



Transportation
Management
Organization

Annual Report 2018 - 2019 Year Three

steer



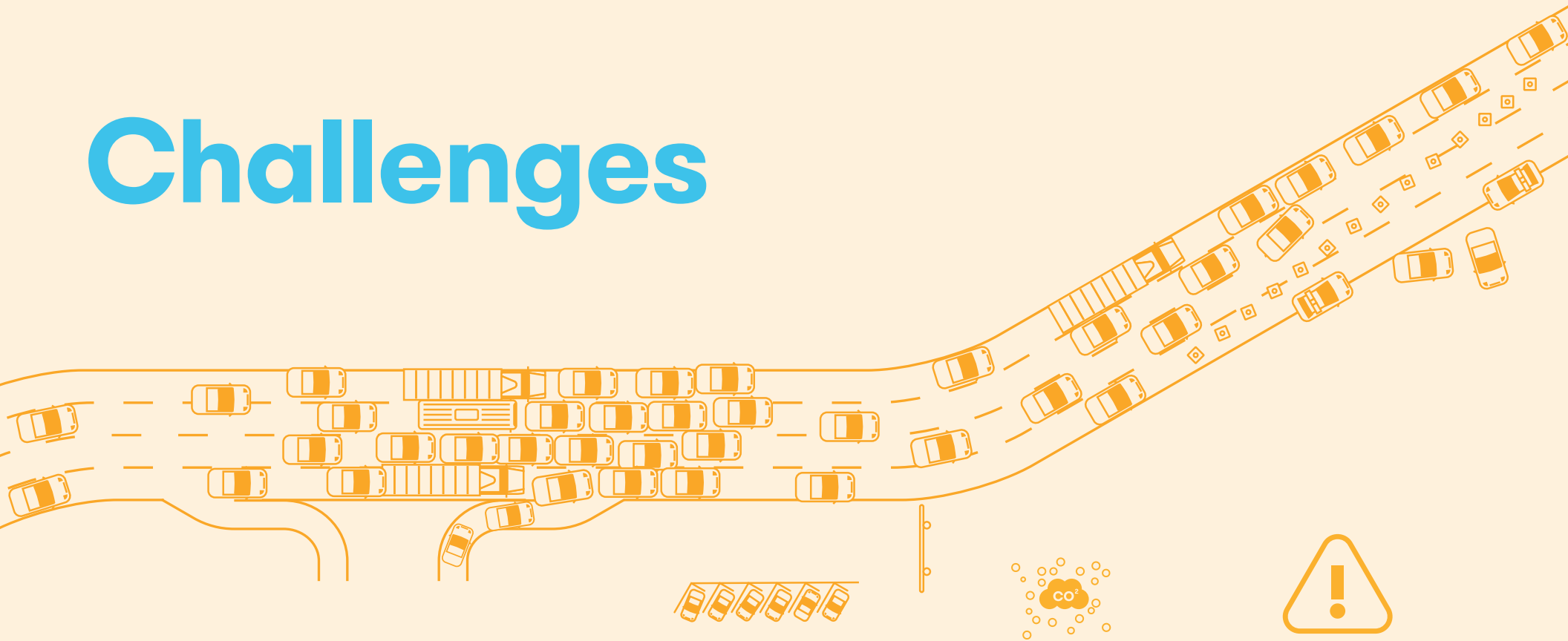
Year in review

2018-2019

Year three

The GoSaMo Transportation Management Organization (TMO) had an incredible year. We are proud to have nearly tripled the number of employers we engaged this year and to have helped thousands of Santa Monica employees and residents find sustainable ways to get around.

Challenges



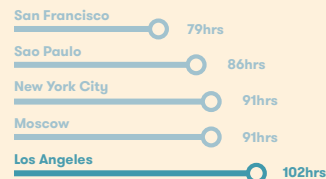
A culture of driving

In 2016, there were over 240 million¹ cars on the road in America.

With 1.62 cars per household² in Los Angeles, this means more than 2.4 million vehicles in the city area.

