

ONTHEGO

News for Your Employees

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8 Great Ways to Get Employees to Ride Transit



Riding the bus or train to work can save employees money, wear and tear on their vehicles—and also spares them the stress of driving.

Over the past year, transit agencies have been restoring service to pre-COVID levels. There are more buses, more trains and more frequent service.

Here, we feature some ways to increase transit ridership at your worksite:



1. Teach employees the “ins and outs” of riding the bus or train. Some people don’t ride transit because they don’t know the ropes. Do they have to pay in cash? Can they bring a bike on board? How do transfers work?

Consider hosting a workshop (in-person or virtual) to give the basics of riding transit. Another fun way to get them onboard: Organize a lunchtime “field trip” to a local restaurant where you get there together via transit.



2. Promote discounts.

Transit is a low-cost alternative to driving alone, and riders may qualify to save even more.

Transit agencies routinely offer discounts for seniors, people with disabilities and students.

Employees may also qualify for low-income discounts, such as **Metro’s new LIFE program**. If they don’t need to pay

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Introducing... SoCal511.com

SoCal511.com is now where Southern Californians can go to get up-to-the-minute transportation information. It features traffic maps and alerts, transit routing, Park & Ride lot maps, resources for biking, carpooling and vanpooling and more.



SoCal511 serves the counties of Los Angeles, Orange, Riverside, San Bernardino and Ventura.

Students Save 25% on Metrolink Fares

This spring, students of any age are eligible for a 25% student discount. Simply select the student fare type when purchasing your ticket at any Metrolink ticket machine or on the Metrolink Mobile App. A valid Student ID must be available upon fare inspection. Get details at metrolinktrains.com.



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8 Great Ways to Get Employees to Ride Transit

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per ride, they can save with multi-day or monthly passes (and some agencies now offer “fare capping” so the cost for those paying per ride never exceeds the multi-pass price).

Loyalty programs (like [Metrolink’s SoCal Explorer](#)) allow riders to earn points toward future free travel, as well as get discounts at area restaurants, merchants and more.



3. If you provide transit benefits or subsidies, make them available to part-time as well as full-time riders. Many

people are working hybrid schedules. If you subsidize the cost of monthly transit passes, can you also subsidize per-day passes? Or passes such as [Metrolink’s 5- or 10-Day Flex Passes?](#) That way, people who telework can enjoy the same perks as those who commute on a daily basis.



4. Allow employees to buy fares using pre-tax dollars. Even if your company can’t afford to subsidize the cost

of transit, you can help make it more affordable by allowing employees to pay for fares using pre-tax dollars (lowering their overall taxable income).

For details, ask your county rideshare representative or your tax consultant.

OVER THE PAST YEAR, TRANSIT AGENCIES HAVE BEEN RESTORING SERVICE TO PRE-COVID LEVELS. THERE ARE MORE BUSES, MORE TRAINS AND MORE FREQUENT SERVICE.



5. Let them know about apps and other resources that reduce waiting.

Apps like [Transit](#) provide real-time bus arrivals.

Riders can better time when they get to the bus stop or train station so they don’t waste time waiting.

Many transit agencies (including [Metrolink](#)) have their own real-time bus and train trackers.



6. Sign up for Guaranteed Ride Home (GRH). This program—free to your company—takes the worry out of ridesharing.

It provides no-cost rides home in case of emergency. GRH is available in the [Los Angeles, Orange, Riverside and San Bernardino county region](#) and in [Ventura County](#).



7. Provide transit routing information and encourage employees to check their route regularly. Google Maps

has a transit feature for door-to-door transit routing. Or you can use [the Trip Planner at SoCal511.com](#). Routing is also available via apps like [mapmyride.com](#).

Transit routes change, so riders should check regularly to see if a better route crops up.

If there isn’t a convenient route from home, can they drive to a Park & Ride along their route and catch a bus or train there?



8. Solve the “last mile” problem. If your office is too far from a bus or train station for employees to walk, there may be other

ways they can travel the final leg.

Give employees information about bringing their bikes on board the bus or train.

Look to see if you have micro transit options for your region, such as [Metro Micro](#) in Los Angeles, [OC Flex](#) in Orange, [Go Micro](#) in Riverside and [OmniRide](#) in San Bernardino.

[Metrolink trains are served by fixed-route shuttles](#) that can close the gap between the train and the worksite. ■



Celebrate Clean Air on Earth Day

Earth Day is April 22, and it's a great time to remind employees about how ridesharing can help reduce the emissions that cause smog. On average, you can prevent about a pound of pollutants for every mile you *don't* drive.

Earth Day organizers offer a fun guide featuring **52 Ways to Invest in Our Planet**—from driving less to switching to a clean-fuel vehicle to buying less plastic and more.

