

**Aaron Gaul**

Director

UrbanTrans, Playa Vista

**Ma'ayan Dembo**

Program Specialist

UrbanTrans, Playa Vista

# Playa Vista in 3D

Design, Delivery, and Data



# Playa Vista in 3D: Design, Delivery, and Data



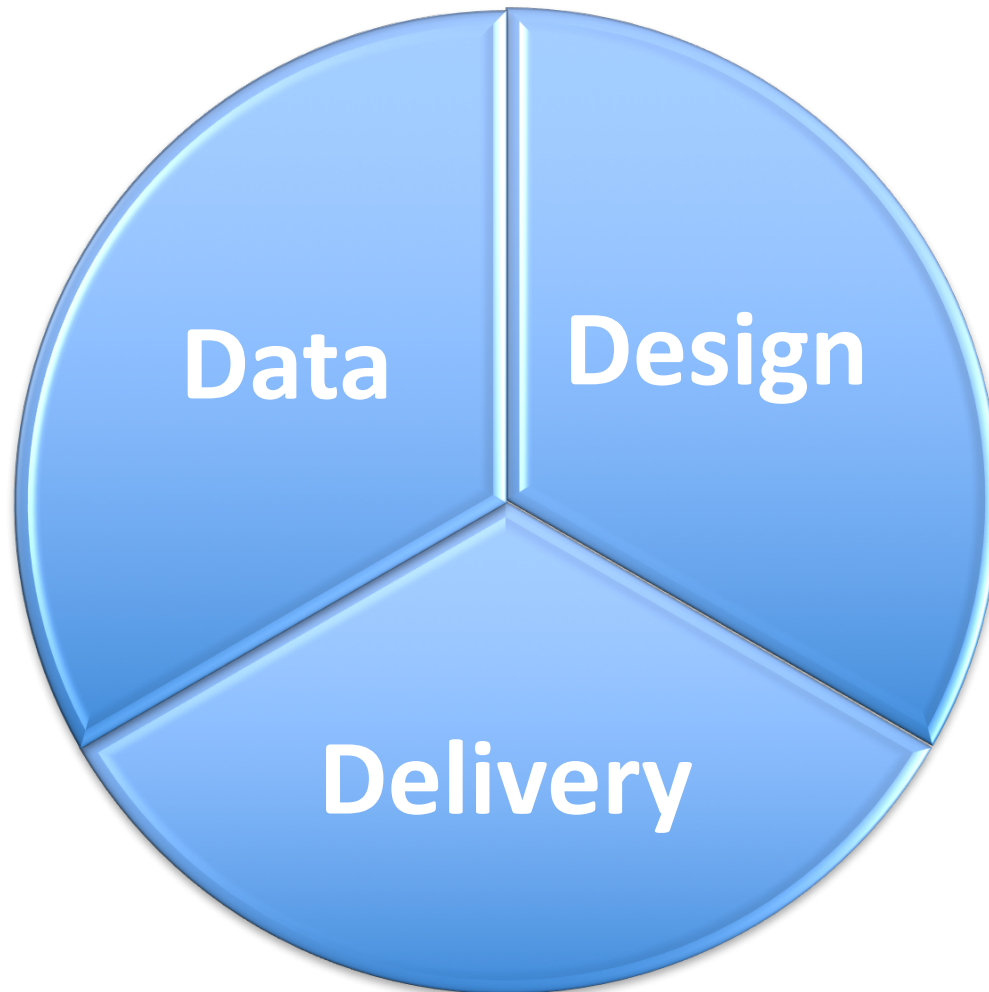
**COMPASS**  
guiding you to PLAYA VISTA







**SoCal traffic is awful.  
Awareness is 100%.  
Yet, we still drive.**





# **Data-Driven Programs**

**VS.**

# **Data-Informed Programs**





# Playa Vista Development Sticks



**Gate Counts**

**Peak PM Period Trip Cap**

**Commuter Survey**

**Peak PM Period AVR**

**Peak AM Period AVR**



data

## **What do we capture?**

Name of employee

Contact info (email/phone)

Name of Playa Vista employer

Home zip code

Self-reported distance from work

Time & Mode: AM and PM (five days)

# Playa Vista Commuter Survey 2017

As a condition of our development, Playa Vista must provide data to the City of Los Angeles Department of Transportation on employee travel patterns. Your response to this survey is essential, whether you work part-time or full-time. Your personal information will be kept confidential.

- **Questions?** Email Ma'ayan Dembo (Maayan@PlayaVistaCompass.com)

**Site ID:** Playa Vista 17

**Survey Week:** October 9 - 13, 2017

## 1. Personal Information

**First Name**

\*required

**Last Name**

\*required



# Survey Instrument

## 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: \_\_\_\_\_

Hora que comienza a trabajar	Lunes 10/10	Martes 11/10	Miérc. 12/10	Jueves 13/10	Viernes 14/10	
Marque a.m. o p.m. según corresponda	a.m.	p.m.	a.m.	p.m.	a.m.	p.m.
<b>Modo de Transporte</b>						
A. Vehículo con cero emisión						
B. Autobús						
C. Tren/Avión						
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						
<b>Semana Laboral Comprimida</b> (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						
<b>Otros Días Libres</b> (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: \_\_\_\_\_ Home Zip Code: \_\_\_\_\_ Miles to Worksite (one way): \_\_\_\_\_  
Phone #: \_\_\_\_\_ Date: \_\_\_\_\_  
Signature: \_\_\_\_\_

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	a.m.	p.m.	a.m.	p.m.	a.m.	p.m.
Circle a.m. or p.m. as applicable						
<b>Mode of Transportation</b>						
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						
<b>Compressed Work Week Day(s) Off</b> (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)						
<b>Other Days Off</b> (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.