Gridlock

A 2017 study⁴ showed that Los Angeles drivers spend 102 hours in traffic on average. That's the most time drivers spend in rush-hour traffic anywhere in the world.



Lack of Space

The parking space used by employees in Santa Monica every day is equivalent to 22 Third Street Promenades⁵.

That's over 20 football fields dedicated to parked cars.

Poor Air Quality

64% of Santa Monica's greenhouse gas emissions come from vehicular transportation³.

As well as contributing to climate change, long term exposure to pollutants can present health risks.

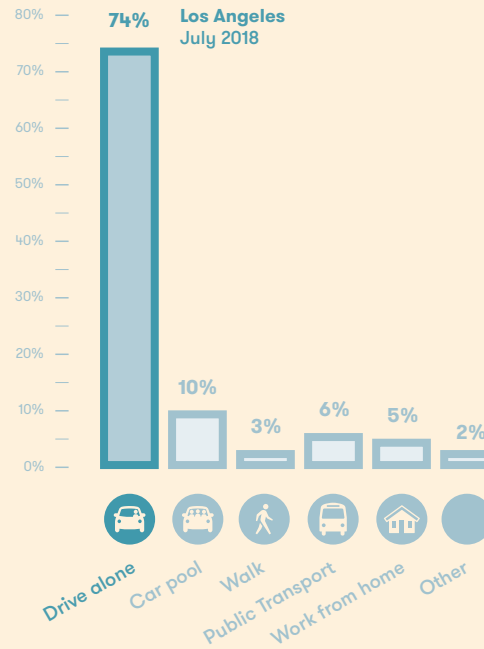
Safety

In 2017, there were 55,350⁶ traffic collisions in Los Angeles, killing 260⁷ road users and pedestrians.

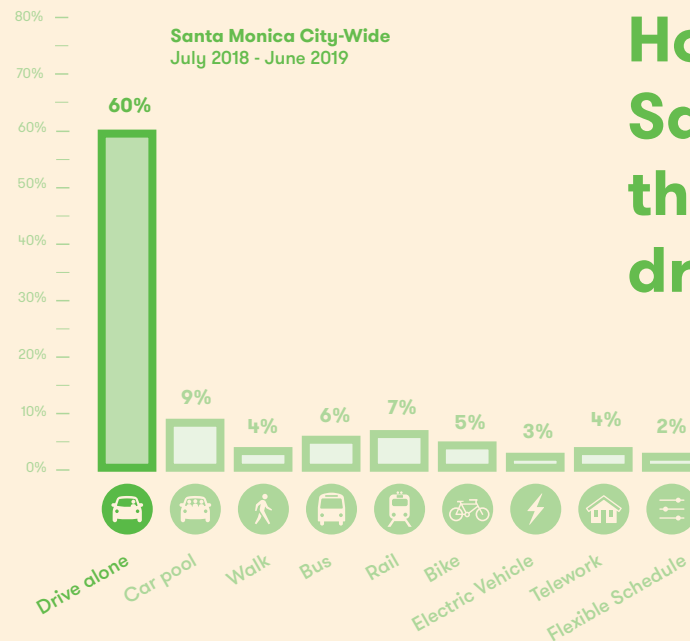
GoSaMo TMO is working to change this!

Regional Success Story

Santa Monica believes that streets are for everyone - pedestrians, bicycles, motorists, and transit riders. And the roads and transportation networks are being updated to support this position. The City's investments in mobility are showing results. People traveling in Santa Monica make the sustainable choice far more often than those elsewhere in the LA region.



