

# We're studying ways to reduce traffic.

## TRAFFIC REDUCTION STUDY Fact Sheet

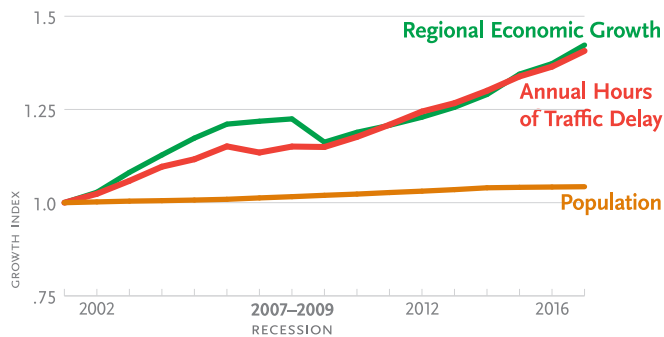


**Metro**

## A New Approach to Easing Traffic

Gridlock steals valuable time and creates stress for us all as we go about our daily lives. Yet, efforts to ease traffic haven't kept up with the demands of regional growth. While the COVID-19 pandemic has reduced traffic congestion for the moment, traffic is likely to return as economic and population growth get back on track. Traffic will continue to get worse, unless we explore new ways to address it.

### GREATER LA REGION GROWTH INDEXES



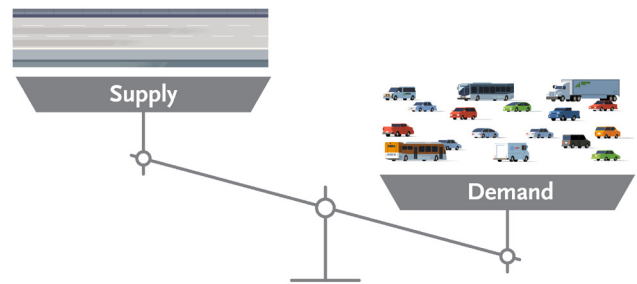
Source: TTI Urban Mobility Report 2019; Bureau of Economic Analysis

**Metro has a plan to make it easier to get around LA. Traffic is complicated and there's no one solution, which is why Metro's strategic plan, Vision 2028, involves efforts and projects that span all aspects of our transportation system. This includes the Traffic Reduction Study, which will explore a new approach to this ongoing problem.**

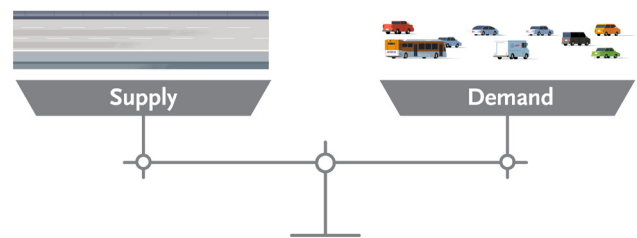
This study will explore how to reduce traffic through a two-pronged approach: 1) manage travel demand through congestion pricing, and 2) provide more high-quality transportation options. Together, these elements can create a system that can help us spend less time traveling, while supporting the health of our communities and local economy.

## Supply and Demand Applies to Roads

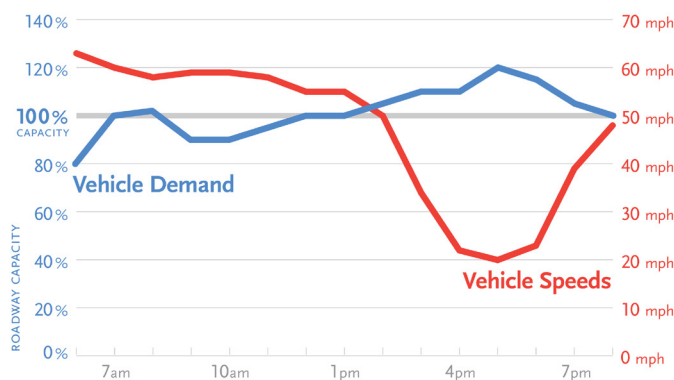
The *law of supply and demand* applies to nearly all products and services in the US, including housing, utilities, food and other forms of transportation. When a product or service is free or inexpensive, demand will be higher. That's why many businesses use pricing to manage demand, to ensure that products or services with a limited supply will be enough for everyone. When we sit in traffic, it's because the number of people in cars who want to use the road (demand) is greater than the space available (supply).



