

On the Go

Rideshare News for Southern California Employee Transportation Coordinators (ETCs)

July/August 2017

News for Your
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Go Green, Save Green

Rideshare Week is Oct. 2-6, so be sure to mark your calendars for the rideshare event of the year! This year, the theme in Southern California—"Go Green, Save Green"—highlights the environmental and cost-saving benefits of sharing the ride.

Your county rideshare agencies are busy planning events and creating marketing materials to help you roll out the campaign to your employees.

Now's the time to get a jump on planning events such as rideshare fairs, contests, etc. for your employees, as well as securing a budget and prizes.

For additional help—as well as marketing materials, prizes and giveaways—attend a Rideshare Week kick-off in the county where

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3 Cheap & Easy Ways to Boost Your Rideshare Rate

All rideshare modes aren't created equal, so what you do to convince employees to carpool isn't the same as getting them to ride rail. Here, your Southern California rideshare agencies offer effective strategies that won't break your budget to get employees to share the ride.

Carpooling

- 1. Cut their commute time.** People often won't carpool because they fear it takes longer. Show employees where to find carpool lanes that on average shave a minute per mile off travel times. These include express toll lanes such as on the 91 and 110 Freeways, most of which allow carpools to ride free or at a discount (with a transponder).
- 2. Help poolers connect.** People are more likely to carpool with someone they know. If employees check "yes" to a RideGuide when you conduct your annual transportation survey, they'll get a

list of potential carpool partners and can ask for a priority on coworkers. Another idea: Host "meet your match" parties where you offer snacks and help people connect.

- 3. Get them in the door faster.** Assign parking spaces closest to the office to carpools only. It's a no-cost perk that's valuable to employees.

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Calendar of Events	Download Commuter News	Download this issue as a PDF
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3 Cheap & Easy Ways... (Continued from page 1)



Vanpooling

- 1. Fill seats.** Fares are cheaper when vanpools are at full occupancy, so help riders fill any empty seats to keep vanpools on the road. Set up a bulletin board. List vacancies in your rideshare newsletter. Post openings on the company Intranet. Search through your rideshare database to find potential riders and give them a call.
- 2. Offer a ride home.** Vanpools run on strict schedules, which can scare away prospective riders who worry about how they'd get home in an emergency. By signing up for **Guaranteed Ride Home programs**—which offer free rides home in case of emergency—you'll make vanpooling possible for people who didn't think they could do it.
- 3. Offer bargain fares.** Vanpoolers may qualify for programs in **Los Angeles** and **Orange** counties that offer \$400 off monthly vanpool lease costs. **Victor Valley Transit Agency** offers a \$400 monthly subsidy for vanpools commuting to or from the high desert or that leave the Victor Valley and end in San Bernardino County.



Bus

- 1. Locate nearby stops and providers.** Is there a bus stop near your worksite? Spending a little time researching and promoting bus routes—especially any express routes with fewer stops—can pay off big in increasing ridership. If there's no bus stop near your worksite, you may be able to work with your nearby transit provider to get one if there's enough demand.
- 2. Take the waiting out of bus riding.** Apps like [nextbus.com](#) and [nextrip.com](#) give real-time bus arrival information, making transit a more appealing option to people who aren't willing to wait around for a bus to show up.
- 3. Go on a "field trip."** Organizing a group outing at lunch or after work is a fun way to show employees the ropes of riding the bus—such as where the bus stop is, how to pay, and signaling to the driver to stop. Once they give it a try as part of a group, they may be more willing to commute by bus.



Rail

- 1. Close the "last mile" gap.** Most people are comfortable walking about a quarter mile from transit stops, so if the nearest Metro Rail or Metrolink station is farther than that, people are less likely to ride. You can close the gap by providing shuttles to/from the station, or by suggesting that commuters take their bikes on the train.
- 2. Get them to try it for fun.** Recreational riders can become regular rail commuters. Pass along **Metrolink destinations and events**, with bargain \$10 day fares on weekends. **Metro Rail riders** can show their TAP cards to get discounts, like at the Hollywood Bowl.
- 3. Give tax breaks.** New tax law makes **transit costs tax-free up to \$225 a month**—whether paid for by the employee or provided by the employer. Why pay more taxes than you have to?



Bike

- 1. Offer safe bike parking.** Install bike racks where employees can securely lock their bikes during the day. Other options: allow employees to bring their bikes into the office, or find a room where they can stow bikes while at work.
- 2. Treat them like a carpool.** Just as you'd match up people to ride together in a carpool, why not match up bike buddies? It's safer to travel in pairs, and having a riding partner keeps motivation high.
- 3. Help them find a route.** The route you'd bike isn't necessarily the same one you'd drive. Provide routes using online mapping such as [mapmyride.com](#) that focuses on wider streets, fewer hills and bike lanes.

