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# Role of Transportation Demand Management in Solving Our Regional Challenges

SOUTHERN CALIFORNIA



ASSOCIATION of  
GOVERNMENTS

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Transportation Planning***

# What is SCAG?

- ❑ Largest US Metropolitan Planning Organization
- ❑ Largest US Council of Governments
- ❑ 6 counties
- ❑ 187 cities



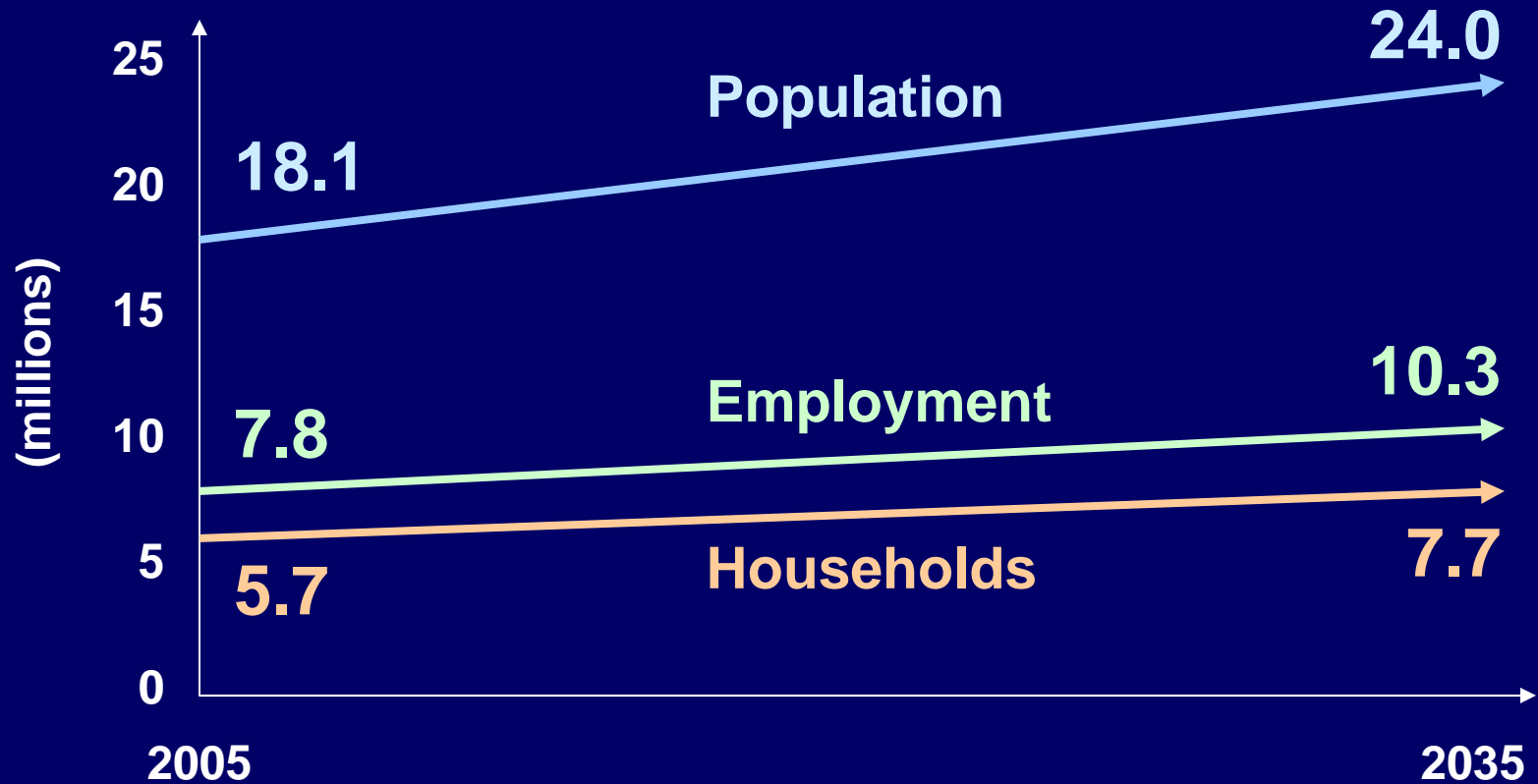


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# What does SCAG do?

