



## It's Bike Month— Here's How to Get Rolling

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

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:

### Throughout Southern California

- Bicyclists can bring their bike on board to [ride free on Metrolink](#) during Bike to Work Week, May 14-18. On Bike to Work Day, Thursday, May 17, bicyclists [ride free on Metro bus and rail](#) (your bike or helmet serves as your "ticket").
- On May 15, [join Metrolink for a Twitter Party](#), using the special hashtag for a chance to win prizes.



### Los Angeles

- **Bike to Work Day**—Metro will celebrate Bike to Work Day on May 17 with dozens of "pit stops" throughout the county. Cyclists can stop along the way for a snack, coffee and encouragement.

[More >](#)

## "My Rideshare Program"

Want ideas for your rideshare program? Here, ETCs share what they do to get employees to share the ride...

### Janet Sanchez, Employee Transportation Coordinator

**Company:** NFI Industries, Chino

**Employees:** 1,000+

How do you motivate employees to rideshare when they're scattered over multiple facilities and working varying schedules? NFI Industries takes on the challenge by offering a rideshare program that grabs employees' attention and keeps them engaged.



ETC Janet Sanchez

**Lots of "perks":** Employees who rideshare at least 10 days a month get a \$25 gift card—plus earn more gift card bonuses the longer they rideshare.

**To get the word out, they join the rodeo!** Rather than wait for employees to come

[More >](#)



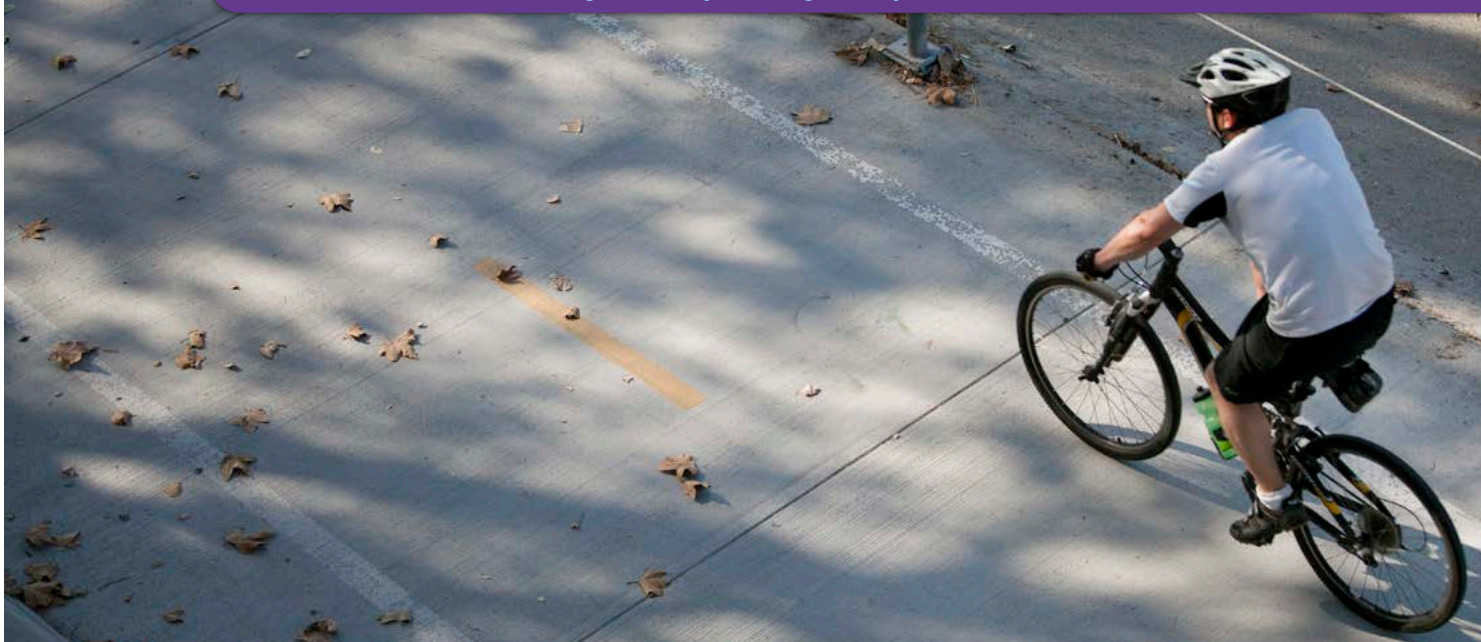
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## It's Bike Month—Here's How to Get Rolling

