



## Board Report

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File #: 2022-0465, File Type: Contract

Agenda Number: 6.

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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.

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## **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.

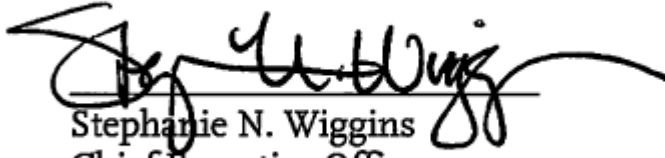
The Program development is intended to start promptly at contract execution with the implementation of the Program anticipated to start in FY23 Q2. Staff will report back to the Board with performance measures and Program progress annually.

## **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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Stephanie N. Wiggins  
Chief Executive Officer

## PROCUREMENT SUMMARY

## TDM MASTER PLAN AND PROGRAMS/PS88917000

1.	<b>Contract Number: PS88917000</b>	
2.	<b>Recommended Vendor:</b> UrbanTrans Consultants, Inc.	
3.	<b>Type of Procurement (check one):</b> <input type="checkbox"/> IFB <input checked="" type="checkbox"/> RFP <input type="checkbox"/> RFP-A&E <input type="checkbox"/> Non-Competitive <input type="checkbox"/> Modification <input type="checkbox"/> Task Order	
4.	<b>Procurement Dates :</b>	
	<b>A. Issued:</b> May 3, 2022	
	<b>B. Advertised/Publicized:</b> May 3, 2022	
	<b>C. Pre-Proposal Conference:</b> May 12, 2022	
	<b>D. Proposals Due:</b> June 1, 2022	
	<b>E. Pre-Qualification Completed:</b> July 26, 2022	
	<b>F. Conflict of Interest Form Submitted to Ethics:</b> June 14, 2022	
	<b>G. Protest Period End Date:</b> October 25, 2022	
5.	<b>Solicitations Picked up/Downloaded:</b>  80	<b>Bids/Proposals Received:</b>  2
6.	<b>Contract Administrator:</b> Yamil Ramirez Roman	<b>Telephone Number:</b> (213) 922-1064
7.	<b>Project Manager:</b> Aaron Voorhees	<b>Telephone Number:</b> (213) 922-5657

**A. Procurement Background**

This Board Action is to approve Contract No. PS88917000 for Transportation Demand Management (TDM) Master Plan and Programs to assist Metro in developing and implementing an informational campaign. The services will focus on gathering information about TDM industry best practices and behavior change theory regarding transportation decisions that lead to increased utilization of non-drive alone modes including telecommuting, vanpooling, carpooling, bicycling, walking, and taking public transit. Board approval of contract awards are subject to resolution of any properly submitted protest(s).

The RFP was issued in accordance with Metro's Acquisition Policy and the contract type is firm fixed price. This RFP was issued under the Small Business Set-Aside Program and was open to Metro Certified Small Businesses only.

One (1) amendment was issued during the solicitation phase of this RFP:

- Amendment No. 1, issued on May 18, 2022, revised the critical dates, and extended the proposal due date to June 8, 2022.

A virtual pre-proposal meeting was held on May 12, 2022, and was attended by 12 participants representing 10 companies. There were 18 questions asked and responses were released prior to the proposal due date.

A total of 80 firms downloaded the RFP and were included in the plan holders list. A total of two proposals were received on June 8, 2022 from the following firms:

1. McCormick-Busse, Inc. (DBA MBI Media)
2. UrbanTrans Consultants, Inc.

## **B. Evaluation of Proposals**

A Proposal Evaluation Team (PET) consisting of staff from Metro's Countywide Planning & Development, Shared Mobility & TDM Policy, and Real Estate Property Management departments was convened and conducted a comprehensive technical evaluation of the proposals received.

The proposals were evaluated based on the following evaluation criteria and weights:

- |   |     |
|---|-----|
| • Experience of Team Members                          | 25% |
| • Understanding of the Scope of Services and Approach | 25% |
| • Effectiveness of Project Management Plan            | 30% |
| • Cost Proposal                                       | 20% |

The evaluation criteria are appropriate and consistent with criteria developed for other, similar TDM advisor services procurements. Several factors were considered when developing these weights, giving the greatest importance to Effectiveness of Project Management Plan.

