



SOUTHERN CALIFORNIA
ASSOCIATION OF GOVERNMENTS
900 Wilshire Blvd., Ste. 1700
Los Angeles, CA 90017
T: (213) 236-1800
www.scag.ca.gov

SPECIAL MEETING OF THE

TRANSPORTATION COMMITTEE

**Members of the Public are Welcome to Attend
In-Person & Remotely**

Thursday, April 9, 2026

9:00 a.m. – 9:50 a.m.

To Attend In-Person:

**SCAG Main Office - Regional Council Room
900 Wilshire Blvd., Ste. 1700
Los Angeles, CA 90017**

To Watch or View Only:

<https://scag.ca.gov/scag-tv-livestream>

To Attend and Participate on Your Computer:

<https://scag.zoom.us/j/82227737082>

To Attend and Participate by Phone:

Call-in Number: 1-669-900-6833

Meeting ID: 822 2773 7082

REGIONAL COUNCIL OFFICERS

President
Cindy Allen, Long Beach

First Vice President
Ray Marquez, Chino Hills

Second Vice President
Jenny Crosswhite, Santa Paula

Immediate Past President
**Curt Hagman
County of San Bernardino**

COMMITTEE CHAIRS

Executive/Administration
Cindy Allen, Long Beach

Community, Economic, &
Human Development
David J. Shapiro, Calabasas

Energy & Environment
Rick Denison, Yucca Valley

Transportation
**Mike T. Judge, Ventura County
Transportation Commission**

PUBLIC ADVISORY

If members of the public wish to review the attachments or have any questions on any of the agenda items, please contact Maggie Aguilar at (213) 630-1420 or via email at aguilarm@scag.ca.gov. Agendas & Minutes are also available at: www.scag.ca.gov/committees.

SCAG, in accordance with the Americans with Disabilities Act (ADA), will accommodate persons who require a modification of accommodation to participate in this meeting. SCAG is also committed to helping people with limited proficiency in the English language access the agency's essential public information and services. You can request such assistance by calling (213) 236-1895. We request at least 72 hours (three days) notice to provide reasonable accommodations and will make every effort to arrange for assistance as soon as possible.



Instructions for Attending the Meeting

To Attend In-Person and Provide Verbal Comments: Go to the SCAG Main Office located at 900 Wilshire Blvd., Ste. 1700, Los Angeles, CA 90017 or any of the remote locations noticed in the agenda. The meeting will take place in the Regional Council Room on the 17th floor starting at 9:00 a.m.

To Attend by Computer: Click the following link: <https://scag.zoom.us/j/82227737082>. If Zoom is not already installed on your computer, click “Download & Run Zoom” on the launch page and press “Run” when prompted by your browser. If Zoom has previously been installed on your computer, please allow a few moments for the application to launch automatically. Select “Join Audio via Computer.” The virtual conference room will open. If you receive a message reading, “Please wait for the host to start this meeting,” simply remain in the room until the meeting begins.

To Attend by Phone: Call (669) 900-6833 to access the conference room. Given high call volumes recently experienced by Zoom, please continue dialing until you connect successfully. Enter the **Meeting ID:** 822 2773 7082, followed by #. Indicate that you are a participant by pressing # to continue. You will hear audio of the meeting in progress. Remain on the line if the meeting has not yet started.

Instructions for Participating and Public Comments

Members of the public can participate in the meeting via written or verbal comments.

In Writing: Written comments can be emailed to: ePublicComment@scag.ca.gov. Written comments received **by 5pm on Wednesday, April 8, 2026**, will be transmitted to members of the legislative body and posted on SCAG’s website prior to the meeting. You are **not** required to submit public comments in writing or in advance of the meeting; this option is offered as a convenience should you desire not to provide comments in real time as described below. Written comments received after 5pm on Wednesday, April 8, 2026, will be announced and included as part of the official record of the meeting. Any writings or documents provided to a majority of this committee regarding any item on this agenda (other than writings legally exempt from public disclosure) are available at the Office of the Clerk, at 900 Wilshire Blvd., Suite 1700, Los Angeles, CA 90017 or by phone at (213) 630-1420, or email to aguilarm@scag.ca.gov.

Remotely: If participating in real time via Zoom or phone, please wait for the presiding officer to call the item for which you wish to speak and use the “raise hand” function on your computer or *9 by phone and wait for SCAG staff to announce your name/phone number.

In-Person: If participating in-person, you are invited but not required, to fill out and present a Public Comment Card to the Clerk of the Board or other SCAG staff prior to speaking. It is helpful to indicate whether you wish to speak during the Public Comment Period (Matters Not on the Agenda) and/or on an item listed on the agenda.

General Information for Public Comments

Verbal comments can be presented in real time during the meeting. Members of the public are allowed a total of 3 minutes for verbal comments. The presiding officer retains discretion to adjust time limits as necessary to ensure efficient and orderly conduct of the meeting, including equally reducing the time of all comments.

For purpose of providing public comment for items listed on the Consent Calendar, please indicate that you wish to speak when the Consent Calendar is called. Items listed on the Consent Calendar will be acted on with one motion and there will be no separate discussion of these items unless a member of the legislative body so requests, in which event, the item will be considered separately.

In accordance with SCAG’s Regional Council Policy, Article VI, Section H and California Government Code Section 54957.9, if a SCAG meeting is “willfully interrupted” and the “orderly conduct of the meeting” becomes unfeasible, the presiding officer or the Chair of the legislative body may order the removal of the individuals who are disrupting the meeting.



TRANSPORTATION COMMITTEE AGENDA

TELECONFERENCE AVAILABLE AT THESE ADDITIONAL LOCATIONS*

| | | |
|--|--|--|
| <p>Javier Amezcua City of Calipatria - City Hall City Council Chambers 125 N Park Avenue Calipatria, CA 92233</p> | <p>Ryan Balius City of Anaheim - City Hall Public Works South Conference Room 200 S. Anaheim Boulevard, 2nd Floor Anaheim, CA 92805</p> | <p>Brian S. Berkson City of Jurupa Valley - City Hall 8930 Limonite Avenue Jurupa Valley, CA 92509</p> |
| <p>Austin Bishop Print Boss 42215 12th Steet West Lancaster CA 93534</p> | <p>Denise Delgado City of Coachella - City Hall 1515 6th Street Coachella, CA 92236</p> | <p>Jonathan Dumitru 1 Mac Arthur Pl #600 Santa Ana, CA 92707</p> |
| <p>J. John Dutrey Omnitrans 1700 West Fifth Street Board Room, First Floor Conference Room San Bernardino, CA 92411</p> | <p>Bryan "Bubba" Fish City of Culver City - City Hall 9770 Culver Boulevard Patio Conference Room, 3rd Floor Culver City, CA 90232</p> | <p>Curt Hagman District Office 14010 City Center Drive Chino Hills, CA 91709</p> |
| <p>Jan C. Harnik City of Palm Desert - City Hall 73510 Fred Waring Palm Desert, CA 92260</p> | <p>Laura Hernandez City of Port Hueneme - City Hall 250 N Ventura Road Port Hueneme, CA 93041</p> | <p>Lauren Hughes-Leslie City of Lancaster - City Hall Council Conference Room 44933 Fern Avenue Lancaster, CA 93534</p> |
| <p>Fred Jung Orange County Transportation Authority 600 S. Main Street Orange, CA 92868</p> | <p>Trish Kelley Transportation Corridor Agencies 125 Pacifica 2nd Floor Eastern Conference Room Irvine, CA 92618</p> | <p>Linda Krupa City of Hemet - City Hall Mayor's Office 445 E Florida Avenue Hemet, CA 92543</p> |
| <p>Carlos Leon City of Anaheim - City Hall Public Works South Conference Room 200 S Anaheim Boulevard, 2nd Floor Anaheim, CA 92805</p> | <p>Clint Lorimore City of Eastvale - City Hall 12363 Limonite Avenue, #910 Eastvale, CA 91752</p> | <p>Ken Mann City of Lancaster - City Hall Council Conference Room 44933 Fern Avenue Lancaster, CA 93534</p> |
| <p>Steve Manos 53180 Odyssey Street Lake Elsinore, CA 92532</p> | <p>Marsha McLean City of Santa Clarita - City Hall 23920 Valencia Boulevard Orchard Conference Room Santa Clarita, CA 91355</p> | <p>L. Dennis Michael City of Rancho Cucamonga - City Hall Mayor's Office 10500 Civic Center Drive Rancho Cucamonga, CA 1730</p> |
| <p>Carol Moore City of Laguna Woods - City Hall 24264 El Toro Road Laguna Woods, CA 92637</p> | <p>Ara Najarian 500 N. Brand Boulevard, Suite 830 Conference Room Glendale, CA 91203</p> | <p>Frank J. Navarro City of Colton - City Hall 650 N. La Cadena Drive Colton, CA 92324</p> |
| <p>David Ready City of Palm Springs - City Hall 3200 E Tahquitz Canyon Way Small Conference Room Palm Springs, CA 92264</p> | <p>Ed Reece 987 W. Foothill Boulevard, Suite #206 Claremont, CA 91711</p> | <p>Gabriel Reyes City of Colton - City Hall 650 N. La Cadena Drive Colton, CA 92324</p> |



TRANSPORTATION COMMITTEE AGENDA

| | | |
|---|--|---|
| <p>Crystal Ruiz 674 Sunnyside Boulevard San Jacinto, CA 92582</p> | <p>Tim Sandoval 297 Lincoln Avenue Pomona, CA 91767</p> | <p>Zak Schwank City of Temecula - City Hall Third Floor-Canyons Conference Room 41000 Main Street Temecula, CA 92590</p> |
| <p>Emma Sharif City of Compton - City Hall 205 S. Willowbrook Avenue Compton, CA 90220</p> | <p>Jeremy Smith City of Canyon Lake - City Hall 31526 Railroad Canyon Road Canyon Lake, CA 92584</p> | <p>Wes Speake City of Corona - City Hall 400 S. Vicentia Avenue Corona, CA 92882</p> |
| <p>Cynthia Sternquist 6131 Camellia Avenue Temple City, CA 91780</p> | <p>Butch Twining City of Huntington Beach - City Hall 2000 Main Street Huntington Beach, CA 92648</p> | <p>William "Bill" Uphoff City of Lomita - City Hall 24300 Narbonne Avenue Lomita, CA 90717</p> |
| <p>Michael M. Vargas City of Perris - City Hall 101 N. D Street Perris, CA 92570</p> | <p>Scott Voigts City of Lake Forest - City Hall 100 Civic Center Drive Lake Forest, CA 92630</p> | <p>Alan D. Wapner City of Ontario - City Hall Conference Room 1 303 East B Street Ontario, CA 91764</p> |
| <p>Alicia Weintraub City of Calabasas - City Hall 100 Civic Center Way Calabasas, CA 91302</p> | | |

* Under the teleconferencing rules of the Brown Act, members of the body may remotely participate at any location specified above.

TC - Transportation Committee
Members – April 2026

- 1. Hon. Mike T. Judge**
TC Chair, VCTC
- 2. Hon. Thomas Wong**
TC Vice Chair, Monterey Park, RC District 34
- 3. Hon. Zeel Ahir**
Artesia, GCCOG
- 4. Hon. Javier Amezcua**
Calipatria, ICTC
- 5. Hon. Adele Andrade-Stadler**
Alhambra, SGVCOG
- 6. Hon. Phil Bacerra**
Santa Ana, Pres. Appt. (Member at Large)
- 7. Hon. Ryan Balius**
Anaheim, RC District 19
- 8. Sup. Kathryn Barger**
Los Angeles County
- 9. Hon. Brian Berkson**
Jurupa Valley, Pres. Appt. (Member at Large)
- 10. Hon. Austin Bishop**
Palmdale, RC District 43
- 11. Hon. Jeanette Burns**
Morongo Band of Mission Indians
- 12. Hon. Denise Delgado**
Coachella, Pres. Appt. (Member at Large)
- 13. Hon. Jonathan Dumitru**
Orange, RC District 17
- 14. Hon. J. John Dutrey**
Montclair, RC District 9
- 15. Hon. Bryan Fish**
Culver City, WCCOG
- 16. Hon. Jason Gibbs**
Santa Clarita, NCTC



- 17. Hon. William Go**
Irvine, RC District 14
- 18. Sup. Curt Hagman**
San Bernardino County
- 19. Hon. Jan C. Harnik**
RCTC
- 20. Hon. Laura Hernandez**
Port Hueneme, RC District 45
- 21. Hon. Lauren Hughes-Leslie**
Lancaster, NCTC JPA
- 22. Hon. Heather Hutt**
Los Angeles, RC District 57
- 23. Hon. Fred Jung**
Fullerton, RC District 21
- 24. Hon. Trish Kelley**
TCA Representative
- 25. Hon. Lauren Kleiman**
Newport Beach, RC District 15
- 26. Hon. Linda Krupa**
Hemet, RC District 3
- 27. Hon. Andrew Lara**
Pico Rivera, RC District 31
- 28. Hon. Carlos Leon**
OCTA Representative
- 29. Hon. Bridgett Lewis**
Torrance, Pres. Appt (Member at Large)
- 30. Hon. Clint Lorimore**
Eastvale, RC District 4
- 31. Hon. Ken Mann**
Lancaster, NCTC
- 32. Hon. Steve Manos**
Lake Elsinore, RC District 63
- 33. Hon. Ray Marquez**
Chino Hills, RC District 10

