

Transportation Demand Management (TDM) Program Update


Summary

Transportation Demand Management (TDM) refers to the strategies a city uses to influence travel behavior and accommodate growing demands on its transportation system. Los Angeles City Planning and Los Angeles Department of Transportation (LADOT) are working to update the city's TDM ordinance to responsibly address transportation needs and increase the efficiency of our transportation system. This effort is part of the city's implementation of the Mobility Plan 2035. Revised drafts of the proposed regulations were released for public review and feedback in June 2022.

The updated TDM Program would integrate sustainable transportation options into the design and operation of new developments to provide more mobility choices to residents, employees, and visitors. TDM strategies can include infrastructure such as bicycle facilities, programs such as carpooling and telecommuting, and incentives such as providing transit passes to building occupants. Through this update, the City aims to reduce the need for drive-alone trips by providing a variety of transportation options and increasing accessibility throughout the city, which benefits the environment and public health, and can ease congestion.

Background

In 1993, the City of Los Angeles adopted its first Transportation Demand Management (TDM) Ordinance, which requires non-residential developments of more than 25,000 square feet to implement a limited set of TDM strategies. Since then, transportation options have expanded, including regional rail and bike networks, new options such as bike share and car share, and alternatives such as telecommuting.



In 2016, the City adopted Mobility Plan 2035 as part of the General Plan, establishing transportation goals of safety, access, informed choice, environmental and community health, and world class infrastructure. The Mobility Plan encourages greater use of TDM strategies to reduce drive-alone trips and calls for updating the TDM ordinance. In addition, both the City Council and the Mayor have identified updating the TDM Program as a priority, and it is an initiative in LA's Green New Deal (the Sustainable City pLAn).


The proposed update of the TDM Program also responds to changes in California state law that shape how cities analyze transportation. With the goal of reducing drive-alone vehicle trips and the distances people travel in cars, updating the TDM Program is part of a larger state-mandated effort to improve air quality and reduce greenhouse gas emissions by promoting more sustainable transportation options.

Frequently Asked Questions (FAQ)

What is the Transportation Demand Management (TDM) Program update?

The proposed Transportation Demand Management Program is an update of the City's existing TDM ordinance. That existing ordinance applies only to limited projects (new, non-residential development of more than 25,000 SF) and requires projects to implement between one and six specific TDM strategies. TDM strategies specified reflect practices that were available in the early 1990s. The updated Program will apply to more projects than the current ordinance, including residential developments, and will increase flexibility by offering a menu of more than 40 TDM strategies that reflect currently available services and technologies. To create a consistent by-right compliance process, the updated TDM Program will apply citywide, including in Specific Plan areas and other overlays, unless exempted by the ordinance.

There are three main components to the update. An *ordinance* will amend the TDM requirements in the zoning code. A new *Program Guidelines* document will provide details on the TDM Program strategies and process. An online *TDM Calculator* tool, developed by LADOT, in collaboration with the non-profit organization Hack for LA, will provide a simple process for applicants to enter project information, understand the requirements, and select TDM strategies.



In addition, the City Council will consider a proposed update to LADOT's development review fees to reflect the project review requirements for TDM and other transportation analysis procedures.

Why is the TDM Program being updated?

New mobility options and improved connectivity, including the expansion of LA Metro's transit system, the growing bike and pedestrian network, and the advancement of technology and app-based services, have developed since the current TDM ordinance was adopted in 1993. Meanwhile, climate change and air quality concerns have led to new state and local policies that seek to reduce the total distance people drive in cars, also known as Vehicle Miles Traveled (VMT). In light of this, the City's Mobility Plan 2035, adopted in 2016, identified updating the TDM ordinance as an important step towards reaching these goals.

