

Leveraging Surveys and Data to Influence Programming

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COMPASS
guiding you to PLAYA VISTA



Today's Story

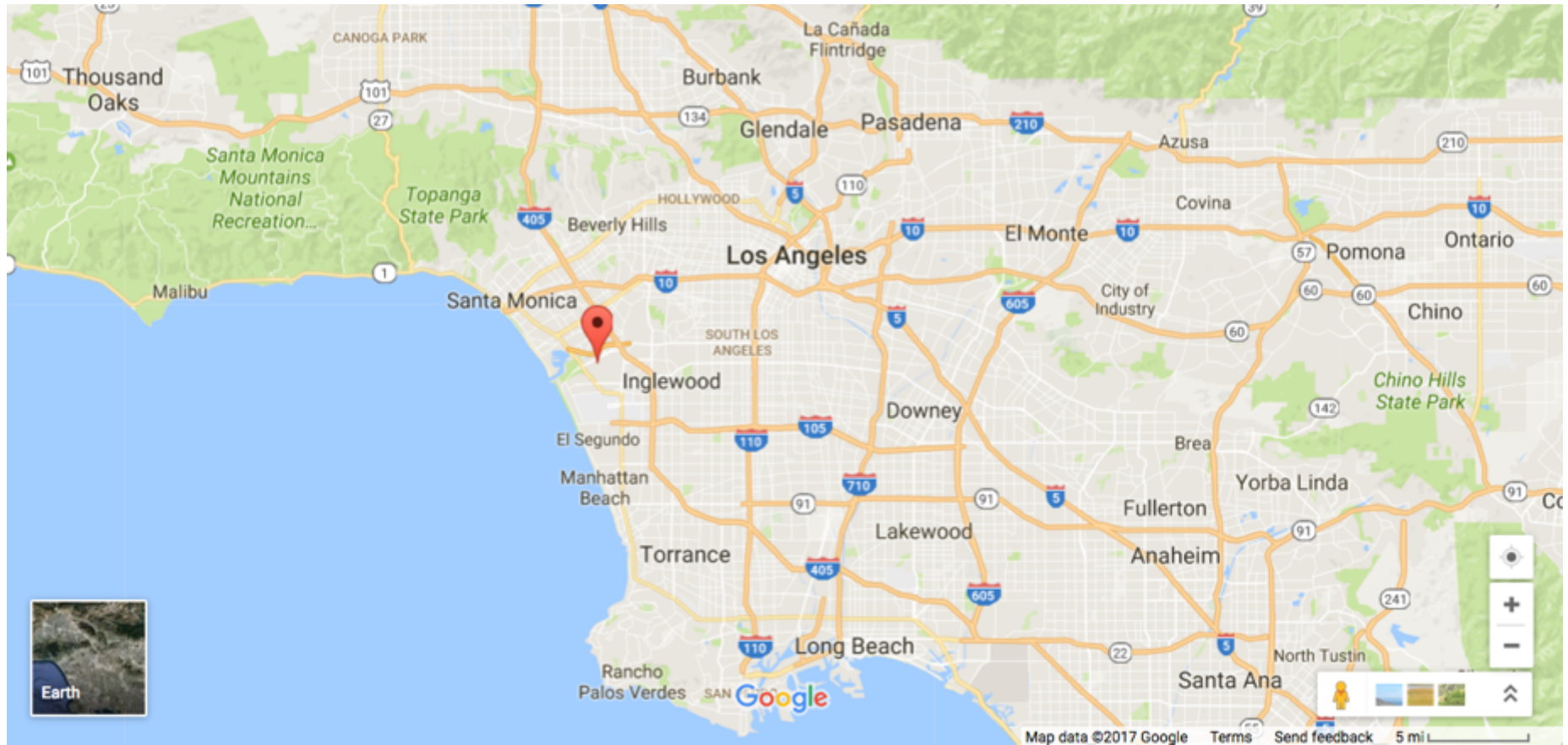
1. Playa Vista Overview & Context
2. Annual Survey & Methodology
3. 2016 Results
4. Ability2Change

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Playa Vista Community Overview

- 5,100+ employees
- 49% growth in 2015, 44% growth in 2016
- 83% work in tech/media/advertising → “Silicon Beach”



Playa Vista

TMP. TMA. ETCs.

