

# ON THE GO

## News for Your Employees

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## Getting the Most Out of the Transportation Survey

If you are an ETC at one of the thousands of Southern California worksites that conduct regular transportation surveys to comply with clean-air mandates, you're probably familiar with the process.

Once a year (or every other year in Ventura County) you distribute a survey to employees asking how they get to work in a particular week. The data collected from this survey establishes your worksite's rideshare rate, or "AVR" (average vehicle ridership).

You may survey because you *have to*, but did you know that it can also bring big benefits to your company?

The data that's collected can be a useful tool in many ways: Use it to

**YOU MAY SURVEY BECAUSE YOU HAVE TO, BUT DID YOU KNOW THAT IT CAN ALSO BRING BIG BENEFITS TO YOUR COMPANY?**

justify an increase in your rideshare budget. Reduce traffic around the

worksite. Help get employees into rideshare arrangements. Boost employee morale. Save money on parking and office expenses.

Here, we feature ways to make the survey process easier and more successful.

### Choose the Survey That's Fits Best for Your Worksite

Your county rideshare agency will provide you with survey forms that best suit the needs of your worksite. (Availability may vary based on county.)

- **Paper**—Long before technology came along and changed everything, employers surveyed employees by distributing and collecting paper surveys. While it's not as easy as other options, you may want some paper surveys for those employees who don't have access to computers or handheld devices.
- **Digital**—Send out the survey via email. Employees fill it out and submit it digitally.
- **Pre-populated**—You may be able to email out the survey with an employee's basic information (such as work hours and home address) already filled in. All they need to do is take a few minutes to



Continued on page 2 ➡

## Relief for High Gas Prices

California is sending money directly to millions of residents to help with rising costs and high gas prices.

The Middle Class Tax Refund (MCTR) is a one-time payment of \$200 to \$1,050. Those eligible will automatically receive a payment via check or direct deposit. Payments started in October and are expected to be issued through January 2023, according to the Franchise Tax Board.

For more information and to find out if you're eligible, visit [taxrefund.ca.gov](https://taxrefund.ca.gov) or call 800.542.9332.

## 'Tis the Season of Sharing

The holidays are almost here—and your Southern California rideshare agencies have ways that you can put the sharing into the season.

### "Stuff a Bus" with Toys for Kids

Transit agencies are partnering with KABC7 and the Southern California Firefighters for the annual Spark of Love Toy Drive.

You're asked to help "stuff a bus" full



Continued on page 4 ➡



📅 Calendar of Events

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## Transportation Survey

*continued from page 1*

fill in their commute data.

- **New QR code link**—You can be provided with a special barcode (QR code) that employees scan from their cellphones (much like a menu) to link automatically to the survey. Simply include the QR code in an email, in flyers and/or on posters around the office.



### 7 Tips for Getting a Higher Participation Rate with Less Hassle

You may understand how important the transportation survey is—but getting employees on board is a whole different matter. With all the emails and paperwork that cross their desks (especially if those desks are at home on some days), it's easy for the survey to get lost in the shuffle.

Here's how to get better results with less effort:

1. **If possible, send out the survey from the CEO**, along with a letter letting them know it's mandatory. Employees are more likely to take notice from the CEO's office than if it comes from the human resources or rideshare departments.

**YOU MAY UNDERSTAND HOW IMPORTANT THE TRANSPORTATION SURVEY IS—BUT GETTING EMPLOYEES ON BOARD IS A WHOLE DIFFERENT MATTER.**

2. **Promote, promote, promote.** Though you aren't allowed to tip off employees in advance that the survey week is coming, once you send out the survey, don't be shy about banging the drum. Send reminder emails.

Hold contests. Set up a table in the lobby offering to answer any questions they may have.

