Pam O’Connor
Councilmember
City of Santa Monica, CA
Santa Monica, California

- Beach Community
- Former streetcar suburb of Los Angeles, now built out employment & activity center
- 8.3 square miles
- Low-scale (2-4 stories) dense residential areas, 70% renters
- 90,000+ residents
- 200,000+ daytime population
- 7,000,000 annual visitors
The Opportunity: Expo Light Rail Opens

Expo Santa Monica extension opens

The graph shows the trend of passenger numbers from July 2015 to January 2018, divided into Weekday and Weekend categories. The passenger numbers have increased over the years, indicating the success of the Expo Line.

A picture of an Expo train with a sign reading “NOT IN SERVICE” and banners that say “MORE M” and “EXPO”.

A group of people are standing next to the train, holding the banners.
The Opportunity: Integration with the Regional Transit Network
Public Benefit: Connecting People to Jobs

- 855,000 jobs currently connected to Metro's fixed-guideway system
- 485,000 new jobs will be linked with Measure R lines

- Jobs within half mile of Expo
- Housing within half mile of Expo
Santa Monica’s Big Blue Bus: LA County’s 3rd Largest Municipal Operator

- 20 fixed route bus lines serve the City and the Westside
- Innovative community demand-response service, MODE, to senior and disabled City residents
- Blue@Night demand-response service from Expo rail station
Integrating Land Use & Circulation to Encourage Transit, Walking, Biking

- Housing and jobs strategically located near frequent transit boulevards and rail stations
- Big Blue Bus transit system reinforces rail connection with first-last mile service to 7 Expo stations
- Neighborhood centers in walking/biking distance.
- Complete street design and strong human-scale housing development
- Aggressive demand management (TDM) of vehicle trips
Public Benefit: A City of Wellbeing

- People who use transit are more likely to walk 30 minutes or more a day
- 16% of all recorded walking trips are part of transit trips
- Every hour in a car increases obesity 6%
- Each additional kilometer walked each day = 4.8% decrease in the likelihood of obesity
Public Benefit: A City of Sustainability

Transportation is the largest source of GHG emissions in Santa Monica.

- Vehicle Transportation: 64%
- Residential: 12%
- Commercial: 14%
- Industrial: 5%
- Aviation: 2%
- Waste: 3%

Reduce emissions and fuel your happiness.
Mode Split Goals

Carbon Neutrality Goals:

<table>
<thead>
<tr>
<th>City Sector</th>
<th>Today (2015)</th>
<th>2030</th>
<th>Annual Rate of Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Local Trips by Bike or Foot</td>
<td>24%</td>
<td>50%</td>
<td>17%</td>
</tr>
<tr>
<td>Commute Trips by Transit</td>
<td>3%</td>
<td>25%</td>
<td>15%</td>
</tr>
<tr>
<td>Zero Emission / Electric Vehicles</td>
<td>4%</td>
<td>50%</td>
<td>3.1%</td>
</tr>
</tbody>
</table>

Adopted Plan Goals:

- **Land Use & Circulation Plan**: No Increase in PM Peak Vehicle Trips over 2009
- **Bike Action Plan**: 14-35% Bike Trips
- **Pedestrian Action Plan**: 25% Walk Trips
Challenges: Roadway Counts 2013, 2015, 2017

- 0.3%
+ 14%
Challenges: Roadway Space – Geometry Counts!

Space required for 60 People in:

- **Bus**
- **Car**
- **EVs or AVs**

Credit: cyclingpromotion.com.au, Jarrett Walker
Challenges to Bus Ridership

• Automobile ownership up: “bought a car” is the #1 reason 86% of former BBB riders stopped riding

• Reduced travel speeds (congestion) & frequency of service; 66% of non-riders would wait max. 10 minutes for a bus

• TNCs such as Uber & Lyft
Facing the Ridership Challenge: Improving the Customer Experience

• **Intermodal integration** with new transfer points to Metro bus and 13 rail stations

• **Partnered with Lyft** for Blue@Night (late night last mile) & MODE (for seniors) demand-response service

• **Increased travel speeds** with fewer cash payments, dedicated lanes on Lincoln Blvd., and improved wheelchair securement system

• **Improved service reliability** (on-time performance, miles between road calls)
Facing the Ridership Challenge: 
New Technology, Fares, and Promotions

• **Mobile apps** for fare payment & real-time arrival information

• **Discounted fare w/TAP** – TAP use up 12% from last year

• **Discounted Youth Pass** sales up 25%

• **Monthly workshops** to get seniors onto TAP
Strategic Community Partnerships to Move People to Work and School by Bus

Partnerships

• Santa Monica College, UCLA, and St. John’s total 24% of BBB ridership

Blue to Business Employer Pass

• 3 new contracts since November 2017 program launch; 2 more in progress
BBB’s ridership is down less than 1% YTD; better than most other municipal transit agencies in Southern California

### Outcome: BBB Ridership has Stabilized

<table>
<thead>
<tr>
<th>Fiscal Year</th>
<th>BBB YTD Ridership</th>
</tr>
</thead>
<tbody>
<tr>
<td>FY18</td>
<td>7,749,358</td>
</tr>
<tr>
<td>FY17</td>
<td>7,793,092</td>
</tr>
</tbody>
</table>

**Difference**

| Difference | (43,734) |

**Percent Difference**

-0.56%
Other Actions to Ensure BBB’s Sustainability

- Bus stop amenities including more real-time signage and solar lighting
- Collision avoidance technology
- Mobile ticketing/trip planning upgrades
- Transit technology roadmap to future
- Fleet sustainability plan and roadmap to zero emissions
Looking Forward: What Can We Do?

- Define and uphold a community mobility vision
- Focus on building the public streets that deliver the vision
  - Build streets for people
  - Manage the PROW for public benefit
- Be clear about the continuation of mass transit
  - Dedicate space for most efficient modes
  - Create protected bikeways, wide sidewalks and bus-only lanes
  - Evaluate mobility alternatives where fixed route does not meet performance standards; e.g., demand response
- Explore policy changes to promote Transit First; e.g., fees on TNCs
- Resolve connections and system transfers
  - Support existing and incubate new first/last mile solutions
  - Invest in data and systems that improve the customer experience
- Use demand-management tools to optimize use
  - Manage the curb
  - Price congestion
  - Price wasted space
- Focus on equity to protect people not well-served by private market
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