

On the Go

Rideshare News for Southern California Employee Transportation Coordinators (ETCs)

September/October 2018

News for Your
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It's Your Life,

Enjoy the Ride

Want your employees to try ridesharing? There's no better opportunity than Rideshare Week, Oct. 1-5. This year, the campaign theme is "It's Your Life, Enjoy the Ride," emphasizing how much more enjoyable commuting can be when you rideshare.

Throughout the week, thousands of Southern Californians will make the pledge to carpool, vanpool, ride bus/rail, bike or walk instead of driving alone.

When they do, they'll not only discover a better way to get to work, but they may also qualify to win great prizes.

More than an awareness campaign, Rideshare Week focuses on action by motivating people to rideshare that very week. It can actually convert solo drivers into ridesharers.

Your county rideshare agencies have lots planned so you can get employees to participate, including

providing ways to pledge, prizes, campaign materials, social media support and more. To find out what's happening near you, see [Page 2](#).



Who's Talking Rideshare?

Tell us who's out there talking about ridesharing and win a \$25 gift card. We're looking to recognize radio or TV traffic reporters who mention ridesharing & Rideshare Thursday in their reports.

Please tell us what reporters are spreading the rideshare word! As a thanks, you'll be entered into a drawing for a \$25 gift card.

Ideas from ETCs for Rideshare Week

Here, ETCs share ideas to help you make the most out of Rideshare Week...

Los Angeles

Department of Water and Power had a **wheel spin at their rideshare fair**. After an employee gave it a spin, they answered the rideshare question to earn a prize. The clever part: Answers were listed on a poster, so all they had to do was read it aloud. The goal was to engage and inform—and it worked. "Many employees said they had no idea of all the benefits we provided for ridesharing," says ETC Nicole Banks.

Kinecta borrowed from the "I Voted" sticker phenomenon and gave their ridesharers **"I participated in**

Rideshare Week" stickers as a pat on the back and encouragement to keep up the good work, according to ETC Tracey Hill.



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What's Happening for Rideshare Week

Rideshare Week is
Oct. 1-5—here's what's
happening near you.

Throughout Southern California

Follow [Metrolink](#) on Twitter to
get updates on how they'll be promoting Rideshare Week.

Los Angeles County

In Los Angeles,
Rideshare Week also
goes by the name
"Shared Mobility
Week." When people
pledge to carpool,
vanpool, ride bus/rail,
bike or walk during the
week, they'll qualify to
win prizes.

How to pledge:

Commuters simply log in to use the Commute Calendar
at [ridematch.info](#) and register how they got to work each
day—the more times they share the ride, the more chances
they have to win.

Prizes: Prizes include gift cards to Amazon, Macy's and
other retailers, Metrolink passes and more.

How employers get promotional materials: Metro
offers posters, flyers and pledge cards at [metro.net/riding/
rideshare](#). You can create custom flyers using Rideshare
Week themed designs and download posters.

Are you on social media? Help promote Rideshare
Week with the hashtags #RideshareWeek2018 and
#sharedmobility.

Getting event updates: For ongoing information on
Rideshare Week events and contests, subscribe to Metro's
[The Source](#), and follow Metro on [Twitter](#) and [Facebook](#).



Orange County

Commuters in Orange County
who pledge to rideshare at least
once a week during Rideshare
Week can win prizes, including
Apple Watches and Fitbits.

How to pledge: Make
the pledge at [octa.net/
rideshareweek](#).

**Discounted Rides with
Waze Carpool.** Waze Carpool
is offering a discount on rides in
Orange County during Rideshare
Week.

How employers get promotional materials: Orange
County Transportation Authority (OCTA) will send ETCs
promotional materials including posters, flyers and more
via a digital package this month. You may also request
materials by mail.

Find out more: Contact OCTA's Kevin McMichael,
kmcmichael@octa.net, 714. 560.5319. For ongoing
information on Rideshare Week and events and contests,
follow OCTA on [Twitter](#), [Facebook](#) and [YouTube](#).



Ventura County

Ventura County Transportation Commission (VCTC) will
promote Rideshare Week with prizes for commuters who
pledge to rideshare.

How to pledge: Participants can pledge online.
VCTC will also be sending employers kits with campaign
marketing materials, including printable pledge forms.



An ETC prize, too: VCTC will award a prize to an ETC for outstanding Rideshare Week participation.

Getting event updates: For ongoing information on Rideshare Week events and contests, visit goventura.org and follow VCTC on [Twitter](#), [Facebook](#) and [Instagram](#).

Riverside/ San Bernardino Counties

Inland Empire commuters can win any of more than 100 prizes when they make the pledge to share the ride during Rideshare Week.

3 ways to pledge:

- 1) online at IECommuter.org/rideshareweek
- 2) fill out and turn in a pledge card at the worksite or
- 3) email to rideshareweek@iecommuter.org.

Prizes: The first 1,000 people to pledge will receive a prize. Those who log their rideshare trips could win a bike or tablet. In addition, people who pledge are entered into a raffle for vacations, electronics, gift cards to dozens of stores and restaurants, and more.