**YOUR TELEWORKERS NEED TO COMPLETE THE TRANSPORTATION SURVEY, EVEN IF THEY AREN'T COMING INTO THE OFFICE.**

3. **Include an incentive.** Something as simple as entering their names into a raffle or offering a \$5 coffee gift card to everyone who turns in their survey by the deadline can motivate employees to participate. It's an investment that will often more than pay off in the hours you'll save in follow-up calls.

4. **Your teleworkers need to complete the transportation survey**, even if they aren't coming into the office. In fact, this is a group that's important for your results since those are cars *not* coming into the worksite (thus, raising your AVR). Be sure to reach out to them personally or via email.

5. **Keep the deadline tight.** Even if you have a three-week window to collect surveys, don't let employees know that. Otherwise, they'll set it aside for "later"—which often never comes.

6. **Enlist managers to help.** As the deadline nears, send a list to managers (which you can easily print out if you conduct a survey digitally) of people in their department who've turned

in the survey. Let them handle tracking down those who haven't.

7. **Promote RideGuides as a free benefit—good for emergencies or commute planning.** They need to

answer "yes" to the question on the survey that asks if they want one. Because it provides personalized commute information

such as potential carpool partners and transit routing—even if they're not interested in ridesharing now—let them know that it's a smart tool to have on hand in case of emergency.





**YOUR COUNTY RIDESHARE AGENCY CAN HELP YOU THROUGH THE SURVEY PROCESS—AND THAT INCLUDES PROVIDING SURVEY FORMS ALL THE WAY THROUGH PROCESSING DATA, CALCULATING AVR AND TEACHING YOU WAYS TO USE THAT DATA TO IMPROVE YOUR RIDESHARE RESULTS.**

### Once You Get Your Survey Data, Put It to Good Use

Your county rideshare agency will process your transportation surveys.

They'll provide you with the AVR data you need to submit to your local clean air agency—whether the South Coast AQMD's Rule 2202 or the **Ventura County Air Pollution Control District's Rule 211**.

You can use that data for more than meeting mandates.

Easily identify where there are clusters of employees to set up carpools or vanpools. Provide

RideGuides for employees on an ongoing basis. Generate data for management that shows ways that your rideshare program is effective.

Do emergency carpool matching if someone quickly needs a ride.

### Get Help with the Survey Process

Your county rideshare agency can help you through the survey process—and that includes providing survey forms

all the way through processing data, calculating AVR and teaching you ways to use that data to improve your rideshare results. ■



To find out more:

**Los Angeles**—Find an upcoming briefing at [metro.net](https://metro.net) or call 213.922.2811.

**Orange**—Visit [octa.net](https://octa.net) or call Kristopher Hewkin at 714.560.5331 to schedule a briefing or consultation.

**Riverside/San Bernardino**—IE Commuter holds monthly workshops (see Calendar) visit [IECommuter.org](https://IECommuter.org) or call 1.866.RIDESHARE (743.3742) to talk to a rideshare specialist.

**Ventura**—Visit [goventura.org](https://goventura.org), or call 951.352.8229 to set up a one-on-one consultation.



## Season of Sharing

*continued from page 1*

of new toys for underserved families.

For details on upcoming dates and locations, visit [abc7.com/sparkoflove](https://abc7.com/sparkoflove).

### Celebrate the Holidays on the Train & Save

On Thanksgiving Day, Christmas and New Year's Day, Metrolink will run on its Sunday schedule and price—so it's only \$10 to travel all day, anywhere Metrolink goes.



### Share the Ride & Skip the Hassle of Parking

The hassle of traffic and parking can take all the fun out of holiday outings or make shopping for gifts a chore. Skip the drive and take an on-demand shared service to your favorite destinations. You'll get door-to-door service at an affordable price.



In Los Angeles County, **Metro Micro** is shared, on-demand service with vehicles holding up to 10 passengers. Rides are currently being offered at an introductory price of just \$1. Zones include:

- El Monte
- Highland Park/Eagle Rock/Glendale
- Altadena/Pasadena/Sierra Madre
- Northwest San Fernando Valley
- UCLA/Westwood/VA Medical Center

In Orange County, **OC Flex** offers shared service in zones that include parts



of Aliso Viejo, Laguna Niguel and Mission Viejo. It's just \$4.50 to ride all day paying via app (or \$5 cash).