74% of commuters in Los Angeles are driving alone⁸



However, in Santa Monica, this figure drops to 60%⁹

The TMO Difference

Terms & Abbreviations

AVR

Average Vehicle Ridership is the ratio of people (or employees) to vehicles (cars) at a place of employment

ETC

An Employee Transportation Coordinator is the person responsible for completing and implementing an employer's transportation plan

Sustainable trips

A trip which has a lower impact on the environment, such as walking or cycling as opposed to driving

TDM

Transportation Demand Management is the practice of changing how, when, and where people move around the city by encouraging more efficient types of transportation behavior

TMO

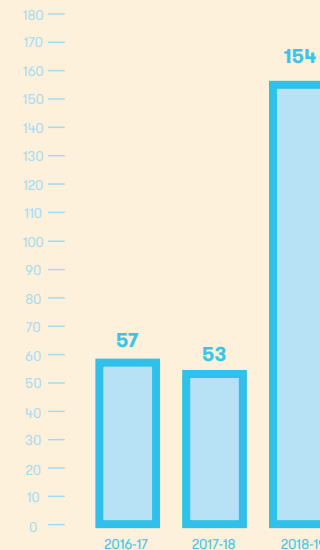
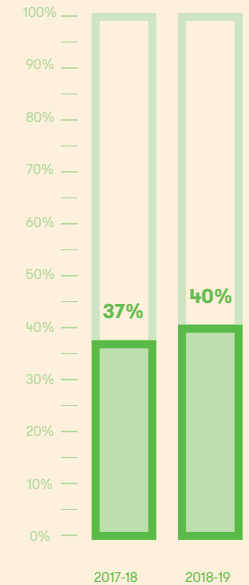
Transportation Management Organization, is an organization which works with companies to encourage sustainable trips

The GoSaMo TMO works closely with Santa Monica employers to help them meet their Average Vehicle Ridership (AVR) targets and find the best options for their commuters. The employers the TMO works most closely with have shown the biggest reduction in drive alone trips.



Impact

TMO engaged employers increased the percentage of non-drive alone trips made by their employees from 37% to 40%



Engagement

The number of employers engaged by the TMO nearly tripled this year. Much of it was due to the City of Santa Monica including the TMO's contact information in their notices.

Not only did this lead to more employers contacting the TMO but it also freed the TMO from engaging in active outreach to inform employers of the services on offer and allowed us to assist more employers.

Mode split amongst TMO engaged employers

	2017 - 18	2018-19
Drive alone	63%	59% ↓
Car / Vanpool	10%	10%
Telework	7%	4% ↓
Active travel	8%	10% ↑
Transit	9%	13% ↑
Electric Vehicle	2%	3% ↑
Flexible Schedule	1%	1%

A Targeted Approach

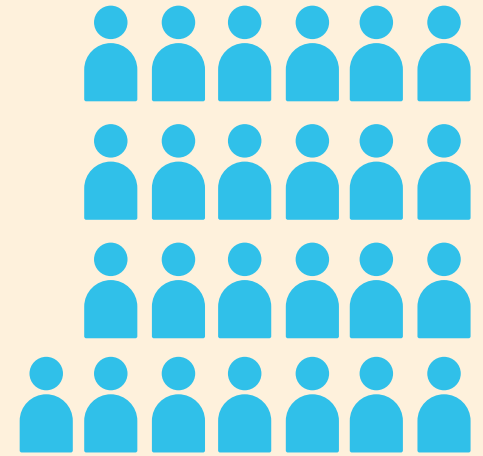


Outreach



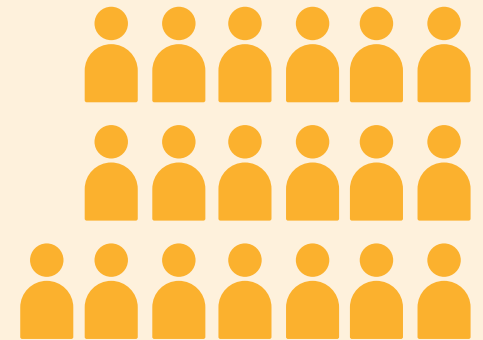
154 employers

were engaged at least once in the past year through one-on-one meetings, events or phone call representing over 25,000 employees



76 employers

of these 154, received repeat assistance representing some of Santa Monica's largest employers and totaling over 19,000 employees



