



Transportation  
Management  
Organization

# Annual Report 2021 – 2022

steer



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

### TMO

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

### TMO employer

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

### VMT

Vehicle Miles Travelled means the number of miles travelled by a motor vehicle over a given period.

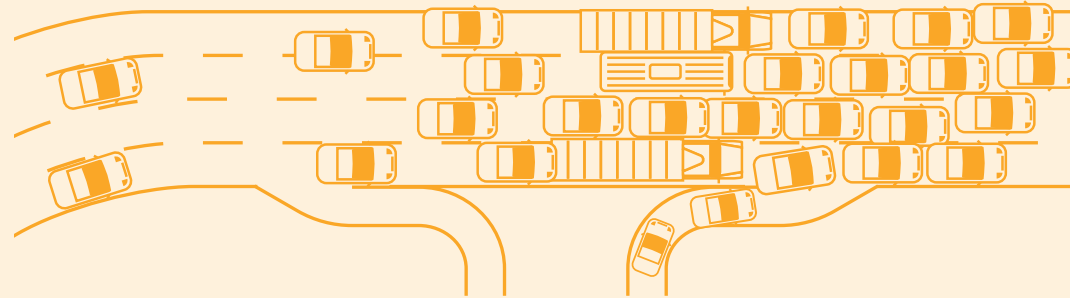
# Year in Review

During 2021-22, the COVID-19 pandemic continued to impact commuter transit with substantial numbers of employees working from home while some began returning to on-site work. The TMO continued supporting essential businesses whose employees continued to commute and helped navigate businesses return to work either on a full-time or hybrid-basis.

Despite the challenges brought about by the pandemic, the GoSaMo Transportation Management Organization (TMO) had an incredible year. We are proud to have reached out to 77 Santa Monica employers and helped thousands of employees and residents find sustainable ways to get around.



# Challenges



## Culture of Driving

**In 2022 there were just over 290.8 million vehicles** operating on roads throughout the United States, causing pollution, congestion, and significant delays.

Los Angeles, which tops the overall INRIX traffic ranking, has 10 of the 25 worst traffic hotspots in America, costing L.A. drivers an estimated \$91 billion over the next 10 years. The impact of L.A. hotspots, and the potential cost to drivers, was 42 percent higher than the second ranked city, New York, and three times higher than Washington D.C. (ranked third).

[scorecard-city-2022 - INRIX](#)

## Poor Air Quality

The daily population of Santa Monica explodes during the weekday working hours and during the weekend tourist rush. A study by the RAND Institute found that 160,000 visitors, sometimes surging to 260,000, come to Santa Monica during the weekend and up to an additional 60,000 visitors during the weekday rush hour. Vehicular traffic is a major cause of particulate matter pollution (PM 2.5).

[Santa Monica Air Quality Index \(AQI\) and California Air Pollution | IQAir](#)

## Gridlock

As of 2022, Los Angeles is the sixth most congested urban area in the U.S. and 14th most congested in the world and the 6th most congested city in the U.S. Los Angeles drivers spent an average of **95 hours** in traffic at a cost of \$1,601 per driver