In San Bernardino County, **Omnitrans's OmniRide** services zones in Chino/Chino Hills, Upland and Bloomington. Fares are \$4 per ride and include a day pass to Omnitrans bus service on day of travel.

### Run Holiday Errands in a Row...and with a Friend

Why pour all your money into your gas tank when you can use it for holiday fun instead? Some tips:

- Instead of making separate trips, run your holiday errands in a row. Called "trip-chaining," it allows you to restart a warmer, therefore more fuel-efficient engine.

- Even better, buddy up with a friend or family member instead of driving separately to save on gas.

- Drive only as far as a nearby Park & Ride lot to catch a bus or train the rest of the way to shopping centers and holiday



attractions. Some Park & Rides also allow carpoolers to meet up for free.

Find lots near you at [go511.com](https://go511.com).

### Go Metro to the Rose Bowl

Avoid traffic and the hassle and expense of parking by taking Metro if you're going to the Rose Bowl on Jan. 1. Details and special event hours will be available at [metro.net](https://metro.net). ■

### In the Event of a Possible Railroad Strike...

If Metrolink service is interrupted due to a possible railroad workers' strike\*, here are resources you can pass on to employees looking for alternate ridesharing arrangements:

- Call 511 or visit [go511.com](https://go511.com) for alerts, transit routing and help with other transportation options
- Get customized ridematching—including carpool partners, vanpools and transit itineraries—at [ridematch.info](https://ridematch.info) (Los Angeles/Orange/Ventura) or [IECommuter.org](https://IECommuter.org) (Riverside/San Bernardino).
- **See pg. 8** for Southern California rideshare agency contact information.

\* As of publication, negotiations were still in progress



# LOS ANGELES COUNTY

## Introducing...Metro's K Line, Now Open!

Metro last month opened the first segment of its new K Line rail service, which will serve the communities of West Adams, Jefferson Park, Baldwin Hills, Leimert Park, Hyde Park, Inglewood, Westchester and more.

The K Line's first segment to open serves the Crenshaw Corridor, Inglewood and Westchester with seven stations now open.

Transit riders can reach the K Line via the E (Expo) Line that runs between downtown Los Angeles and downtown Santa Monica. Metro Bus Lines that connect to the K Line include Lines 40, 108, 111 and 210.

The K Line runs every 10 minutes during weekday peak hours, every 12 minutes during off-peak weekday hours and weekend days and every 20 minutes in early mornings and evenings after 8 p.m.

For more information, visit [kline.metro.net](http://kline.metro.net).



## Metro Services Changes Bring More Buses, More Often

Metro recently made service changes to some bus lines, allowing riders a shorter wait between buses. Changes include:

- Increasing frequency and adding trips on more than a dozen bus lines
- Changing Line 40, Line 11, Line 210, 211, 215 to now make stops at the newly-opened K line stations
- Adding the new Line 857C and K Line Link, between the K Line's Westchester Station and the C Line's Aviation/LAX Station. The purpose of this route is to provide a transit link between the two stations until rail service opens between the K and C Lines.

For details, visit [thesource.metro.net](http://thesource.metro.net). You can also look for changes to a particular bus line at [metro.net/mybus](http://metro.net/mybus).

# ORANGE COUNTY

## OCTA Celebrates 50 Years of Bus Service

The Orange County Transportation Authority (OCTA) recently celebrated the golden anniversary of bus service in Orange County with remembrances of innovations such as:

- The launch of Dial-A-Ride service in 1973
- The first OC Park & Ride in 1974
- Navigating a surge in ridership during the gas crisis of 1979
- And more recently a rebranding of its fleet from OCTA to OC Bus and a launch of hydrogen fueled technology.