Of course, one of the best ways to promote any type of ridesharing is to help employees know their options. Carpool matching, vanpool listings, bus/rail routing, Park & Ride lots and more can be found 24/7 at [ridematch.info](#) (Los Angeles, Orange, Ventura) or [IECommuter.org](#) (Riverside, San Bernardino) or by calling 511.





Get in on the **ACT**

The Association for Commuter Transportation (ACT) offers rideshare professionals opportunities to stay informed, get educated and network. Two big events coming up:

- **International Conference** is July 30 to Aug. 2 in New Orleans,

with informative and motivational sessions, exhibits, and the presentation of the ACT National Awards. A highlight: keynote speaker Tiffany Sauder with Element Three will speak about “The Secret to Building a Brand That Compels People to Action.” Register at actconf.org.

- **Transportation Demand Management (TDM) Forum** is Oct. 17-18 at Planet Hollywood in Las Vegas. The event will feature the presentation of the ACT TDM Awards and 40 Under 40 Awards, which honor young movers and shakers in the transportation industry. Register at actweb.org/tdm-forum



Save **25%** on Metrolink Fares

To celebrate its 25th anniversary, for the first time ever Metrolink’s Corporate Partner Program (CPP) is offering a discount to new companies that sign up for the program. CPP allows employers to buy Metrolink passes in bulk to take advantage of tax benefits and payroll savings.

The CPP special promotion offers 25% off on all ticket/pass types for six months. It’s open to new enrollees only and starts in July, with the last day to sign up Jan. 1, 2018.

For more information, go to metrolinktrains.com/cpp.



Go Green, Save Green (Continued from page 1)

your worksite is located and/or check their websites for help.

- **Inland Empire**—Rideshare Week kick-off is Aug. 16 in Ontario, 1.866.RIDESHARE (743-3742), IECommuter.org.
- **Los Angeles**—Rideshare Week kick-off will be held in September; invitations will be sent to Los Angeles employers, or contact rideshare@metro.net, metro.net.
- **Orange County**—More information will be emailed to employer clients and posted at octa.net.
- **Ventura County**—More information will be emailed to employer clients and posted at goventura.org.





Los Angeles

Parking Fees Coming to Gold Line

As of the end of June, a \$3/daily or \$59/monthly **parking fee is in effect** at three Metro stations along the Gold Line: APU/Citrus, Irwindale and Monrovia. Metro has been instituting paid parking at its busiest lots to better manage spaces, keeping them open for transit riders throughout the day.



More Bike Share Stations to Open

Metro Bike Share is expanding! More than 30 stations will open July 14 in Pasadena, including at

Old Pasadena, Pasadena City College and the Rose Bowl. Port of Los Angeles will open 13 stations along the L.A. Waterfront area.

Bikes can be rented by the hour, with Metro Bike Share passes available at metro.net/bikeshare.

Bike Hub Offers Safe Parking & More

Metro opened a **bike hub near the Red Line Hollywood/Vine station**. The bike hub offers safe parking for 64 bikes, as well as repairs, bike rentals and free clinics such as how to repair a flat tire and bicycling basics. Bike parking for registered users is \$5 per week, \$12 per month or \$60 per year.

You Like Us, You Really Like Us!

In a recent survey of employer clients, ETCs gave Metro staff higher than 4.5 (out of 5) rankings on service, including level of responsiveness, level of knowledge and understanding of Rule 2202 and other ordinances.

Metro also received an average ranking of 4.5 on "accuracy of AVR"



and "timeliness of processing AVR."

For information on no-cost services Metro offers to employers in Los Angeles County, visit metro.net.

Orange

Take a Limo to Work

As part of Orange County Transportation Authority's vanpool program, participants can lease luxury vans that "are like taking a limo to work," says OCTA's Kristopher Hewkin. "Riders still save money over driving alone, but travel in the style and comfort they deserve."



The vans are available via Enterprise and feature flat screen TVs, reclining leather seats, in-seat charging ports and optional Wi-fi.

For more information, visit octa.net/vanpool.



OC Fair Express Is Back

Ride the OC Fair Express to the Orange County Fair in Costa Mesa for just \$2 each way, plus a coupon for \$3 general fair admission (vs. the usual \$12). It runs Friday through Sunday during the fair, which begins July 14. For schedule information, visit octa.net.



Are OC Bus Improvements Making a Difference?

While overall bus ridership is down slightly, on OC Bus routes where improvements were made, it's up 10%, according to a study of the OC Bus 360° program

As part of the program, OCTA made changes including cutting or expanding routes, adding **mobile ticketing**, boosting marketing efforts to attract new riders and reducing costs overall.

For details, visit octa.net. While you're there, sign up to receive OCTA's *On the Move* blog to your email inbox.



Riverside/ San Bernardino

Earth Month Winners

IE Commuter issued a challenge to get employees to rideshare during Earth Month in April. Thanks to their efforts, ridesharers kept more than 130 tons of harmful vehicle emissions from the air.