ETC can earn prizes, too: Prizes will be awarded for the worksite with the most pledges and the most employees applying for incentives.

How employers get promotional materials: Contact your IE Commuter team at 1.866.RIDESHARE (866.743.3742)



or email rideshareweek@iecommuter.org. You can also request a campaign banner to use on your company intranet. IE Commuter would also be happy to set up information at your rideshare event — contact to schedule.

Thank you to the 2018 Southern California Rideshare Week sponsors:

Rideshare Week Is Sponsored by:



Metro



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Rideshare Week—as Easy as 1-2-3

Think you're too busy to promote Rideshare Week at the worksite? Good news: it doesn't have to take much time. In fact, all it takes to roll out a campaign is three simple steps.

1. Hang posters and distribute flyers. Check with your county rideshare agency for Rideshare Week campaign materials (they may even have giveaway goodies).
2. Send employees an email with a link to pledge or register to share the ride for a chance to win prizes.
3. Distribute the September issue of [On the Go newsletter for employees](#), which highlights ways they can participate.

Of course, there's lots more you can do to make Rideshare Week, Oct. 1-5, a success. Run an in-house prize raffle. Greet ridesharers with coffee and bagels. Hold a contest...hand out rideshare awards...set up a commuter information booth...or even partner with neighboring companies to hold a Rideshare Fair!

Ideas from ETCs for Rideshare Week *(continued from page 1)*



The County of L.A. brings in partners to make the annual rideshare fair a success. They invite rideshare-related vendors, and the **fair is broadcast live** on Radio FREE 102.3 KJLH.

"A significant portion of the segment is dedicated to air quality issues," says ETC Eddie Washington, who reached out

to the radio station to pitch the opportunity to share this important information with KJLH listeners. "We talk to the public on air about the positive impact of people taking rideshare options."



The challenge for County of Riverside in promoting Rideshare Week is trying to reach employees at so many different worksites. Their solution: **Piggybacking on the county's open enrollment fairs** held each year in September. "It's a really good time to connect face to face," says ETC Donna Clifton. "Employees are already there and engaged to make a change."

Get **25% Off** Metrolink Fares

Metrolink's Corporate Partner Program (CPP) is offering 25% off Metrolink fares for a 6-month promotional period when your company joins their program.

CPP allows your employees to purchase Metrolink tickets/passes using pre-tax dollars (up to \$260/month), saving overall on income tax in addition to the promotional 25% fare savings. The discount applies to Monthly Passes, 7-Day Passes and Round-Trip tickets.

Once your company has joined, you'll have the ability to offer trial-ride tickets to employees to try the train.

For details, visit metrolinktrains.com, or call Ricardo Davila at 213.462.0452.



On the Go in the COUNTY

Los Angeles

More TAP News



Last month we shared the news that riders transferring between TAP participating agencies may now only use TAP cards as fare (vs. cash fare or tickets). A few more changes that recently went into effect:

- TAP cards will cost \$2 at all locations and will have a 10-year lifespan (though discount cards for seniors/disabled/students remain).
- Stored Value can now be added in as little as \$1 increments, with a maximum of \$60 per transaction.
- You can now purchase up to five TAP cards in one transaction, each loaded with a Metro Day Pass (each passenger must have his or her own TAP card).

TAP are loaded-fare cards that let you travel across 24 Los Angeles County transit agencies. For details, visit [Metro's The Source](#).

The Skinny on Scooters

Electric scooters are the latest trend in urban mobility. They can



solve the “last mile problem” between transit and the workplace, being handy for allowing employees to zip from the bus stop to work.

You may have seen Bird and Lime scooters littered about on sidewalks and streets across Los Angeles. Users load an app and tap to use, the fee being automatically deducted.

There are rules, however. Here are the basics:

- You must have a valid driver's license to ride.
- A helmet is required by law.
- Riding is only allowed on the road, not sidewalks or bike paths.
- One person per scooter.
- Only daytime riding is allowed unless the scooter is equipped with a light.

Many cities are adopting laws to deal with the scooters, so be sure to check laws in your city before using or recommending to employees.

Orange

Changes Coming to the 91 Express Lanes

Beginning in 2019, 91 Express Lanes will begin phasing out hard-case transponders in favor of stickers, which

are cheaper and don't require batteries.

At the same time, the Orange County Transportation Authority (OCTA), which operates the lanes in Orange County, will make adjustments to payment plans.

Among the changes: Dropping the monthly fee on the Standard Plan from \$7 to \$2. Customers will also receive a \$1 discount on all tolls above 30 trips (up to \$50). For cash customers, OCTA is eliminating the \$35-\$50 transponder deposit fee.

Current 91 Express Lane users can expect to start receiving stickers in February at no cost.



5 Ways to Avoid I-405 Construction

Construction is underway on a 5-year improvement project on I-405 in Orange County, starting with the McFadden Ave. bridge closing last month for 12 months.