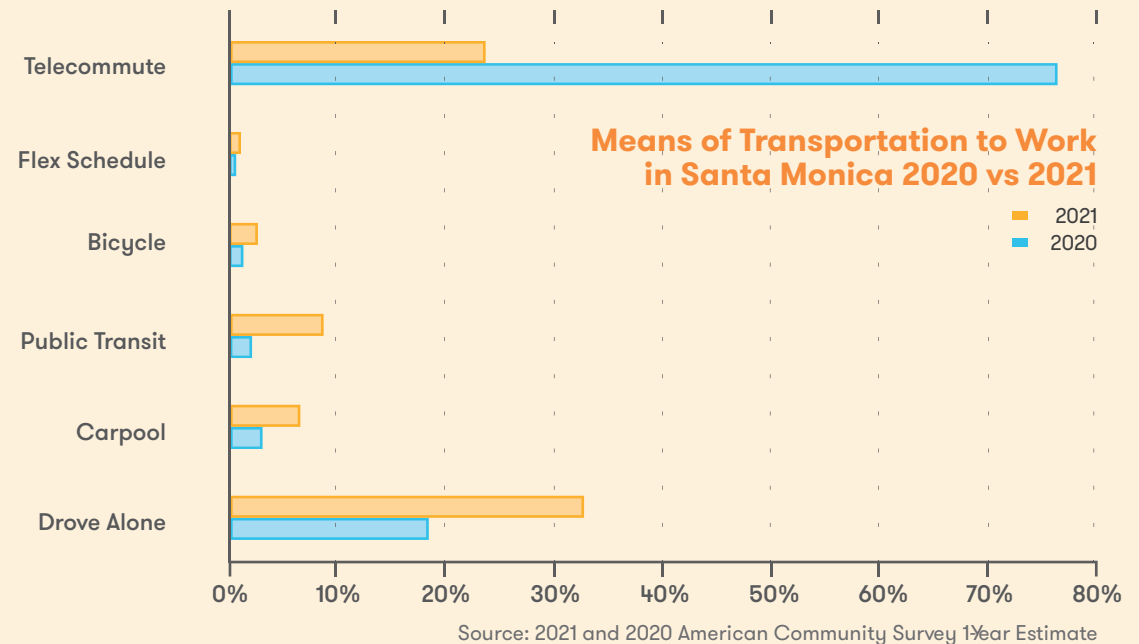
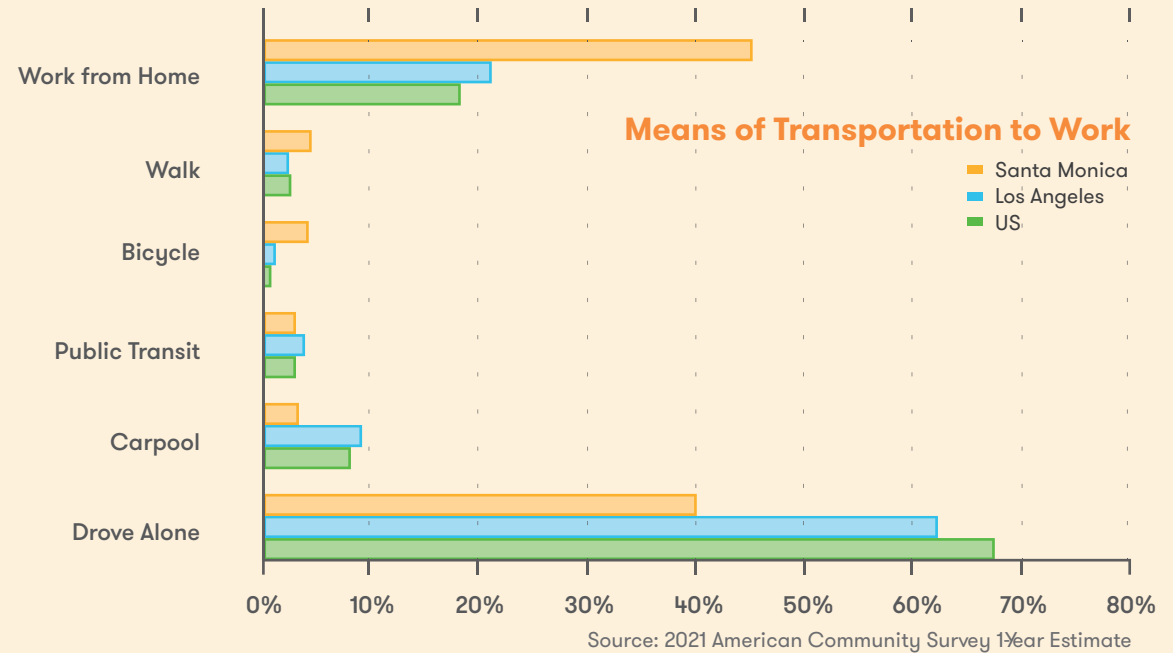
[scorecard-city-2022 - INRIX](#)

**GoSaMo TMO is working to change this!**

# Regional Success Story

The 2021-22 year saw a decline in the number of employees telecommuting as people began to return to the office. While driving alone did increase during this period, all other forms of transit also increased; the largest gains being in carpools and public transit.