# Invest in Good Data



**85%**  
(out of 55)  
employers  
participated





COMMUTER EXCELLENCE  
AWARD

PRESENTED BY  
COMPASS AT PLAYA VISTA



PLAYA VISTA  
SURVEY AWARDS  
COMMUTER EXCELLENCE AWARD  
SMALL COMPANY

PLAYA VISTA  
SURVEY AWARDS  
COMMUTER EXCELLENCE AWARD  
MEDIUM COMPANY

PLAYA VISTA  
SURVEY AWARDS  
COMMUTER EXCELLENCE AWARD  
LARGE COMPANY

PLAYA VISTA  
SURVEY AWARDS  
COMMUTER EXCELLENCE AWARD  
SMALL COMPANY

PLAYA VISTA  
SURVEY AWARDS  
COMMUTER EXCELLENCE AWARD  
MEDIUM COMPANY

PLAYA VISTA  
SURVEY AWARDS  
COMMUTER EXCELLENCE AWARD  
LARGE COMPANY

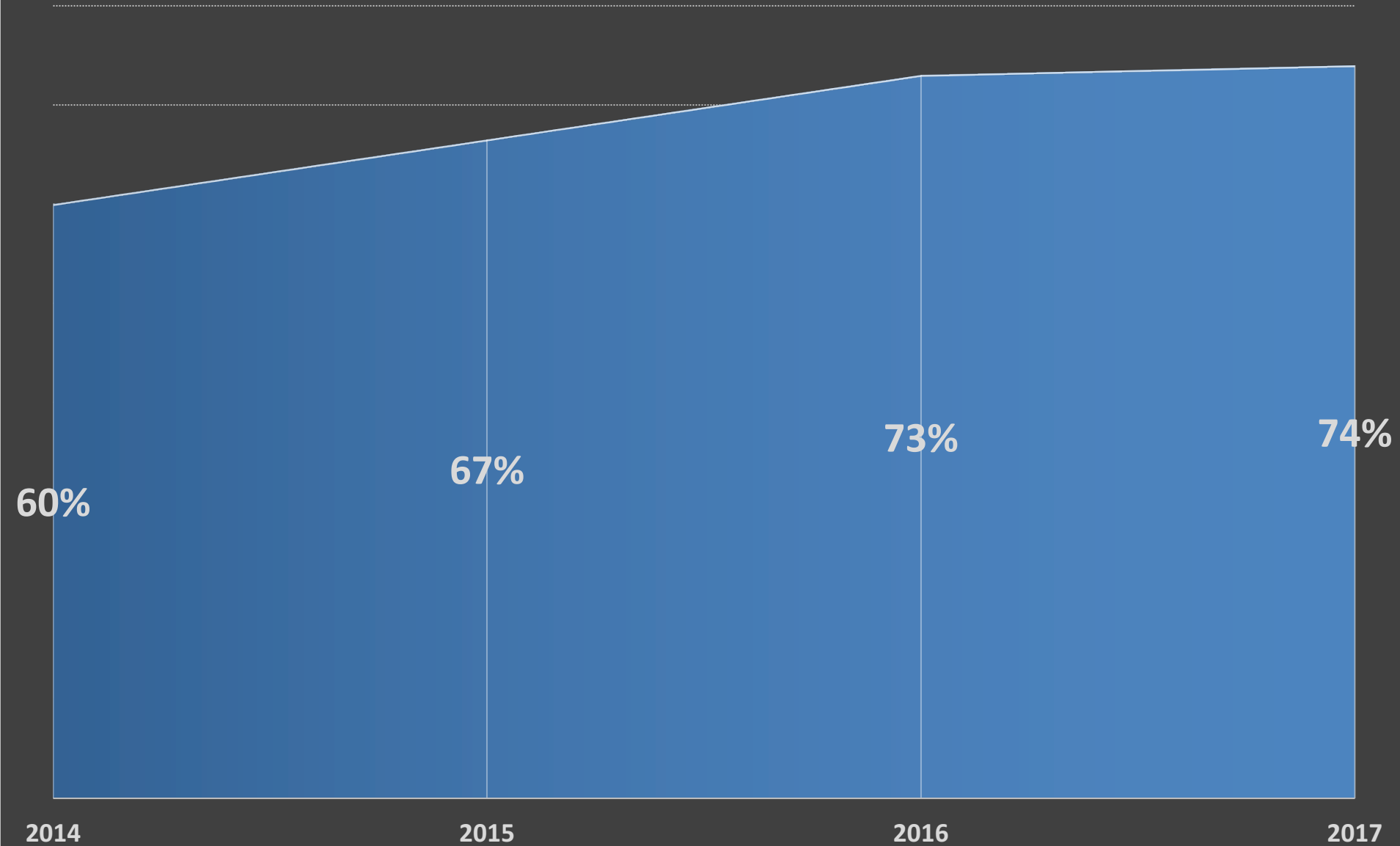
PLAYA VISTA  
SURVEY AWARDS  
COMMUTER EXCELLENCE AWARD  
SMALL COMPANY

PLAYA VISTA  
SURVEY AWARDS  
COMMUTER EXCELLENCE AWARD  
MEDIUM COMPANY

PLAYA VISTA  
SURVEY AWARDS  
COMMUTER EXCELLENCE AWARD  
LARGE COMPANY



## Response Rate



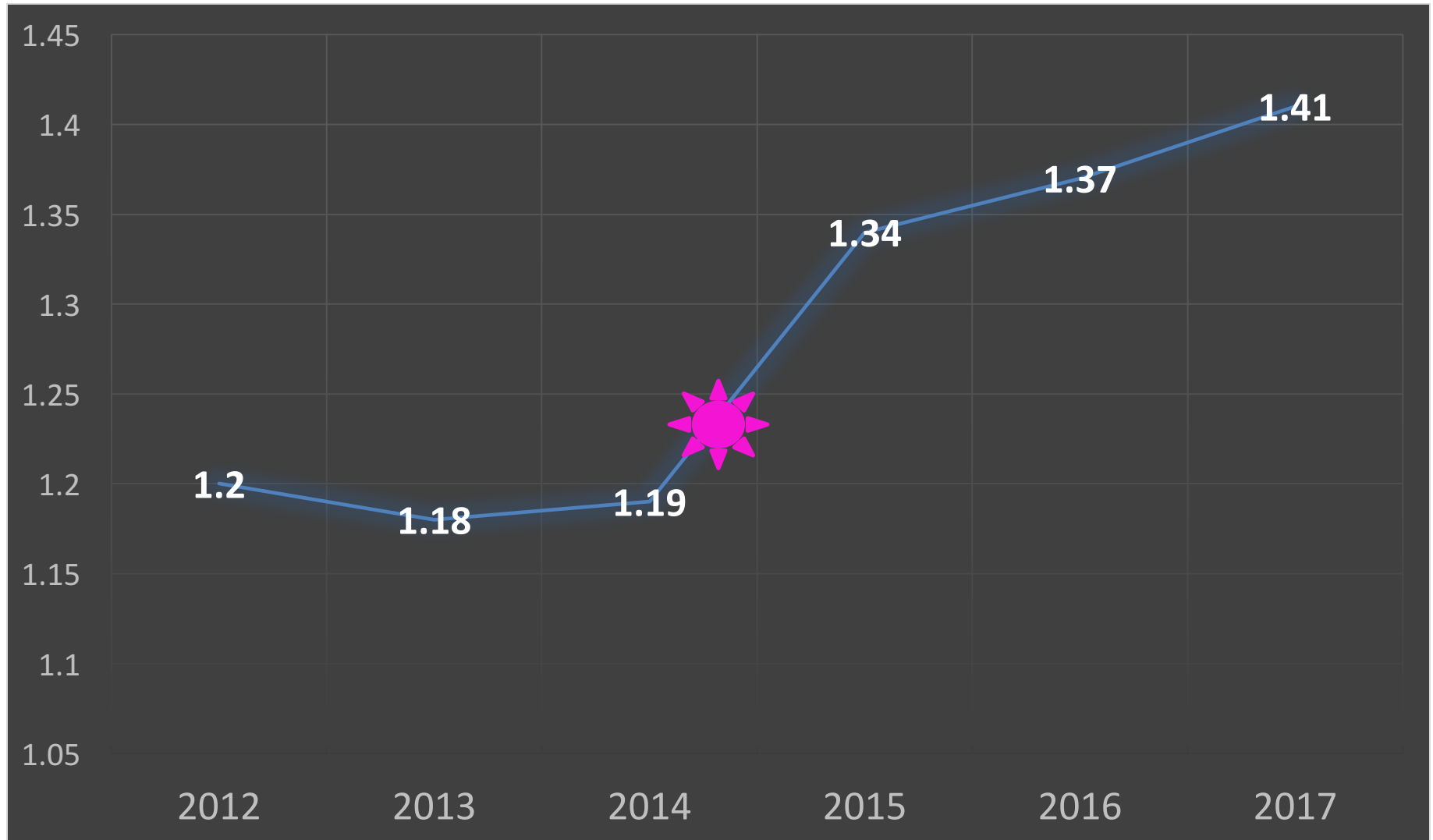
# Average **V**ehicle **R**idership (AVR)

