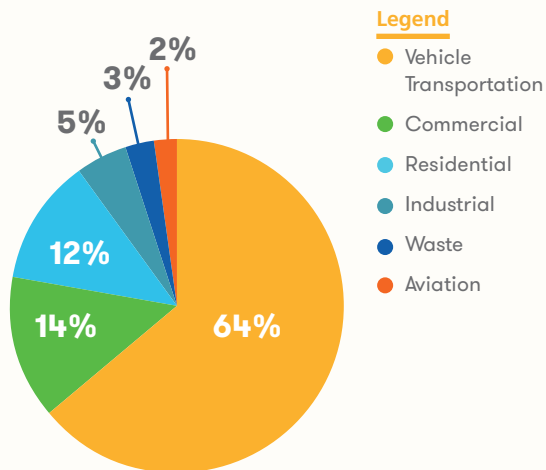


Santa Monica Greenhouse Gas Emissions
by Source (2015)



Source: City of Santa Monica, 15x15 Climate Action Plan

Goal: Reduce the number of drive alone trips across Santa Monica



Employers

Reduce drive alone trips by regulated Santa Monica business employees by 10 percentage points from 60% to 50%

- Drive alone trips are 2% lower in 2016-2017 than they were in 2015



Residents

Provide outreach and assistance to make sustainable travel choices

- Had over 1800 conversations about sustainable trips with residents at 16 public events
- Working on creating and distributing a transportation welcome packet for new residents



Visitors

Provide outreach and assistance to make sustainable travel choices

- Had over 500 conversations about sustainable ways to get to Santa Monica with visitors at 16 events including large scale events like Coast and Expo Opening

GoSaMo

Transportation Management Organization (TMO)

The inception of the TMO coincided with an incredibly exciting time for mobility in Santa Monica. We came into being just before the Expo line opened and just after the Breeze Bike Share program was launched. The City was investing in the GoSaMo Mobility Campaign and the Big Blue Bus was changing routes to link better with the new Expo. This fortuitous timing helped the TMO get started on an strong footing.

The TMO takes an active outreach approach to employer engagement. TMO staff spend time knocking on doors of employers to let them know about our services on a weekly basis. We have reached over 462 employers with 30 or more employees since beginning active outreach in December of 2016. This type of active outreach is instrumental in building awareness among Santa Monica employers that the TMO had launched and is available to provide assistance with their transportation programs.

GoSaMo Transportation Management Organization (TMO)

In the first few months of our existence, we engaged in the following work to establish a strong foundation for the TMO.



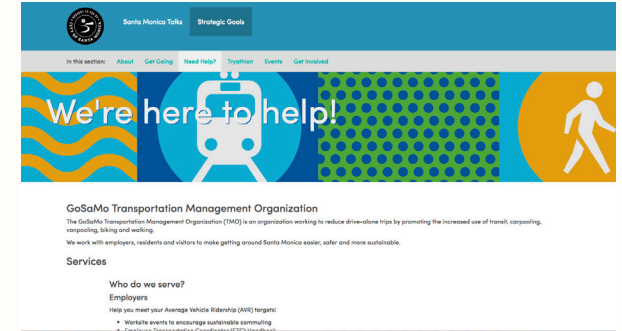
Stakeholder meetings

12 Stakeholder meetings with Santa Monica residents, small and large employers, transit providers and more to identify transportation needs in the community



Advisory team

Formed an Advisory Team of 23 members key stakeholders including business leaders, city staff, transportation experts, and Santa Monica residents



Website

The GoSaMo TMO website went live in January 2017



Transportation
Management
Organization

Brand/name/identity

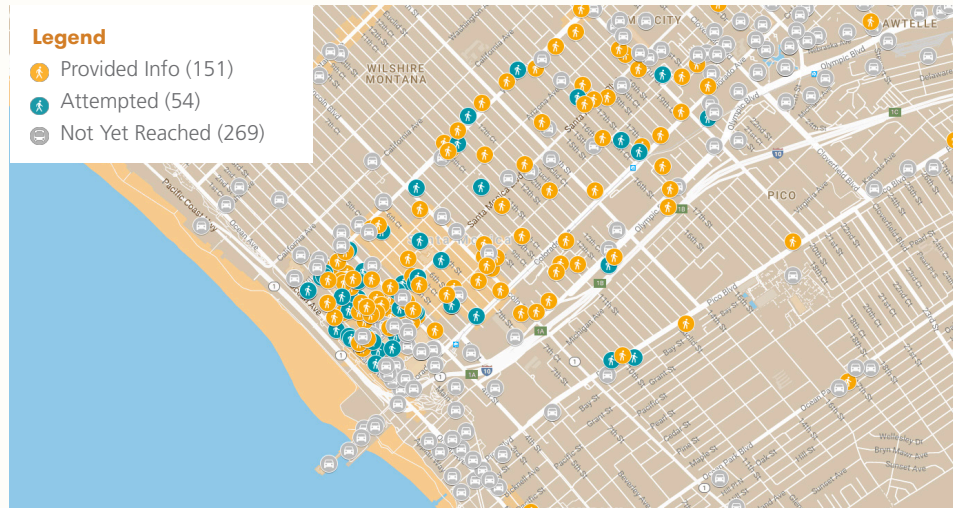
The GoSaMo TMO logo shares the GoSaMo brand identity