Santa Monica continues to have a lower drive alone rate compared to the Los Angeles and the rest of the country. According to the American Community Survey (ACS) 1-year projections, 62.55% of the commuters in LA County and 67.82% of commuters across the country drive alone. However, in Santa Monica this figure drops to 40.28%.

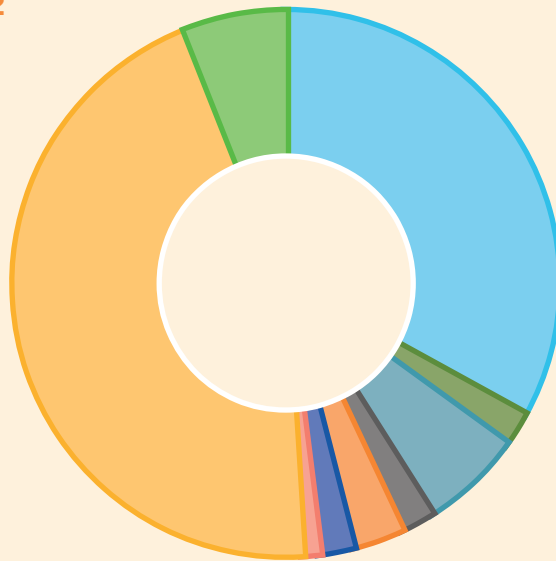
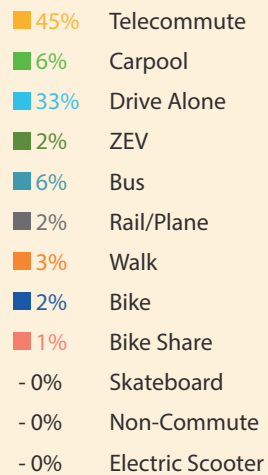


# AVR Performance

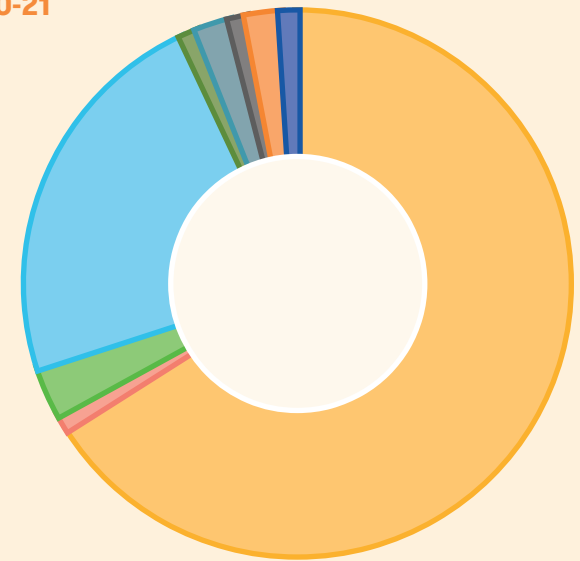
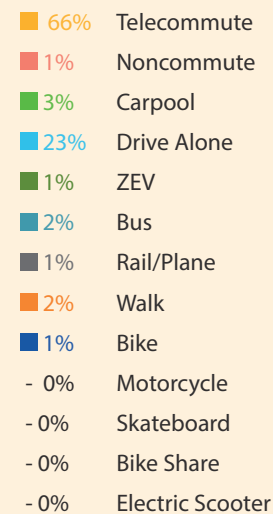
	2021-22	2020-21	2019-20
AM AVR	2.13	3.78	1.75
PM AVR	2.22	3.99	1.82

Santa Monica employers continued efforts to reduce vehicle trips, congestion and greenhouse gas emissions through commuter programs and Emission Reduction Plans (ERP). Compared to 2020-21 both AM and PM AVR in 2019-20 decreased due to return to work, however, the citywide average AVR continued to be much higher than the 2019-20 pre-pandemic numbers. As more and more employees start returning to work, the TMO is working closely with employers in the region to support building back trust in the public transportation system and provide resources for sustainable commuting.