The following ETCs were randomly selected from participating employers to receive a \$100 gift card:

- San Bernardino County:
 - Yukasa N. – A & R Tarpaulins
 - Vanessa R. – Inland Empire Health Plan
 - Kathleen M. – California State University San Bernardino
- Riverside County:
 - Donna C. – County of Riverside
 - Charlotte D. – Amazon Fulfillment Center
 - Barbara H. – City of Moreno Valley
- Honorable Mention:
 - Lolly G. – City of Anaheim

Congratulations!



Did You Know...?

- Inland Empire commuters consume more than 30 million gallons of gas annually while in traffic.
- To counter the environmental impact of all that driving, you'd need to plant a quarter million acres of trees every year.



Summer Deals in the IE

- Through July, children 18 and under ride Omnitrans for only \$1.
- Baseball fans can show an Omnitrans bus pass at the 66ers box



offices on Wednesdays to receive two free tickets to the game.

- Ridesharers can get access to discounts at more than 135,000 restaurants and stores

this summer and throughout the year by signing up for Rideshare Plus—find out more at IECommuter.org.



Ventura



A Country Fair With Ocean Air

The Ventura County Fair is Aug. 2-3. Skip the hassle of traffic near the fairgrounds by parking at free off-site lots and taking a shuttle, sponsored by Ventura County Transportation Commission (VCTC).

Or skip the drive entirely and take the bus to the fair via VCTC's Highway 126 or Highway 101 routes. Schedules are at goventura.org.

Join VCTC on Social Media

Keep up with the latest Ventura County Transportation Commission news, contests, service changes and more by joining them on social media [Facebook](#), [Twitter](#) and [Instagram](#) with the handle GoVCTC. To get news to your email inbox, sign up for VCTC News at goventura.org.



Traffic Facts from the Ventura County Air Pollution Control District

- Nearly 555,000 motor vehicles are registered in Ventura County.
- Motorists in Ventura County drive 15 million miles every day
- Motor vehicles are responsible for more than half of the air pollution in the county.
- A typical car equipped with air pollution control devices will spew roughly 300 pounds of smog-forming compounds and 34 tons of carbon monoxide in its lifetime.
- A new car sold today is 97% cleaner than its predecessor 25 years ago.
- The primary pollutants stemming from motor vehicles are nitrogen oxides (NOx) and reactive organic compounds (ROC). When these come in contact with sunlight, ozone is formed, which blocks pollution in.
- You can report smoking vehicles by calling 1.800.559.SMOG. Give the vehicle's license number, the make of the vehicle and where you saw it.

Calendar

Events

Deadline to nominate for the Clean Air Awards, presented by the South Coast Air Quality Management District, is July 7, aqmd.gov.

OC Fair Express heads to the county fair in Costa Mesa Friday-Sunday starting July 14 for \$2 each way, octa.net.



Image courtesy of Metro Los Angeles ©2017 LACMTA

Bike Share programs

open July 14 in Pasadena and July 31 in Port of Los Angeles, metro.net.

Inland Empire Rideshare Week kick-off for employers is Aug. 16 in Ontario, 1.866.RIDESHARE (743-3742), IECommuter.org.

Association for Commuter Transportation (ACT) International Conference is July 30-Aug. 2 in New Orleans, actconf.org.

Metro Rideshare Week kick-off

will be held in September at Metro offices in downtown Los Angeles; invitations will be emailed to Los Angeles County employers.



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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)

Rideshare Week is Oct. 2-6—find out more in the next issue of *On the Go*, or contact your rideshare representative.



ACT Transportation Demand Management (TDM) Forum is Oct. 17-18 in Las Vegas, actweb.org/tdm-forum.

Network Meetings

Burbank TMO serves businesses in Downtown and Media District areas; call Kyle Maetani, 818.953.7788, btmo@polarisnet.net.

Century City TMO serves businesses in the Century City area; call Linda Paradise Lyles, 310.453.1714, linda@cctmo.org.



Compass at Playa Vista meets regularly; call Aaron Gaul, 310.929.5946, 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.

Orange County Network meets regularly; email sharetheride@octa.net.

Pasadena TMA meets regularly; contact Juliana Iturrizaga at 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.

Training

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

employers can learn about the transportation survey process and services Metro has to offer—July 12, Aug. 16 and Sept. 13 at 9:30–11:30a.m. To reserve your space, email rideshare@metro.net. For the full 2017 briefing schedule, visit metro.net

South Coast Air Quality Management District (SCAQMD) offers one-day ETC training for \$177.29. Upcoming sessions are July 13, Aug. 10 and Sept. 13 at SCAQMD offices in Diamond Bar, July 27 in West Covina and Aug. 23 at Metro offices in downtown Los Angeles. Contact the SCAQMD's training program at etctraining@aqmd.gov or visit aqmd.gov.



ON THE GO

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San Bernardino Rideshare Program

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