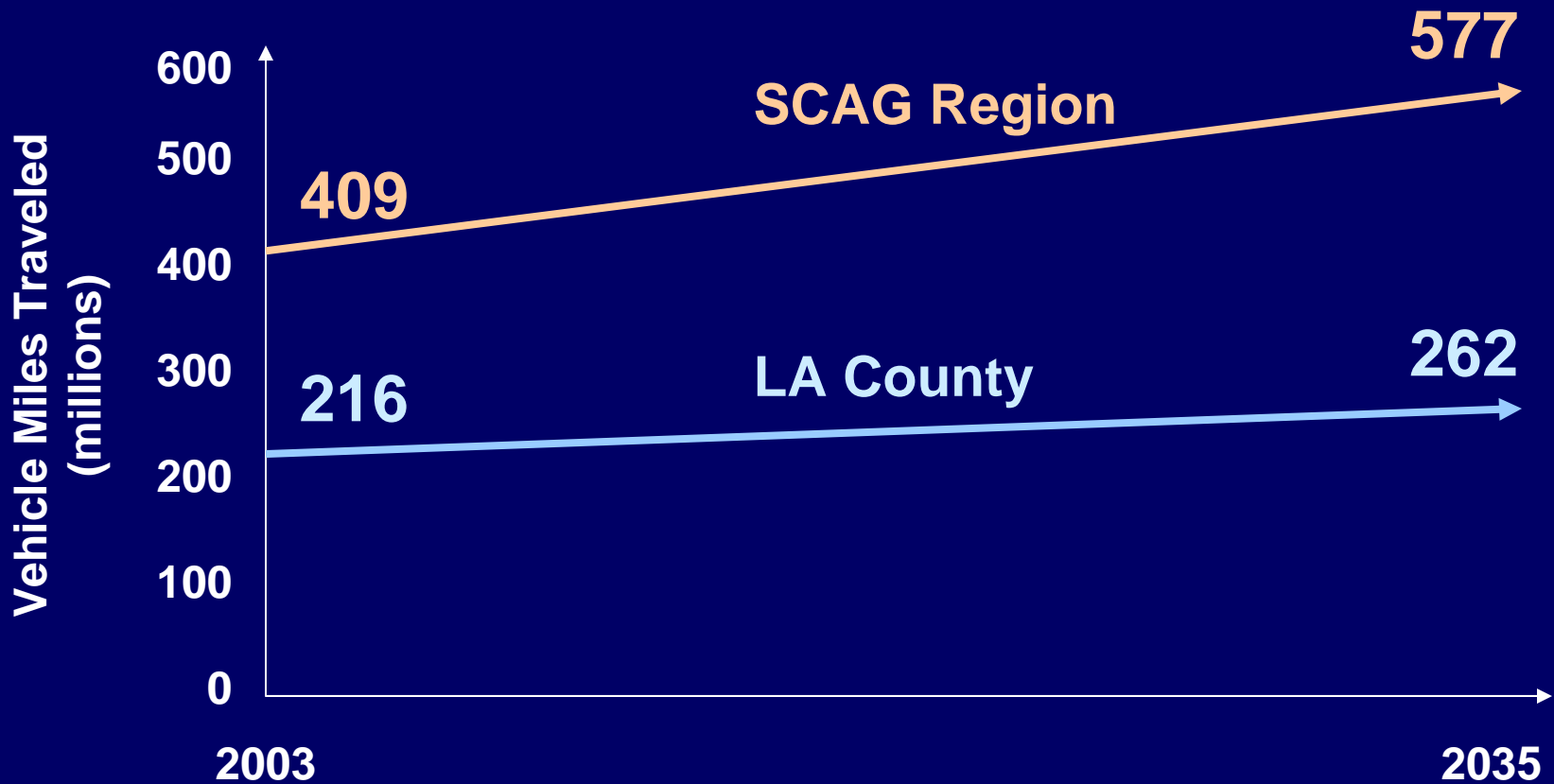
- Regional Transportation Planning
    - Regional Transportation Plan
    - Regional Transportation Improvement Program
  - Demographic projections
  - Air quality planning
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# Future Growth in Our Region





