

# On the Go

Rideshare News for Southern California Employee Transportation Coordinators (ETCs)

September/October 2015

News for Your  
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## Get Set for Rideshare's Big Week

Want your employees to try ridesharing? There's no better opportunity than Rideshare Week—Oct. 5-9—an annual campaign that promotes alternatives to driving alone.

Throughout the week, thousands of commuters will be inspired to carpool, vanpool, ride bus or rail, bike or walk instead of driving alone. When they do, they'll not only discover a better way to get to work, but they'll also qualify to win great prizes.



More than merely an awareness campaign, Rideshare Week focuses on action. By emphasizing ridesharing now vs. "some day," the event can—and does—convert solo drivers into ridesharers.

Southern California's county rideshare agencies make it easy to bring Rideshare Week to your

employees by providing turn-key marketing materials (see inset, left) that include pledging/registration, prizes, posters, and other promotions and activities.

[More on Rideshare Week >](#)

**Get Posters, Prizes & Everything You Need to Promote Rideshare Week at Your Worksite**

- [Los Angeles](#)
- [Orange](#)
- [San Bernardino](#)
- [Ventura](#)

## Diamond Awards Highlight All that Glitters in Rideshare Programs

Southern California employers work hard throughout the year to promote ridesharing at the worksite, and the annual Diamond Awards recognize those efforts—with 72 employers receiving the coveted award for outstanding achievements in rideshare programs.

This year, while the goal remained the same—to recognize the best in ridesharing—winners were selected in a new way. "It was all about the numbers," says Alan Holmes with Ventura County Transportation Commission, which sponsors the awards along with Los Angeles Metro and Orange County Transportation Authority.

Worksites needed to attain certain targets to qualify for an award. "Numbers don't lie, and a high or increased AVR (average vehicle ridership), for example,

tells us that employer had successful strategies in place—whether it was great incentives, compelling marketing, or even 'get tough' strategies like eliminating paid parking," adds Holmes.

[More on Diamond Awards >](#)



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## Diamond Awards...

(Continued from page 1)

Criteria for awards ranged from those who met AVR, to most improved AVR, to recognizing worksites where a majority of employees requested RideGuides during the survey process (a factor that can have a huge impact on the rideshare rate).

Clougherly Packing, LLC won an award because nearly 7 out of 10 employees requested a RideGuide during the survey process. American Apparel saw its AVR jump from 1.52 to 2.10—a 38% increase. Department of Homeland Security and Los Robles Hospital were also among the employers honored for an increase in AVR.

Winners will be notified by mail and will receive a congratulatory gift card. Winners are:

### Los Angeles County

#### Employers that met target AVR and showed improvements:

**AVR Target 1.30**—Aerospace Dynamics International, Six Flags Magic Mountain

**AVR Target 1.50**—LA Co.-DPSS Wilshire Special #10, LA Co.-DPSS (East Valley #11), Scripps College, Lamps Plus Chatsworth, Hyatt Regency Long Beach, City of Los Angeles (Piper Tech), City of Los Angeles (Personnel Building), LA Co.-DPSS Glendale District No. 02, Cigna Healthcare, Yahoo Media Group, LA Co.-DPSS Southwest Special #8, LA Co.-DPSS Pomona District No. 36, Jet Propulsion Laboratory, City of Los Angeles (Hyperion Treatment Plant), Hollywood Roosevelt Hotel, American Apparel South Gate, LA Co.-DMH Vermont 695 Complex, Blue Shield of California, LA Co.-DPSS West Valley #82, LA Co.- Public Health Commonwealth, SkyWest Airlines, LA Co.-Sheriff's Dept. Twin Towers, American Apparel

**AVR Target 1.75**—LA Co.- HOA Auditor Controller, The Federal Reserve Bank of San Francisco, State Bar of California, LA Co.-District Attorney Management Services, Wedbush Securities, LA Co.- HOA Treasurer Tax Collector, LA Co.- Health Service Headquarters, United States District Courts, Gibson, Dunn & Crutcher LLP, California Department of Justice Atty General, City of Los

Angeles (Fig. Plaza Building), City of Los Angeles Garland Building, LA Co.- HOA Assessor Office, City of Los Angeles (Public Works Building), The JW Marriott Los Angeles at LA Live, Ernst & Young LLP Los Angeles