-
- 34. Hon. Larry McCallon**
Air District Representative
 - 35. Hon. Marsha McLean**
Santa Clarita, RC District 67
 - 36. Hon. Tim McOsker**
Los Angeles, RC District 62
 - 37. Hon. L. Dennis Michael**
Rancho Cucamonga, SBCTA
 - 38. Hon. Linda Molina**
Calimesa, Pres. Appt. (Member at Large)
 - 39. Hon. Carol Moore**
Laguna Woods, OCCOG
 - 40. Hon. Zizette Mullins**
Burbank, AVCJPA
 - 41. Hon. Juan Muñoz-Guevara**
Lynwood, GCCOG
 - 42. Hon. Ara Najarian**
Glendale, SFVCOG
 - 43. Hon. Frank Navarro**
Colton, RC District 6
 - 44. Hon. Nikki Perez**
Burbank, RC District 42
 - 45. Hon. David Ready**
Palm Springs, CVAG
 - 46. Hon. Gil Rebollar**
Brawley, RC District 1
 - 47. Hon. Ed Reece**
Claremont, SGVCOG
 - 48. Hon. Marlon Regisford**
Caltrans, District 7, Ex-Officio Non-Voting Member
 - 49. Hon. Gabriel Reyes**
Adelanto, Pres. Appt. (Member at Large)
 - 50. Hon. Crystal Ruiz**
San Jacinto, WRCOG

-
51. **Hon. Ali Saleh**
Bell, RC District 27
 52. **Hon. Steve Sanchez**
La Quinta, RC District 66
 53. **Hon. Tim Sandoval**
Pomona, RC District 38
 54. **Hon. Zak Schwank**
Temecula, RC District 5
 55. **Hon. Emma Sharif**
Compton, RC District 26
 56. **Hon. Asam Sheikh**
Torrance, SBCCOG
 57. **Hon. Marty Simonoff**
Brea, RC District 22
 58. **Hon. Jeremy Smith**
Canyon Lake, Pres. Appt. (Member at Large)
 59. **Hon. Ward Smith**
Placentia, OCCOG
 60. **Sup. Hilda Solis**
Los Angeles County
 61. **Hon. Wes Speake**
Corona, WRCOG
 62. **Sup. Karen Spiegel**
Riverside County
 63. **Hon. Cynthia Sternquist**
Temple City, SGVCOG
 64. **Hon. Butch Twining**
Huntington Beach, RC District 64
 65. **Hon. Steve Tye**
Diamond Bar, RC District 37
 66. **Hon. William Uphoff**
Lomita, SBCCOG
 67. **Hon. Michael Vargas**
Perris, Pres. Appt. (Member at Large)



-
- 68. Hon. Scott Voigts**
Lake Forest, OCCOG

 - 69. Sup. Donald Wagner**
Orange County

 - 70. Hon. Colleen Wallace**
Banning, WRCOG

 - 71. Hon. Alan Wapner**
SBCTA

 - 72. Hon. Alicia Weintraub**
Calabasas, LVMCOG

 - 73. Hon. Zhen Wu**
San Clemente, OCCOG



SPECIAL TRANSPORTATION COMMITTEE AGENDA

Southern California Association of Governments
900 Wilshire Boulevard, Suite 1700 – Regional Council Room
Los Angeles, CA 90017
Thursday, April 9, 2026
9:00 AM

The Transportation Committee may consider and act upon any of the items on the agenda regardless of whether they are listed as Information or Action items.

CALL TO ORDER AND PLEDGE OF ALLEGIANCE *(The Honorable Mike T. Judge, Chair)*

REVIEW AND PRIORITIZE AGENDA ITEMS

ACTION ITEMS

1. The Road to LA28: A Regional Transportation Demand Management (TDM) Approach 20 Mins. PPG. 11
(Courtney Aguirre, Department Manager, SCAG)

RECOMMENDED ACTION:

Recommend that the Regional Council approve the 2028 Games Regional Transportation Demand Management (TDM) Approach; direct the Executive Director to take the necessary administrative actions to program resources; and pursue additional funding.

CONSENT CALENDAR

Approval Items

2. Minutes of the Meeting – March 5, 2026 PPG. 53

ADJOURNMENT



AGENDA ITEM 1

REPORT

Southern California Association of Governments
April 9, 2026

To: TC - Transportation Committee
From: Courtney Aguirre, Department Manager
213-236-1990, aguirre@scag.ca.gov
Subject: The Road to LA28: A Regional Transportation Demand Management (TDM) Approach

EXECUTIVE DIRECTOR'S
APPROVAL

RECOMMENDED ACTION:

Recommend that the Regional Council approve the 2028 Games Regional Transportation Demand Management (TDM) Approach; direct the Executive Director to take the necessary administrative actions to program resources; and pursue additional funding.

STRATEGIC PRIORITIES:

This item supports the following Strategic Priority 1: Establish and implement a regional vision for a sustainable future. 2: Be a cohesive and influential voice for the region.

EXECUTIVE SUMMARY:

The 2028 Olympic and Paralympic Games (Games) Regional Transportation Demand Management (TDM) Approach (Regional Approach) establishes a coordinated strategy to manage passenger and freight travel during the Games, with a particular focus on reducing background travel demand—the everyday trips that normally fill the system—to maintain safe and reliable operations. It outlines a shared vision, goals, programmatic categories, high impact strategies, roles and responsibilities, and key implementation milestones. The Regional Approach provides the foundation for advancing Games related TDM efforts across Southern California and will inform development of the forthcoming Regional TDM Strategic Plan (Strategic Plan). This work aligns with SCAG’s role as the Games Mobility Executives (GME) TDM lead and with SCAG’s Games Mobility Program Development Framework, approved by the Regional Council in September 2025. SCAG staff will present an update on the Regional Approach and outline next steps for implementation, offering an opportunity for input on core programmatic areas and overall program direction.

BACKGROUND:

As the GME TDM lead for the Games, SCAG is leading the development of a regional passenger and freight TDM strategy to guide coordinated policies, programs, and projects implemented by SCAG, LA28, transportation agencies, freight industry stakeholders, local jurisdictions, and other partners. This work builds on SCAG’s past TDM efforts, including the region’s first [TDM Strategic Plan](#) published in 2019, and leverages partner initiatives such as the [Los Angeles County Metropolitan](#)

[Transportation Authority's \(LA Metro's\) TDM Master Plan](#) and the [Orange County Transportation Authority \(OCTA's\) TDM Plan](#). In addition, this work builds on SCAG's past freight efforts, including the Last Mile Delivery Study, published in 2020, which assessed the use of curb areas for deliveries, and the magnitude of other curb uses competing for curb space in the study area of the City of Los Angeles. SCAG's Games TDM efforts are also grounded in the [Games Mobility Program Development Framework](#), which guides SCAG's broader Games-related work.

In partnership with GME members and other key stakeholders, SCAG developed the Games Regional TDM Approach to support coordinated implementation of TDM strategies across the region in advance of and during the Games. The document outlines the program's vision, goals, programmatic categories, high-impact strategies, roles and responsibilities, and key implementation milestones. Its development was informed by research, analysis, and stakeholder engagement across public agencies, local jurisdictions, transportation providers, and private sector partners. The Regional Approach serves as a precursor to the Games Regional TDM Strategic Plan, which will provide a more detailed timeline of the phased approach, incorporate insights from Games travel demand modeling analysis, and establish performance metrics to monitor progress and refine implementation.

VISION AND GOALS

The vision for the Games TDM Strategy is to deliver a connected, safe, and reliable travel experience for everyone during the Games, while laying the foundation for a lasting mobility legacy. This vision recognizes the Games as a catalyst—not only to manage short-term travel demand, but to accelerate lasting shifts toward more sustainable, efficient, and multimodal travel across the region.

The Games TDM strategy is guided by three core goals that reflect the region's priorities for both Games-time operations and long-term mobility outcomes. These include: 1) enabling informed travel and logistics decisions through clear and accessible information; 2) ensuring safe and reliable movement of people and goods during the Games; and 3) strengthening regional coordination and partnerships to support lasting mobility improvements. Together, these efforts aim to encourage multimodal travel, reduce congestion during peak travel periods, and improve mobility, air quality, and transportation system performance across passenger and freight networks during and after the Games.

At the core of the Games TDM Strategy is a regionwide objective to reduce background travel demand—the everyday commutes, errands, flow of goods, and other routine trips that normally fill the system. The collective aim is to lower this typical day-to-day demand during the Games to support safe, reliable travel and system operations, even with additional Games related travel. The [City of Los Angeles' bid](#) identified a target of approximately a 15 percent reduction in background travel demand during the Games. This target serves as a planning benchmark to guide strategy development, prioritize investments, and assess effectiveness. As planning advances and additional data and

modeling insights become available, this target will continue to be refined and may be considered at a more granular level, including venue specific modal targets.

PROGRAMMATIC CATEGORIES

Given the scale and complexity of the region, successful implementation will rely on a coordinated regional approach that leverages the capabilities of multiple partners. SCAG will lead select regionwide initiatives, while many other strategies will be advanced by partners in alignment with their roles and expertise, with support from SCAG through coordination, technical assistance, and funding where feasible. This approach enables the region to build on existing efforts, scale proven strategies, and tailor solutions to local contexts while maintaining overall regional alignment and consistency.

With support from SCAG's Regional Council, SCAG will coordinate with partners to advance TDM initiatives that align with the following categories:

- **Regional Communications and Outreach** - A coordinated regional communications and outreach campaign is critical to the success of the Games, given its ability to scale across the region and deliver targeted travel guidance. Effective communications will shape travel behavior, promote sustainable travel options, and help manage demand before and during the Games.
- **Regional Wayfinding** - Effective wayfinding supports the smooth movement of people and goods, manages crowd flows, and creates a clear, intuitive travel experience for everyone. During the Games, wayfinding plays an especially important role in encouraging the use of more efficient travel modes and operational approaches by guiding travelers and freight delivery operators across their entire journey—from arrival at airports, to transit connections, to access around venues and key destinations. A comprehensive approach includes physical signage, digital tools, and on the ground support. Digital trip planning tools, along with transportation ambassadors and volunteers, can reinforce messaging, provide tailored guidance, and support multilingual accessibility for both residents and visitors.
- **Mobility and Access Enhancements and Programs** - A coordinated set of programs and operational strategies is needed to expand multimodal travel options, influence travel behavior, and improve access to venues and key destinations. These efforts will support efficient passenger and freight movement by enhancing existing systems where there are gaps, deploying targeted services, and improving first/last mile connectivity.
- **Regulatory and Operational Policies** - Policies and operational strategies that manage travel demand, curb space, and goods movement are critical for supporting safe and reliable operations during the Games. These policies will be implemented by local and regional partners, including employers and freight industry stakeholders, and tailored to specific groups to reduce congestion, enhance safety, prioritize critical movements, and support

multimodal access. Regional coordination of policies will be essential to ensure consistency and alignment.

Depending on the strategy and implementation context, SCAG may play several complementary roles in advancing Games-related TDM initiatives. These roles include:

- Lead – SCAG leads project development and implementation of select regionwide initiatives.
- Support – SCAG provides funding and/or technical assistance to advance partner-led TDM initiatives.
- Partner – SCAG works jointly with public or private partners to advance TDM strategies that require shared leadership.
- Amplify – SCAG leverages, promotes, and aligns existing partner initiatives to maximize regional impact.

For more detail on the programmatic categories, high-impact strategies, and proposed roles and responsibilities, please see the attached **2028 Games Regional TDM Approach**.

IMPLEMENTATION APPROACH

SCAG will advance and support Games TDM initiatives through a partnership-driven and data informed approach, working collaboratively with public and private partners to deliver high impact strategies. Building on the model established through SCAG’s Regional Pilot Initiative Program (RPI), SCAG will focus on close coordination with agencies, private partners, and other key stakeholders to identify, develop, and implement projects. SCAG is also conducting Games travel demand modeling and other technical analyses to help target resources and interventions in areas with the greatest anticipated impacts.

To maximize available resources, SCAG is utilizing a multipronged funding approach that leverages several federal programs—including the Congestion Mitigation and Air Quality (CMAQ) Improvement Program, the Surface Transportation Block Grant (STBG) Program, and Federal Highway Administration (FHWA) planning funds. Each funding source supports different types of activities and has specific eligibility requirements, enabling SCAG to fund a broad range of planning, communications and outreach, technical assistance, and implementation efforts for both passenger and freight TDM strategies.

To date, as a part of SCAG’s annual Overall Work Program for FY25 and FY26, the Regional Council has approved approximately \$20 million in CMAQ, STBG, and Federal Highway Administration (FHWA) Planning funds to support SCAG’s Games Mobility Program, with about \$13.5 million dedicated to advancing the Games TDM strategy. As noted in the progress report to the Executive Administration Committee in March, staff is now seeking approval to obligate an additional \$14.8 million in CMAQ and STBG funds to further support Games TDM efforts. Pending Regional Council

approval, total funding allocated for the Games TDM strategy would amount to approximately \$28 million. Staff will return to the Regional Council for approval of any contracts in support of the work and continue to provide updates with more specificity as project concepts are further defined.