# Future Growth in Transportation Demand



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# Why TDM matters

□ *According to RAND “Moving LA” Study*

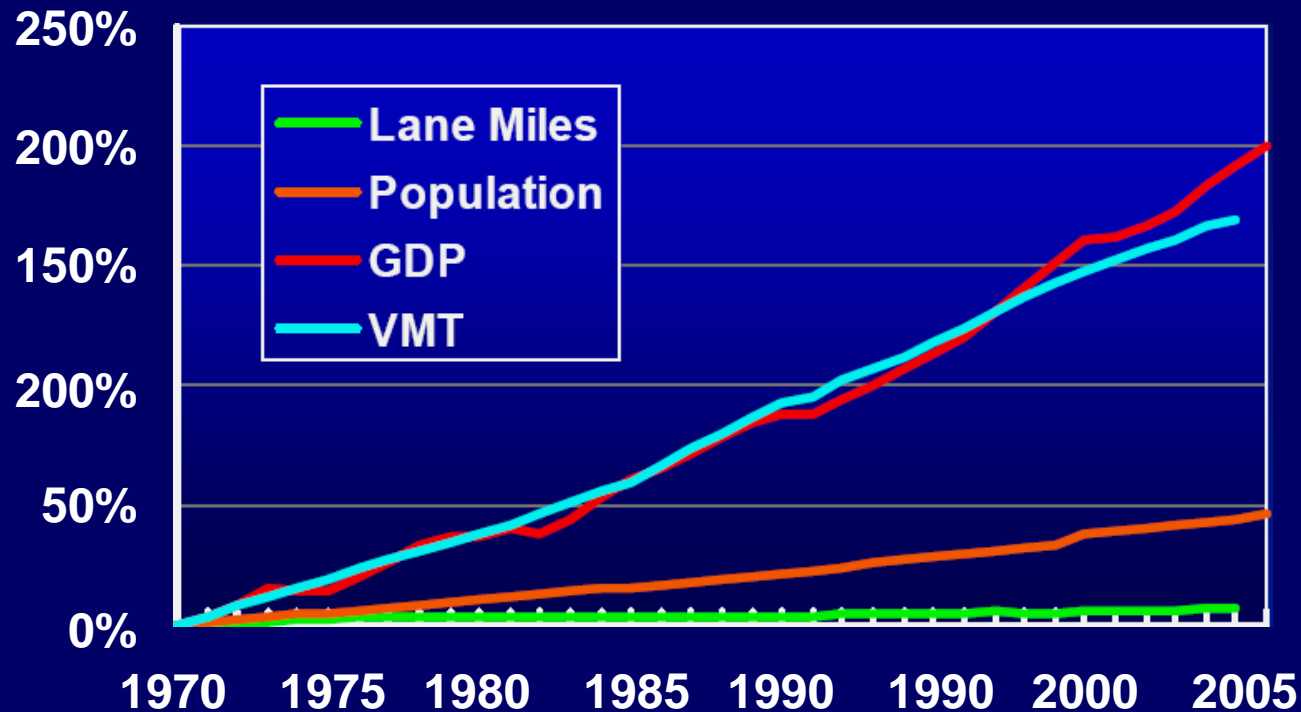
Congestion costs LA **\$9.2 billion** annually

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# Why TDM matters

□ According to RAND "Moving LA" Study

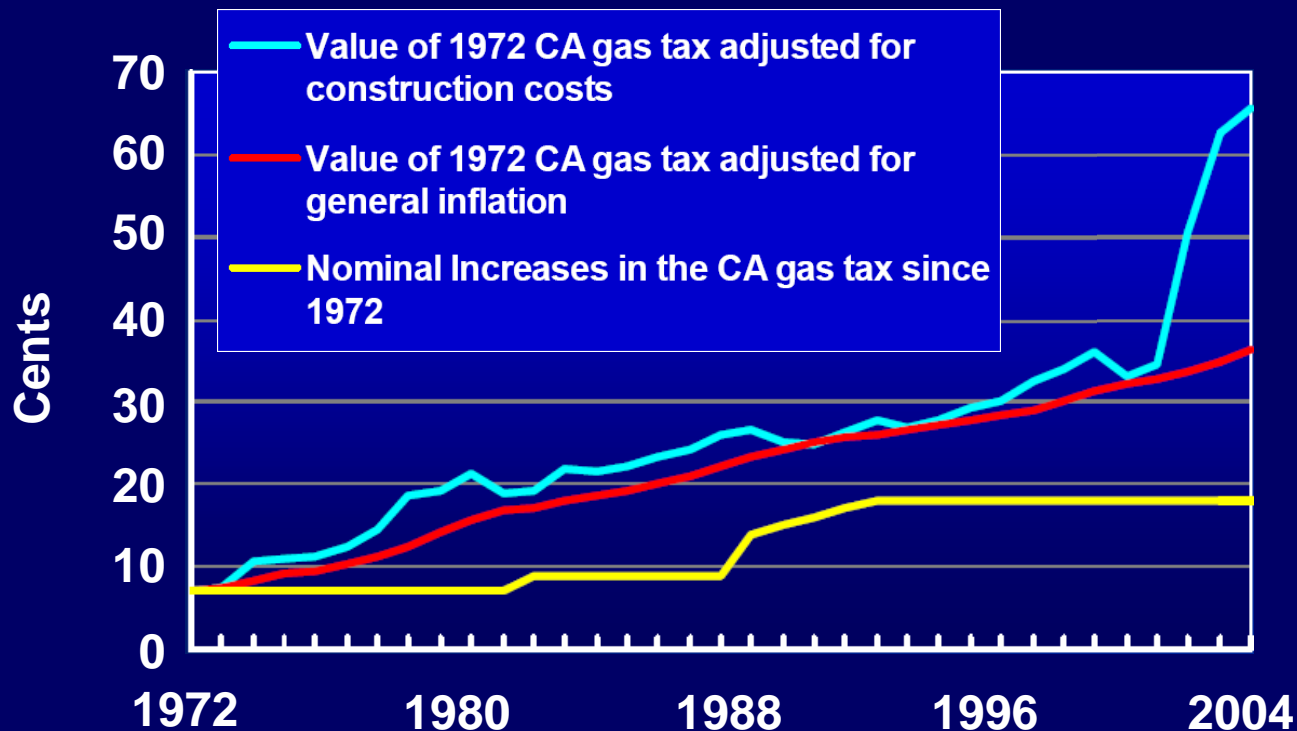
Growth in automotive travel has far outpaced growth in lane miles



