

# On the Go

July/August 2016

Rideshare News for Southern California Employee Transportation Coordinators (ETCs)

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## Do the Ride Thing

Rideshare Week is Oct. 3-7—be sure to mark your calendars for the rideshare event of the year!

This year, the theme in Southern California is “Do the Ride Thing,” and your county rideshare agencies are busy planning events and creating marketing materials to help you roll out a campaign to your employees.

It’s not too early to get a jump on planning events such as rideshare fairs, contests, etc. for your employees, as well as securing a budget and prizes.

For additional help, as well as marketing materials, prizes and giveaways, attend a Rideshare Week kick-off in the county where your worksite is located:

- **Inland Empire**—Aug. 24 in Riverside, more information will be sent to employers, or call 1.866.RIDESHARE (743-3742).
- **Orange County**—kick-off to be held in August,

employers will be notified by email.

- **Los Angeles**—Late August/early September; invitations will be sent to Los Angeles employers, or contact [rideshare@metro.net](mailto:rideshare@metro.net).



## Are You **Paying Too Much** for Your Rideshare Program?



Sometimes it’s not how much you spend but how you spend it. Here, we outline some of the most common errors that cause employers to pay more for a rideshare program than they need to:



### **Mistake: Thinking too big**

Many employers make large investments in incentives or

equipment, only to find they’re not getting the results they expected.

**Solution:** A general rule of thumb is to start small, and then add as needed. For example, one company bought 15-passenger vans because it was a lower per-seat cost, only to find that it was paying a fortune subsidizing empty seats. It would have been better to have first leased the vans, or started with minivans until demand grew to justify larger vehicles.

### **Mistake: Subsidizing employee commutes twice**

Do you pay the full price of employee parking and also offer a transportation allowance or transit subsidy? You’re actually paying for the same commute twice—once for parking and again for the subsidy.

**Solution:** Eliminate free parking and instead give employees a transportation allowance that they can use to pay for parking or spend however they choose.

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## Are You Paying Too Much... (continued from page 1)

### Mistake: Assuming you have to offer incentives or subsidies to employees

It's true that some programs need the extra push that incentives offer. Yet—depending on your goals—you may be able to have a highly successful commuter program without all the “extras.”

**Solution:** If your employees have easy access to buses, trains and vanpools, you may find success just through providing commute information (carpool partners, on-site transit pass sales, Park & Ride lot maps, etc.). If your budget is very small, dollars spent marketing rideshare options typically go further than subsidizing options.

### Mistake: Adding a costly incentive that doesn't attract new riders

If you add an incentive to lure new ridesharers, it's typically offered to all employees. It becomes costly when the incentive simply becomes a bonus for existing ridesharers but doesn't motivate enough new poolers to justify its cost.

**Solution:** Survey employees before you add an incentive. For example, if you want to increase transit and are thinking of a \$50 subsidy, find out how many

people that would actually inspire. If it only brings in five new riders—yet you must also pay for the 40 existing riders—you need to decide if this incentive is worth the price.

### Mistake: Missing out on rideshare tax breaks



can save on payroll taxes—but many miss out because they don't do the paperwork required.

**Solution:** Set up a Commuter Choice program, which will allow your company and its employees to take advantage of these tax breaks. Your county rideshare agency can offer advice for setting one up, or visit [commuterchoice.com](http://commuterchoice.com) for how-to guides and a list of providers.

### Mistake: Going it alone

When designing your rideshare program, you probably work hard to stay within your budget, but



that often means limiting programs and sometimes offering none at all.

**Solution:** Take advantage of free programs offered to businesses throughout Southern California, including incentives for new ridesharers, vanpool subsidies, guaranteed ride home programs, plus marketing tips and resources. For details, visit to [go511.com](http://go511.com) or [IE511.org](http://IE511.org), and select employer help.

## Did You Know...?

If you offer incentives to employees, instead of spending the staff hours and budget to track individual employees' ridesharing, you can have them use the Commute Calendar at [ridematch.info](http://ridematch.info) to do it. Talk to your county rideshare representative for details.



**F**act is, there are always going to be employees who drive alone to work no matter what you do to try to get them to rideshare.

They can still be part of your company's clean air efforts, however—plus in some cases count as a “zero trip” toward your average vehicle ridership—if they drive using a clean fuel vehicle.