LADOT. Culver City. AQMD.

Compass Services (free to all tenants)

Relocation & New Employee Services to ease the new commute for your employees

SCAQMD Rule 2202 reporting and surveying

Online, mobile-friendly commuter platform **compass.playavista.com** complete with carpool matching, trip routing, and other innovative features

Tailored employer transportation programming:
Not a one-size-fits-all approach

Incentives & Prizes for Compass program participants

Free shuttle equipped with real-time technology connecting Campus, Runway, and Water's Edge

Emergency Ride Home (free Uber, Lyft, Taxi rides) for clean commuters when any emergency arises

Workshops and Information Sessions on the latest and greatest in transportation

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Playa Vista Commuter Survey 2016

Welcome to Playa Vista's Annual Commute Survey!

Playa Vista employers must provide annual data on commuter travel patterns and work schedules as a condition of development agreements between the tenants, land owners, LADOT, and Culver City. We also use this information to design better transportation programs, services, and incentives. So your input gets put to good use!

As an employee, your response to this very brief survey (2-3 minutes) is essential. Even if you are part-time, were sick, on vacation, off-site, or did not commute at all during the week in question (October 10th - 14th) we still must receive a completed survey from you. Your personal information will be kept confidential.

As a thank you for your time to complete this brief survey, you will be entered to a series of random drawings for over \$1,000 in gift cards! You must provide a valid email address in the survey form to receive the prizes if selected.

- Questions? Email Ma'ayan Dembo, Maayan@PlayaVistaCompass.com

Site ID: Playa Vista 16

Survey Week: We simply ask how you got to work/from work and at what times during the week of October 10-14, 2016

Section 1: Personal Information

First Name

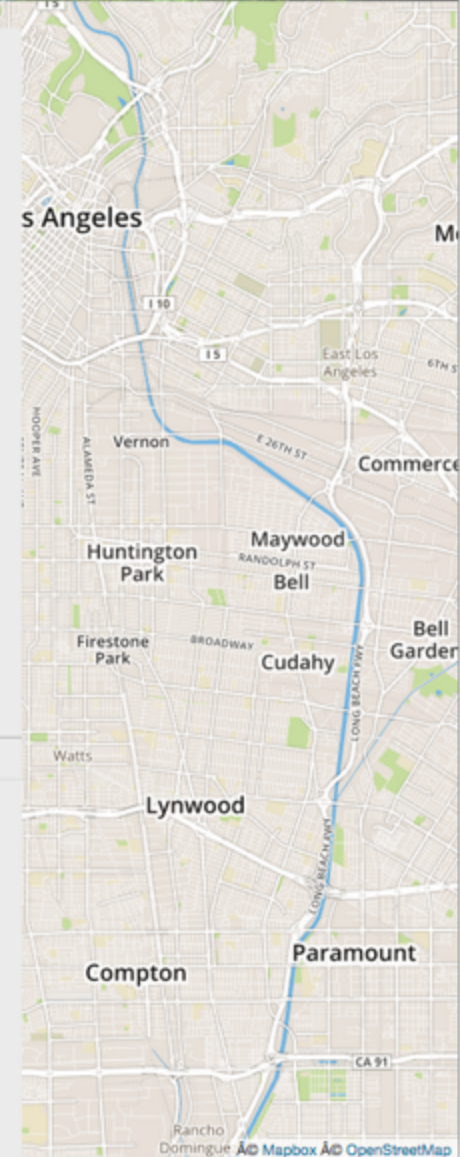
*required

Last Name

*required

Work Email

*required



Encuesta de Viaje de Playa Vista
Semana de la Encuesta: 10 Octubre 2016 a 14 Octubre 2016
 Todos los campos son obligatorios.