(continued from page 1)

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

- **Bike Night**—To close out Bike Month, join Metro at Union Station for Bike Night, a family-friendly event on May 26.

Find out more at [metro.net](http://metro.net).

### Orange

- **Win prizes. Make the pledge** to bike to work for a chance to win prizes. Share the good news with friends for more chances to win.

- **OCTA Bike Rally** is May 17, 7:30-9 a.m. Roll from the Orange Metrolink Station to OCTA Headquarters in a slow-paced group ride through Old

Town Orange and the Santiago Creek Trail.

- **Other rides are also in the works**, including the annual **Ride of Silence** to raise awareness about bicycle safety on May 16, 6:30-8:30 p.m. at several Orange County locations.

Find out more at [octa.net/bikemonth](http://octa.net/bikemonth).

### Riverside/San Bernardino

- Join fellow Inland Empire cyclists for a Bike to Work Day ride on May 17 at 9 a.m., with a stop for a rest and giveaways at the San Bernardino

Transit Center. Find out more at [omnitrans.org](http://omnitrans.org).

- Pedal to a better commute during Bike Month. Log your rideshare trips (including bicycling) on [IECommuter.org/BiketoWork](http://IECommuter.org/BiketoWork) for a

chance to win a monthly commuter prize. New ridesharers can earn up to \$130 in gift card incentives.

### Ventura

- Learn to bike safely at a free bike workshop that runs May 11 and 12 at the Ventura Bike HUB. You'll learn what bike is right for you, basic bike maintenance and rules for mixing with traffic safely.

Find out more and register at [bikeventura.wildapricot.org](http://bikeventura.wildapricot.org).

- To keep Bike Month going all year long, VCTC is collecting public input on how people currently bike to work—including their routes and experiences—and how they feel the county's bike network can be improved.

For more bike news, visit [goventura.org](http://goventura.org).





## “My Rideshare Program” *(continued from page 1)*

to them, the Rideshare Office goes to where they are—and once a year, that’s the company Forklift Rodeo. While employees cheer on co-workers showing off their forklift skills in a rodeo-style competition, they can also stop by a rideshare tent for goodies and help finding rideshare options.

“Whether it’s Earth Day, Rideshare Week or the rodeo, we always try to be part of these kind of events,” says ETC Janet Sanchez.

**Great idea for giving a rideshare reminder every day:** The Rideshare Office runs a Bingo game as a way to reach out to commuters on a daily basis. Participants get a Bingo card, and a pulled number is posted in each facility once a day—first to score Bingo wins a \$50 gift card. Sanchez recommends keeping it simple. “The first time we played we had employees fill the whole card to win,” she says. “The game started in November and didn’t end till July!”

**Brittany Ortiz, Office Services Supervisor**

**Company:** MicroVention, Inc.

**Employees:** 1,000+



**Why vanpooling?** According to Brittany Ortiz—who oversees the

vanpool program—in addition to the clean-air benefits, the company wanted workers to get there on time and not already stressed out from the drive. MicroVention picks up the tab for their roughly 70 vanpools—all costs but gas and car washes.

**Filling empty seats:** Vanpools must maintain a 5-person minimum. The benefit is always mentioned to new-hires. In addition, Ortiz works with vanpools that need riders using a spreadsheet to suggest employees who live along their path—but she’s fortunate that the program sells itself. “Who wouldn’t want to drive in these new cars that are comfy and free to get to and from work?” she says.

**Help for long-distance commuters:** As an added perk, any vanpool that travels 40 or more miles gets a free FasTrak transponder to use express toll lanes on the 91 or 73 Freeways.