The current budget is proposed to be allocated across the following key programmatic categories based on anticipated impact, scalability, and the level of resources required to advance each category.

- **Communications and Outreach** – Reflects the scalability of communications strategies and their ability to deliver broad, regionwide benefits across multiple audiences.
- **Regional Wayfinding** – Supports the development of consistent, regionwide guidance and provides targeted funding to advance implementation.
- **Mobility and Access Enhancements and Programs** – Accounts for a range of initiatives that may be more cost-intensive, with costs varying based on project scale and complexity.
- **Regulatory and Operational Policies** – Anticipated to be advanced through SCAG’s existing staff and consultant resources.

SCAG is currently working with regional partners to identify and secure additional local, state, federal, and private sector funding to support implementation of the Games TDM Strategy.

TIMELINE

Implementation of the regional TDM strategy will occur in phases:

- **2026:** The Regional TDM Strategic Plan will be finalized by summer 2026, followed by project development and early implementation, including SCAG support for partner-led projects and continued development of regionwide resources. SCAG will also complete the Regional Communications Strategy by the end of 2026. In addition, SCAG will evaluate TDM efforts implemented for the 2026 FIFA World Cup to identify lessons learned and inform Games-time planning.
- **2027:** SCAG and regional partners will begin phased deployment of TDM strategies, including communications campaigns and partner-led initiatives designed to support regional preparedness in advance of the Games. SCAG will also assess TDM strategies and operational approaches used for the 2027 Super Bowl to further refine regional readiness and identify opportunities to strengthen multimodal access and demand management.
- **2028:** TDM strategies will be operational across the region to support Games-time travel and logistics management. After the Games, SCAG and regional partners will evaluate outcomes and work to institutionalize effective strategies that strengthen the region’s ability to manage future high-demand events, improve everyday mobility, and support a more reliable and resilient transportation network.

NEXT STEPS

Pending approval from the Transportation Committee and Regional Council, staff will coordinate with key partners and stakeholders to implement the Regional TDM Approach and advance strategies outlined in the guiding document.

FISCAL IMPACT:

Work associated with this item is included in the Fiscal Year 2025-2026 Overall Work Program. Upon Regional Council approval, staff will work toward obligating an additional \$14.8 million in CMAQ and STBG funds for the Games TDM Strategy.

ATTACHMENT(S):

1. 2028 Games Regional TDM Approach
2. PowerPoint Presentation - 2028 Games Regional TDM Approach

2028 GAMES

APRIL 1, 2026

Regional TDM Approach





Acknowledgements

The 2028 Games Regional TDM Approach was developed in coordination with members of the Games Mobility Executives Transportation Demand Management Subcommittee and participants of the Regional Passenger and Freight TDM Forums.



TABLE OF CONTENTS

OVERVIEW 4

WHAT IS TDM? 5

GAMES GOVERNANCE 6

VISION AND GOALS 8

TDM STRATEGIES AND ROLES AND RESPONSIBILITIES 9

PARTNERSHIP APPROACH 19

SCAG FUNDING SUPPORT 20

TIMELINE 21

NEXT STEPS 22

I OVERVIEW

The 2028 Olympic and Paralympic Games (“LA28 Games” or “Games”) will bring millions of visitors to Southern California and generate unprecedented travel demand across the region’s transportation network. Successfully managing this surge in travel - while maintaining the daily movement of residents, commuters, and goods - will require coordinated action across jurisdictions, agencies, and industry partners to ensure that people and goods can move safely and reliably throughout the region. Transportation Demand Management (TDM) will play a critical role in meeting this challenge. While infrastructure investments and transit service enhancements are essential, they alone are not sufficient to accommodate the scale of travel associated with the Games. TDM

strategies will influence how, when, and why people and goods travel, helping shift trips to more efficient modes, encourage off-peak travel, and reduce congestion across the transportation network.

As the Metropolitan Planning Organization for the six-county Southern California region and the lead agency for the Games Mobility Executives (GME) TDM Subcommittee, SCAG is coordinating the development and implementation of a regional TDM strategy for both passenger and freight travel. This effort builds on SCAG’s prior work, including the [TDM Strategic Plan](#), [Connect SoCal 2024](#), and other regional initiatives and plans such as [Los Angeles County Metropolitan Transportation Authority’s \(LA Metro’s\) TDM Master Plan](#) and [Orange County Transportation Authority \(OCTA’s\) TDM Plan](#). In coordination with regional partners, SCAG developed this Games Regional TDM Approach (“Regional Approach”) to guide the effort and lay the foundation for the Regional Games TDM Strategic Plan (“Strategic Plan”).

This Regional Approach establishes a guiding vision, goals, programmatic categories, and an implementation approach to support coordinated planning and deployment of TDM strategies in advance of and during the LA28 Games, while also advancing long-term regional mobility goals. Building on the Regional Approach’s foundation, the forthcoming Strategic Plan will provide a more detailed roadmap for regional TDM implementation, including priority strategies, implementation pathways, potential funding approaches, and performance metrics.



I WHAT IS TDM?

TDM refers to a set of strategies designed to influence how, when, and why people and goods travel in order to improve the efficiency and reliability of the transportation system. For the 2028 Games, TDM is a critical complement to infrastructure and service investments. While physical improvements expand capacity, TDM focuses on managing demand by reducing peak congestion, shifting travel to more efficient modes and times, and optimizing use of the existing transportation network.

This Games TDM Regional Approach addresses both passenger and freight travel, recognizing that the region's mobility system must support not only spectators and commuters, but also the continuous movement of goods and services that underpin daily life and economic activity.



Passenger TDM focuses on influencing individual travel behavior to reduce reliance on single-occupancy vehicles and encourage the use of transit, walking, biking, shared mobility, and off-peak travel. During the Games, passenger TDM will be essential to manage surges in spectator and workforce travel, reducing background congestion, and supporting a transit-first approach, while ensuring that residents, workers, and visitors can continue to move reliably throughout the region.



Freight TDM focuses on improving the efficiency and reliability of goods movement while minimizing disruptions to businesses and supply chains. This includes strategies such as shifting delivery schedules, optimizing routes, adjusting logistics operations, and coordinating curb access. Given Southern California's role as a major national and global logistics hub, maintaining freight mobility during the Games is critical to supporting local businesses, regional supply chains, and economic activity.

An integrated approach to passenger and freight TDM is essential. Prioritizing one without the other can lead to unintended consequences, such as supply chain disruptions or increased congestion and curb conflicts. This approach ensures that both people and goods can move safely, efficiently, and reliably during the Games.

I GAMES GOVERNANCE

Mobility planning for the 2028 Games is led by the Games Mobility Executives (GME), a coordinating body composed of key transportation agencies and stakeholders, including LA28, the City of Los Angeles Mayor’s Office, LA Metro, Metrolink, the California Department of Transportation (Caltrans), the Los Angeles Department of Transportation (LADOT), and SCAG. The GME is responsible for planning, coordinating, and aligning mobility strategies across the region, working through a series of subcommittees to advance priority areas such as transportation demand management, communications, and operations.

Together with regional partners, the GME is developing a comprehensive mobility strategy centered on a “transit-first” approach, supported by coordinated TDM strategies and targeted investments. Within this structure, SCAG serves as the lead agency for the GME TDM Subcommittee, guiding the development and coordination of the regional passenger and freight TDM strategy. The table below lists the GME Subcommittees and the associated GME lead agencies.

Table 1 GME Subcommittees

| GME Subcommittee | GME Lead Agency |
|---|---------------------|
| Accessibility | City of Los Angeles |
| Communications and Outreach | LA28 |
| Countywide Bus Only Lanes | LA Metro |
| First/Last Mile and Open Streets | LADOT |
| Games Enhanced Transit Service (GETS) | LA Metro |
| Games Route Network (GRN) / Integrated Traffic Management (ITM) | Caltrans |
| Heat | LA Metro |
| Key Stations / LRT Improvements | LA Metro |
| Mapping | LA28 |
| Mobility Hubs | LA Metro |
| Modeling | LA Metro |
| Passenger and Freight Transportation Demand Management (TDM) | SCAG |
| Regional Rail | Metrolink |
| Wayfinding | LA Metro |

SCAG's Role

Building on its role as the MPO and lead agency for the GME TDM Subcommittee, SCAG is advancing a coordinated, regionwide approach to passenger and freight TDM for the 2028 Games. SCAG advances this work through two complementary structures.

- » **SCAG's Games Mobility Program**, which provides the overarching framework for SCAG's Games-related work and establishes objectives to guide the development and implementation of the Games TDM strategy.
- » **GME TDM Subcommittee**, which serves as the primary forum for coordination, strategy development, and partner alignment.

Within this structure, SCAG's role is focused on leading regionwide initiatives, enabling coordinated regional action, and supporting partner-led implementation. The core elements of SCAG's approach include:

- » **Regional Coordination** – Convening agencies and stakeholders, facilitating collaboration across jurisdictions, and aligning strategies and communications such as through regional TDM forums.
- » **Project Development and Implementation** – Leading select regionwide initiatives, such as a coordinated communications and outreach campaign.
- » **Technical Assistance** – Providing guidance, toolkits, templates, and best practices to support partner deployment of TDM strategies.
- » **Funding Support** – Supporting partner-led initiatives where funding is available and aligned with program priorities.
- » **Leveraging Existing Efforts** – Amplifying and coordinating existing programs and initiatives across the region to maximize impact.



VISION AND GOALS

The vision for the Games TDM Strategy is to deliver a connected, safe, and reliable travel experience for everyone during the Games, while laying the foundation for a lasting mobility legacy. This vision recognizes the Games as a catalyst—not only to manage short-term travel demand, but to accelerate lasting shifts toward more sustainable, efficient, and multimodal travel across the region.

The Games TDM strategy is guided by three core goals that reflect the region’s priorities for both Games-time operations and long-term mobility outcomes. These include:

- 1 Enabling informed travel and logistics decisions through clear and accessible information;
- 2 Ensuring safe and reliable movement of people and goods during the Games; and
- 3 Strengthening regional coordination and partnerships to support lasting mobility improvements.

Together, these efforts aim to encourage multimodal travel, reduce congestion during peak travel periods, and improve mobility, air quality, and transportation system performance during and after the Games.

At the core of the Games TDM Strategy is a regionwide objective to reduce background travel demand—the everyday commutes, errands, deliveries, and other routine trips that normally fill the system. The collective aim is to lower this typical day-to-day demand during the Games to support safe, reliable travel and system operations, even with additional Games-related travel. The [City of Los Angeles’ bid](#) identified a target of approximately a 15 percent reduction in background travel demand during the Games. This target serves as a planning benchmark to guide strategy development, prioritize investments, and assess effectiveness. As planning advances and additional data and modeling insights become available, this target will continue to be refined and may be considered at a more granular level, including venue-specific modal targets.

Core Goals



TDM STRATEGIES AND ROLES AND RESPONSIBILITIES

To advance this vision and achieve these goals, SCAG, in collaboration with GME partners and other stakeholders, has identified critical, high-impact TDM strategies that are essential in managing travel demand during the Games. Strategy development was informed by extensive research, analysis of existing TDM conditions in Southern California, and robust stakeholder engagement across the region, including collaboration with GME agencies, transportation agencies, local jurisdictions, county transportation commissions (CTCs), airports, freight and logistics operators, transportation management associations and organizations (TMAs/TMOs), and private sector partners, among others.

Given the scale and complexity of the region, successful implementation will rely on a coordinated regional approach that leverages the capabilities of multiple partners. While SCAG will lead select regionwide initiatives, many strategies will be advanced by partners in alignment with their roles, authorities, and expertise, with support from SCAG through coordination, technical assistance, and, where feasible, funding. This approach enables the region to build on existing efforts, scale proven strategies, and tailor solutions to local contexts while maintaining overall regional alignment and consistency.

With support from SCAG's Regional Council, SCAG will coordinate with partners to advance TDM projects and policies that align with the following categories:



REGIONAL COMMUNICATIONS AND OUTREACH



MOBILITY AND ACCESS PROGRAMS



REGIONAL WAYFINDING



REGULATORY AND OPERATIONAL POLICIES

Depending on the strategy and implementation context, SCAG may play several complementary roles in advancing Games-related TDM initiatives. These roles include:



Lead

SCAG leads project development and implementation of select statewide initiatives.



Support

SCAG provides funding and/or technical assistance to advance partner-led TDM initiatives.



Partner

SCAG works jointly with public or private partners to advance TDM strategies that require shared leadership.



Amplify

SCAG leverages, promotes, and aligns existing partner initiatives to maximize regional impact.

An overview of the programmatic categories, high-impact strategies, and proposed roles and responsibilities is provided below. The proposed partner roles and responsibilities largely reflect work already underway or planned, as well as activities aligned with each agency’s roles, authority, and expertise. These roles may continue to evolve as planning progresses.