Work plan

Created a work plan with input from the Advisory team

Accomplishments



Source: GoSaMo TMO Data - Year 1 Outreach

11,029 Engaged with **57** employers who represent over **11,029** employees in one-on-one meetings or in smaller groups

8,974 Provided information and resources to **151** employers representing **8,974** employees via Stop & Drops

2,030 Had **2,030** conversations and **6,156** impressions about sustainable travel through tabling sessions at **16** City and Community events that led thousands of impressions and interacted with hundreds of residents and visitors

1,017 Sent out bi-monthly electronic newsletters beginning in February 2017 to **1,017** individuals

282 Hosted **10** TDM events - Lunch & Learns, tabling events, Ride & Learns. **282** individuals attended

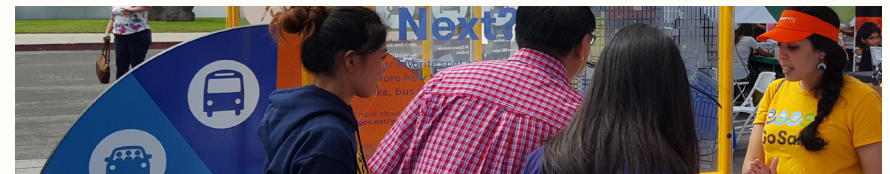
7 Headed **7** Advisory Team meetings

6 Created detailed commute maps for **6** Santa Monica employers reaching **1,008** employees

5 Created **5** different templates and handouts to help employers provide information to their employees more efficiently

4 Opened dialogue with transportation technology companies to explore ways to make sustainable transportation easier in Santa Monica. Companies include: **Chariot**, **Biko**, **Scoop**, and **Luum**

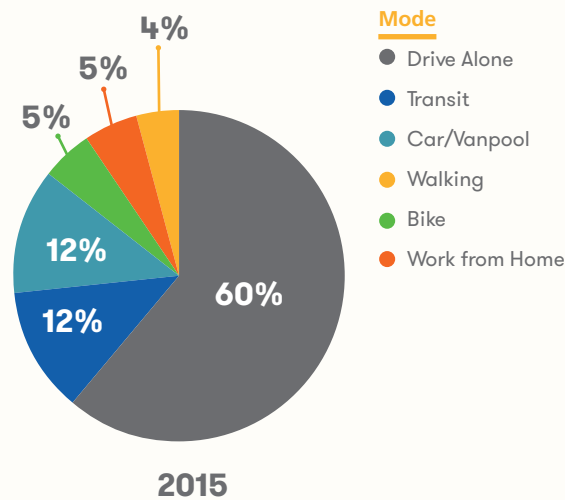
2 Facilitated conversations with Sk8 Metro to support skateboarding as a recognized mode, and with **Metro** and **Big Blue Bus** to explore pass integration.



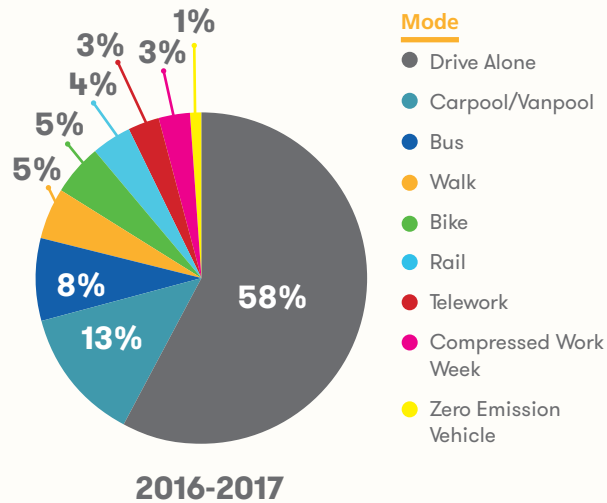
People visiting the GoSaMo booth to pick up information about the GoSaMo Transportation Management Organization's program.

