

## Our Work

Just 3 years ago, vehicle transportation was the single largest source of greenhouse gas emissions at 64 percent. Sixty percent of all commuters and 75 percent of all residents were driving to work alone.

The City of Santa Monica set out to change this. In that year, the City set mobility as one of its five strategic goals in order to address the City's largest source of GHGs, to improve community safety and quality of life.

Soon after, the mobility landscape of Santa Monica began to change dramatically. The City strengthened its Transportation Demand Management (TDM) Ordinance to require all employers with 30 or more employees in the City to survey, report and work to lower the number of commuters who drive to work alone. This was a huge step for the City. With Santa Monica's large number of small businesses, it meant that most employers would be responsible for promoting sustainable commuting to their employees.

The City funded the GoSaMo Transportation Management Organization (TMO) to have a one-

stop shop for all transportation resources and set a goal for use to reduce commuter drive alone trips from 60 percent to 50 percent. The TMO is the organization tasked to help employers comply with the City's TDM Ordinance. We provide free assistance to all employers in the City on their surveys and TDM plans so that they can help their employees commute more sustainably.

We educate the public on the many new sustainable transportation options made available to those travelling in Santa Monica. Transportation options like Breeze Bike Share, Expo Rail, Big Blue Bus, Metro bus, Lyft, and more. We keep employers and residents up to date as new mobility options are become available, like the even more recent e-scooter and e-bike options that came to the City in the past year.

Since our creation in 2016, we have been working hard to reduce the number of drive-alone trips taken in and around the city through the promotion of Santa Monica's many mobility options.



## Our Impact in Santa Monica

### Snyder Diamond



64 employees

Last year's PM AVR = 1.24

This year's PM AVR = 1.76

**AVR Increase = 0.52**

24% fewer vehicles arrived at  
Snyder Diamond this year



*"Thanks to the TMO team, we have been able to improve our AVR. TMO was great to work with as they helped our company with the gathering of all employee information and making sure we calculated the AVR survey forms properly. TMO showed us different transportation options, and how they would work best for our colleagues. The TMO has helped us to increase the number of the employees who use public transportation and carpool. They have made it possible for Snyder Diamond to help lower the GHG emissions in the city of Santa Monica."*



**Alicia Castaneda & Rosalie Elias**

In our first year, we worked with 14 employers most closely. We helped to improve average AVR from 1.47 to 1.57 for these employers.

### Edmunds



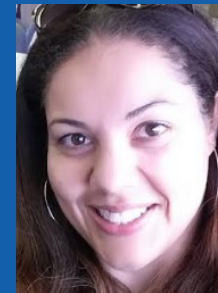
480 employees

Last year's PM AVR = 1.51

This year's PM AVR = 1.86

**AVR Increase = 0.35**

12% fewer vehicles arrived at  
Edmunds this year



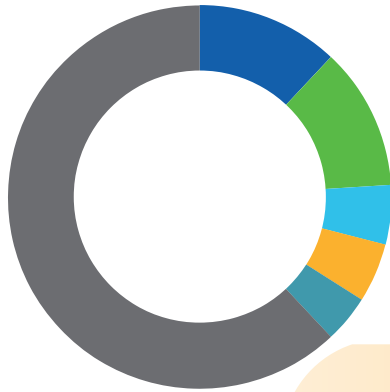
*"GoSaMo TMO has been a fantastic resource for us! Their offerings such as support services with our AVR survey as well as the informative meetings held has assisted us with keeping our transportation programs fresh. Most importantly, because of GoSaMo TMO's assistance/support we were able to increase our AVR score last year!"*

**Jennifer Beltran**

## Employee Commute Modeshare

(PM Trips)

2015



Drive alone	60%
Transit	12%
Car/Vanpool	12%
Bike	5%
Work from home	5%
Walking	4%

2016-2017



Drive alone	58%
Bus	8%
Car/Vanpool	13%
Bike	5%
Telework	3%
Walking	5%
Compressed work week	3%
Zero Emission Vehicle	1%
Rail	4%

2017-2018



Drive alone	58.8%
Bus	8%
Car/Vanpool	13%
Bike	5%
Telework	3%
Walking	5%
Compressed work week	3%
Zero Emission Vehicle	1%
Rail	4%

## All Time Highlights

(June 2016 - May 2018)

### Outreach



Engaged with **110** employers in one-on-one meetings or in small groups, representing **15,393** employees



Provided information to **376** employers in person or via phone, representing **26,000** employees



**85%** of employers surveyed in June 2018 felt that the information provided by the TMO was good or very good

### Marketing



Hosted or attended **60** events in Santa Monica to promote sustainable travel



Created and distributed monthly newsletters, with an average open rate of **26%**



We launched our Twitter Account @AskGoSaMo in January of 2018. Impressions - **35,501**



Website Pageviews  
Events - **4,824**  
Get Going - **4,689**

### Program



Piloted a New Resident Packet for new residents in the downtown neighborhood



Helped expand the Safe Routes to School Program to private schools



Created detailed commute maps for **9** employers, representing over **1,200** employees



Opened dialogue with 15 shared mobility and transportation technology providers including Waze Carpool, Chariot, Bird, and Lime.

## Year 2 Highlights

(June 2016 - May 2018)

### Outreach



Engaged with **53** new employers



Provided information to **225** employers through stop and drops and calls

### Marketing



Hosted **10** employer focused Lunch & Learns with 131 attendees



Attended **15** community focused events like COAST, the City's Fourth of July Parade, and Santa Monica Family Bike Festival to have conversations about sustainable travel with the community. Our presence led to over **1,334** conversations with residents and over **6,329** impressions.



Participated in **2** visitor focused outreach events that led to over **6,000** impressions and **250** interactions



Sent out monthly newsletters with an average open rate of **21%**

### Program



Distributed **150** Santa Monica New Resident Packets



Helped expand the City's Safe Routes to School program to Private Schools. Organized Bike it! Walk it! Bus it! Week to **3** private schools in Santa Monica. New Roads, Crossroads, Saint Monica's Elementary and High School



Created detailed commute maps for **4** employers, representing over **700** employees



The TMO helped promote bike to work day to employers and recruited **9** employers to host pit stops out of a total **20** pit stops in Santa Monica



Worked with the City of Santa Monica and Downtown Santa Monica Inc. to create a training video for Downtown Ambassadors on mobility options.



ETCs Certified - **15**



Fee for Service projects - **2**





**Bike it! Walk it! Bus it! Day at Santa Monica's Elementary and High School** – The teachers created a fun tally poster to track how each student got to school. The girls win this round by commuting more sustainably than the boys!



**Lunch & Learn highlight** – we took a group of 10 employers on a Big Blue Bus ride for ice cream. Many had not been on a bus in years. We taught them to look up the bus schedule, use a TAP card, and pull the cord to request a stop. We had a great time!



We created and distributed transportation packets to new residents in Downtown Santa Monica as a pilot. The packet included a GoSaMo branded TAP card with \$5.25 in stored value, a Big Blue Bus day pass, a Breeze Bikeshare discount code and a Zipcar discount code. The packets have been very well received by apartment complexes.



The TMO hosted an Expo Ride Lunch & Learn. It turned out to be on one of our rare rainy days but we made it work by borrowing umbrellas. It was a fun ride in the rain!