The project will ultimately add general use lanes and express lanes on a 16-mile stretch of the freeway (between I-605 and SR-73), among other improvements.

Here's how to keep up to date on road closures and detour information that can affect commutes:



1. Visit the interactive construction map at octa.net/405map to see where construction is happening and when.
2. [Sign up for updates](#), which you can receive via automated call system, email or text.
3. Download and use the Waze app, which has integrated detour and construction details into its mapping system.
4. Follow the I-405 project on [Facebook](#), [Twitter](#) and [Instagram](#).
5. Learn more by visiting the project website at octa.net. You can also check out [this entertaining video](#)—then pass it on to employees!

Riverside/ San Bernardino

Inland Empire Rideshare Week Campaign Brings Home Award

Congratulations to IE Commuter for winning the Association for Commuter Transportation (ACT) Marketing and Outreach award for its 2017 Rideshare Week campaign. [More >](#)



Through strategies including a kick-off event, email promotions, prizes and more, the campaign was successful in getting a record number of Inland Empire commuters to pledge to share the ride. Collectively, they cut 63 tons of pollutants and reduced enough vehicle miles to travel around the earth seven times.

IE Commuter is the marketing arm of Riverside County Transportation Commission and San Bernardino County Transportation Authority.



RTA Services Changes Start Sept. 9

Riverside Transit Agency's Route 61 will expand service from Menifee to Perris, which is just one of many changes going into effect Sept. 9. In addition, more afternoon trips will be added to Route 200 from Disneyland, there are new RapidLink hours of operation, and several routes will begin weekend service.

[Click here](#) for the full list of service changes. New RTA Ride Guide schedules are now available, or call 951.565.5002.

Set Yourself Free

Several bus providers in San Bernardino County are offering **free 5-Day passes** to encourage people to try transit.

The special promotion—with the theme, "Set Yourself Free"—is offered by Victor Valley Transit Authority (VVTa), Mountain Transit, Morongo Basin Transit Authority (MBTA) and Needles Area Transit in partnership with San Bernardino County Transportation Authority.

More Metrolink Parking

Good news for Metrolink riders at the Riverside-La Sierra Metrolink station. The expansion of the parking lot is expected to be complete mid-October. It will add 442 parking spaces, six new bus bays, and a signalized driveway onto Indiana Avenue.

Ventura

Your Hub for Ventura Transportation News

Find the best route on Ventura County transit, plus keep up to date on what's happening with roads, rideshare and highways by visiting the newly updated website for Ventura County Transportation Commission (VCTC).

It's at [goventura.org](#), and is now in an easier-to-navigate format that puts all of VCTC's resources at your fingertips.



You'll find breaking news, service alerts, bus/train scheduling, bike resources and more.

VCTC Wants Your Input on Proposed Fare Changes

VCTC will hold a **public hearing** Sept. 7 in Camarillo and accept public testimony on proposed fare increases and other fare changes on VCTC Intercity Transit to go into effect next year.

Can't make the hearing? Take the online passenger survey, available in [English](#) or [Spanish](#).

New Ventura Bus Schedules

As of August, routes and schedules changed slightly for many VCTC bus routes. For the most current schedules, [click here](#).



Calendar Events

National Drive Electric Week is Sept. 8-16. Locally, events featuring electric and plug-in vehicles are planned in Diamond Bar, Gardena, Long Beach, Los Alamitos, Los Angeles, Oxnard, Pasadena, Riverside, Watts and Woodland Hills. For details, visit driveelectricweek.org.

Celebrate World Car Free Day on Sept. 22 by leaving the car at home for the day.

It's Your Life, Enjoy the Ride.

Rideshare Week October 1-5



RIDESHARE WEEK IS OCTOBER 1-5



Rideshare Week is Oct. 1-5, a week when thousands of Southern Californians will make the pledge to find an alternative to driving alone.

Network Opportunities

Burbank TMO serves businesses in Downtown and Media District areas; call 818.953.7788, bronwen@btmo.org.

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 marketing workshops for ETCs in the Inland Empire; call 1.866. RIDESHARE (866.743.3742).

Network Opportunities (continued)

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 Talin Shahbazian at 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 Sept. 19, Oct. 17, Nov. 17 and Dec. 19 at 9:30–11:30 a.m. To reserve your space, email rideshare@metro.net. For details, visit metro.net.

South Coast Air Quality Management District (SCAQMD) offers one-day ETC training for \$183.32. Upcoming sessions are Sept. 6, Oct. 11 and Nov. 8 at SCAQMD offices in Diamond Bar, Oct. 25 in Riverside, Sept. 27 at UC Irvine, and Nov. 29 at LA Metro Offices in downtown Los Angeles. Contact the SCAQMD's training program at etctraining@aqmd.gov or visit aqmd.gov.

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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

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(866.743.3742)

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

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

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

Blog: <http://www.rctc.org/the-point/>

Metro Regional Rideshare/ Shared Mobility

One Gateway Plaza

MS 99-19-06

Los Angeles, CA 90012-2952

Business: 213.922.2811

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

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](#)

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