During the period of June 14, 2022 to June 21, 2022 the PET independently evaluated and scored the technical proposals. Both firms were determined to be within the competitive range. The PET determined that oral presentations were not needed and on June 22, 2022, UrbanTrans Consultants, Inc. was determined to be the highest ranked proposer.

### **Qualifications Summary of Firms within the Competitive Range:**

#### **UrbanTrans Consultants, Inc.**

UrbanTrans Consultants, Inc. (UTC) specializes in TDM and works on plans, policies, and programs that integrate TDM into shared use mobility strategy and implementation, active transportation, and the larger multimodal transportation network. UTC's proposal demonstrated the team has experience working with national Metropolitan Planning Organizations and working with large scale events such as the 2015 Toronto Pan American Games and 2015 Parapan American Games.

UTC demonstrated experience in dealing with complex projects similar in nature to the tasks on this project's scope of services. UTC also demonstrated a solid understanding of the deliverables and expectations that Metro is looking for in this project.



UTC's proposal showcased a diverse team of professionals addressing each varying aspect of the project deliverables, from communication to technology implementation. The proposal also clearly showed how the work will be allocated to staff and distributed amongst the most appropriate and qualified staff for the task.

**McCormick-Busse, Inc. (DBA MBI Media)**

McCormick-Busse, Inc. (MBI) is a strategic communications firm, with more than 32 years of experience, is headquartered in Covina, CA. MBI is a strategic communication, community relations, and marketing firm with experience in the transportation industry, as well as the public sector.

MBI demonstrated knowledge and experience working on an international level with the London 2012 games and the Mobility Concept Plan for LA28. MBI's proposal also laid out plans for mitigating risk related to costs, quality, scheduling, and document management.

MBI assembled a small team with direct experience in the core competency areas required for this project. However, MBI's project manager did not demonstrate relevant experience in TDM projects and there was no clear availability of technical experts in the field of TDM Planning identified in their proposal.

A summary of the PET scores is provided below:

<b>1</b>	<b>Firm</b>	<b>Average Score</b>	<b>Factor Weight</b>	<b>Weighted Average Score</b>	<b>Rank</b>
<b>2</b>	<b>UrbanTrans Consultants, Inc.</b>				
<b>3</b>	Experience of Team Members	84.00	25.00%	21.00	
<b>4</b>	Understanding of the Scope of Services and Approach	85.32	25.00%	21.33	
<b>5</b>	Effectiveness of Project Management Plan	80.00	30.00%	24.00	
<b>6</b>	Cost Proposal	100.00	20.00%	20.00	
<b>7</b>	<b>Total</b>		<b>100.00%</b>	<b>86.33</b>	<b>1</b>
<b>8</b>	<b>McCormick-Busse, Inc.</b>				
<b>9</b>	Experience of Team Members	73.32	25.00%	18.33	
<b>10</b>	Understanding of the Scope of Services and Approach	70.68	25.00%	17.67	
<b>11</b>	Effectiveness of Project Management Plan	67.23	30.00%	20.17	
<b>12</b>	Cost Proposal	33.90	20.00%	6.78	
<b>13</b>	<b>Total</b>		<b>100.00%</b>	<b>62.95</b>	<b>2</b>

### **C. Cost Analysis**

The recommended cost has been determined to be fair and reasonable based upon an independent cost estimate (ICE), technical analysis, cost analysis, and negotiations. Staff successfully negotiated a savings of \$13,597.00.

	<b>Proposer Name</b>	<b>Proposal Amount</b>	<b>Metro ICE</b>	<b>Negotiated Amount</b>
1.	UrbanTrans Consultants	\$1,477,177.38	\$1,000,000.00	\$1,463,580.37
2.	McCormick-Busse, Inc.	\$4,359,609.54		

Due to the unique attributes of the project, Metro underestimated the level of effort that such a program would require. The variance between the ICE and the final negotiated cost is an inadvertent underestimation of the labor hours required for the following tasks: TDM Long Range Transportation Plan (LRTP), Market Report, Education and Outreach Strategy, Software Maintenance, and KPI Evaluation. The ICE was not reflective of the innovative approach to the work proposed by UTC. Additionally, the higher cost reflects the rapid inflation caused by the COVID-19 Pandemic that has resulted in a rise of labor and material costs for most services.

