

# On the Go

Rideshare News for Southern California Employee Transportation Coordinators (ETCs)

May/June 2017

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## Will a Gas Tax Get People to Drive Less?

California lawmakers last month voted to increase the state gas tax and vehicle fees by \$5.2 billion a year to pay for repair of roads, highways and bridges.

The tax increase—the first in 23 years—will raise the base excise tax on gasoline by 12 cents per gallon, bringing it to 30 cents. Another variable excise tax will be set at 17 cents. Electric car owners will pay a \$100 annual fee.

The bill also creates an annual vehicle fee ranging from \$25 to \$175 depending on the value of the vehicle.

If signed by the governor as expected, the fuel tax hikes take effect Nov. 1, and the vehicle license fee on Jan. 1, 2018.

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## Get in Gear for Bike Month

May is Bike Month, and your Southern California's transportation agencies are rolling out special events all month long.

Upcoming activities include free fares on transit for bicyclists, group rides, prizes, rallies and dozens of "pit stops" where cyclists can stop along the commute for refreshments and more.

On Bike to Work Day, Thursday, May 18, thousands of people will leave their cars at home and cycle to the office instead.

Biking is a zero-emission, low cost way to get to work while getting fit. Now that trains allow bikes on board—and nearly all buses have bike racks—even people who live far from the office may be able to switch to bicycling, at least occasionally.

Here's what's happening...

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## And the City With the Worst Air Pollution Is...

...Not in Southern California!

According to data from the American Lung Association's (ALA) annual "State of the Air" report, Bakersfield, CA, has the most days of highly polluted air of any US city.

The Los Angeles/Long Beach area took top "honors" for worst ozone pollution.

In fact, six of the top 10 cities with the worst air pollution were in California. Sunny skies, a soaring population and topography that traps in pollution gives the Golden State distinct challenges in keeping the air breathable.

The state would be worse off without its strict laws on tailpipe pollution, however, according to the ALA.

View the full report at [lung.org](http://lung.org).



[Calendar of Events](#)

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## Get in Gear for **Bike Month**

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### Throughout Southern California

Bicyclists ride free on Metrolink during Bike Week, May 15-19.

On May 16, 5-6 p.m., Metrolink will kick off Bike Week with a “Twitter party” for all riders to give away prizes, including Metrolink tickets, bike accessories, and a grand prize of a URB-E electric scooter. To participate, use the hashtag #Pedal2Work17.

For more information, visit [metrolinktrains.com](http://metrolinktrains.com).



Image courtesy of Metro Los Angeles ©2017 LACMTA

### Los Angeles

• **Bike to Work Day**—Metro will celebrate Bike to Work Day May 18 with dozens of “pit stops” throughout the county. Cyclists can stop along the way for a snack, coffee and encouragement.

Is your worksite hosting a pit stop? [Let Metro know](#) and they’ll add it to their [online listing](#). You may also be able to get goodies to hand out to riders (while supplies last).

Also on Bike to Work Day, cyclists ride free on Metro buses and rail—having a bike or helmet serves as fare.

• **Bike Night**—To close out Bike Month, join Metro at Union Station for Bike Night on May 26, 5:30-8:30 p.m.



Image courtesy of Metro Los Angeles ©2017 LACMTA

This family-friendly event will include cycling activities, food and more.

• **Open Streets Event**—Downey will [open streets to cyclists](#), walkers and other non-motorized traffic on May 7, 10 a.m.-3 p.m. for its Ride & Stride.

For more bike news and events in Los Angeles County, go to [metro.net](http://metro.net).



### Orange

• **Bike Month OC Club**—Join the Bike Month OC Club for a chance to win prizes, track your progress and compete against fellow cyclists.

To participate, go to [octa.net/bike](http://octa.net/bike), and make the pledge to ride and join the club. Then download the Strava App on your smartphone—this app lets you track your ride and links with OC Bus. Record when you ride during Bike Month for a chance to win prizes including two Trek FX 2 bikes and Fitbit Blazes.

