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Mark Your Calendars for 2015's Big Rideshare Happenings

Get in on the many exciting rideshare events coming up for 2015. (Note: info on some events may not be available online until closer to actual date.)

JANUARY

Jan. 14—Metro Average Vehicle Ridership (AVR) briefing, which helps ETCs better navigate the surveying process; [click here](#) for 2015 Briefings schedule

Jan. 26—Association for Commuter Transportation (ACT) Southern California general membership meeting and tour of ARTIC transportation center in Anaheim, [socialact.org](#)

FEBRUARY

IE Commuter rideshare marketing certificate class, 1.866.IECS4HELP

MARCH

March 1-7—Telecommuter Appreciation Week, sponsored by the American Telecommuting Association, 1.800.ATA4YOU, [yourata.com](#)

March 19—ACT bike event/workshop and marketing certificate workshop, [socialact.org](#)

Also in March:

- OCTA marketing workshop, RSVP at sharetheride@octa.net

APRIL

Earthquake Preparedness Month, get your employees ready for commuting in crisis conditions; contact [oes.ca.gov](#) or your local Red Cross office

April 22—Earth Day, [earthday.org](#)

April 22—Administrative Professionals' Day, give a coworker a ride to work, [iaap-hq.org](#)

April 26—Bike Festival at Huntington Beach Pier Plaza, 9 a.m.-1 p.m.

April 30-May 1—ACT Southern

California conference, where you can network with local ETCs and get program help and information, [socialact.org](#)

Also in April:

- Metro marketing certificate workshop, contact rideshare@metro.net

MAY

Clean Air Month, sponsored by the American Lung Association, 1.800.LUNG.USA, [californialung.org](#)



What's Your New Year's Rideshare Resolution?

We asked ETCs to tell us their rideshare resolutions for 2015. What are you doing differently or better to get your employees to rideshare in the New Year? Here's what they had to say...

“(I plan to) designate a number of ridesharers as ‘rideshare ambassadors’ and encourage them to talk up the benefits of ridesharing to their fellow employees.”

—Bonnie J. Oakleaf, Automobile Club of Southern California

“Our goals are to install 20 electric vehicle charging stations ... and to increase the subsidy for our employees—we currently pay 50% of a monthly pass or vanpool lease.”

—Erika Garcia, Children's Hospital Los Angeles



Metro



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Mark Your Calendars (continued from p. 1)

National Employee Health and Fitness Month, a chance to extol the benefits of biking/walking to work, physicalfitness.org

May 10-16—National Transportation Week, highlighting careers in transportation, dot.gov

May 14—Bike to Work Day, sponsored by local agencies and part of Bike Commute Week, May 11-15, bikeleague.org

Also in May:

- Rideshare Diamond Awards, celebrating outstanding programs in Los Angeles, Orange and Ventura counties

JUNE

June 5—World Environment Day, started by the United Nations to raise awareness of environmental issues worldwide, unep.org/wed

Also in June:

- Dump the Pump Day, sponsored by American Public Transportation Association, get free marketing materials at apta.com
- IE Commuter rideshare marketing certificate class, 1.866.IECS4HELP

JULY

July 25-29—ACT International Conference in Baltimore, MD, actweb.org

AUGUST

Aug. 5-16—Visit Ventura County Transportation Authority at the Ventura County fair, goventura.org

Also in August:

- OCTA Rideshare Week kickoff and marketing certificate workshop, RSVP at sharetheride@octa.net

SEPTEMBER

Sept. 18—PARK(ing) Day, transform land for autos into a place for people for a day, <http://parkingday.org>

Also in September:

- Metro rideshare marketing certificate workshop, contact rideshare@metro.net
- IECS Rideshare Week kickoff and marketing certificate workshop, contact 1.866.IECS4HELP
- Traffic Reporters' Luncheon & Golden Pylon Awards honoring excellence in rideshare reporting

OCTOBER

Oct. 5-9—California Rideshare Week, promoting alternatives to driving alone; contact your local rideshare agency and watch for future issues of

On the Go

Oct. 21—ACT professional development workshop and marketing certificate workshop.

NOVEMBER-DECEMBER

Nov. 17—ACT public policy webinar, socialact.org

Winter of 2015: the expected official opening of Ventura County's first carpool lane on Highway 101, goventura.org.