# Why TDM matters

□ According to RAND "Moving LA" Study

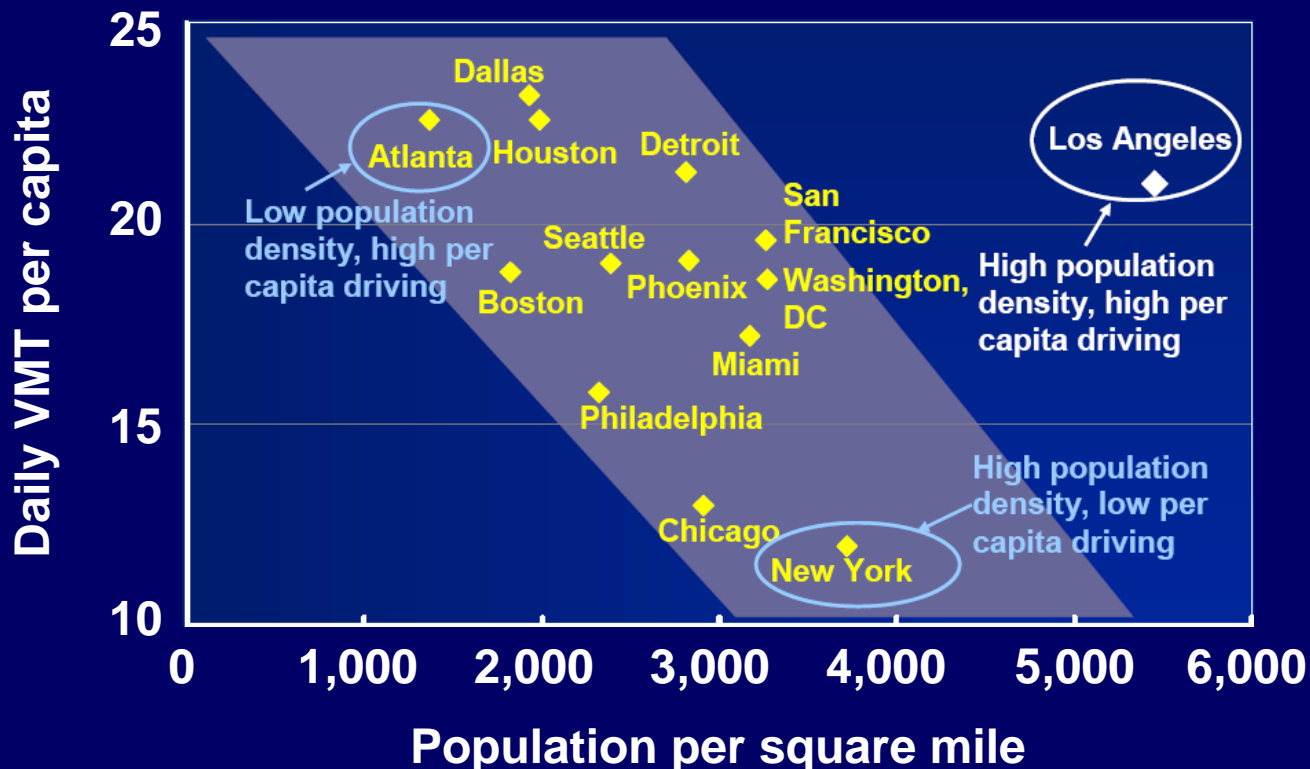
Fuel tax revenue shortfalls limit further investment in new infrastructure



