

# On the Go

September/October 2019

Rideshare News for Southern California Employee Transportation Coordinators (ETCs)

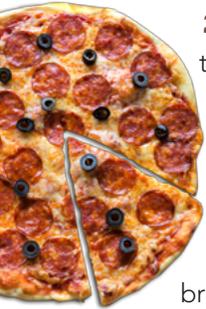
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# 25

## Easy Ways to Promote Rideshare Week

Looking for ideas to promote Rideshare Week to your employees? We have 25!

1. Borrow from the "I Voted" sticker idea and **give stickers to commuters** who share the ride with a message such as, "I participated in Rideshare Week" or "Thank me, I rideshare."



2. Challenge departments to compete to see **who can get the most people to rideshare** during the week. The winning department gets a trophy or a prize such as a pizza party—plus bragging rights.

3. **Hand out awards or certificates** in categories such as, "longest running carpool," "most rideshare modes used," etc.

4. Offer the chance to win a prize to any **current ridesharer who recruits a new one**.

5. Hold a **"Reimagine Your Commute" contest**, asking employees to email ideas (both silly and serious) for ways they could get to work other than driving alone. Publish some of the best in your [More >](#)

## Get Ready for



## Rideshare Week,

Rideshare Week is almost here! The annual campaign—which is Oct. 7-11—aims to not only raise awareness about ridesharing but to actually motivate employees to give it a try.

Throughout the week, thousands of Southern Californians will make the pledge to carpool, vanpool, ride bus or rail, bike or walk to work. When they do, they may qualify to win great prizes.

This year, the campaign theme is "Reimagine Your Commute," encouraging commuters to bust out of the drive-alone rut.

Your county rideshare agencies have support available so you can get employees to participate, including providing ways to pledge, prizes, campaign materials, social media support and more.

To find what's happening near you, see Page 2.



# Oct. 7-11



[Calendar of Events](#)

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## What's Happening for

The five Southern California county transportation agencies will be rolling out campaigns with the theme, "Reimagine Your Commute" that you can use to promote Rideshare Week to your employees.

You can also follow [Metrolink on Twitter](#) to get updates on how they'll be participating in Rideshare Week.

### Los Angeles County

In Los Angeles, Rideshare Week also goes by the name "Shared Mobility Week." When people pledge to rideshare, 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 they rideshare, the more chances they have to win.

[Ridematch.info](#) is also where you can participate in a "Commuter Challenge"—create a team and invite friends or fellow businesses to join in a friendly competition to track rideshare days.

**Prizes:** Prizes include a weekend getaway at Westin Bonaventure in Los Angeles, Bed and Breakfast package at the Queen Mary, gift cards and more.

**How employers get promotional materials:** You may request materials by mail—including promotional items if you are holding an event or fair (while supplies last).

**Getting event updates:** Visit [metro.net](#), subscribe to Metro's [The Source](#), and follow Metro on [Twitter](#) and [Facebook](#).

Contact Metro at  
213.922.2811 or email  
[sharedmobility@metro.net](mailto:sharedmobility@metro.net).

### Riverside/San Bernardino Counties

Inland Empire commuters can win any of more than 275 prizes when they make the pledge to

share the ride during Rideshare Week. Three ways to pledge: 1) online, 2) fill out and turn in a pledge card at the worksite or 3) send an email pledge to [rideshareweek@iecommuter.org](mailto:rideshareweek@iecommuter.org).

**Prizes:** People who pledge are entered into a raffle for an Apple Watch, Samsung Tablet, \$500 bike and hundreds more prizes. Those who log their rideshare trips could win a 2-night getaway.

**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 IE Commuter to get materials—including pledge cards, posters, promotional items and more—mailed to you.

Contact IE Commuter at [IECommuter.org/rideshareweek](http://IECommuter.org/rideshareweek), 1.866.RIDESHARE (1.866.743.3742) or email [rideshareweek@IECommuter.org](mailto:rideshareweek@IECommuter.org).

# Reimagine Your Commute



# Rideshare Week

## Orange County

Commuters in Orange County who pledge to rideshare at least once a week during Rideshare Week can win prizes.

**How to pledge:** Visit [octa.net/RideshareWeek](http://octa.net/RideshareWeek) to pledge and learn more

**Prizes:** Apple Watch, FitBit and more.

**How employers get promotional materials:** You can also request campaign materials to be sent by mail or digitally sent to you. Contact Kevin McMichael at [kmcmichael@octa.net](mailto:kmcmichael@octa.net) for information.

**Getting event updates:** Visit [octa.net/rideshareweek](http://octa.net/rideshareweek), follow OCTA on [Twitter](#), [Facebook](#) and [YouTube](#) or subscribe to their [On the Move blog](#).

**Contact** Kevin McMichael, [kmcmichael@octa.net](mailto:kmcmichael@octa.net), 714. 560.5319.



## 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 at [goventura.org](http://goventura.org). 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.