• **Bike Rally**—Ride from the Orange Metrolink Station to OCTA Headquarters for the OCTA Bike Rally on May 18 at 7:30 a.m.. Meet at the station to get a free bike month T-shirt and get in on the slow-paced group ride through Old Town Orange and the Santiago Creek Trail.

• **Ride with Caltrans**—Join a group ride on May 16 at 7:30 a.m., starting at the Tustin Metrolink station.

• **Destination Bike Videos**—Share via email or in a staff meeting OC Bus’ “[Destination Bike](#)” videos—short, humorous videos that show how easy it is to bike to work.

For more bike news and events in Orange County, go to [octa.net/bike](http://octa.net/bike).

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## Dump the Pump

People throughout the U.S. will skip the solo drive on June 15 for Dump the Pump Day.



The annual campaign urges people to ride bus or rail, bike, walk or carpool to save money on gas.

According to American Public Transportation Association (APTA), a two-person household that downsizes to one car can save on average more than \$9,700 a year.

For an online toolkit to promote Dump the Pump Day at your worksite, go to [apta.com](http://apta.com).



## Will a Gas Tax Get People to Drive Less? (Continued from page 1)

While the increase was proposed as a way to raise revenue for much-needed repairs, the other question is, Will it cause people to drive less?

Although it remains to be seen, typically the cheaper gas is, the more people drive.

Studies have shown that cost is the number one reason people in Southern California make the switch from driving alone to carpooling.

You can help your employees deal with rising gas prices—whether due to gas tax increases or the typical fluctuations in prices at the pumps—by helping them find ridesharing arrangements.

Carpool partners, bus/rail routing and more can be found at [ridematch.info](http://ridematch.info) (Los Angeles, Orange, Ventura counties) and [IECommuter.org](http://IECommuter.org) (Riverside, San Bernardino counties) or by calling 511.



Image courtesy of Metro Los Angeles ©2017 LACMTA



## ...Bike Month (Continued from page 2)

### Riverside/San Bernardino

• **Explore Rancho Cucamonga's** car-free streets during **Open Streets RC** on May 13, 10 a.m.-3 p.m. Enjoy food trucks, family-friendly activities, three stages of entertainment, a bike rodeo and BMX safety stunt show—plus free bike rentals, giveaways and more, [gohumanSoCal.org](http://gohumanSoCal.org).

• **"Try Your Bike" group ride** is May 24, 8 - 9 a.m., starting at Caltrans District 8 Headquarters and ending at the San Bernardino Transit Center.

There will be giveaways—plus post a photo of you with your bike on Twitter with the hashtag #bikenbus for a chance to win gift card prizes. For details, contact the Inland Empire Biking Alliance at [iebikeinfo@gmail.com](mailto:iebikeinfo@gmail.com) or visit [omnitrans.org](http://omnitrans.org).

• **Bike Month is a great time to sign up** for free IE Commuter incentives. These programs reward all types of ridesharing—including bicycling—with \$2 a day for "newbies," and the Rideshare Plus discount membership club for seasoned riders, [IECommuter.org](http://IECommuter.org).

### Ventura

• **When bicyclists pledge to ride to work** during Bike to Work Week in Ventura County, they'll be entered into a **prize drawing** for \$100 VISA gift cards.

Ventura County Transportation Commission (VCTC) can provide your worksite with campaign materials that highlight the benefits of cycling to work—from cleaner air, less stress and a cheaper commute.

They'll also be hosting a contest on Instagram during the week—simply follow @GoVCTC for contest entry instructions.

For more bike news and events in Ventura County, visit [goventura.org](http://goventura.org).





Image courtesy of Metro Los Angeles ©2017 LACMTA

## Los Angeles

### Discount Bike Share for Employees

Metro is offering the Bike Share for Business program, a pilot program that allows employers in downtown Los Angeles to buy bulk Bike Share passes for as little as \$6 a month per participant.

Metro Bike Share offers short-term rental on bikes at 61 stations. Users can rent, ride and return Metro Bikes at any station in the system.

A Metro Bike Share pass can also be registered to an existing Metro TAP transit pass (including B-TAP passes) through this program.



A 6-month commitment is required to enroll. Through May 19, Metro is offering a 50% discount for six months for businesses that sign up for the Gold Pass.

