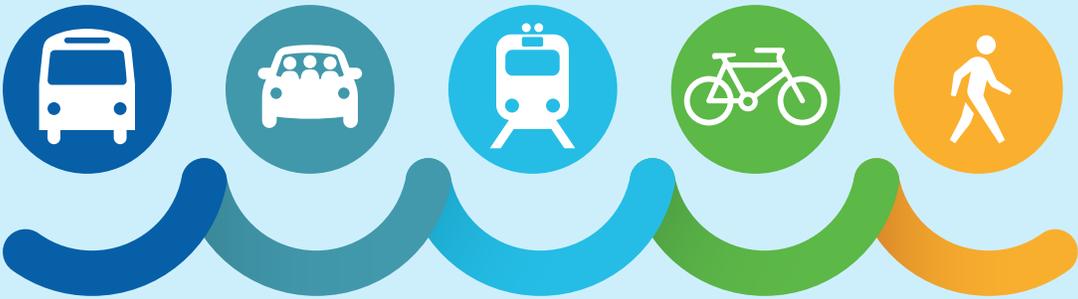


City of Santa Monica Emission Reduction Plan (ERP) Manual Walkthrough



Introduction

CityGrows/ClearForms¹ is the City of Santa Monica's platform for submitting Emission Reduction Plans (ERPs) as part of its [Transportation Demand Management \(TDM\) Ordinance](#) Requirements for Employers. This document provides a step-by-step walkthrough for filing and submitting an ERP through the platform.

For additional information related to the TDM Ordinance and your organization's requirements, please contact the GoSaMo TMO – info@gosamotmo.org.

To contact City staff, please email – TDMplans@santamonica.gov.

Registration and ERP Access

1. Register an account on CityGrows: https://go.citygrows.com/users/sign_up
2. While logged in, click this link to access the current fiscal year's ERP process: <https://go.citygrows.com/city-of-santa-monica>

Make sure you are completing the correct ERP for the current fiscal year.

Completing the ERP – Step-by-Step

Step 1

About the ERP

1. Review the information on the "**About the ERP**" page – ensure that the TDM ordinance applies to you. If your organization has 29 or fewer employees, you will need to submit employee count documentation to the City via email to TDMplans@santamonica.gov.
2. Note the additional documents that will be required of you:
 - Employee Transportation Coordinator (ETC) Certificate
 - Parking Lease, if parking cash out applies
 - CityGrows survey data export
 - Completed AQMD VMT survey template and calculations export
 - Proof of Payment, if using the services of a certified Transportation Management Organization (TMO)
 - Management Commitment Letter

¹ The platform underwent a name change. This document uses CityGrows throughout.

Step 2

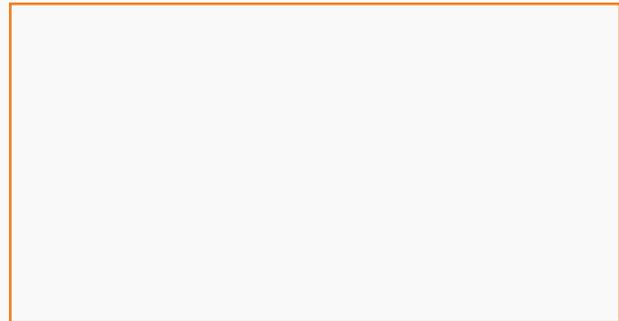
Employer Profile

Worksite Information

Fill out information for the worksite you are completing the ERP for.

1. **Enter Name of Organization:** Fill out the registered business or organization name.
2. **Enter Address of Santa Monica Worksite:** Type in your worksite address. If your organization has multiple addresses, please enter the address which was used to register the business.
3. **Enter Site ID:** Your Site ID can be found in the ERP Notice sent by the City, through the Organization lookup tool under the question, or requested by contacting the City or TMO.
4. **What industry best describes your organization?:** Scroll through the drop-down menu to select the appropriate industry.
5. **How many total employees (including employees that telework or are remote) are affiliated with this location?:** Provide the number of employees assigned/affiliated to the worksite, including employees who telework or are remote.
6. **How many employees live in Santa Monica?:** Please refer to your HR records to identify the number of employees who live in Santa Monica.
7. **What is your ERP due date? (original, not extension) –** Please provide your ERP due date. This can be found in the ERP Notice sent by the City, or requested by contacting the City or TMO. Do not enter the due date of your extension, if applicable.