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

**Contact** VCTC at 805.642.1591, ext. 119.



## Thank you to the 2019 Southern California Rideshare Week sponsors:



### Corporate Sponsors

#### Los Angeles

- Battleship IOWA Museum
- Commute with Enterprise
- Metrolink
- Metropolitan Water District of Southern California
- WageWorks
- The Westin Bonaventure Hotel – Los Angeles

#### Orange

- Spectrumotion
- Waze Carpool

#### Riverside/San Bernardino

- The Accounting Group
- Big League Dreams
- Dana Wharf
- General Outdoor Advertising
- Metrolink

- Monster Energy Company
- Omnitrans
- Plant Power Fast Food
- The Princeton Review
- Rainforest Cafe
- San Manuel Band of Mission Indians
- Stater Bros
- WSP USA

## 25 Easy Ways to Promote Rideshare Week (Continued from page 1)

rideshare newsletter or post on a board outside the rideshare office.



**6.** Prior to Rideshare Week, **gather some of your most loyal rideshare participants** for a brainstorming session to get their ideas for Rideshare Week promotions.

**7.** Add hashtags to your social media, i.e., **#RideshareWeek**, **#RideshareThursday**, **#Rideshare4CleanAir**, **#ReimagineYourCommute**.

**8.** **Greet ridesharers** at the entrance in the morning with coffee, bagels, juice, or other goodies.

**9.** Send employees an **email with a link to pledge** or register to share the ride for a chance to win prizes (see page 2).

**10.** **Post Rideshare Week information** on the company Intranet.

**11.** Honor **"commuters of the year,"** selecting employees with the best rideshare track records for special recognition or perks.

**12.** Hold a **prize drawing** for anyone who shares the ride during Rideshare Week.

**13.** Host a **"meet your match" ice cream social**, connecting people who

live near each other and work similar hours who might be able to carpool or vanpool.

**14.** **Piggyback onto another company event**, such as setting up a rideshare table at a health and wellness fair.

**15.** Ask the **CEO to send a letter to employees in support** of Rideshare Week. Even better: See if he or she will set a good example by ridesharing at least once during the week.

**16.** Set up an **information table** in a high traffic area—bring a laptop and do on-the-spot ridematching and transit routing.

**17.** Take transit **"newbies" on an outing where they'll learn the ropes of paying for fare, boarding, etc.** while

having fun—and it's even more fun if the destination is, say, a pizza place or ice cream shop.

**18.** Many companies hold **rideshare fairs** with games, vendors, food, etc. If that's out of your budget (money and/or time-wise), how about teaming up with nearby businesses for a joint event?

**19.** If you're the ETC, draw attention to your services by **decorating your office or cubicle** with posters, balloons, twinkly lights and rideshare-themed decorations.

**20.** **Let employees know ridesharing is sweet.** For a quick, low-cost promotional item, replace the outer paper wrapper of candy bars with a photocopied Rideshare Week message.



**21.** During Rideshare Week, **email a daily rideshare motivation**—a clean air fact, reminder of how ridesharing can reduce stress, etc.

**22.** **Give an announcement** at the all-staff meeting.

**23.** Make a game—such as a spinning wheel or rubber ducky pond—where **employees answer a**

**rideshare-related question** (such as, "how many days a month do you need to rideshare to qualify for program benefits?"). They'll learn something while they win a small prize.

**24.** Invite employees to help **"stuff a vanpool" full of non-perishable food** to be donated to a local food bank. Everyone who donates gets a raffle ticket for a prize drawing.



**25.** Distribute **On the Go for Commuters** to employees via email PDF or print it and post—this month's issue has plenty of Rideshare Week information.





## Los Angeles

### Metro Rail Art Tours Voted Best in L.A.

The Metro Art Docent Council recently celebrated 20 years of offering free tours of artwork at L.A. Metro rail stations. Voted one of the best downtown tours by readers of *Downtown News*, the tours are a fun and accessible way to introduce new riders to the transit system.

The docent-guided tours are offered the first and second Saturday and Sunday of each month. Tours for groups of 10 or more are also available by special arrangement. Book a tour by calling 213.922.2738. A schedule of public tours is at [metro.net/about/art](http://metro.net/about/art).

### Wear Your Fare

TAP is launching a new line of products called TAP wearables, including wrist bands available for \$10 at all Metro Customer Stations. TAP wearables function just like regular TAP cards.

Other wearables recently released include TAP stretch wrist bands and TAP Mini keychain fobs.

Quantities are limited.

### Smart Metro Bikes Now in North Hollywood

"Smart" bikes are now available at 16 Metro Bike Share stations in

North Hollywood. Smart Metro Bikes allow riders to lock their bikes at an official Smart Metro Bike Station or—for a \$2 fee—lock them to available public bike racks inside the service area (\$20 outside the area).



Rides start at \$1.75 for every 30 minutes.

Find out more at <https://bikeshare.metro.net/>

## Orange

### New Transponders for 91 Express Lanes

Toll facilities across California are updating their toll systems and issuing new, smaller transponders that affix to the windshield. This fall, **91 Express Lanes** customers will begin receiving their new transponders by U.S. mail.