While the use of hybrid and electric vehicles has been steadily on the rise, you can boost the rate at your worksite even more by putting into place a few smart strategies:

**1.** If you offer preferred parking as an incentive for carpoolers and vanpoolers, add hybrid/electric vehicles to the mix.

**2.** Distribute the link to the charging map at [ridematch.info](http://ridematch.info) to employees so they can see where they can charge their vehicle near home, work and as they travel.

**3.** Let commuters know if they're in the market for a new vehicle, when they purchase an EV, they may qualify for an **income tax credit from \$2,500 to \$7,500** for battery-electric and plug-in hybrid passenger cars, based on the size of the battery pack. (These tax credits are soon to expire, however, so the sooner the better.)



## 5 Ways to Support “Greener” Driving at Your Worksite...

**4.** Install EV charging stations to solve the “where do I charge my vehicle?” problem for employees. It'll also benefit your rideshare program because the South Coast Air Quality Management District (SCAQMD) allows EV Infrastructure as an “other” Basic/Support Strategy for Rule 2202 compliance when you install and operate electric vehicle charging stations at the worksite. 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—visit the SCAQMD at [aqmd.gov](http://aqmd.gov) or contact Judi Masuda with Clean Fuel Connection at 626.354.8232. There are also potential funding sources listed in [CalStart's Best Practices Report](#).

Under Rule 2202, employers have long been allowed to count a trip made by a solo driver in a 100% electric vehicle as a “zero trip” for vehicle ridership tracking purposes. The rule's support of electric vehicles was expanded in 2013 to allow employees that commute to work in a Plug-In Hybrid Electric Vehicle (PHEV) as long as the distance between home/work is within the vehicle manufacturer's stated mileage range of the vehicle on a full electric charge.

**5.** Help employees buy or lease clean air vehicles. It counts as a **direct strategy under Rule 2202** when you provide financial incentives to employees to purchase partial zero emission vehicles (PZEV), advanced technology PZEV (AT-PZEV) or zero emission vehicles (ZEV).

And who knows? Your drive-alones may enjoy their clean-fuel vehicles so much they'll want to give a friend a ride to share the fun.



## Los Angeles



### Things Are Looking Up

With the recent opening of the Metro Expo and Gold Line extensions, the big question on everyone's minds is, *Are more people riding rail?*

And the answer is...yes!

Train ridership in May hit more than 9.2 million, a jump of 7.5% from May 2015.

The Expo Line—which opened seven stations extending to Santa Monica—pulled in on average about 40,000 daily riders, up from 30,000 in May 2015. Because the extension didn't open until May 20, even higher numbers are expected for June.

The Gold Line drew nearly 50,000 workday commuters in May. That's an increase of 23% over the prior year, thanks in part to the extension to Azusa that opened in March.

Even the Blue Line—which connects to the Expo Line at several stations—saw its May ridership jump by 10%.

### A Speedier Ride On the Silver Line

In an effort to provide faster service, Metro is testing All-Door Boarding on the full Silver Line route. Using a TAP card, riders can now board at the front or rear doors, tapping the mobile validator inside the bus to pay their fare.

When Metro recently tested All-Door Boarding on Rapid 720 buses, boarding ran faster, and buses were able to better stick to schedules.



### Set Up a Metro Rail Tour

Metro offers daily, guided rail tours of the Expo, Red and Purple Lines. Join them to discover how to buy and load a TAP card, plan a trip, transfer

between rail/bus lines, use Nextrip and Metro's mobile app and more.

If your worksite is located along the rail lines, you can also request to schedule a Metro staff member to give a presentation to your employees (Monday through Friday).

Tours are free; however, guests are responsible for purchasing their own TAP cards.

Sign up at [metro.net](http://metro.net).

### Patsaouras Bus Plaza to Close

Patsaouras Bus Plaza in downtown



Los Angeles at Union Station will close July 11 to Oct. 10 to undergo needed upgrades.

Metro buses currently entering the plaza will be relocated to temporary stop locations on the corner of Cesar Chavez/Vignes or Cesar

Chavez/Alameda. Access Services shuttles, LAX FlyAway buses and Megabus will also be rerouted, along with pedestrian access.

For details, visit [metro.net](http://metro.net) or call 323.GO.METRO.