Información del empleado

Nombre Completo: _____ **Correo electrónico** (para nuestro sorteo tarjeta de regalo): _____

Empleador: _____ **Depto./Unidad:** _____

Teléfono: _____ **Código Postal de su Domicilio:** _____ **Millas de su domicilio al trabajo (de ida solamente):** _____

Firma: _____ **Fecha:** _____

	Lunes 10/10		Martes 11/10		Miérc. 12/10		Jueves 13/10		Viernes 14/10	
Hora que comienza a trabajar										
Marque a.m. o p.m. según corresponda	a.m.	p.m.	a.m.	p.m.	a.m.	p.m.	a.m.	p.m.	a.m.	p.m.
Modo de Transporte										
A. Vehículo con cero emission										
B. Autobús										
C. Tren/Avion										
D. Camina										
E. Bicicleta										
F. Teletrabajo										
G. No viajo al trabajo (noncommuting)										
H. Maneja Solo (a)										
I. Motocicleta										
J. 2 personas en el vehículo										
K. 3 personas en el vehículo										
L. 4 personas en el vehículo										
M. 5 personas en el vehículo										
N. 6 personas en el vehículo										
O. 7 personas en el vehículo										
P. 8 personas en el vehículo										
Q. 9 personas en el vehículo										
R. 10 personas en el vehículo										
S. 11 personas en el vehículo										
T. 12 personas en el vehículo										
U. 13 personas en el vehículo										
V. 14 personas en el vehículo										
W. 15 personas en el vehículo										
Semana Laboral Comprimida (Por favor indique su hora de llegada típica en su día(s) libre en la semana laboral comprimida.)										
X. 3/36 Semana con 2 días libres										
Y. 4/40 Semana con 1 día libre										
Z. 9/80 Semana con 1 día libre										
Otros Días Libres (Por favor indique su hora de llegada típica en su día(s) libre.)										
AA. Vacaciones										
BB. Enfermedad										
CC. Día Libre Regular, Jury Duty, LOA, etc.										

Solo debe tener un total de cinco (5) marcas, una por cada día de la semana de la encuesta.

Playa Vista Commute Survey

Survey Week: October 10, 2016 to October 14, 2016

Detailed instructions provided on the second page of this document. All fields are mandatory.

Name: _____ **Email:** _____

Employer: _____ **NOTE: be sure to provide an accurate and legible email address above to be entered in our \$1,000 giftcards raffle!**

Phone #: _____ **Home Zip Code:** _____ **Miles to Worksite (one way):** _____

Signature: _____ **Date:** _____

Please fill out when you arrived at work and via which mode. You should have only five (5) check marks, one for day each listed.

COMMUTE TO WORK	Mon 10/10	Tue 10/11	Wed 10/12	Thur 10/13	Fri 10/14					
Time you Began Work										
Circle a.m. or p.m. as applicable	a.m.	p.m.	a.m.	p.m.	a.m.	p.m.	a.m.	p.m.	a.m.	p.m.
Mode of Transportation										
A. Zero Emission Vehicle										
B. Bus										
C. Rail/plane										
D. Walk										
E. Bicycle										
F. Telecommuting										
G. Noncommuting										
H. Drive Alone										
I. Motorcycle										
J. 2 persons in vehicle										
K. 3 persons in vehicle										
L. 4 persons in vehicle										
M. 5 persons in vehicle										
N. 6 persons in vehicle										
O. 7 persons in vehicle										
P. 8 persons in vehicle										
Q. 9 persons in vehicle										
R. 10 persons in vehicle										
S. 11 persons in vehicle										
T. 12 persons in vehicle										
U. 13 persons in vehicle										
V. 14 persons in vehicle										
W. 15 persons in vehicle										
Compressed Work Week Day(s) Off (Please indicate your typical start time on the day(s) you are on a compressed work week day(s) off.)										
X. 3/36 work week days off (2 days)										
Y. 4/40 work week day off (1 day)										
Z. 9/80 work week day off (1 day)										
Other Days Off (Please indicate your typical start time on the day(s) you are off.)										
AA. Vacation										
BB. Sick										
CC. Regular Day Off, Jury Duty, LOA, etc.										

