City of Santa Monica

Worksite Transportation Plan

Help Guide

GoSaMo
Santa Monica Municipal Code (SMMC)  
Chapter 9.53  
Transportation Demand Management

• **SMMC Chapter 9.53** is a local measure designed to reduce traffic congestion and improve air quality in Santa Monica. The municipal code encourages employers and developers to promote walking, biking, riding transit, and carpooling in Santa Monica.

• **Transportation Choices** are the means by which people move around the city such as walking, biking, riding transit, carpooling, and driving.

• **All employers of 10 or more employees** in Santa Monica are required to complete annual transportation plans. The municipal code also impacts developers of non-residential development projects which will generate 10 or more evening peak period (3pm to 7pm) trips in Santa Monica.

• Employers with 10 to 29 employees are required to prepare a **Worksite Transportation Plan (WTP)**.
Worksite Transportation Plan (WTP)  
Key Steps

1. Designate an On Site Contact to attend a City-sponsored workshop or review this presentation.

2. Submit a Worksite Transportation Plan by notification due date that details how the employer will provide their employees with transportation information specific to their worksite.

3. New hires must receive transportation information at orientation.

4. Pay the annual fee per employee.
How To Submit

You can submit your WTP online, by email, or mail.

**Online Submission (preferred):**
City Grows - www.citygro.ws/public/jack-moreau

**Mailing/Courier Address:**
WTP, MOBILITY AND TRANSPORTATION PLANNING
CITY OF SANTA MONICA
1685 MAIN STREET, ROOM 115, P.O. BOX 2200
SANTA MONICA, CA 90407-2200

**Email Submission:**
teamplans@smgov.net

- Payment can be made by check or credit card for the appropriate Employer Annual Transportation Fee.
- Credit card payments can be made by telephone or completing the “One-Time Credit Card Authorization Form” in the WTP.
- Checks should be payable to the City of Santa Monica.
Warning:
Failure to submit your WTP by the Due Date, implement your WTP, or contact us for exemption will result in receiving a Warning Notice.

Non-Compliance Violation:
Failure to respond to a Warning Notice

Enforcement Fine:
$5.00 per employee, per day of non-compliance

Remember:
If you need assistance or if your plan will be late please contact us.
SAMPLE

The following pages include an instructional guide for the PDF version of the WTP.
If you wish to submit your plan online, please visit City Grows.
Annual Transportation Fee
Filing Form/Invoice

Use this form to determine your required WTP filing fees.

Indicate the Business License number in the first column for each worksite. In the second column, indicate street address and zip code of the site(s). In the third column, indicate the total number of employees at each worksite.

Multiply the total number of employees by the fee to calculate your Annual Transportation Fee. If you plan is late, add a 25% late fee to determine your total fee.
Credit Card Authorization Form

By completing this page, you authorize the City of Santa Monica to charge your credit card for the written amount.

Sign and complete this form to authorize the City of Santa Monica to make a one-time debit to your credit card listed below. Please provide a copy of the credit card holder’s identification card.

By signing this form you give us permission to debit your account for the amount indicated on or after the indicated date. This is permission for a single transaction only, and does not provide authorization for any additional unrelated debits or credits to your account.

Please complete the information below:

Mike Kelly

[Full Name]

authorize the City of Santa Monica to charge my credit card account indicated below for

410.30

[Amount]
on or after

July 15

[Date]

This payment is for

Annual Transportation Fee

[Description of Goods/Services]

Billing Address:

1234 Montana Ave

[Address]

Santa Monica, 90403

[City, State, Zip]

Phone:

310.888.8888

[Phone Number]

Email:

mkelly@gmail.com

[Email Address]

Account Type:

☑ Visa

[Checkmark]

☐ MasterCard

☐ Discover

☐ American Express

Name on Card:

Mike Kelly

[Name on Card]

Account Number:

0000-0000-0000-0000

[Account Number]

CVV2 (3 digit number on back of Visa/MC):

123

[CVV2]

Expiration Date:

12/18

[Expiration Date]

Signature

Mike Kelly

[Signature]

Date

7/15/16

[Date]
Management Commitment Letter

Demonstrate your management’s commitment to transportation choices in Santa Monica by completing this template or writing a personal letter.

Company Name: ABC Company
Business License #: 034571
Date: July 15, 2016

TO: City of Santa Monica
    Planning & Community Development Department
    Mobility and Transportation Planning Division
    1685 Main St., Room 115
    P.O. Box 2200
    Santa Monica, 90407-2200

As the highest ranking official at this worksite, or as the executive officer responsible for allocating the resources necessary to implement the plan, I attest the Worksite Transportation Plan will be implemented as described and as approved by the City of Santa Monica.
I further declare that, in accordance with SMMC Chapter 9.53, all data in the plan is accurate and verifiable to the best of my knowledge.