 =1,000

Marketing



50+
events hosted or attended



22%
average open rate for monthly newsletter

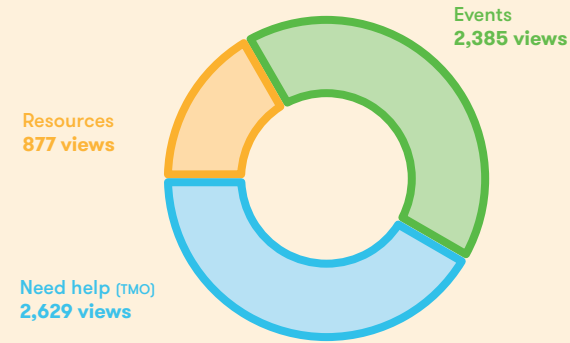


100,000+
impressions on twitter



50+
participants in our LinkedIn group

5000+
website
page views



Programs



130+
packets distributed to new residents

 **wazeCARPOOL**



100,000+
miles saved



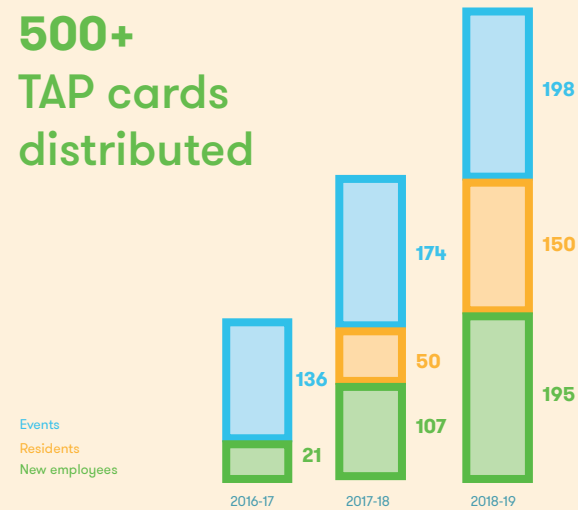
34 ETC's
certified in 2019



75,000+
lbs of CO² reduced

We undertook a pilot program with Waze Carpool which saved 100,626 miles and reduced 79,863 lbs of CO₂ emissions.

500+
TAP cards
distributed



What Users Think

GoSaMo was a great support to our UCLA Santa Monica Rideshare program this year, their team participated in multiple events informing our staff about alternate modes of transportation to commute to and from work. TMO also helped us reconnect with Waze carpool and bring a promotion to our staff. I really like their monthly newsletter because it helps us keep up with current information about transit in our area.

We hope to participate next year and attend TMO events to keep networking with other employers in the city. We really appreciate the TMO team and their constant support to our SM-UCLA Rideshare Program.

Noreima Angulo Diaz
Rideshare Coordinator
UCLA Medical Center



UCLA

GoSaMo was instrumental in 2019 for Edmunds. Not only did they give guidance and information in all things transportation and commuting related, but they also helped facilitate the ERP paperwork from start to finish via the City Grows platform.

I learned that there are so many transportation and commuting related resources out there for ETC's to use. GoSaMo always had an answer to my questions or at the very least a referral that was shared to help out our ECO Program (Edmunds Commuter Opportunities).

We definitely want to earn another GoSaMo Achievement Award! Not only is it easy to earn points but it's a great way to incentivize companies to really push the envelope with their programs and what they can do.

Nora Cicuto
Senior Workplace Experience Specialist
Edmunds

 **edmunds**



Before I switched to LA public transit, I was driving to and from work every day. I live in Palms/Culver City and commuting to Santa Monica and back was no easy feat. In addition to factoring in traffic time, I would also have to allot at least 20 min to ensure I found a parking spot near work. My morning commute was around 40 min (20 min for driving and 20 min for parking) while my evening commute would be closer to an hour long!

During my commutes I would often drive next to the Metro Expo line and I would wonder if it was an option for me. A couple months ago GoSaMo Transportation set up a booth at Fairmont Miramar and offered me a TAP Card with \$5 loaded onto it. This encouraged me to give the Expo line a try since I live right by the Palms Station. That next week I hopped on the Metro, spent the 15 min ride reading, then walked half a mile to work.

