

# ON THE GO

## News for Your Employees

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## Free On-Line ETC Rideshare Marketing Workshop

Your Southern California rideshare agencies are joining forces to host a virtual Rideshare Marketing Workshop for ETCs on Sept. 15, 9–11:30 a.m.

You'll hear all about the upcoming Rideshare Week campaign, as well as get helpful advice and the latest updates on programs and policies that impact your commute program.

Participating in the workshop and completing an evaluation survey will also count as a marketing strategy under the South Coast AQMD's Rule 2202. Upon completion, you will receive an ETC Marketing Certificate.

ETCs will receive an invitation with link details via email, or contact your county rideshare representative.



The workshop is presented by Metro, Orange County Transportation Authority, Riverside County Transportation Commission, San Bernardino County Transportation Authority and Ventura County Transportation Commission.

## Drive Less, Smile More

Join In & Win During Rideshare Week



Rideshare Week is Oct. 4-8, your chance to celebrate alternatives to driving alone, including carpooling, vanpooling, riding bus/rail, bicycling, walking and teleworking.

This year's theme is "Drive Less, Smile More"—and commuters will have plenty of reasons to smile.

Here's what's happening...

### Throughout Southern California

For the most up to date information on Rideshare Week, join in the upcoming virtual ETC Marketing Workshop (see story, above) to be held Sept. 15.

MetroLink will also be recognizing Rideshare Week. Details are still in the works, so check back at [metrolinktrains.com](https://metrolinktrains.com), or join them on [Facebook](#) and [Twitter](#).

### Los Angeles County

Metro is inviting commuters to track the days they opt for an alternative to driving

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## Important Updates to So Cal Vanpool Programs

Due to the COVID pandemic, many vanpools were put on pause. As people return to worksites, your employees may again be interested in this low-stress, cost-saving way to get to work.

To help commuters who need vanpooling as an option, most local rideshare agencies have continued to support them with subsidies and other assistance, with a few changes.

Throughout Southern California, vanpool riders are required to wear masks (per TSA guidelines for public transit).

Here, we outline some other important updates for vanpoolers:

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## Drive Less, Smile More

*continued from page 1*



alone using the Commute Calendar at [ridematch.info](https://ridematch.info). During Rideshare Week, Metro will draw names of some of those commuters to award gift certificates and other prizes.

### Orange County

Rideshare at least one day during Rideshare Week and you'll have a chance to win great prizes, including an Apple Watch and Apple AirPods Pro.

For details and to make the pledge to participate, visit [octa.net](https://octa.net). (Please note: event details may not be available online until mid-September, so be sure to check back.)



### Riverside/San Bernardino Counties

IE Commuter will hold a virtual kickoff for ETCs on Sept. 29. Look for an invitation in your email soon.

Throughout the entire month of October, when commuters sign up and log their rideshare activity on [IECommuter.org](https://IECommuter.org), they'll qualify to win prizes.

For more information and additional ways to participate, email [rideshareweek@iecommuter.org](mailto:rideshareweek@iecommuter.org).

### Ventura County

Ventura County will celebrate Rideshare Week with prizes for commuters who make the pledge to rideshare. Details will be posted at [goventura.org](https://goventura.org). ■

## Important Updates

*continued from page 1*

### In Los Angeles County

Metro will remain in Phase 1 of its **Vanpool Recovery Plan** at least until Sept. 30, with a move to Phase 2 to be determined. The three-step plan aims to support vanpooling for those who continue to rely on it as a commute option during the pandemic.



Metro's vanpool program provides subsidies of up to \$500 monthly toward vanpool expenses. Currently, only

vanpools actually being used for commuting purposes qualify. "Parked" vans do not receive a subsidy.

Vanpools must also operate six or more days per month with at least two people on board.

Get details at [metro.net/vanpool](https://metro.net/vanpool).

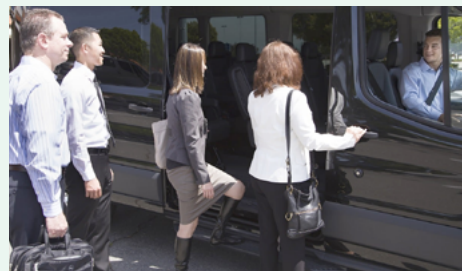
### In Orange County

Vanpools that travel to an Orange County work destination can qualify for monthly subsidies of roughly 25% off the cost of vanpooling.

In an effort to make it easier and safer to form a vanpool during the pandemic, Orange County Transportation Authority recently reduced the minimum vanpool startup occupancy from 70% to 50% for vanpools formed through June 30, 2022.

