

## MOTION

Traffic congestion plagues Los Angeles and its neighborhoods, demanding a range of varied and smart solutions. In a rapidly transforming transportation landscape, new and more modern strategies are needed to provide residents a wider menu of transportation options, allowing them to recapture the hours stolen by gridlock.

Over the past 25 years, traffic and transportation in Los Angeles have changed dramatically. New employment centers and new housing trends have shifted, confused, and extended commutes. Twice in the past decade, voters have invested in sales tax increases to fund construction and expansion of mass transit. Lyft, Uber, car share, and bike share are transforming transportation. The coming dawn of autonomous vehicles promises to revolutionize it.

Yet Los Angeles' plans and programs to reduce gridlock by reducing vehicles miles traveled have not fundamentally changed since it adopted a Transportation Demand Management ordinance in 1993. As the City implements its progressive transportation policy through Mobility Plan 2035, as the State of California mandates transportation and planning policies that focus on reducing emissions, and as new technology and transportation infrastructure emerge, it is the appropriate time to update our TDM ordinance.

Transportation Demand Management (or Mobility Management) refers to various strategies that change travel behavior in order to improve efficiency, ease traffic, and reduce carbon footprints. It includes a large menu of options including ridesharing, carpooling, vanpooling, shuttles, telecommuting, flexible work hours, bicycle parking, subsidized transit passes, and much, much more. The TDM program at UCLA has reduced trips to that campus by 25% in just the past decade -- even as the population of the campus and its facilities increased. In 2015, UCLA's drive-alone rate was close to 54% for employees, significantly lower than Los Angeles County as a whole, where approximately 73% of all commuters drive alone to work according to 2014 U.S. Census data. The drive-alone rate for UCLA's commuting students is even lower at just over 26%.

Transportation Demand Management can provide similar results and benefits when applied to developments and employment centers. Through partnerships with employers and developers, the City can ensure that employees and residents are provided with convenient alternatives to a personal vehicle. Currently, some developers and large employers are required to implement TDM measures, however the existing TDM requirements in Section 12.26 J. of the Los Angeles Municipal Code (LAMC) need to be updated and incorporated more systematically across projects of all sizes.

The City should update its ordinance to offer a user-friendly menu of TDM strategies that promote equitable, multimodal access to destinations and can be adapted as transportation technologies and services continue to evolve. A recent action by the Metro Board of Directors positions Metro as an emerging leader in offering TDM programs and pass programs targeted at employers and institutions. Therefore, the opportunity exists to jointly develop a new citywide TDM Ordinance in parallel with the



FEB 23 2018

development of new mobility services and payment options.

In addition, General Plan policies and sections of the LAMC need to be reviewed, and amended where needed to align with the complete streets policies of Mobility Plan 2035, specifically where the City directs public right-of-way investments to support multimodal streetscape improvements.

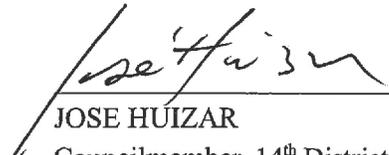
**I THEREFORE MOVE** that the City Attorney, working with the Department of City Planning and the Department of Transportation, to prepare and present an ordinance that updates the City's Transportation Demand Management (TDM) requirements and amends municipal code sections related to TDM, including shared and off-site parking and related fee schedules, as needed to implement TDM measures;

**I FURTHER MOVE** that the City Attorney, working with the Department of City Planning and the Department of Transportation, to prepare and present an ordinance that amends, as necessary, applicable Los Angeles Municipal Code sections related to project review to ensure consistency with Mobility Plan 2035.

**I FURTHER MOVE** to direct the Personnel Department, Department of City Planning, and Department of Transportation to report on TDM best practices that could be implemented for City employees.

PRESENTED BY:

  
MIKE BONIN  
Councilmember, 11<sup>th</sup> District

  
JOSE HUIZAR  
Councilmember, 14<sup>th</sup> District

SECONDED BY:



ORIGINAL

2015 6 11 11:14