



# City of Culver City

Mike Balkman  
Council Chambers  
9770 Culver Blvd.  
Culver City, CA 90232  
(310) 253-5851

## Staff Report

---

**File #:** 21-425, **Version:** 1

**Item #:** P-2.

---

### Receive a Presentation and Discuss the LA Metro Traffic Reduction Study.

**Meeting Date:** October 27, 2020

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

**Fiscal Impact:** Yes ☐ No ☒ **General Fund:** Yes ☐ No ☒

**Public Hearing:** ☐ **Action Item:** ☐ **Attachments:** ☐

**Public Notification:** (E-Mail) Mobility, Traffic, and Parking Subcommittee, Bicycle and Pedestrian, and Culver CityBus e-mail distribution lists via GovDelivery (10/21/2020)

**Department Approval:** Rolando Cruz, Chief Transportation Officer (10/21/20)

---

### **BACKGROUND/DISCUSSION**

L.A. Metro's Vision 2028 Strategic Plan calls for efforts and projects to improve all aspects of LA County's transportation system, including the drafting of a Traffic Reduction Study, which will explore and recommend a new approach to address the ongoing challenge of traffic congestion in the region. The Traffic Reduction Study will look at how the region can better reduce traffic by managing roadway demand through congestion pricing and incentivizing public transit use by providing more high-quality transportation options that will make it easier for everyone to travel. The Traffic Reduction Study will focus on determining if, where, and how a potential pilot program would be successful somewhere in LA County.

Staff is working with Metro to explore the congestion pricing strategy and to develop a potential pilot concept to improve mobility and air quality and reduce greenhouse gas emissions in/around Culver City.

Staff will provide a presentation introducing Metro's Traffic Reduction Study and the City's collaboration with Metro to-date on this study.

### **FISCAL ANALYSIS**

No fiscal impacts exist in association with the discussion of this item.

### **ATTACHMENTS**

None

**RECOMMENDED MOTION**

That the Mobility, Traffic and Parking Subcommittee:

Receive and File a Presentation and Discuss the LA Metro's Traffic Reduction Study.