



September 2020

We're studying ways
to reduce traffic.

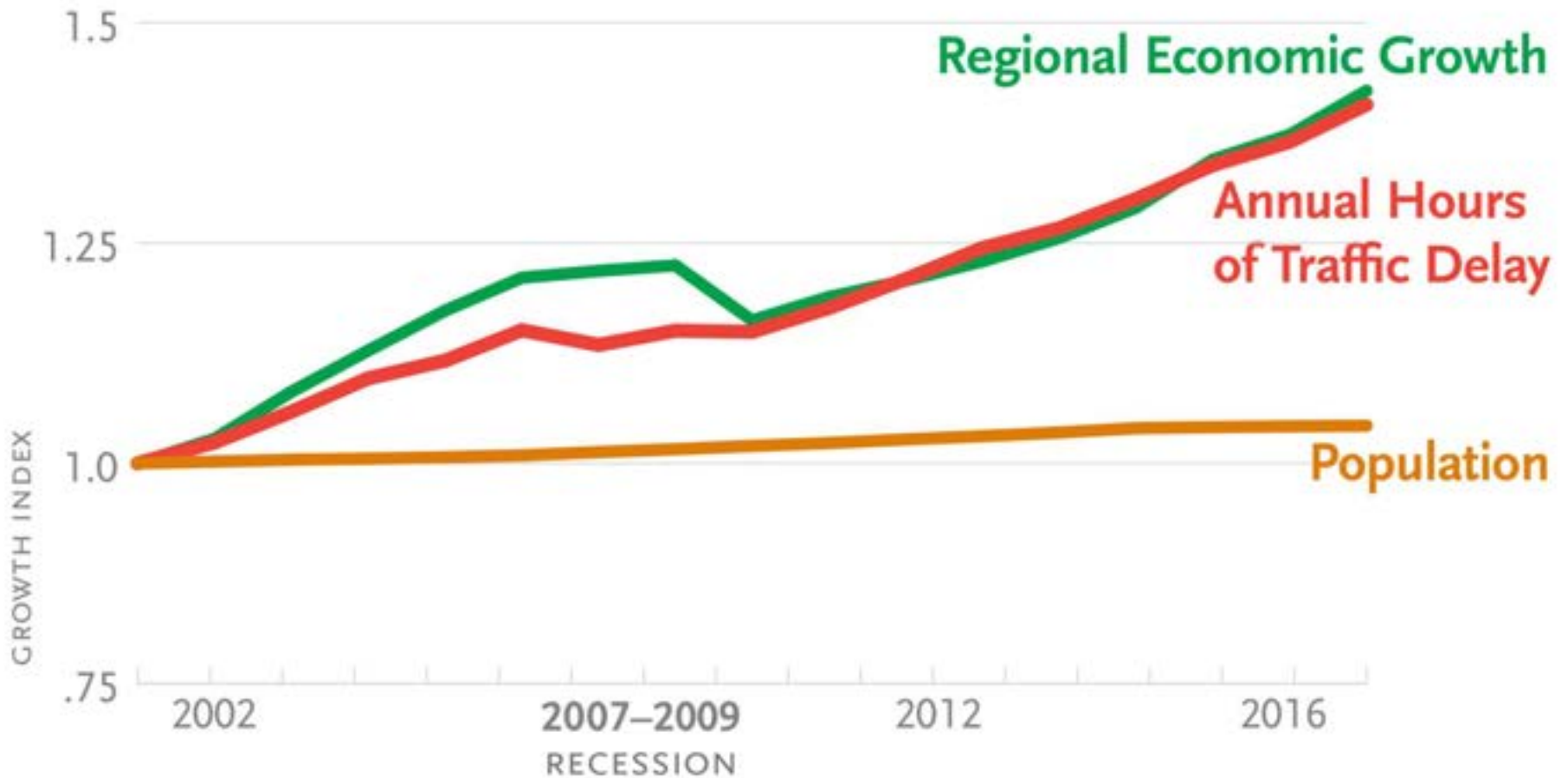


TRAFFIC REDUCTION STUDY



Historically, traffic delays continue to increase.

GREATER LA REGION GROWTH INDEXES



Traffic congestion has serious consequences.