#### Highest % of employees requesting RideGuides:

LA Co.-Department of Parks and Recreation, LA Co.- H Claude Hudson C.H.C, Macy's West Downey, Macy's Logistics & Operations, Alta Dena Certified Dairy, Nestle USA Prepared Food Group, City of Los Angeles (Central Services Yard), The Cheesecake Factory, City of Pasadena - City Hall, Clougherly Packing, LLC

### Orange County

#### Employers that met target AVR:

- City of Orange
- Department of Homeland Security
- Microvention

#### Employers that improved AVR (by number of employees):

- VPI Pet Insurance
- Amway/Nutrilite - Buena Park
- Department of Homeland Security
- First American - Santa Ana
- Glidewell

#### Highest % of employees requesting RideGuides:

- Oakley - Customer Care Center
- City of Santa Ana - City Hall
- Kraft Foods
- OCTA - Admin Site
- MV Transportation
- Auto Club of So Cal - Costa Mesa
- Quest Diagnostics

### Ventura

#### Employer with the highest AVR:

- Verizon Hillcrest (1.55 AVR)

#### Employer with most improved AVRs:

- Los Robles Hospital, 1.21
- Ojai Valley Inn & Spa, 1.19

#### Highest % of employees requesting RideGuides:

- PTI Technologies
- CST Sensors
- Pentair

Congratulations to all the 2015 Diamond Award winners, and on behalf of the county transportation agencies, thank you for everything you do to increase ridesharing in Southern California.

## 20 (Easy) (Fun) (Cheap) Things You Can Do for Rideshare Week

There's still plenty of time to plan a Rideshare Week promotion for your employees. Here, we offer 20 ideas that can have a big impact, yet can be done with limited staff hours and without busting your rideshare budget.

1. Hang posters and distribute flyers promoting Rideshare Week—check with your county rideshare agency for campaign materials.
2. Send employees an email with a link to pledge or register to share the ride for a chance to win prizes.
3. Establish a company rideshare hashtag and ask employees to tweet or Instagram photos of themselves ridesharing.
4. Organize a “field trip” to a nearby (and bus- or rail-accessible) restaurant, supplying transit passes and teaching new riders the ropes along the way.
5. Survey employees to find out who has an interesting or unusual commute—e.g., who has been carpooling the longest? Knits blankets for needy families while on the train? Takes three different modes to work? Highlight them in a newsletter or on your Intranet.
6. Greet ridesharers at the entrance in the morning with coffee, bagels, juice, etc.
7. Issue a rideshare challenge between departments or with a neighboring company—the one with the highest percentage of employees not driving alone on Thursday of Rideshare Week wins bragging rights, along with a prize such as a pizza party or trophy.



8. Consider designating one day at the worksite “Don’t Drive Alone Day” to concentrate your marketing efforts.
9. If your corporate culture allows it, get creative with decorating bulletin boards or the rideshare office.
10. Urge the CEO to issue a letter to employees in support of Rideshare Week. It’s even better if he or she can commit to ridesharing one day that week as well.
11. Offer the chance to win a prize to any current ridesharer who recruits a new one.
12. Instead of handing out rideshare goodies (stress balls, pens, etc.), interact with employees by setting up a carnival-style game where they win them.
13. Borrow a tip from the popular “I Voted” stickers and create stickers that say, “I Carpooled Today” or “I Shared the Ride for Rideshare Week.”
14. For many companies, it’s a Rideshare Week tradition to hold a rideshare fair—but if you’re short on time and/or funds, consider a “mini fair.” Staff a table and lure employees in with small treats, giveaways and/or an activity where they can win prizes (see #12). Then if possible, sign them up for Rideshare Week on the spot using a laptop.
15. Honor “commuters of the year,” selecting employees with the best rideshare track records for special recognition or perks.



16. Put a flower with a thank you note under the windshield of any vehicle in the designated carpool parking spots.
17. Raffle off prizes for those who pledge to share the ride during Rideshare Week. Check with nearby restaurants and local businesses to see if they’ll offer free merchandise in exchange for publicity.
18. If possible, serve food—whether as elaborate as renting a lunch truck or as simple as setting out a tray of brownies—to attract employees to your rideshare table, contest or event.
19. Set up a photo booth with a rideshare-themed backdrop (a cut-out car, for example), silly props and a staff volunteer with good photo skills. Then post the photos you take to the company Intranet or email them to employees encouraging them to post on social media.
20. In the weeks leading up to Rideshare Week, make announcements at department meetings and/or the all-staff meeting.