PM Mode Split 2021-22



PM Mode Split 2020-21



Both drive alone and alternative modes of transportation increased as workers began to return to the office. Compared to 2020-21, the percentage of drive alone trips increased by 10%; carpool increased by 3%; bus by 4%; and rail, bike, and walk by 1% each.

# The TMO Difference

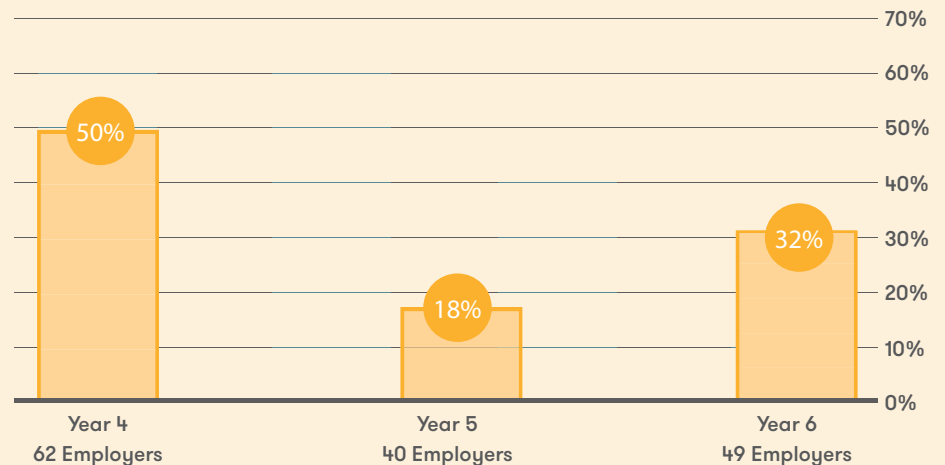
The GoSaMo TMO worked closely with Santa Monica employers to help them meet their Average Vehicle Ridership (AVR) targets and find the best transportation options for their commuters. This year the TMO had multiple contacts with 49 employers, representing 16,610 employees and 1,331 Santa Monica residents. All these 49 employers received repeat assistance at least twice in the year

Mode Split amongst TMO engaged employers reflects a steep decrease in working from home yet a more modest increase in driving alone. The TMO continued to support essential businesses whose employees continued to commute and helped businesses navigate a sustainable return to work, either on a full-time or a hybrid basis.

## Mode split amongst TMO engaged employers

	Year 4 62 Employers	Year 5 40 Employers	Year 6 49 Employers	Year 6 Change
<b>Drive Alone</b>	50.10%	18.11%	32.43%	14.32%
<b>EV</b>	2.90%	0.69%	2.77%	2.08%
<b>Rail</b>	6.40%	0.70%	3.17%	2.47%
<b>Bus</b>	5.70%	1.41%	5.48%	4.07%
<b>Bike</b>	3.90%	1.24%	2.39%	1.15%
<b>Telework</b>	15%	73.66%	23.29%	-50.37%
<b>Carpool/ Vanpool</b>	7.70%	2.72%	6.55%	3.83%
<b>Flexible</b>	4.30%	0.27%	0.83%	.56%

## Drive Alone Percentage for TMO Employers Over Time



# TMO by the Numbers



## Programs

### Website Pageviews



**1,900** total views



### Online Office Hours



**15** sessions  
**29** unique attendees

### ETC Training



**10** Trainings held  
**38** ETCs trained

### Webinars



What's new in getting around  
Santa Monica (October 2021)  
**12 attendees**  
Return to work toolkit (June 2022)  
**8 attendees**