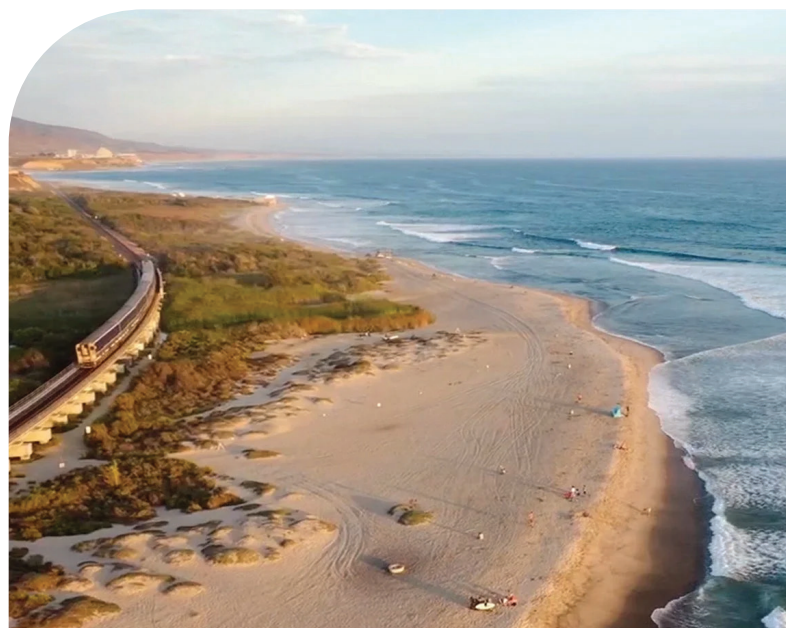




Table 2 SCAG Roles: Communications & Outreach

| Strategy | Key Responsibilities | SCAG Roles |
|--|--|------------|
| Regional Communications Campaign | Develop a detailed communications and outreach implementation plan. This will include conducting a regionwide needs assessment and an audit of partners' communications channels; identifying key outreach channels, formats, and touchpoints; developing a messaging matrix segmented by audience type; and establishing a detailed timeline for phased implementation. | ★ |
| | Create communications materials for a public-facing communications campaign that can be adapted across platforms and tailored to different audiences. | ★ |
| | Disseminate Games TDM communications, including securing targeted regionwide ad buys, and sharing SCAG-developed communications materials and templates with partners. | ★ |
| | Conduct targeted outreach to key audiences (e.g., residents, spectators, workforce, businesses, freight stakeholders). This may include providing targeted travel advice and resources to groups near transportation hot spots, and venue zones, via workshops and consultations, mailers, emails, social media, and newsletters, among other forms of outreach. | ★ 🗣️ |
| Central Information Platform/Digital Assets | Develop and maintain a public-facing central "Know Before You Go" Games TDM landing webpage that serves as the "single source of truth" for the Games for spectators, residents, commuters, and the freight industry. This will include Games-related information for passengers and freight stakeholders in the region; this will include details on GETS pick-up and drop-off locations, fan fests, mobility hubs, park-and-ride locations, venue-area delivery windows and restrictions, detour routes, and other critical travel updates. | ★ |
| | Develop and manage a centralized information hub for partner agencies and other key stakeholders to serve as a repository for Games TDM communications and resources. SCAG will develop communications toolkits tailored to partner type, such as businesses/employers, local jurisdictions, freight stakeholders, and transit operators, among others, to support localized outreach and implementation. SCAG will also compile partner-developed Games content to ensure all relevant material is stored in one location and accessible to partners. | ★ 🗣️ |
| | Convene regular communications check-ins with partner agencies (targeted by agency type- e.g., COGs, transit operators, etc.) to align messaging, review communication toolkits, and coordinate any needed adaptations or pivots. | ★ |
| Coordinated Alignment Check- Ins | Convene regular communications check-ins with partner agencies (targeted by agency type- e.g., COGs, transit operators, etc.) to align messaging, review communication toolkits, and coordinate any needed adaptations or pivots. | ★ |

Task Initiated: 2025-26 2027 2028

Role: ★ Lead ⚙️ Support 🤝 Partner 🗣️ Amplify



Table 3 Partner Roles: Communications & Outreach

| Strategies | Key Responsibilities | Partners Involved |
|---|---|--|
| Primary Communications To Games Audiences | Lead direct communications to Games-specific audiences (i.e., athletes, media, ticket holders), including travel guidance and venue access information. | LA28 |
| Regional Message Dissemination | Disseminate SCAG- and LA28-developed materials through communication channels (websites, newsletters, social media, meetings). | LA28; Venue Cities; Freight Stakeholders; Caltrans; GME; Non-venue Cities; CTCs; COGs; TMAs/TMOs; Tourism Bureaus |
| Targeted Outreach & Engagement | Conduct targeted outreach to key groups (residents, businesses, logistics operators, communities near venues and corridors). | LA28; Caltrans; Venue Cities; GME; Non-venue Cities, CTCs; COGs; TMAs/TMOs; Tourism Bureaus |
| Freight-Specific Communications & Coordination | Communicate delivery restrictions, routes, and operating windows; provide industry input and advisory support. | Freight Industry Stakeholders; LA28; Caltrans; Venue Cities |
| Message Tailoring & Amplification | Adapt and amplify regional messaging for specific audiences (commuters, visitors, businesses, communities). | Venue Cities; LA28; GME (e.g., LA Metro); Non-venue Cities; Freight Industry Stakeholders; CTCs; COGs; TMAs/TMOs; Tourism Bureaus; Transit operators |
| Stakeholder Coordination & Input | Provide feedback and identify needs to inform messaging, tools, and outreach strategies (see SCAG Coordinated Alignment Check ins). | Freight Stakeholders; GME; Non-venue Cities; CTCs; COGs; TMAs/TMOs; Tourism Bureaus |
| Localized Travel Guidance & Impact Communication | Provide location-specific travel guidance, expected impacts, and recommended travel options. | Venue Cities |
| Local Access & Operations Communication | Communicate local access plans, including street closures, detours, parking restrictions, curb use, and delivery protocols. | Venue Cities; Non-venue Cities; LA28 (security perimeters, freight protocols); Caltrans (GRN routes) |

Task Initiated: 2025-26 2027 2028



Table 4 SCAG Roles: Regional Wayfinding

| Strategy | Key Responsibilities | SCAG Roles |
|----------------------------|---|------------|
| Physical Wayfinding | Conduct a regionwide needs assessment to evaluate partner capacity to deploy wayfinding, including in-house fabrication capabilities, procurement processes, and resource needs. | ★ |
| | Promote wayfinding guidance and resources developed by partners, such as LA28's look and signage guidelines. | 🔊 |
| | Establish partnerships with private partners where feasible to support wayfinding efforts. | ★ 🤝 |
| | Provide technical assistance and support for wayfinding at regional transportation and intermodal facilities, such as airports, to promote regional connectivity and seamless transfer between modes of travel. | ⚙️ 🤝 |
| Digital Wayfinding | Coordinate with partners on community trip planning solutions (e.g., Google Maps, Apple Maps, Games-related apps, etc.) to ensure a more seamless user experience. | 🤝 🔊 |
| | Promote TDM messaging in official LA28 trip planning apps. | 🔊 |

Task Initiated:

2025-26 2027 2028

Role: ★ Lead ⚙️ Support 🤝 Partner 🔊 Amplify



Table 5 Partner Roles: Regional Wayfinding

| Strategies | Key Responsibilities | Partners Involved |
|--|--|--|
| Wayfinding Standards & System Design | Develop official design standards, signage guidelines, and system frameworks to ensure consistency across regions and modes. | LA28 (lead); Others: SCAG, LA Metro (partners who will amplify) |
| Wayfinding Planning, Tools & Implementation Support | Develop toolkits (e.g., kit-of-parts), deployment strategies, installation/removal plans, and maintenance processes; conduct pilot testing to validate design and user experience. | LA Metro |
| Digital Wayfinding & Trip Planning Integration | Develop and integrate trip planning tools and applications; incorporate Games-related data (venues, routes, disruptions) into regional and third-party platforms. | LA28; LA Metro |
| Transportation Ambassadors / Volunteers | Recruit, train, deploy, and coordinate volunteers to provide on-the-ground navigation assistance at venues, stations, and key locations. | LA28; LA Metro; Metrolink; Venue Cities; Transit Operators; Other Partners |
| Physical Wayfinding Deployment (Multi-Jurisdictional) | Plan, install, and manage wayfinding signage across venues, transit systems, highways, local streets, airports, and other key locations, including GRN and detour routes. | LA28; LA Metro; Caltrans; Venue Cities; Transit Operators; Other Partners (e.g., Non-Venue Cities, Airports, etc.) |
| Freight Wayfinding & Data Integration | Provide advisory input and integrate traffic and routing data into freight dispatch, scheduling, and routing systems to support delivery planning and operations. | Freight Industry Stakeholders |

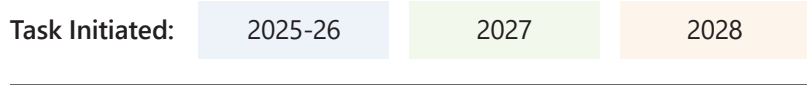




Table 6 SCAG Roles: Mobility and Access Programs

| Strategies | Key Responsibilities | SCAG Roles |
|---------------------------------------|---|------------|
| Expanded Mobility Options | Provide support for the targeted use of mobility services to bridge gaps in areas with the most demonstrated need. Examples of services: micromobility, microtransit, and shuttle programs. | |
| | Support transit/bikeshare pass promotional programs in partnership with others, such as GME agencies, transit operators, TMAs/TMOs, airports, tourism bureaus, hotels, etc. | |
| | Provide support for incentives and rewards programs that promote car/vanpooling to residents and workers. | |
| | Provide support and technical assistance to TMA/TMOs to expand their reach and/or scope to meet Games and legacy needs. | |
| Freight And Delivery Solutions | Provide support for the use of delivery lockers; cargo bikes; and staging/consolidation hubs. | |

Task Initiated:

2025-26
2027
2028

Role: ★ Lead Support Partner Amplify








Table 7 Partner Roles: Mobility and Access Programs

| Strategies | Key Responsibilities | Partners Involved |
|--|---|---|
| Transit Service Planning & Operations (Gets & Core Service) | Plan, coordinate, and deliver enhanced transit services (e.g., GETS), including service expansion, station improvements, and prioritization of existing riders. | LA Metro; Transit Operators |
| Mobility Hubs, First/ Last Mile & Open Streets | Plan and implement mobility hubs and first/last mile solutions; support Open Streets activations; provide technical assistance and funding programs to partners. | LA Metro; Venue Cities |
| Fare Integration & Payment Systems | Develop integrated fare strategies and deploy interoperable, open-loop payment systems across operators. | LA Metro; OCTA; CTCs; Transit Operators; Regional Rail Partners |
| Roadway & Network Management (GRN) | Develop and implement the Games Route Network (GRN), including dedicated lanes and coordination across state and local systems. | Caltrans; Venue Cities |
| Regional Rail Coordination | Develop and deliver coordinated regional rail service plans and agreements between passenger and freight operators to ensure service reliability and capacity. | Metrolink; Regional Rail Partners |
| Local Mobility & Infrastructure Enhancements | Implement local mobility services (e.g., shuttles, micromobility, microtransit) and deliver infrastructure improvements (active transportation, pedestrian, bike facilities, wayfinding). | Venue Cities |
| Service Coordination & Customer Information | Coordinate across agencies on service planning, fare integration, and customer-facing information to ensure a seamless user experience. | LA Metro; Transit Operators; Regional Rail Partners |
| Commute Programs & Demand Management | Promote and expand rideshare, carpool, vanpool, and employer-based commute programs; integrate existing TDM services into regional strategy. | CTCs; AQMD; Rule 2202 agencies |

Task Initiated: 2025-26 2027 2028



Table 8 SCAG Roles: Regulatory and Operational Policies

| Strategies | Key Responsibilities | SCAG Roles |
|--|---|---|
| Regional Coordination | Facilitate regional coordination to promote consistency in policy approaches while allowing for local flexibility. Partner with LA28, GME, and other regional agencies to develop an approach for alignment and consistency and to amplify and support policy approaches. |  |
| Policy Alignment | Conduct outreach and engagement with stakeholders (e.g., cities, employers, freight operators) to encourage early adoption and alignment of policies. |  |
| Core Policy – Curb Space And Parking | Provide technical assistance, best practices, and case studies to support local jurisdictions, businesses, freight partners, agencies, and other stakeholders in designing and implementing Games-related curb space and parking policies. |  |
| Core Policy – TNC Pick Up/Drop Off | Provide technical assistance, best practices, and case studies to support local jurisdictions, agencies, venues, and other stakeholders in designing and implementing TNC pick up and drop off policies. |  |
| Core Policy – Freight Off-Peak Deliveries And Rerouting | Provide technical assistance, best practices, and case studies to support local jurisdictions, freight partners, agencies, employers, and other stakeholders in designing and implementing freight strategies for the Games, including rerouting and off peak delivery approach policies. |  |