Traffic impacts our:

- > health
- > finances
- > productivity
- > freedom
- > future



Goals and objectives

Goals of pilot program:

- Reduce traffic congestion
- Provide more high-quality options for getting around

Objectives of Traffic Reduction Study

- Determine feasibility of a traffic reduction pilot program in LA County
- Determine where / how a potential pilot with congestion pricing and complementary transportation options could achieve the project goals
- Identify and collaborate with willing local partners for a potential pilot

Process for achieving the TRS goals

How We Work:

- Transparent process
- Inclusive and meaningful stakeholder engagement, including with low-income and disadvantaged communities (equity)
- Decision-making informed by data and engagement

We're Striving for These Additional Positive Outcomes:



Improve public health and safety



Support environmental and economic justice



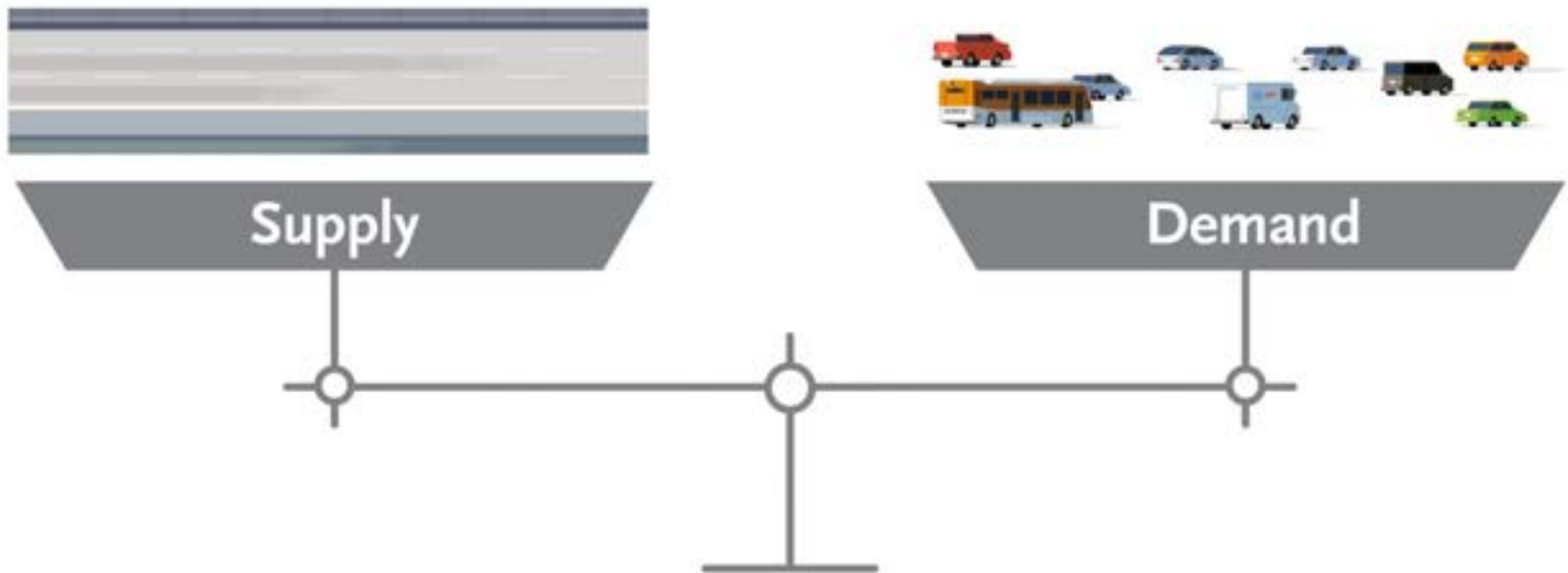
Improve the economy



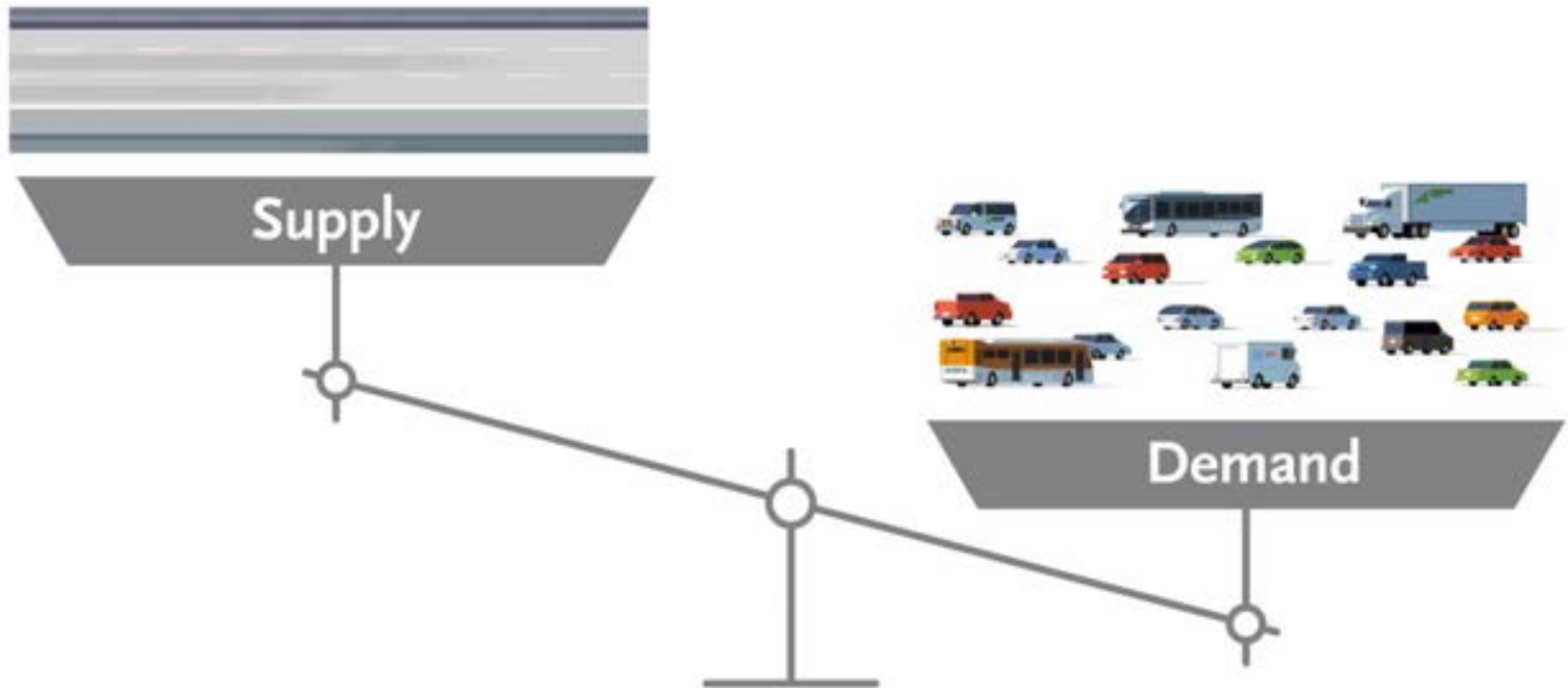
Re-invest net revenues in communities served/affected

Why do we have traffic?