## Free Stuff to Promote Rideshare Week

Look for the county where your worksite is located to learn about marketing materials, prizes and more available at no cost from your county rideshare agency.

### Los Angeles

Everybody needs to work together to keep Los Angeles mobile—which is why during Rideshare Week, Los Angeles Metro is reminding commuters that “friends don’t let friends drive alone.”

**Prizes & Pledging:** Commuters can make the pledge to win prizes via the Commute Calendar at [ridematch.info](http://ridematch.info). To participate, they’ll need to log in to their rideshare account or register as a new user. Then each day Oct. 5-9 they log how they get to work. Every day they rideshare is an entry into the drawing.



If they continue to track their ridesharing after the week is over, Metro will include them in the new Metro Rewards program where they’ll be eligible for monthly prize drawings.

**Campaign Materials:** Email Metro at [rideshare@metro.net](mailto:rideshare@metro.net) by Sept. 18 to request your Promotional Kit that includes window clings, pedometers and totebags for your employees. Visit [metro.net](http://metro.net) to download a printed version of the pledge form and posters.

**Contact:** Go to [metro.net/rideshare](http://metro.net/rideshare), email [rideshare@metro.net](mailto:rideshare@metro.net) or call your rideshare representative at 213.922.2811.



### Orange

Just in time for Rideshare Week, Orange County Transportation Authority will be rolling out its new OC Bus campaign—“My OC Bus helps me save the planet.”

**Campaign Materials:** OCTA will provide ETCs with marketing materials, t-shirts and more at a kickoff event Sept. 15 ([see Calendar](#)). Or you can go to [octa.net](http://octa.net) for campaign materials to download, as well as find fun and informative videos to pass along to get your employees ready for the changeover when OCTA buses become OC Bus.

**Prizes:** First-time OC Bus riders can receive a 1-day pass and current riders can win a 30-day pass. Enter at [ocbus.com](http://ocbus.com).

**Contact:** Visit [octa.net](http://octa.net).

### San Bernardino

Inland Empire commuters will discover ways to “rock their commute” during Rideshare Week, Oct. 5-9.

**Campaign Materials:** ETCs will receive marketing materials—including posters, pledge cards, giveaway items and more—at a kick-off event Sept. 16. Can’t make the kickoff? Additional printable materials plus other digital content will be available for download on [iecommuter.org](http://iecommuter.org).

**Pledging & Prizes:** Starting Sept. 16, commuters can pledge online at [iecommuter.org](http://iecommuter.org) for a chance to win any of dozens of prizes. Or contact IE Commuter to get printed pledge cards to distribute at the worksite.

**Contact:** San Bernardino Associated Governments/IE Commuter at [rideshareweek@iecommuter.org](mailto:rideshareweek@iecommuter.org) or 1.866.RIDESHARE (866.743.3742)



(Continued on page 5)

## Free Stuff to Promote Rideshare Week (Continued from page 4)



## Ventura

Oct. 5-9 is "Ride Week" in Ventura County, and commuters are urged to find ways to ride, whether a carpool, vanpool, bus, bike... or even a stRIDE to work.

**Campaign Materials:** ETCs can visit [goventura.org](http://goventura.org) for downloadable marketing materials including bilingual posters, fliers and pledge cards as well as digital resources such as graphics and video. Ventura County Transportation Commission will also launch a Ride Week micro-website with online pledge form in mid-September. Prior to launch, ETCs will receive an eblast with a link and more details.

**Pledging & Prizes:** Commuters can pledge to ride to work at [goventura.org](http://goventura.org) for a chance to win prizes. Those who choose a variety of different ways to ride will qualify for a special award.

**Contact:** Visit [goventura.org](http://goventura.org), or call Alan Holmes at 805.642.1591, ext. 119

## Los Angeles

### We're Not #1!

On average, drivers in Southern California wasted 80 hours—or two full workweeks—stuck in traffic in 2014, according to the *Urban Mobility Report*, a bi-annual study from Texas Transportation Institute. While this region usually claims the No. 1 spot in traffic tie-ups, this year that dubious distinction went elsewhere: to Washington D.C., where commuters spend 82 hours sitting in traffic.

