



Board Report

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PLANNING AND PROGRAMMING COMMITTEE OCTOBER 19, 2022

SUBJECT: TRANSPORTATION DEMAND MANAGEMENT MASTER PLAN AND PROGRAM CONTRACT

ACTION: APPROVE RECOMMENDATIONS

RECOMMENDATION

AUTHORIZE the Chief Executive Officer to execute a five-year firm fixed price Contract No. PS88917000 to UrbanTrans Consultants, Inc., to develop a new regional Transportation Demand Management Master Plan and Program in the amount of \$1,463,580, subject to resolution of all properly submitted protest(s) if any.

ISSUE

COVID-19 has clearly changed mobility needs. Many employers have widely adopted telecommuting. Although daily commute support is still necessary, there is also an opportunity to expand Metro's TDM Program effort to other mobility needs, such as leisure and personal errands.

The proposed regional TDM Master Plan and Program (Program) will consolidate all the existing transit software products, programs, and messaging into one Mobility as a Service (MaaS) system. It will provide functional assistance for users to access the multi-modal mobility options provided by Metro and other mobility service providers. The Program initiatives will be consistent with the Metro Vision 2028 Strategic Plan goals.

BACKGROUND

In October 2017, the Board approved Motion 36 (Attachment C), directing staff to explore and implement a markedly expanded role for Metro as a leader in Transportation Demand Management (TDM) in Los Angeles County by creating a regional TDM Program.

In response to the October 2017 motion, a re-envisioned regional TDM policies and initiatives team has been established. This team has proceeded to enhance the existing TDM Program and implement new projects to encourage constituents in the region to transition out of their cars. (Attachment D)

Metro currently operates a regional Rideshare program through its five County Transportation

Commission (CTC) partnerships. The Rideshare program aims to assist large employers (over 250 employees) to comply with the SCAQMD Rule #2202 regarding reducing carbon emissions and vehicle miles traveled (VMT). The Rideshare program offers travel subsidies, promotional events, and an extensive benefits program to help incentivize program participants.

During the pandemic, non-regulated employers, such as small businesses, business improvement districts (BIDs), and even residential property managers, reached out to the Metro TDM team for guidance and assistance in assisting employees and constituents with mobility challenges. Staff provided assistance on telecommuting policies and logistics support, post-pandemic recovery mobility plans, etc. Multiple workshops were also conducted for this effort. This emphasized a need for Metro to expand TDM support services to not only focus on large businesses' employees transportation coordination but also re-envision a program that comprehensively serves all constituents in the region.

Due to the continuously evolving mobility demand since the pandemic's beginning, staff will expand the TDM Program to cover many other mobility needs.

DISCUSSION

The COVID-19 pandemic reshaped how people interact and their perception of mobility in our region. The increase of telecommuting and alternative services like micro-mobility and mobility-on-demand made it apparent that TDM needs to expand its function and outreach to commuters in the County, especially people in communities who are not currently informed or understand the availability of mobility options in addition to transit service. As a result, a new comprehensive TDM Master Plan and Program campaign needs to be developed that focuses on dissolving the deep-rooted "car-culture" and transitioning our region away from single-passenger mobility. By providing mobility resources, innovative solutions, and educational materials the Program will encourage constituents in the region to choose the mode that works best on a trip-by-trip basis.

The TDM Master Plan and Program campaign was developed out of a need for a more equitable approach to transit in the region. The Program is tasked with identifying underserved and Equity Focused Communities (EFC) and engaging them through workshops, both in virtual and in-person, to help structure transit and other mobility options that reflect the unique travel needs of that specific community.

Consulting Service Contract

The TDM Master Plan and Program contract will support staff in developing a long-term Program with innovative solutions based on existing best practices and new ideas to address the future mobility demand in the region, as well as recommending policies with performance measures to accomplish the overall congestion reduction goal adopted in the Vision 2028 Strategic Plan. The contract will support the Program in four phases:

1. Evaluation: The consultant will evaluate current TDM programs and needs, including policies, products, and performance data to identify necessary improvements and new innovative

solutions.

2. Recommendation: Make recommendations on TDM policies, programs, products, outreach efforts, and innovative solutions that will motivate mobility behavior change in the region.
3. Development: The consultant service will also support the development of TDM functional products in both virtual and capital platforms.
4. Implementation: Plan and implement TDM functional products and adopted policies, which includes educating constituents on how to use the products, comply with policies, and monitor the Program performance.

New Program Approach

The program aims to develop a comprehensive functional TDM program that addresses mode change and expands knowledge of mobility options to all constituents in the region through a new “Six P’s” approach: Policy, Programs, Products, Promotions, Performance, and Progress.

