

Rideshare on the Air

You may tune into TV and radio traffic reports so you can avoid traffic snarls — but have you noticed that reporters often do more than point out congested areas and SigAlerts? They also promote rideshare options.

The Golden Pylon Awards—held recently at Union Station—recognize



2014 Golden Pylon winners (from top, L-R): Terry Edwards, Juan Galvan, Alysha Del Valle, Stephanie Simmons and Rebecca Campbell; not pictured, Kajon Cermak.

reporters who mention carpool lanes, Rideshare Thursday and other alternatives to driving alone.

“Traffic reporters come into our homes and our cars via the radio and TV—and when they say ridesharing can help you avoid traffic, it has impact,” says Alan Holmes with Ventura County Transportation Commission, which sponsors the awards along with Los Angeles Metro, Orange County Transportation Authority and San Bernardino Associated Governments.

This year’s Golden Pylon recipients are:

- Alysha Del Valle, ABC 7
- Stephanie Simmons, CBS 2
- Rebecca Campbell, KFI, KLAC, MYFM
- Officer Juan Galvan, FOX 11, Univision 34, Telemundo 52, and others
- Kajon Cermak, KCRW
- Terry Edwards, operations manager for Total Traffic

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5 Things Even the Best Rideshare Programs Can Forget

Don’t let forgetting a few details derail your rideshare marketing efforts. Here, we list five things you should always do to make sure your program is effective as it can be:

1. Woo repeat customers. As an ETC, you work hard to get people to start ridesharing, and the money and time they save often keeps them sharing the ride. That is, until for some reason their commute changes.

“If an employee moves, or his or her schedule changes, their old rideshare arrangement may not work anymore,” says Metro’s Paula Carvajal. “That’s when many revert to driving alone.”

Making sure that employees know how to get rideshare help at any time—and offering incentives and programs for existing ridesharers as well as new recruits—can ensure that commuters keep signing up for ridesharing, even as their circumstances change.

2. Make communication a two-way street. You may think of marketing as sending messages out via email, flyers, social media, etc. Sometimes, however, the smartest marketing means you’re not just doing the talking...you’re also listening.

Conduct surveys, hold a focus group, or even just take the time to talk to your employees to get their feedback. What are their needs when



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Metro



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Rideshare on the Air (continued from p. 1)

Golden Pylon Award recipients are nominated by their fellow reporters and selected by the Rideshare Week agencies. In addition, one winner—ABC7's Alysha Del Valle—was selected from nominations by Southland ETCs.



"Sharing the ride means alleviating congestion on our freeways. It can also be a safer way to travel."

—Stephanie Simmons—CBS2

"It's important to remind people that you don't have to sit in traffic. There are lots of other options that they may not think about. And carpooling is fun because you get to know someone a little better or meet someone new."



—Rebecca Campbell, MYFM and KLAC



"Traffic isn't linear. Once a freeway is at its capacity it only takes a few more vehicles to create heavy congestion, and then it becomes exponential. We only need a small percentage of commuters to get out of their cars and carpool to keep the roadway just under capacity."

—Kajon Cermak, KCRW

5 Things... (continued from p. 1)

it comes to commuting? What problems do they face? What would most motivate them to stop driving alone?

If you're spending your efforts promoting the cost-savings of transit, for example, when the biggest problem is lack of a nearby bus stop, even the cleverest campaign isn't going to work.

3. Include a call to action. What do you want them to do? Sign up? Call their ETC? Fill out a survey form by X date? RSVP for your rideshare fair? Make sure you include a "call to action" in all your outreach.

4. "The little things." The general rule is that people have to hear your message at least three times before they're ready to do anything about it. That's why on-going outreach is almost always more effective than sinking all your time and budget into one big event.



Of course, if you have the ability to do both, all the better—but things like distributing a monthly newsletter, engaging commuters on Facebook, regular raffles, quarterly contests, etc. are more likely to add up to action than a one-shot event.

5. Give the why along with the what. It's easy to fall into a habit of giving program information and updates, but don't forget to tell your employees why they should participate—whether it's to save money, help the environment, save hassle on parking, or whatever the main benefits are at your work site. It'll shift your message from informational to motivational.



Tired of Long Lines When Buying Your Metrolink Monthly Pass?

Saving time can be as simple as buying early to avoid the rush.