## Orange

### MetroLink Extends 91 Line

MetroLink riders can now ride from Orange County to Perris, thanks to a 24-mile extension on the 91 Line. The extension adds four additional Riverside County stations: Riverside-Hunter Park/UCR, Moreno Valley/March Field, Perris-Downtown and Perris-South.

The 91/Perris Valley (91/PV) Line—which in Orange County services travelers with stops in Buena Park and Fullerton—offers 12 trains a day, Monday through Friday.

Get schedule information at [metrolinktrains.com](http://metrolinktrains.com), 1.800.371.LINK.



## Orange (continued)



### Bravo! to OC Bus

OC Bus last month added new routes and streamlined others as part of a two-part plan to increase ridership and make bus service faster and more efficient. (The second phase goes into effect in October.) Changes include:

- The launch of **Bravo! Route 560**, offering express service between Santa Ana and Long Beach (with connections to Metrolink and Bravo! 543). Bravo! Routes, which feature specially-branded orange and blue buses with the Bravo! logo—stop only at major transfer points and destinations so riders enjoy “less stop, more go.”
- Adjustments made



to dozens of routes—four routes have significantly improved schedule frequencies, while four are discontinued wholly or in part.

- Route 150, with coverage from Santa Ana to Costa Mesa, replaces eliminated routes 51 and 145. See a complete list of current and planned changes at [octa.net/2016busplan](http://octa.net/2016busplan).

### Look for the Poppies

A new bus is on the streets of Orange County. Wrapped with a mural of California poppies, it's the county's **first zero-emission hydrogen fuel cell bus**.

The OC Bus fleet has 550 buses, 97% of which run on clean-burning natural gas. The fuel cell electric bus is a zero-emission vehicle—when it operates, it emits only water and absolutely no pollutants.

You can spot this bus on routes 43, 72 and 150 over the next couple of months.

## San Bernardino

### Experience Fontana Car-Free

Enjoy art, music, food trucks and entertainment at the Fontana Arts Festival and Sunset on Sierra, an open streets event to be held July 30 from 5-10 p.m.

In the spirit of going car-free, get there on foot, by bike, from the Pacific Electric Trail or by Metrolink.



The City of Fontana is installing temporary improvements to make it safer and more enjoyable for people to walk and bike. These include protected bike lanes on



Levi King, a daily Omnitrans rider, gets help fixing the brakes on his bike from Mark Friis of the IEBA

Arrow Blvd. for the day, as well as shaded places to sit and relax and “parklets” that extend onto street areas.

Find out more at [fontana.org](http://fontana.org).

### Bike Hubitat Is On a Roll

The Bicycle **Hubitat**—a low-cost, do-it-yourself bike shop located at the San Bernardino Transit Center—is open for business. In its first weeks it has helped many cyclists deal with repairs, from patching a flat to fixing a chain and more.

Members of the Inland Empire Biking Alliance (IEBA) are on hand every Monday, Wednesday and Friday from 3 – 6 pm, providing tools and advice. The group asks for a \$5 donation for tune-ups and consultation; bicycle parts typically cost under \$5 as well.

## San Bernardino (continued)

### Get a Jump on Rideshare Week

Inland Empire employers can stock up on ideas and goodies for Rideshare Week at a kick-off event Aug. 24 in Riverside. It will feature an '80s theme along with food, prizes, giveaways and tips for employers to "Do the Ride Thing" by promoting the campaign at their worksites.

For details or to RSVP, call 1.866. RIDESHARE (743-3742).

On weekend days the fair is open, VCTC Intercity 126 and 101 buses will stop at the fairgrounds instead of the Ventura Pier. Visitors to the fair can ride VCTC 126 on Aug. 6-7 and 13-14 or VCTC 101 on Aug. 6 and 13.

Fair goers can also ride Amtrak trains, which stop right across from the main parking lot to the fair. For transit routing and schedule information, visit [go511.com](http://go511.com); get details on the county fair at [venturacountyfair.org](http://venturacountyfair.org).

### Catch a Bus to the Beach



Throughout the summer, Thousand Oaks transit is offering bus service to Zuma and Ventura beaches. Cost is \$3 for a one-way fare or \$1.50 for seniors and disabled riders. A discounted 10-ride pass can be purchased at the Thousand Oaks Transportation Center, Thousand Oaks Teen Center and Borchard Community Center. Schedule information is at [totransit.org](http://totransit.org).



