

On the Go

Rideshare News for Southern California Employee Transportation Coordinators (ETCs)

September/October 2016

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Get Ready for Rideshare Week

Want your employees to try ridesharing? There's no better opportunity than Rideshare Week—Oct. 3-7—an annual campaign that promotes alternatives to driving alone.

Throughout the week, thousands of Southern Californians will make the pledge to carpool, vanpool, ride bus/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 may also qualify to win great prizes and join in on fun events.

More than an awareness campaign, Rideshare Week focuses on action by getting people to rideshare that very week. It can actually convert solo drivers into ridesharers.

Your county rideshare agencies have plenty in store to make it easy to get your employees involved, including providing online pledging, prizes, campaign materials, or other promotions and activities.

To find out what's happening near you, [click here](#).

10 Easy 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 10 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. Greet ridesharers at the entrance in the morning with coffee, bagels, juice, etc.
4. 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.
5. Borrow a tip from the popular "I Voted" stickers and create stickers that say, "I Carpoled



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10 Easy Things You Can Do for Rideshare Week (continued)

Today" or "I Shared the Ride for Rideshare Week."

6. Honor "commuters of the year," selecting employees with the best rideshare track records for special recognition or perks.

7. 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.

8. Offer the chance to win a prize to any current ridesharer who recruits a new one.

9. In the weeks leading up to Rideshare Week, make announcements at department meetings and/or the all-staff meeting.

10. 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. Then if possible, sign them up for Rideshare Week and/or your rideshare program on the spot using a laptop.

Rideshare Week Happenings Near You

Los Angeles

Los Angeles Metro is urging commuters to Do the Ride Thing by pledging to carpool, vanpool, ride the bus/rail, bike or walk during Rideshare Week.

How to pledge: Commuters simply log in to use the Commute Calendar at ridematch.info and register how they got to work each day—the more times they share the ride, the more chances they have to win.

Prizes: Prizes include gift cards to popular stores and venues.

How employers get promotional materials: Download posters, flyers and more at metro.net/riding/rideshare/, where you can also request goodies and giveaways for your employees (while supplies last).

Getting event updates: For ongoing information on Rideshare Week events

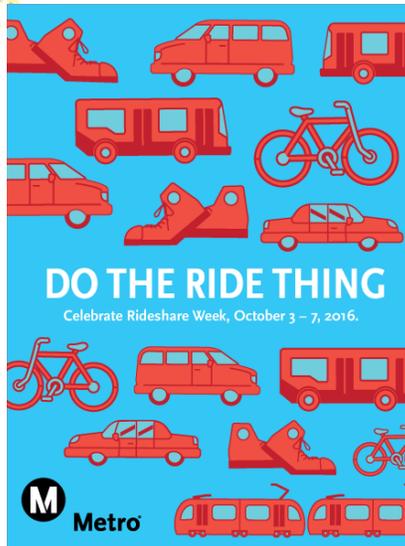
and contests, subscribe to Metro's [The Source](#), and follow Metro on [Twitter](#) and [Facebook](#).

Rideshare Week in Los Angeles County is sponsored by Metro and public and private organizations.

Orange

Orange County Transportation Authority (OCTA) will celebrate Rideshare Week by letting commuters know about the many perks of ridesharing, including saving money and time.

How employers get promotional materials: Contact OCTA at 714.560.5331 or email sharetheride@octa.net to request postcards that you can hand out to employees.



[More >](#)

Rideshare Week Happenings Near You

Events: As a fun-filled way to introduce the “perks” of their Perk Pass, through Oct. 14, OCTA is offering **free or discounted lunches** and an OC Bus ride to businesses and 10-20 of their employees.

Perk Pass is a program that gives employees the lowest possible fare per boarding. The Perk Pass Fare is \$1.25, a savings of nearly 40% over the regular \$2 OC Bus fare.

Rideshare Week in Orange County is sponsored by OCTA.

San Bernardino

Inland Empire commuters will be breaking out the shoulder pads and leg warmers as they Do the Ride Thing and pledge to share the ride at least one day during an '80s-inspired Rideshare Week.

How to pledge: There are three ways to make the pledge: 1) filling out and turning in a pledge card at the worksite, 2) online at iecommuter.org/dotheridething or 3) calling 1.866.RIDESHARE (866.743.3742).

Prizes: Participants can win a variety of great prizes including a stay at the Ace Hotel and Swim Club, fishing or whale watching trips from Dana Wharf, gift cards, electronics and more.

How employers get promotional materials: If you missed the recent kickoff party where ETCs got pledge cards, posters and giveaway items to promote the campaign the worksite, email rideshareweek@iecommuter.org to request materials.