You should have only five (5) check marks, one for each day of the survey week.

Incentives

Employer

**Incentives to
Employer Contact if
response rate is >65%**

Survie Awards

Employees

**Small & Large random
prizes during survey
week**

**Worksite prizes if >5%
participation**



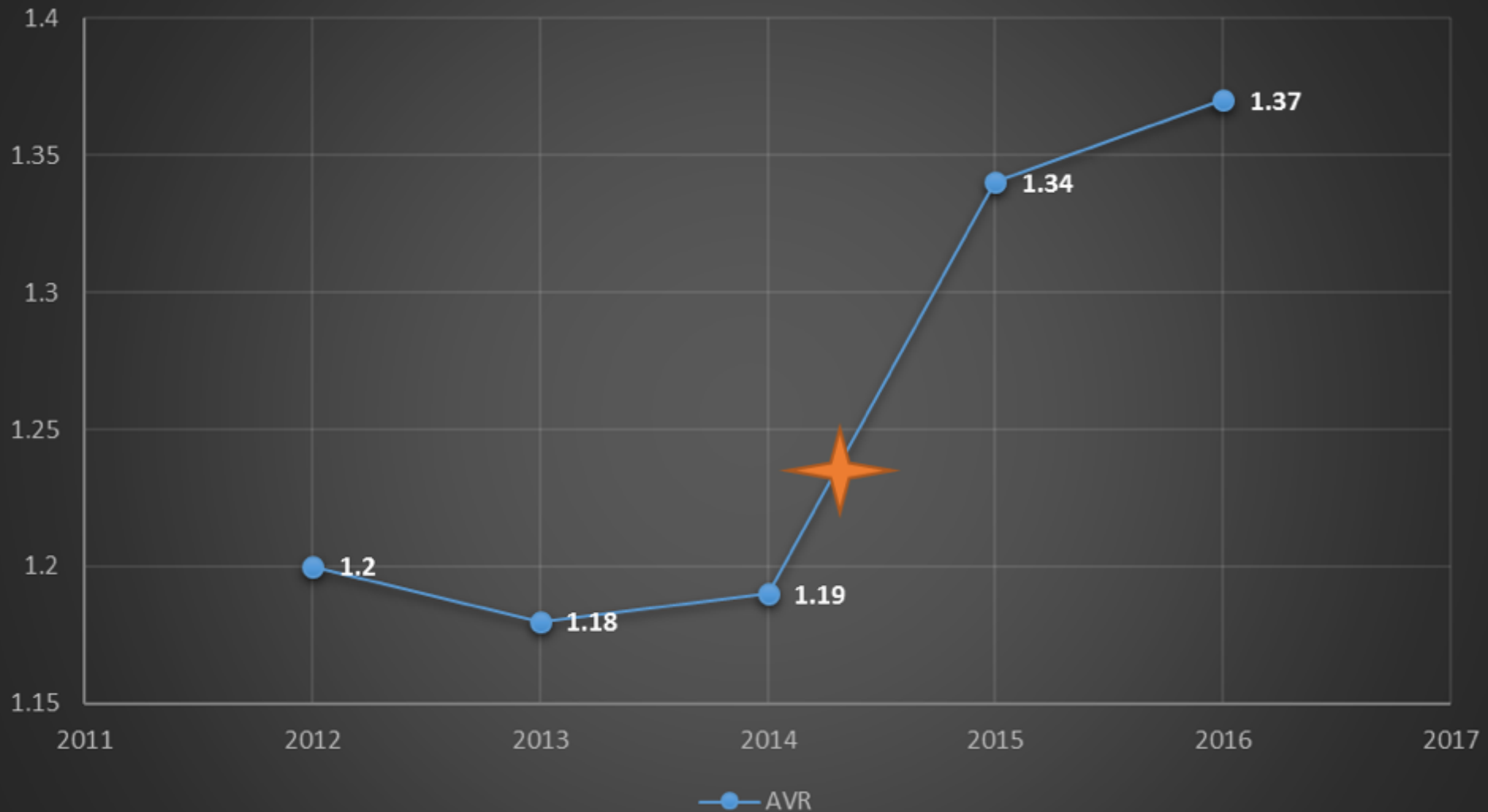
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Investing in Good Data