# of people entering/exiting  
during a given hour

---

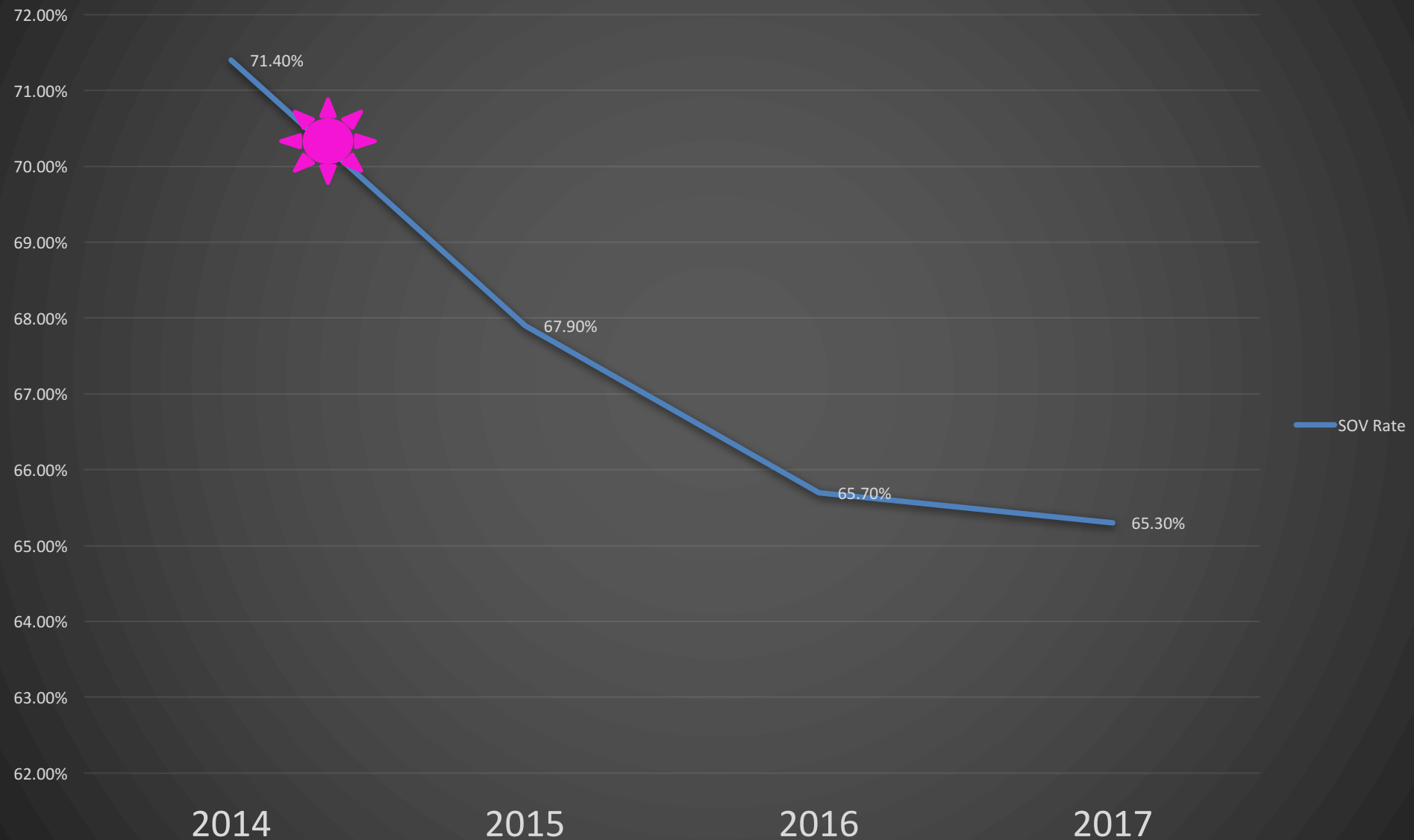
# of cars entering/ exiting  
during a given hour

# Average Vehicle Ridership



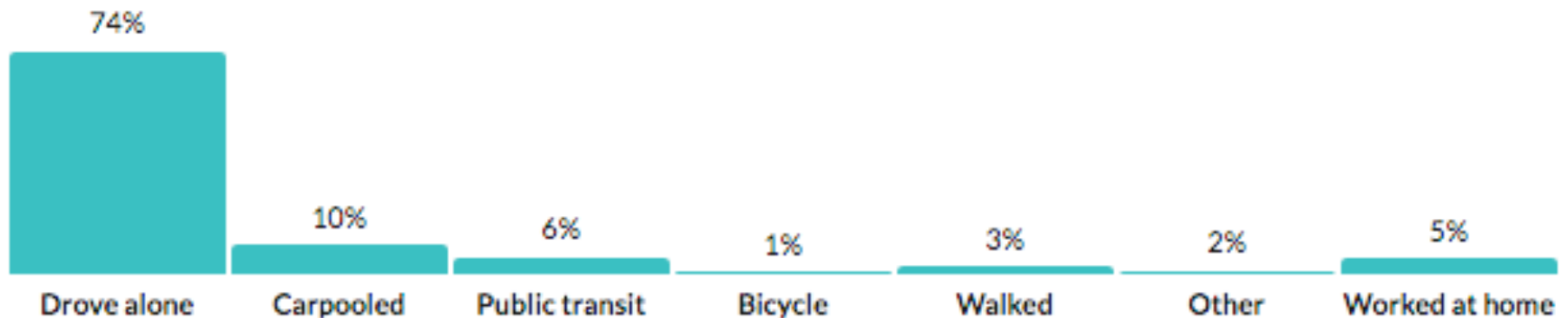


# SOV Rate



# Los Angeles County

## Means of transportation to work



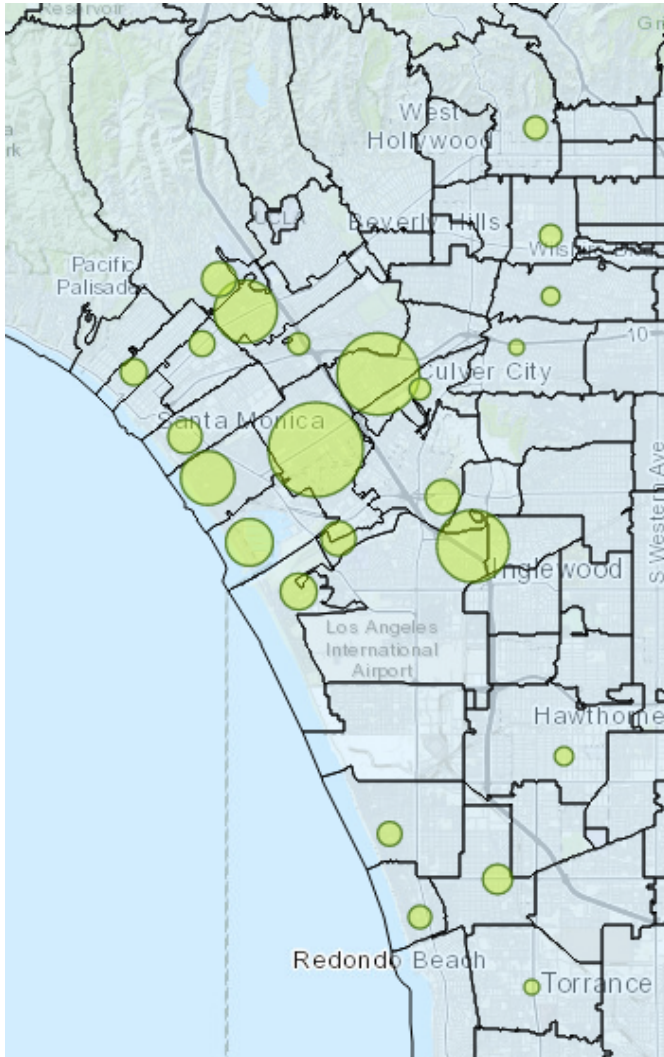
\* Universe: Workers 16 years and over

[Show data](#) / [Embed](#)



