

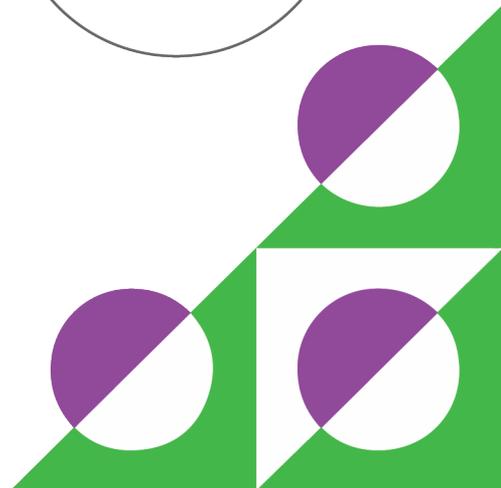
Guide for Prospective Members



Go Glendale is a membership-based non-profit working with local employers and property managers to reduce traffic congestion and improve air quality, accessibility and mobility in Glendale, CA.



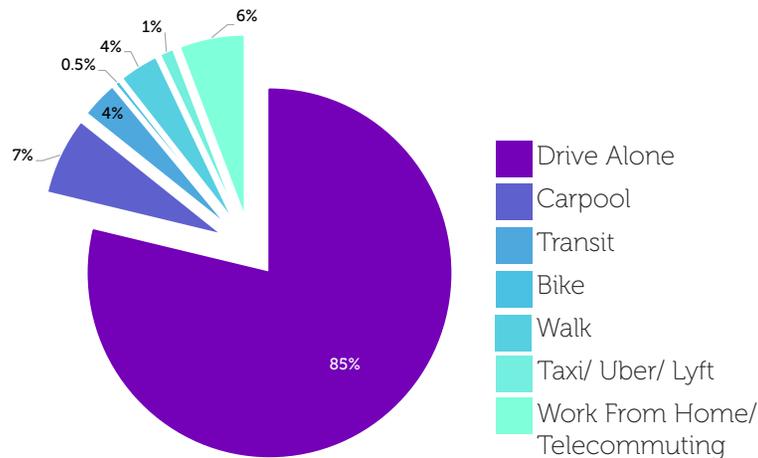
-  @GoGlendale
-  @GoGlendaleTMA
-  (818) 543-7641
-  contact@goglendale.org
-  Goglendale.org





The commute's impact on employees and residents is real!

Commute Facts



85% of commuters in Glendale drive alone to work while only 9% take a sustainable mode of transportation.¹

55% of commuters agree that their commute has caused increased levels of stress.⁴

The average person spends \$10,536 a year to have a car.⁵

Did you know?!

The average person in Glendale spends over **100 hours a year** stuck in traffic costing over **\$1,500!**²

“Traveling via Metrolink to/from work saves me at least 2 hours of travel time per day... which is awesome!”

- Homer Loreda, Glendale Resident



The Downtown Glendale traffic count is estimated at **40,000 cars per day.**³

People who commute for more than one hour a day are **33%** more likely to suffer from depression.⁶

¹ Census 2018 (ACS 5-year Estimate). ² 2019 Global Traffic Scorecard by INRIX. ³ Glendale Department of Economic Development
⁴ Royal Society for Public Health (RSPH) ⁵ AAA with added cost of gasoline. ⁶ VitalityHealth, University of Cambridge, RAND Europe and Mercer.



Go Glendale is a Transportation Management Association (**TMA**), and is one of over 100 similar organizations in the country, working to reduce traffic congestion through public-private partnerships.

Founded in 1989, **Go Glendale** is a collaborative effort between local businesses and community organizations, with the support of the City of Glendale. It is a 501(c)4 nonprofit organization with a focus on addressing traffic and air quality issues. The organization has had a long-standing core group of members, who represent some of the largest employers and new developments in Glendale.

Our Mission

Go Glendale provides professional expertise and advocacy working as a strategic partner with the public and private sectors, government agencies and community to reduce traffic congestion and improve air quality, accessibility and mobility, to enrich the quality of life in Glendale and adjacent areas.

We can help!

We connect our employee and residential members to resources that ease their commute, reduce parking headaches and incentivize them to take transit, walk, bike, carpool and scoot.

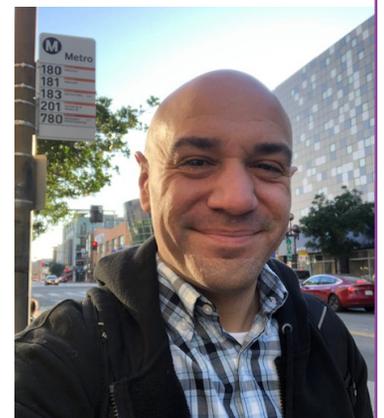
All of this results in happier, less stressed, more productive and healthier people, and improves the quality of life of our community!