You can also link to a **personal carbon footprint calculator**—see how those changes you make (like ridesharing) can add up.

Go to earthday.org to find out about virtual and in-person Earth Day events.



Rides on Metro Bus and Rail will be free all day on April 22 in celebration of Earth Day. Get details at metro.net.

Remote Work Frees Up Time

Working from home saves commuters around the world 72 minutes a day, according to **a recent study by the National Bureau of Economic Research**.

The study collected commute times from workers across 27 countries over the past two years, as companies shifted to at-home work during the pandemic.

U.S. teleworkers save just under an hour (55 minutes).

MANY PEOPLE SPEND THAT EXTRA TIME THAT THEY AREN'T COMMUTING DOING WORK.

Remote staff in China enjoyed the greatest time savings, at more than an hour and 40 minutes a day.

When accounting for people who continued to commute during that period, the economists estimate that work-from-home saved about two hours of travel time per worker weekly, on average. That amounts to 2% of a 46-hour work week (with 40 hours of work and six hours of commuting).

An incentive for businesses to continue allowing telework: Many people spend that extra time that they aren't commuting doing work.



Get Geared Up for Bike Month



May is Bike Month, and Bike to Work Day is Thursday, May 18. Your Southern California transportation agencies have plenty in store to get your employees into two-wheeled commuting.

Look for details in the May issue of *On the Go*. In the meantime, there are a few things you can do to get ready for the big event:

Make sure your workplace has bike parking or storage. Employees are less likely to bike to work if they don't have a safe place to stow their bikes.

If you don't have bike parking, is there a secure room that can be designated as bike storage? Or can employees bring their bikes into their offices?

Identify nearby bike resources. Are you located near bike paths or bike lanes? A **Metro Bike Share** facility? Bike share facilities such as the **Long Beach Bike Share station**? Many people don't currently bike to work because they don't want to mix with traffic, or they

don't want to make the investment in a bike until they're sure they want to bike commute regularly.

Plan an event or promotion at the worksite. Profile bike commuters in your company newsletter. Greet cyclists with juice and bagels as they arrive at the worksite on Bike to Work Day. Offer special Bike Month-themed incentives. Assist with bike routing. Host a bike safety workshop.

These types of promotions help you thank current bicyclists while you recruit new riders.



LOS ANGELES COUNTY

Dodger Stadium Express Takes You Out to the Ballgame

Baseball fans can again get to games at Dodger Stadium without the hassle and expense of driving and parking with the Dodger Stadium Express.



These buses run to and from the stadium from two locations: Union Station in downtown Los Angeles and the South Bay Harbor Gateway Transit Center in Gardena.

It's free to ride (though regular fares apply on all other connecting bus and rail services).

Find out more at metro.net.

No Fooling: Metro Turns 30 on April 1



The Los Angeles County Metropolitan Transportation Authority (Metro) celebrates 30 years as the sole transportation authority for Los Angeles County.

Prior to April 1, 1993, transportation services

were provided by two agencies: Southern California Rapid Transit District (RTD) and Los Angeles County Transportation Commission (LACTC).

Metro will be celebrating throughout the month with special events—join them on [Facebook](https://www.facebook.com/metro) and [Twitter](https://twitter.com/metro), or get updates at the blog thesource.metro.net.

Free Metro Rides on Earth Day

Earth Day is April 22. To celebrate clean air efforts, riders can board Metro Bus and Rail for free all day long.



ORANGE COUNTY

Thank a Bus Driver—Win a Bus Pass

National Transit Operator and Worker Appreciation Day is March 18. In honor of the occasion, OC Bus riders are asked to thank their coach operator and leave a positive comment online at octa.net for a chance to win a 30-Day OC Bus Pass.



Win Metrolink Tickets to Get to the Swallows Day Parade

Take a Metrolink Daycation to the Swallows Day Parade in San Juan Capistrano on March 25. Enter to win two round-trip Metrolink tickets at octa.net/MetrolinkWeekends.

Regular Metrolink 1-Day fare is \$10 for adults on weekends, and kids 17 and under ride free.



Sign Up for Next Stop for the Latest News for OC Transit Riders



Next Stop—a free monthly online newsletter for those who ride OC Bus, OC Flex, Metrolink, and the upcoming OC Streetcar—is packed with news about saving, discounts, great places to

go and how to get the most out of your ride.

Sign up to have it delivered to your email inbox at octa.net.

Then pass the news on to your employees!

RIVERSIDE/ SAN BERNARDINO COUNTY

Arrow Fares Just \$1

For a limited time, fares to ride San Bernardino's Arrow are just \$1.

Arrow trains run nine miles between University of Redlands and Metrolink's San Bernardino-Downtown Station—with daily connections to and from Metrolink's San Bernardino and Inland Empire-Orange County lines.

For more information, visit metrolinktrains.com/arrow.