Sincerely,

Mike Kelly
Signature of Official in Charge

Mike Kelly
Print or type name
CEO
Title
310.888.8888
Telephone Number
mkelly@gmail.com
Email Address (mandatory)
**Employer Profile**

Keep your information current so that it is easy for the City of Santa Monica to update you with important information.

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**Name & Address of Organization:**

| ABC Company |  
| Employer Name |  
| 1234 Montana, Suite 121, 90403 |  
| Number, Street, Suite, and Zip Code |  

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**Contact Person** *(All correspondence regarding this program will go to this person):*

| Carolyn Thomas | Office Manager |  
| Name | Title and Department |  
| Same as above |  
| Number, Street and Suite |  
| City, State and Zip Code |  
| 310.222.2222 |  
| Phone & Extension |  
| Carolyn.Thomas@gmail.com | E-mail Address (mandatory) |  

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**Highest Ranking Official:**

| Mike Kelly | CEO |  
| Name | Title and Department |  
| 310.888.8888 |  
| Phone & Extension |  
| mkelley@gmail.com | E-mail Address (mandatory) |  

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**On-Site Contact:**

| Carolyn Thomas | Office Manager |  
| Name | Title and Department |  
| Same as Above |  
| Phone & Extension |  
| Same as Above | E-mail Address (mandatory) |
Branch Site Information

If your organization operates multiple locations, then please list the addresses and employee populations for each.

List any ADDITIONAL sites within the City of Santa Monica with 10 or more employees:

1. **None**
   - Site Name, Worksite ID# (if available), and Total Number of Employees at this Site
   - Street Address

2. 
   - Site Name, Worksite ID# (if available), and Total Number of Employees at this Site
   - Street Address

3. 
   - Site Name, Worksite ID# (if available), and Total Number of Employees at this Site
   - Street Address
Worksite Analysis

This information is important to understand how your employees are currently commuting. These patterns influence how the City of Santa Monica plans its transportation infrastructure.

**Employee Population:**
How many employees live in Santa Monica?

**Employee Commute Mode:**
How many employees RIDE THE BUS to the worksite?
How many employees RIDE EXPO RAIL to the worksite?
How many employees BIKE to the worksite?
How many employees WALK to the worksite?
How many employees SKATE or SKATEBOARD to the worksite?
How many employees DRIVE ALONE to the worksite?
How many employees CARPOOL to the worksite?
How many employees VANPOOL to the worksite?

**Which industry best describes your organization?**
- Arts/Design
- Education
- Financial
- Law
- Recreation
- Retail
- Other, please describe: 

**Is your organization a member of a Transportation Management Agency?**
- Yes
- No

**Do your employees park for free?**
- Yes
- No
Local Transportation + Amenity Choices

Employees benefit from knowing the amenities near their worksite. This information encourages them to consider new methods of commuting. Make this information available to your employees.

<table>
<thead>
<tr>
<th>Which transit lines stop within ¼ mile or 3 blocks from your worksite?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Big Blue Bus:</td>
</tr>
<tr>
<td>☐ 1 2 3/Rapid 3 4 5 7/Rapid 7</td>
</tr>
<tr>
<td>☐ 8 9 Rapid 10 12/Rapid 12</td>
</tr>
<tr>
<td>☑ 16 18 41 42 44</td>
</tr>
<tr>
<td>Metro:</td>
</tr>
<tr>
<td>☐ Expo Rail 4 (24 hr.)/704 Rapid 20/720 Rapid</td>
</tr>
<tr>
<td>☐ 33(24 hr.)/333 Rapid 534</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Which of these services and amenities are available at your worksite?</th>
</tr>
</thead>
<tbody>
<tr>
<td>☑ Transit App (like Uber) for Business Car Share Membership Secure Bike Parking</td>
</tr>
<tr>
<td>☐ Locker Rooms or Showers Bike Share Membership Bike Pump Transit Pass Sales</td>
</tr>
<tr>
<td>☑ Bikes Permitted Inside Worksite Bike Repair Kit</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Which of these services and amenities are available within ¼ mile of the worksite?</th>
</tr>
</thead>
<tbody>
<tr>
<td>☑ Transit Pass Sales Bike Racks Lunch Room Post Office</td>
</tr>
<tr>
<td>☑ Vending Machines Restaurant Direct Deposit ATM/Banks Day Care</td>
</tr>
<tr>
<td>☑ Fitness Center Entertainment Dry Cleaning Pharmacy Hair Salon</td>
</tr>
<tr>
<td>☑ Convenience Store Auto Services Retail Store Medical Office Dentist</td>
</tr>
</tbody>
</table>

**Bike Santa Monica:**

There are many bike ways and facilities expanding throughout the City of Santa Monica. For your most up to date information go to – www.bikesantamonica.org

**BREEZE BIKESHARE** provides public bicycles throughout Santa Monica and select locations in Venice. Breeze bicycles offer flexibility for fun bike rides to get around town, reduce traffic congestion and improve air quality. Register at www.breezebikeshare.com for more details.