Figure 1: Site ID Lookup Tool on CityGrows



Individual Contact Information

1. Enter ETC Details: Provide contact details for your organization's certified ETC. This person will be responsible for signing off on all the details in the ERP and implementing the selected TDM strategies. The ETC will also be the City's primary point of contact. If you are using the services of a consultant and do not have your own ETC, enter the consultant ETC's details.

i. ETC - Address: This address will receive hard copy notices from the City and should be accessible to the organization.

ii. ETC Certificate: Upload the certificate provided by your ETC trainer. If you have not been certified as an ETC you may provide a receipt of an upcoming ETC training registration and must send your ETC certificate to the City upon completion.

2. Enter Highest Ranking Official: Provide contact details for your organization's highest ranking official at the worksite. This person will also need to sign a commitment letter indicating good faith participation in completing the ERP and in implementing any selected strategies.

3. Enter Secondary Contact: If an additional point of contact should be included, add their information.

4. Enter ETC Consultant: If your organization is using the services of a consultant ETC to support your primary ETC, please provide the details of the consultant ETC. If your consultant ETC is your only ETC, then you may use their contact information to complete the primary ETC contact.

Telecommute Activity Question

Provide information on your worksite's telecommute program.

1. Indicate Telecommute Program Availability: Indicate whether your organization offers telecommuting. Select "Yes" or "No" to confirm if you have an existing written telecommute policy.

2. Indicate Eligibility to Telecommute: Indicate whether all employees are eligible to telecommute.

3. Indicate Inability to Telecommute: Indicate whether there are specified groups of employees who are unable to telecommute. If there are specified groups of employees who are unable to telecommute, provide the number of employees in those groups.

4. Specify Telecommute Program Incentives: Indicate whether your organization offers incentives to telecommute. If you select "Yes," specify what incentives are offered.

5. Confirm Telecommute Schedule Type: Specify whether current employee telecommute schedules are permanent or if there is a planned return to office date. If a return to office date is set, enter the planned date.

6. Provide Remote Employee Classification: Select whether any telecommuting employees meet the definition of "remote employees." If yes, enter the number of remote employees.

Note: "Remote employees are employees who are assigned to a regulated worksite location within the South Coast AQMD, however, primarily live and work at locations outside of the South Coast AQMD, and physically commute to the regulated worksite less than five days a year."

7. How many peak window employees are currently telecommuting? Enter the total number of employees telecommuting during the peak window.

8. Specify Number of Peak Window Employees Telecommuting: Report the number of peak window employees who telecommute 1 day, 2 days, 3 days, 4 days, or 5 days a week.

9. Calculate the Total Peak Window Telecommute Trips per Week: Multiply each value from the previous step by the corresponding number of telecommute days and enter the sum of those totals.

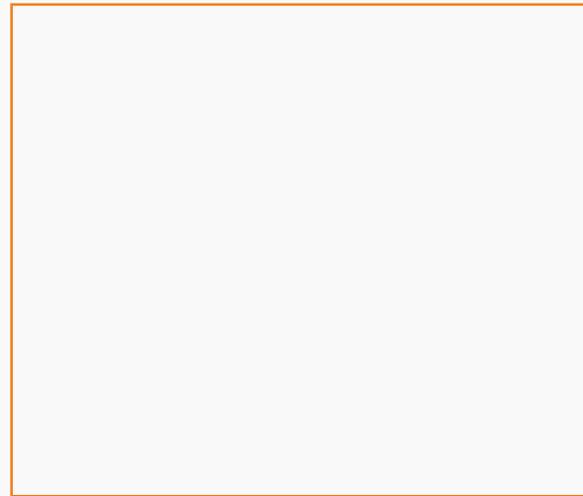
Step 3

Mobility Assessment

The mobility assessment will require you to review the commute options and amenities available for your worksite. If you need help with your Mobility Assessment, please contact the TMO.

