

Attachment D - TDM Program and New Projects.

- Establishing a new Transportation Management Association (TMA) Network led by Metro staff. There had not previously been a regional TMA network. By creating one, Metro provided the TMAs with an opportunity to work together and also created a partnership with the TMAs. This partnership was leveraged heavily for the Travel Rewards Pilot Project as five projects are the result of TMA partnerships with Metro.
- Developing a new TDM Toolkit virtual tool that includes TDM Best Practices, resources, ordinance guidelines, and information on implementing TDM policies such as telecommuting and parking cash-out. After initial outreach to Cities and meetings with TMAs, TDM staff found that there was a need for more support, tools and resources such as guidelines, best practices and a virtual toolkit that can quickly provide those things to cities and TMAs.
- Implementing a new community-based Ride-matching Program for carpool and vanpool. This new tool was recommended by cities, TMAs and large employers' employee transportation coordinators (ETCs) through our outreach effort. By matching commuters from their neighborhoods rather than only matching them through employers will create opportunities to also reach commuters who are not currently working for policies regulated companies. These commuters do not have access to a Ridematching tool or any transportation coordination support from their employers. This tool can also match neighbors who? ride together and connect them to transit stops. It can create a carpool that goes to a train station or mobility hub, instead of a carpool that goes directly to the destination. It increases access to mobility options for everyone, including transit dependents and improving first/last mile challenges in different neighborhoods.
- Convening annual TDM workshops for County stakeholders and employers to provide policies, such as the South Coast Air Quality Management District's (SCAQMD) Rule #2202 and compliance and other technical support. Both workshops require certain SCAQMD criteria to be met in order to meet certification standards. Meeting these guidelines allows the ETCs to submit this certification as part of the annual Trip Reduction Plan (TRP) requirements, under their Rule 2202 Employee Commute Reduction Program (ECRP). These classes have grown from about 50 attendees to over 200, pre-pandemic. The most recent September workshop garnered about 180 attendees Staff recently embarked onto a five-county partnership in offering a certification regulatory compliance related workshop: Metro/OCTA/VCTC/SBCTA/RCTC. These workshops are highly rated as relevant and helpful by our customers, TMAs and ETCs.
- Starting up a new TDM Mini-Grant Program. The mini grant program is to provide funding support for small projects that incentivize and motivate mode change in the county. Cities, TMAs, and CBOs may apply for funds ranging

from \$10,000 to \$50,000 to conduct incentive-based programs that will shift mode change. Through research, staff has learned that the City of Sacramento found success in mini-grant funding for small projects. The data from the Travel Rewards Research Project can be used as a template for cities, TMAs, and CBOs to implement when applying for funding.

- The Travel Rewards Research Project. TDM and OSI staff are working together on a research project focused on determining the return on investment (ROI) on various incentive programs as seen through the lens of behavioral science. Currently, most employers, cities, government agencies and TMAs simply run programs to incentivize mode change with only anecdotal evidence. The Research project will provide detailed data and show which incentives are most effective.
- Providing telecommute and post-pandemic recovery mobility support services and workshops. As mentioned above, the pandemic has changed mobility needs in our region. Staff conducted multiple workshops and ongoing support service to advise employers.
- Developing a quarterly TDM Newsletter for all jurisdictions in the County. The newsletter is specifically for TDM staff in each city. It keeps the cities informed about best practices, resources, and TDM news as well as updates on Metro and other mobility services providers. The mailing list has been updated post-COVID and also has been used as a list for invitations to TDM workshops as well as a contact list for other departments who need to send information out to cities.