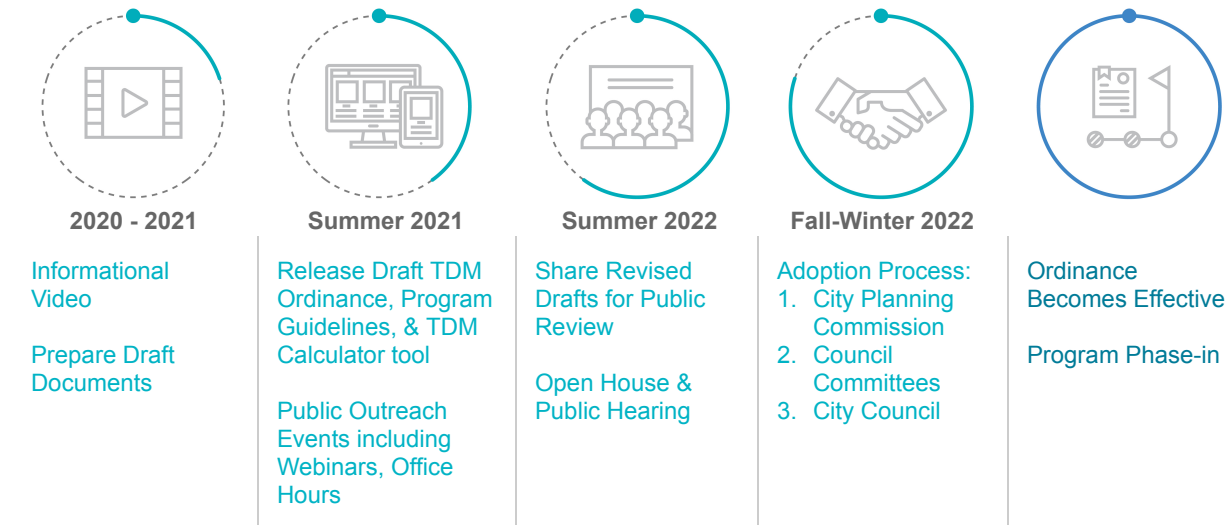
The TDM Program update focuses on reducing VMT and drive-alone car trips by requiring new development to support and incentivize robust alternatives to vehicular travel. It aims to increase access, improve air quality, and reduce greenhouse gas emissions and traffic congestion. The proposed TDM Program reflects the wide range of options available today, from bike share to telecommuting, and introduces a clear and enforceable set of regulations that will allow TDM strategies to be tailored to the location and characteristics of a development project.

What is the process and timeline for the TDM Program update?

City staff conducted initial public outreach and research into best practices in 2018. From 2019 to 2020, LA City Planning and LADOT developed the concept for the proposed TDM Program. In Summer and Fall 2021, the City released initial draft documents, conducted outreach, including webinars and office hours, and collected public comments. The input received guided revisions to the proposed Ordinance and Program Guidelines. The revised drafts of the TDM Ordinance and Program Guidelines were released in June 2022 and are available at: planning4la.org/mobility.

In early August 2022, City staff will host a virtual Open House and Public Hearing. Event details will be available on the website. Public comment will continue to be accepted throughout the review and adoption process, including through the formal staff level hearing, City Planning Commission hearing and the City Council hearing. The approval process is anticipated to take place through the remainder of 2022. The public is

encouraged to submit comments and questions early in this process so there is time to incorporate and adjust based on concerns or suggestions made.



What changed since the 2021 drafts?

The draft TDM Ordinance and Program Guidelines have been revised in response to public input received throughout 2021. The minimum sizes of projects subject to the proposed TDM Program have been adjusted based on trip generation data, with the thresholds increasing for residential buildings and decreasing for hotel and warehouse/industrial uses. Requirements for ongoing monitoring have been revised to better align level of effort with the scale of development projects. Timelines for City review of TDM Plans have been added and enforcement timelines for noncompliance have been clarified. In the draft TDM Program Guidelines, some TDM strategies have been revised or clarified, and all appendices are now available. The TDM Calculator has been updated to reflect changes in the draft Ordinance and Program Guidelines and to make enhancements based on feedback received through user testing.

How will the proposed TDM Program work?

New development projects that exceed minimum size thresholds will be subject to the updated ordinance, and will be required to incorporate TDM strategies that reduce vehicle trips. The program will use a *point system*, which allows the TDM requirements to scale in relation to the size of a project and creates a range of options for compliance. A proposed development project will be assigned a *point target* based on the size of the project and the amount of parking it provides.

A menu of TDM strategies will offer more than 40 qualified strategies, each with an assigned point value based on how effective it is at reducing VMT and drive-alone trips. A project will be required to select several TDM strategies from the menu to add up to its point target. This system will place fewer requirements on small projects and require more strategies from large projects that create greater demands on the transportation network. Compliance with the TDM program will be documented through a ministerial process as part of the City’s building and land use permitting authority and will be verified by LADOT.