Task Initiated: 2025-26 2027 2028

Role:  Lead  Support  Partner  Amplify



Table 9 Partner Roles: Regulatory and Operational Policies

| Strategies | Key Responsibilities | Partners Involved |
|--|---|---|
| Regional Policy Coordination & Alignment | Coordinate across jurisdictions to align local policies with broader regional Games mobility strategies. | LA28; Venue Cities; GME |
| Venue Access, Security & Accreditation Policies | Establish and enforce venue access controls, accreditation requirements, and security perimeter policies. | LA28 |
| Highway And Arterial Traffic Management Policies | Implement and enforce highway and arterial management via the Games Route Network (GRN). | Caltrans (lead); Venue Cities; LA28; GME |
| Local Traffic & Curb Management Policies | Implement and enforce traffic management strategies (e.g., street closures, special event permitting), curb space regulations, parking management (pricing, access), and loading zone controls. | LA28; Venue Cities |
| Shared Mobility & Local Regulatory Controls | Establish and enforce regulations for TNCs, micromobility, and other shared mobility services to manage demand. Ensure coordination at venues, venue cities, mobility hubs, and Games Enhanced Transit System (GETS) sites. | Venue Cities; Venues; LA28; GME (e.g., LA Metro); TNC and Micromobility Operators |
| Construction & Network Operations Management | Implement moratoriums on highway and major corridor construction to preserve network capacity during the Games. | Caltrans; Venue Cities |
| Freight Operations & Delivery Management | Implement operational policies, including off-peak delivery programs, adjusting delivery windows, coordinating consolidation/staging strategies, and optimizing routing to reduce conflicts with passenger travel. | LA28; Businesses; Freight Industry Stakeholders |
| Employer-Based Travel Demand Policies | Implement workplace strategies such as telework, flexible schedules, and staggered shifts to reduce peak travel demand. | Employers / Businesses; AQMD |

Task Initiated: 2025-26 2027 2028



I PARTNERSHIP APPROACH

SCAG will advance and support Games TDM initiatives through a partnership and data-driven approach, working collaboratively with public and private partners to support high-impact TDM strategies. Building on the model established through SCAG's [Regional Pilot Initiative Program \(RPI\)](#), this approach emphasizes collaboration with agencies, TMAs/TMOs, employers, freight and logistics stakeholders, airports, tourism organizations, and private mobility providers to refine project concepts, identify implementation pathways, and provide technical assistance and funding support where appropriate. Complementing this effort, SCAG is conducting analysis and Games travel demand modeling to inform project selection and prioritization, helping target interventions in areas with the greatest anticipated impacts to reduce congestion, manage travel demand, and support key performance outcomes.

The strategies identified to date reflect the outcome of analysis, research, and stakeholder engagement, but will continue to evolve as planning progresses and new opportunities emerge. In identifying partnership opportunities, SCAG will consider several factors, including alignment with the TDM goals and objectives, potential to support Games-time mobility needs, community benefits, partner readiness, ability to be implemented within the available timeframe, cost effectiveness, audiences served, and potential for scalability or long-term legacy benefits. This process will remain flexible to allow SCAG and partners to respond to emerging opportunities and evolving operational needs as planning for the Games continues.

I SCAG FUNDING SUPPORT

SCAG is proactively identifying and leveraging funding sources to support mobility needs associated with the LA28 Games. As part of this effort, SCAG ensured that TDM related projects were a priority category within the most recent Surface Transportation Block Grant (STBG) and Congestion Mitigation and Air Quality (CMAQ) Improvement Program Call for Projects. This winter, approximately \$1.25 billion in STBG/CMAQ funds were awarded for 132 transportation projects across the region. Nearly half of this investment will support initiatives that advance mobility, safety, and operational needs for the Games.

Complementing its role in administering STBG/CMAQ funds, SCAG supports Games-related TDM efforts by leveraging its existing funding and advocating for and securing new funding. To date, as a part of SCAG's annual Overall Work Program for FY25 and FY26, the Regional Council has approved approximately \$20 million in CMAQ, STBG, and Federal Highway Administration (FHWA) Planning funds to support SCAG's Games Mobility Program, with about \$13.5 million

dedicated to advancing the Games TDM strategy. Pending Regional Council approval of an additional \$14.8 million, total funding allocated for the Games TDM strategy would amount to approximately \$28 million.

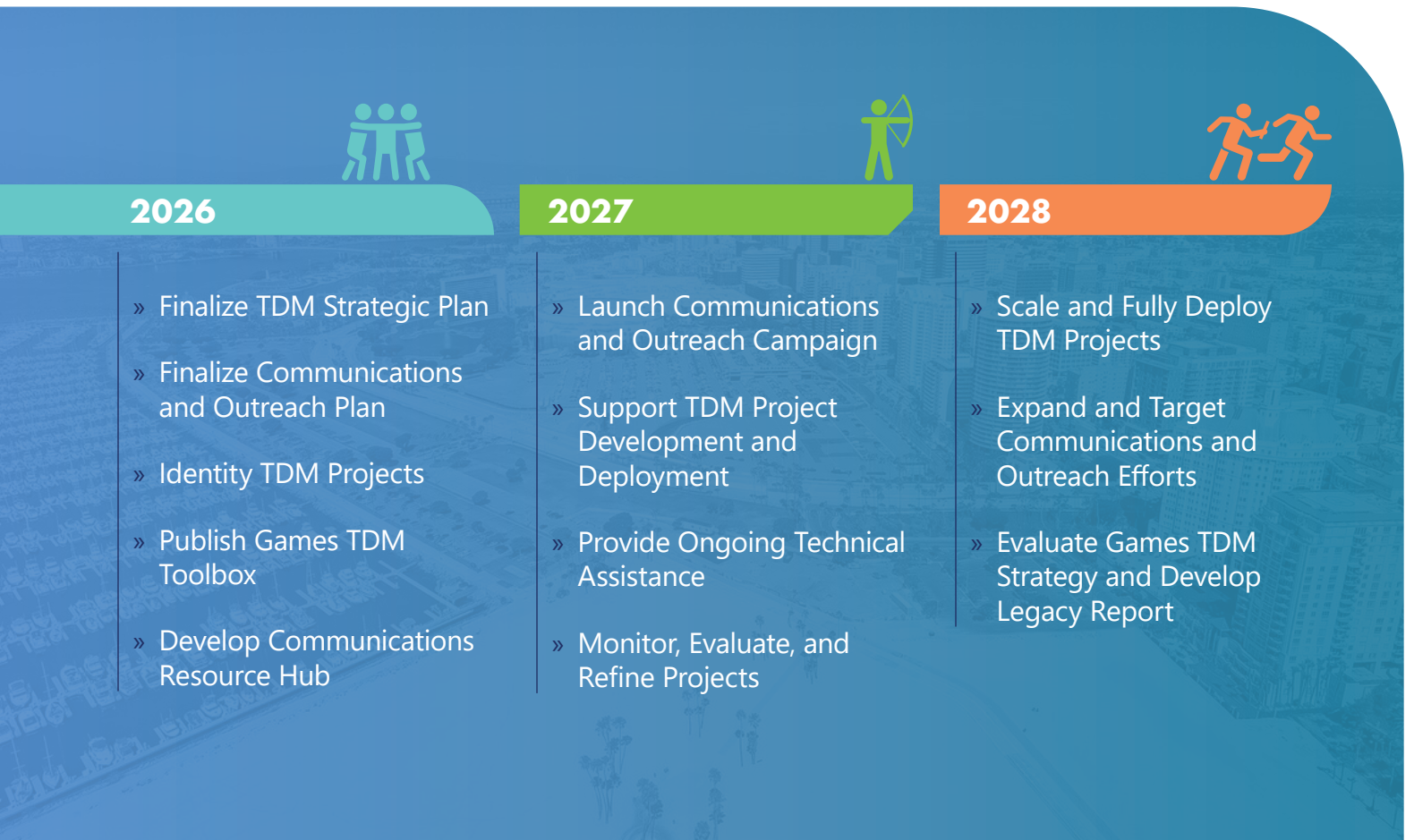
These funds will help advance priority initiatives that align with this Regional Approach and support coordination with regional partners to prepare for the demands of the Games. Games TDM funding will be allocated across key programmatic categories based on anticipated impact, scalability, and resource needs, supporting a range of planning, communications and outreach, technical assistance, and implementation activities across both passenger and freight TDM strategies.

SCAG is also working with regional partners to identify and secure additional funding to support implementation of the regional TDM strategy. In addition to the funding already secured, SCAG is seeking additional local, state, and federal funding, as well as private sector partnerships that could support TDM initiatives.

TIMELINE

Implementation of the regional TDM strategy will occur in phases. The Strategic Plan will be finalized by summer 2026, followed by project development and implementation—including SCAG support of partner-led projects—and ongoing development of regionwide resources. In 2027, SCAG and regional partners will begin phased deployment of TDM strategies, including communications campaigns and partner-led initiatives designed to support regional preparedness in advance of the Games. By 2028, TDM strategies will be operational across the region to support Games-time travel and

logistics management. After the Games, SCAG and regional partners will evaluate outcomes and work to institutionalize effective strategies that strengthen the region’s ability to manage future high-demand events, improve everyday mobility, and support a more reliable and resilient transportation network. Together, these efforts position the LA28 Games as both a global event and an opportunity to strengthen regional coordination, test innovative approaches to managing travel demand, and advance lasting improvements in mobility and system resilience for people and goods across Southern California.



I NEXT STEPS

SCAG will continue coordinating with key partners and stakeholders to advance the TDM Strategic Plan and support a cohesive regional approach to implementation. Key upcoming milestones include:

TDM Strategic Plan Development

Continue development of the regional TDM Strategic Plan, which is anticipated to be completed by summer 2026. Key next steps include conducting additional analysis and modeling to better understand the impacts of the Games on regional travel patterns and identify where targeted interventions may be most effective. SCAG will utilize the updated Games Living Model (GLM), which accounts for both background and Games-related travel, to help inform project prioritization and strategy development.

Partnership Approach

Engage public and private partners to identify and advance high-impact, implementable projects aligned with the Games TDM strategy goals and objectives and supported by data and analysis.

Regional Coordination

Continue convening regional passenger and freight TDM forums and coordinating with venue and non-venue cities, CTCs, transit operators, industry stakeholders, tourism bureaus, and other regional partners to support alignment and information sharing.

Communications and Outreach Plan

Develop a regional TDM communications and outreach plan to guide campaign deployment and coordinated messaging across partners. Initial efforts will include a regionwide assessment of partners' communications channels and the development of adaptable communications resources that partners can use for local outreach.

Regionwide Resources

Develop regionwide tools and resources to support partner implementation. This includes updating SCAG's [TDM Toolbox](#) to incorporate Games-related strategies, case studies, and implementation guidance, as well as developing toolkits and templates that partners can adapt to local contexts.

This page is intentionally left blank.



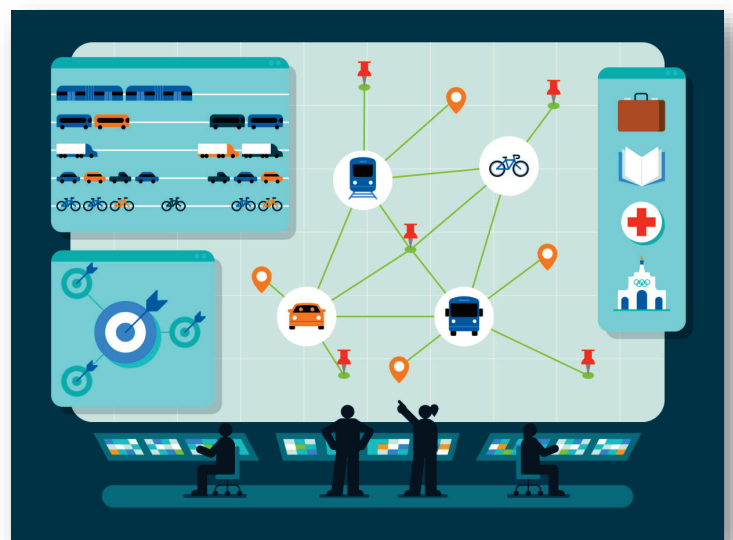
2028 Games Regional TDM Approach

April 9, 2026

WWW.SCAG.CA.GOV

Games Regional TDM Approach Purpose

- Serve as an integrated guiding document for both passenger and freight TDM
- Establish the vision, goals, and objectives for the Games TDM strategy
- Define programmatic categories, strategies, and implementation approach
- Clarify SCAG's role and partner coordination
- Outline funding context and availability
- Identify next steps toward finalizing the Regional TDM Strategic Plan