To sign up, visit [bikeshare.metro.net](http://bikeshare.metro.net), email [business@bikeshare.metro.net](mailto:business@bikeshare.metro.net) or call 213.364.2676.

### Metro Stations Adding Parking Charges

In order to better manage demand at overcrowded parking lots, Metro recently started charging \$3 a day to park at its North Hollywood and Universal City/Studio City stations.

The parking fee—which also requires a valid TAP card—is meant to help open up spaces that had often filled to capacity by 8 a.m., as well as discourage those who aren't riding transit from using the lots.

Parking patrons pay at machines

around the lots or via a smartphone app. Monthly permits are automatically converted to the new system. Those with carpool parking permits can split the cost of a monthly parking fee between two or three people.

For details, visit [metro.net](http://metro.net)

## Orange

### Big Changes to the 405 Freeway Coming Soon

Orange County Transportation Authority (OCTA) is busy getting the word out about the I-405 Improvement Project, which begins construction later this year.

The largest project in OCTA's history, it will take six years and impact



16 miles of the I-405. One regular lane will be added in each direction from Euclid Street to I-605 near the L.A. County Line, and express lanes will be built from SR-73 in Costa Mesa to I-605.

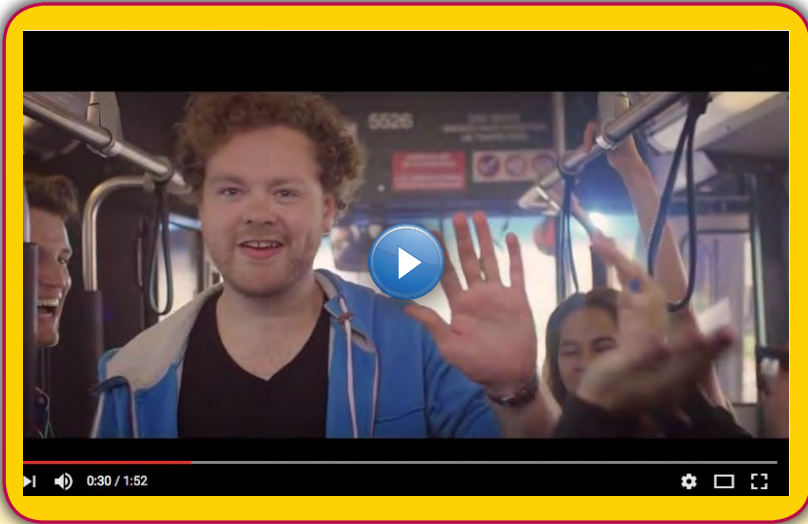
The 405 Express Lanes are slated to open in 2023. They will incorporate the existing carpool lanes and connectors that opened in 2014, giving solo drivers the choice to travel in faster lanes for a toll. Carpoolers may ride in the lanes for free.

For more information and project updates, visit [octa.net](http://octa.net).



OC Bus launched a billboard campaign that could inspire motorists to take a bite out of traffic by riding the bus. A series of billboards are having motorists drooling all over the O.C.





## Check Out OC Bus' Award-Winning Video

Congratulations to OC Bus, which won an award from the American Public Transportation Association for its light-hearted video that encourages bus ridership. It features a likeable character who becomes the most popular guy in town when he climbs aboard an OC Bus.

Watch it [here](#)—then why not share it with your employees by emailing the link or showing it at your next staff meeting?

## Riverside/ San Bernardino

### Metrolink Stations Open New Platforms

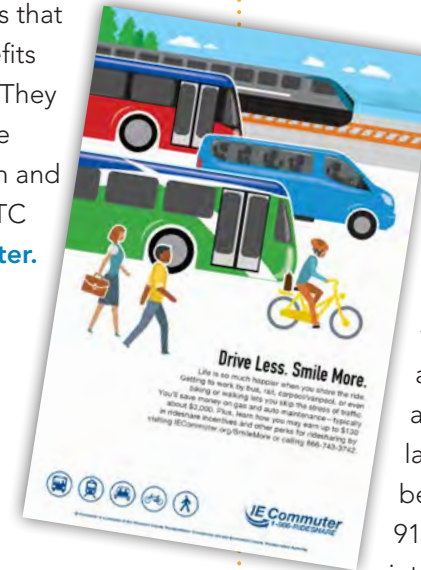
As part of its efforts to make riding a safer and more convenient option, Metrolink recently unveiled new platforms at its San Bernardino and Rialto stations. They are located closer