While in transition, both the new (sticker) and old (switchable and non-switchable) transponders will be accepted.

The new transponders are not switchable. If you carpool on Metro Express Lanes that require a switchable transponder, continue using the switchable transponder you have or request a switchable transponder.

Customers with switchable transponders should mount both the sticker and switchable transponder on their windshield. The toll systems will always use the transponder that provides the greater discount when charging your toll.



### Meanwhile, on the 73, 133, 241 and 261 Toll Roads...

This month, sticker transponders replacing mounted transponders will be mailed to ExpressAccount holders. (Stickers were already issued in June to existing and new FasTrak account holders.)

Hard case transponders with switches will still be available for drivers who need them to get lower carpool rates on the L.A. Metro's I-10 and I-110 ExpressLanes.

For details, visit [thetollroads.com/sticker](http://thetollroads.com/sticker).



## Riverside/San Bernardino

### RTA Route Improvements

On Sept. 8, the Riverside Transit Agency will make several schedule and route changes to improve service. Some of the changes:

- Route 12 will be expanded from Riverside to Corona Hills Plaza and weekday service frequency will be increased.
- Routes 13, 14 and 22 will have increased service frequency on weekdays.
- Routes 19 and 28 will provide additional morning and evening trips.

Get details on these and more at [riversidetransit.com](http://riversidetransit.com) or call 951.565.5002.

### Changes to Omnitrans Fares

For the first time in five years, Omnitrans will raise some fares slightly, effective Sept. 2. The cost of a full-fare single ride will go from \$1.75 to \$2. The 31-Day Pass will be \$60.

New fares will go into effect for single rides and bus passes valid on Omnitrans local routes, Freeway Express routes, OmniGo shuttles, sbX rapid transit, and Access ADA paratransit.



Passes purchased before Sept. 2 will remain valid until their expiration date. Get scheduling information and buy passes online at [omnitrans.org](http://omnitrans.org).

### Looking to Expand Vanpooling?

In San Bernardino County, your employees could qualify for subsidies of \$400 a month with the Loop. Find out more at [ridetheloop.com](http://ridetheloop.com).

In Riverside County, \$400 vanpool monthly subsidies are available via VanClub. Find out more at [vanclub.net](http://vanclub.net).

In the greater Victor Valley, get details on vanpool subsidies at [vta.org/vanpool](http://vta.org/vanpool).

## Ventura

### Free Rides for College Students

College students can ride free on Ventura County buses throughout the 2019-20 academic year.

The Ventura County Transportation Commission's College Ride Pilot Program allows students enrolled



at California Lutheran University, California State University Channel Islands, Moorpark College, Oxnard College and Ventura College to ride any public transit bus in Ventura County at no cost.

To qualify they must show their student ID to the driver.

Participating agencies include Camarillo Area Transit, Gold Coast Transit, Moorpark City Transit, Simi Valley Transit, Thousand Oaks Transit, VCTC Intercity (\$1.50 upcharge for Conejo Connection and Coastal Express) and Valley Express (50-cent upcharge).

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

### Bike Week Winners

During Bike to Work Week, VCTC awarded gift cards to nine lucky winners who pledged to bike during the week. Among the winners who sent in photos were (left to right below), Jaime Cotto, Ada Seto and Steve Roth.



## Calendar

### Events



**Ride Metrolink to the L.A. County Fair**, which runs through Sept. 22. On weekends only, there's a special Metrolink stop at the Fairplex.

#### **National Drive Electric Week**

is Sept. 14-22. Locally, events featuring electric and plug-in vehicles are planned at locations throughout the Southland. For details, visit [driveelectricweek.org](http://driveelectricweek.org).



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

**Rideshare Week** is Oct. 7-11.

### Enjoy a Daycation & Win

Take Metrolink on a "Daycation" to enjoy all that Southern California has to offer. Not only is it just \$10 to ride all day on Saturday or Sunday, but you could win a prize package for four that includes Metrolink tickets, gift cards and more.

Daycation locations include Anaheim, Fullerton, Los Angeles, Oceanside, Orange, San Clemente and San Juan Capistrano.

To find out more and enter for your chance to win, visit [metrolinktrains.com/destinations/daycations](http://metrolinktrains.com/destinations/daycations).



### 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 Sept. 17, Oct. 15 and Nov. 5, 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 \$189.73. Upcoming sessions are Sept. 5, Oct. 10 and Nov. 7 at SCAQMD offices in Diamond Bar, Sept. 19 in Riverside and Oct. 16 at L.A. Metro offices in downtown Los Angeles. Contact the SCAQMD's training program at [etctraining@aqmd.gov](http://etctraining@aqmd.gov) or visit [aqmd.gov](http://aqmd.gov).



# On the Go

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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](#),  
[@gobcta](#)

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

[SharedMobility@metro.net](mailto:SharedMobility@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