That means vanpools can start with as few as four riders and still be eligible for subsidies.

Get details at [octa.net/vanpool](https://octa.net/vanpool).



### Riverside County

Riverside County Transportation Commission's board recently voted to expand the vanpool and rideshare incentives program. (Details on these changes coming soon.)

With the county's VanClub subsidy, vanpools traveling to Riverside County destinations can get up to \$400 toward the cost of a vanpool lease.

Riders may also qualify to earn up to \$130 in gift cards and/or get discounts to more than 500,000 retailers through **rideshare incentive programs**.

For a full list of vanpool guidelines, visit [vanclub.net](https://vanclub.net).



### San Bernardino County

SB Loop, a service of San Bernardino County

Transportation Authority, offers eligible vanpools up to \$400 per month toward vanpool costs.

Vanpools can qualify with as few as five riders, depending on the size of the van. (A vanpool must have a minimum of 40% occupancy to qualify at startup, i.e., a 7-passenger van must have three occupants.)

Riders may also qualify to earn up to \$130 in gift cards and/or get discounts to more than 500,000 retailers through **rideshare incentive programs**.

Get details at [ridetheloop.com](https://ridetheloop.com). ■

## Addressing Telework Challenges



Employees who got weekly tips to improve the telework experience reported an increase in happiness, well-being and productivity over time, according to a recent study of Metro employees.

In a survey conducted for Metro by Duke University, teleworkers first filled out a “telework happiness survey.” Their answers placed them in one of four intervention groups based on their biggest challenges with working at home:

**Turns out, these small interventions resulted in teleworkers overall reporting increased satisfaction with the telework experience.**

- **Work/Life Balance**—having a hard time separating home life from work life;
- **Time Management**—finding themselves working too much (a common occurrence among teleworkers);
- **Happiness and Connection**—feeling disconnected from coworkers;
- **Home Office design**—struggling to set up a comfortable home office.

Based on their group, participants received weekly suggestions via email on ways to address their challenges.

For example, the Work/Life balance group was sent tips on creating a separate home and workspace or setting specific “do not disturb” hours.

Employees who felt disconnected from their co-workers were given the opportunity to schedule 10-minute virtual coffee breaks to connect and share ideas.

Each week participants filled out surveys rating their happiness, well-being and productivity. Turns out, these small interventions resulted in teleworkers overall reporting increased satisfaction with the telework experience.



## Getting “Charged” About Electric Vehicles

National Drive Electric Week is Sept. 25-Oct. 3.

If you already drive an all-electric or plug-in hybrid vehicle, you’ll find ways to get more from the experience. If you’ve been thinking of going electric, you’ll find events and networking opportunities (many are online) that’ll give you information to help you make the plunge.

Find details and a frequently-updated list of events at [driveelectricweek.org](https://driveelectricweek.org).



## And the Winner Is...

The Association for Commuter Transportation (ACT) last month presented its annual national awards for outstanding achievement in transportation demand management.

Congratulations go to local recipient UCLA Transportation, which took home the award in the category of “public transit.”

“These awards provide us an opportunity to recognize the hard work, creativity, and ingenuity within the industry,” said David Straus, ACT executive director.

For a full list of ACT awardees, as well as upcoming ACT workshops and events, visit [actweb.org](https://actweb.org).





# LOS ANGELES COUNTY



## Willowbrook/Rosa Parks Station Now Open



Metro last month opened a **newly renovated Willowbrook/Rosa Parks Station**, one of its busiest stations.

Now a state-of-the-art transit hub, it features a transit court, a modernized Park & Ride lot with electrical charging stations and upgraded security camera systems.

Willowbrook/Rosa Parks serves the Metro A Line (Blue) between Downtown Los Angeles and Long Beach, as well as the Metro C Line (Green) between Norwalk and Redondo Beach.

It's also served by Metro Bus, Metro Micro on-demand service and several local transit providers.

## Metro Breaks Ground on Rail to LAX

Metro recently began construction the Airport Metro Connector (AMC) that will **allow riders to take Metro Rail to the Los Angeles International Airport (LAX)**.

When complete in 2024, riders can transfer to a People Mover that will make direct stops at airport passenger terminals.



## Download the TAP App

Transit riders in Los Angeles County can now use their phone for contactless fare payment with the TAP app.

It allows riders to buy fares for 26 participating transit systems, plan a trip, view real-time bus and train arrivals—then “tap” their phone when boarding to pay.

For details and to download the app, visit [taptogo.net](https://taptogo.net).