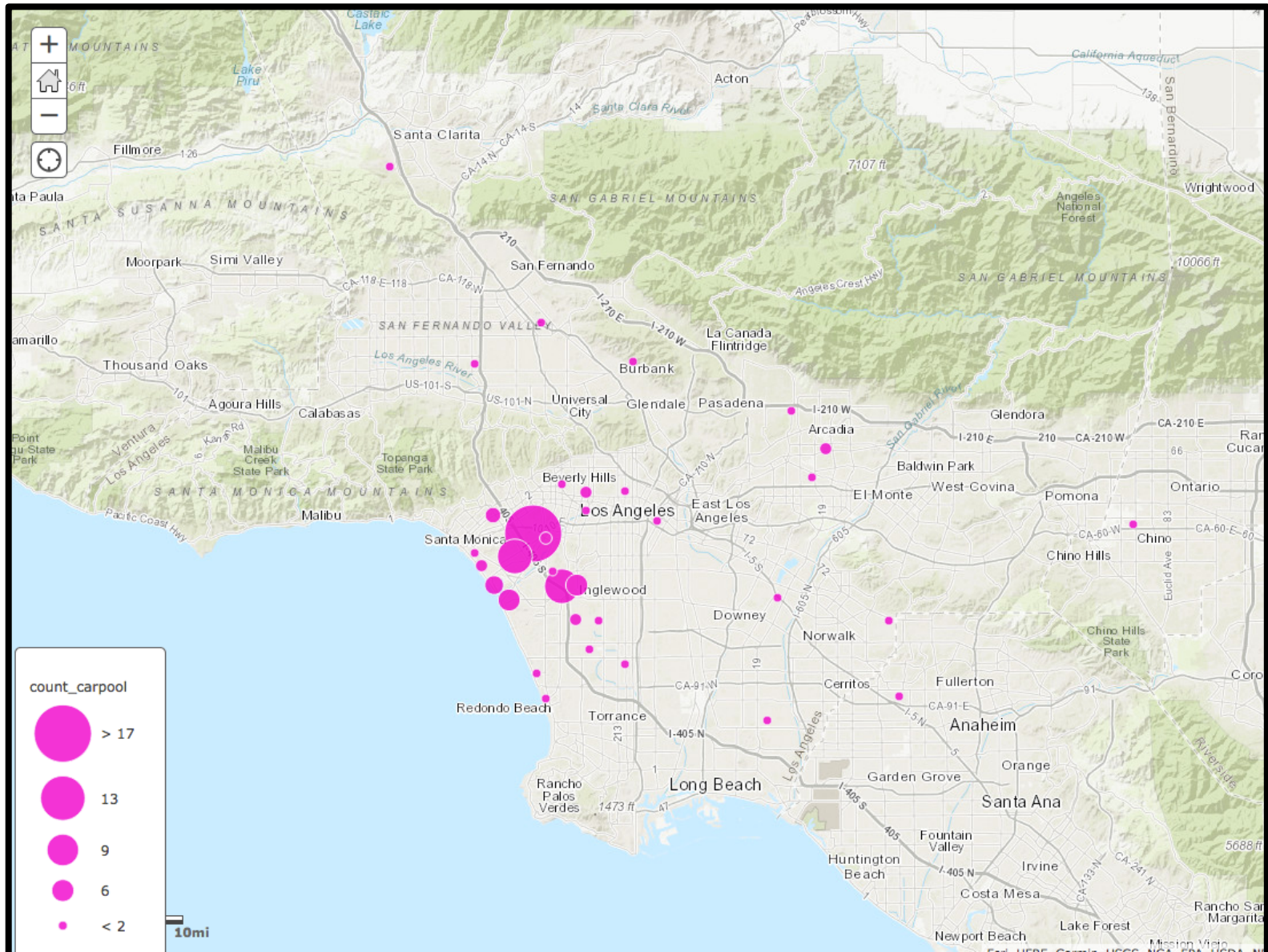


# Home Zip Codes

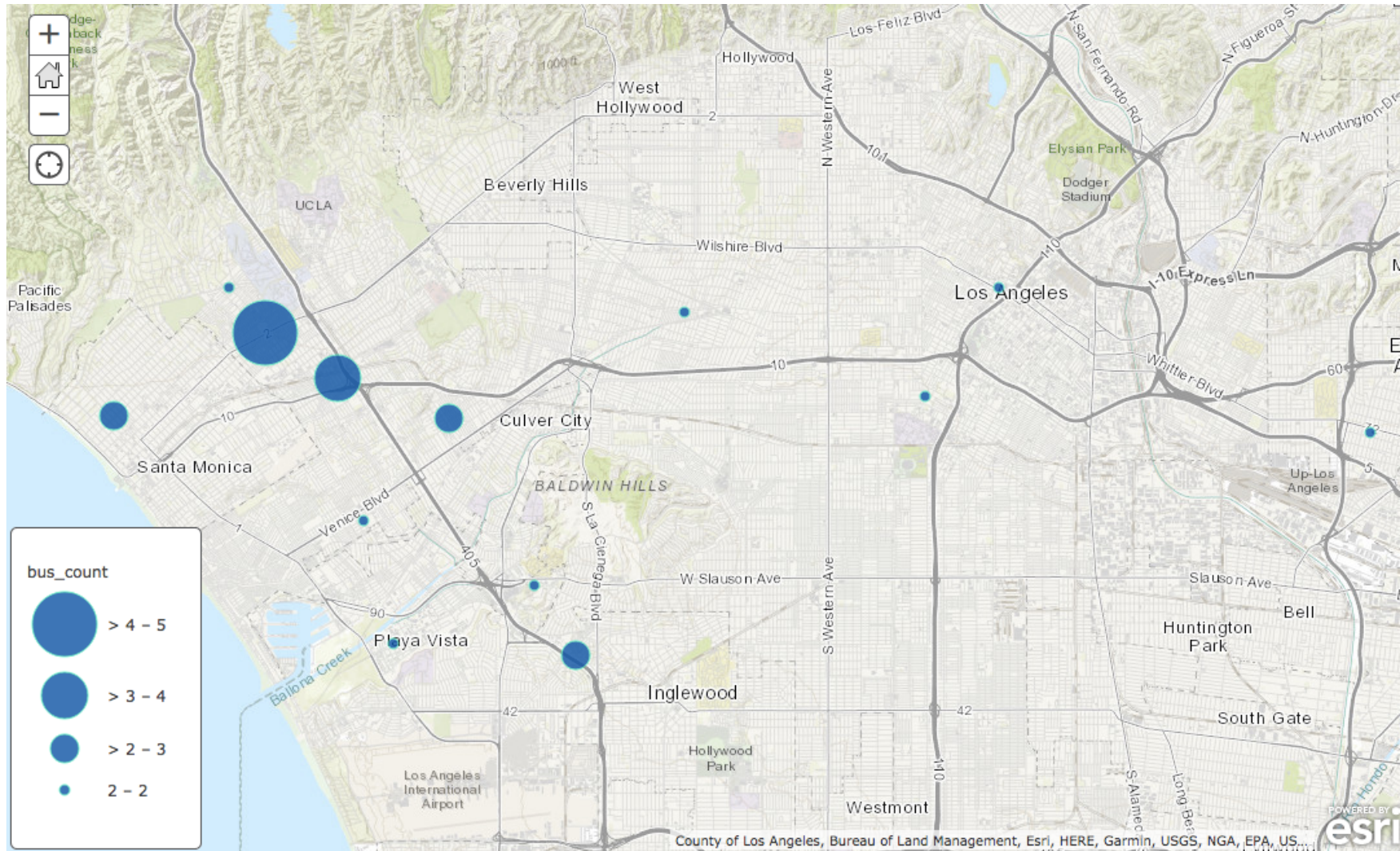


- 1,503 commuters in 24 zip codes
  - 50% of respondents
- Westside & South Bay
  1. Mar Vista (5.2%)
  2. Culver City (4.5%)
  3. Westchester (4.0%)
  4. West LA (3.5%)
  5. Venice (3.0%)