1. **Public Transit:** Identify which Big Blue Bus and Los Angeles Metro stops are within a ½ mile of your worksite. Use the linked system maps to learn about what routes approach your worksite and use a tool like Google Maps to see where stops are located near your worksite.
2. **Bike Lanes:** Identify which bike lane corridors are within a ½ mile of your worksite. Use the linked map to identify where bike lane corridors exist and use a tool like Google Maps to see which corridors are located near your worksite.
3. **On-Site Amenities:** Review the list of amenity options and select the ones that are currently offered by your worksite.

Figure 2: Biking Layer on Google Map



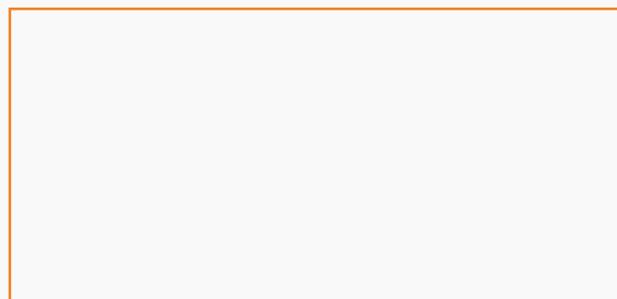
Step 4

Parking Cash Out

Parking cash out is mandated by California State law. These questions will help you identify if you must implement a parking cash out program.

1. **Employee Parking:** Select whether employees receive free and/or subsidized parking at the worksite.
 - i. **If No, where employees do not receive free and/or subsidized parking** – Continue to Step 5.
 - ii. **If Yes, where all or some employees receive free and/or subsidized parking** – Select whether your site has a parking cash out program:

Figure 3 : Parking Arrangement Description



a. If you offer parking cash out – Provide details on the number of program participants and the cash out amount. You must additionally provide details about your parking lease. Select the checkboxes that apply to your parking lease agreement.

b. If you do not offer parking cash out – Select the checkboxes that apply to your lease parking agreement. Depending on your response you may be exempt from offering parking cash out benefits.

iii. Describe Parking Lease – Provide details on the cost of any parking you may pay for as well as any parking costs that apply to employees. Note: You will also need to provide a copy of your parking lease for verification.

iv. Provide information on unused parking: Select whether your site has unused parking spaces.

Step 5

AVR Survey Setup

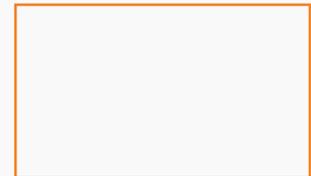
This step will require you to establish an AVR Survey and distribute the link to your staff. For tips and strategies to ensure a successful surveying experience, reach out to the TMO.

1. **Select Your 5-Day Survey Period:** This is the period your survey will be asking about. Your survey will collect commute information over your busiest 5-day period, typically Monday through Friday. However, certain organizations may find their busiest 5-day period includes the weekends, and should shift their dates to include them, if applicable. Your survey cannot be distributed to staff until after the last day of your selected 5-day period.

Note: Your survey period may not include a national, State, or other religious holiday observed by the employer or Rideshare Week which falls on the first week of October. Applicable holidays are listed in the City's TDM ordinance, section 9.53.020.

2. **Estimate Number of Surveys Needed:** Provide an estimate of the number of employees who begin/end their work day **within the AM and PM windows** (6AM-10AM and 3PM-7PM). For example, you may have 100 total employees, but only 60 who begin/end their work day within the AM peak and 40 within the PM peak. This number may be an estimate and may be adjusted as you receive employee responses. This number must include employees that telework or are remote.
3. **Enter your AVR Target:** Use the provided link and lookup tool to determine your site's AVR targets. Targets are set at 1.6, 1.75, 2.0, and 2.2.