"Our purchase period for the monthly pass is from the 25th of the month to the 5th of the following month. Generally speaking, most riders wait until the last minute to buy their monthly passes, which creates



lines at the ticket machines on those last couple of days," says Metrolink's Jeff Lustgarten. "The earlier, they buy, the easier it will be."

And coming soon...in early 2015, Metrolink may be launching a pilot program that will allow riders to buy passes using a mobile app. Stay tuned to an upcoming issue of *On the Go* for details.

How to Help Your Employees Get Plugged-In

With a growing number of plug-in electric vehicles on the road (255,000 and climbing), many businesses are starting to meet a growing need by providing charging stations for employees, customers and visitors. A survey of plug-in vehicle owners showed that nearly three in four expressed strong interest in being able to charge their vehicles at work.*

"Workplace charging raises many complex questions about cost, equity and employment policies that need to be carefully considered," says Judi Masuda, project manager for Clean Fuel Connection, a woman-owned business based in Arcadia that has installed more than 10,000 EV charging stations since 1999. "Fortunately, there are many examples to follow and resources to help sort through these issues."

To get started, guides for businesses considering workplace charging can be found at pevcollaborative.org or driveclean.ca.gov and include:

- "Why Employers Should Install Workplace Charging for Plug-in Electric Vehicles," a four-page synopsis about workplace charging and how to go about creating a workplace charging program;
- "Amping Up California Workplaces"—20 case studies from early adopter companies.

In addition, the non-profit transportation consortium CalStart and its partners have created a website that provides information for employers at eworkplace.org. The site includes best practices, case studies and testimonials from companies that have already taken the plunge.

And the federal Department of Energy has launched the EV Everywhere Workplace Charging Challenge to encourage and recognize companies that are installing charging for employees. Details about the participants in the Workplace Challenge can be found at <http://energy.gov/eere/vehicles/vehicle-technologies-office-ev-everywhere-workplace-charging-challenge>.

If you're interested in installing charging stations at your worksite, you may be able to qualify for incentives or grants. Many of these programs are time-limited. To check on local or regional incentives go to afdc.energy.gov/laws.

For more information or to explore options regarding workplace charging, contact Judi Masuda at 626.354-8232.

*Source: Drive Clean, California Air Resources Board



New Law: When Passing a Bicyclist, You Need to Leave *This* Much Space

A new California law took effect last month that now requires drivers to give bicyclists three feet as they pass them on the road.

The law applies to any place a vehicle passes a bicyclist, regardless of whether there's a bike lane. Violators face at least a \$35 fine, which goes up to \$220 if a collision occurs. The exception to the law: If there's not enough room for the driver to give three feet of space. Then the driver must first slow down before safely passing.

So, short of carrying a yardstick with you, how do you know if you're three feet away?

One way to think about it is if a biker can reach out his or her arm and touch your vehicle, you're probably closer than three feet, suggests OCTA, which has prepared a [helpful video](#) about the new law.

FUN FACT:

More than half of commuters said money is their top motivator in considering ridesharing over driving alone.

Source: South Coast Air Quality Management District Rideshare Thursday study



Rideshare Week Roundup —What a Week it Was!

Thousands of commuters made the pledge and shared the ride during Rideshare Week, Oct. 6-11.

The campaign, sponsored in Southern California by the county transportation commissions, served as a reminder that carpooling, vanpooling, riding transit, bicycling, walking or telecommuting is a great way to save time, money and stress on the commute.

Employers held events ranging from rideshare fairs to parties to pledging competitions.

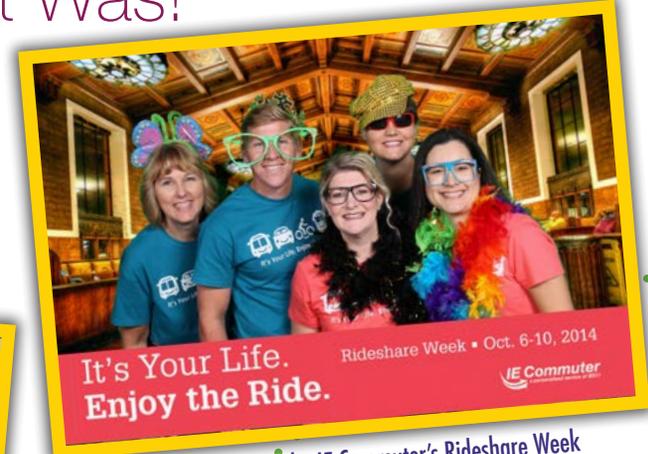
Some of the highlights...