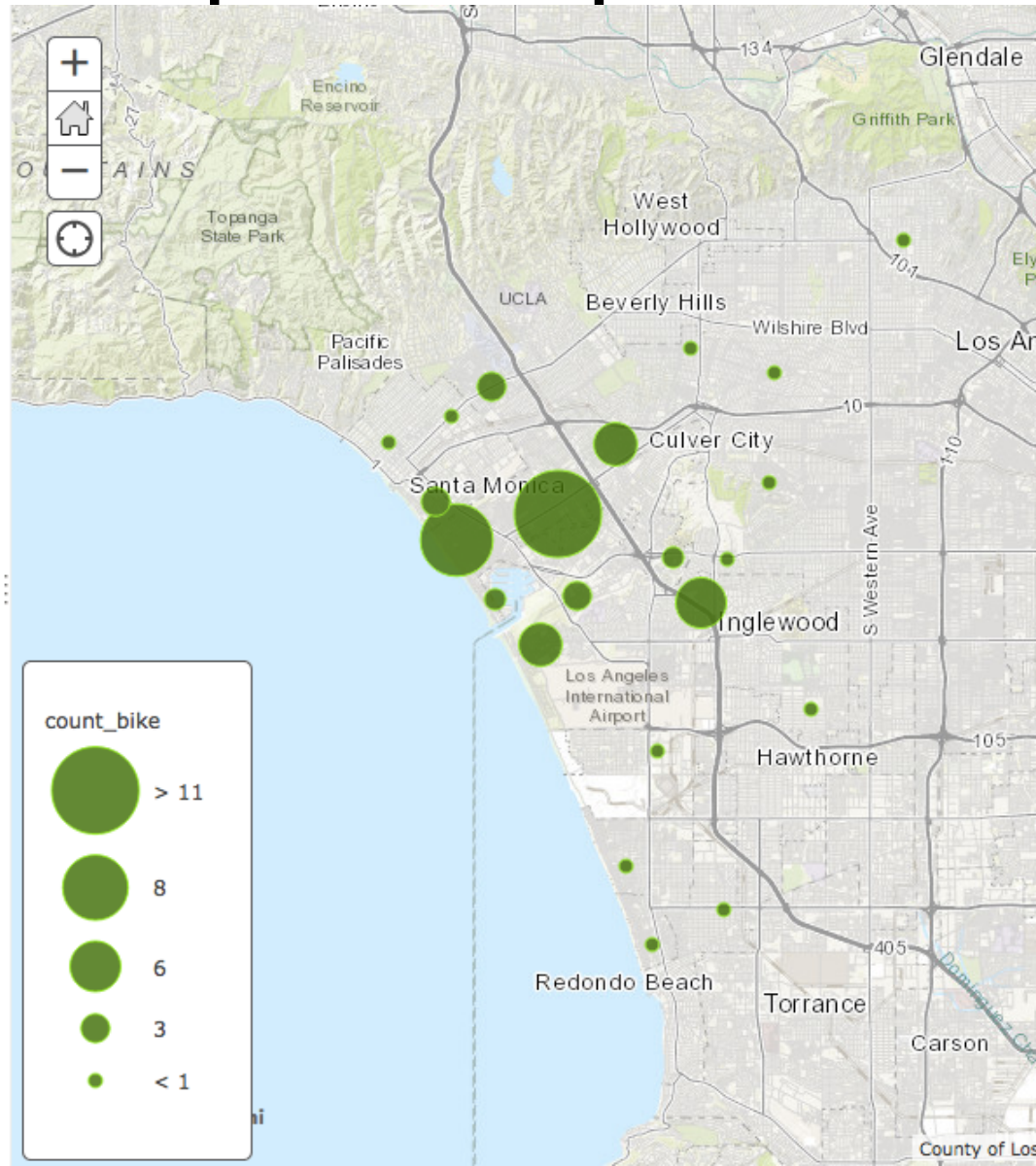
# Top Carpool Zip Codes





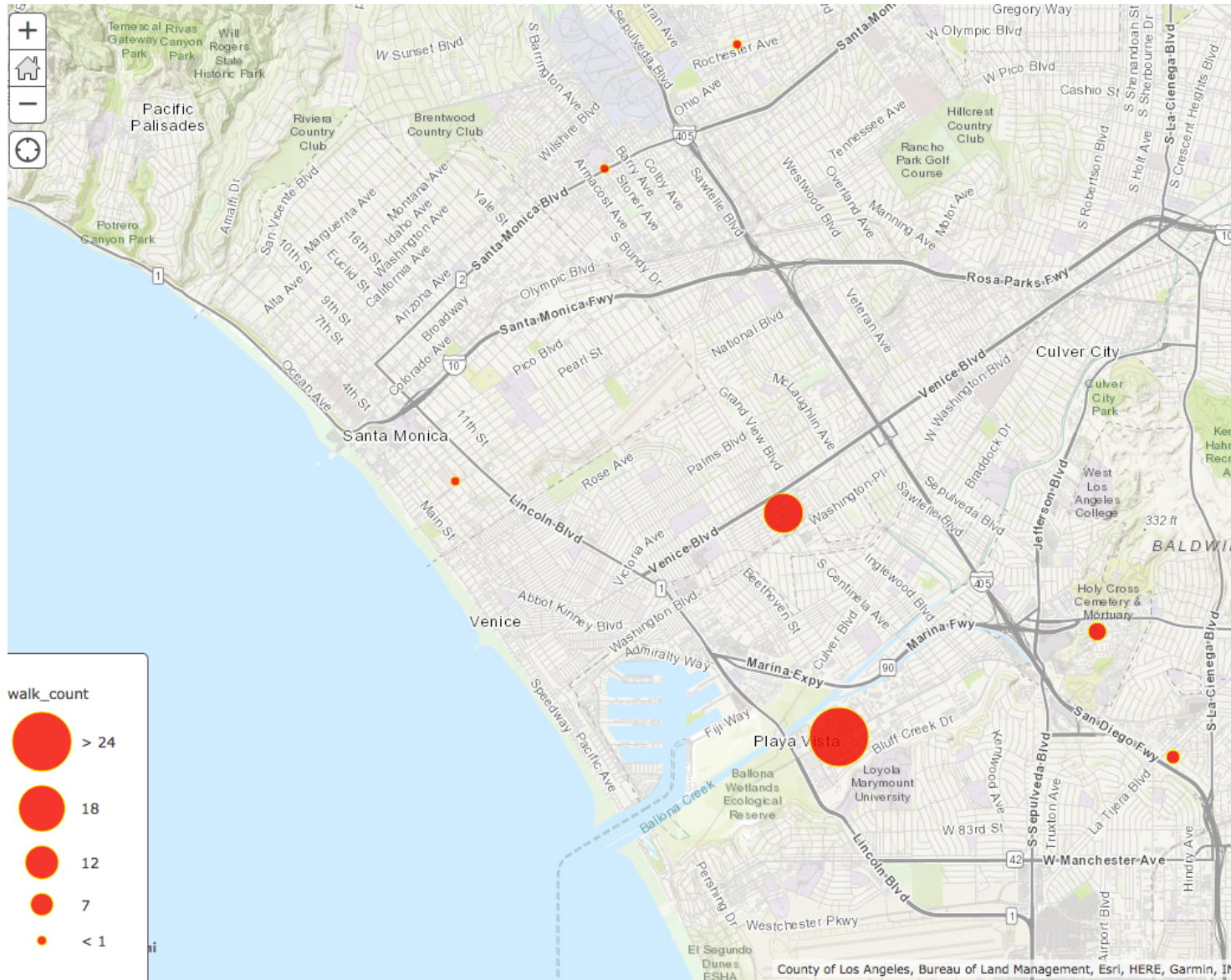


# Top Bike Zip Codes





# Top Walking Zip Codes



# Mode Choice & Self-Reported Distance

	Average	Median
Walk	1.8	<b>0.8</b>
Bicycle	5.2	<b>4.5</b>
Bus	11.3	<b>8.0</b>
Drive Alone	12.7	<b>8.7</b>
Carpool/Vanpool	15.1	<b>10.0</b>
Motorcycle	15.7	<b>9.0</b>
ZEV	17.4	<b>11.0</b>
Rail/Plane	28.8	<b>25.0</b>
Telecommute	72.0	<b>18.6</b>
Non-commuting	78.5	<b>14.0</b>

# Mode Choice & Self-Reported Distance

	1 mile & under	1-2 miles	3-5 miles	5-10 miles	>10 miles
Drive Alone	40.4%	68.5%	83.4%	87.0%	76.9%
ZEV	1.1%	3.6%	2.7%	3.8%	4.7%
Bus	5.3%	3.0%	1.1%	0.8%	1.5%
Rail/Plane	0.0%	0.6%	0.0%	0.2%	1.0%
Walk	39.4%	6.0%	0.2%	0.0%	0.2%
Bicycle	4.3%	6.5%	3.6%	2.0%	0.6%
Motorcycle	0.0%	2.4%	0.7%	0.7%	1.0%
Carpool (all)	5.3%	8.3%	6.4%	3.8%	7.1%
Telecommute	4.3%	1.2%	2.0%	1.7%	6.9%

