

# On the Go

Rideshare News for Southern California Employee Transportation Coordinators (ETCs)

May/June 2019

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## 5 Easy Ideas for Inspiring Employees to Bike to Work

**1. Send an email** and post posters/flyers to let employees know about Bike Month events, as well as any incentives your company offers to cyclists.

**2. Host a Bike to Work Day pit stop.** Set up tables with snacks, bike information and greet cyclists as they arrive to work (and allow other cyclists to rest and recharge along the way).

**3. Hold a "Bike Month Challenge"**—such as challenging current cyclists to recruit new riders, or having departments compete to get the most people to bike to work.

**4. Update your internal website** with bike commuting information and resources.

**5. Profile your bike commuters** on your internal website or newsletter—or acknowledge them at a staff meeting.



## Get Rolling on Bike Month

May is Bike Month, and your Southern California transportation agencies are gearing up with 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 16, 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...

### Throughout Southern California

Join [Metrolink's Twitter party](#) on May 14 from 5-6 p.m. for a chance to win a bicycle.

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# Get Rolling on Bike Month

(Continued from page 1)

## Los Angeles

• **Bike to Work Day**—Metro will celebrate Bike to Work Day May 16 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 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. (To claim your free ride on Metro Rail at gated stations, use the intercom located near fare gates to notify an attendant who will open the ADA gates for you.)

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

## Orange

• Pledge to bike to work in Orange County for a chance to **win a Trek FX 2 bicycle or a Fitbit 2**.

• Orange County Transportation Authority (OCTA) is offering a **digital tool box** with images to promote Bike Month – it was emailed to employers, but if you didn’t receive it, visit [octa.net](#).

• Join OCTA for a **Bike Rally and Group Ride on May 16, 7 – 9 a.m.** Meet at the Orange Metrolink Station for guest speakers, raffles and prizes. Then enjoy a slow-paced group ride through Old Town Orange and the Santiago Creek Trail.

For details and to make the pledge, go to [octa.net/bikemonth](#).



## Riverside/San Bernardino

• Stop at a “pit stop” on **May 14, 7-9 a.m. at the San Bernardino Transit Center** to rest and recharge on the commute —plus get snacks, giveaways and more. For details, visit [onmintrans.org](#).

• **Omnitrans will offer free rides on Saturdays** throughout May when you bring your bike.

• **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 or Rideshare Spotlight for seasoned riders.



## 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 one of nine \$100 VISA gift cards**.

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

For more bike news and events in Ventura County, visit [goventura.org](#). You can also follow the two-wheeled journey on [Instagram@govctc](#).





## Dump the Pump

People throughout the U.S. will skip the solo drive on Thursday, June 20 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 \$10,000 a year.

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



## Use the Metrolink Mobile App – Get a Free Ride

Metrolink recently introduced a mobile app that lets riders purchase tickets from their mobile device—then just tap to board or transfer.

As part of a special limited-time promotion, after you've downloaded and purchased a round-trip ticket, you'll get a ticket for a free second round-trip ride (good through May 31).

The link to the app can be found at [metrolinktrains.com](http://metrolinktrains.com), where step-by-step instructions are also included.



## It's Employee Health & Fitness Month

Why not celebrate by reminding employees about some of the health benefits of ridesharing?

1. **Walking more.** Whether walking to work, a nearby transit stop, or even just between transfers, ridesharers typically fit in more steps than people who drive alone.
2. **Less stress.** Battling traffic can take its toll on a driver's stress
3. **Cleaner air.** Motor vehicles are a major source of emissions that cause smog in Southern California—the more people rideshare, the cleaner the air we'll breathe.





## Los Angeles

### Changes Coming to the Blue Line June 1

Metro Blue Line stations that have been closed since January for improvements (between downtown Long Beach and Compton) will reopen June 1. At that time, Metro will begin work on the northern portion of the line—closing stations from Compton Station to the 7th St/Metro Center.

The new closures will continue through to September.

The Blue Line Willowbrook/Rosa Parks Station will remain out of service during the northern closure. Green Line Willowbrook/Rosa Parks service will remain open.

Two stations on the Expo Line will be out of service (Pico Station and 7th St/Metro Center) for 60 days starting June 22.