Getting event updates: For more information, visit ie511.org/rideshare/employers or call 1.866.RIDESHARE (866.743.3742).

Rideshare Week in San Bernardino County is sponsored by San Bernardino Associated Governments and other public and private organizations.

Ventura

“VCTC makes it easy.” That’s the theme of Ventura County’s Rideshare Week campaign—also known there as Ride Week—where VCTC is, in fact, making it easy for commuters to make the pledge to share the ride.

How to pledge: Ridesharers can pledge online at rideweek.org.

Prizes: Once they make the pledge, they’ll qualify to win prizes including \$100 VISA gift cards, portable Bluetooth speakers and more.

How employers get promotional materials: Download materials including posters, flyers and tip sheets at rideweek.org. You can also contact VCTC to request a representative to come to your worksite event.

Getting event updates: Follow VCTC on [Facebook](#), [Twitter](#) and [Instagram](#) (@govctc) or visit rideweek.org.

Rideshare Week in Ventura County is sponsored by Ventura County Transportation Commission and public and private organizations.





Changes to the Survey

If your worksite is located in Los Angeles or Orange counties, good news: the length of the annual transportation survey form has been cut in half. Instead of your employees needing to fill out a 2-page form to collect data for average vehicle ridership, it now fits on a single page.

Not only is it easier for employees to complete, it means less photocopying and paper waste for companies as well.

The revised survey form collects the same information, just in a more streamlined way. It is available in English and Spanish for both the 5- and 7-day surveys.

Bike Share Is Here

Many people say they need their car at work to run errands or go to meetings or lunch, but thanks to the Bike Share programs that recently launched, there's now a convenient, zero-pollution alternative.

Bike Share is a new concept in ridesharing that allows you use of a bike by the minute or day, picking it up in one location and dropping it in another. You simply reserve a bike online or go to a kiosk and issue payment, grab a bike and pedal away.

Here's where you'll find them...

Los Angeles

The largest program of its kind in the region, **Metro Bike Share** has about a thousand bikes available at 65 locations, from Chinatown to Washington Boulevard.

Monthly and annual passes are available for \$20-\$40 and give free or discounted rates trips 30 minutes or less, and a discounted rate of \$1.75 per half-hour thereafter. Without a pass, the walk-up rate is \$3.50 for 30 minutes. In September, single rides are half price, so you can walk up to any kiosk and pay only \$1.75 for a 30-minute ride.

To pay, simply register your monthly pass to your TAP card, or walk up to any station and pay per trip without a pass.

The program will eventually be expanded to Pasadena, North Hollywood, Burbank, Huntington Park, Venice, Marina Del Rey, East LA as well as other LA county communities.

Santa Monica

Breeze Bike Share's bright, green bikes can be found at 80 stations in Santa Monica and some in Venice. Rates start at \$7 per hour and monthly (\$25) and yearly (\$99) plans with 90 minutes each day are available.

West Hollywood

WeHo Pedals is the newest of the bike share programs in the Southland, launching with four stations last month. It plans to roll out to 16 more, primarily along Santa Monica Boulevard.



While You're in the Voting Booth...

While you're casting a vote for president in November, Los Angeles and Ventura county residents will also have a chance to weigh in on two measures designed to ease traffic and improve roads and freeways:

- **The Los Angeles County Traffic Improvement Plan**

This measure proposes a half-cent sales tax starting in 2017, which would increase to a 1-cent tax in 2039 (when the existing Measure R half-cent tax expires).

If approved, the measure would generate an estimated \$860 million a year for traffic improvements.

According to Metro, goals of the measure include improving freeway traffic flow, expanding rail and rapid transit, repaving local streets, and making public transit more convenient, accessible and affordable.

Find out more at theplan.metro.net.

- **Measure AA: the Ventura County Transportation Improvement Program**

This measure proposes a half-cent sales tax in the county. It would raise \$70 million per year for transportation improvements, costing residents about a dollar a week.

According to Ventura County Transportation Commission, congestion on Ventura's freeways is expected to increase by up to 50% in the coming years, yet the county faces a budget shortfall. A local tax would not only bring in needed revenue, but help the county claim its share of State and Federal dollars.

Find out more at keepvcmoving.org.



Los Angeles

Rideshare Going Viral

Jazz up your rideshare emails or liven up your next presentation by including a Metro video, available on Metro's YouTube channel.

Videos range from a 27-second cartoon on the perils of distracted walking (**Present or Pulverized, Safety Begins With You!**) to a 1:31 minute ride on the Expo Line—plus many more.