### **D. Background on Recommended Contractor**

The recommended firm, UrbanTrans Consultants, Inc., headquartered in Denver, CO with a local office in El Segundo, CA, has been in business over 20 years and provides services in TDM planning, engagement, marketing, and implementation. UTC is a woman-owned Metro certified SBE/DBE firm with experience in preparing regional TDM plans and partnering with regional agencies to implement TDM strategies and campaigns for measurable behavior change.

The proposed team is comprised of staff from UTC and four subcontractors. The prime and subcontractors provide balanced knowledge and experience in the transit and public sector.

## DEOD SUMMARY

## NAME OF PROJECT/CONTRACT NUMBER

**A. Small Business Participation**

Effective June 2, 2014, per Metro's Board-approved policy, competitive acquisitions with three or more Small Business Enterprise (SBE) certified firms within the specified North American Industry Classification System (NAICS) as identified for the project scope shall constitute a Small Business Set-Aside procurement. Accordingly, the Contract Administrator advanced the solicitation, including posting the solicitation on Metro's website, advertising, and notifying certified small businesses as identified by NAICS code(s) that this solicitation was open to SBE Certified Small Businesses Only.

UrbanTrans Consultants, Inc., an SBE Prime, made a 65.65% commitment, performing the work with its own workforces. UrbanTrans also listed four (4) major firms, Nelson/Nygaard, AECOM, Behaviour Design Services, and Cambridge Systematics, as non-SBE subcontractors on this project.

	<b>SBE Subcontractor</b>	<b>% Committed</b>
1.	UrbanTrans Consultants, Inc. (SBE Prime)	65.65%
	<b>Total SBE Commitment</b>	<b>65.65%</b>

**B. Living Wage and Service Contract Worker Retention Policy Applicability**

The Living Wage and Service Contract Worker Retention Policy is not applicable to this contract.

**C. Prevailing Wage Applicability**

Prevailing wage is not applicable to this contract.

**D. Project Labor Agreement/Construction Careers Policy**

Project Labor Agreement/Construction Careers Policy is not applicable to this Contract. PLA/CCP is applicable only to construction contracts that have a construction related value in excess of \$2.5 million.



## Board Report

**File #:** 2017-0715, **File Type:** Informational Report

**Agenda Number:** 36.

### PLANNING AND PROGRAMMING COMMITTEE OCTOBER 18, 2017

**Revised Motion by:**

**Garcetti, Dupont-Walker and Butts**

October 18, 2017

#### **Countywide Transportation Demand Management**

MTA should be a national leader in working with local jurisdictions to promote transit use, active transportation, and other multi-modal travel.

MTA is leading a great expansion of mobility options in Los Angeles County, including the rail and bus transit system, bikeshare, first-last mile links, and groundbreaking technology-based new mobility services, including U-Pass and On-demand Microtransit Pilot Programs. A robust and comprehensive countywide Transportation Demand Management (TDM) program would maximize the benefits of these investments in LA County's transportation systems.

TDM focuses on reducing single-occupancy vehicle trips by making other transportation options more attractive. TDM promotes sustainable transportation options such as transit, carpooling, vanpooling, bicycling and walking. TDM strategies boost transit ridership, promote telecommuting, reduce single-occupancy vehicle trips, and reduce greenhouse gas emissions. MTA can serve as the facilitator of a countywide TDM program that encourages and supports local jurisdictions in initiating, developing, and implementing their own TDM initiatives.

Currently, there is an absence of a robust and comprehensive countywide TDM promotion and coordination program in Los Angeles County. As the countywide transportation agency, MTA is ideally suited to lead this effort. A robust TDM program will enable MTA to leverage its historic transportation investments to further change travel behavior and help the region ease congestion and meet statewide greenhouse gas emissions reduction goals. This would build on MTA's ongoing Congestion Reduction activities, including 511, promoting carpooling through ExpressLanes, creating vanpools, etc.