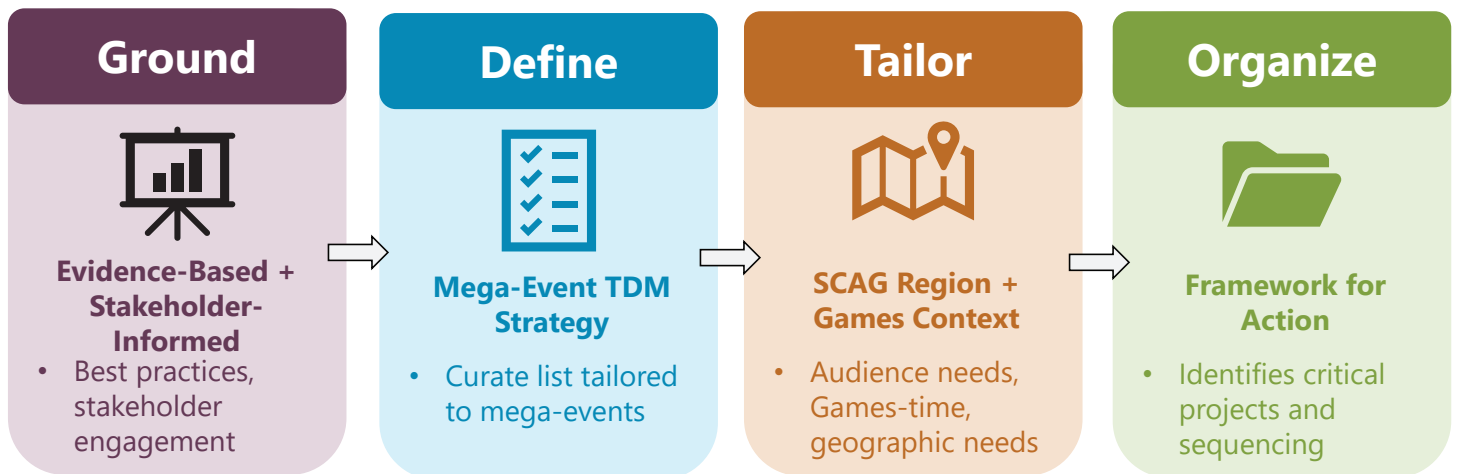


Vision and Goals

Deliver a connected, safe, and reliable travel experience for everyone during the Games, while laying the foundation for a lasting mobility legacy

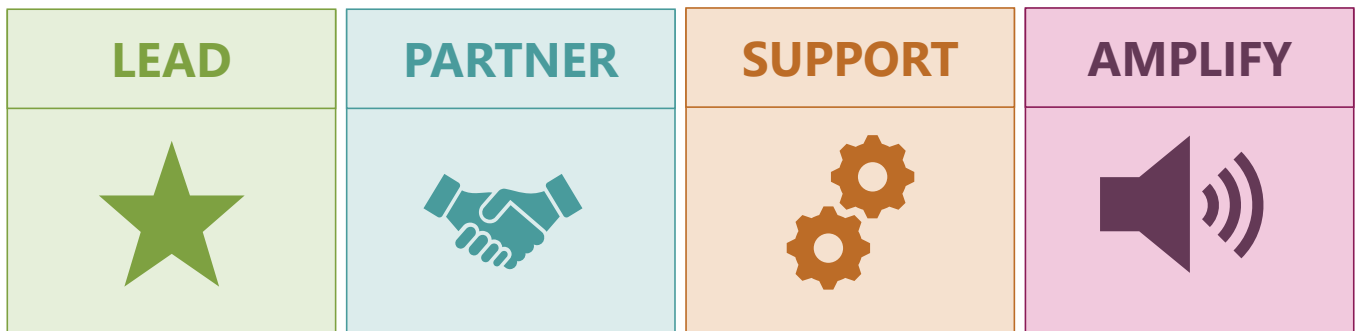


TDM Regional Approach Development Process



Coordinated Regional Approach

- Coordinated, comprehensive regional approach - includes projects both SCAG and partners will lead
- Identified four categories with key strategies identified as "must haves"
- SCAG's role is defined as:

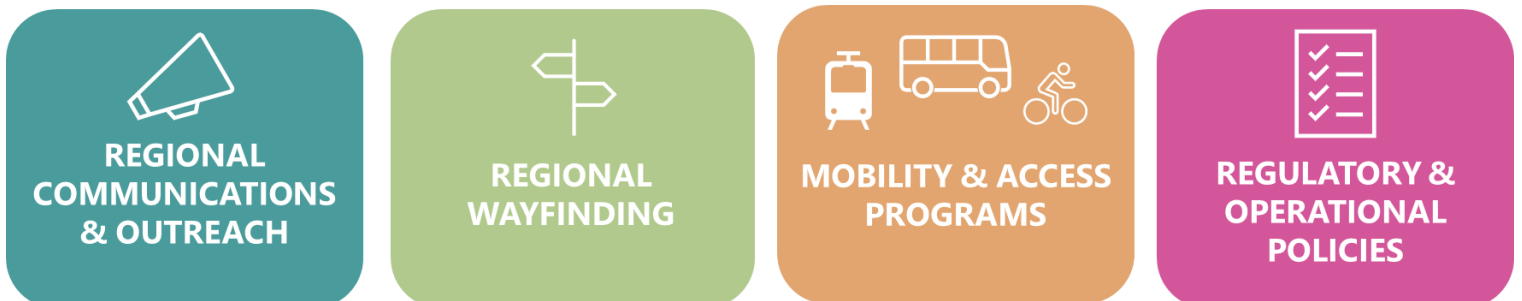


SOUTHERN CALIFORNIA ASSOCIATION OF GOVERNMENTS

5

Programmatic Categories

- Based on the work to date, the approach identifies four programmatic categories to guide regional coordination and implementation:



SOUTHERN CALIFORNIA ASSOCIATION OF GOVERNMENTS

6

Regional Outreach and Communications



Regionwide communications, outreach, and traveler information efforts that help residents, workers, visitors, and businesses plan ahead and make informed travel and logistics decisions during the Games.



Fun fact: London created >600,000 travel plans and transmitted 107 million travel advice emails during the 2012 Games.

Regional Outreach and Communication



SCAG's Role

Regional Communications Campaign

- ★ Create regional communications plan
- ★ Develop campaign materials and messaging frameworks
- ★ Lead regionwide dissemination and ad strategy
- ★ Conduct targeted outreach to key partners
- ★ Convene coordination check-ins with partners

Central Information Hub

- ★ Develop and maintain central "Know Before You Go" platform
- ★ Create resource hub and toolkits for partners





Regional Outreach and Communication

KEY PARTNER ROLES

Communication Delivery

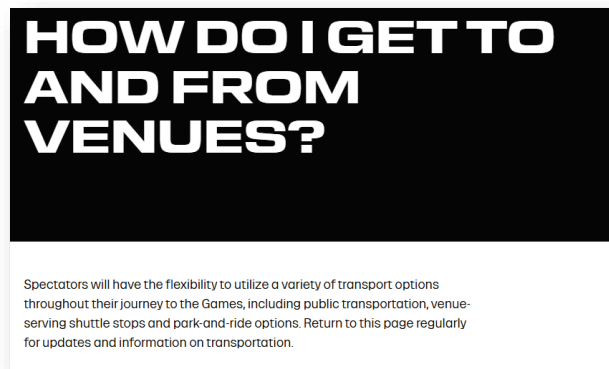
- ✓ Direct communications to Games audiences (Lead: LA28)
- ✓ Regional message dissemination across channels

Targeted Outreach

- ✓ Targeted outreach and engagement
- ✓ Freight-specific coordination and messaging

Local and Partner Coordination

- ✓ Local travel guidance and impact communication
- ✓ Local access and operations communications
- ✓ Stakeholder input and coordination



Regional Wayfinding

Coordinated physical and digital wayfinding systems and transit ambassadors that help travelers navigate the transportation network and reach venues and key destinations efficiently.

Fun fact: The “Kit of Parts” approach to wayfinding was first applied during the 2000 Games in Sydney.



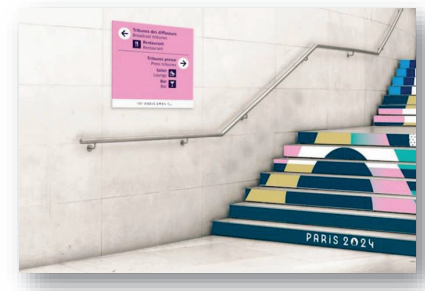


Regional Wayfinding

SCAG's Role

Physical Wayfinding

- ★ Assess regional needs and partner capacity
- 🤝⚙️ Technical assistance at key regional facilities
- 🔊 Promote partner-developed signage standards
- ★🤝 Explore partnerships to support wayfinding delivery



Digital Wayfinding

- 🤝🔊 Coordinate with partners on trip planning solutions
- 🔊 Promote TDM messaging in trip planning platforms



Regional Wayfinding

KEY PARTNER ROLES

Physical Wayfinding

- ✓ Wayfinding standards & system design (Lead: LA28)
- ✓ Physical wayfinding deployment across systems and jurisdictions
- ✓ Planning tools, pilot testing, and implementation support (Lead: LA Metro)

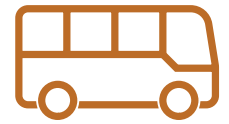
Digital Wayfinding

- ✓ Digital trip planning development and integration (Lead: LA28, LA Metro)
- ✓ Freight data integration

Transportation Ambassadors / Volunteers

- ✓ Lead transportation ambassador / volunteer program





Mobility and Access Programs

Programs and operational strategies that bridge gaps in multimodal travel options, enhance operational efficiency, encourage mode shift, and support efficient passenger and freight movement.






Fun fact: Paris added 20,000 bike parking spaces and 30,000 bikes during the 2024 Games.



Mobility and Access Programs


SCAG's Role

Expanded Mobility Options

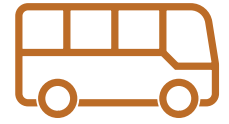
-  Support targeted mobility services in high-need areas (e.g., micromobility, microtransit, shuttles)
-  Support promotional and incentive programs (transit passes, car/vanpooling)
-  Provide support and technical assistance to expand existing TDM programs and reach (e.g., TMA/TMO services)



Freight and Delivery Solutions

-  Support strategies such as delivery lockers, cargo bikes, and consolidation hubs

| LEAD | PARTNER | SUPPORT | AMPLIFY |
|--|---|---|---|
|  |  |  |  |



Mobility and Access Programs

KEY PARTNER ROLES

Transit and Regional Rail

- ✓ Transit service planning, operations, & customer information (Transit operators)
- ✓ Regional rail coordination (Regional rail partners)
- ✓ Fare integration & payment systems (Transit operators)

Roadway/Network Management

- ✓ Roadway/network management (Caltrans, Venue cities)

Mobility and First/Last Mile Improvements

- ✓ Mobility hubs, first/last mile, and Open Streets (LA Metro, Venue cities)
- ✓ Local mobility & infrastructure enhancements (Venue cities)

Commute Programs

- ✓ Commute programs & demand management (CTCs, AQMD, Employers, TMAs/TMOs)

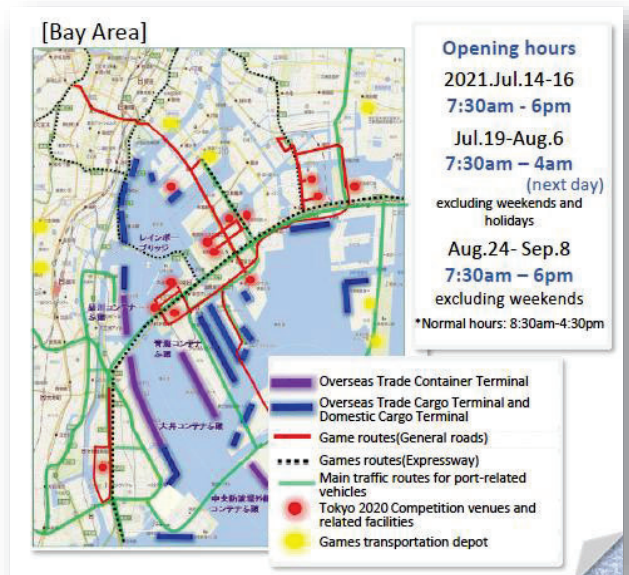


Regulatory and Operational Policies



Policies and operational strategies that manage travel demand, curb space, and goods movement to maintain safe and reliable operations during the Games.

Fun fact: The Port of Tokyo extended its operating hours till 4am during the 2020 Games. The Port of Los Angeles handles more than twice the annual volume as the Port of Tokyo.





Regulatory and Operational Policies

SCAG's Role

Regional Policy Coordination

- Facilitate regional coordination to promote consistency in policy approaches while allowing for local flexibility.
- Conduct outreach to encourage early adoption.