It's an issue of supply and demand



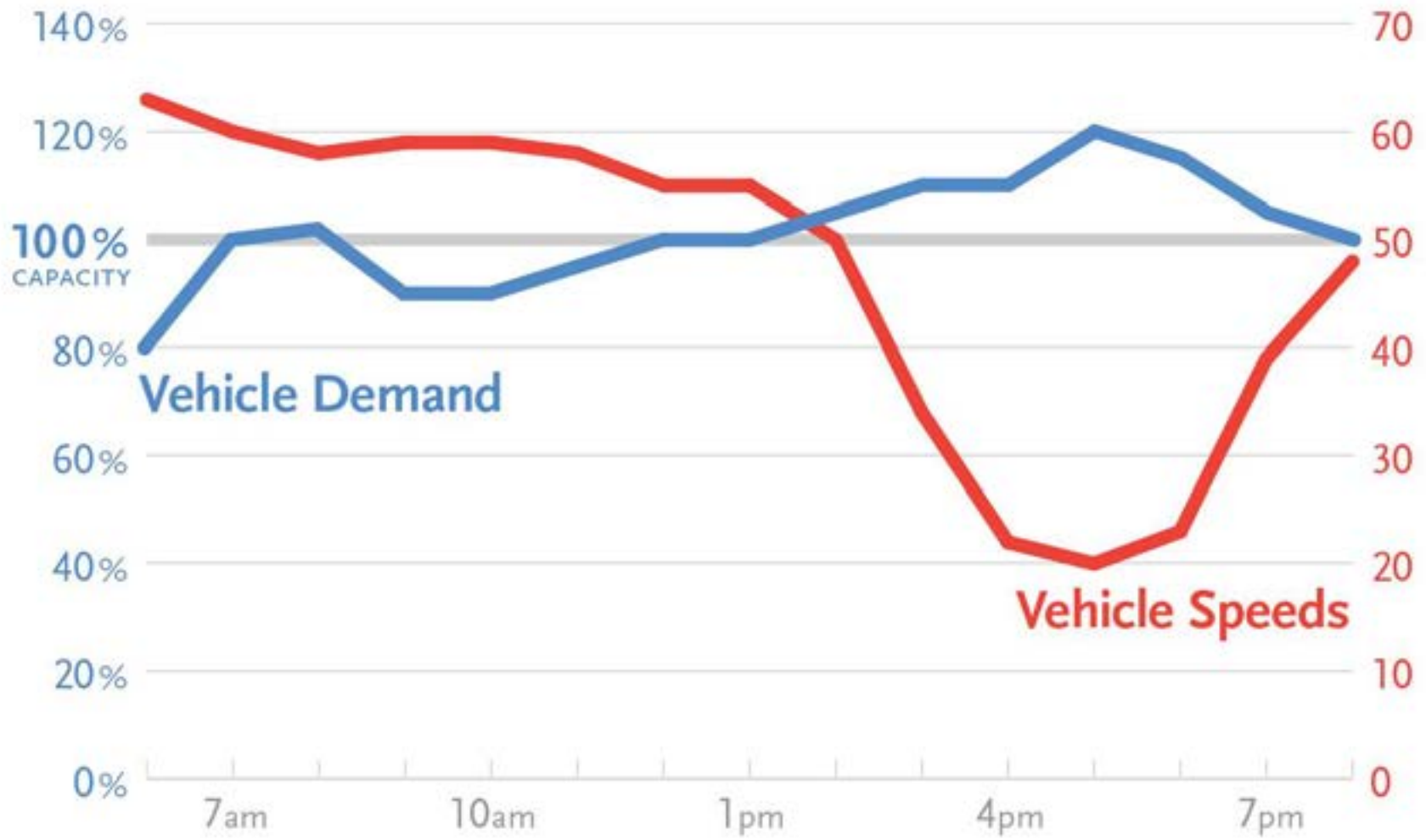
When demand exceeds supply, traffic increases.