Since that day my life has been forever changed! I am able to spend my travel time reading or catching up on emails and the time I spend walking makes me feel ready to start the day. Overall my stress levels are way lower since I have eliminated road rage and wasted time spent in traffic. I am able to spend my time on far more important things and I am forever thankful that I began using LA public transit.

Rachel Leisten
Employee
Fairmont Hotel

Fairmont
HOTELS & RESORTS



GoSaMo Achievement Awards

The TMO was asked by the TMO Advisory Team to create an awards program to recognize employers who are making a notable effort to reduce traffic and greenhouse gas emissions in Santa Monica. The TMO worked closely with the City's Mobility department to create the awards criteria and recognition program.

The first ever GoSaMo Achievement Awards were announced in March 2019 and an awards lunch was held in May 2019. Twelve employers were recognized for the 2017-2018 year.



Gold winner

Pacific Park



Silver winners

Carlthorp School

Santa Monica College (SMC)

Snyder-Diamond

The Famous Enterprise Fish Company

The Gateway Hotel

Rubin Postaer & Associates

T.J. Maxx

Hulu

Edmunds.com

Abercrombie & Fitch

Jonathan Club at the Beach

“SMC is grateful that the City recognizes our efforts to change deeply engrained habits of students and staff to make it easier for everyone to get to and from campus and the surrounding neighborhoods. Providing access to quality education is our goal and we are fortunate to have great partners like BBB, Metro, and Breeze to make it a lot easier to achieve.”

Ferris Kawar
Sustainability Project Manager



“Hulu was thrilled to receive the GoSaMo Silver Achievement Award for our Commuter Programs. Hulu is continually striving to grow and adapt our programs to help in reducing traffic congestion and to be thoughtful environmental stewards in the communities where we work and live. This award was indeed an honor to receive, thank you GoSaMo and the City of Santa Monica!”

Mark Ades
Facility Manager



The GoSaMo Team

Puja Thomas-Patel Executive Director
 Nathan Pope TDM Coordinator
 Jayro Queme Outreach Coordinator



Our Advisory Team

Carter Rubin	Natural Resources Defense Council
Tamar Fuhrer	Kite Pharma
Jennie Campos	Big Blue Bus
Cynthia Rose	Santa Monica Spoke
Ferris Kavar	Santa Monica College
Matt Stauffer	Chamber
Devon Deming	Los Angeles Metro
Cris Gutierrez	Climate Action Santa Monica
Omark Holmes	Santa Monica Travel and Tourism
Barrett Stone	Colorado Center
Rob Younes	Lionsgate
Caroline Coster	Santa Monica-Malibu Unified School District
Lynne Thomas	The Lobster
Andrea Korb	Downtown Santa Monica, Inc.
Camilo Alvarez	Providence Saint John's Health Center
Jennifer Taylor	City of Santa Monica (HED)
Shannon Parry	City of Santa Monica (OSE)
Francie Stefan	City of Santa Monica (Mobility)
Colleen Stoll	City of Santa Monica (Mobility)



Sources

1. National Transportation Statistics 2018 4th Quarter, United States Department of Transportation, Bureau of Transportation Statistics
2. Vehicle Ownership in U.S. Cities, Governing calculations of 2015 and 2016 one-year Census American Community Survey estimates, Governing.com
3. RC 5 GHG Emissions, City of Santa Monica, December 31, 2019
4. INRIX Global Traffic Scorecard, INRIX Research, Graham Cookson, February 2018
5. City of Santa Monica's Average Vehicle Ridership Survey, 2018-2019. This data exclusively reflects the employers subject to the City's TDM Ordinance .
6. The number of pedestrians, cyclists and drivers killed in L.A. traffic rose sharply in 2016, Los Angeles Times, Laura J Nelson & Dakota Smith, April 3 2017
7. Fatal car crashes and road traffic accidents in Los Angeles, California, city-data.com
8. LA by the Numbers, Los Angeles Business Journal, July 8, 2018
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