Figure 4: Survey Start and End Date on CityGrows



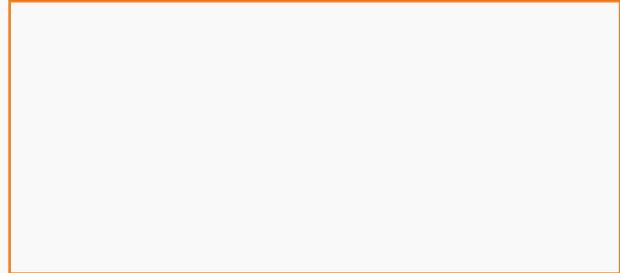
Step 6

Average Vehicle Ridership Survey

On this page you will receive your unique survey link for the ERP you are working on. It can be found at the bottom of the instructions.

- Distribute Your Survey:** You can choose to share the link as you see fit via a company-wide email, intranet, flyers, etc. Alternatively, you may also send the survey link directly to employee emails by providing a list of email addresses using the "Invite" button.
- Review Your Survey Responses:** As employees begin to respond to the survey, you will see responses begin to appear at the bottom of the page. You may select individual responses to review who responded to the survey and identify if any issues are coming up. Employees may make corrections to their survey, if needed, by accessing the link in their survey confirmation email.
- Meet Your Minimum Response Rate Target:** All surveys are required to meet a minimum 60% response rate to gain City approval, although a 90% response rate is recommended to maximize the potential to achieve the AVR target. Your estimated minimum survey responses, the number of individual responses needed to reach a 60% response rate, is provided based on your earlier estimate of employees commuting within the peak window. As you receive survey responses and identify the correct number of employees within the window, this minimum response number will shift. Your Actual Response Rate is based on all surveys received.

Figure 5: Survey Response Rate Dashboard on CityGrows



Step 7

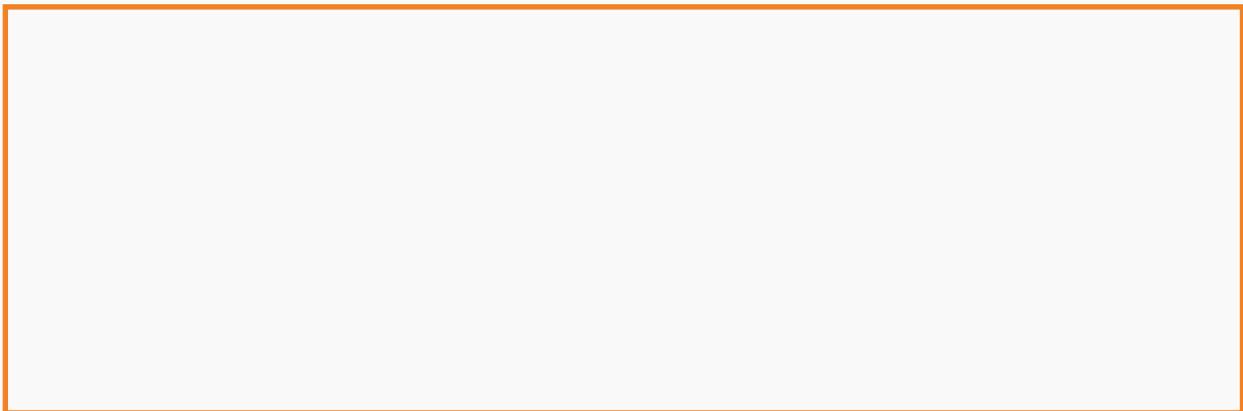
Vehicle Miles Traveled (VMT) Reporting

This step will require you to process your survey data through an AQMD approved calculator and report the VMT totals.

1. Upload Completed VMT Template

- a. **Download your CityGrows survey data:** This data can be downloaded by hitting the export data button on Step 6 at the top of your survey response list.

Figure 6: AVR Survey Export button on CityGrows



- b. **Review your data and make corrections as needed:** Identify any possible mistaken responses. If needed, request that the respondent makes correction(s) to their response. Surveys can be edited using the link in the survey confirmation email.
- c. **Download the AQMD VMT survey template:** Visit the AQMD VMT Calculator website <https://xappp.aqmd.gov/VMTCalculator> and download the VMT Excel Template. Select "Facilities that DID survey their employees" to proceed.
- d. **Copy your CityGrows survey data to the AQMD VMT survey template** - Copy data from your CityGrows survey data columns (A, F, H, J-N) to corresponding AQMD template columns. Save your updated AQMD survey template. *Note: You'll only need to transfer AM commute data.*
- e. Upload your saved AQMD survey template to CityGrows.