MTA can promote TDM strategies through many different methods--by coordinating local TDM objectives, creating a comprehensive TDM marketing strategy, measuring the effectiveness of multi-modal solutions, and other strategies. While some cities already have existing TDM programs or initiated efforts to establish TDM programs, many more cities in LA County could implement effective TDM programs with support from MTA.

Some jurisdictions, including the City of Los Angeles, have identified a need to make major updates to their TDM ordinances to incentivize sustainable transportation solutions more broadly through their development review processes and establish more robust monitoring and evaluation protocols.

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The goal of the State of California is to reduce greenhouse gas emissions to 40% below 1990 levels by 2030 and 80% below 1990 levels by 2050. Currently, automobiles are the single largest source of emissions in Los Angeles. Los Angeles County residents approved Measure M in November 2016 to create more mobility options. MTA can do more to support local jurisdictions to meet state goals, and to create a seamless user experience throughout Los Angeles County that will create more MTA rail and bus riders, encourage carpooling and vanpooling, and boost countywide active transportation usage.

**SUBJECT: REVISED MOTION BY DIRECTORS GARCETTI AND  
DUPONT-WALKER AND BUTTS**

**TRANSPORTATION DEMAND MANAGEMENT**

WE, THEREFORE, MOVE that the Board direct the CEO to:

- A. Prepare a list of TDM best practices of California agencies and jurisdictions, including but not limited to the Bay Area Metropolitan Transportation Commission;
- B. Inventory current MTA funding sources for planning or implementing TDM programs and projects at the county or local level;
- C. Recommend how MTA can establish a robust and comprehensive countywide TDM program, including but not limited to:
  1. Countywide TDM guidelines to help municipalities create and implement TDM policies by establishing best practices for TDM application, monitoring, and evaluation, and allowing for flexibility to innovate beyond countywide standards;
  2. Countywide TDM marketing, outreach, and engagement campaign that targets potential users through a compelling and recognizable brand available to local cities and jurisdictions to promote multi-modal travel choices such as transit, vanpooling, carpooling, walking, and bicycling;
  3. Facilitating regular discussions between Transportation Management Organizations in the region to coordinate countywide and local TDM ordinance implementation activities and share best practices;
  4. Working with major trip generators, major employers, and business community representatives to develop and implement tax incentives and other state legislation necessary for MTA to effectively promote and coordinate TDM strategies in Los Angeles County;
  5. Expanding U-Pass, the Employer Annual Pass Program (EAPP), the Bikeshare for Business Program, and other TAP purchase programs to allow Transportation Management Organizations (TMOs), telework centers, tourism organizations, residential and other non-employer entities to purchase bulk-rate transit and bike share passes;

6. Strategies to promote telecommuting;
  7. Establishing a Countywide Commuter Tax Benefit Ordinance to provide incentives for non-single occupancy vehicle travel;
    - a. Seeking legislation to enable Los Angeles County to implement the nation's most aggressive commuter tax benefits program to reimburse and credit the cost of sustainable transportation options. This legislation should explore ways to provide significant tax-credit benefits for the use of transit, vanpooling, bicycling, and all other sustainable transportation modes;
    - b. Should legislation be successfully secured, a first priority for resources created by this program would be the establishment of an MTA TDM Implementation Demonstration Program. The TDM Demonstration Program would target selected jurisdictions for early implementation of best-practice TDM strategies, along with appropriate financial incentives. MTA may give special priority to any multi-jurisdictional TDM program proposal.
  8. Managing compliance with the State of California's Parking Cash-Out law for worksites within Los Angeles County;
  9. Considering consolidation of MTA's various TDM functions into a single group and/or creating a Countywide TDM Coordinator position tasked with coordinating MTA's TDM efforts, including identifying additional staffing needs;
- D. Incorporate into MTA's 2018 state legislative program for MTA to seek legislation that would strengthen MTA's ability to carry out a countywide TDM program; and
- E. Report back to the Planning and Programming Committee on all the above in 420 150 days.

KUEHL AMENDMENT: to include that the EAPP Program (which includes ATAP and BTAP) be amended to include a pay-per-boarding model similar to the U-Pass Program at a fare-per-boarding (FPB) rate approved by the Office of Management and Budget (either as a pilot program or as a new payment option under BTAP)

## **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.





# Recommendation

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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

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*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.