- Jeslette Verzosa (with husband Alex), Adventist Health Glendale

"I love riding my bicycle as it gives me freedom from traffic, gives me Vitamin D along the way. I enjoy the exercise before my work starts. It gives me adrenaline. Now, coffee is optional."

"I love the feeling of zipping through rush hour without the headache of stop-and-go traffic. And when you have a commute as long as mine, that white-knuckled stress fest takes its toll after a while. With public transportation, I pop on a podcast and relax until I get to my destination."



- Matt Basora, Downtown Glendale Resident

Why becoming a member helps you?

For employers:

Providing commute resources for your employees is seen as a valuable benefit, saving them money and promoting a healthier workforce.

Being involved with Go Glendale can also ease parking and traffic issues at your worksite, and positively contribute to the economy and environment of the local community.

For property managers:

Cutting down on drive-alone trips helps our health and overall quality of life. By making it easy for your tenants to use sustainable modes, they'll reduce demand for parking, ease traffic near your site, be more likely to shop and dine locally, and save money!

"I am from Chicago, where using transit is the norm. I find that driving to work is stressful and doesn't let me start my day on the 'right foot'. I like knowing that I am helping lessen road congestion and helping the environment, while saving a TON of money on gas and car maintenance. I have only filled up once this month!"



- Anneliese Hanson, Cigna

All Member Benefits

Representation

Liaison to the City of Glendale, Metro, AQMD and the Glendale Chamber of Commerce on transportation issues that affect your worksite or your property.

Events

- One customized on-site event per year – choice of:
 - Bike commuting skills/ safety course taught by certified instructor
 - Multi-modal Transportation Resource Fair
 - 'Try Transit' Outing
 - Coffee & Transit
 - Tailored to fit the specific needs of your employees and tenants

Engagement, Promotion and Gifts

- Special promotions to encourage your employees and tenants to use sustainable modes of transportation, such as free transit tickets and trivia prizes!
- Metrolink Round-trip Ticket, Metro TAP Cards and Bicycle Starter Kits for new riders who join our Commuter Club or Downtown Neighbors Club (read more on pages 7-8)

Information

- Fully-stocked display of transit, bike and carpool resources for your worksite
- Electronic updates on relevant construction, transit route and fare changes, etc.
- Personal customer service for your commute questions
- Monthly newsletter to be forwarded to employees and tenants with local transportation updates, events and special offers

Contact us at director@GoGlendale.org for more information.

Additional Benefits: Employers

Programs

- Assistance with Air Quality Management District (AQMD) Rule 2202 compliance
 - Act as liaison to AQMD
 - Review of annual plan prior to submittal to AQMD
 - Training and ongoing support to assigned on-site transportation coordinator
- Assistance with Metro programs, including:
 - Guaranteed Ride Home Program ensures you never get stranded while choosing sustainable modes of travel
 - Discounted Transit Pass programs
 - Vanpool subsidies
 - Online Ride/ Carpool/ Bike/ Walk Matching

Additional Events

Participation for your company in regional events such as Earth Day, Bike and Walk to Work Day and Rideshare Week.



Commuter Club

Assisting employees of Go Glendale members with their daily commute by helping with transit route planning, finding carpool/ vanpools, free Metrolink day pass, etc.

Additional Benefits: Property Managers

Programs

Assistance in complying with City of Glendale TDM program requirements (Zoning Code 30.32.171) and LEED Certification including:

- Yearly online AVR Survey for tenants
- Report of survey results and recommendations
- Training and ongoing support to assigned on-site transportation coordinator
- Consultation on required bicycle, pedestrian and transit facilities
- Template and support for submitting Annual Performance Report
- Welcome to the neighborhood packets for new tenants



Downtown Neighbors Club

Downtown Neighbors Club provides residents of Go Glendale members with resources to explore their city such as Bicycle Starter Kit, \$10 Metro TAP Card, and organizing events based on their interests.

Board of Directors

President

Ken Jarocki

The Walt Disney Company

Vice President

Veronica A. Escobar

CIGNA Healthcare

Secretary

Drew Sugars

Glendale Community College

Ex-Officio

Pamela Tang

City of Glendale

At-Large Member

Brett Ambrose

Hyatt Place

Our Staff

Director

Bronwen Keiner

director@goglendale.org

213-425-0966

Outreach Administrator

Jayro Queme

contact@goglendale.org

213-425-0990

August 2020