# Why TDM matters

□ According to RAND “Moving LA” Study

LA congestion is further exacerbated by higher-than-expected per-capita driving



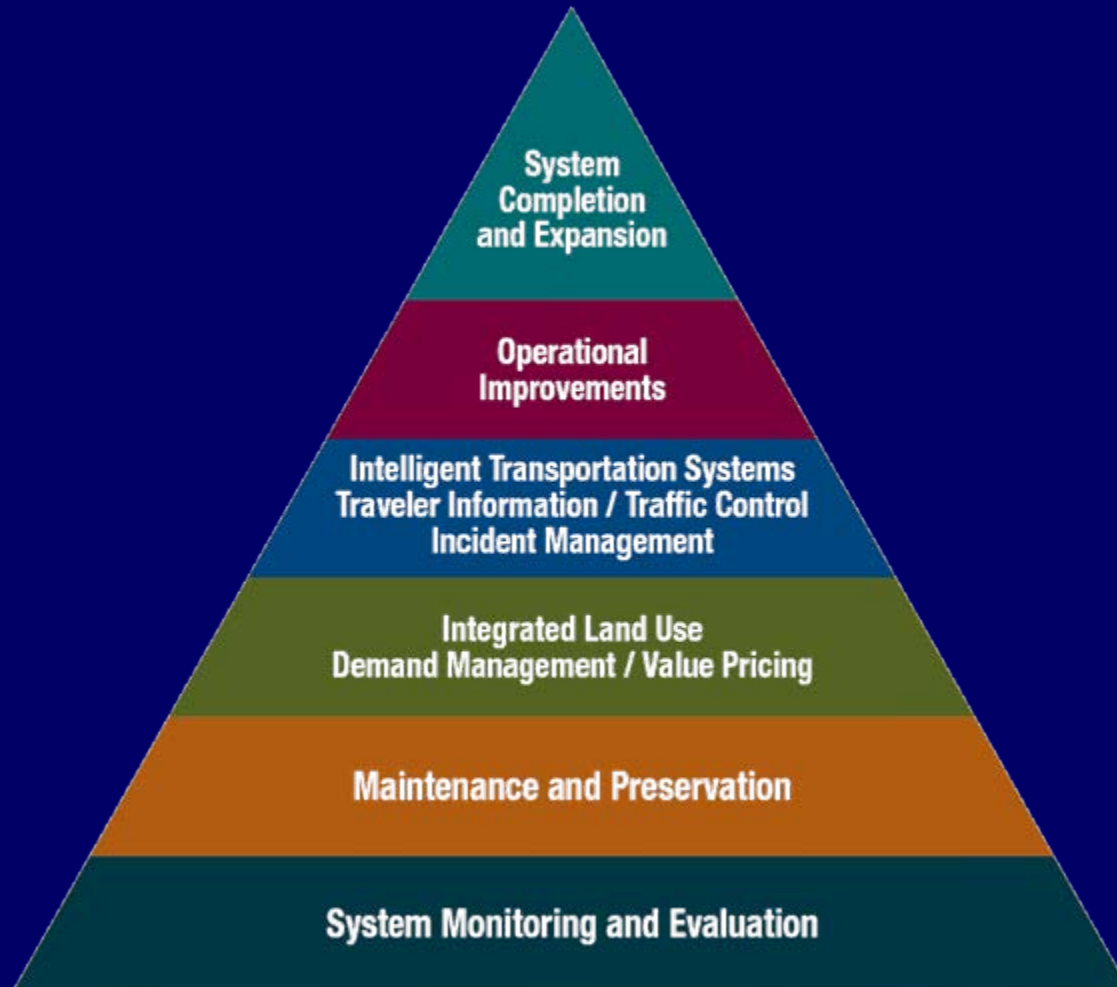


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# Why TDM matters

- SB 375: Reduce Greenhouse Gas emissions by auto and light-duty trucks by reducing VMT
    - Land Use Strategy (SCS)
    - TDM
    - Congestion Pricing
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# 2008 Regional Transportation Plan Investment Framework





# TDM Strategies in the 2008 RTP

## □ Infrastructure

- Complete gaps in regional HOV system
  - Enhance public transportation
  - Enhance bikeways/walkways
  - Road pricing – toll roads
    - HOT Lane Demonstrations (I-10, I-110, SR-91)
  - ITS as complement to TDM
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# What's in the 2008 RTP?

