

On the Go

Rideshare News for Southern California Employee Transportation Coordinators (ETCs)

March/April 2020

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7 Things You (Maybe) Never Knew About

Rideshare

THURSDAY

Ever wonder how Rideshare Thursday became part of California culture? Why Thursdays? Shouldn't every day be Rideshare Day? Here, we take a peek at how our favorite day of the week came to be...

1. Rideshare Thursday is a term first coined back in 1993 as part of a Caltrans-sponsored ad campaign. While any day is a good day to rideshare, Thursdays were dubbed rideshare's official day.

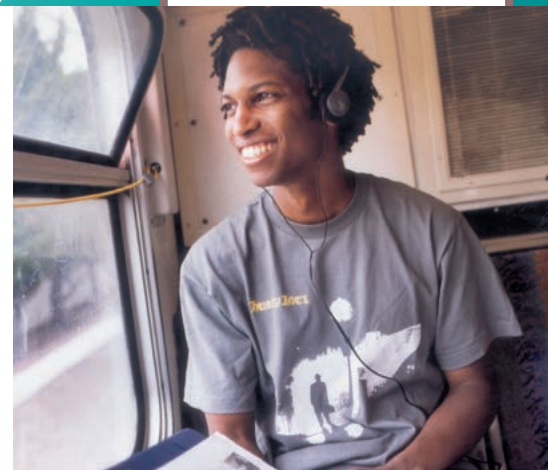
2. Thursdays were chosen as "rideshare day" because they are overall the



busiest commuter traffic day of the week, according to Caltrans. (Fridays and Mondays typically have the least weekday traffic due to flex schedules and people taking a day off to have a longer weekend.)

3. The idea behind the campaign is to remind commuters that they don't need to rideshare every day to make a difference—even one day a week has its benefits. So if they can't rideshare on Thursday, how about sharing the ride on Taco Tuesday? Or on Hump Day?

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Get On Board Day

A few transit facts in honor of Get On Board Day April 16, which celebrates the many benefits of transit:

- During rush hour, a bus of seated passengers carries more people than a one block long traffic jam.
- A household can save nearly \$10,000 by taking public transportation and living with one less car.
- Riding the train emits 73% less CO₂ than commuting by car.

Ride free to the polls on Election Day March 3 on Metro Bus and Rail, as well as AVTA, Culver City Bus, LADOT, Pasadena Transit and Long Beach Transit.

Get a [free toolkit](#) to promote the event at your worksite from the American Public Transportation Association.



Metro



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Rideshare

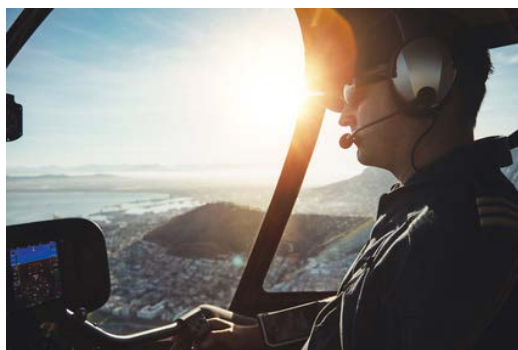
THURSDAY

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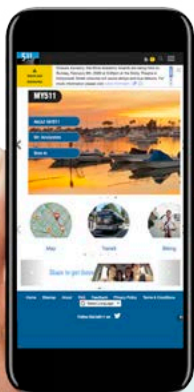
4. Much like Sig-Alerts, Botts' Dots and smog, Rideshare Thursday is a "California thing." It makes sense—this state has some of the worst traffic in the nation, but it also has some of the most progressive strategies to alleviate traffic and combat air pollution.

5. Even though the initial campaign only ran for two years (with a brief refresher campaign several years ago) Rideshare Thursday is still going strong 25 years later. That's thanks to ETCs promoting it at Southern California worksites, as well as on-air traffic reporters including it in their traffic reports.



7. On Thursdays and any day, Southern California commuters can get personalized rideshare options by calling 511 or online at go511.com (Los Angeles/Orange/Ventura) and IECommuter.org (Riverside/San Bernardino).

6. Rideshare Thursday doesn't just refer to carpooling. It's also riding the bus, taking Metro Rail or Metrolink, bicycling or walking—any way people get where they're going without driving alone.



"Take Me Out to the Ballgame"

Baseball season will soon be back—and so are ways to get to the ballgame without the stress of traffic.

- **The Dodger Stadium Express** shuttles game-goers from Union Station and the South Bay for all home games—and your Dodger ticket is good for the fare.

- **Metrolink Angels Express** is only \$7 dropping riders off steps from Angel Stadium at the Anaheim ARTIC station.