Roadway projects that add more supply, such as adding more lanes or increasing capacity of interchanges, are generally expensive, take a long time to complete, have not been able to keep up with rising demand and can have a range of negative impacts. The Traffic Reduction Study will look at how we can manage demand to reduce traffic and make it easier for everyone to travel, regardless of how they choose to travel.

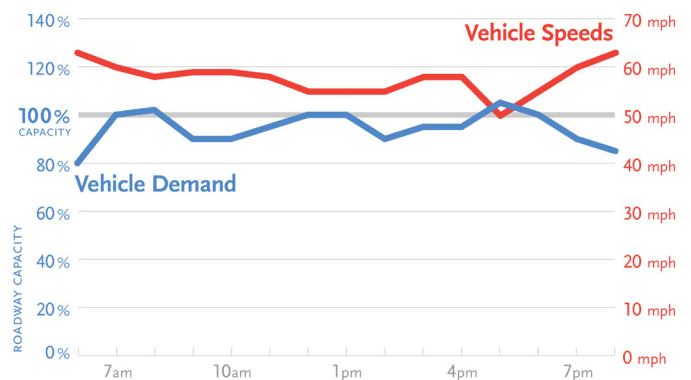


## When demand exceeds supply, everyone slows.



Source: INRIX Travel Data 2019, I-105

## Even a small shift in demand improves speeds.



\*Demand reduction is hypothetical consistent with observed reductions in real world programs.



# Traffic Reduction Study – Purpose and Process

Metro is conducting the Traffic Reduction Study to:



> Determine if a traffic reduction program pilot could be feasible and successful in LA County



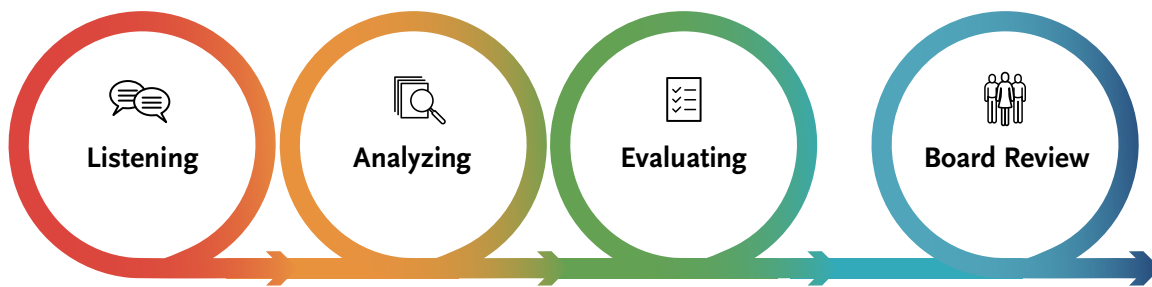
> Determine where and how a traffic reduction program pilot with congestion pricing and additional transportation options could reduce traffic to make it easier for everyone to get around



> Identify willing local partners to collaborate with on a potential pilot

Metro is committed to a study process defined by transparency, data-driven decision-making, and inclusive engagement to gather input and inform the design of a recommended pilot traffic reduction program.

Engaging the general public and a diverse range of stakeholders will be a priority throughout the process. There will be multiple milestones where potential pilot concepts, technical analysis, and public input will be brought forth for discussion and consideration.



Metro will be intentional in its efforts to engage communities historically marginalized in transportation decisions to ensure the recommended pilot would benefit these communities. Ultimately, any potential pilot will require partnership with one or more cities.

Metro will also seek to design the recommended pilot to support economic prosperity, environmental and economic justice, and improved public health and safety. Upon completion of the study, Metro’s Board of Directors will decide if this pilot will be implemented.