to the drop-off area and train depot, giving riders the option to wait for their train inside away from the elements. This month, Metrolink will also open pedestrian bridges at these stations so riders will no longer need to cross train tracks to get to the platforms.

For Metrolink route and schedule information, go to [metrolinktrains.com](#) or call 1.800.371.5465.

## Drive Less, Smile More

IE Commuter wants to make it easier for you to get your employees to drive less. Its new **"Drive Less"** campaign launched last month, starting with posters that tout the many benefits of sharing the ride. They are available for free download in English and Spanish from the ETC portal at [IECommuter.org](#). To request pre-printed posters (available in limited quantities, while supplies last), call 1.866.RIDESHARE (866.743.3742).



## Introducing...Freeway Express Route 208

On May 1, Omnitrans will launch Freeway Express Route 208.

The weekday, peak-hour route connects Yucaipa Transit Center to the San Bernardino Transit Center, with three stops in-between.

Rides are free May 1-5. For details, visit [omnitrans.org](#).



## 91 Express Lanes Now Open

91 Express Lanes in Riverside County are now open.

Express Lanes have been extended for eight miles on the 91 Freeway—from the Orange County line where they formerly ended into Riverside County to the I-15.

The lanes are part of a \$1.4 billion improvement project that also added regular and auxiliary lanes and direct express lane connectors between I-15 and SR-91. Improvements to interchanges, ramps and surface streets were also made to the region, which has been ranked among the nation's most congested.

Motorists must have a FasTrak transponder to use the 91 Express Lanes. Account holders in a vehicle with three or more people travel toll-free, except eastbound Monday-Friday from 4 to 6 p.m., when carpools can ride for half-off the posted toll.

For more information, visit [91expresslanes.com](#).



## Ventura

### Service Changes Begin May 22

Service changes are coming to every route on Ventura County Transportation Commission (VCTC) Intercity Transit, effective May 22.

The agency's aim is to streamline service and improve efficiency of Ventura County's transit system, with as little impact as possible to riders.

The Coastal Express—a heavily used bus line connecting Oxnard and Ventura with Carpinteria, Santa Barbara and Goleta—will see some of the most extensive changes. As a result of low ridership, mid-day and weekend Coastal Express service will be reduced, and travel times on some trips will be adjusted by 15-20 minutes



to account for increased traffic congestion and road construction.

In all, service will be reduced about 8% across the entire VCTC system.

View the new bus schedules at [goventura.org/travel-ventura](http://goventura.org/travel-ventura) or call 800.438.1112 for operator assistance.

### New ETC Materials, Coming Soon

You may have noticed a new look to the monthly eblast you received from VCTC in April. The agency is in the process of freshening its materials for ETCs—you can expect a rollout of updated resources this summer!

(Didn't get the eblast? Contact Alan Holmes at VCTC at 805.642.1591, ext. 119 to make sure you're on the Ventura County employer mailing list.)



## Calendar

### Events

**May is Clean Air Month**, sponsored by the American Lung Association (ALA), and it's when the ALA gives out its Clean Air Report Card, 1.800.LUNG.USA, [lung.org](http://lung.org).

**Association for Commuter Transportation (ACT)** will hold a 1-day workshop in San Diego on May 4, [socialact.org](http://socialact.org).

**Metro marketing and rideshare certificate workshop** is May 10, 8:30am-noon, at Metro offices in downtown Los Angeles. To RSVP, email [rideshare@metro.net](mailto:rideshare@metro.net).



