

LOS ANGELES COUNTY METROPOLITAN TRANSPORTATION AUTHORITY

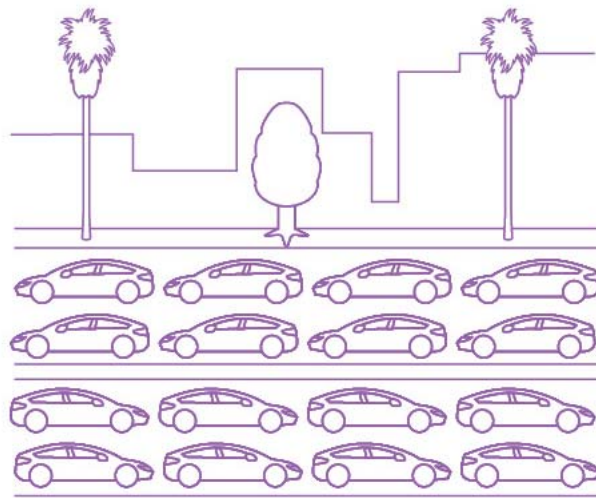
Traffic Reduction Study

December 10, 2019



TRAFFIC REDUCTION STUDY - GOALS

- Explore ways to dramatically improve equity, mobility, and environmental outcomes to achieve Metro's strategic goals
- Investigate feasibility and framework for testing and implementing pricing strategies to reduce traffic



Sixteen solo drivers in traffic congestion

vs



Many more people moving smoothly when we make better use of street space

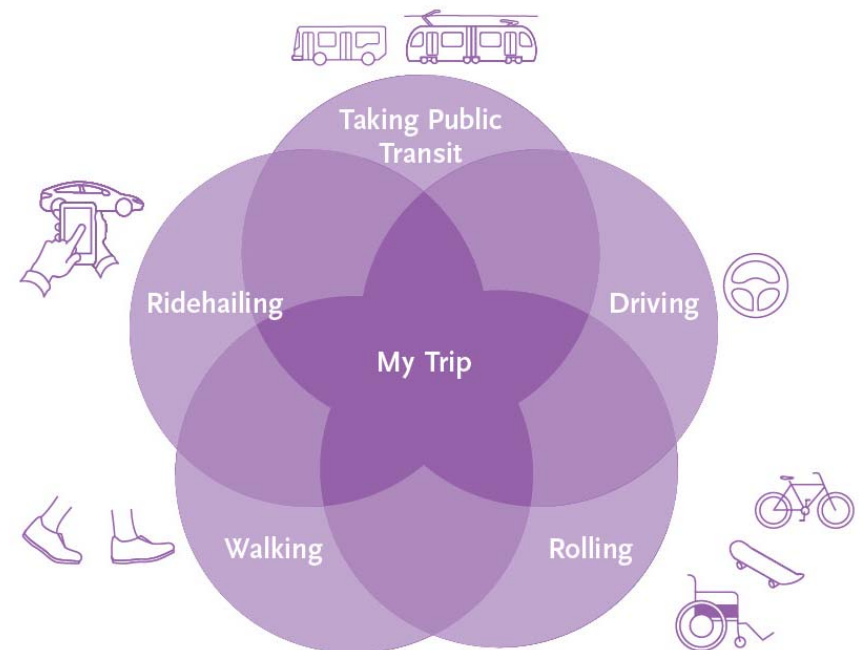
STUDY HIGHLIGHTS

- Feasibility study to identify pilot program
- Develop grass-roots support for this initiative through extensive community and public engagement
- Develop Equity Strategy
- Build regional coalition to solidify critical partnerships necessary for delivering the project



STUDY HIGHLIGHTS

- Package of mobility improvements: Identify supplementary transit services, first/last mile and other multimodal improvements, and policy changes to accompany implementation of pilot program
- Build off of existing efforts and research in the LA Region and best practices/lessons learned regionally, nationally, and globally



STUDY HIGHLIGHTS

- Engage diverse audiences in this process:
 - General public
 - Potential communities that would be directly affected, including residents, workers, employers
 - Other key stakeholders
- Leverage existing Metro advisory groups
- Establish complementary advisory panels for project:
 - Regional Stakeholders (Policy Advisory Council) + pricing and equity experts
 - Users of the Transportation System

PROJECT MILESTONE

Development (Ongoing Feedback)

- Advisory Panels
- Research
- Equity Strategy
- Communications & Engagement Strategy Part 1
- Location Assessment
- Transit & Multimodal Improvements
- Technology Requirements
- Legislative & Institutional Requirements
- Financial Plan
- Implementation Plan

Up to 24 months

Implementation (Board Authorization)

- Pilot Go/No Go Decision
- Award Contract for Pilot System Design
- Communications & Engagement Strategy Part 2

Beyond 24 months

IDEAL OUTCOME

- Extensively, comprehensively, and genuinely engage stakeholders and the public in this study process to help solve the traffic problems in LA County
- Identify partners and develop widespread support for a pilot program (package of mobility improvements + pricing strategy)
- Identify location(s) for a pilot program
- Establish an implementation plan

DISCUSSION

- 1) Invite the Policy Advisory Council to participate as members of working group (Stakeholder Advisory Panel)
- 2) Stakeholder engagement will be critical. Please refer to the stakeholder handout for this discussion.
 - A. Who is missing from this list?
 - B. Please suggest specific organizations/ individuals who should be included as this study gets underway.
 - C. Can you help us make the connection to those organizations/individuals?



Metro

THANK YOU!

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