New this year: For Friday night Angels games, **Metrolink trains depart from Riverside-Downtown and travel directly to the Anaheim Artic station.** (Previously riders had to detrain at Orange and catch an OC Bus the rest of the way).

Make It a Rideshare Holiday

A time-saving way to promote ridesharing to employees is to tie it in with a holiday or other event that's already happening. Some ideas for March/April outreach:



Daylight Savings starts on Sunday, March 8. There

are often sleepy drivers behind the wheel on Monday morning until they adjust to time change. Remind employees that options like vanpooling or Metrolink are a way to catch more Zzzs on the way to work.



St. Patrick's Day, March 17. Green bagels?

Green cookies? Give a little treat to thank your ridesharers for choosing a "green" way to get to work.



April is Move More Month, sponsored by the American Heart Association. How about organizing an outing by bus or rail to a restaurant? Participants will get in some steps while transit "newbies" can learn the ropes on how to ride. Or just remind employees about the fitness benefits of walking or biking to work—you can find great walking facts at gohuman.org.

Tax Day, April 15. If you allow employees to pay for transit or vanpool expenses using pre-tax dollars,



this is a great day to promote it to employees as a way to pay less to Uncle Sam next year.



Earth Day, April 22, celebrating its 50th anniversary. Pass on information about local Earth Day events to employees—find them at earthday.org. Or send an email to your ridesharers thanking them for all they do to contribute to clean air.



National Take Our Daughters and Sons to Work Day, April 23. Kids count as passengers in a carpool. If any of your solo drivers are bringing kids to work, let them know they can legally use the carpool lane. Once they see how much time they save, maybe they'll want to find a coworker to carpool with on a regular basis.





Earth Day Turns **50!**

The 50th annual Earth Day is April 22. Some fast facts to pass along ...

- Ridesharing instead of driving alone is a good way to do your share for clean air.
- A car causes .96 pounds of CO2 per mile to be spewed into the air—so driving alone means you're responsible for nearly a pound of pollutants for every mile you drive.
- In California, 37% of total emissions come from vehicles.



Heart & Stroke **Walk**

Join Metrolink and the American Heart Association for the **Heart & Stroke Walk**, a family-friendly 5K walk. There are two events in March:

- March 14 at Angel Stadium of Anaheim
- March 28 at Auto Club Speedway in Fontana

Be sure to stop by the Metrolink booth to win Metrolink swag and prizes.

• **4 March/April 2020**



Weigh in on Metro System Improvements

Join Metro at an upcoming workshop to explore how the **NextGen Bus Plan** would create

Los Angeles

Metro Rail Lines Get New Names

To make riding rail more user-friendly, Metro is giving letter names to all train and rapid bus lines. When Metro's first rail line, the Blue Line, reopened after nearly a year of renovations, it came with a new name: the A Line.

The Expo Line is now the E Line (though during the transition, the signage reflects both the former and current names).

Metro is continuing to roll out name changes on all lines, including:

- The Red Line - B
- Green Line - C
- Purple Line - D
- Orange Line - G
- Silver Line - J
- Gold Line - L

For the most part, letter names follow the order in which the lines opened. Some letters were skipped, for example, "H" because it is associated on maps with hospitals.

a system with more frequent and reliable service and shorter waits for buses. The redesigned Metro bus system would roll out as early as December 2020. Light snacks and refreshments will be served. When you attend, you'll also get the chance to win a free TAP card with fare.

Among the many changes proposed:

- Buses would arrive every five to 10 minutes for 83% of current riders compared to 49% today.
- The number of bus lines running every five to 10 minutes on weekdays would jump from 16 to 29 and from two to 14 on weekends.



• The number of Los Angeles County residents who could walk to bus lines running every five to 10 minutes would more than double—from 900,000 currently to almost 2.2 million.

For workshop times and locations, [click here](#).

Orange



OC Flex Covers More Ground, Costs Less

OC Flex is an on-demand curb-to-curb service operating in portions of Huntington Beach, Westminster, Aliso Viejo, Laguna Niguel and Mission Viejo. Some recent changes:

- For a limited time, OC Bus riders can transfer free to OC Flex showing an OC Bus regular 30-Day Pass.
- A 50% discount for group rides on OC Flex is now available daily. Regular cash fare is \$5 per person to ride all day (\$4.50 if you book using the app).
- OC Flex's service area has been expanded. Get details, including a map of new territory that OC Flex covers, at octa.net/ocflex.

OC Bus Gets Greener

Orange County is now home to the largest transit-operated hydrogen fuel station in the nation. Orange County Transportation Authority (OCTA) recently unveiled the station, along with 10 new hydrogen fuel cell electric buses.

"We are very happy to be leading the way toward a cleaner and greener future that keeps the residents of Orange County moving, while keeping the air they breathe healthy with zero emissions," said OCTA Chairman Steve Jones.

