



The Memo

December 2017

Give your workers the gift of unlimited bus rides

Big Blue Bus (BBB) now offers Blue to Business, a transit pass program that enables employers to save up to 92 percent on BBB pass purchases for employees. The sustainable, low-cost program provides 365-days of unlimited rides on BBB for participating employees, and requires minimal setup and administration.

Benefits to Employers

- Reduce on-site parking costs and demand, and decongest parking during shift changes
- Boost employee efficiency and morale
- Strengthen employee recruitment and retention
- Cultivate a culture of employee wellness
- Meet Transportation Demand Management requirements or Average Vehicle Ridership (AVR) targets
- Tax-free fringe benefits; tax exclusions may apply to transit pass purchases
- Fast program implementation and easy administration

Benefits to Employees

- Unlimited rides on BBB
- Save money on transportation to/from work and play
- Enjoy a stress-free commute: let someone else do the driving

For more information please visit our Blue to Business website at bigbluebus.com/bluetobusiness.

Pricing*Please note that the minimum annual commitment for each Blue to Business partner is \$1,400.

Level	Percentage of employee commitment	Annual cost per unlimited ride pass*
1	100%	\$42
2	75%	\$50
3	50%	\$70
4	30%	\$105
5	15%	\$175

Millions in tax credits available

Downtown business owners will want to attend a meeting on the California Competes Tax Credit scheduled for Dec. 7, 2017 from 9am — 10am at the Main Library, Martin Luther King, Jr. Auditorium, 601 Santa Monica Blvd.

The California Competes Tax Credit is an income tax credit available to businesses that want to locate or stay and grow in California. Apply by Jan. 22, 2018. There is \$100 million available, with 25 percent reserved for small businesses. The credit is available for all industries. The application is online and there is no fee to apply. Some of the factors that will be considered include the number of jobs created or retained, the amount invested by the business owner, compensation paid to employees and the economic impact of the investment.

Join senior officials from the Governor’s Office of Business and Economic Development (GO-Biz) for a free one-hour presentation in your area and get custom instructions on how to apply for this tax credit program.

Register at: www.business.ca.gov/calcompetes. For more information call 916.322.4051 or visit www.business.ca.gov.

Parking structure maintenance

Downtown parking structures (except 6,7, and 8) are undergoing a series of retrofits and maintenance work. Construction crews began in October with Parking Structure 1 and will move on to Parking Structure 10 on Dec. 4, 2017. Construction is being performed on one structure at a time and includes temporary parking impacts for the duration of the project. That being said, all entrances and exits remain open for smooth traffic flow. The project is expected to last until March 2019. Questions? Contact Robert Zak, construction manager with the City of Santa Monica at sm.engineering@smgov.net or 310.458.8721.

Crews will also be installing new parking equipment at the Ken Edwards Center, 1527 Fourth St., from Dec. 8 to Dec. 14, and then at the Civic Center Parking Structure, 333 Civic Center Dr., from Dec. 15 to Dec. 29. Both parking areas will remain open to the public during construction.

Pop-up parklet pilot program

DTSM, Inc. will be hosting a pop-up parklet on Thursday, Dec. 14, from 10am — 3pm in front of Simply Salad (1401 Second St.) as part of a pilot program to encourage more businesses to host parklets throughout the downtown. The mini-park, which takes over a couple of metered parking spaces with colorful tables, chairs and umbrellas for shade, is free and open to the public. There will be information available on the many mobility options available in downtown, from the Breeze bike-share program to public transit, and chances to win prizes like a pre-loaded TAP card to take Expo light rail. Businesses interested in hosting a parklet in the future should contact DTSM, Inc. Mobility Manager Hector Soliman-Valdez at hector@downtownsm.com.

The Downtown Community Plan encourages the creation of more public spaces in downtown to meet the needs of residents, employees and visitors. Those could include courtyards and plazas that are privately owned and maintained, as well as pocket parks and parklets.

Holiday hours

Many retailers have called DTSM, Inc. asking about holiday hours. Since we are not a traditional shopping center, there are no set holiday hours to give. Each business has the power to set their own hours each and every day, unless their permit with the city of Santa Monica states otherwise. Some retailers choose to stay open for 24 hours on Black Friday and the day after Christmas, while others close for a few hours to allow their employees to enjoy time with family and friends. It's all up to you.

That being said, please share with us your holiday hours. Please email marketing@downtownsm.com. Thank you!

Sponsor a child in need

DTSM, Santa Monica Place and the Police Activities League have teamed up once again for the Best Gift Ever Toy Drive. The League provides after-school programs for underprivileged youth and every holiday season they host a family gathering in which Santa and Mrs. Claus present hundreds of toys donated by the community. DTSM is accepting donations of new, unwrapped toys or gift cards for kids of all ages at our office, 1351 Third Street Promenade, Suite 201, or at Ice at Santa Monica, located at the corner of 5th Street and Arizona Ave. Donations can be dropped off now until Dec. 15. If you would like to sponsor a particular child, please call the DTSM office at 310.393.8355 and ask for Amy Albuera, or email amy@downtownsm.com.

Employee reward of the month

You work hard for the money. Why not save a little? **The Downtown Employee Discount Program** is a great way to save and still show your love for your favorite downtown businesses. Just show your business card or pay stub at participating businesses. For a complete list visit www.downtownsm.com/employee-rewards-program

The Santa Monica History Museum offers 20 percent off admission, Tuesday through Thursday. They are located at 1350 Seventh St. Learn more at www.santamonicahistory.org.

Upcoming meetings

DTSM, Inc. District Issues Committee
Dec. 12, 9:30 a.m.
1351 Third Street Promenade, Suite 201
Meetings typically held the second Tuesday of each month.