## □ Programs

- Promote rideshare: carpools/vanpools
  - Promote transit use
  - Encourage land use policies that reduce auto trips
  - Promote walking/bicycling use and safety
  - Promote telecommuting
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# 2008 RTP Funding Allocation

*(in \$billions)*

<b>ITS</b>	<b>\$ 2.8</b>
<b>Non-Motorized</b>	<b>\$ 1.8</b>
<b>Rideshare/Telecommuting/Park-N-Ride</b>	<b>\$ 1.3</b>



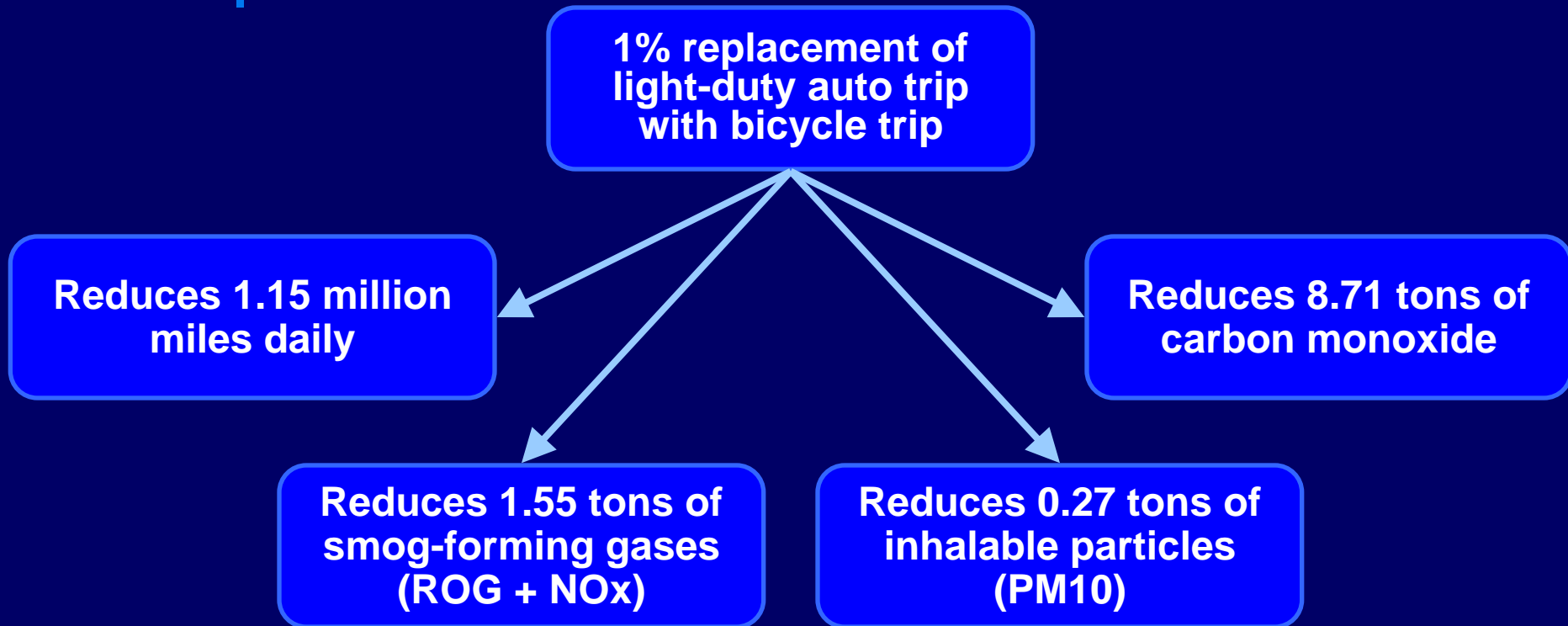
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# Challenges

- ❑ Lack of data to evaluate effectiveness of TDM strategies
  - ❑ General lack of awareness that TDM is a viable option
  - ❑ Lack of champions similar to other modes (i.e. transit, highway, or bicycling advocates)
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# Enormous Potential Benefits



□ Helps with SB375 compliance

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# Where do we go from here?

- Need to work with implementing agencies to collect information
  - Establish monitoring program
  - Increase public awareness
  - Seek more funding
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