Table 1: CityGrows and AQMD VMT Survey Template Corresponding Columns

CityGrows Column Header	AQMD VMT Survey Template Column Header
Response #	Employee Survey ID
Participant Information — Miles to Worksite (one way)	Miles to Worksite (one way)
Participant Information — Did you arrive at or depart from work between 6:00am-10:00am at least once during the survey week? (Please mark Yes if you worked from home or worked a Compressed Work Week)	Are you primarily a peak window employee?
Morning Commute Period: 6:00am-10:00am — Day 1	Mode of transportation Monday
Morning Commute Period: 6:00am-10:00am — Day 2	Mode of transportation Tuesday
Morning Commute Period: 6:00am-10:00am — Day 3	Mode of transportation Wednesday
Morning Commute Period: 6:00am-10:00am — Day 4	Mode of transportation Thursday
Morning Commute Period: 6:00am-10:00am — Day 5	Mode of transportation Friday

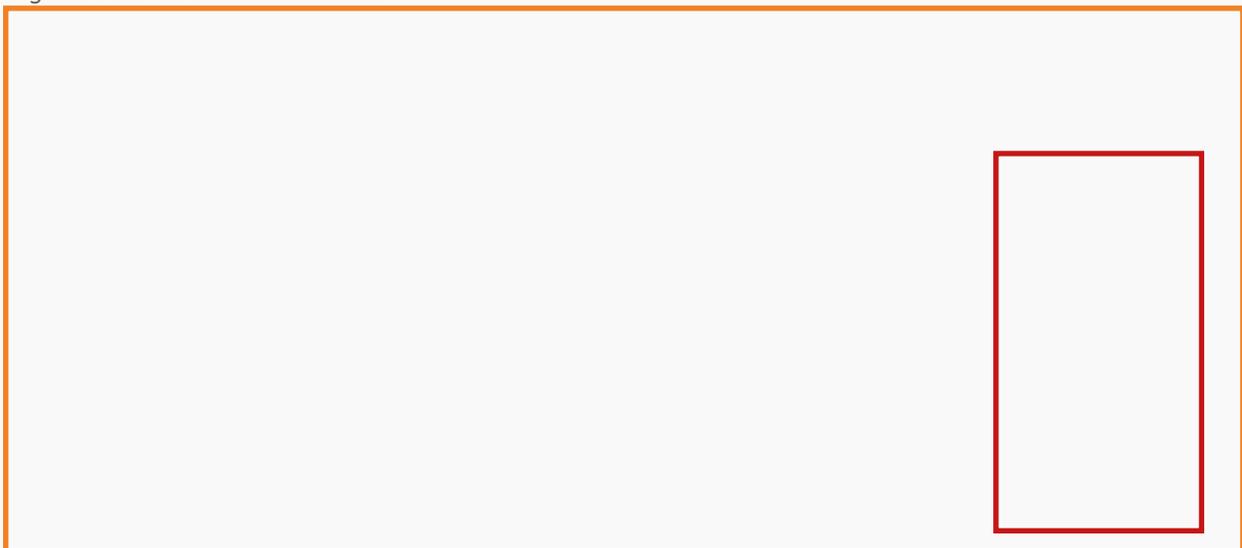
2. Report Weekly VMT by Mode (Peak)

a. Run the AQMD Calculator:

- i. Visit the AQMD Survey VMT Website <https://xappp.aqmd.gov/VMTCalculator/VMT> to upload your saved AQMD survey data template and select "Calculate VMT."
- ii. Download "Peak_Window_VMT" Excel by selecting the "Export to Excel" button.

- b. **Enter VMT Weekly Totals in CityGrows:** Open the saved "Peak Window VMT by Mode" Excel file, that you generated using the AQMD VMT Calculator Tool. This file contains the VMT calculations for each commute mode. Use data from the Excel file to report **potential maximum VMT total for each mode (Column H, Row 3 to 31)** and **total weekly worksite VMT (Column H, Row 32)**. Alternatively, as shown below on the AQMD Calculator, you can find the potential maximum VMT total for each mode and the total weekly worksite VMT on the AQMD VMT Calculator Website.