RTA Introduces GoMobile App



Riverside Transit Agency (RTA) riders can now manage their trips using the GoMobile app, available for download at riversidetransit.com.

GoMobile is an all-in-one mobile app where you can buy passes, pay fares on your phone, plan your trip, view estimated bus arrival times and get service alerts.

Ride Micro-Link Free Until March 31

Micro-Link is the new on-demand micro transit program serving a zone of South Victorville, North Victorville and Hesperia. Curb-to-curb rides can be scheduled weekdays via the Micro-Link app or by calling 760.244.4000.

Until March 31, rides on Micro-Link (usually \$4) are free.

Get details at vta.org/microlink.



VENTURA COUNTY

Ventura Transit Is Going Electric

Ventura County Transportation Commission (VCTC) will soon be rolling out five new electric buses in partnership with Santa Barbara County. The buses are fully electric and part of VCTC's commitment to clean air efforts.



Pictured here: One of the new electric buses getting painted and ready to roll soon.

Biking Ventura County: Get the Free Guide

Learn about biking in Ventura County with a new **bicycling guidebook from VCTC**.

It gives tips and how-to instructions—whether you're interested in bike commuting, recreational biking or cycling outings with the family.

Discover shared use paths and separated bike lanes. Get tips for making a route to your favorite Ventura County destinations. Find your best route on the bikeways map.

The guide, an online version of the map and other bike resources, can be found at goventura.org/bike.



CALENDAR

Events

National Transit Operator and Worker Appreciation Day is March 18—take a minute to thank a transit worker!

The Spring Rideshare Marketing Workshop for employers in Los Angeles, Orange and Ventura counties is April 18, 9 a.m.–12 Noon. It will be held virtually via Teams and will count as a marketing strategy for Rule 2202 and Rule 211 mandates. Topics include Commuter Choice tax benefits, Bike Month, managing hybrid employees and ideas for ways to market your rideshare program, among others.

Thinking of joining the Association for Commuter Transportation (ACT)? Sign up by March 31 to lock in annual membership dues at the current \$575 rate. Get details at actweb.org.

April is Earthquake Preparedness Month. Get your employees ready for commuting in crisis conditions; contact the California's Office of Emergency Services at caloes.ca.gov or your local Red Cross office.

The next Ciclavia, an event where people can enjoy safe bicycling and walking on open streets, is April 16 with the theme "Mid City Meets Pico Union," ciclavia.org.

Earth Day is April 22, a day to address climate issues and ways ridesharing can contribute to cleaner air. Rides on Metro Bus and Rail will be free for the day. Look for other events at earthday.org.

OCTA runs free docent-led hikes on the wilderness preserves it protects. The next hike is April 22, 9-11 a.m. at the **Pacific Horizon Preserve in Laguna Beach**, octa.net.

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626 Golden Streets: Heart of the Foothills open streets event is April 23, 9 a.m. - 4 p.m., 626goldenstreets.com.

May is Bike Month, and Bike to Work Day is May 18. Look for details on events and special promotions in the May issue of *On the Go*.

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.

Go Glendale meets regularly; call 213.425.0955; email 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.

LAX TMA has a TMA underway; email mmolina@lawa.org or tbackstrom@lawa.org.

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 info@GoSaMoTMO.org, or call 213.425.0955.

Torrance Transportation Network meets regularly; call Kim Fuentes at 310.371.7222.

Training

IE Commuter Office Hours — monthly online, interactive workshops on topics of interest to ETCs in Riverside and San Bernardino counties—are March 8 and April 12, 10-11 a.m. To sign up, email 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; 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 March 15, April 12 and May 24, 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 March 7 and 9, March 21 and 23, April 4 and 6 and April 18 and 20. For more information, contact the South Coast AQMD's training program at etctraining@aqmd.gov or visit aqmd.gov.

ON THE GO

Editor/Writer: Jill Smolinski

Design: Lentini Design & Marketing, Inc
Hilary Lentini, Leanna Hanson

For subscription information or to change your **ON THE GO** email 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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Blog: <http://www.rctc.org/the-point/>

LinkedIn <https://www.linkedin.com/company/ie-commuter/>

Metro Regional Rideshare/Shared Mobility

One Gateway Plaza
MS 99-19-06

Los Angeles, CA 90012-2952

Business: 213.922.2811

SharedMobility@metro.net

<http://thesource.metro.net/>

Twitter: [@MetroLosAngeles](https://twitter.com/MetroLosAngeles)

Facebook: [LosAngelesMetro](https://www.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

Twitter: [@GoVCTC](https://twitter.com/GoVCTC)

Facebook: [GoVCTC](https://www.facebook.com/GoVCTC)

Instagram: [@goVCTC](https://www.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://www.facebook.com/OCTASharetheRide)

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