Core Policy Assistance

- Provide technical assistance to support
- Curb space and parking management
 - TNC pick-up and drop-off
 - Off-peak/overnight freight delivery operations, truck rerouting, and staging goods



Regulatory and Operational Policies

KEY PARTNER ROLES

Policy Coordination

- Support policy coordination and alignment across jurisdictions

Venue Access and Security

- Venue access, security & accreditation policies (Lead: LA28)

Games Route Network

- State Highway System (Lead: Caltrans)
- Local right-of-way (Lead: Venue Cities)
- Construction & network operations management

Local-level Policies

- Local traffic, curb, and parking management (Lead: Venue Cities)
- Shared mobility regulations

Freight Policies

- Freight operations & delivery policies

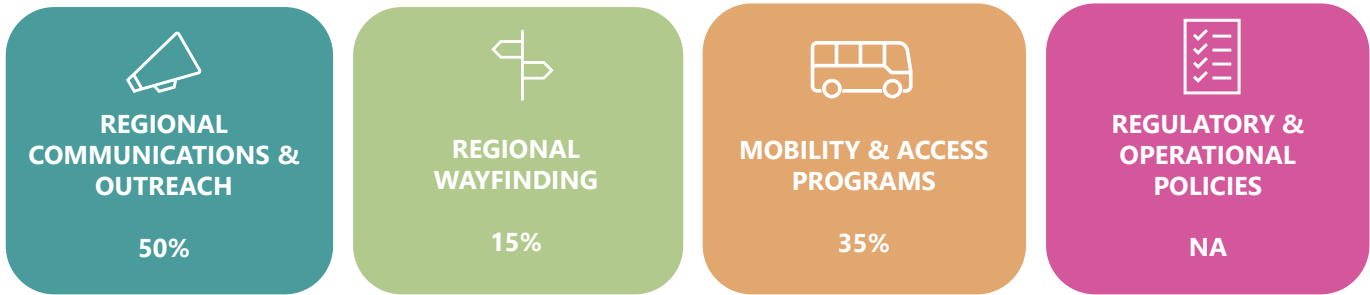
Commute Reduction Policies

- Employer-based demand management strategies

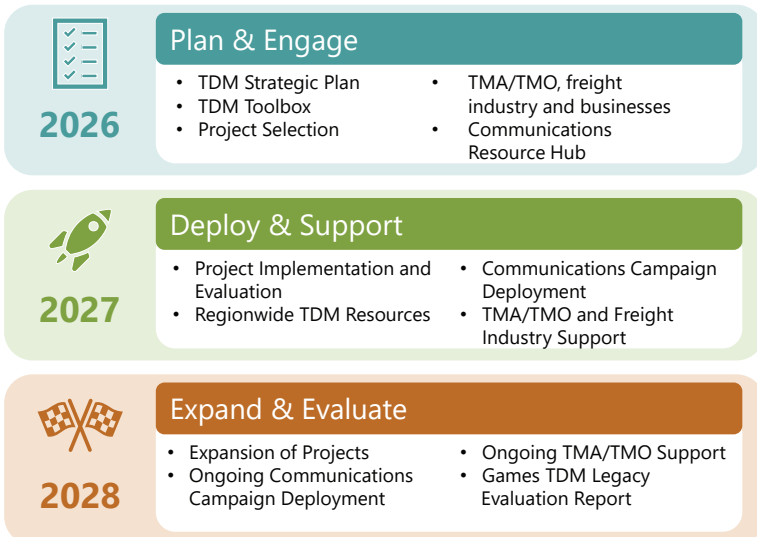


Proposed SCAG TDM Budget

- Full Program Cost = \$53.3 M
 - Federal Request = \$25 M
 - Available Resources= \$13.5 M approved in OWP + 14.8 M CMAQ/STBG to be obligated
- Priority Investment Categories & Estimated Expenditures:



Games TDM Strategy Timeline



Next Steps

- May 2026
 - Regional Council Approval of Games TDM Regional Approach
 - Games panel at SCAG's General Assembly
- July 2026
 - Transportation Committee and Regional Council TDM Strategic Plan Update



Recommended Action

- Recommend that the Regional Council approve the 2028 Games Regional Transportation Demand Management (TDM) Approach; direct the Executive Director to take the necessary administrative actions to program resources; and pursue additional funding.



THANK YOU!

For more information, please visit:

<https://scag.ca.gov/LA28>





Southern California Association of Governments
April 9, 2026

**MINUTES OF THE REGULAR MEETING
TRANSPORTATION COMMITTEE (TC)
THURSDAY, MARCH 5, 2026**

THE FOLLOWING MINUTES IS A SUMMARY OF ACTIONS TAKEN BY THE TRANSPORTATION COMMITTEE (TC). A VIDEO AND AUDIO RECORDING OF THE ACTUAL MEETING IS AVAILABLE AT: <http://scag.iqm2.com/Citizens/>

The Transportation Committee (TC) of the Southern California Association of Governments (SCAG) held its regular meeting in person and virtually (telephonically and electronically). A quorum was present.

Members Present:

| | | |
|--------------------------------------|-----------------------------------|-----------------------------|
| Hon. Mike T. Judge (Chair) | | VCTC |
| Hon. Thomas Wong (Vice Chair) | Monterey Park | SGVCOG |
| Hon. Zeel Ahir | <i>Artesia</i> | GCCOG |
| Hon. Ryan Balius | <i>Anaheim</i> | |
| Hon. Austin Bishop | <i>Palmdale</i> | District 43 |
| Hon. Denise Delgado | <i>Coachella, Pres. Appt.</i> | Member at Large |
| Hon. John Dutrey | <i>Montclair</i> | SBCTA |
| Hon. Jason Gibbs | <i>Santa Clarita</i> | NCTC |
| Hon. William Go | <i>Irvine</i> | District 14 |
| Hon. Curt Hagman | | San Bernardino County |
| Hon. Jan Harnik | | RCTC |
| Hon. Laura Hernandez | <i>Port Hueneme</i> | District 45 |
| Hon. Fred Jung | <i>Fullerton</i> | OCCOG |
| Hon. Trish Kelley | | TCA |
| Hon. Linda Krupa | <i>Hemet</i> | District 3 |
| Hon. Bridgett Lewis | <i>Torrance, Pres. Appt.</i> | Member at Large |
| Hon. Clint Lorimore | <i>Eastvale</i> | District 4 |
| Hon. Ken Mann | <i>Lancaster</i> | NCTC |
| Hon. Ray Marquez | <i>Chino Hills</i> | District 10 |
| Hon. Larry McCallon | | Air District Representative |
| Hon. Marsha McLean | <i>Santa Clarita, Pres. Appt.</i> | Member at Large |
| Hon. Linda Molina | <i>Calimesa, Pres. Appt.</i> | Member at Large |
| Hon. Carol Moore | <i>Laguna Woods</i> | OCCOG |
| Hon. Zizette Mullins | <i>Burbank</i> | AVCJPA |
| Hon. Juan Munoz-Guevara | <i>Lynwood</i> | GCCOG |
| Hon. Ara Najarian | <i>Glendale</i> | SFVCOG |
| Hon. Frank Navarro | <i>Colton</i> | District 6 |



| | | |
|-------------------------|---------------------------------|-------------------|
| Hon. David Ready | <i>Palm Springs</i> | CVAG |
| Hon. Ed Reece | <i>Claremont</i> | SGVCOG |
| Hon. Gabriel Reyes | <i>San Bernardino County</i> | CoC |
| Hon. Crystal Ruiz | <i>San Jacinto</i> | WRCOG |
| Hon. Ali Saleh | <i>Bell</i> | District 27 |
| Hon. Steve Sanchez | <i>La Quinta</i> | District 66 |
| Hon. Tim Sandoval | <i>Pomona</i> | District 38 |
| Hon. Emma Sharif | <i>Compton</i> | District 26 |
| Hon. Marty Simonoff | <i>Brea</i> | District 22 |
| Hon. Ward Smith | <i>Placentia</i> | OCCOG |
| Hon. Jeremy Smith | <i>Canyon Lake, Pres. Appt.</i> | Member at Large |
| Hon. Wes Speake | <i>Corona</i> | WRCOG |
| Hon. Karen Spiegel | | Riverside County |
| Hon. Cynthia Sternquist | <i>Temple City</i> | SGVCOG |
| Hon. Steve Tye | <i>Diamond Bar</i> | District 37 |
| Hon. William Uphoff | <i>Lomita</i> | SBCCOG |
| Hon. Michael Vargas | <i>Perris</i> | Pres Apt |
| Hon. Don Wagner | | Orange County |
| Hon. Colleen Wallace | <i>Banning</i> | WRCOG |
| Hon. Alicia Weintraub | <i>Calabasas</i> | LVMCOG |
| Hon. Zhen Wu | <i>San Clemente</i> | OCCOG |
| Mr. Marlon Regisford | <i>Caltrans District 7</i> | Ex-Officio Member |

Members Not Present:

| | | |
|----------------------------|-----------------------------------|---------------------------------|
| Hon. Javier Amezcua | <i>Calipatria</i> | ICTC |
| Hon. Adele Andrade-Stadler | <i>Alhambra</i> | SGVCOG |
| Hon. Phil Bacerra | <i>Orange County</i> | Member at Large |
| Hon. Kathryn Barger | | Los Angeles County |
| Hon. Brian Berkson | <i>Jurupa Valley, Pres. Appt.</i> | Member at Large |
| Hon. Jeanette Burns | | Morongo Band of Mission Indians |
| Hon. Jonathan Dumitru | <i>Orange</i> | District 17 |
| Hon. Bryan Fish | <i>Culver City</i> | WSCCOG |
| Hon. Lauren Hughes-Leslie | <i>Lancaster</i> | NCTC JPA |
| Hon. Heather Hutt | <i>Los Angeles</i> | District 57 |
| Hon. Lauren Kleinman | <i>Newport Beach</i> | District 15 |
| Hon. Andrew Lara | <i>Pico Rivera</i> | District 31 |
| Hon. Carlos Leon | | OCTA |
| Hon. Steve Manos | <i>Lake Elsinore</i> | District 63 |
| Hon. Tim McOsker | <i>Los Angeles</i> | District 62 |
| Hon. Dennis Michael | <i>Rancho Cucamonga</i> | SBCTA |
| Hon. Nikki Perez | <i>Burbank</i> | District 42 |
| Hon. Gil Rebollar | <i>Brawley</i> | District 1 |
| Hon. Zak Schwank | <i>Temecula</i> | District 5 |



| | | |
|---------------------|-------------------------|--------------------|
| Hon. Asam Sheikh | <i>Torrance</i> | SBCCOG |
| Hon. Hilda Solis | | Los Angeles County |
| Hon. Edward Twining | <i>Huntington Beach</i> | SGVCOG |
| Hon. Scott Voigts | <i>Lake Forest</i> | OCCOG |
| Hon. Alan Wapner | | SBCTA |

CALL TO ORDER & PLEDGE OF ALLEGIANCE

Chair Mike Judge, VCTC, called the meeting to order at 9:30 a.m. Hon. John Dutrey, Montclair, SBCTA, led the pledge of allegiance.

PUBLIC COMMENT

Chair Judge opened the Public Comment Period and outlined instructions for public comments. He noted this was the time for comments on any matter pertinent to SCAG’s jurisdiction that were not listed on the agenda. He reminded the public to submit comments via email to TCPublicComment@scag.ca.gov.

There were no public comments.

REVIEW AND PRIORITIZE AGENDA ITEMS

There were no requests to prioritize agenda items.

ACTION ITEMS

1. Election of Chair and Vice Chair

There were no public comments on Item No. 1.

Ruben Duran, Board Counsel, announced that the committee would elect its 2026-27 chair and vice chair. He reported that Hon. Mike Judge, Simi Valley, VCTC, had been nominated for chair and Hon. Thomas Wong, Monterey Park, District 34, was nominated for vice chair. The floor was opened for additional nominations, and none were received. Both candidates addressed the committee and Hon. Mike Judge, Simi Valley, VCTC, was elected chair and Hon. Thomas Wong, Monterey Park, District 34, vice chair by the following votes.

AYES: Ahir, Balius, Dutrey, Gibbs, Go, Hagman, Harnik, Hernandez, Judge, Jung, Kelley, Krupa, Lewis, Mann, Marquez, McCallon, Molina, Moore, Mullins, Najarian, Navarro, Ready, Reyes, Sanchez, Sharif, Simonoff, Smith J, Smith W., Speake, Sternquist, Tye, Uphoff, Vargas, Wagner, Wallace, Weintraub, Wong, Wu (38)

NOES: None (0)

ABSTAIN: None (0)

2. 2027 (Cycle 8) Active Transportation Program: Regional Guidelines

There were no public comments on Item No. 2.

Rachel Om, SCAG staff, reported the funding cycle covered years 2028 to 2031 and that SCAG's anticipated share was \$129 million. She noted 98% of funding was available for implementation and capacity building and up to 2% of funding could be used for plan development and support. Ms. Om highlighted recently completed active transportation projects in the region such as the El Centro Pedestrian Improvement Project which includes new signals, all-way stops, sidewalks, ADA-compliant curb ramps and enhanced crosswalks. She also reported on the OC Loop project in Orange County, which includes a 1.6-mile ADA-compatible asphalt trail that is part of the 15.6-mile San Gabriel River/Coyote Creek multi-purpose trail. Ms. Om reviewed key dates related to the current funding cycle and noted that action by the Transportation Committee would provide approval of ATP Regional Guidelines.

3. Recommendation and Approval of Recommended Applicants for the Last Mile Freight Program (LMFP) Rebate Program

There were no public comments on Item No. 3.

Ryan Laws, SCAG staff, reported on the recommended applicants for the Last Mile Freight Program (LMFP). Mr. Laws noted SCAG partnered with the South Coast Air Quality Management District (SCAQMD) on its U. S. Environmental Protection Agency (EPA) Invest Clean application. It was noted that SCAG received 13 applications requesting rebates for 37 Battery Electric Vehicles and 27 diesel vehicle replacements. Mr. Laws reviewed next steps in the process. Staff recommended that the Regional Council approve the award of \$871,000 in rebate funding for three applicants (ESL Power Systems, Mailing Pros and PacTrack) for the purchase of Class 4/5 battery-electric vehicles (BEVs) under the Last Mile Freight Program (LMFP) Rebate Program, pending concurrence from the South Coast Air Quality Management District.