DESIGN



# Ability2Change

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

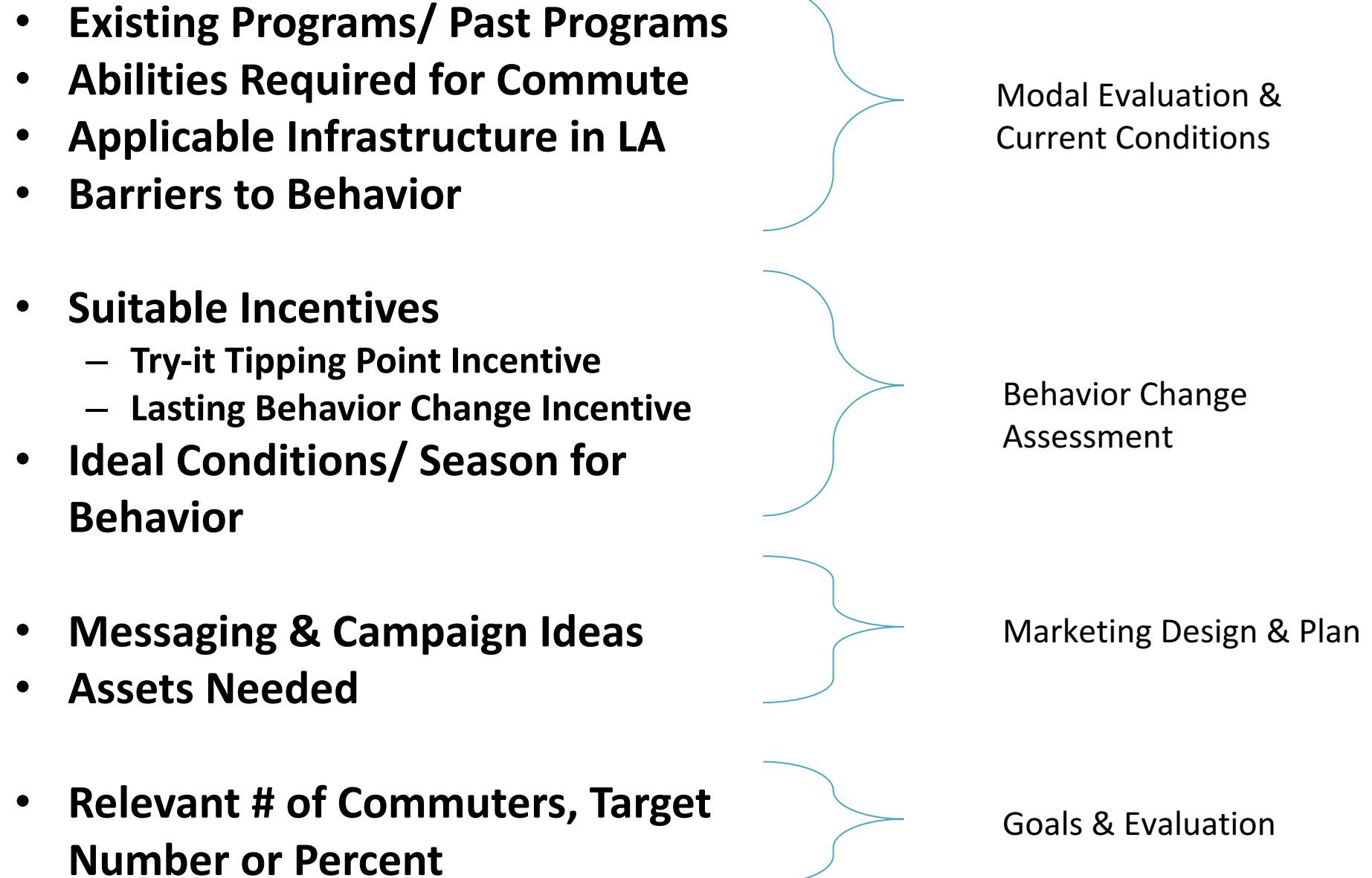
## **WHAT IS A SERVICE?**

**An intangible system that fulfils a users need.**

## **WHAT IS DESIGN?**

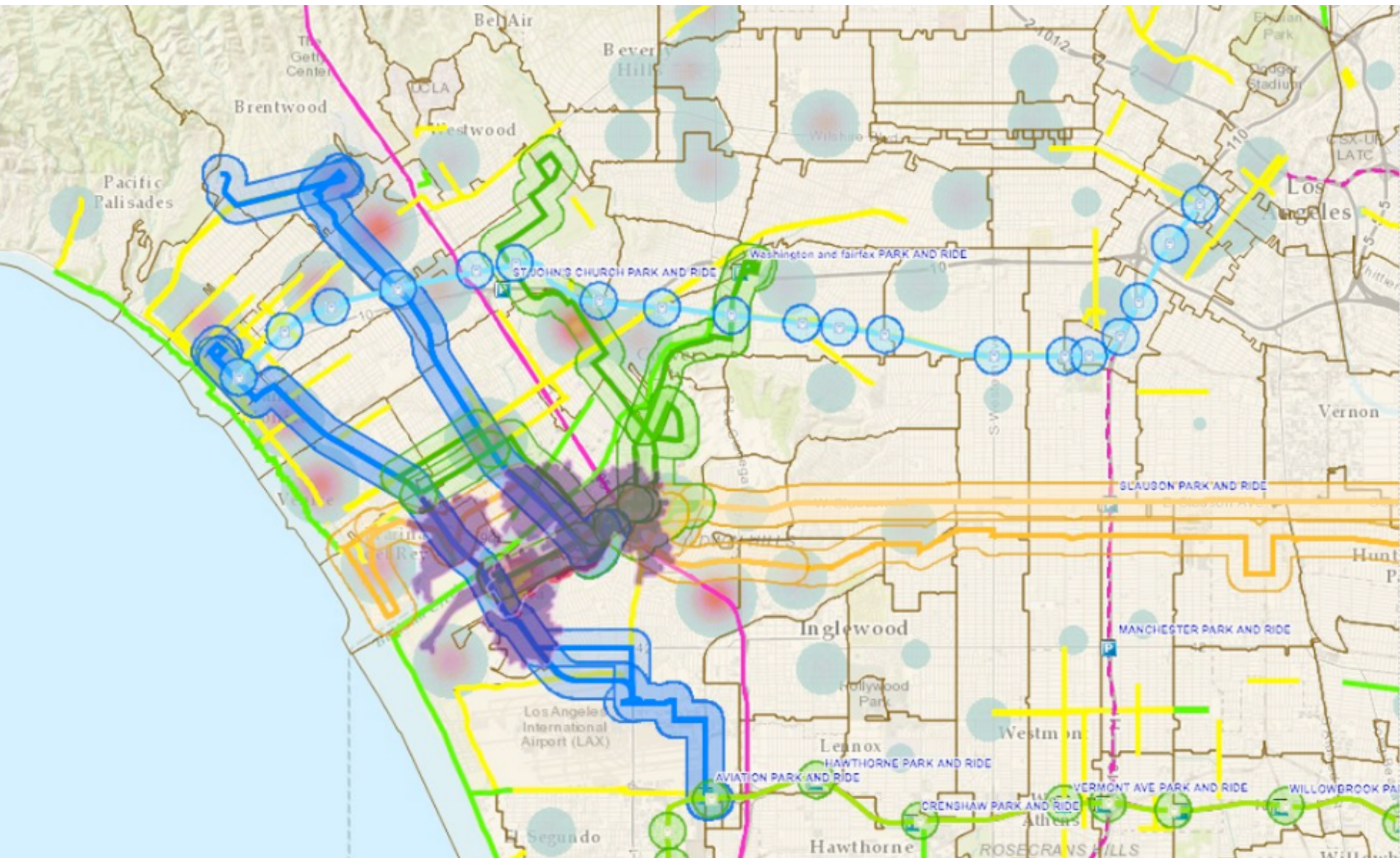
**A way of working and thinking. To plan, to sketch, to draft, to model.**

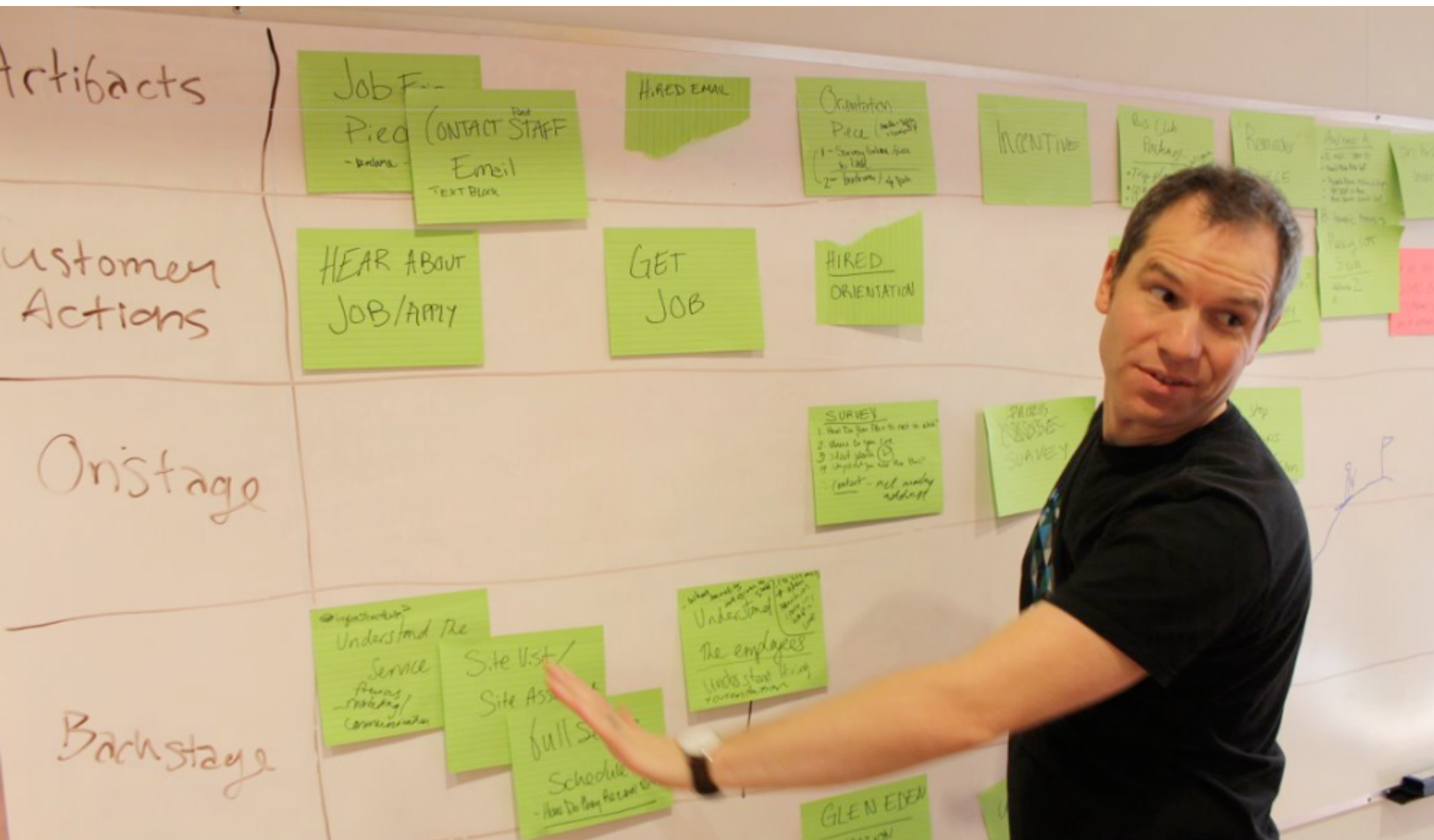
# Ability2Change





# Ability2Change













## YOUR CAR-FREE COMMUTING INSURANCE

We know you want to be able to get home in case of emergency. Or maybe you're worried what you would do if something happens to your carpool partner. Whatever the case may be, Compass wants you to have peace of mind, through your new Car-Free Commuting Insurance.



