



Transportation
Management
Organization

Annual Report 2019 – 2020 Year Four

steer



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Terms & Abbreviations

TMO

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

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 doesn't have a negative impact on the environment, such as walking or cycling as opposed to driving

TMO employer

An employer in Santa Monica that the TMO assists and engages with on a regular basis throughout the year

Challenges



A Culture and Habit of Driving

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

With 1.62 cars per household in Los Angeles, this means more than 2.4 million vehicles – or 1% of all the cars in America– in the city area.

Source: Inrix 2020
Traffic Scorecard Report

Gridlock

Los Angeles drivers spent 103 hours in traffic on average.

Poor Air Quality

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

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

COVID-19

In March, the coronavirus pandemic upended the way we live, work, and get around.

At its worst point in April, monthly bus ridership across the region fell by 71% compared to last year.

Source: SCAG Snapshot of COVID-19
Transportation Impacts in the SCAG
Region 2020

Year four

The coronavirus pandemic and lockdowns dominated the last year of work. Public health guidance and reductions in business operations changed commuting patterns across the region.

Despite the immense challenge, the GoSaMo Transportation Management Organization (TMO) had a productive year and adjusted to continue supporting essential businesses whose employees continue to commute and those that transitioned to long-term remote work. We are proud to have assisted over 85 Santa Monica employers and helped thousands of employees and residents find sustainable ways to get around.

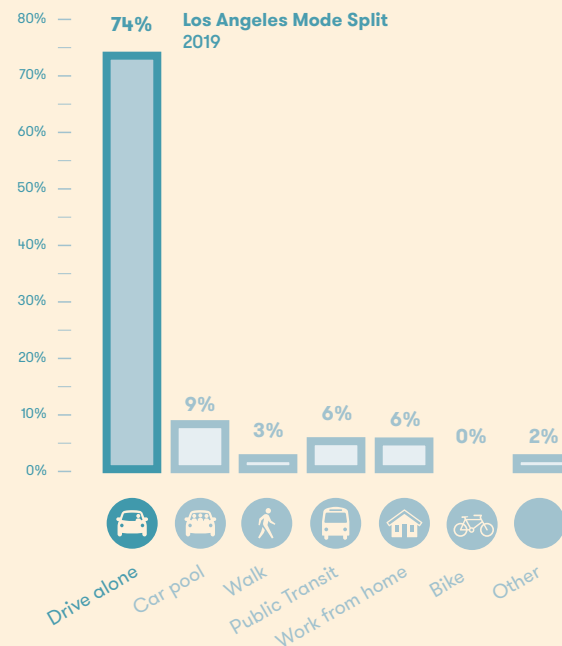
We are working to change this!

Moving Forward

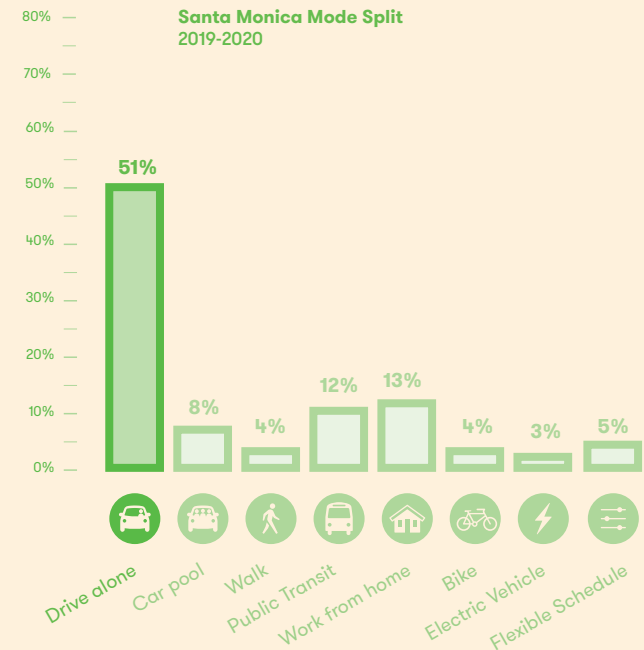
Santa Monica believes that streets are for everyone - pedestrians, bicyclists, motorists, and transit riders. The City's investments in mobility are showing results and the TMO's efforts support the City's sustainability goals by reducing vehicle trips and the corresponding pollution.



74% of commuters in the County of Los Angeles are driving alone



However, in Santa Monica, this figure drops to 51%



Source: U.S. Census Bureau (2019). Sex of Workers by Means of Transportation to Work American Community Survey 1-year estimates

The TMO Difference

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



The Environmental Impact of the TMO

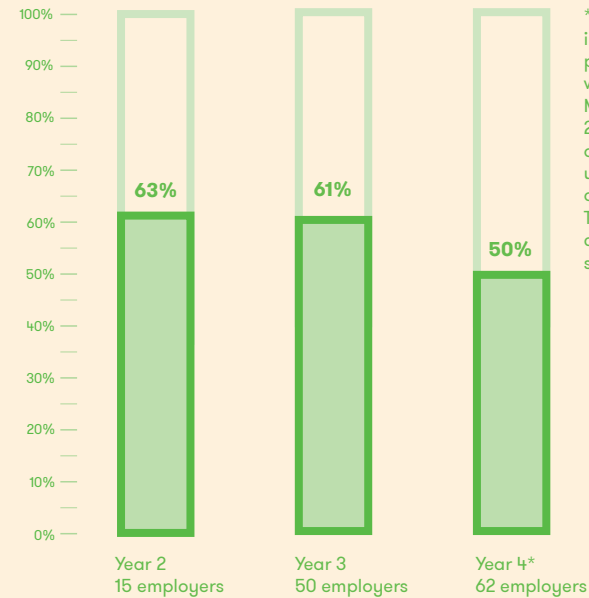
Category	Minimum
VTM Reduced	8,441 miles
CO ₂ Reduced	3,271 kg
VOC Reduced	0.6 kg
NO _x Reduced	3.8 kg