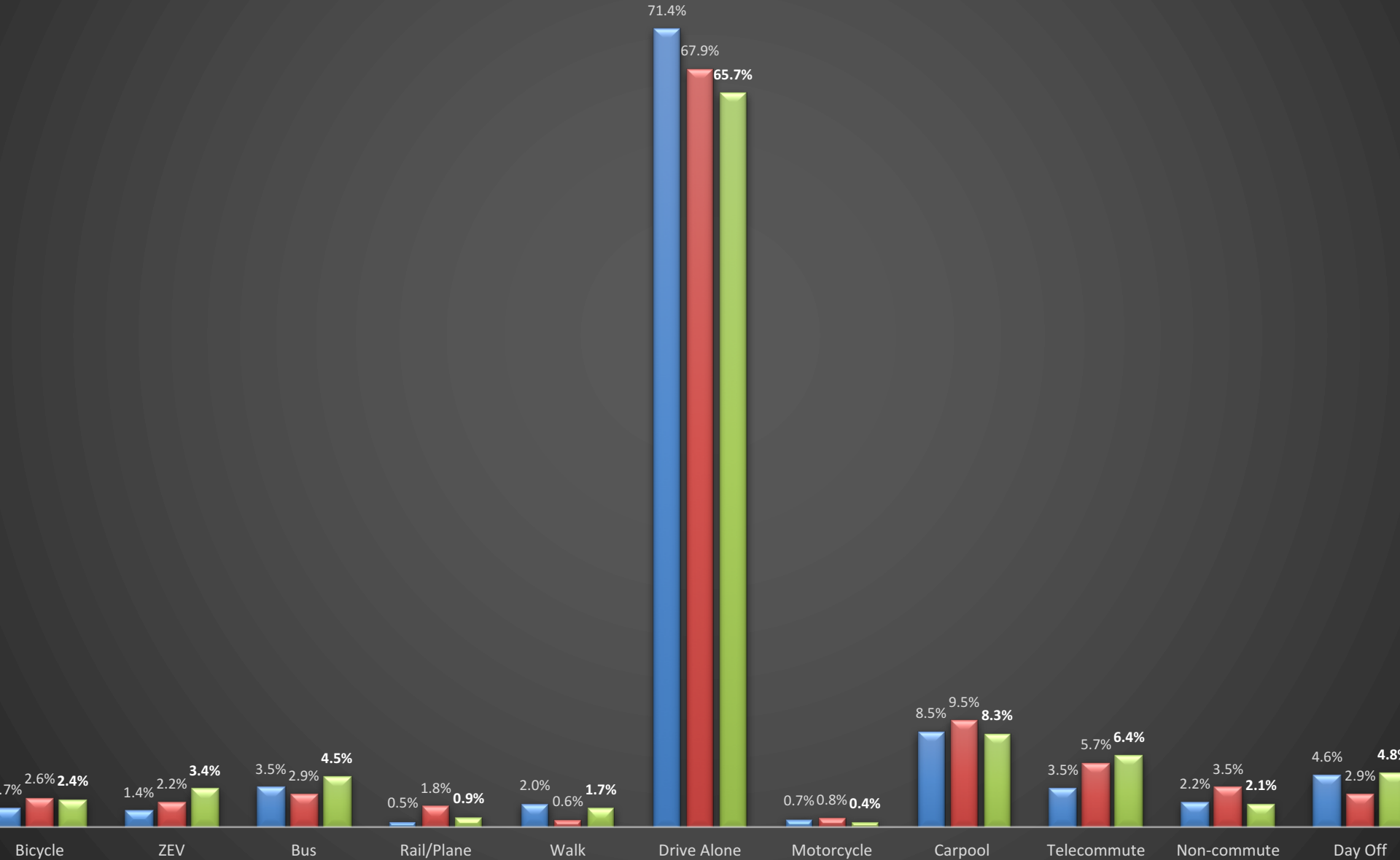
- Property Managers & Employer Contacts Luncheons
- 6 Employer Targeted Outreach Sessions
- Participating Employers: 85%
- 2016 Response Rate: 73%
 - 2015 Response Rate: 66.5%
 - (It's working!)