Also in Nov/Dec:

- Metro, OCTA and Omnitrans "Stuff a Bus" in coordination with Spark of Love Toy Drive, metro.net, octa.net, omnitrans.org, abclocal.go.com/kabc



What You Need to Know About **Carpool Lanes**



1. Orange County to Switch to Continuous Access—Motorists using carpool lanes in Orange County will soon be able to enter and exit these lanes at any point, according to a recent decision by OCTA and Caltrans. The county was the first in Southern California to offer continuous access lanes, beginning on SR-22 in 2007. The expansion to all Orange County carpool lanes will occur concurrent with completed construction projects.

2. Clean Air Vehicles Get Extension—Vehicles with green and white DMV stickers have received an extension to use the carpool lanes until 2019, regardless of occupancy.

3. Metro ExpressLanes Here to Stay—The governor recently signed a law that makes Metro **ExpressLanes on the 10 and 110**—originally launched as a one-year demonstration project—a permanent fixture.

ExpressLanes allow solo drivers to access the lanes for a fee, while allowing carpools to use the lanes free, provided they meet minimum occupancy requirements and have a transponder on the vehicle.



FUN FACT:

If you're sitting in your car complaining about traffic, remember... you ARE traffic.

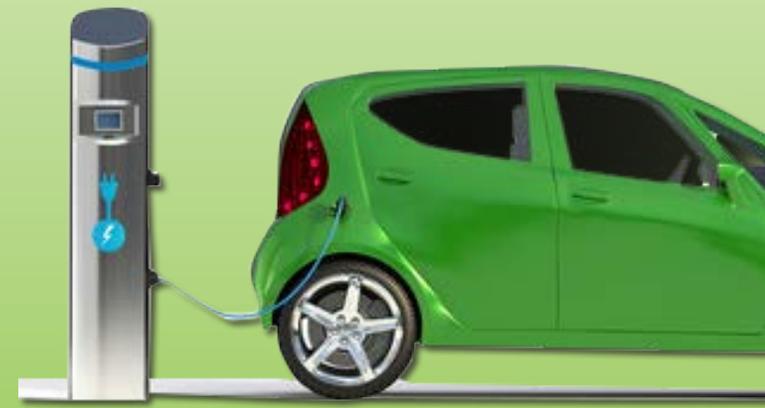
Plugged In: EVs & Changes to Rule 2202

The South Coast Air Quality Management District (SCAQMD) may soon allow companies Rule 2202 compliance credits when they install and operate electric vehicle charging stations at the worksite.

Currently under Rule 2202, employers are allowed to count a trip made by a solo driver in an electric vehicle as a “zero trip” for vehicle ridership tracking purposes. These changes would expand the rule’s support of electric vehicles by also giving credits to employers for providing charging for those vehicles once they arrive at the office.

The AQMD is creating an emission reduction quantification protocol for electric vehicle charging stations credits. The draft is available at aqmd.gov, and the final is expected to be adopted early this year.

For more information on Rule 2202 credits for EV charging stations—as well as to learn about available incentives or grants to help with purchasing or leasing electric vehicles or installing charging stations—contact Judi Masuda with Clean Fuel Connection at 626.354.8232.



Los Angeles

Metro Rewards Books Now Available

The new Metro Rewards books are in and available to Los Angeles county employers. These special coupon books are made in partnership with Entertainment books and give your employees who rideshare more than \$1,000 in discounts at merchants near where your worksite is located.

In addition, once employees have the coupon book, they can sign up for online savings on more than 200,000 discounts nationwide, including dining, sporting events, attractions, shops, grocery stores, travel and more.

A mobile app makes using discounts easy, allowing access using a smart phone or tablet.

To sign up for Metro Rewards benefits and get coupon books for your commuters, contact Metro Rideshare at rewards@metro.net or call 213.922.4844.

Metro Is Rolling Out Better, Easier TAP Vending Machines

Metro this month is unveiling the first phase of its new TAP vending

machine screens, starting at Union Station. Based on feedback from commuters, Metro redesigned screens to make purchases easier for first time riders, as well as faster for all users.

New features include:

- Color display screens with bigger fonts;
- A green task bar added to the top of each screen to let customers know where they are in the purchasing process and to ensure transactions are properly completed;
- Customized help screens;
- User-friendly graphics and animation.

The next phase of improvements will focus on new functionality, adding eight additional languages and group



TAP card purchasing as well as installing the new vending machines to additional Metro stations.

The Newest to the TAP Network: PV, Monterey Park and Santa Monica

The TAP network continues to grow with its newest additions, the Palos Verdes Peninsula Transit Authority, the Monterey Park Spirit Bus, and in March, Santa Monica's Big Blue Bus.