**Tracey Hill, Senior HR Specialist**

**Company:** Kinecta Federal Credit Union

**Employees:** Approx. 900

When it comes to ridesharing, Kinecta puts their money where their mouth is, offering incentives of \$15 to \$65 a month, depending on how often an employee rideshares and by which mode. The incentive is added to paychecks.

**Lunch and Learn:** New riders are lured through a “Lunch & Learn,” a free lunch where a guest speaker (i.e. they invite an L.A. Metro rep) tells lunchers about rideshare options.

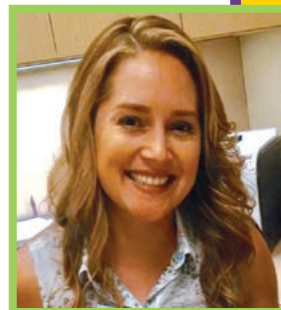


“Even if you don’t have money to cater a lunch, you can have employees brown bag it and still get the information,”

says Tracey Hill, who oversees the rideshare program.

**They’re crafty:**

As an easy way to share rideshare news, Kinecta makes



it a point to post the *On the Go* monthly newsletter on the company intranet. In addition, it has a place of honor in their transit center—a print-out of the newsletter is hung every month on a large, eye-catching display an avid scrapbooker made for them of rideshare posters.

**Fame and fortune:** The company’s “rideshare superstars” are recognized with a certificate and \$50 gift card. To find the recipients, “I run a report of people who consistently rideshare every month,” says Hill, adding that the names of honorees are posted on the intranet.

## Get in on the ACT

If you've been meaning to attend a conference for the Association for Commuter Transportation (ACT), this is your year—the 2018 ACT International Conference is being held right here in Southern California.

The conference is July 29-Aug. 1 at the Anaheim Marriott Hotel. Whether you're an ACT member or not, you can join more than 500 fellow transportation professionals for networking and sessions ranging from marketing ideas to motivating employees to setting up and enhancing rideshare incentives.

ACT awards will also be presented during the conference.

Early bird registration discount runs through May 11. For details and to register, go to [actconf.org](http://actconf.org).



## Dump the Pump

People throughout the U.S. will skip the solo drive on June 21 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, a two-person household that downsizes to one car can save on average nearly \$10,000 a year.

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



## The Report Card Is In...

Once again, the Southern California region received an "F" grade for air quality in the "State of the Air" report, published annually by the American Lung Association (ALA). The Los Angeles/Long Beach area ranked first for smog pollution.

However, the report also noted that, "strong state and local clean air programs are driving significant long-term progress."

According to the report, 90% of Californians live in areas with unhealthy air at some point during the year. Seven of the 10 worst ozone polluted cities are in California.

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

Find out more at [stateoftheair.org/california2018](http://stateoftheair.org/california2018).

## On the Go in the COUNTY

# Los Angeles

### Metro to Stop Selling Tokens

As of May 15, Metro will no longer sell fare tokens. Any tokens you already have can be used until Nov. 29, 2019.

Did you know...? Tokens can be used to load fare onto a TAP card at TAP vending machines by inserting tokens as cash (\$1 value each).

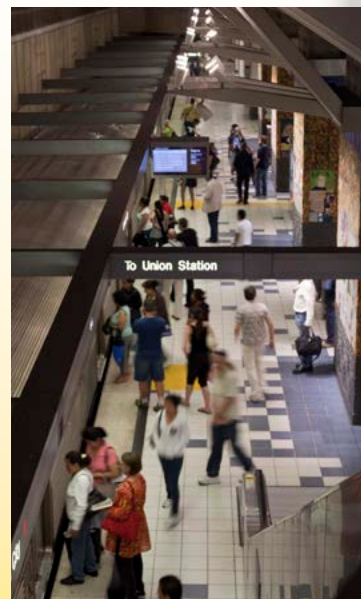
For details, visit [metro.net](http://metro.net).



### Purple Line Work Starts Into Westwood

Construction to extend the Metro Purple Line three miles further to Westwood won't begin until 2019, but initial efforts are underway this month, as underground utilities get relocated to prepare for tunneling.