[compass.playavista.com](http://compass.playavista.com)



## CULVER CITYBUS PASS

Welcome aboard! You are one of the lucky, eligible Playa Vista commuters that gets access to an exclusive new transportation benefit. Compass (Playa Vista's dedicated commuter program) would like to pay for your commute costs for six months!

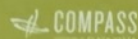


[compass.playavista.com](http://compass.playavista.com)

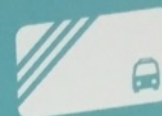


## PRO TIPS FOR YOUR TRANSIT TRIP

Riding a bus is super easy and extremely rewarding—but let's face it—you can only say that after you've done it. As you plan your new transit commute for the first time, it may leave you wondering "what will it be like" and how to "do it right". That's why we developed these quick pro tips to make you ready to roll.

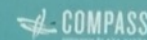


[compass.playavista.com](http://compass.playavista.com)



## EZ TRANSIT PASS

Welcome aboard! You are one of the lucky, eligible Playa Vista commuters that gets access to an exclusive new transportation benefit. Compass (Playa Vista's dedicated commuter program) would like to pay for your commute costs for an entire month!



[compass.playavista.com](http://compass.playavista.com)

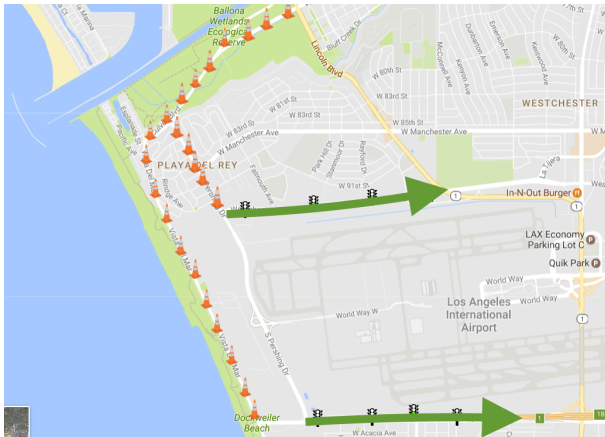






# Local Road Closures & Lane Reductions

- Targeting SOV drivers in zip codes affected by construction
- 296 recipients
  - 343 total opens, (41.2% open rate)
  - 4.1% click rate



## Lanes are reduced, now what?

As you know, road work on Vista del Mar, Pershing, Jefferson, and Culver Blvd is causing slower speeds and traffic delays for some commuters. Additional delays due to construction will be in effect until the end of the month, and we'll be sure to update you with any timeline changes.

Avoid bottlenecks by trying a new commute! Now is the time to try one of the Three R's: Remode, Retime, Reroute. Compass has great programs to support you and provide you resources when making your choice.







# Skirball Fire Emergency Delivery

- Email to all Playa Vista ETCs
- Retime, Relocate, Remode
- Relief Effort
  - Create account
  - Post a carpool
  - Log 10+ trips



## Skirball Fire Closes I-405

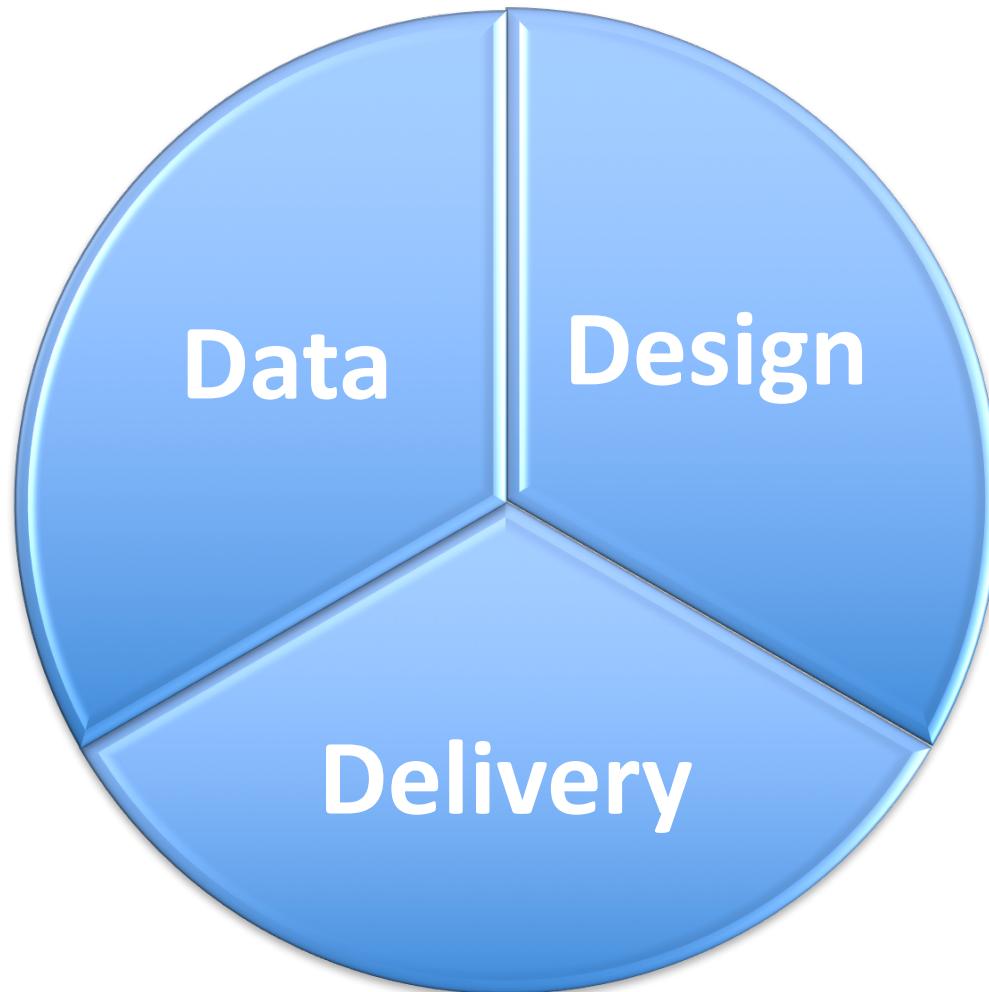
Dear Playa Vista Employer Contacts,  
As you likely heard, this morning a brush fire started by the 405 around the Getty Center. Due to this fire, the **I-405 is shut down** from the I-10 to the 101 Highway.

To keep your employees and business moving during this difficult time, we encourage you to forward this email or distribute it appropriately through your company. Fires of this nature are unpredictable and we cannot know what future roads may be impacted. As such, we list the following services, information, and tips to help you and your commuters.

# Skirball Fire Emergency Response

- 65.1% open rate
  - +1,600 total opens
- \$410 donated to California Community Foundation's Wildfire Relief Fund
  - Matched to **\$820**







# Playa Vista in 3D: Design, Delivery, and Data



**Aaron Gaul:**

**[Gaula@UrbanTrans.com](mailto:Gaula@UrbanTrans.com)**

**Ma'ayan Dembo:**

**[DemboM@UrbanTrans.com](mailto:DemboM@UrbanTrans.com)**