VCTC Executive Director Karren Kettle (left) and VCTC's Alan Holmes (right) with kickoff luncheon prize winners: Cindy McCormack, Fiserv; Valerie White, Roadrunner Shuttle; Judy Willens, Ventura County Air Pollution Control District and Teresa Farrow, Fiserv.



Ventura County employers got a jump on Rideshare Week with a kick-off luncheon that included prizes, activities, info and more.



It was a prize-a-palooza at the IE Commuter's Rideshare Week kickoff event — along with lunch and sharing of helpful tips for a worksite event, IE Commuter raffled off \$1,800 in prizes donated by area businesses. Pictured here in the photo booth is IE Commuter staff (L-R): Tara Pueschel, Wes Parsel, Candace Garcia, Erinn Seefeldt, Michelle Martinez.



Share It! Did your company hold a Rideshare Week event? Share pics with us via Twitter... we're always happy to see employers spreading the rideshare word.
[@MetroLosAngeles](#), [@GoOCTA](#), [@SanbagNews](#), [@GoVentura](#)



Metro took to the streets to meet commuters and issue fun "Get Out of Traffic" licenses. Participants were encouraged to share the photos of their licenses on their favorite social media sites.



In Orange County, commuters could "bring out their inner superhero" by pledging to rideshare. Here, a commuter fills out a pledge card to win prizes from QCTA at a Santa Ana rideshare fair.

Los Angeles

405 Freeway — Is It Any Better Now?

A year after the opening of a carpool lane on the 405 Freeway through the Sepulveda Pass, afternoon rush hour speeds are about the same as they were before the improvements. But given the increase in cars on the road due to a recovering economy, just staying even may be an accomplishment, according to analysis of a two-week sample by the traffic monitoring firm INRIX.

The firm looked at afternoon travel times on the northbound 405 between the 10 and the 101 in September, when

the new carpool lane was fully open for business, and the same period last year, when only a 1.7-mile stretch of the new lane was in use. INRIX did not have a measurement of travel times during the same period in 2009, before the project started.

Adds Metro's blog, [The Source](#), the study, while far from definitive, is significant because it offers the first glimpse of how the long-running project may be affecting motorists in one of the nation's most notorious traffic hotspots.

Metro to Launch New Express Bus Service

Metro will launch express nonstop service between UCLA in Westwood to the Orange Line in the San Fernando

Valley. Line 788, which begins Dec. 15, will save riders on average 20 minutes each way by using the new carpool lanes on the 405 Freeway.

Initially, express buses will depart every 20 minutes on weekdays during peak traffic periods—from 5:30 a.m. to 9:30 a.m. and 3:30 p.m. to 7 p.m.

Details will be available at [metro.net](#).



Find the Metro Holiday Fairy & Win

Can you find the Metro Holiday Fairy? On Dec. 20-21, the public is invited to participate in the Metro Holiday Hunt—a fun contest where they're challenged to find the fairy on Metro Rail and buses for a chance to win prizes.

To enter, they'll have to find her first, and then take a photo, posting it to Instagram using the hashtags

#TAPandSave and #HolidayHunt.

Look for contest details in December at [metro.net](#).

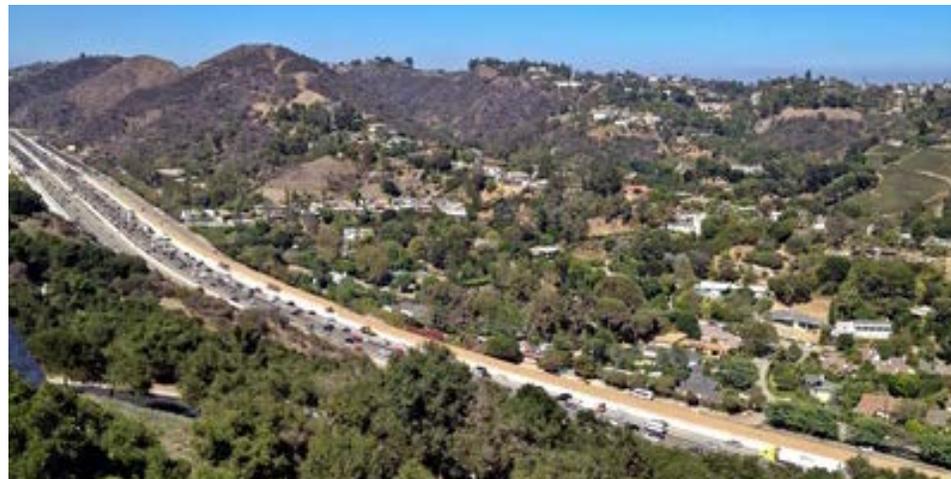
Orange

OCTA BikeShare Free with Your Metrolink Monthly Pass

If you're a Metrolink monthly pass holder, you can get a free annual OCTA BikeShare membership through Dec. 31. Go to [bikeshare.bikenationusa.com](#), and use the promo code mtrlinkaug14 to qualify for the membership at no cost.

