

No.	TDM Measure	Strategy	Intended Beneficiary
1	Neighborhood / Site Design	Provide Pedestrian Network Network Improvements	Spectators/ Employees
		Provide Traffic Calming Measures	Spectators/ Employees
2	Encourage Transit Use	Integrated event and transit ticketing to enable seamless connections and provide event-day travel updates.	Spectators
		Discounted event tickets with the purchase of a transit pass or providing proof of a registered TAP card (the regional fare payment method).	Spectators
		Giveaways for transit users (goods for attendees, free tickets for employees, etc.).	Spectators/ Employees
		Rewards/Gamification opportunities for fans to compete for prizes or points based on their transportation choices.	Spectators
		Bus stop facilities improvements.	Spectators/ Employees
		Transit and/or Multi-Modal Subsidy	Employees
		Project to be located near transit stations.	Spectators
		Bus Service Frequency	Spectators/ Employees
3	Trip Reduction	Provide incentives for carpools, including preferential parking, reduced parking costs, or other discounts/benefits.	Spectators/ Employees
		Variable parking price based on car occupancy - structured to encourage carpooling.	
4	Reduce On-Site Parking Demand	Provide an offsite parking shuttle service.	
		Provide coach bus/minibus/microtransit staging/parking areas.	
		Limit Parking Supply	Spectators/ Employees
		Allocate sufficient TNC staging spaces - incentivize TNC carpool/ridesharing	Spectators/ Employees
		Bicycle Parking: Code-Required Amounts	Spectators/ Employees
		Showers and Lockers for Employees	Employees

5	Encourage Active Transportation	Bicycle Fix-it Station	Spectators/ Employees
		Coordinate Bike Pools and Walk Pools.	Spectators/ Employees
		On-site scooter and bike-share parking	Spectators/ Employees
		Sidewalks or other designated pathways following safe routes from the pedestrian circulation to the bicycle parking facilities and into the development	Spectators/ Employees
6	Event-day Dedicated Shuttle Services	Proposed dedicated shuttle service from the Green Line at Hawthorne Station, Crenshaw/LAX Line at AMC/96th Station, and Crenshaw/LAX Line at La Brea/Florence (Downtown Inglewood) Stations; dedicated event-day shuttle services from the venue.	Spectators/ Employees
		On-site shuttle pick-up and drop-off area; conveniently located along Prairie Avenue adjacent to the arena.	Spectators
		Employer-sponsored commuter programs, such as vanpooling.	Employees
7	Information Services	Strategic Multi-modal Signage/Wayfinding	Spectators/ Employees
		Real-time travel information; Changeable Message Sign (CMS) and social media.	Spectators/ Employees
		Welcome packets for new employees and ongoing marketing	Employees
		Commercials/Advertisement - Television, Website, Social Media, Radio, etc.	Spectators/ Employees
		Information kiosk or bulletin board providing information about public transportation options.	Spectators/ Employees
8	Land Use / Location	Location Efficiency	Spectators/ Employees
		Increase Diversity of Urban and Suburban Developments (Mixed Use)	Spectators/ Employees

Notes

Traffic signal modifications, additional turn lanes, and dedicated shuttle bus turn outs will smooth traffic flow.

Contingent upon third party integration

Contingent upon discussions with Clippers leadership on event pricing

Need to make assumptions on the cap for total number of giveaways

Pre-tax commuter benefits

Similar to the "Location Efficiency" category above.

May be hard to monitoring and enforce.

Could instead:

(1) Increase price for parking on-site altogether; encouraging people to carpool to cut cost for an individual by splitting the cost

(2) Price could vary based on when spectators arrive to the site or when they leave; having people arrive earlier or leave later would result in reducing trips during the peak hours of the site (managing traffic demand/traffic reduction during the peak times prior and after the event). This option wouldn't be so much of a trip reduction measure but rather a peak hour solution.

Note: As part of the parking/traffic assumption, each car arriving to the site is assumed to have an occupancy of 2.5 persons per vehicle.

While TNC usage can reduce on-site parking demand, TNC usage doesn't necessarily equate to trip reduction, however, ridesharing while using a TNC service can.

83 bicycle parking spaces required for LEED Gold. 60 will be dedicated to employees, 23 to spectators.

Can be a part of the marketing and outreach campaign under Measure #3.
Utilizing existing CMS signs on freeways (I-405, I-105, and I-110) and portable/permanent CMS signs on arterial roadways (Century Blvd/Prairie Avenue); coordination with Caltrans/LADOT/Affected Cities.
Per the CAPCOA document, there is a range of 10-65% VMT reduction just for this one category. The reductions are based on the typical VMT of a specific geographic area relative to the average VMT statewide.
Combining the arena, office, practice facility, medical clinic, restaurants, retail stores and parking facilities on one locating creates an efficient mix of land uses that will reduce Vehicle Trips.