OCTA is also purchasing 10 plug-in battery electric buses, which are expected to be in operation beginning in 2021.



New Construction to Begin on I-5

Construction will begin this month on the second segment of the I-5 Widening Project. It focuses on a 2.1-mile stretch between SR-73 and Oso Parkway that borders Mission Viejo, Laguna Hills, Aliso Viejo, and Laguna Niguel.

Improvements include adding one general purpose lane to increase capacity and reconstructing Avery Parkway to expand it from four to six lanes. Bike lanes will be widened and sidewalks installed on both sides of the street.

The project will also convert carpool lanes to continuous access to make it easier to enter and exit.

For more information, visit octa.net.



Riverside/San Bernardino

Weigh in on Traffic in Riverside County

After getting input from residents for the past year on what traffic solutions they want to see, Riverside County Transportation Commission (RCTC) has rolled out its draft Traffic Relief plan.

RCTC is urging residents to visit TrafficReliefPlan.org to view the plan and take a short survey to give feedback (through June 10).

The plan includes strategies to reduce traffic bottlenecks, improve safety and builds in incentives to reduce commuter traffic by creating and keeping jobs in Riverside County.

"Too often, our residents are traveling to other counties for employment. Through incentives and a stronger transportation network, we can bring more jobs closer to home for Riverside County residents," said RCTC Chair Ben Benoit.

The feedback will also be used to decide whether to place a half-cent per dollar sales tax measure on the November 2020 ballot for voter consideration to fund the Traffic Relief Plan.





IE Launches “Try Transit” Campaign

IE Commuter is urging commuters to “Try Transit” in a new campaign that launches this month. ETCs can get posters and download digital files to promote the campaign at their worksites.

People who visit IECommuter.org/trytransit can learn about the benefits of riding the bus or train to work. They can also log in to get a customized transit itinerary.

San Bernardino Orders Nation’s First Hydrogen-Powered Train

In its ongoing commitment to green technology, San Bernardino County will soon be home to a hydrogen-powered train. The San Bernardino County Transportation Authority (SBCTA) with Stadler Inc. U.S. recently signed the **first ever contract for this type of train to run in the nation.**

The train will be introduced in 2024 to run on a nine-mile connector between Redlands and the San Bernardino Metrolink station. It consists of two cars with a power pack in-between that holds the fuel cells and the hydrogen tank and can run at speeds of up to 79 m.p.h.

Stadler and SBCTA started their partnership in 2017, when SBCTA ordered three diesel electric multiple unit trains. They are earmarked for the future

Arrow Passenger Rail Service, which will run between Redlands and San Bernardino, connecting to the entire Metrolink system at the San Bernardino Transit Center.

Ventura Updated Coastal Express Route

The Coastal Express, Routes 80 and 89, is a great way to get from Camarillo to Santa Barbara and everywhere in between. Now, riders can expect minor time changes that will improve on-time performance and transfers. In addition, Coastal Express service is now more frequent to and from the Camarillo Metrolink Station weekdays.



All VCTC buses are wheelchair accessible and have ample bike storage, free passenger Wi-Fi, and reclining seats.

For schedule information, visit goventura.org.

Mix & Match Your Ride

Pledge to carpool, use public transit, or bike for a day and be entered to win a \$100 gift card! Ventura County Transportation Commission is featuring different modes of ridesharing throughout the next few months and is giving away multiple gift cards. Make the pledge at goventura.org.

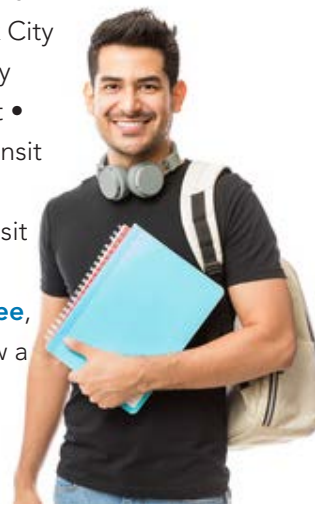


College Students Ride Free

College students from California Lutheran University, California State University at Channel Islands, Moorpark College, Oxnard College, and Ventura College can enjoy free rides again. Free rides will continue through the Spring 2020 semester.

Participating operators include:
Camarillo Area Transit • Gold Coast Transit District • Kanan Shuttle • Moorpark City Transit • Ojai Trolley • Simi Valley Transit • Thousand Oaks Transit • Valley Express • VCTC Intercity Transit Service

To board for free, students must show a valid student ID.



Calendar Events

IE Commuter Marketing Workshop is April 16 at the Double Tree Hotel in Ontario. Call 1.866.RIDESHARE (1.866.743.3742) for more information.



Get On Board Day

is April 16, sponsored by the American Public Transportation Association, [apta.com](#).