Through the years, OCTA has continued to champion programs that help people share the ride, and many of these can help improve your rideshare program, such as **new bus pass programs, Bravo! express bus service, the launch of OC Flex on-demand service, free rides for students** and more.

To keep the celebration going, **OCTA is inviting riders to share their stories** and tag them on social media at #OCBus50.



## Save On Local Attractions with OC Metrolink

A great way to introduce employees to ride Metrolink for the commute is to show them how easy it is to ride for weekend fun. With special discounts, it's also affordable.

**Metrolink offers deals to riders** when they show their Metrolink pass, from local attractions to restaurants and more.

Plus, it's only \$10 all day for unlimited rides on Metrolink Saturdays and Sundays. Kids under 17 ride free. Monthly passholders also ride free on weekends.



# RIVERSIDE/ SAN BERNARDINO COUNTY

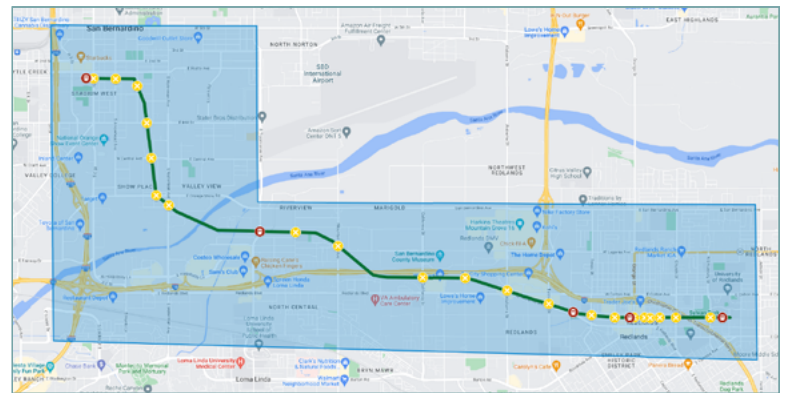
## Introducing...the Redlands Arrow Rail Service

The much-anticipated **Arrow rail service** is now underway. This nine-mile track includes four new stations and runs between a new station at the University of Redlands and Metrolink's existing San Bernardino-Downtown Station.

Trains connect daily to and from Metrolink's San Bernardino and Inland Empire-Orange County lines.

Arrow is also served by sbX Rapid Transit, Mountain Transit, Omnitrans, Pass Transit and Victor Valley Transit. It features clean-technology train cars—seating nearly 120 passengers and reaching speeds up to 79 mph.

Riders can transfer to an **SB Connect shuttle** between the Arrow and Metrolink service at the San Bernardino Transit Center and the downtown area.



## Ready for the Spotlight?

San Bernardino and Riverside county commuters have a chance to win a monthly prize valued at \$100 when

they rideshare to work. They're automatically entered in the **Rideshare Spotlight** drawing when they log their daily commute at [IECommuter.org](https://IECommuter.org). If you work from home, logging your trips enters you to win in the **Telework Spotlight**.



## Improvements Underway on Moreno Valley/March Field Metrolink Station

Construction is now underway on **improvements to the Moreno Valley/March Field Metrolink Station**. This station serves Metrolink's 91/Perris Valley Line and is the midpoint between the Perris-Downtown Station and the Riverside-Downtown Station.

When complete in spring of 2024, it will feature an extended platform to accommodate Metrolink's typical six-car trains. It also will upgrade 2.5 miles of track that are part of a future nine-mile double-track corridor south of the station.

Passengers may be affected by construction activities on and near the platform. This work is not expected to affect the parking lot and bus areas.

For details and construction updates, visit Riverside County Transportation Commission at [rctc.org/moval](https://rctc.org/moval).







# VENTURA COUNTY

## Free Rides on Veteran's Day

U.S. military veterans as well as active military can ride Ventura County buses for free on Friday, Nov. 11, Veteran's Day.