LADOT: Average Vehicle Ridership Peak PM Period



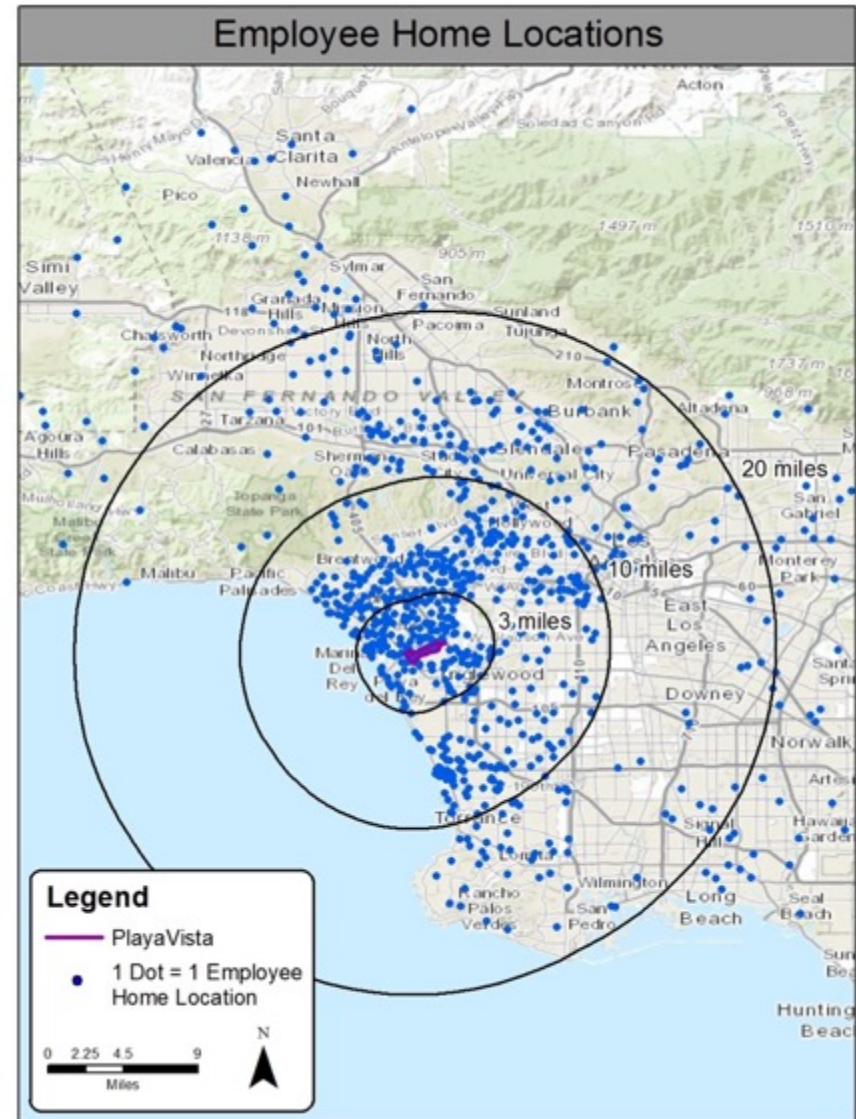
PM Peak: Mode Split LADOT Parcels

2014 2015 2016



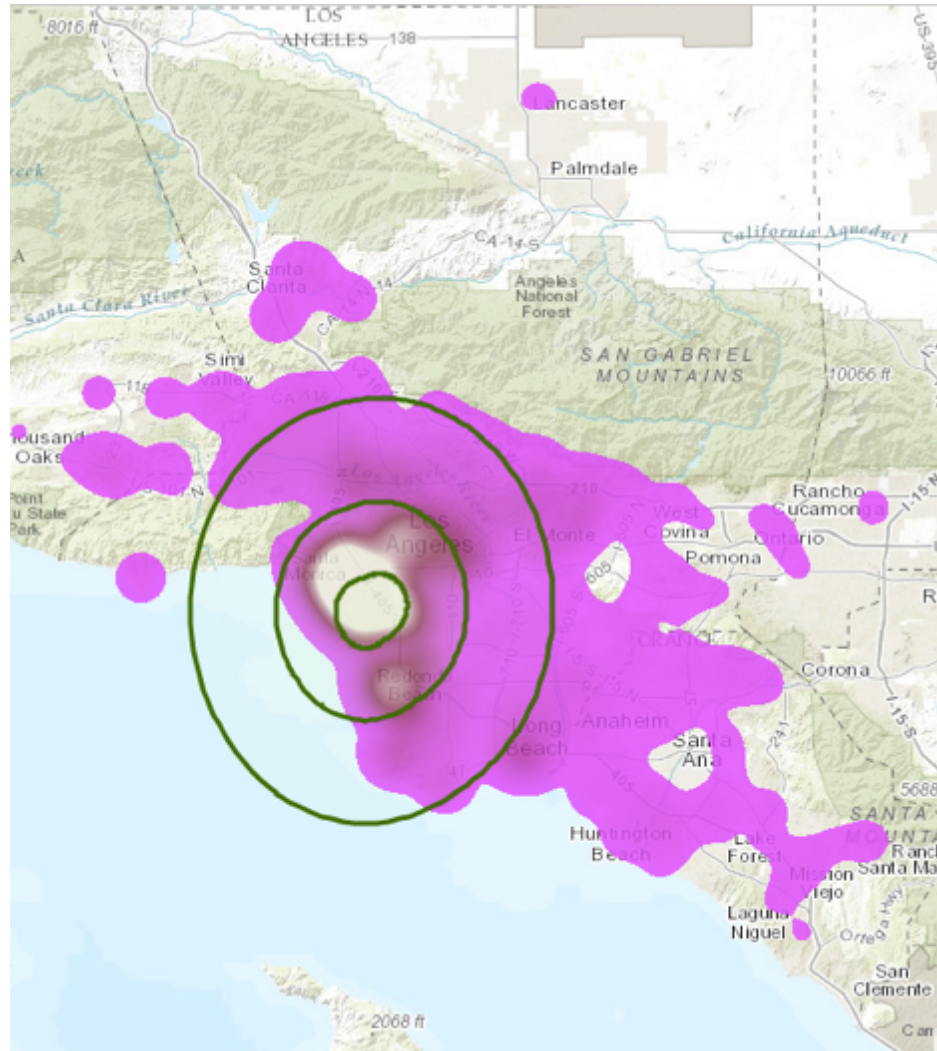
2015

- 13% live 3 miles or less from work
- 34% live 4-10 miles from work
- 44% live 11 to 20 miles from work
- 9% live 20+ miles from work



2016

- 28% live 3 miles or less from work
- 39.7% live 4-10 miles from work
- 16.5% live 11 to 20 miles from work
- 15.8% live 20+ miles from work



6.8% Increase in Long Distance Commuters Living 20+ miles

"What I really miss,
is the commute."
said no one ever.



