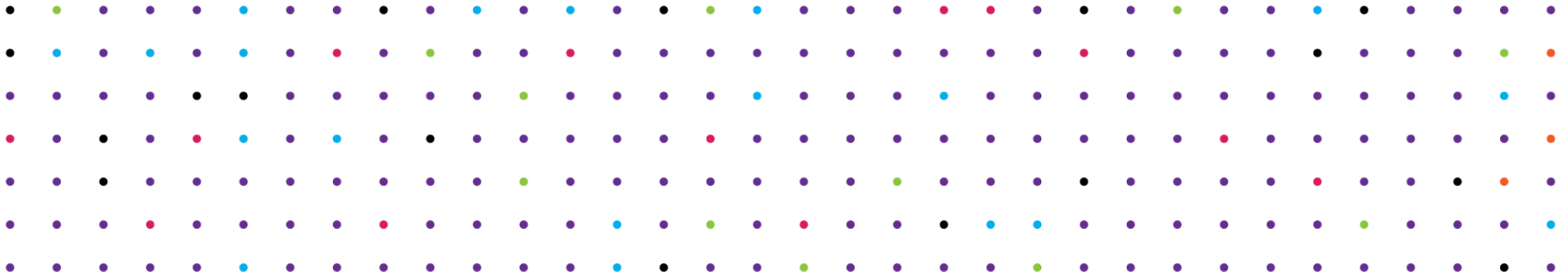
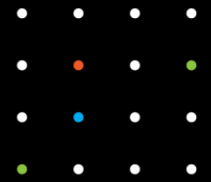


PLANNING AND PROGRAMMING COMMITTEE
BOARD REPORT # 2025-0810

TRANSPORTATION DEMAND MANAGEMENT MASTER PLAN AND POLICIES

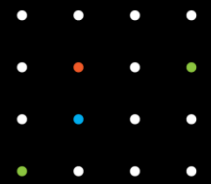


RECOMMENDATION



RECEIVE AND FILE status report on development and implementation of the Metro Transportation Demand Management (TDM) Master Plan and Policies (Master Plan)

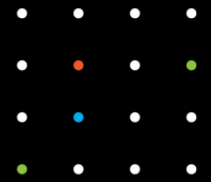




Staff have developed a Transportation Demand Management Master Plan and Policies to address mobility demand in the greater Los Angeles region and to provide a TDM roadmap supporting the 2028 Olympic and Paralympic Games (2028 Games) as indicated in the 2028 Mobility Concept Plan.

The goal of implementing the Master Plan and Policies is to reduce vehicle miles traveled (VMT) in Los Angeles County by 20% before the 2028 Games as established by SCAG and LA 28.

DISCUSSION



TDM Master Plan and Policies Initiatives

New Transit Corridors & Mobility Hubs: Engaging with communities around planned mobility hubs and new transit lines to increase transit use as well as multi-modal trips.

Fostering Multimodal Kids for the Future: Engaging kids and parents in walking, biking, and transit to create a future generation that embraces multimodal travel, implemented as a part of New Transit Corridors and Mobility Hubs.

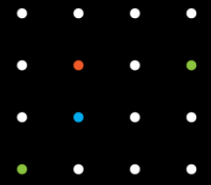
On-Demand Shared Mobility: Engaging residents in areas with limited transit access by offering incentivized, on-demand carpooling as a less expensive option to driving alone.

Transit Tourism: Promoting transit-accessible destinations to tourists and locals, reducing vehicle demand ahead of the LA28 Games.

Total Budget: \$11.295 million, funded by a \$10 million CMAQ grant



NEXT STEPS



To support implementation of the TDM Master Plan and Policies for the 2028 Games, Metro will partner with SCAG, which is coordinating the TDM subcommittee of the Games Mobility Concept Plan (MCP). Metro will initially implement the TDM Master Plan and Policies as targeted pilot projects and conduct stakeholder outreach. After completion, staff will review all the data collected from the pilot program. If the pilot analysis indicates effective VMT reduction based on the recommended five initiatives, the pilot will be expanded to serve the entire region.