To qualify for a free ride, veterans should show their valid veteran's identification to the bus driver upon boarding any participating fixed-route bus service.

Veterans without proper identification will be asked to share their branch, dates and location of service with the bus driver.



## Youth and Students Ride Free Every Day

Did you know...?

Youth 18 and under and those over 18 enrolled in high school can ride any public transit bus in Ventura County for free, anytime, anywhere. High school aged youth should be prepared to show ID to board for free.

Ventura County college students can also ride free. Students at University of California Santa Barbara and Santa Barbara City college were recently added to be eligible for free rides. The program also includes students enrolled at California Lutheran University, California State University Channel Islands, Moorpark College, Oxnard College and Ventura College.

They simply show the driver or tap their school ID in order to board.

Both pilot programs will continue through the 2022-23 academic year.

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

# CALENDAR

## Events

**Ventura County buses will offer free rides** for veterans Nov. 11, Veterans Day. For a list of participating providers, visit [goventura.org](https://goventura.org).

**The Association for Commuter Transportation (ACT) annual TDM Forum** is Nov. 15-16 in Atlanta, GA. In addition to sessions on the latest in transportation, the forum also features the ACT 40 Under 40 Awards and the TDM Excellence Awards. For details, visit [actweb.org](https://actweb.org).

**Ride Metrolink for \$10 all day** on Thanksgiving Day, Christmas and New Year's Day. Trains will run on their Sunday schedule so consult [metrolinktrains.com](https://metrolinktrains.com) for schedule information.

**Donate Toys for Kids**—Help “stuff a bus” full of new toys for underserved families. For times and locations, visit [abc7.com/sparkoflove](https://abc7.com/sparkoflove).

**Go Metro to the Rose Bowl** on Jan. 1. Details and special event hours will be available at [metro.net](https://metro.net).

## 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, [director@btmo.org](mailto:director@btmo.org).

Continued on page 8 ➔

**Go Glendale** meets regularly; call 213.425.0955; email [director@goglendale.org](mailto:director@goglendale.org).

**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 or email [kelly@spectrumotion.com](mailto:kelly@spectrumotion.com).

**LAX TMA** has a TMA underway; email [mmolina@lawa.org](mailto:mmolina@lawa.org) or [tbackstrom@lawa.org](mailto:tbackstrom@lawa.org).

**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 them at [info@GoSaMoTMO.org](mailto:info@GoSaMoTMO.org), or 213.425.0955.

**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 Nov. 9 and Dec. 14, 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 Nov. 9 and Dec. 7, 9:30- 11:30 a.m.

**South Coast Air Quality Management District (AQMD)** offers two-day ETC training via Zoom for \$211.16. The next scheduled sessions are Nov. 1 and 3, Nov. 15 and 17 and Dec. 6 and 8. 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).



**Metro**



## 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)

Twitter: [@IECommuter](https://twitter.com/IECommuter), [@TheRCTC](https://twitter.com/TheRCTC), [@goSBCTA](https://twitter.com/goSBCTA)  
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Instagram: [@iecommuter](https://instagram.com/iecommuter), [@therctc](https://instagram.com/therctc), [@gosbcta](https://instagram.com/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  
[SharedMobility@metro.net](mailto:SharedMobility@metro.net)  
<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  
Mailing address:  
PO Box 14184, Orange, CA 92863  
Business: 714.636.RIDE option 4  
Twitter: [@GoOCTA](https://twitter.com/GoOCTA)  
Facebook: [OCTASharetheRide](https://facebook.com/OCTASharetheRide)

### Commuter Information 511

[Go511.com](http://Go511.com)  
Los Angeles/Orange/Ventura counties  
[GO511.com](http://GO511.com)  
Riverside/San Bernardino counties

For a list of Park and Ride lots in the Inland Empire, visit [Go511.com/ParkAndRide](http://Go511.com/ParkAndRide).