**SANTA MONICA BIKE CENTER** has all of your cycling needs. Rent a bike to keep at your facility for your employees’ use. Bike storage, repairs, parts, safe cycling routes, employee loaner bikes, free urban cycling safety class information and more. Visit www.smbikecenter.com for details.
Mandatory On-Site Information

Describe how you will distribute transportation information to your employees and new hires.

Employers must provide information about all transportation options to employees.

**How will you distribute transit information (i.e. maps, posters, flyers)?**

- Information Kiosk, Bulletin Board, or Intranet
- Monthly letters, newsletter, or memos

*Information must include: On-site Contact Person, Educational Commute Info, and Page 10 of this WTP*

**How will you educate new employees about their commute options?**

- Present information summary at new hire orientation
- Provide employees with a copy of this Worksite Transportation Plan
Educational Commute Information

The following phone numbers and websites must be posted at your worksite. Contact the organizations below for additional information and helpful transportation materials.

**Useful Phone Numbers**

<table>
<thead>
<tr>
<th>Organization</th>
<th>Phone Numbers</th>
<th>Websites</th>
</tr>
</thead>
<tbody>
<tr>
<td>Metro Rideshare (Mary Ann Garcia)</td>
<td>213.922.2811</td>
<td><a href="http://www.smgov.net/tmp">www.smgov.net/tmp</a></td>
</tr>
<tr>
<td>Santa Monica Big Blue Bus</td>
<td>310.451.5444</td>
<td><a href="http://www.bigbluebus.com">www.bigbluebus.com</a></td>
</tr>
<tr>
<td>Metro Vanpool (Valerie Rader)</td>
<td>213.922.2535</td>
<td><a href="http://www.metro.net">www.metro.net</a></td>
</tr>
<tr>
<td>Metro Association for Commuter Transportation</td>
<td>323.GOMETRO (466.3876)</td>
<td><a href="http://www.metro.net/rideshare">www.metro.net/rideshare</a></td>
</tr>
<tr>
<td>American Lung Association</td>
<td>202.393.3497</td>
<td><a href="http://www.bikesantamonica.org">www.bikesantamonica.org</a></td>
</tr>
<tr>
<td>California Air Resources Board (CARB)</td>
<td>800.LUNG USA (586.4872)</td>
<td><a href="http://www.breezbikeshare.com">www.breezbikeshare.com</a></td>
</tr>
<tr>
<td>California Bicycle Coalition</td>
<td>800.427.ROAD (427.7623)</td>
<td><a href="http://www.smgov.net">www.smgov.net</a></td>
</tr>
<tr>
<td>Caltrans</td>
<td>310.441.1544</td>
<td><a href="http://www.socalact.org">www.socalact.org</a></td>
</tr>
<tr>
<td>Coalition for Clean Air</td>
<td>916.446.7292</td>
<td><a href="http://www.arb.ca.gov">www.arb.ca.gov</a></td>
</tr>
<tr>
<td>Los Angeles Bicycle Coalition</td>
<td>800.427.ROAD (427.7623)</td>
<td><a href="http://www.calbike.org">www.calbike.org</a></td>
</tr>
<tr>
<td>Sierra Club</td>
<td>213.629.2142</td>
<td><a href="http://www.dot.ca.gov">www.dot.ca.gov</a></td>
</tr>
<tr>
<td></td>
<td>213.387.4287</td>
<td><a href="http://www.la-bike-coalition.org">www.la-bike-coalition.org</a></td>
</tr>
</tbody>
</table>

**Find It On The Web:**

- City of Santa Monica Mobility Division
- Santa Monica Big Blue Bus
- Metro
- Metro Rideshare
- Bike Santa Monica
- Breeze Bike Share
- City of Santa Monica
- Santa Monica Spoke, S.M Cycling Outreach Organization
- American Lung Association
- Association for Commuter Transportation (ACT)
- California Air Resources Board
- California Bicycle Coalition
- Caltrans
- California freeway conditions.
- Los Angeles County Bicycle Coalition
- Metrolink
- Ride Amigos (Carpool Matching Service)
- South Coast Air Quality Management District (SCAQMD)
- Santa Monica Bike Center
- Sigalert.com – Live Traffic Conditions
- Sierra Club
- Sustainable Streets

**Visit:**

- Big Blue Bus Transit Store:
  - Schedules, Maps, Bus Passes/Tokens and other information

- Santa Monica City Hall:
  - Transportation Management Agency

1444 4th St, Santa Monica, CA 90401
1685 Main St, Santa Monica, CA 90401
Thank You
If you have any questions please contact us

Jacquilyne Brooks de Camarillo
jacquilyne.brooks@smgov.net
310.458.8956

Luis “Lumo” Morris
luis.morris@smgov.net
310.458.8957

Jack Moreau
Jack.Moreau@smgov.net
310.458.2201 x2344