somee cards
user card

15% Increase in Short Distance Commuters: Living within 3 miles

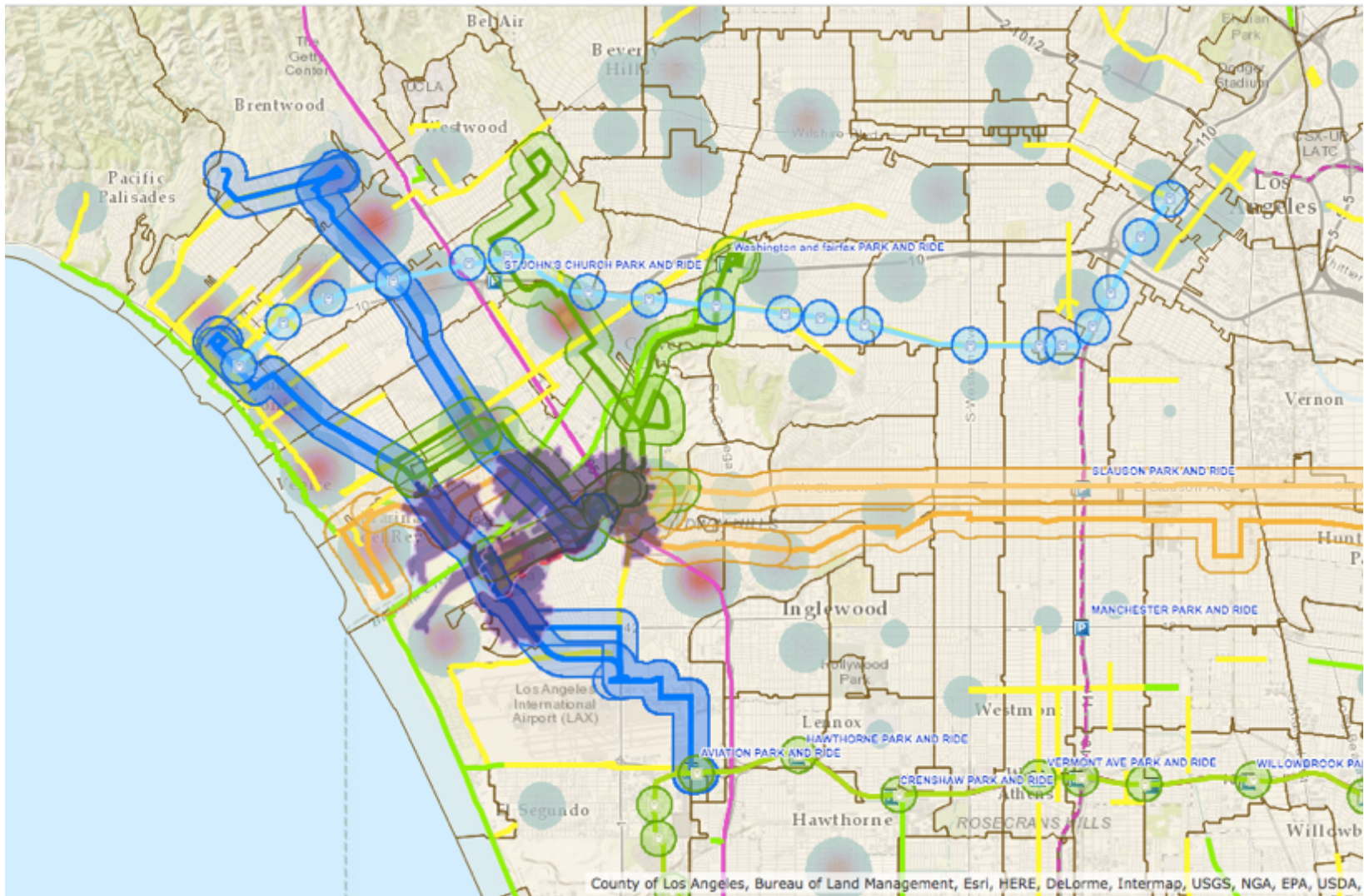


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Ability2Change

**Match the right mode with the right person.
At the right time.**



- Infrastructure
- Barriers

- Benefits
- Commitment

Ability2Change Modal Campaigns

Transit

Carpooling/ Vanpooling

Walking

Biking

Off Peak



Award Winning Programming

- **RUNNER-UP** for two International Association of Commuter Transportation Awards
 - Outstanding TMA Award
 - Outstanding Marketing & Outreach Award
- **WINNER** Landmark Behavior Change Case Study
 - Global award
 - Webinar Friday, February 24th

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