Image courtesy of Metro Los Angeles ©2017 LACMTA



**Bike to Work Week** is May 15-19, with Bike to Work Day on Thursday, May 18.

**Orange County Bike Rally** and ride is May 18 starting at 7:30 a.m. at the Orange Metrolink station.

**Try Your Bike group ride** is May 24, 8 - 9 a.m., starting at Caltrans District 8 Headquarters and ending at the San Bernardino Transit Center, [omnitrans.org](http://omnitrans.org).

**Metro Bike Night** is May 26, 5:30-8:30 at Union Station, [metro.net/bike](http://metro.net/bike).

**Go Human So Cal** will host an open streets event in OC Park on June 10, [gohumansocal.org](http://gohumansocal.org).

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## Calendar

Get the latest news for... [Los Angeles County](#) • [Orange County](#) • [Riverside/San Bernardino Counties](#) • [Ventura County](#)

### Events (continued from page 6)

**Ciclavia** is June 11, an open streets event exploring Glendale to Atwater Village, [ciclavia.org](http://ciclavia.org).



**Dump the Pump Day** is June 16, sponsored by American Public Transportation Association; get free marketing materials at [apta.com](http://apta.com).

**ACT National Conference** is July 30-Aug. 2 in New Orleans, [actweb.org](http://actweb.org).



### Network Meetings

**Burbank TMO** serves businesses in Downtown and Media District areas; call Kyle Maetani, 818.953.7788, [btmo@polarisnet.net](http://btmo@polarisnet.net).

**Century City TMO** serves businesses in the Century City area; call Linda Paradise Lyles, 310.453.1714, [linda@cctmo.org](mailto:linda@cctmo.org).



**Compass at Playa Vista** meets regularly; call Aaron Gaul, 310.929.5946, [aaron@playavistacompass.com](mailto:aaron@playavistacompass.com)

**Go Glendale** meets regularly; call 818.543.7641.

**IE Commuter** offers bi-annual meetings for ETCs in the Inland Empire; call 1.866. RIDESHARE (866.743.3742).

**Irvine Spectrum TMA** meets regularly; call 949.727.4273, email [steve@spectrumotion.com](mailto:steve@spectrumotion.com).

**Orange County Network** meets regularly; email [sharetheride@octa.net](mailto:sharetheride@octa.net).

**Pasadena TMA** meets regularly; contact Juliana Iturrizaga at [jiturrizaga@cityofpasadena.net](mailto:jiturrizaga@cityofpasadena.net).

**Santa Monica TMO** meets regularly; contact Puja Thomas-Patel, 424.330.4298.

**Torrance Transportation Network** meets regularly; call Kim Fuentes at 310.784.7902.

**Warner Center TMO** meets regularly; [tmo@warnercenter.org](mailto:tmo@warnercenter.org).

### Training

**Metro Rideshare (free) upcoming briefings**—where Los Angeles area

employers can learn about the transportation survey process and services Metro has to offer—are May 17, June 14 and July 12 at 9:30–11:30a.m. To reserve your space, email [rideshare@metro.net](mailto:rideshare@metro.net). For the full 2017 briefing schedule, visit [metro.net](http://metro.net).

**South Coast Air Quality Management District (SCAQMD)** offers one-day ETC training for \$172.97. Upcoming sessions are May 11 and June 8 at SCAQMD offices in Diamond Bar, May 25 in Burbank and June 22 at LAX. Contact the SCAQMD's training program at [etctraining@aqmd.gov](mailto:etctraining@aqmd.gov) or visit [aqmd.gov](http://aqmd.gov).



### ON THE GO

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Facebook: [LosAngelesMetro](https://www.facebook.com/LosAngelesMetro)

#### OCTA Share the Ride Programs

550 S. Main St., Orange, CA 92868  
Mailing address:  
PO Box 14184, Orange, CA 92863  
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Twitter: [@GoOCTA](https://twitter.com/GoOCTA)  
Facebook: [OCTASharetheRide](https://www.facebook.com/OCTASharetheRide)

#### San Bernardino Rideshare Program

IE Commuter  
Business: 1.866.RIDESHARE (866.743.3742)  
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Facebook: [@goSBCTA](https://www.facebook.com/goSBCTA), [IE511](https://www.facebook.com/IE511)

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#### Commuter Information 511 Go511.com

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