The [OCTA BikeShare](#) system allows users for a nominal fee to check out, ride and return bikes from any of 11 stations located throughout Fullerton, including at the train station.

With this discount, while normal user fees apply, the annual membership fee is waived. [More >](#)



Donate a Bus Ride

This holiday season, why not give the gift of transportation to someone in need? OCTA is partnering with Community Action Partnership of Orange County to provide bus passes to low and fixed-income people who need them to get to essential places like school, medical offices, work and markets.

For more information or to donate, go to capoc.org/buspasses/.

Long-Awaited Transit Hub & Entertainment Center to Open in Anaheim

Traveling to Orange County is about to get easier with the opening of the Anaheim Regional Transportation

Intermodal Center, ARTIC, on Dec. 13.

The 67,000 square foot facility will be host to Metrolink, OCTA bus, Amtrak, Anaheim Resort Transportation, Coach USA and Greyhound as well as shuttles, taxis, bikes and tour and charter buses.

Located in Anaheim between Honda Center and Angel Stadium, ARTIC will feature retail and dining, Wi-fi and plug-in stations, plenty of parking, bike racks and lockers as well as community space for the public to enjoy.

The public is invited to the grand opening celebration for a day filled with music, food, tours, transit information and more.

For details, go to articinfo.com.



FUN FACT:

One in five commuters are aware of Rideshare Thursday. 5% had taken action as a result of the campaign.

Source: South Coast Air Quality Management District
Rideshare Thursday study

San Bernardino



Employer Profile: Esri Employees Get It in Gear

Like the old saying that “nobody walks in LA,” there’s a perception that nobody bikes in the Inland Empire—but the employees at Esri in Redlands are proving that not to be true. Bicycle commuting is big there, with nearly 100 employees reporting in the company’s recent transportation survey that they bike to work.

How does Esri do it? According to ETC Jaime Ventura, “the initiative was taken by employees, and it went from there.” Not only do many workers

live near enough to the office to bike, “Redlands itself has become a biking hub,” says Ventura. With the Redlands Bicycle Classic (the IE’s version of the Tour de France), as well as a bike-friendly downtown area, the area is ripe for commuting on two wheels.

While employees may have gotten the thing started, Esri wisely supports their efforts, so employees will continue to bike to work.

Esri provides bike racks at almost all the buildings and makes gym facilities available to those who’d like to change or shower before work. [More >](#)

The company recently hosted a brown-bag seminar where employees got cycling tips from a local expert who also works at Esri. Employees who tried bike commuting during Bike to Work Week were able to stop at an “energizer station” to start their day with refreshments and a chance to win prizes.

And it looks like biking will continue to grow at Esri, because employees hear about bicycle commuting their *very first day on the job* during orientation as part of Esri’s rideshare program.

2-for-1 Fares on sbX

sbX riders can bring a friend for free on Fridays now until Nov. 28 as part of a special promotion offered by Omnitrans.



“We know that current sbX customers are our best promoters, so we invite them to bring along a friend for free on Fridays this fall,” says Omnitrans’ Wendy Williams. “For new riders, it’s always reassuring to travel with an experienced rider.”

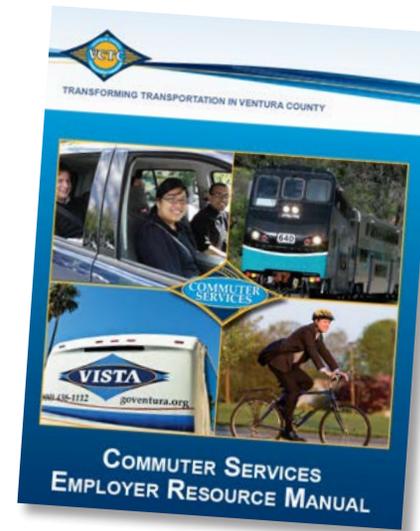
The sbX green line runs every 10 to 15 minutes on weekdays in San Bernardino and Loma Linda on a 16-mile route, including over 5 miles of dedicated bus lanes. For schedule information, visit omnitrans.org or call 1.800.966.6428.