That's the good news. The not so good news...

The severity of L.A.-area rush-hour delays remains greater than in any other city. Trips during peak hours here take 43% longer than during non-peak hours. That means an hour-long drive at noon is closer to an hour and a half trip at 6 p.m.

Los Angeles is also home to many of the most traffic clogged freeways in nation, including the worst: the southbound 101 Freeway from Woodland Hills to downtown L.A. During the most congested hour of the week — 8 to 9 a.m. on Wednesdays — drivers spend an average of an hour and a half to travel 26 miles.

Other top-ranked freeway bottlenecks include: the northbound 101 from downtown to Sherman Oaks; the eastbound 10 Freeway from Santa Monica to downtown; and three sections of the 5 between Irvine and downtown Los Angeles.

### New Features at Ridematch.info

**Ridematch.info**—the Southern California commuter database that's helped millions find rideshare options—has three new features:

- **"Find a Ride"**—Users no longer have to register to see if they have potential carpool partners, vanpools or transit routes. They simply use the Find a Ride feature to plug in their home and work locations and work hours to quickly get a preview of what options are available.
- **Alternative Fuel Map**—Find an electric vehicle charging station nearby or locations for CNG, LNG or biodiesel.
- **Commute Calendar**—This lets people track their daily commute, creating helpful data including vehicle miles/pollutants reduced and money saved by ridesharing.

[More >](#)

## You No Longer Need an EZ Pass Transit Sticker

The EZ transit pass is a monthly pass good for local travel on 24 public transit carriers throughout the greater Los Angeles region. As of Sept. 1, you no longer need to affix an EZ transit pass sticker to your TAP card. Just have your EZ transit pass fare loaded onto your card, and remember to tap before boarding.

For more information on Metro fare options, visit

[metro.net](http://metro.net)





## Orange County Vanpools Celebrate Big Milestone

As of last month, Orange County reached 500 vanpools on the road for the first time. The number of vanpools has increased nearly 10% since the beginning of the year, with 70 new vanpools.

These 500-plus vanpools take roughly 2,500 cars off the road daily.

To encourage people to vanpool, OCTA offers a \$400 per month, per vanpool incentive. Visit [octa.net/vanpool](http://octa.net/vanpool) or call 714.560.5331.

## Orange

### OCTA Buses Are Now OC Bus

You'll soon notice buses in Orange County with the logo OC Bus. That will be the new name for all Orange County Transportation Agency buses (which are currently OCTA buses). The agency is transitioning to the name OC Bus for its bus fleet. OCTA will be rolling out these buses and promoting the new ID later this year/early 2016 with promotions and contests.

For more information, call your rideshare representative or visit [octa.net](http://octa.net).



The OCTA vanpool program is offering special incentives Sept. 15-Oct. 30, including \$100 per month lease discount for three months, \$100 gift card to lease signer, \$50 to referral source for new vanpools and entry into a \$100 gift card drawing if you join an existing vanpool.

## San Bernardino

### Your Employees Don't Need to Be Jealous

Do you have employees who drive alone to work on the I-215? If they travel along the section with the newly-built carpool lanes, they're probably jealous of all those carpoolers getting to work faster—but they don't have to be.

"The best way to get the advantages of traveling in the I-215 carpool lanes is to carpool," says Nicole Soto with San Bernardino Associated Governments. "With average time-savings for Southland carpool lanes being a minute per mile, that can add up over time. It's a great incentive for ETCs to promote to get employees to ditch their solo commute."

The new I-215 carpool lanes extend from the Orange Show Road interchange in San Bernardino to the 60/91/215 interchange in Riverside, crossing the cities of Colton and Grand Terrace and connecting with other existing carpool lanes.

For a carpool lane map and to find carpool/vanpool options in the Inland Empire, visit [IE511.org](http://IE511.org) or [iecommuter.org](http://iecommuter.org).

### At Last— It's Open!

The San Bernardino Transit Center, the first multi-modal transit center in California east of Los Angeles, opens Sept. 8. The station, expected to serve 6,000 riders daily, is a major connection terminal for Omnitrans bus lines as well as sbX rapid transit, Mountain Area Regional Transit Authority and Victor Valley Transit Authority.

