Traffic Reduction Study
Introduction

February 5, 2020
Mission:
Provide a world-class transportation system that enhances quality of life for all who live, work, and play within LA County

Vision:
- Increase prosperity for all by removing mobility barriers
- Swift and easy mobility, anytime
- Accommodate more trips by providing high quality mobility options
VISIONARY OUTCOMES BY 2028

Double the % usage of transportation modes other than driving alone, including transit, walk, bike, shared-ride and carpool modes

- 10-minute walk or roll to high-quality mobility options
- 30% faster bus speeds
- 15-minute maximum wait, any time of day
- Options to bypass congestion
**Traffic Reduction Study Goals**

- Explore ways to dramatically **improve mobility, equity, and environmental outcomes** to achieve Metro’s strategic goals.
- Provide **reliable and convenient travel options** for people to bypass traffic.
- 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.
**Cordon Pricing**: Creating a boundary around a central district and then charging vehicles to cross that boundary.

**VMT Pricing**: Charging drivers based on Vehicle Miles Traveled (VMT).

**Corridor Pricing**: Pricing all lanes on all roads within a specific corridor with high traffic congestion but a viable public transit alternative.
STUDY HIGHLIGHTS

• **Conduct feasibility study** to identify a 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

• **Identify additional travel options**, including transit services, carpooling, ridesharing, bicycling & walking options, other improvements, and policy changes to accompany implementation of pilot program

• **Build off** existing efforts and research in the LA region and best practices/lessons learned regionally, nationally, and globally
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 advisory panel for project
**Project Milestones**

**Development (Ongoing Feedback)**
- Advisory Panel
- Research
- Equity Strategy
- Communications & Engagement Strategy Part 1
- Location Assessment
- Transit & Multimodal Improvements
- Technology Requirements
- Legislative & Institutional Requirements
- Financial Plan
- Implementation Plan

**Implementation (Board Authorization)**
- Pilot Go/No Go Decision
- Award Contract for Pilot System Design
- Communications & Engagement Strategy Part 2

*Up to 24 months*  
*After 24 months*
Engage in regional conversation and dialogue

- Raise awareness and interest
- Meet stakeholders where they are in a variety of settings and formats
- Facilitate rich and meaningful conversations
- Utilize feedback to inform the Traffic Reduction Study technical analysis

Spring 2020
THANK YOU!

www.metro.net/vision2028

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