

09-1298

JUN 02 2009

MOTION

TRANSPORTATION

A Transportation Management Organization ("TMO") is currently being formed for Century City which will implement innovative, sustainable, and cost-effective strategies to reduce single-driver car trips to Century City. The Century City TMO will aid in establishing a TMO-wide internet communication system to provide ride-matching services, real time transit information, and transit passes on-line; facilitate the sale of discounted transit passes to frequent transit users; test green, clean and technologically advanced transportation demonstration alternatives within Century City such as segways, electric bikes, and neighborhood vehicles/GEMs; and educate the Century City community, including its 38,000 employees and thousands of residents and visitors, about alternative transportation options for traveling to and within Century City.

The Century City TMO will provide numerous environmental, health, and economic benefits to the Century City community and the greater Los Angeles community. By promoting and increasing the use of alternative modes of travel to Century City, the Century City TMO will reduce vehicle miles traveled and gallons of gasoline consumed; improve air quality and reduce greenhouse gas emissions; improve the quality of life for those people working and living within Century City; and improve employee productivity by reducing commute time.

Several Century City property owners and the Century City Chamber of Commerce have committed their support to the TMO formation, and funds will be provided to the TMO as reflected in two pending development agreements with the City. An Application has already been submitted for an MTA Grant, through the 2009 Call for Projects, which requests \$2 million of funding for the Century City TMO. The MTA Grant requests that 20 percent to 50 percent of the Project's total budget be matched by local funds, with the MTA judging most favorably those grant applications with the highest percentage of local matching funds.

Section 5 and Appendix C of the West Los Angeles Transportation Improvement and Mitigation Specific Plan ("West LA TIMP") specifically provides that funds from the West LA TIMP's Transportation Impact Assessment ("TIA") Fees shall be used for such transportation improvements as the establishment of a Transportation Management Association (a "TMA", also known as a TMO), seed money for demonstration projects via TMAs, and other TDM programs. Furthermore, the Los Angeles Department of Transportation ("LADOT") supports and recommends the use of West LA TIMP TIA fees for funding the Century City TMO and providing local match dollars for the TMO's MTA Grant application, in order to improve the chances that the MTA will select the Century City TMO's Grant application.

I THEREFORE MOVE that the City Council go authorize the appropriation and transfer of funds in the amount of \$250,000.00 for five years from the West Los Angeles Transportation Improvement and Mitigation Fund, established by Ordinance 171493 and administered by LADOT, to the Century City TMO as soon as the Century City TMO is formally established as a legal nonprofit entity.

PRESENTED BY: [Signature]  
JACK WEISS, Councilmember, 5th District

SECONDED BY: [Signature]

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ORIGINAL