"Instead of handling cash and tokens, now riders can tap their valid TAP card on the validator when boarding. TAP officials say they will continue to add local bus systems in Los Angeles County to TAP in order to provide a seamless, regional transportation system," according to Steve Hymon with Metro's The Source blog.

Current TAP partners include: Access Services, Antelope Valley Transit Authority, Culver City, Foothill, Gardena, Long Beach, Los Angeles Department of Transportation, Montebello, Norwalk, PV Transit, Pasadena ARTS, Santa Clarita and Torrance (line 4 only). Metrolink has its own TAP enabled tickets.

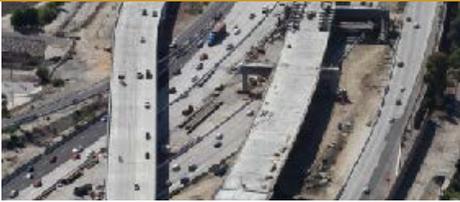
For details on how to buy and use TAP cards, visit taptogo.net.

Orange

Carpool Lane Connectors Open Between I-405, SR-22 and I-605

Drivers can now travel in the carpool lanes from the Garden Grove Freeway (SR-22) to the San Diego Freeway (I-405) to the San Gabriel Freeway (I-605), and the reverse, without ever having to exit the carpool lanes, thanks to the opening of carpool lane connectors last month.

The \$297 million project allows for seamless transitions between the three freeways eliminating the merging and weaving of cars that previously occurred, a major cause [More >](#)



of congestion, according to Orange County Transportation Authority (OCTA). In addition, the project adds a second carpool lane on I-405 in both directions between SR-22 and I-605.

"The opening of the West County Connectors means the long road of construction in the area is winding down and we want to thank all of the commuters and the surrounding communities who have patiently endured the work throughout the past four years," says OCTA Chairman Shawn Nelson.

For more information, go to octa.net.

Guess Where You'll Find the Best Streets in the State?

The condition of Orange County's streets and roads is ranked the best in the state, according to a report released this week by SaveCaliforniaStreets.org.

The report, compiled with the help of the League of California Cities and regional transportation agencies, ranks streets on a scale of 0 (worst) to 100 (best). Orange County's streets average a 77, while the state average is 66.



OCTA credits part of the reason their streets are so good to Measure M, the county's half-cent sales tax for transportation projects. Last year the county administered nearly \$70 million for local improvements and other transportation projects.

Los Angeles rated a 66; Ventura County 70 and San Bernardino, 71. The county with the worst streets: Amador County in central California, which rated half the national average at 33.

ARTIC Transit Center Now Up & Running

Orange County's new transportation hub, ARTIC, held its grand opening, introducing residents and visitors to the many services it has to offer, including Metrolink, Amtrak, Anaheim Resort Transportation,



shuttles, taxis, bikes, OCTA buses and other public/private transportation providers, as well as features from Wi-fi to bike parking to book vending stations.

Details are at articinfo.com.

San Bernardino

Saluting Those Who Served

On Jan. 5, Omnitrans will introduce a new reduced fare category for military veterans. Those who have served in the US Air Force, Army, Coast Guard, Navy or Marines can ride for half price. A single ride Veteran Fare will be 75 cents; a 31-Day Pass will be \$27.50.

"It's our way of saying thanks to those who have served to protect our freedom," said Omnitrans CEO/General Manager P. Scott Graham,

himself a veteran of the US Marine Corps.

Veterans simply need to show retired military ID when boarding any Omnitrans route including the sbX rapid line.

Additionally, Omnitrans will provide free rides to those in active military duty, and uniformed police and fire department personnel.

For more information, go to omnitrans.org.

Ride Metrolink for Free to the Auto Club 400

If you're headed to the Auto Club 400 NASCAR race at Fontana's Auto Club Speedway on March 22, get out of traffic and take a free ride on Metrolink. The free train ride will be offered to a limited number of race fans with the support of Clean Transportation Funding from the Mobile Source Air Pollution Reduction Review Committee (MSRC). After the limited number of free tickets is depleted, race fans will once again be able to purchase the discounted \$19 round trip train tickets.



[More >](#)



Special train service will be offered from Oceanside, Oxnard, and Lancaster with multiple station stops to the Speedway station. Tram service will be available to shuttle passengers to and from the raceway gates. All three special trains are scheduled to depart one hour after the race has ended. Additional details including schedules and ticket information will be available soon at metrolinktrains.com and autoclubspeedway.com.