Work will take place mostly at night, beginning in the streets





around Wilshire/Westwood. Motorists can expect lanes on Wilshire Boulevard to be reduced to one, and local bus stops will be affected.

For details, visit Metro's [The Source](#).

## Have You Updated Your Metro Email Notifications?

Metro as of April 30 updated its email notification system. To continue to receive notices from Metro on topics from rider alerts to project updates to destination discounts, you need to "opt into" the new system.

You should have received an email from Metro with instructions.

If not, sign up by clicking [here](#).

## Orange



## How the I-405 Construction Affects You...

Construction is underway to add express lanes and other improvements to the I-405 between SR-73 and I-605.

Find out how it impacts you with



the [interactive map](#) that shows current activities and closures. Then stay in the know by signing up for [email alerts](#).

## Play to Win \$100

Test your commuting safety skills with *Play It Safe*, an [interactive driving video game](#) from OCTA about sharing the road with bicyclists and pedestrians. Play by May 31 for a chance to win a \$100 gift card.

## "When Will My Bus Be Here?"

You no longer need to wonder when your bus will show up because now there's an app for that.



OC Bus data is available as a pilot project on several apps that let you [use your Smartphone to see in real-time when your bus will arrive](#).

Apps including Transit App, Google Maps and Moovit are available free for download to iPhone/iPad and Android.

Note: Metrolink riders can find up-to-date train schedule information on the [Train Tracker](#).

## Riverside/ San Bernardino



## Metrolink Fare Discount

Metrolink riders may be able to get a fare discount of up to 25% when riding the San Bernardino Line as part of a proposed pilot program. The discount will apply to all ticket types, except for the weekend day pass.

Metrolink is partnering with San Bernardino County Transportation Authority (SBCTA) and Los Angeles Metro to offer the discount, which has been approved by SBCTA and is pending review by Metro's board.

For updates, go to

[metrolinktrains.com](#).

[More >](#)

## Riverside/ San Bernardino

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### Mountain Transit Opens New Bus Stop

A Mountain Transit bus stop has opened at 1170 W. 3rd St. in San Bernardino, in front of the Metrolink station. This replaces the bus stop at Metrolink Way that closed last month. Get details at

[mountaintransit.org](http://mountaintransit.org)



### sbX Expands Hours

sbX now has extended service from 5 a.m. to 11 p.m., and connects riders to Metrolink at the San Bernardino Transit Center.

The nearly 16-mile rapid transit is the first of its kind in the Inland Empire, opening four years ago and offering faster service and fewer stops.

For schedule information, go to [omnitrans.org](http://omnitrans.org).

## Ventura

### Have a VCTC Rep Come to You

When it comes to talking to employees about ridesharing, you don't need to have all the answers. Ventura County Transportation Commission (VCTC) is happy to come to your worksite to share information on transit, bicycling, carpooling and other transportation options in Ventura County.

Invite a VCTC representative to set up a booth at your next employee benefits, health or environmental fair or other corporate event.

No corporate events on the calendar? No problem. They can also visit during a normal workday.

Visits are free to you and a great way to educate your workforce about the benefits of ridesharing. If you are interested, contact Sandra Gonzalez at [sandra@celtis.com](mailto:sandra@celtis.com), 805.816.3310.



### Ride the Pacific Surfliner to Work

The Amtrak Pacific Surfliner added early morning service. Now starting at 5 a.m. in Simi Valley, commuters can ride as far as Santa Barbara and Goleta—with stops at Moorpark, Camarillo, Oxnard, Ventura and Carpinteria.

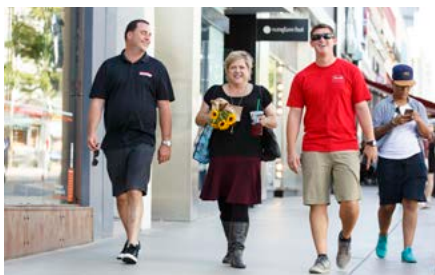
For schedules and information, visit [pacificsurfliner.com](http://pacificsurfliner.com).