Figure 7: AQMD Calculator Results



3. **Upload Calculated VMT Results:** Upload “Peak_Window_VMT” Excel file on CityGrows. You will not be able to progress to the next step without uploading the calculated VMT data.

For more guidance on calculating your VMT, please visit www.santamonica.gov/programs/transportation-demand-management.

Step 8

AVR Survey Results

Your survey results are summarized here for both the AM and PM windows. If needed, information on the number of vehicle trips you need to reduce will be provided here.

1. **Describe Your AVR Attainment Status:** Select whether you have met or exceeded your AVR target for both windows.
 - i. **If you did not meet your AVR target:**
 - a. Identify what method you will use to mitigate impacts from your vehicle trips, via one of these two options:
 - Employee Trip Reduction Plan – The most common option, this includes selecting a minimum of 15 strategies for implementation at your worksite, including all mandatory strategies.
 - Mobile Source Emission Reduction Credits – With this option, you will work with a certified vendor to identify what level of offset credits you will need to purchase.
 - ii. **If you met your AVR target:**
 - a. Congratulations! You will only need to implement the three mandatory strategies: providing commute information during new hire orientation, creating a bulletin board or transit screen with transportation information, and providing a Guaranteed Ride Home program, that allows sustainable commuters an alternative option home in case of an emergency.
2. **Annual Transportation Fee Requirement:** All employers will need to pay the Annual Transportation Impact Fee – (# Employees x Fee Amount)
 - i. You may be eligible for a discount if you met your AVR target in consecutive years and submitted your ERP on time.
 - ii. An additional discount is eligible for members of certified TMOs. (Note: The GoSaMo TMO is not a certified TMO for the purposes of this discount.)

Step 9

Employee Trip Reduction Plan

In this section you will select:

- At least 5 strategies, including all mandatory strategies, within the three categories **if you did not meet your AVR target: Outreach/Education, Basic Support, and Direct Strategy.**

OR

- Select the 3 mandatory strategies within the two categories **if you did meet your AVR target: Outreach/Education and Basic Support.**

After selecting your strategies, you will be asked to provide additional details about your implementation plan for each individual strategy. For additional support, please contact the TMO.

1. **Outreach/Education:** Along with the two mandatory strategies (New Hire Orientation and Bulletin Board or Transit Screen), select three additional strategies, if needed.
2. **Basic Support:** Along with the mandatory strategy (Guaranteed Ride Home), select four additional strategies, if needed.
3. **Direct Strategy:** Select any five strategies in this section, if needed.

Step 10

Plan Review

1. At this step, the City will be notified of your plan submission. The City will take up to 90 calendar days to review your plan. No additional action will be needed until the City completes their review. After the City's initial review, you may be required to provide updates before progressing to the next step.

Step 11

Management Commitment Letter

1. Following plan approval by the City, your ERP will be summarized and provided for you in the downloadable summary document.
2. **Management Commitment Letter Upload:** Download the Management Commitment Letter available in Step 1. This letter states that the organization will act in good faith and implement the elements of the ERP they submitted. The letter must be signed by the organization's Highest Ranking Official and uploaded to submit in this step.
3. **Miscellaneous Attachments:** If you have additional documents you have been asked to submit, use the upload tool here.

Step 12

Annual Transportation Fee

1. **Pay your Fee:** Your fee amount will be provided and will include any eligible discounts. Choose the payment option that works best for your organization.
 - i. Online: Payment can be made online via card or a bank account.
 - ii. Check: To pay by check follow the addressee and mailing instructions on the page.
 - iii. Cash: Payment by cash must be made at Santa Monica City Hall by appointment.

Step 13

Feedback (Optional)

1. Provide City staff with feedback on CityGrows, TDM, or mobility options within the City.

Step 14

Submission Complete

1. This step confirms you have provided all the necessary information, documentation, and fees.

Step 15

Final Approval

1. This step provides final approval that your ERP has been approved for the current fiscal year.

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[santamonica.gov/
programs/gosamo](https://santamonica.gov/programs/gosamo)