Which projects will be subject to the TDM Program?

The TDM Program will apply to new development projects or large additions that meet one or more of the minimum thresholds shown in the table below. Both ministerial (by-right) and discretionary new construction will be subject to the TDM Program.

If applicable, affordable housing projects will always be subject to the lowest point targets, regardless of their size. In addition, the ordinance will not apply to certain uses and project types such as assisted living, day care facilities, single family homes, and changes of use. A full list of exempt uses can be found in the draft ordinance.

Use:	New, within the net new floor area:
Housing	25+ units
100% Affordable Housing	50+ units
Hotel / Motel	25+ guest rooms
Employment / Office	25,000+ sf
Retail / Customer-Facing	50,000+ sf
Medical Use / Hospital	50,000+ sf
Warehouse / Industrial	25,000+ sf
Arena / Stadium / Multiplex Theater	250,000+ sf total floor area, or 10,000+ seats
School / College	250+ students

What TDM Strategies are included in the Menu?

The menu includes more than 40 TDM strategies that have been shown to reduce VMT and drive-alone trips. Some are services that would be provided by the building owner,

manager, or employer, such as car share memberships or telecommuting. Others are physical features that would be built into the project or the surrounding area, such as affordable housing or bicycle parking. The menu offers strategies suitable for different project types, land uses, and transportation conditions throughout the city. It can be updated over time to reflect the demonstrated performance of TDM strategies and to incorporate innovations in transportation technology or new mobility services.

The proposed TDM strategies fall into the following categories:

- Affordable Housing
- Bicycle Facilities
- Car Sharing
- Child Care
- High-Occupancy Vehicles
- Information
- Mixed-Use
- Mobility Investment
- Parking
- Shared Micro-Mobility
- Telecommute
- Transit Access
- Transportation Management Organizations (TMOs)
- User-Defined Strategies

How does the TDM Program relate to SB 743 and the new VMT metric?

Before the passage of Senate Bill (SB) 743 in 2013, the California Environmental Quality Act (CEQA) required that cities use metrics based on vehicular delay, or Level of Service (LOS), to measure transportation impacts on the environment. SB 743 ushered in a statewide shift to instead measure the distance people travel in cars, known as Vehicle Miles Traveled (VMT), which encourages transportation options that support people, travel choice, and the environment. This represented a statewide effort to reduce emissions and vehicle travel. The City of Los Angeles implemented the shift to VMT in July 2019, a year in advance of the state’s deadline. The TDM Program update will further these efforts by promoting travel options that reduce drive-alone trips, in turn reducing VMT and harmful greenhouse gas emissions. In terms of process, a project that requires a planning entitlement will be able to consider the TDM strategies selected in its TDM Plan as “regulatory compliance measures” for the purposes of the project’s CEQA VMT analysis.

How does the TDM Program respond to the COVID-19 pandemic?

Travel patterns changed in response to the COVID-19 pandemic, with more people telecommuting. However, the changes are not distributed equally across incomes, as higher income workers are more often able to take advantage of working remotely while essential workers tend to live in lower income households and continue to rely on transit to get to work. Although long-term effects of the pandemic on work and travel patterns are not yet known, a revamped TDM Program can support continued telecommuting

and technology-enabled remote meetings and appointments, provide infrastructure improvements that will benefit people that continue to rely on transit and other sustainable modes of travel, and incentivize others to try new ways of traveling.

What examples of TDM exist today?

TDM programs exist at the regional and local levels today. On the regional level, the South Coast Air Quality Management District (SCAQMD) requires large employers (250+ employees) to implement emission reduction programs that use TDM strategies such as marketing campaigns and carpooling to decrease driving alone. In Los Angeles, several Specific Plans currently contain TDM requirements. Additionally, cities including Santa Monica, Burbank, Pasadena, San Francisco, and Seattle have TDM requirements.

Where can I find more information?

Additional information, including this Fact Sheet in Spanish, is available on City Planning's Mobility Policy webpage, planning4la.org/mobility, under *TDM Program Update*. Join the email list using the form under *Sign Up for Email Updates* to receive updates about this effort and upcoming opportunities to provide feedback.

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