## Calendar Events

**May is Clean Air Month**, sponsored by the American Lung Association (ALA), 1.800.LUNG.USA, [lung.org](http://lung.org).



**May is also Employee Health and Fitness Month**, a great time to remind your employees about the fitness benefits of walking or biking to work—and even bus and rail riders get a workout walking to and between stations.

**Bike to Work Week** is May 14-18, with Bike to Work Day on Thursday, May 17.

**OCTA Bike Rally** is May 17, 7:30-9 a.m. at the Orange Metrolink Station, [octa.net/bikemonth](http://octa.net/bikemonth).

**Inland Empire Bike to Work Day** ride is May 17, 9 a.m., with a rest stop and giveaways at

the San Bernardino Transit Center. Find out more at [omnitrans.org](http://omnitrans.org)

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

**Metro ETC marketing certificate workshop** is May 31, 8:30 a.m. to 12 Noon at Metro offices in downtown L.A. RSVP to [metro.net/riding/rideshare/companies/](http://metro.net/riding/rideshare/companies/).

**Dump the Pump Day** is June 21; get free marketing materials at [apta.com](http://apta.com).



**Association for Commuter Transportation (ACT) International Conference** is July 29-Aug. 1 in Anaheim, CA, with early bird discount registration ending May 11, [actweb.org](http://actweb.org).

## Network Opportunities

**Burbank TMO** serves businesses in Downtown and Media District areas; call 818.953.7788, [bronwen@btmo.org](mailto:bronwen@btmo.org).

**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 marketing workshops 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 Talin Shahbazian at [tshahbazian@cityofpasadena.net](mailto:tshahbazian@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.



## 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 23, June 20 and July 18 at 9:30-11:30 a.m. To reserve your space, email [rideshare@metro.net](mailto:rideshare@metro.net). For details, visit [metro.net](http://metro.net).

**South Coast Air Quality Management District (SCAQMD)** offers one-day ETC training for \$177.29. Upcoming sessions are May 9 and June 7 at SCAQMD offices in Diamond Bar, May 24 in Burbank and June 21 at LAX. Contact the SCAQMD's training program at [etctraining@aqmd.gov](http://etctraining@aqmd.gov) or visit [aqmd.gov](http://aqmd.gov).

# On the Go

Rideshare News for Southern California Employee Transportation Coordinators (ETCs)

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**Art Director:** Harlan West

For subscription information or to change your ON THE GO e-mail address, contact your representative at the rideshare office nearest you.

## Riverside/San Bernardino Rideshare Program

IE Commuter

Business: 1.866.RIDESHARE  
(866.743.3742)

Twitter: [@IECommuter](#),  
[@TheRCTC](#), [@goSBCTA](#)

Facebook: [@IECommuter](#),  
[@TheRCTC](#), [@goSBCTA](#)

Instagram: [@iecommuter](#), [@therctc](#),  
[@gosbcta](#)

## Metro Regional Rideshare/ Shared Mobility

One Gateway Plaza

MS 99-19-06

Los Angeles, CA 90012-2952

Business: 213.922.2811

[rideshare@metro.net](mailto:rideshare@metro.net)

<http://thesource.metro.net/>

Twitter: [@MetroLosAngeles](#)

Facebook: [LosAngelesMetro](#)

## Ventura County Transportation Commission Commuter Services

950 County Square Dr., Ste. 207

Ventura, CA 93003

Business: 805.642.1591, ext. 119

[CommuterServices@goventura.org](mailto:CommuterServices@goventura.org)

Twitter: [@GoVentura](#)

Facebook: [GoVentura](#)

## OCTA Share the Ride Programs

550 S. Main St., Orange, CA 92868

Mailing address:

PO Box 14184, Orange, CA 92863

Business: 714.636.RIDE option 4

Twitter: [@GoOCTA](#)

Facebook: [OCTASharetheRide](#)

## Commuter Information 511

[Go511.com](#)

Los Angeles/Orange/Ventura counties

[IE511.org](#)

Riverside/San Bernardino  
counties



Metro

