



# City of Culver City

## Staff Report

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**MTP - ACTION ITEM - (1) Receive a Presentation on the Citywide Transportation Demand Management Study Project Status Update; and (2) Provide Direction to Staff.**

**Meeting Date:** May 10, 2022

**Contact/Dept:** Diana Chang, Mobility Planning Manager / Transportation  
(310) 253-6566

**Action Item:** Yes  No

**Attachments:** Yes  No

**Fiscal Impact:** Yes  No

**General Fund:** Yes  No

**Public Notice:** E-Mail via GovDelivery: (05/05/2022): Meetings and Agendas - Mobility, Traffic & Parking Subcommittee / Parks, Recreation, and Community Services Commission; Notify Me - Construction, Street Maintenance and Closures; Stay Informed - Bicycle & Pedestrian / Culver CityBus / Construction Street Maintenance and Closures

**Dept Approval:** Rolando Cruz, Chief Transportation Officer (05/05/2022)

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### **BACKGROUND/DISCUSSION**

The Culver City Transit Oriented Development (TOD) Visioning Study completed in 2017 recommended updating the City's Transportation Demand Management (TDM) Ordinance and developing a formalized TDM Program. A TDM Program uses policies, strategies, and programmatic measures to reduce single-occupancy vehicle (SOV) trips while increasing alternative travel options. These options include walking, biking, transit, ride-sharing, and micro-mobilities. The goal is to reduce excess demand for congested roadways and parking by increasing the efficient use of the transportation system. City's 2018-2023 Strategic Plan created a goal of no overall growth in Average Daily Traffic, which placed further emphasis on the need to update City's TDM Program, create a robust TDM program, and implement other TDM measures.

Transportation Department has been administering the City's Congestion Management Program, TDM Ordinance, and implementation of Trip Reduction Programs. In FY2018, Transportation Department started the preparation to issue a Request for Proposals (RFP) to hire a consultant in FY2019 for a TDM Study. However, this effort was paused in the past two years due to the COVID-19 pandemic.

The Transportation Department, working in coordination with the Community Development and Public Works Departments, is leading the effort to conduct a TDM study and the subsequent efforts

to update the City's TDM Ordinance and create a TDM Program.

In March 2022, City released the RFP for a consultant to conduct a Citywide TDM Study and propose a comprehensive TDM Plan to recommend policy changes, outline a clear process for selecting, funding, and implementing TDM strategies, and recommend the structure and the guidelines to establish, evaluate, and monitor a Citywide TDM program for developers, employers, and/or residents. The TDM program will be formally established and codified through the adoption of the new TDM Ordinance. The selected consultant will conduct holistic research of TDM best practices, engage with developers, employers, and all relevant stakeholders through public outreach and recommend a best suitable TDM Plan as well as a roadmap for implementation. The selected consultant will also conduct a feasibility study on creating a Transportation Management Organization in the City that promotes, educates, and provides technical assistance to developers, employers, and/or residents in order for them to reach/maintain compliance.

The RFP for the TDM Study is currently in progress. Staff plans to take the recommendation on consultant contract award to City Council at the June 13 Council meeting. Staff anticipates commencing the study at the beginning of FY2023, with the target to complete the study in FY2023 and create the TDM Program in FY2024.

### **FISCAL ANALYSIS**

There is no fiscal impact to the Project at this time.

### **ATTACHMENTS**

None.

### **RECOMMENDATION**

That the Mobility, Traffic and Parking Subcommittee:

1. Receive a presentation on the Citywide Transportation Demand Management Study Project; and
2. Provide direction to Staff.