



City of
Santa Monica®

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Strategic & Transportation Planning
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CITY OF SANTA MONICA
CITY MANAGER'S OFFICE

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MEMORANDUM

To: Rick Cole, City Manager

CC: Donna Peter, Director, Human Resources

From: David Martin, Director, Planning & Community Development *DM*
Jacquilyne Brooks de Camarillo, Transportation Management
Coordinator

Date: July 28, 2015

Subject: SCAQMD Annual Employee Trip Reduction Plan

As an employer of over 250 employees located in the South Coast Air Basin, the City of Santa Monica is required to comply with the South Coast Air Quality Management District's (SCAQMD) Rule 2202 and submit an Employee Trip Reduction Plan each year no later than August 11th.

Per Rule 2202, the City must:

Survey all employees for a typical work week to determine employee commute modes for the morning commute window (6:00 a.m. to 10:00 a.m.). The City must strive to meet an average vehicle ridership (AVR) target of 1.5 employees per vehicle commuting to the worksite.

Submit an annual plan that includes a marketing strategy and other incentive strategies designed to encourage employees to reduce single occupancy vehicle trips.

In addition to Rule 2202, Santa Monica has had local vehicle trip reduction rules for over 20 years. The City's recently-adopted Zoning Ordinance update and related Transportation Demand Management Ordinance set an ambitious yet attainable AVR goal of 2.2 for the City and other employers in the Downtown area where transportation options are most diverse and concentrated.

The City surveyed all employees the week of June 8th and achieved an AVR of exactly 1.50, just meeting the AVR target of 1.50.

In compliance with Rule 2202, the attached annual plan outlines the marketing and incentive package that the City has committed will be offered to employees. The plan continues the program components from last year and includes:

Marketing:

- Staff attendance at a marketing seminar
- Rideshare Bulletin Board
- Two Employee Rideshare Events (Bike to Work and Rideshare Fair)
- Discuss Ridesharing at New Hire Orientation

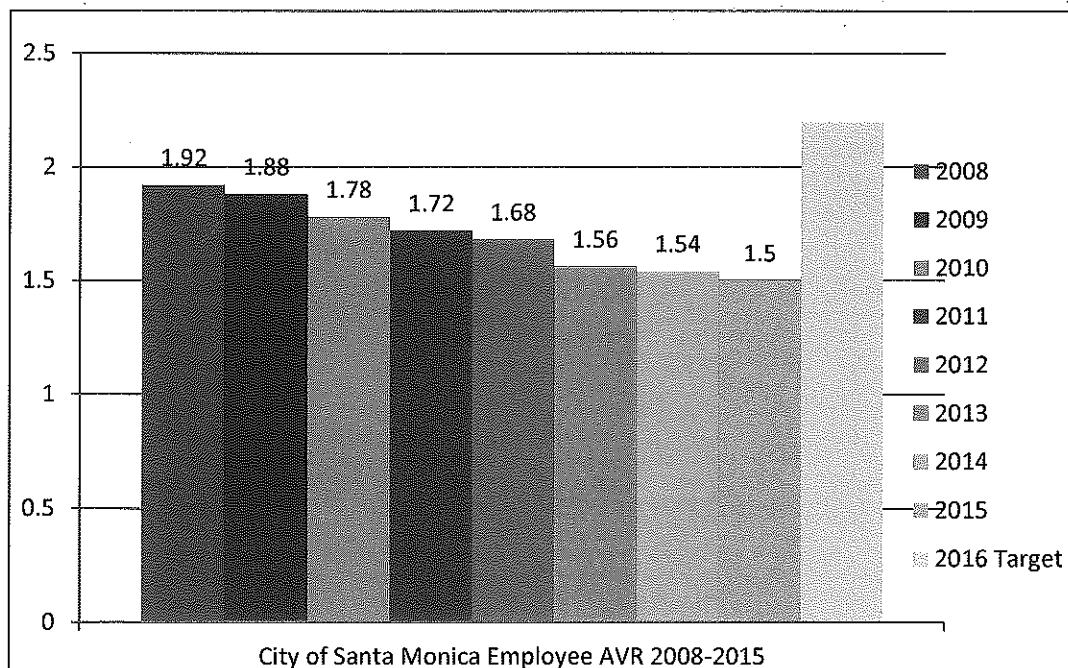
Incentives:

- Guaranteed Ride Home for rideshare participants in case of an emergency
- Personalized commute assistance/ Rideshare matching
- Compressed work week schedule
- Telecommuting Option for qualified staff
- Direct Financial Incentives (Rideshare Rewards Program)
- Transit Subsidy
- Vanpool Subsidy

Because the City met the minimum AVR of 1.50, no change to the plan is immediately required by AQMD. The SCAQMD requires the highest ranking official to sign the report to verify that the program, including all stated incentives and marketing strategies will be implemented. All of the marketing and incentive strategies are currently implemented as a part of our 2014 plan.

Looking Forward

The City has experienced a steady decline in AVR over the past eight years from 1.92 to 1.50 as illustrated in the chart below.



It is anticipated that with the continuation of current program components, the City's AVR will fall below 1.50 next year and require enhanced program components. Additionally, it is necessary to begin developing strategies to meet the City's increased AVR target of 2.2 which goes into effect January 1, 2016. Stopping the trend in the City's AVR will require updating our existing program through coordinated marketing, incentives and disincentives.

PCD and HR staff have taken very initial steps to formulate changes to the employee rideshare program including an employee fee for parking or driving alone to work. Potential effective measures include the re-staffing of a dedicated Employee Transportation Coordinator position, charging City employees for parking, negotiating a free transit pass program for City employees, increasing the direct incentives offered to employees and aligning them with the "transportation allowance" incentive which is now required of employers in new developments, and/or expanding existing strategies such as telecommuting and compressed work week to capture more commute trips. It is anticipated that the increase in program incentives necessary to generate behavior change will have budget impacts.

Additionally, Council has asked staff to look into a program for charging City employees for parking during labor negotiations. Existing labor MOUs state that the City can implement a charge for employee parking if the use of positive incentives does not result in the City meeting the compliance requirements of both SCAQMD and the City's Transportation Demand Management Ordinance.

If you should have any questions, please feel free to contact me.

Thank you,



Jacquilyne Brooks de Camarillo