

2028 GAMES

APRIL 6, 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.



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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, Southern California Association of Governments (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,¹ Connect SoCal 2024,² and other regional initiatives and plans such as Los Angeles County Metropolitan Transportation Authority’s (LA Metro’s) TDM Master Plan³ and Orange County Transportation Authority (OCTA’s) TDM Plan.⁴ 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’ bid⁵ 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.

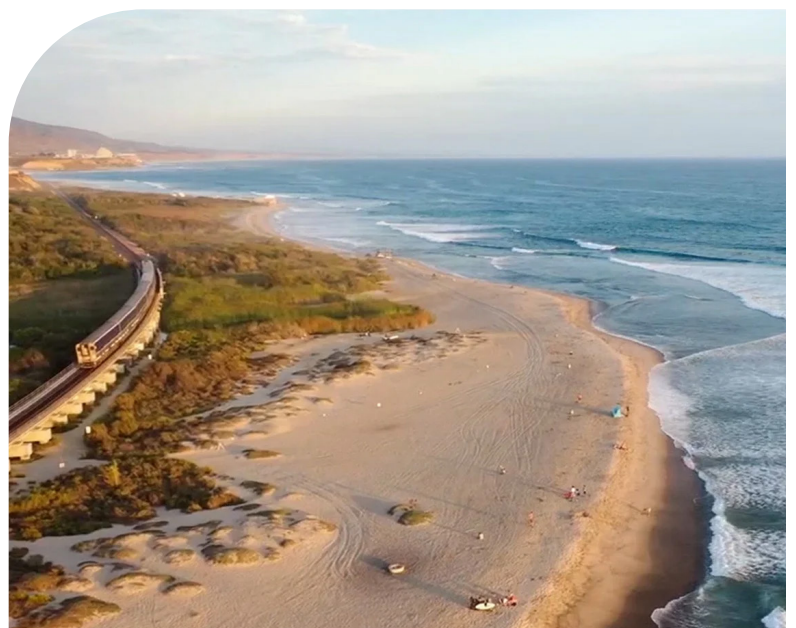




Table 2 SCAG Roles: Communications and Outreach

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 and 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 and 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 and Coordination	Communicate delivery restrictions, routes, and operating windows; provide industry input and advisory support.	Freight Industry Stakeholders; LA28; Caltrans; Venue Cities
Message Tailoring and 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 and 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 and Impact Communication	Provide location-specific travel guidance, expected impacts, and recommended travel options.	Venue Cities
Local Access and 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
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Role: ★ Lead ⚙️ Support 🤝 Partner 🔊 Amplify



Table 5 Partner Roles: Regional Wayfinding

Strategies	Key Responsibilities	Partners Involved
Wayfinding Standards and 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 and 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 and 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 and 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

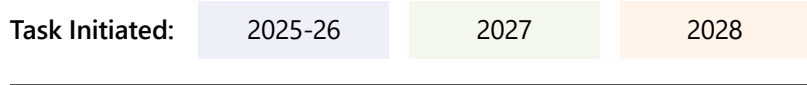




Table 6 SCAG Roles: Mobility and Access Programs

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

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Role: ★ Lead Support Partner Amplify



Table 7 Partner Roles: Mobility and Access Programs

Strategies	Key Responsibilities	Partners Involved
Transit Service Planning and Operations (Gets and 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 and 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 and 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 and 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 and 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 and 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 and 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

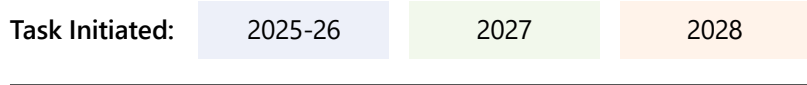





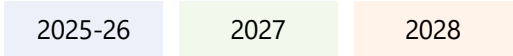




Table 8 SCAG Roles: Regulatory and Operational Policies

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:





Role:  Lead  Support  Partner  Amplify



Table 9 Partner Roles: Regulatory and Operational Policies

Strategies	Key Responsibilities	Partners Involved
Regional Policy Coordination and Alignment	Coordinate across jurisdictions to align local policies with broader regional Games mobility strategies.	LA28; Venue Cities; GME
Venue Access, Security and 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 and 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 and 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 and Network Operations Management	Implement moratoriums on highway and major corridor construction to preserve network capacity during the Games.	Caltrans; Venue Cities
Freight Operations and 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),⁶ 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.