Rideshare Thursday Program Offers Rewards for IE and Surrounding Counties

For a limited time, the IE Commuter Rideshare Rewards Program has been expanded to include the following commuters:

- Those who live in Los Angeles, Orange, San Bernardino, Riverside and San Diego counties;

- Those who work in the San Bernardino County Valley area or Riverside County. Commuters who rideshare at least five days per month may be eligible to receive \$2 a day for up to three months in gift card incentives or other rideshare rewards.

The expanded program is sponsored by the Mobile Source Air Pollution Reduction Committee (MSRC) and is administered by IE Commuter. For more information or to sign up your employees, call 1.866.RIDESHARE (1.866.743.3742).

Ventura

Invite VCTC to Your Next Rideshare Event or Meeting

If you'd like to let your staff know about rideshare opportunities in Ventura, a Ventura County Transportation Commission (VCTC) representative is happy to come talk at your worksite rideshare event or staff meeting. They'll also bring brochures, transit schedules, promotional items and more to distribute to employees.

To schedule a visit, contact Alan Holmes at 805.642.1591, ext. 119.

Ventura County Transit Has a New Name... and Now New Buses

VCTC Intercity Bus, formerly called VISTA, recently unveiled a fleet of 14 clean-diesel MCI motorcoaches.

Sporting a bright blue exterior and prominently displaying the new VCTC Intercity Bus branding, the coaches feature high-back seats, foot rests, LED reading lights and electrical outlets. They also have pull-out bike storage trays which allow for the safe transportation of at least four bicycles.

For more information, visit goventura.org or call 800.438.1112.

Study Gives Glimpse of a Traffic-Clogged 101

Daily trips and miles traveled in Ventura County are expected to increase significantly in the next 20 years, potentially putting a strain on Highway 101 where much of the increase is expected to occur, according to a recent study by VCTC.

The study, which points out that nearly 80% of all work trips originating in Ventura County stay there,



predicts bumper-to-bumper traffic for several hours in the morning and even longer in the afternoon unless improvements are made.

It recommends carpool lanes and increased intercity bus service, as well as cities taking an active role by making transportation improvements locally.

Changes are already underway: the county plans to open its first carpool lane on the 101 later this year.

Hop on the Camarillo Trolley

Camarillo now offers a free trolley, connecting the Camarillo Metrolink station and Camarillo Town Center and including 11 stops. It runs 10 a.m. to 6 p.m. Sunday through Thursday and from 10 a.m. to 10 p.m. and Friday and Saturday. Visit camarillotrolley.com or call 805.988.4CAT.



Calendar



Association for Commuter Transportation (ACT) Southern California general membership meeting is Jan. 26, 8:30 a.m. – 1 p.m. at the Anaheim West Tower/Gordon Hoyt Conference Center in Anaheim, socialact.org



IE Commuter will host a marketing certificate workshop in February in Riverside; email invitations will be sent to Inland Empire employers or call 1.866.IECS4HELP.

Network Meetings

Glendale TMA meets regularly; call 818.543.7641.

IE Commuter offers bi-annual meetings for ETCs in the Inland Empire; call 1.866.IECS4HELP.

Orange County Network meets regularly; email sharetheride@octa.net

Pasadena TMA meets every other month; call John Miranda at 818.354.7433.

Santa Monica ETC Network meets regularly; call 310.458.8956.

South Bay/Westside TMA meets monthly; contact Christina Corrales at 310.642.0066, email christina_corrales@equityoffice.com

Torrance Transportation Network meets regularly; call Kim Fuentes at 310.784.7902

Warner Center TMO meets monthly; call 818.716.5520.

Training

Metro Rideshare upcoming briefings—where Los Angeles area employers can learn about the transportation survey process and services Metro has to offer—are Jan. 14, 9:30–11:30 a.m. and Feb. 18, 1-3 p.m. To reserve your space, email garciana@metro.net.



South Coast Air Quality Management District (AQMD) offers one-day ETC training for \$166.59. Upcoming sessions are Jan. 14, Feb. 4 and March 5 at AQMD offices in Diamond Bar, Feb. 18 in Culver City and March 18 in Irvine. Contact the AQMD's training program at etctraining@aqmd.gov or visit 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.

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Commuter Information 511

Go511.com
Los Angeles/Orange/Ventura counties

IE511.org

Riverside/San Bernardino counties