View them all at youtube.com/user/losangelesmetro.

Go Metro on Game Day

Sometimes dealing with traffic and parking at stadiums can leave football fans more tired

than the athletes on the field—so why not go Metro to the games and avoid the hassle?

Metro's bus and rail lines can take you to the Coliseum, the Rose Bowl, as well as USC and UCLA campuses—past traffic and straight to the action.

Visit metro.net/riding/gameday for details, or use the **Trip Planner**.

Orange

The 91 Weekend Shift—Lane Closures

Starting in mid-September, the 91 Express Lanes will be repaved.

Work will extend from about the 55 Freeway in Anaheim to the





Orange County/Riverside County line, a span of about 10 miles.

To make the repaving faster and safer, the 91 Express Lanes and sections of the #1 general purpose lane will be closed in each direction, one direction at a time on the following schedule:

- Eastbound—Friday through Monday the weekends of Sept. 9, 16, 23, 30 and Oct. 7
- Westbound—Friday through Monday the weekends of Oct. 14, 21, 28 and Nov. 4 and 18

For more information, including alternate routes, visit 91expresslanes.com.

OCTA Turns 25

This year marks the 25th anniversary of the formation of Orange County Transportation Authority (OCTA). Prior to 1991, transportation was handled by seven agencies, including



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OCTA's predecessor agency, the Orange County Transit District.

A quarter-century of transportation improvements include:

- More than 1.4 billion OCTA bus trips taken
- Approximately 62 million rides taken on a Metrolink train
- 170 million trips provided on the 91 Express Lanes (since OCTA's purchase in 2003)
- 249 miles of bikeways added
- 1,682 traffic signals synchronized resulting in 31% less stop-and-go traffic on streets

San Bernardino



Route 66 Cruisin Reunion

Nothing is more classic than mass transit—which is why Omnitrans is a sponsor of Route 66 Cruisin Reunion, a classic car show Sept. 16-18 in Ontario. See more than 2,000 cars—plus entertainment, food, and more. Visit route66cruisinreunion.com for details.

Transit Center Marks First Year with Chalk Art Contest

The San Bernardino Transit Center (SBTC) will celebrate



its first birthday on Sept. 10, 8:30 a.m. – 12 Noon with a sidewalk chalk art contest for chalk artists of all ages that includes live music, refreshments and promotional giveaways.

"We invite the community out to experience both the transit center and the talents of local artists," says Omnitrans's Wendy Williams.

Prizes of \$250, \$100 and \$50 will be awarded in the adult category. All children 13 and under who participate will receive a prize.

For more information, visit omnitrans.org.

Ventura

Updated Ventura County Bike Maps

Ventura County Transportation Commission (VCTC) has updated its

bikeways map to reflect new bike lanes and trails, including the award-winning trail along the coast that connects Ventura and Santa Barbara. The map also includes tips for taking bikes on the county's transit systems.

Download the bikeways app at goventura.org, or contact VCTC's Richard Holzer rholzer@goventura.org for paper copies.



Did You Know...?

VCTC **31-Day Bus Passes** are accepted on Gold Coast Transit, Simi Valley Transit and Thousand Oaks Transit—part of VCTC's ongoing efforts toward making it easier for people to travel seamlessly across the county.



Calendar



Association for Commuter Transportation (ACT) Marketing Certificate Workshop is Sept. 29, 9 a.m. at Metro offices in Los Angeles; details at socalact.org or RSVP socalact@gmail.com.



Rideshare Week is Oct. 3-7—look for event highlights in this issue of *On the Go*, or contact your county rideshare agency (see inset, right).

Network Meetings

Burbank TMO serves businesses in Downtown and Media District areas; call Kyle Maetani, 818.953.7788, btmo@polarisnet.net.

Century City TMO serves businesses in the Century City area; call Linda Paradise Lyles, 310.453.1714, linda@cctmo.org.

Compass at Playa Vista meets regularly; call Aaron Gaul, 310.929.5946, 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.

Orange County Network meets regularly; email 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.



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. 14, Oct. 5 and Nov. 16 at 9:30–11:30 a.m. To reserve your space, email rideshare@metro.net.

South Coast Air Quality Management District (SCAQMD) offers one-day ETC training for \$172.97. Upcoming sessions are Sept. 8, Oct. 6 and Nov. 3 at SCAQMD offices in Diamond Bar, Sept. 22 in Culver City and Oct. 20 at UC Irvine. Contact the SCAQMD's training program at etctraining@aqmd.gov or visit aqmd.gov.

ON THE GO

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