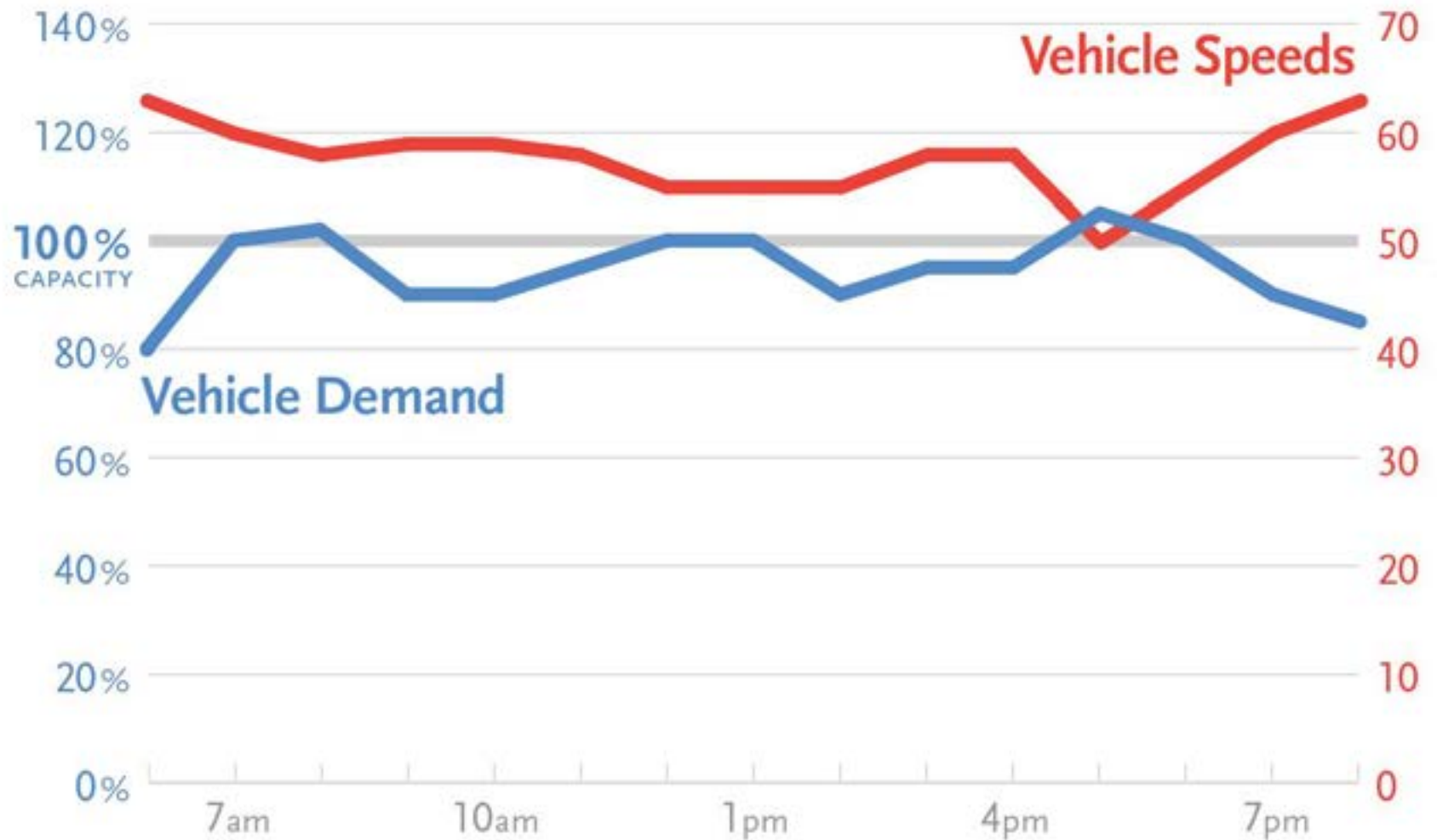
Managing demand keeps everyone moving.



When demand exceeds supply, everyone slows.



A small shift in demand improves speeds.



Pricing is one way to manage demand.



You can pay higher utilities during peak times



or pay a lower rate during off-peak times.



Better options are part of this study.



Pricing to manage demand works.



London

- > Reduced Vehicle Trips 15-20%
- > Reduced Congestion:
 - 30% within zone
 - 20% approaching zone
- > Increased Bus Trips 38%
- > Decreased Bus Waiting 30%
- > Reduced Emissions 12-19%