The CO₂ reduced is equivalent to planting 156 trees



Drive Alone Percentage for TMO Employers Over Time



*Year 4 results were impacted by the COVID-19 pandemic. Employers who surveyed between March 2020 and May 2020 were likely to have dramatically reduced and uncharacteristic drive-alone percentage. Most TMO employers, however, conducted and submitted surveys prior to March 2020.



Mode split amongst TMO engaged employers

	2017 - 18	2018-19	2019-20
Drive alone	63%	59% ▼	42% ▼
Car / Vanpool	10%	10%	15% ▲
Telework	7%	4% ▼	18% ▲
Active travel	8%	10% ▲	8% ▼
Transit	9%	13% ▲	12% ▼
Electric Vehicle	2%	3% ▲	3%
Flexible Schedule	1%	1%	1%

TMO by the Numbers



Outreach

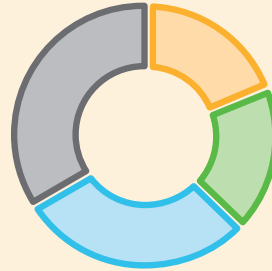
128 employers

were engaged at least once in the past year through one-on-one meetings, events or phone call, representing over 24,000 employees

85 employers

received repeat assistance, representing over 23,000 employees. TMO staff built relationships with these employers, meeting with and assisting these businesses at least twice in the year. This year we built stronger relationships with businesses representing over 4,000 more employees.

6000+
website page views



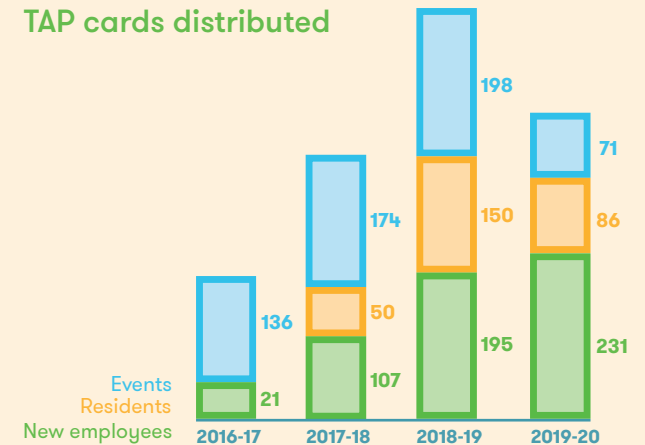
Need help (TMO)
1,969 views

Resources
1,302 views

Get around
2,308 views

Events
1,203 views

350+
TAP cards distributed



Marketing



32 events hosted or attended including 3 webinars and 7 drop in office hours in response to COVID



22% average open rate for monthly newsletter



89,000+ impressions on twitter



63 participants in our LinkedIn group

Programs



53 packets distributed to new residents



19 ETCs certified in 2019-2020



What the Community Thinks

“

The pandemic has drastically changed the way our staff with physical location dependent roles commute to work.

I am thankful for having the GoSaMo TMO and City staff here to offer resources and support as we figure out this new landscape together.”

Lia Yim
Transportation Program Manager
Kite



“Colorado Center has been working with the TMO for just about three years. Puja and her team have been instrumental in helping the campus, not only make strides in increasing the AVR, but ensuring the City’s environmental goals.”

Barrett Stone
Senior Property Manager
Colorado Center



GoSaMo Achievement Awards

The TMO continued its award program recognizing employers making an outstanding effort in reducing traffic and greenhouse gas emissions in the City. Winners of the second GoSaMo Achievement Awards were announced in October 2019. A total of 23 employers received an award including Kite who won the first ever Platinum GoSaMo Achievement Award.



Platinum winners

Kite (Broadway)



Gold winners

Santa Monica College (SMC)

Jonathan Club at The Beach

Cornerstone On Demand

Moment Feed

Kite (17th St)

Lionsgate

Edmunds.com

Kite (Stewart)

Crossroads School for Art & Sciences

The Huntley Hotel

Saint Monica Catholic Community

Bird Rides

Santa Monica Amusements

Snyder Diamond

New Roads School

MINI of Santa Monica

RAND Corporation

Volkswagen, Subaru, Lexus Santa Monica

Hard Tail

Naughty Dog

Urban Outfitters

Snap Inc

UCLA Medical Center



Silver winners

The GoSaMo Team

Our Team

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



Our Advisory Team

Carter Rubin	NRDC
Lia Yim	Kite
Jennie Campos	Big Blue Bus
Cynthia Rose	Santa Monica Spoke
Ferris Kawar	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 (Boston Properties)
Chris Kempfert	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 (Housing and Economic Development)
Shannon Parry	City of Santa Monica (Office of Sustainability and the Environment)
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