As with the previous closure, shuttle buses will be available to replace suspended Blue Line service.

Get details at [metro.net/newblue](http://metro.net/newblue).

### \$3 Lyft Rides to Santa Monica Expo Line

Big Blue Bus in Santa Monica has partnered with Lyft to provide Blue at Night, an on-demand shared ride service. Blue at Night provides Lyft Shared rides to/from Expo stations within Santa Monica for just \$3 every Friday and Saturday, 8 p.m. to 3 a.m.

For details, visit [bigbluebus.com/blueatnight](http://bigbluebus.com/blueatnight).



### Metro Bike Hub Opens in Culver City



Introducing...the Metro Bike Hub at the Expo Line Station in Culver City.

The new hub provides secure parking for 64 bicycles under a controlled entry system with closed-circuit TV surveillance. It also includes bike rentals, repairs, accessory sales and bike-related clinics, classes and community events.

For facility hours, events and bike parking rates, go to [metro.net/bikehub](http://metro.net/bikehub).

## Orange

### Taco Tuesdays

Ride Orange County transit and get a free taco on Tuesdays at Wahoo's with the purchase of a #1 combo. To get the deal, just show your valid OC Bus, Metrolink or OC Flex pass.



### Free Bike Skills Classes

OCTA offers free bicycle classes that teach the rules of the road, how to fix a flat tire and other important skills. Classes are typically offered on Saturdays. [Sign up](#) to receive notifications about upcoming course dates.

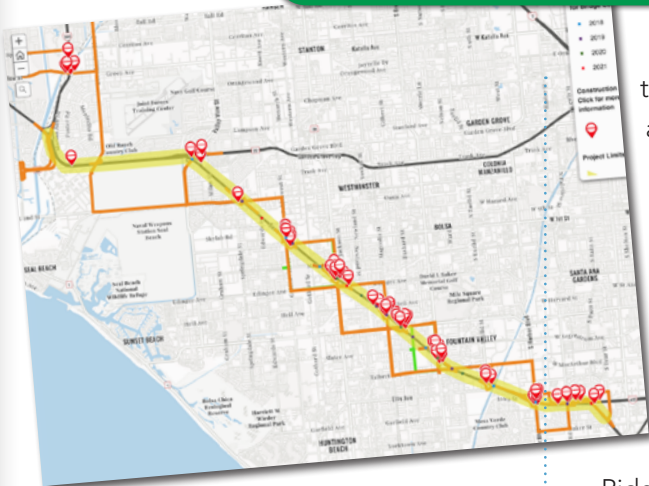


### A Better Drive on the 405

Commuters who travel the 405 Freeway between SR-73 to I-605 can sign up to [receive notifications about road closures by phone, email or text](#).

Construction began last year on the largest improvement project in OCTA's history, eventually adding Express Lanes and making [More >](#)





other changes to keep traffic flowing.

Commuters are urged to carpool to reduce traffic congestion during construction and benefit from time-saving carpool lanes.

## Riverside/San Bernardino

### San Bernardino Line Friday Late Night Service

Metrolink now offers round-trip service for San Bernardino Line riders to take advantage of activities in and around Los Angeles on Friday nights.

The new train departs San Bernardino-Downtown at 9:30 p.m. to Los Angeles and departs L.A. Union Station at 11:30 p.m., mirroring

the late-night service already available on Saturday.

Find schedule information at [metrolinktrains.com](http://metrolinktrains.com) or download the Metrolink mobile app.

### Get Two Free IE66ers Game Tickets

Ride Omnitrans to Inland Empire 66ers home games on Winning Wednesdays home games and get two free tickets.

All you need to do is present your Omnitrans bus pass, ticket,



or receipt at the box office on Wednesdays to receive your admission to that

day's game. Token Transit mobile bus pass users are also eligible—just present your activated bus pass on your phone at the box office.

Get details and link to the 66ers schedule at [omnitrans.org](http://omnitrans.org).

### RTA Fare Changes

After months of gathering public input, Riverside Transit Agency (RTA) is

raising its fares for the first time in 10 years. The first round of changes will go into effect in July (with a second round planned for July of 2021).