Stockholm

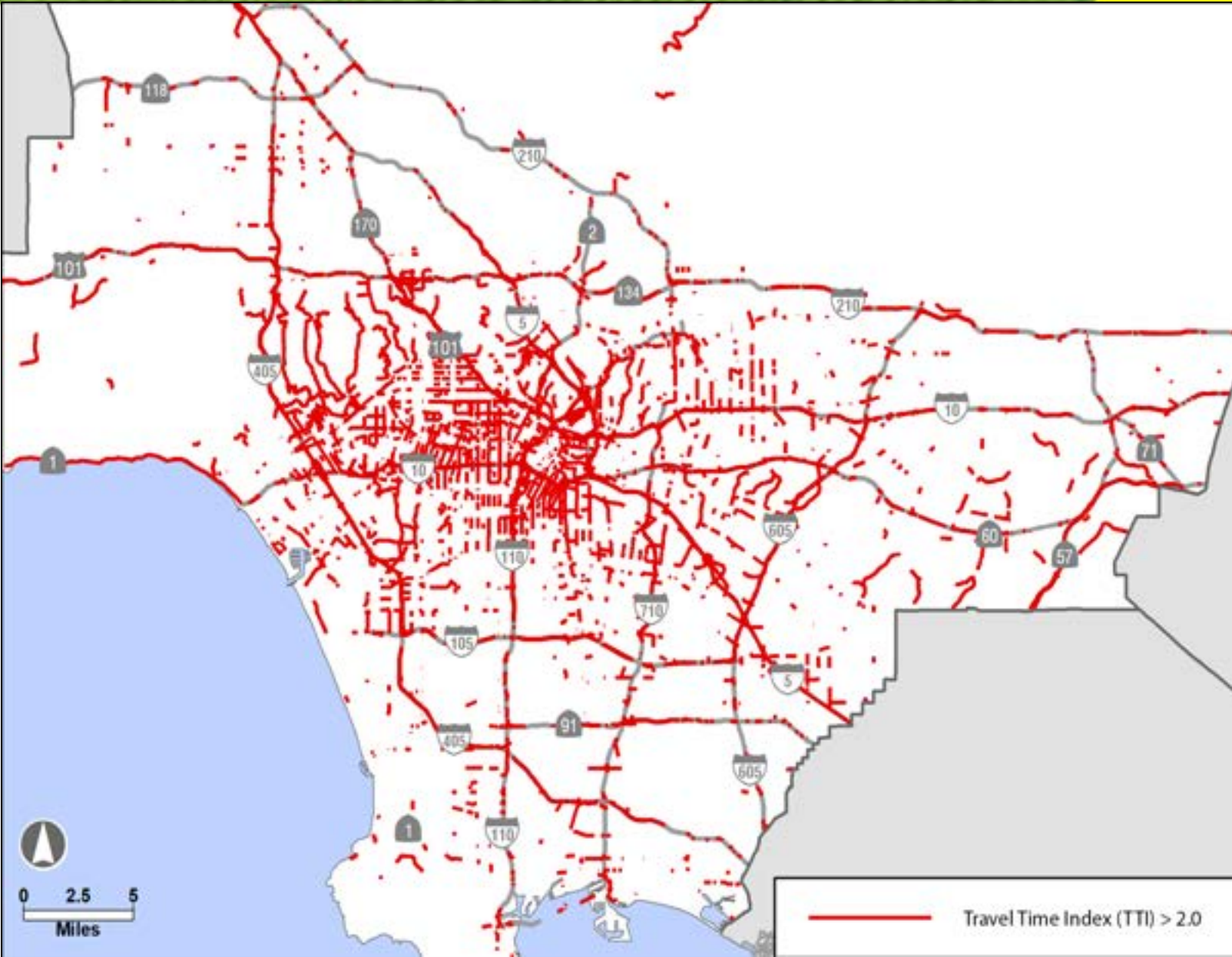
- > Reduced Vehicle Trips 22%
- > Reduced Congestion:
 - 33% in the mornings
 - 50% in the evenings
- > Increased Transit Trips 7%
- > Increased Bicycling Trips 22%
- > Reduced Emissions 7-14%

Milan

- > Reduced Congestion 30%
- > Increased Bus Speed 7%
- > Reduced Emissions 10-22%

So, could it work in LA?

Initial Concepts = Patterns & Concentrations of Congestion + Pricing Model + Potential Willing Partner(s)



Initial Concepts = Patterns & Concentrations of Congestion + Pricing Model + Potential Willing Partner(s)



Corridor Pricing

- Pricing all lanes on freeway
- Pricing freeway / adjacent roads
- Pricing at exit / entrance ramps