# ORANGE COUNTY

## Save With OC Bus “Welcome Pass”

Orange County Transportation Authority (OCTA) is offering a special pass through Nov. 15 that allows riders to save 40% over the usual OC Bus fares.

A 5-Day Welcome Pass is only \$15 (a \$10 savings), which gives riders five 1-Day passes to ride wherever OC Bus goes all day.

The 30-Day Welcome Pass is \$40 (vs. \$69), to be used for 30 consecutive days once it is redeemed.



## Kids Ride Free on OC Bus

As of September, kids can ride free on OC Bus as part of a special promotion that runs through the end of February 2022.

The Youth Ride free pass allows riders 18 and under to board any OCTA fixed-route bus in Orange County at no cost during the six-month program.

The pass—which will be available by request from parents—will be a physical pass with a magnetic stripe. OCTA will work with local schools to distribute the pass. It will also be available in the OCTA store and online.

## Join a Virtual Meeting on I-405 Construction

OCTA regularly hosts virtual meetings to provide updates on the I-405 construction that impacts travel along the freeway in Orange County.

To view past meetings and sign up to attend upcoming meetings, visit OCTA's I-405 Improvement Project page at [octa.net](https://octa.net).





# RIVERSIDE/SAN BERNARDINO COUNTY

## Learn from the Experts During ETC “Office Hours”

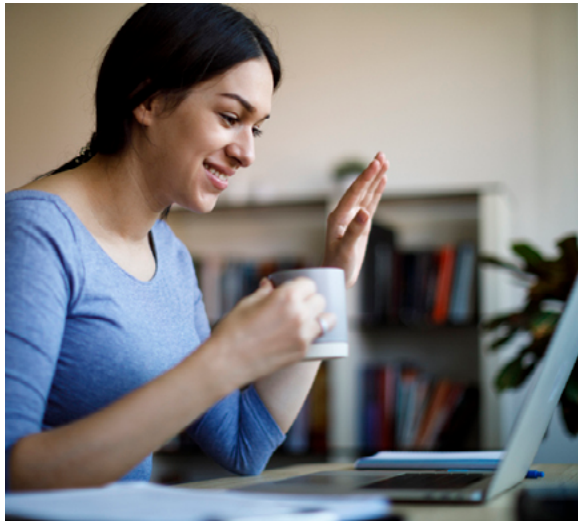
IE Commuter is launching a new informational platform called “Office Hours” to connect with ETCs, as well as help ETCs network.

Office Hours will be held via Zoom the second Wednesday of every month, 10-11 a.m. The first 30 minutes is a presentation from an IE Commuter expert on a topic of interest to ETCs. It's followed by 30 minutes of open Q & A.

Upcoming topics include completing a South Coast AQMD survey, improving your AVR and running a “commuter challenge.”

For details and to sign up for Office Hours, contact IE Commuter at [info@iecommuter.org](mailto:info@iecommuter.org), or call 1.866.RIDESHARE (866.743.3742).

IE Commuter is the rideshare program of Riverside County Transportation Commission and San Bernardino County Transportation Authority.



## TEA Time for Teleworkers

The telework experts at **IE Commuter** can help you set up a **telework program** for employees or offer tips to improve the program you have in place.

With the Telework Employer Assistance (TEA) program, you can learn how to effectively manage employees from a distance, how to establish healthy telework habits, and create a sustainable program that benefits both employer and employee.

IE Commuter provides free one-on-one assistance, helpful forms, program guides and other resources to employers in Riverside and San Bernardino counties.

To get started, visit [IECommuter.org/TEA](https://IECommuter.org/TEA), call 1.866.RIDESHARE (866.73.3742) or email [telework@iecommuter.org](mailto:telework@iecommuter.org).

## Students K-12 Ride Free on Omnitrans

Omnitrans buses are now free for K-12 students as part of a pilot program welcoming students back to in-person learning. Students can ride to school, after school activities or just around town to meet up with friends.

No purchase or registration is necessary. Students simply show a student ID to ride.

On OmniRide—reservation-based, on-demand shared transit service—students K-12 can ride for half price (so a one-way trip is \$2 with student ID).

For details, visit [omnitrans.org](https://omnitrans.org).





# VENTURA COUNTY

## Metrolink Expands Saturday Service

Metrolink recently expanded its new Ventura County Line Saturday service. There are now more connections to and from three additional stations—Camarillo, Oxnard, and Ventura—East—to existing service between Moorpark and Los Angeles.