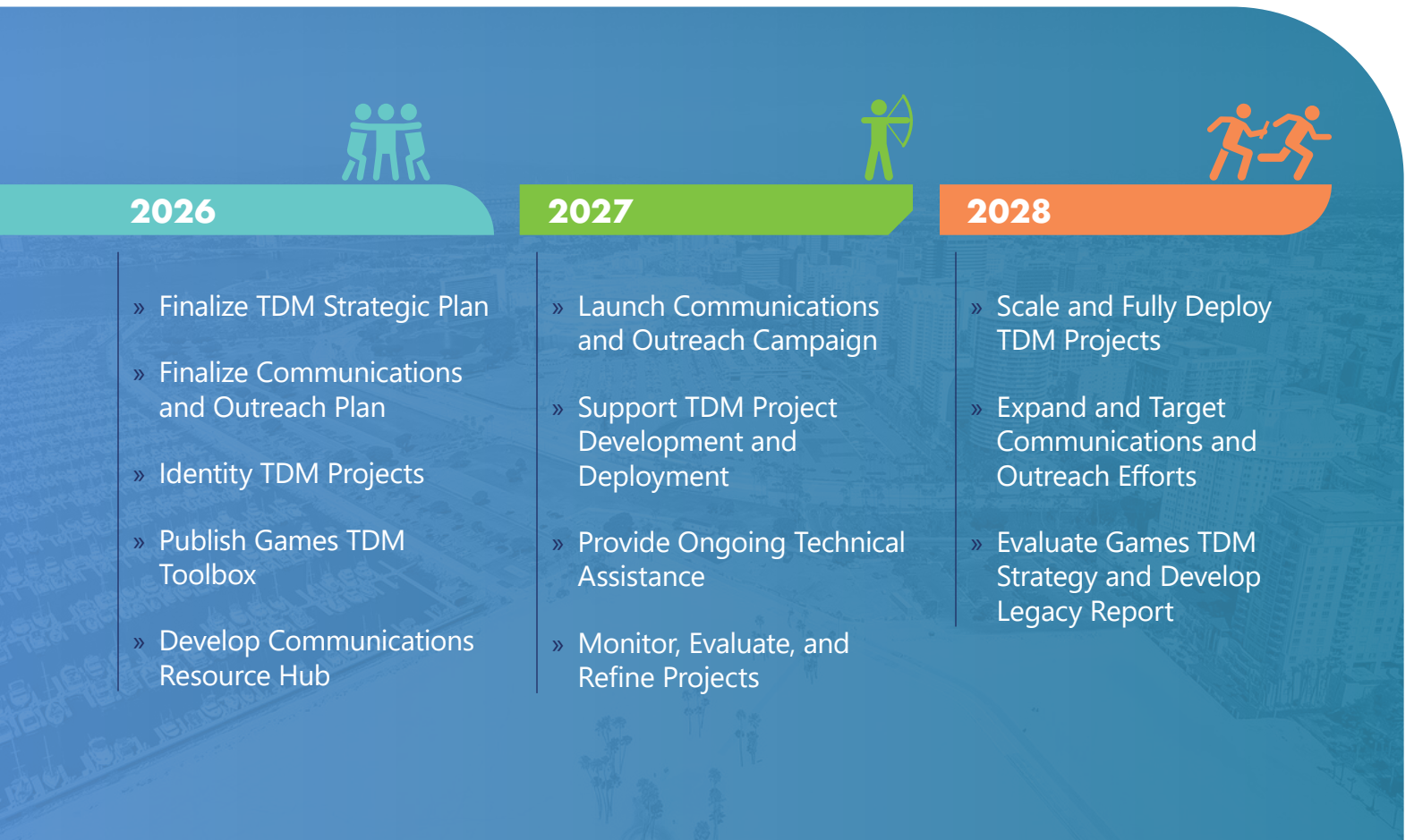
These funds will help advance priority initiatives that align with this Regional Approach and support coordination with regional partners to prepare for the demands of the Games. Games TDM funding will be allocated across key programmatic categories based on anticipated impact, scalability, and resource 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 Toolbox⁷ to incorporate Games-related strategies, case studies, and implementation guidance, as well as developing toolkits and templates that partners can adapt to local contexts.

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