

BEFORE THE METRO COUNCIL

FOR THE PURPOSE OF ADOPTING THE	)	RESOLUTION NO. 26-5563
REGIONAL TRANSPORTATION DEMAND	)	
MANAGEMENT STRATEGY AS A TOPICAL	)	Introduced by Chief Operating Officer
PLAN OF THE REGIONAL TRANSPORTATION	)	Marissa Madrigal in concurrence with Acting
PLAN AND ACCEPTING	)	Council President Duncan Hwang
RECOMMENDATIONS FOR UPDATES TO THE	)	
2028 REGIONAL TRANSPORTATION PLAN	)	
AND THE CLIMATE SMART STRATEGY	)	

WHEREAS, federal and state law require Metro adopt an approach to congestion management and greenhouse gas reduction that incorporates transportation demand management (TDM); and

WHEREAS, since 2003 Metro has adopted a Regional Travel Options (RTO) Strategy that directed the work of Metro's RTO program to advance TDM in the region in alignment with the Regional Transportation Plan (RTP); and

WHEREAS, the 2023 RTP identified the development of a Regional TDM Strategy as an implementation action in Chapter 8 to align TDM efforts in the region and support implementation of the regional mobility policy and the Climate Smart Strategy; and

WHEREAS, the Regional TDM Strategy was developed with input from several regional technical and policy advisory committees including the TDM Strategy Technical Work Group, RTO grantees and partners, county coordinating committees, the Transportation Policy Alternatives Committee (TPAC), the Joint Policy Advisory Committee on Transportation (JPACT), and the Metro Council over two years; and

WHEREAS, the Regional TDM Strategy makes recommendations for updates to objectives, policies, project definitions in the RTP and implementation monitoring measures in the Climate Smart Strategy to provide an updated framework to guide TDM efforts and investments across the region; and

WHEREAS, the Regional TDM Strategy serves as guidance for Metro's RTO program delivery and funding, including specific strategies to inform Metro RTO work program development and an evaluation approach of Metro-funded TDM programs; and

WHEREAS, Metro released the Regional TDM Strategy for a 30-day public comment period from January 12, 2026 – February 13, 2026; and

WHEREAS, the Metro Council held a public hearing on February 12, 2026, to accept public testimony and comments regarding the draft Regional TDM Strategy; and

WHEREAS, Metro received 56 comments through the 30-day public comment period and Metro staff reviewed and made recommendations for revisions to the Regional TDM Strategy; and

WHEREAS, on April 3, 2026, TPAC recommended that JPACT approve this resolution; and

WHEREAS, on April 16, 2026, JPACT approved and recommended the Metro Council adopt this resolution; now therefore

BE IT RESOLVED that the Metro Council adopts the Regional Transportation Demand Management Strategy, attached to this resolution as Exhibit A, as a topical plan of the Regional Transportation Plan and accepts the recommendations for updates to the Regional Transportation Plan and Climate Smart Strategy as shown in Exhibit B.

ADOPTED by the Metro Council this 23rd day of April 2026.

Duncan Hwang, Acting Council President

Approved as to Form:

Carrie MacLaren, Metro Attorney