GoSaMo Transportation Management Organization (TMO)

Employee Commute Modeshare - PM trips



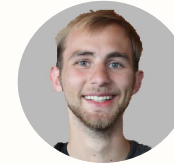
Source: City of Santa Monica survey data



TMO Staff



Puja Thomas-Patel
Executive Director

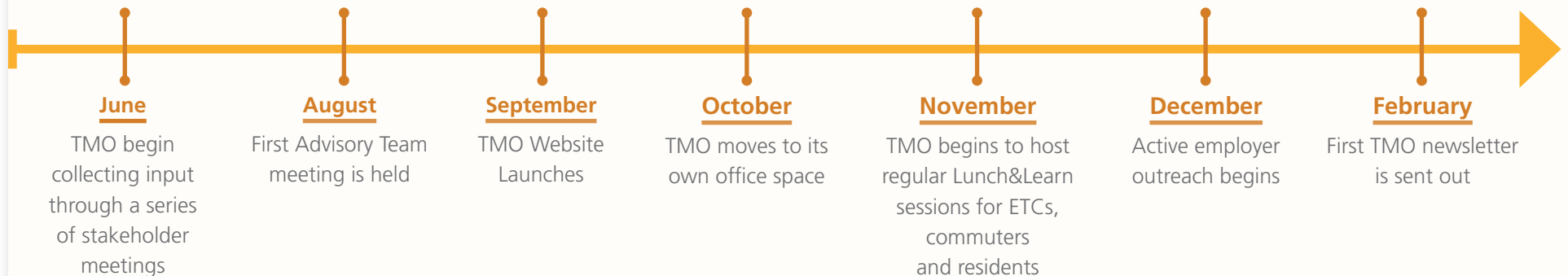


Nathan Pope
TDM Coordinator



Leo Martinez
Outreach Coordinator

Timeline



Scope Targets		Scope Accomplishments	
Task 1	Establish an Advisory Board/Committee	✓	Advisory Team established. First meeting held on August 9, 2016.
Task 1.2	Stakeholder Interviews - 12 employers + 12 community members	+ +	12 group stakeholder interviews with 38 + individuals 15 employers, 11 residents, 4 regional and local service providers (LA Metro, BBB, LADOT, Breeze Bike Share) Sustainability and Bike advocates - Spoke, CASM, Sustainable Streets, City of SMOSE
Task 1.3	Advisory Committee Meetings – conduct 6	+	7 meetings held
Task 2	Develop and Deploy Work Plan	✓	Adopted in November 2016
Task 3	Start to develop Marketing Plan <ul style="list-style-type: none"> Year 1 - Develop Brand Year 1 TMO launch campaign Social Media and TMO Tool Kit 	✓	Agreed to use GoSaMo branding, developed logo, handbook will be used as tool kit. TMO also created additional items that will be part of the tool kit. Eg., GRH flyer, Bike-to-Work Pit Stop Checklist, Apps handout.
Task 4	Launch TMO. Participate in meetings with at least half (88 employers) of the City's approx. 175 employers with 30+ employees (one-on-one or in small groups)	»	Seascape announcement in January 2017, engagement with 57 employers through meetings (one-on-one or in small groups). Provided info and offered assistance to 151 employers via in person Stop and Drops.
Task 5	Administer TDM Platform - Establish online presence and provide trip planning resources	»	The TMO has established an online presence with the website gosamo.org. Private sector innovations have made providing a trip planner on the TMO website unnecessary. The TMO recommends and trains individuals in the use of more efficient choices such as Google Maps and Transit App
Task 6	Hold TDM events. 12 events in year 1 (at least 5 City events)	+	Participated in a total of 25 events: hosted 8 TDM events including Lunch & Learns for ETCs and employers, attended 11 City events, attended 6 TDM events
Task 7	Attend Community Meetings (as appropriate)	✓	Attended several meetings. Some highlights: climate Action and adaptation, plan meetings, SMITy, CASM, Sustainable Works, Buy Local, and City of LA TDM Ordinance Meeting
Task 8	Administer Grants (fee for service)	»	In-progress
Task 9	Provide Developer TDM Services (fee for service)	»	Began planning for Saint John's Services
Task 10	Additional Services (fee for service)	✓	Began offering fee for service to Santa Monica employers. In talks with Agensys.

Legend

- + Exceeded the goal
- ✓ Accomplished
- » In progress

Workplan Targets - generated through Advisory Team input

1	Send out electronic newsletter to promote events, new ideas, tools, etc.	✓	Began sending bi-monthly newsletter in February
2	Create and distribute Transportation packages to new residents	»	Began designing the packet and planning the contents
3	Work with schools and SRTS to create TMO/Transportation awareness	»	Will likely be working with the school district in the Fall and will expand SRTS to 2 private schools in the Fall
4	Provide ready-to-use templates to employers	✓	Created 5 in Year 1