### Marketing



**493** impressions  
**244** followers



**27.5%** open rate  
for monthly newsletter



**82 followers**  
on LinkedIn Business Page



# What the Community Thinks



"I am thankful for GoSaMo TMO's programming this year. We have had new staff that learned about TDM and the annual commute survey through the ETC training. GoSaMo TMO staff also helped support a tabling event educating several staff about our many ridesharing programs. Many thanks GoSaMo TMO!"

**Lia Yim**

**Program Manager | Facilities & Engineering**  
**Kite Pharma**



"My first year partnering with the GoSaMo Transportation Management Organization has been wonderful! In addition to terrific customer service, their online resources and ETC handbook offer the best information to help me manage my company's commute program. I was fortunate to attend two on-line events this year: the Spring Marketing Workshop and Getting Ready for Santa Monica Bike Month. Both offered valuable information and I met new people! As a certified employee transportation coordinator, I onboard new employees each month and never miss an opportunity to discuss sustainable modes of transportation. This week alone, I got two of our newest employees to partake in public transit to work! Meeting our AVR target is exciting, and we look forward to continued success!"

**Nora Adams**

**Manager, Business Services | Corporate Services**

**Dimensional Fund Advisors**

# GoSaMo Achievement Awards

The TMO continued its award program, recognizing employers making an outstanding effort to reduce traffic and greenhouse gas emissions throughout Santa Monica. The GoSaMo achievement awards was an in-person event, the first time in three years, and awarded a total of 18 employers.



## Platinum winners

Kite Pharma (Broadway)  
New Roads School  
Santa Monica Amusements  
Santa Monica College



## Gold winners

Kite Pharma (Stewart)  
McDonald's  
Snyder Diamond



## Silver winners

Bad Robot  
Bank of America  
Fairmont Miramar Hotel  
Hammel Green & Abrahamson  
Huntley Santa Monica Beach  
King's Seafood  
Milken Family Foundation  
Milo & Olive  
Provident Financial Management  
Shore Hotel  
St. John's Hospital

# The GoSaMo Team

## Our Team

Parama Ghosh Roy  
Executive Director

Ken Premo  
Program Manager

Jayro Queme  
Outreach Coordinator

Alyssa Carrera  
Communications Coordinator

## Our Advisory Team

Camilo Alvarez  
Daisy Delmar  
Devon Deming  
Stephanie Eglin  
Natalia Espinoza  
Andrea Harmon  
Ferris Kawar  
Chris Kempfert  
Jason Kligier  
Judy Kruger  
Robert McCall  
Shannon Parry  
Martin Ronzio-Garcia  
Cynthia Rose  
Colleen Stoll  
Kent Strumpell  
Jennifer Taylor  
Austin Toyama  
Lia Yim

Providence Saint John's Health Center  
Colorado Center (Boston Properties)  
Los Angeles Metro  
Santa Monica Place  
Redbull  
Hammel, Green and Abrahamson  
Santa Monica College  
Lionsgate  
City of Santa Monica  
Santa Monica Chamber of Commerce  
City of Santa Monica (BBB)  
City of Santa Monica (OSE)  
Downtown Santa Monica  
Spoke  
City of Santa Monica Inc  
CASM  
City of Santa Monica (HED)  
SMMUSD  
Kite Pharmaceuticals



Prepared by  
Steer  
800 Wilshire Blvd, Suite 1320,  
Los Angeles,  
CA 90017,  
USA

+1 (213) 425 0990  
steergroup.com

Prepared for  
City of Santa Monica,  
1685 Main St,  
Santa Monica,  
CA 90401

(213) 425 - 0955  
**GoSaMoTMO.org**  
<https://www.santamonica.gov/gosamo>  
Published August, 2023

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