Located at the southwest corner of Rialto Avenue and E Street, the four-acre site includes 22 bus bays, an enclosed climate-controlled lobby, restrooms, drinking fountains, bike racks, real time bus arrival signs, a customer service desk, ticket vending machine and 24/7 on-site security. [More >](#)



## San Bernardino (continued)

### Omnitrans to Launch New Express Service

Beginning Sept. 8, Omnitrans will deliver on what it says is one of its customers' most frequent requests: a freeway express on the I-10.

A new and revised version of the old Route 90, Route 290 runs peak morning and evening weekday service with 15 one-way trips. This freeway express service connects downtown San Bernardino, Arrowhead Regional Medical Center Ontario Mills and the Montclair Transit Center. Travel time is cut in half, compared to similar local bus service. It also features free Wi-Fi on board.

Details are at [omnitrans.org](http://omnitrans.org).



### Rideshare Rewards Expanded Incentives End Sept. 30

You only have until the end of September to sign up for the Mobile Source Air Pollution Reduction Review Committee (MSRC) Rideshare Thursday Rewards Program, which offers \$2-a-day gift card incentives to new ridesharers in a larger geographic area, including

- Those who WORK in the San Bernardino County Valley area or Riverside County; OR
- Those who LIVE in San Bernardino County or Riverside County.

To sign up your employees, call 1.866.RIDESHARE (866.743.3742).

## Ventura

### VISTA Is Now VCTC Intercity Transit

Ventura County's regional VISTA bus service is now called Ventura



County Transportation Commission Intercity Transit, or VCTC Transit for short. Routes and schedules remain the same and can be found at [goventura.org](http://goventura.org).

### Gold Coast Transit Accepts 31-Day Pass

Gold Coast Transit, the largest municipal bus operator in Ventura County, now accepts the VCTC Intercity 31-day pass. This allows passholders to travel seamlessly between VCTC Intercity bus routes

and local buses in Ventura, Oxnard, Port Hueneme and Ojai. Visit [goldcoasttransit.org](http://goldcoasttransit.org).

### Need Help With Rule 211?

Ventura County employers with 100 or more employees must comply with the Ventura County Air Pollution Control District's Rule 211. Ventura County Transportation Commission can help you meet mandates by providing a survey, calculating results, filing reports directly to the air district, and giving employees rideshare options to improve future results.

Contact a VCTC commuter services representative at 805.642.1591, ext. 119 or email Alan Holmes at [aholmes@goventura.org](mailto:aholmes@goventura.org).





**San Bernardino Metrolink Line** will make special stops on weekends at the LA County Fair, Sept 4 - 27, and riders can get up to 50% off admission by using promo code METROLINK at [metrolinktrains.com/LACF](http://metrolinktrains.com/LACF).

**IE Commuter Rideshare Week** kickoff and marketing certificate workshop is Sept. 16 at Central Park in Rancho Cucamonga; for more information, email [rideshareweek@iecommuter.org](mailto:rideshareweek@iecommuter.org).

**Traffic Reporters Luncheon & Golden Pylon Awards**, honoring the Southland's on-air traffic reporters who go the extra mile to promote rideshare alternatives, will be held Sept. 29 at LA Live.



**California Rideshare Week is Oct. 5-9**—this issue of *On the Go* gives

plenty of ideas on how your employees can participate, or call your county rideshare representative.



### Network Meetings

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

**Glendale TMA** 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).

**Orange County Network** meets regularly; email [sharetheride@octa.net](mailto:sharetheride@octa.net).

**Pasadena TMA** meets Sept. 28; call Jenny Cristales, 626.744.7464.

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

**South Bay/Westside TMA** meets monthly; contact Christina Corrales at 310.652.1290, email [sbwtma@gmail.com](mailto:sbwtma@gmail.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 Sept. 16, 9:30–11:30 a.m. and Oct. 7, 1-3 p.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 \$168.92. Upcoming sessions are Sept. 3, Oct. 8 and Nov. 5 at SCAQMD offices in Diamond Bar, Sept. 24 in Culver City and Oct. 21 at UC Irvine. 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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#### San Bernardino Rideshare Program IE Commuter

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