Hon. Zeel Ahir, Artesia, GCCOG, asked about the source of the lithium being utilized for the battery and clean burning technology in general. She further commented that as they pursue clean technology, it was important to consider the source and production of vehicle products to determine that those processes are also low emissions. Mr. Laws responded that an examination of the production chain had not been carried out and agreed that each supplier of clean technology products utilizes different manufacturing components and that also needs to be examined to determine complete environmental impacts.

Hon. Jan Harnik, RCTC, asked if it was essential that the vehicles being replaced were diesel. Mr. Laws replied that for this funding those vehicles were required to be diesel.

CONSENT CALENDAR

There were no public comments on the Consent Calendar.

Approval Items

4. Minutes of the Meeting – February 5, 2026

Receive and File

5. Transportation Committee Outlook and Future Agenda Items
6. REAP 2.0 Program Update
7. Innovative Clean Transit Regional Assessment Study Update
8. Transportation Trends Update
9. 2026 Trade Corridor Enhancement Program Update

A MOTION was made (Reyes) for the Regional Council to adopt Resolution No. 26-679-1 approving the 2027 Active Transportation Program Regional Guidelines, and to conditionally approve the award of \$871,000 in rebate funding to three applicants (ESL, Power Systems, Inc., and PacTrack Inc.) for the purchase of Class 4/5 battery-electric vehicles (BEVs) under the Last Mile Freight Program (LMFP) Rebate Program, pending concurrence from the South Coast Air Quality Management District; and to approve Consent Calendar item 4 and Receive and File Items 5 through 9. The motion was SECONDED (McCallon) and passed by the following roll call votes.

AYES: Ahir, Balius, Dutrey, Gibbs, Go, Hagman, Harnik, Hernandez, Judge, Jung, Kelley, Krupa, Lewis, Lorimore, Mann, Marquez, McCallon, McLean, Molina, Moore, Mullins, Munoz-Guevara, Navarro, Ready, Reece, Reyes, Ruiz, Saleh, Sanchez, Sandoval, Sharif, Simonoff, Smith J, Smith W., Spiegel, Sternquist, Tye, Uphoff, Vargas, Wagner, Wallace, Weintraub, Wong, Wu (44)

NOES: None (0)

ABSTAIN: None (0)

INFORMATION ITEMS

10. Curb Space Management Program Update

There were no public comments on Item No. 10.

Ryan Laws, SCAG staff, provided an update on Curb Space Management. Mr. Laws reviewed different SCAG curb management studies including the Zero-Emissions and Smart Delivery Zones Study in 2025 in partnership with the Los Angeles Cleantech Incubator (LACI). He announced an upcoming Toolbox Tuesday session at SCAG in April to review lesson learned and deliverables from recent studies. Lauren Harper, LACI Sustainable Cities Director, continued the presentation with a review of critical aspects of curb management. She reviewed lessons learned including limitations around the use of automated license plate recognition, optimal pricing strategies, and understanding how grouping zones benefit traffic flow, reduces congestion, and promotes desired behavior. Other key factors include identifying clear city goals, zone enforcement, and EV adoption.

Kelly Ferguson, Automotus, reported on the Zero-Emissions and Smart Delivery Zones Study. She noted Automotus was a curb management company that helps cities better manage curbs including use of analytics with the aim to help cities become safer, sustainable, and efficient. She noted their approach could include camera observance of a site to understand how a curb was utilized. She reviewed results for smart loading zones such as revenue generation around corridor enforcement while encouraging proper use of the curb space.

Hon. Clint Lorimore, Eastvale, asked about the revenue and where it goes. Ms. Ferguson responded that revenue went to the city or authority, noting that a 15-minute grace period was provided before fees were enacted.

Hon. Steven Sanchez, La Quinta, District 66, stated he was not in favor of a policy which becomes an added tax for vehicles and commented that fees become a barrier for the public use of curb space. Ms. Harper responded that the amount of the user fee was based on the time of the infraction. Ms. Ferguson added that some cities had resorted to fees as some violations could in some cases create dangerous conditions for users of bike lanes and curb facilities.

11. Connect SoCal 2050: Vision, Goals, and Policy Review

There were no public comments on Item No. 11.

Camille Guiriba, SCAG staff, reported on Connect SoCal 2050. She noted SCAG was responsible for updating the Regional Transportation Plan/Sustainable Community Strategies every four years. Ms. Guiriba stated one factor in the upcoming plan development was an announcement from the California Air Resources Board on its draft targets, which will affect the Connect SoCal 2050 plan development. The main policy elements were reviewed including visions and goals, regional planning policies, and implementation strategies. It was noted that Policy development would center around mobility, environment, communities, and economy.

12. Southern California Airport Access and Mobility Study

Item 12 was deferred to a future meeting.

CHAIR'S REPORT

Hon. Mike Judge, Simi Valley, VCTC, noted the 2026 SCAG Student Showcase was open for submissions. Students and those who may be interested were encouraged to submit applications.

METROLINK REPORT

Hon. Marty Simonoff, Brea, District 22, stated preparation was underway for the FIFA World Cup with extra service planned for this event.

METROLINK REPORT

David Salgado, SCAG staff, announced that registration was open for SCAG's General Assembly from May 7-8, 2026. He also reported they were accepting applications for SCAG's Scholarship program.

ADJOURNMENT

There being no further business, Chair Judge adjourned the meeting of the Transportation Committee at 11:14 a.m.

[MINUTES ARE UNOFFICIAL UNTIL APPROVED BY THE TRANSPORTATION COMMITTEE]

//

| MEMBERS | Representing | JUN | JUL | AUG | SEP | OCT | NOV | DEC | JAN | FEB | MAR |
|------------------------|--|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Ahir, Zeel | Artesia, GCCOG | 1 | | | | | | | | 1 | 1 |
| Amezcuca, Javier | Calipatria, ICTC | | | | 1 | | | | | | |
| Andrade-Stadler, Adele | Alhambra, SGVCOG | | | | | | | | | | |
| Bacerra, Phil | Orange County, CoC | 1 | | | 1 | | 1 | | | 1 | |
| Balius, Ryan | Anaheim, District 19 | 1 | | | 1 | | 1 | | | 1 | 1 |
| Barger, Kathryn | Los Angeles County | | | | | | 1 | | | | |
| Berkson, Brian | Jurupa Valley, Pres. Appt. (Member at Large) | 1 | | | 1 | | 1 | | | 1 | |
| Bishop, Austin | Palmdale, District 43 | | | | | | | | | | 1 |
| Burns, Jeanette | Morongo Band of Mission Indians | | | | 1 | | | | | 1 | |
| Delgado, Denise | Coachella, Pres. Appt. (Member at Large) | 1 | | | 1 | | | | | 1 | 1 |
| Dumitru, Jonathan | Orange, RC District 17 | | | | | | | | | | |
| Dutrey, J. John | Montclair, SBCTA | 1 | | | 1 | | 1 | | | 1 | 1 |
| Brian, Fish | Culver City, WCCOG | 1 | | | 1 | | 1 | | | 1 | |
| Gibbs, Jason | Santa Clarita, NCTC | 1 | | | 1 | | 1 | | | | 1 |
| Go, William | Irvine, District 14 | | | | 1 | | 1 | | | 1 | 1 |
| Hagman, Curt | San Bernardino County | 1 | | | 1 | | 1 | | | | 1 |
| Harnik, Jan | RCTC | 1 | | | 1 | | 1 | | | 1 | 1 |
| Hernandez, Laura | Port Hueneme, RC District 45 | 1 | | | 1 | | | | | 1 | 1 |
| Hughes-Leslie, Lauren | Lancaster, NCTC JPA | 1 | | | 1 | | 1 | | | | |
| Hutt, Heather | Los Angeles, RC District 57 | | | | | | | | | | |
| Judge, Mike | VCTC | 1 | | | 1 | | 1 | | | 1 | 1 |
| Jung, Fred | Fullerton, OCCOG | 1 | | | 1 | | 1 | | | 1 | 1 |
| Kelley, Trish | TCA Representative | 1 | | | 1 | | 1 | | | 1 | 1 |
| Kleiman, Lauren | Newport Beach, District 15 | 1 | | | 1 | | 1 | | | | |
| Krupa, Linda | Hemet, RC District 3 | 1 | | | 1 | | 1 | | | 1 | 1 |
| Lara, Andrew | Pico Rivera, Dist 31 | 1 | | | | | 1 | | | 1 | |
| Leon, Carlos | OCTA | 1 | | | | | 1 | | | | |
| Lewis, Bridgett | Torrance, Pres. Appt. (Member at Large) | | | | | | | | | | 1 |
| Lorimore, Clint | Eastvale, RC District 4 | 1 | | | 1 | | | | | 1 | 1 |
| Mann, Ken | Lancaster, NCTC | | | | | | 1 | | | 1 | 1 |
| Manos, Steve | Lake Elsinore, RC District 63 | 1 | | | 1 | | 1 | | | 1 | |
| Marquez, Ray | Chino Hills, RC District 10 | 1 | | | 1 | | 1 | | | 1 | 1 |
| McCallon, Larry | Air District Representative | 1 | | | 1 | | 1 | | | 1 | 1 |
| McLean, Marsha | Santa Clarita, Pres. Appt. (Member at Large) | 1 | | | 1 | | 1 | | | 1 | 1 |
| McOsker, Tim | Los Angeles, RC District 62 | | | | | | | | | | |
| Michael, Dennis | Rancho Cucamonga, SBCTA | | | | | | | | | 1 | |
| Molina, Linda | Calimesa, Pres. Appt. (Member at Large) | 1 | | | 1 | | | | | 1 | 1 |
| Moore, Carol | Laguna Woods, OCCOG | 1 | | | 1 | | 1 | | | 1 | 1 |
| Mullins, Zizette | Burbank, AVCJPA | | | | 1 | | | | | 1 | 1 |
| Munoz-Guevara, Juan | Lynwood, GCCOG | 1 | | | 1 | | 1 | | | | 1 |
| Najarian, Ara | Glendale, SFVCOG | 1 | | | 1 | | 1 | | | 1 | 1 |

| | | | | | | |
|---------------------|--|---|---|---|---|---|
| Navarro, Frank | Colton, RC District 6 | 1 | 1 | 1 | 1 | 1 |
| Perez, Nikki | Burbank, District 42 | | 1 | | | 1 |
| Ready, David | Palm Springs, CVAG | 1 | 1 | 1 | | 1 |
| Rebollar, Gil | Brawley, RC District 1 | 1 | 1 | | | 1 |
| Reece, Ed | Claremont, SGVCOG | 1 | 1 | 1 | | 1 |
| Regisford, Marlon | Caltrans, District 7, Ex-Officio Member | 1 | | 1 | | 1 |
| Reyes, Gabriel | San Bernardino County CoC | | 1 | | | 1 |
| Ruiz, Crystal | Sna Jacinto, WRCOG | 1 | 1 | 1 | | 1 |
| Saleh, Ali | Bell, RC District 27 | 1 | 1 | 1 | | 1 |
| Sanchez, Steve | La Quinta, District 66 | 1 | 1 | 1 | | 1 |
| Sandoval, Tim | Pomona, RC District 38 | | 1 | 1 | | 1 |
| Schwank, Zak | Temecula, RC District 5 | | 1 | | | |
| Sharif, Emma | Compton, District 26 | | 1 | | | 1 |
| Sheikh, Asam | Torrance, SBCCOG | 1 | | 1 | | |
| Simonoff, Marty | Brea, RC District 22 | 1 | 1 | 1 | | 1 |
| Smith, Jeremy | Canyon Lake, Pres. Appt. (Member at Large) | | 1 | 1 | | 1 |
| Smith, Ward | Placentia, OCCOG | 1 | 1 | 1 | | 1 |
| Solis, Hilda | Los Angeles County | | | | | |
| Speake, Wes | Corona, WRCOG | 1 | 1 | 1 | | 1 |
| Spiegel, Karen | Riverside County | 1 | 1 | 1 | | 1 |
| Sternquist, Cynthia | Temple City, SGVCOG | 1 | 1 | 1 | | 1 |
| Twining, Butch | Huntington Beach, District 64 | 1 | 1 | | | |
| Tye, Steve | Diamond Bar, RC District 37 | 1 | 1 | | | 1 |
| Uphoff, William | Lomita, SBCCOG | 1 | 1 | 1 | | 1 |
| Vargas, Michael | Perris, Pres Apt | | 1 | 1 | | 1 |
| Voigts, Scott | Lake Forest, OCCOG | | | | | |
| Wagner, Don | Orange County | 1 | 1 | | | 1 |
| Wallace, Colleen | Banning, WRCOG | 1 | 1 | 1 | | 1 |
| Wapner, Alan | SBCTA | 1 | 1 | 1 | | |
| Weintraub, Alicia | Calabasas, LVMCOG | | | | | 1 |
| Wong, Thomas | Monterey Park, SGVCOG | 1 | 1 | 1 | | 1 |
| Wu, Zhen | San Clemente, OCCOG | 1 | | 1 | | 1 |