Metrolink originally launched Ventura County Line Saturday service in May with one round-trip connecting Moorpark, Simi Valley, Chatsworth, Northridge, Van Nuys, Burbank, Glendale and Los Angeles.

Find Metrolink train times at [metrolinktrains.com/schedules](https://metrolinktrains.com/schedules).



## Ventura GRH Now Allows Uber and Lyft

People who rideshare to work in Ventura County can get a free ride home in case of emergency through the Guaranteed Ride Home (GRH) program.

A recent change: Participants can now choose to get home via a transportation network company (such as Uber or Lyft) as well as a taxi. (Rental car is no longer offered.)

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

## VCTC Welcomes Riders Back with Half-Price Fares

As of August, all **VCTC bus routes** resumed pre-pandemic service levels. Payment is contactless and fares are half off through Dec. 31.



# CALENDAR

## Events

**September is Rail Safety Month.** Get tips for staying safe around the tracks from Operation Lifesaver at [oli.org](https://oli.org).

**Metrolink is only \$10** to ride all day anywhere Metrolink goes on Labor Day, Monday, Sept. 6. (On holidays, Metrolink operates on its Sunday schedule.)

**An ETC Marketing Workshop** will be held Sept. 15 for employers in Los Angeles, Orange, Riverside, San Bernardino and Ventura counties. Look for an email invitation from your county rideshare agency coming soon or contact your rideshare representative.

**Car-Free Day** is Sept. 22—sign up/register on the Metrolink mobile app and you could get a free roundtrip ticket. (Details will be posted at [metrolinktrains.com](https://metrolinktrains.com).)

**National Drive Electric Week** is Sept. 25-Oct. 3. Find out more at [driveelectricweek.org](https://driveelectricweek.org).

**Rideshare Week** is Oct. 4-8, details are in this issue of **On the Go**, pg. 1.

**California Clean Air Day** is Oct. 6, [cleanairstay.org](https://cleanairstay.org).

## Network Opportunities

*Please note: Due to COVID-19 concerns, network meetings may be canceled or conducted via online platform—please contact organizers for more information.*

**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).

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**Compass at Playa Vista** meets regularly; call AaronGaul, 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

**IE Commuter Office Hours** — monthly online, interactive workshops on topics of interest to ETCs in Riverside and San Bernardino counties—are Sept. 8 and Oct. 13, 10-11 a.m. To sign up, email [info@iecommuter.org](mailto:info@iecommuter.org).

**Metro Rideshare/Shared Mobility offers free ETC Briefings** where Los Angeles area employers can learn about the transportation survey process. Until further notice, briefings are being offered online only. To sign up, send an email to [SharedMobility@metro.net](mailto:SharedMobility@metro.net); you will be sent a link with a password to log into the meeting. If you can't make that meeting, email Metro to set up a one-on-one virtual meeting. Upcoming ETC Briefings are Sept. 14, Oct. 19, and Nov. 16, 9:30-11:30 a.m.; contact Metro for information on how to participate on these dates.

**South Coast Air Quality Management District (AQMD) offers two-day ETC training** via Zoom for \$198.27. The next scheduled sessions are Sept. 14 and 16, Sept. 28 and 30, Oct. 12 and 14 and Oct. 26 and 28. For more information, contact the South Coast AQMD's training program at [etctraining@aqmd.gov](mailto:etctraining@aqmd.gov) or visit [aqmd.gov](http://aqmd.gov).



## ON THE GO

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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

IE Commuter Business: 1.866.RIDESHARE (866.743.3742)

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

### Metro Regional Rideshare/Shared Mobility

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Business: 213.922.2811  
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<http://thesource.metro.net/>  
Twitter: [@MetroLosAngeles](https://twitter.com/MetroLosAngeles)  
Facebook: [LosAngelesMetro](https://facebook.com/LosAngelesMetro)

### Ventura County Transportation Commission Commuter Services

751 E. Daily Dr., Ste. 420  
Camarillo, CA 93010  
Business: 951.352.8006  
[goventura.org/rideshare](http://goventura.org/rideshare)  
Twitter: [@GoVCTC](https://twitter.com/GoVCTC)  
Facebook: [GoVCTC](https://facebook.com/GoVCTC)  
Instagram: [@goVCTC](https://instagram.com/goVCTC)

### OCTA Share the Ride Programs

550 S. Main St., Orange, CA 92868  
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PO Box 14184, Orange, CA 92863  
Business: 714.636.RIDE option 4  
Twitter: [@GoOCTA](https://twitter.com/GoOCTA)  
Facebook: [OCTASharetheRide](https://facebook.com/OCTASharetheRide)

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