Cordon Pricing

- Single cordon zone
- Multiple cordon zones
- Areawide pricing



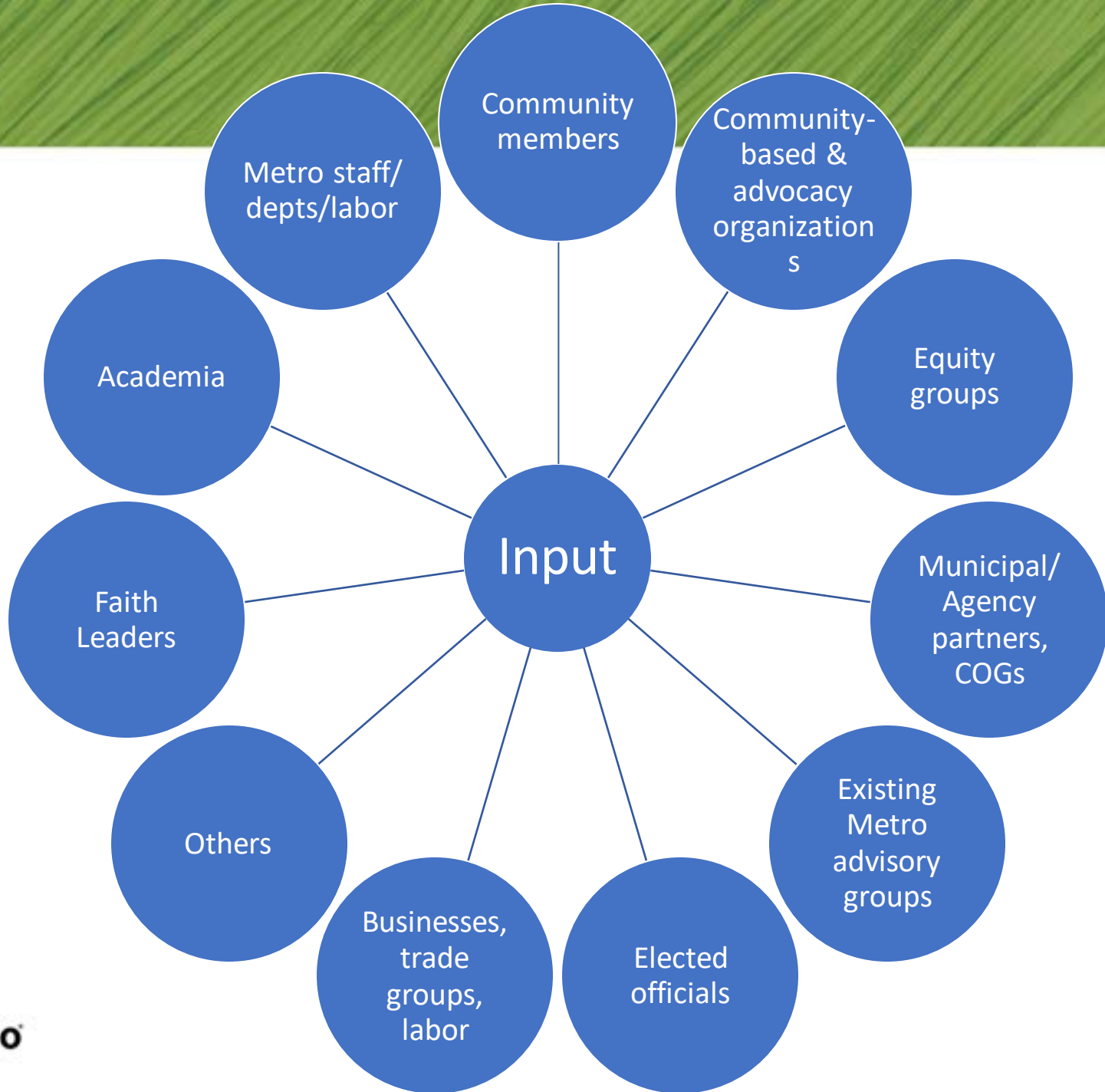
VMT Pricing

- Charging drivers on all roads within an area based on vehicle miles traveled

Stakeholder Engagement: Types of input we're seeking

- Where are the potential geographic location(s) for a pilot program?
- Where is there interest and willingness to pilot a program?
- Where is there a need and we don't yet have other existing or near-term tools/strategies to address traffic congestion?
- What would make people support or oppose a pilot program?
- Tradeoffs: What tradeoffs should we be considering early?

Who



We will prioritize equity as a process

We will seek inclusive, transparent, and meaningful engagement throughout the study

1-on-1 discussions	Equity focused conversations	Small group discussions	Webinars
Teletown halls	Online open house	Mobile friendly website and online events	Survey/Poll
Partnerships with community organizations	Reporting back to stakeholders	Educational materials	Articles/blogs
What are we missing?			