Ventura

Employer Resources Manual Available Free Online

Ventura County employers can now get everything they need to run a rideshare program right at their fingertips. The VCTC Employer Resources Manual provides hands-on tools to meet Rule 211, as well as develop programs that help solve commute issues at the worksite, and is available free at goventura.org.

“Most ETCs are on their own at the worksite when it comes to



developing a rideshare program,” says Alan Holmes with Ventura County Transportation Commission. “This manual was developed in essence to hold their hands through the process, especially in terms of conducting a survey to meet clean air mandates.”

The 78-page manual includes sections on how to develop a rideshare program, local resources, surveying, marketing, special events, tax benefits and ridematching.

Click here to download the manual for the city where your worksite is located:

- [Camarillo](#)
- [Fillmore](#)
- [Moorpark](#)

- [Oxnard](#)
- [Port Hueneme](#)
- [Santa Paula](#)
- [Simi Valley](#)
- [Thousand Oaks](#)

For more information, go to goventura.org or call Alan Holmes at 805.642.1591, ext. 119.

Visit the VCTC App Corner

Need to find out when your bus will arrive? Or want to find a bike-friendly route? There’s an app for that, and it’s available at the VCTC App Corner at goventura.org.

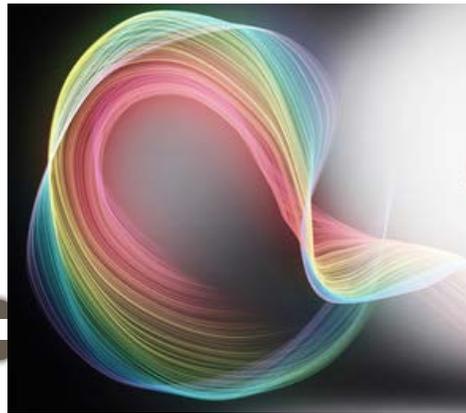
The Smart Ride app gives free real-time transit information using GPS so know when your bus will arrive, and whether to wait or look for another stop.

The VCTC Bikeways App shows you biking routes in Ventura for both iPhone and Android.



Calendar

Colors of the Rainbow dance presentation will take place at the Union Station historical ticketing hall on Nov. 5 at 5 p.m. Doors open at 4:30 p.m. and seating is first come, first served.



Metro and the Digital Future, a unique pitch-style event exploring technology on public transit, is Nov. 7, 8 a.m. to 4 p.m. and will explore trip-planning, Wi-fi on buses, car sharing, fare payments and more, metro.net.

Omnitrans "Stuff a Bus"—Bring a new, unwrapped toy and help Omnitrans fill a bus to donate to needy kids as part of the Spark of Love toy drive, Dec. 5, 5 a.m. – 6:30 p.m., at Mathis Brothers Furniture in Ontario.

Metro buses will be at the Spark of Love toy drive on Dec. 12, 5 a.m.–6 p.m. at the Westfield Topanga in the San Fernando Valley.



OCTA will join Spark of Love at the Honda Center in Anaheim on Dec. 19, 5 a.m. – 6 p.m., collecting new, unwrapped toys.

Free rides: All Metro buses and rail lines will provide free service the nights of Christmas Eve and New Year's Eve; no fare will be charged starting 9 p.m. on Dec. 24 until 2 a.m. Dec. 25 and 9 p.m. Dec. 31 until 2 a.m. Jan. 1. Orange County Transportation Authority will offer free rides on New Year's Eve, Dec. 31, 6 p.m. until 2 a.m. on New Year's Day.

Network Meetings

Glendale TMA meets regularly; call 818.543.7641.

Inland Empire Commuter Services 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 briefing—where Los Angeles area employers can learn about the transportation survey process and services Metro has to offer—is Nov. 19, 9:30–11:30 a.m. There is no briefing session held in December. To reserve your space, email garciana@metro.net.

South Coast Air Quality Management District (AQMD) one-day ETC training for \$166.59. Upcoming sessions are Nov. 19 and Dec. 11 at AQMD offices in Diamond Bar and Nov. 6 in Culver City. 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
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IE511.org

Riverside/San Bernardino counties