- Policy - Recommend and adopt policies based on regional needs and public input. Focus on reducing congestion by motivating mode change to achieve the goal of reduction in background traffic by 15% before 2028
- Programs - Design programs that provide easy access to various mobility options with a multi-modal integration approach on trip planning. Improve interaction between commuters, transit, and all other mobility options.
- Products - Develop new functional products to enhance non-driving travelling experience. Products will be aimed to empower constituents by better understanding their mobility options with real-time broadcast information. Increase accessibility to transportation options for all constituents in the region.
- Promotions - A comprehensive promotion campaign to edify constituents on benefits from using transit products and other mobility options. Promotions include incentive programs and targeted outreach effort to different communities. Enhance experiences to get around efficiently without driving hassle to encourage transportation mode change.
- Performance - Establish key performance indicators (KPIs), included but not limited to, vehicle miles travelled (VMT) reduction, transit ridership, average vehicle ridership (AVR) and even Greenhouse Gas (GHG) reduction etc.. to monitor the Program performance outcome. Identify the efficiency level of new products, policies, and necessary improvements.

- Progress - Once the Program has set performance KPIs, the consultant will work with staff to develop long-term progress goals and adjustments protocols.

Metro is investing substantial resources to develop a robust transportation system in the County. This includes both mega-sized infrastructure projects - bus and rail services - and new innovative mobility options - Metro Micro, Metro Vanpool, Metro Bike Share and more. This Program will make further progress for our constituents to learn and utilize new mobility options to get around effectively.

DETERMINATION OF SAFETY IMPACT

The Program will not have any safety impacts. All consultants and subcontractors must attend Metro Safety Training before working if they have to work at any Metro station. Any equipment installation will be coordinated with Metro's Track Allocation program to ensure that proper assistance and support is present.

FINANCIAL IMPACT

The total estimated project cost is \$1,463,580.37, including five years of annual operating costs. First year expenses are budgeted through the FY23 budget process in cost center 4320, project 405547, Rideshare Services. The cost center manager and executive officer in charge of TDM will be responsible for budgeting in future years.

Impact to Budget

The source of funds for this action will be Proposition C 25%. This fund is not eligible for bus and rail operating expenses.

EQUITY PLATFORM

All community engagement activities, both virtual and in-person, will be supported by Metro translation service and other accessibility services to support participants with limited English proficiency and disabilities. The Program can also partner with community-based organizations (CBO) to provide these supporting services and assist in engaging different communities. Taking an education-based approach to outreach will stimulate local engagement, ensuring not only the promotion of transit but also respond to the unique cultures and needs of the communities.

Additionally, any on-site kiosks, TDM mobile app and web toolkits are capable of being translated into seven languages: Armenian, Chinese (simplified and traditional), Japanese, Korean, Russian, Spanish, and Vietnamese. This will allow for multilingual transactions and benefit marginalized communities with limited English proficiency. The program will be more inclusive, allowing more patrons to utilize TDM tools and access multi-modal mobility options.

This procurement was issued under the Small Business Set-Aside Program and was open to Metro Certified Small Businesses only.

IMPLEMENTATION OF STRATEGIC PLAN GOALS

Implementing the Program at Metro facilities and stations will support:

- a. Goal 1: Provide high-quality mobility programs that enable people to spend less time traveling. Developing a comprehensive regional TDM system will encourage commuters who rely on vehicles to transition to other transportation modes for commuting.
- b. Goal 2: Deliver outstanding trip experiences for all transportation system users. TDM tools and innovative solutions will provide real-time traveling information and ride-guide for all commuters adding to the user experience and making it easier for them to access multi-modal transportation.
- c. Goal 3: Enhance communities and lives through mobility and access to opportunity. The regional TDM program will expand to communities that previously did not have these functions available.

ALTERNATIVES CONSIDERED

The Board may choose not to approve the contract for Metro's TDM Master Plan and Programs. This is not recommended as the Program will educate and reach out to more potential riders on how to use Metro products and adapt to the multi-modal mobility lifestyle to enhance the quality of life in the region. The award of this contract is necessary to craft policy, programs, and products to meet Metro goals.

NEXT STEPS

Upon approval by the Board, staff will execute Contract No. PS88917000 with UrbanTrans Consultants, Inc., for the TDM Master Plan and Programs.

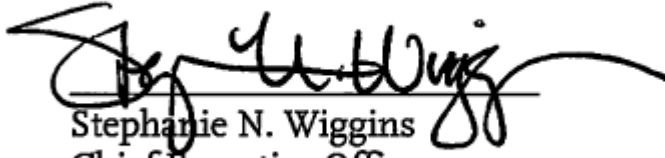
The Program development is intended to start promptly at contract execution with the implementation of the Program anticipated to start in FY23 Q2. Staff will report back to the Board with performance measures and Program progress annually.

ATTACHMENTS

- Attachment A - Procurement Summary
- Attachment B - DEOD Summary
- Attachment C - Motion Item 36, October 2017
- Attachment D - TDM Program and New Projects

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