SCAG Transportation Demand Management Strategic Plan

California Transportation Planning Conference

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SCAG Facts

- **191 Cities**
- **6 Counties**
- **19.1 Million People**
- **48.1% State Population**
- **15th Largest Economy in the World**
- **$1.2T Regional GDP**
- **67% State’s Disadvantaged Communities**

38,618 Square Miles
TDM Strategic Plan

- Traditional TDM strategies include carpooling, vanpooling, and telecommuting.
- New technology-enabled mobility innovations such as transportation network companies (TNCs), carshare, bikeshare, and multi-modal trip planning smart phone apps need to be incorporated.
SCAG TDM Strategic Plan

- Assess current state of TDM planning and implementation in the region.
- Identify best practices and opportunities for improvement and expansion of TDM.
- Understand the impact and opportunities provided by new mobility and technology innovations.
- Develop regional TDM goals and objectives that align with state and federal mandates including congestion reduction, air quality, and sustainability.
- Develop performance measures to evaluate the effectiveness of corridor level, local and regional TDM strategies.
TDM Toolbox

• Connect SoCal TDM Toolbox of Strategies.
• Major refresh from “TDM 1.0”; last two RTP/SCSSs.
• Include new technologies (e.g. Waze, Scoop, dockless bikes/scooters, multi-modal apps, etc.).
• Strategies more user-accessible.
• Costs/benefits more easily measurable.
Congested Corridors

- TDM treatments for 10 representative congested corridors.
- Geographically representative.
- Highest potential for changing travel behavior.
- Current lack of SOV alternatives.
- Final deliverable easily acts as templates for future TDM practitioners.
Initial Findings

- Carpool and ridematching programs most popular.
- Parking cash out and parking pricing least common programs.
- 50% of respondents stated that approach to TDM had not changed at all based on recent innovations such as dock-less bikes and scooters, mobile trip planning and real-time information, and on-demand trip making such as Uber and Lyft.
- Only 21% stated that it had changed significantly.
Initial Findings

- Organizational gaps in delivery of TDM.
- Lack of funding for staff resources to help improve their programs.
- Better communication and coordination needed, including between transit agencies, municipalities, and the private sector.
- No standard practice on how to quantify TDM program performance.
Initial Findings

• Regulation, when enforced, is a major driver in shaping TDM strategy and investment put forth by both the public and private sectors.

• Lack of sufficient or standardized data collection makes evaluation of program effectiveness very difficult.

• SCAG should study various methods of data collection and recommend several that may work best for various stakeholders in their unique context.

• There is a lack of regional and universal transit pass programs.

• New technologies provide one of the greatest opportunities to increase TDM practices in the SCAG region.

• Parking is still inexpensive and plentiful.
TMAs/TMOs in SCAG Region

SCAG Region TMAs/TMOs:
1. Warner Connects
2. Go SaMo TMO
3. Compass Playa Vista
4. Century City TMO
5. South Bay Westside TMA
6. Burbank TMO (BTMO)
7. Go Glendale TMA
8. Pasadena TMA
9. FAST DTLA
10. Anaheim Transportation Network
11. Spectrumotion
Thank you

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