### See the Plan to Keep Ventura County Moving

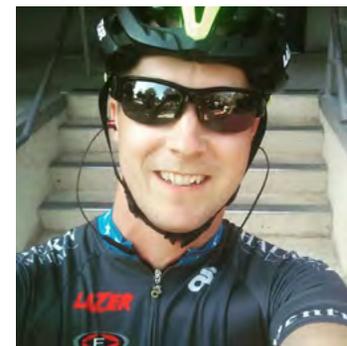
VCTC has developed a comprehensive plan to meet Ventura County's transportation needs and preserve its quality of life. To fund the plan, the agency is considering placing a one-half cent transportation sales tax on the November 2016 ballot.

You can review the plan and see detailed proposals for improving freeway congestion, repairing roads, sustaining transit, expanding bike and pedestrian paths and preserving local watersheds at [keepvcmoving.org](http://keepvcmoving.org).

### And the Winner Is...

Congratulations to avid cyclist Roy Morris, the winner of VCTC's Take Your Bike to Work Week 2016 social media contest. He is now the proud owner of a Schwinn 20-Inch Loop Folding Bike.

To see the winner of June's Dump the Pump social media contest—where commuters were asked to submit photos of what they do to use less gas—visit VCTC on [Facebook](#).



Roy Morris

## Ventura

### Stop By and Say "Howdy"



Avoid traffic and parking fees and take transit to the Ventura County Fair Aug. 3-14—"a country fair with ocean air." Then stop by the Ventura County Transportation Commission (VCTC) booth to find out about other transit opportunities in Ventura County.

## Calendar

**City of Fontana open streets event** is July 30, [fontana.org](http://fontana.org).

**Association for Commuter Transportation International Conference** is July 31-Aug. 4 in Portland, OR, [actweb.org](http://actweb.org).



**OC Fair Express** to the county fair in Costa Mesa runs Friday-Sunday, July 15-Aug. 14, for \$2 each way, plus a coupon for \$3 general fair admission (vs. the usual \$12), [octa.net](http://octa.net).



**Orange County Rideshare Week Kick-Off and marketing workshop** will be held in August. For information about Orange County Rideshare email [sharetheride@octa.net](mailto:sharetheride@octa.net).

**Visit Ventura County Transportation Commission** at the Ventura County fair, Aug. 3-14, [goventura.org](http://goventura.org), [venturacountyfair.org](http://venturacountyfair.org).

**Rideshare Week Kick-Off event** for Inland Empire employers is Aug. 24 in Riverside, call 1.866.RIDESHARE (743-3742).



## Network Meetings

**Burbank TMO** serves businesses in Downtown and Media District areas; call Kyle Maetani, 818.953.7788, [btmo@polarisnet.net](mailto:btmo@polarisnet.net).

**Century City TMO** serves businesses in the Century City area; call Linda Paradise Lyles, 310.453.1714, [linda@cctmo.org](mailto:linda@cctmo.org).

**Compass at Playa Vista** meets regularly; call Aaron Gaul, 310.929.5946, [aaron@playavistacompass.com](mailto:aaron@playavistacompass.com).

**Go Glendale** meets regularly; call 818.543.7641.

**IE Commuter** offers bi-annual meetings 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; call Jenny Cristales, 626.744.7464.

**Santa Monica ETC Network** meets regularly; call 310.458.8956.

**Torrance Transportation Network** meets regularly; call Kim Fuentes at 310.784.7902.

**Warner Center TMO** meets monthly; [tmo@warnercenter.org](mailto:tmo@warnercenter.org).

## Training

**Metro Rideshare upcoming briefings**—where Los Angeles area employers can learn about the transportation survey process and services Metro has to offer—are July 13, Aug. 17 and Sept. 14 at 9:30–11:30 a.m. To reserve your space, email [rideshare@metro.net](mailto:rideshare@metro.net).

**South Coast Air Quality Management District (SCAQMD)** offers one-day ETC training for \$172.97. Upcoming sessions are July 14, Aug. 11 and Sept. 8, at SCAQMD offices in Diamond Bar, July 28 in West Covina and Aug. 25 at Metro offices in downtown Los Angeles. Contact the SCAQMD'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.

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### Ventura County Transportation Commission Commuter Services

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### San Bernardino Rideshare Program IE Commuter

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### Commuter Information 511

[Go511.com](http://Go511.com)

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[IE511.org](http://IE511.org)

Riverside/San Bernardino counties