For the first round, general cash fare will go from \$1.50 to \$1.75. The Day Pass will be \$5 (from \$4) and the 30-day pass \$60 (vs. \$50).

For more information, visit RTA at [riversidetransit.com](http://riversidetransit.com).



## Ventura

### Let Your Employees Know About GRH

Ventura County's Guaranteed Ride Home (GRH) program offers free rides home by taxi or rental car to ridesharers who need to get home in case of emergency.



Ventura County Transportation Commission (VCTC)—which oversees the program—recently developed new brochures and flyers to help you effectively promote this benefit to your employees.

Call 951.352.8006 to request printed copies to distribute to employees, or click on the following links to download the [GRH flyer](#) and [tri-fold brochure](#).

Get more information on GRH at [goventura.org](http://goventura.org).

[More >](#)





## Ventura (continued)

### Keeping Things Moving on the 101

As congested as traffic on the 101 Freeway in Ventura County can get now, it's projected to double in the next 20 years. That's why VCTC is partnering with Caltrans and local cities to identify ways to improve traffic flow on this major thoroughfare.

VCTC is studying alternatives along a 27-mile stretch between SR 23 in Thousand Oaks and SR 33 in Ventura.

Strategies being considered include eliminating dangerous traffic merges, adding carpool lanes and applying improved traffic operations.

VCTC recently held a series of town halls to get input from the public, and more outreach is planned in the coming months.

You can find out more about the project at [ourfuture101.org](http://ourfuture101.org). To sign up for project updates by email or text, [click here](#).

## Meet the New Rideshare Reps

There are some new faces at the county transportation agencies ready to help ETCs with rideshare programs—offering expertise and advice on incentives, surveying, average vehicle ridership and more. Welcome...



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Ventura County Transportation  
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## Calendar

### Events

**May is Bike Month.** In Southern California, Bike Week is May 13-17.

**May is Clean Air Month.** Get clean air statistics and information at [lungusa.org](http://lungusa.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 can get a workout walking to and between stations.

**Early bird registration for the International Association for Commuter Transportation (ACT) Conference** Aug. 4-7

in New York City, NY, ends on May 10. (Early bird savings for ACT members saves \$270 over the price at the door.) Find out more at [actweb.org](http://actweb.org).



[More >](#)



## Calendar (continued)



**Bicyclists ride free on Omnitrans** on Saturday, May 4, 11, 18 and 25 to celebrate Bike Month, [omnitrans.org](http://omnitrans.org).

**OCTA Bike Rally & Group Ride** is May 16, 7 – 9 a.m., starting at the Orange Metrolink Station and ending at OCTA offices in Orange, [octa.net/bikemonth](http://octa.net/bikemonth).

**Bike to Work Day in Southern California** is Thursday, May 16, when thousands of people will try bike commuting. Cyclists ride free on Metro Bus and Rail all day when they bring their bike or helmet on board, [metro.net/bike](http://metro.net/bike).



**National Dump the Pump Day** is Thursday, June 20; find out more and get campaign materials at [apta.com](http://apta.com).

## 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 21, June 11 and July 16, 9:30-11:30 a.m. To reserve your space, email [SharedMobility@metro.net](mailto:SharedMobility@metro.net). For details, visit [metro.net](http://metro.net).

**South Coast Air Quality Management District (SCAQMD)** offers one-day ETC training for \$183.32. Upcoming sessions are May 9 and June 6 at SCAQMD offices in Diamond Bar, May 23 at the Center @ Cathedral Plaza in Los Angeles and June 19 at Los Angeles World Airports. Contact the SCAQMD's training program at [etctraining@aqmd.gov](mailto:etctraining@aqmd.gov) or visit [aqmd.gov](http://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.

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IE Commuter

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

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

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

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

## **Metro Regional Rideshare/ Shared Mobility**

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Twitter: [@MetroLosAngeles](#)

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## **OCTA Share the Ride Programs**

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Business: 714.636.RIDE option 4

Twitter: [@GoOCTA](#)

Facebook: [OCTASharetheRide](#)

## **Commuter Information 511 Go511.com**

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[IE511.org](#)

Riverside/San Bernardino  
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