## Traffic Reduction Pilot Program Framework



Less traffic through pricing and more high-quality options for getting around

### POSITIVE OUTCOMES



Economic vitality



Environmental and economic justice



Health and safety improvements

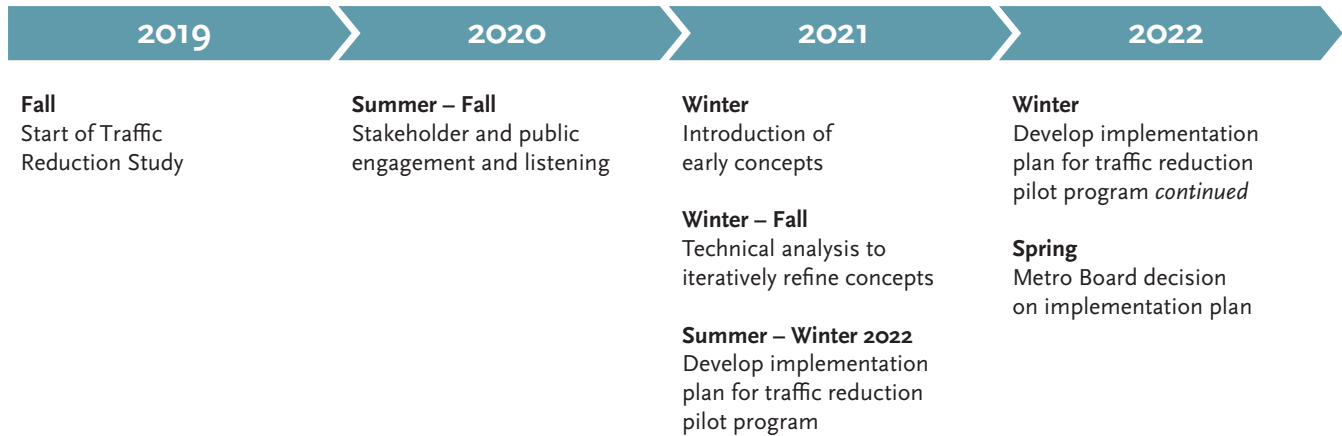


Reinvest net revenues in communities served/affected

# Anticipated Schedule and Milestones

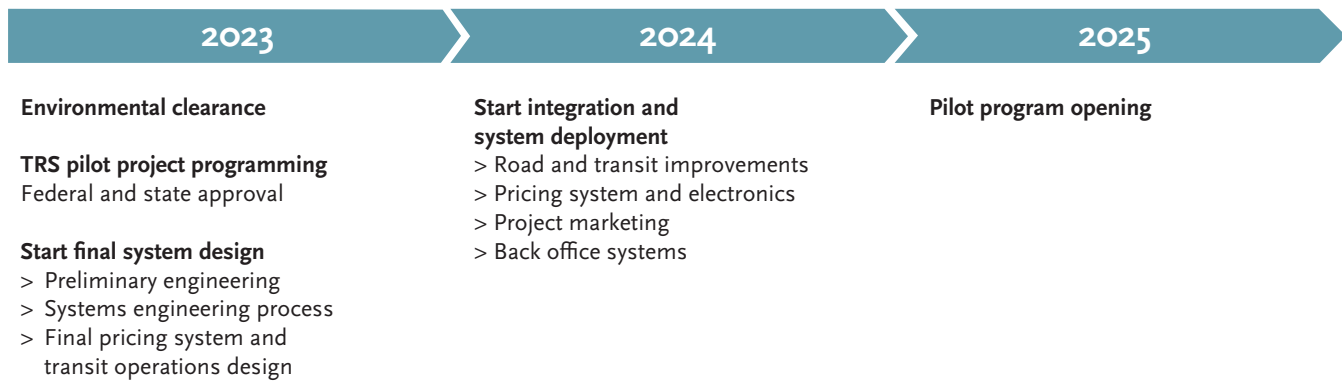


## TRAFFIC REDUCTION STUDY



ONGOING PUBLIC PARTICIPATION

## TRAFFIC REDUCTION PILOT PROGRAM



ONGOING PUBLIC PARTICIPATION


## We want to hear from you.


What are your top priorities and concerns about traffic? What would make travel easier for you? We are listening to communities throughout LA County to learn more about their experiences with traffic as we develop and refine concepts for a pilot traffic reduction program. Traffic is one of LA County's biggest challenges and we welcome all ideas toward potential solutions.

Community input will be important to inform the work of this study and the eventual proposed traffic reduction program pilot. There will be opportunities to provide input throughout the process, including Metro-hosted discussions, conversations with organizations, businesses and cities, and more. Engagement with low-income and minority communities and organizations will be prioritized to ensure equity is at the center of the proposed pilot traffic reduction program.

## CONTACT US

For project updates, to ask questions or provide comments, please use the following contact tools:

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