And prioritize equity as an outcome

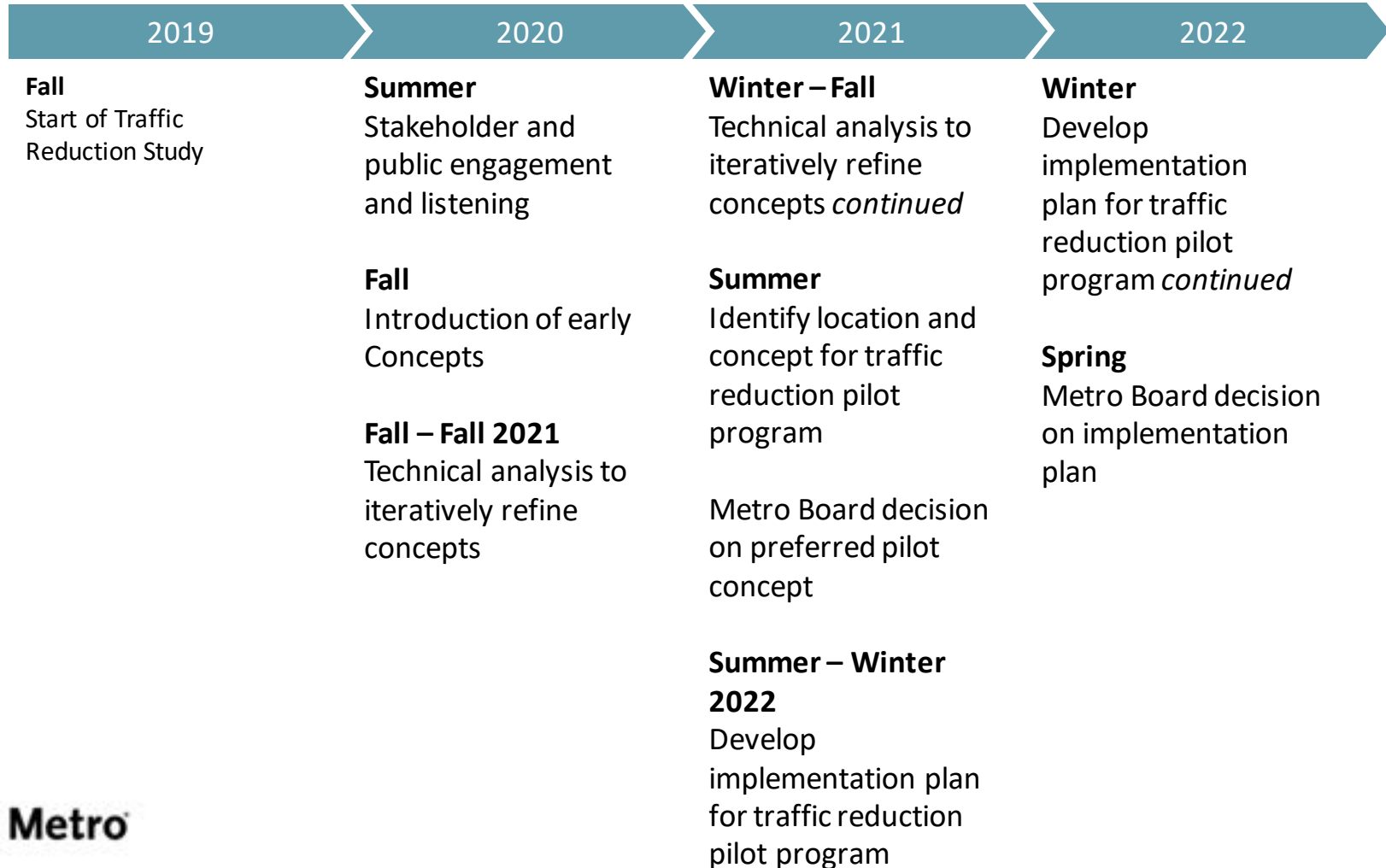
Equity will guide decision making throughout the study

Getting to recommended pilot concept	
Identify	Who could be impacted
	How they could be impacted
Establish	What outcomes we want
	Ways to measure progress
Measure	Potential benefits and burdens
Develop	Strategies and policies to address burdens and increase benefits
	Transportation improvement package
Define, refine, and select	Potential concepts
Developing an implementation plan	
Refine	Strategies and policies to address burdens and increase benefits
	Transportation improvement package
	Pilot concept

Anticipated Schedule & Milestones



ONGOING PUBLIC PARTICIPATION



Anticipated Schedule & Milestones



ONGOING PUBLIC PARTICIPATION

2022

Future

Spring

Metro Board decision
on traffic reduction
pilot program

> Federal and State Approval

> System Design

> System Deployment

> Program Opening

Thank You!

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Discussion