Earth Day L.A. at Grand Park is Sunday, April 19, 9 a.m.-2 p.m. with performances, plant giveaways, demonstrations of the latest in green technology and more. Admission is free, [grandparkla.org](#).

The 50th annual Earth Day is April 22—a great time to celebrate rideshare contributions to clean air, [earthday.org](#).



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).

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 March 11, April 15 and May 13, 9:30-11:30 a.m. To reserve your space, email SharedMobility@metro.net. For details, visit [metro.net](#).

South Coast Air Quality Management District (SCAQMD) offers one-day ETC training for \$189.73. Upcoming sessions are March 12, April 9 and May 14 at SCAQMD offices in Diamond Bar, March 26 in Riverside and April 30 at Metro headquarters in downtown Los Angeles. Contact the SCAQMD's training program at etctraining@aqmd.gov or visit [aqmd.gov](#).



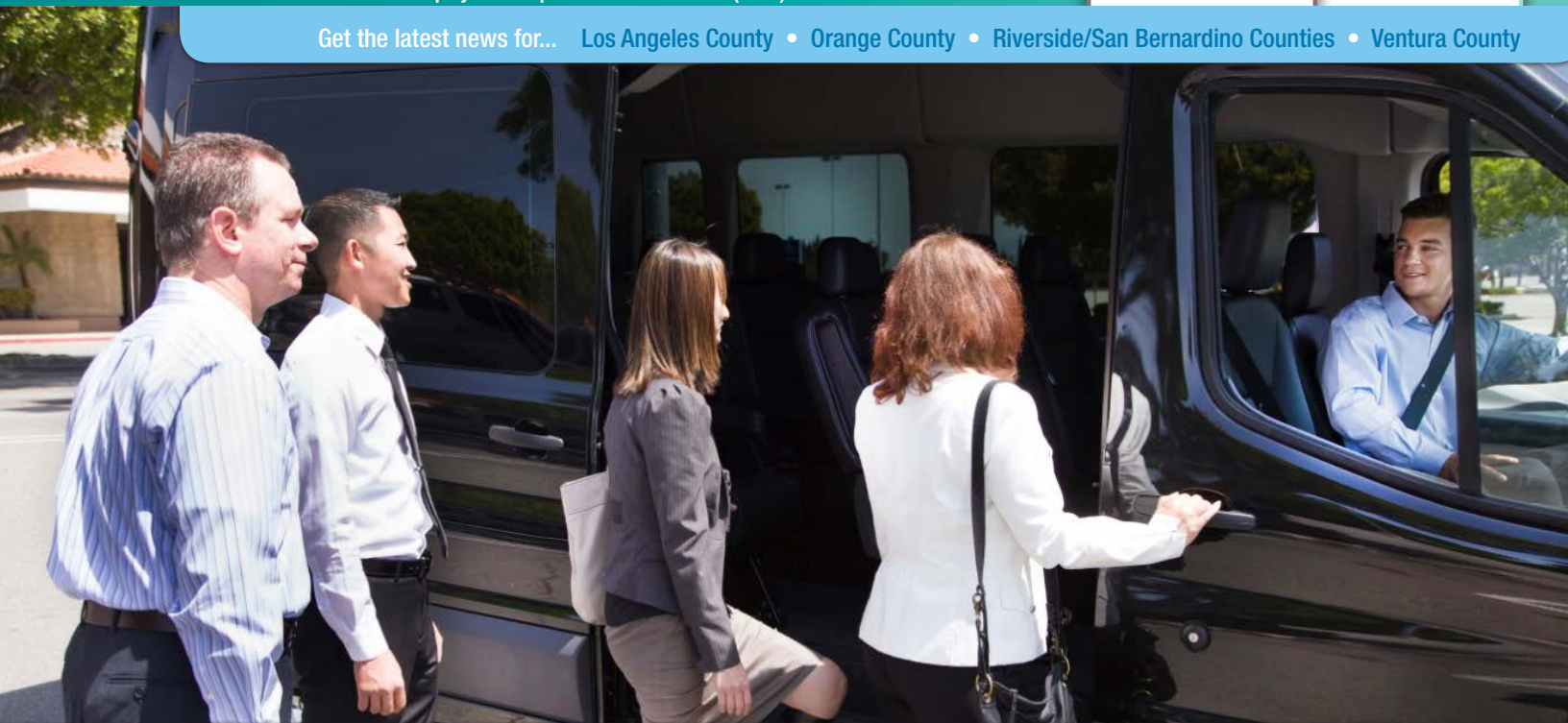
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Riverside/San Bernardino Rideshare Program

IE Commuter

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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

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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: 951.352.8006

goventura.org/rideshare

Twitter: [@GoVCTC](#)

Facebook: [GoVCTC](#)

Instagram: [@goVCTC](#)

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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