

News for Your  
Employees [Download >](#)  
[Download Spanish version >](#)

## 'Tis the Season of (Ride)Sharing— How Are You Celebrating?



As we gear up for the holidays, don't forget to put the "ride" into the sharing season. Some ideas:

- If you already award incentives or raffle prizes, make some gifts such as gift cards or grocery/restaurant vouchers that can be useful this time of year.
- Set up a rideshare table at the holiday party.
- Notify employees of any transit schedule changes due to the holidays.

- Collect toys or non-perishable food items for "Stuff a Bus" charity events (see [Calendar](#)).
- For Thanksgiving, send an email or staff letter to let ridesharers know that you're thankful for all they do to reduce traffic and air pollution.

At the upcoming DCFS LA County holiday party, ETC Adrineh Aghayani plans to ask who among the staff rideshares, and then have some say a few words about how the rideshare program works for them and how they found a carpool partner or other rideshare arrangement. All ridesharers will then be eligible for a prize drawing.

According to ETC Laura Jardine, the City of Santa Clarita is sending out a "Green Holiday" ad reminding residents to carpool to holiday gatherings and avoid crowded parking lots by walking or using transit for local shopping.

To put a twist on their holiday rideshare raffle, Martin Luther King, Jr. Outpatient Center is having ridesharers answer 10 questions about the rideshare program—anyone who answers all correctly is entered into a drawing for one of five \$50 gift cards. Not only is this a handy prize right before the holidays, but MLK gets some valuable feedback on how well the program is being marketed to staff, according to ETC Denise Gordon.



## Rain – the Good, the Bad & the Traffic

Southern California got some much-needed rain last month, but the good news didn't last long as mudslides and flash floods forced the closure of nearly 40 miles of Interstate 5, cutting off California's main north-south artery.

With the National Weather Service predicting that El Niño will bring greater-than-average rainfall this winter, there's a high possibility of more rain-related traffic woes to come. How can you be sure employees are able to work if foul weather conditions affect their commutes?

"ETCs can help by letting

[More on Rain >](#)



Metro



[Calendar of Events](#)

[Download Commuter News](#)

[Download this issue as a PDF](#)

### Rain... (Continued from page 1)



employees know which rideshare options are available in case of an emergency," says Nicole Soto with IE Commuter. "Even employees who don't want to rideshare regularly can benefit from getting a RideGuide to see if a bus or train can make the trip when their car can't."

Carpool partner listings can also be helpful, since not only is it safer to have someone in the vehicle with you in rough road conditions, but you may have access to faster-moving carpool lanes if general lanes are clogged from bearing the brunt of closed roads.

"The next time rain is in the forecast, consider sending an email to employees reminding them to keep their RideGuides handy should they need a commute backup plan," adds Soto. "And include a link to your ridematching site so those who didn't get a RideGuide at survey time can sign up for one now."

## 5 Cool Things You (Maybe) Didn't Know About **Ridematch.info**

If you're one of the hundreds of employers in Los Angeles, Orange and Ventura counties using [ridematch.info](#) for your transportation survey and RideGuides, here are a few often unknown—but highly helpful—ways you could be getting more from the website...

**1.** If you offer employee rideshare incentives, use Ridematch.info to save time and money on paperwork. The Commute Calendar feature allows employees to log in to track their daily commute activity. Instead of creating or overseeing an entirely separate tracking system for incentives, you can tap into this one that's already tied to employee data to get records of whether they carpooled, vanpooled, drove alone, etc.

**Is your company located in San Bernardino County? The ridematching website for the Inland Empire is [iecommuter.org](#), where employees can log in or register to get carpool and vanpool matches, transit routing, Park & Ride lot locations and more. For help getting the most out of the site's features, call your representative at 1.866.RIDESHARE.**

**2.** Putting a link on your company Intranet or rideshare website is an easy way to provide direct access for your employees to generate their own carpool matches and transit routes. This is especially helpful if you have limited time to provide one-on-one ridematching assistance.

**3.** There's a reporting feature that lets you create the sort of data that motivates managers to keep supporting your program. How much pollution have your ridesharers helped reduce? How many fewer miles have they traveled? Rather than rely solely on anecdotal evidence, you can crunch numbers to justify your rideshare program's success.

**4.** You don't have to wait for survey time to update employee data. Sign up people into Ridematch.info as part of new-hire orientation. Urge employees to log in to update their accounts any time their schedule changes or they move. This not only allows them to access rideshare information when they need it, but it keeps the database fresh for everyone.

**5.** You can use that fresh data to generate up-to-date reports to see trends in employee commuting. For example, log into the ETC portal to create zip code lists to find where clusters of commuters live to potentially set up a vanpool. Alphabetical lists can help you identify employees at a glance to see how they're getting to work—and where you might best concentrate your promotional efforts.

Look for more Ridematch.info news in the next issue of *On the Go*.



## Rideshare Week Roundup—What a Week It Was!

Thousands of commuters made the pledge and shared the ride during Rideshare Week, Oct. 5-9.

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...



Metro Rideshare celebrated innovation in mobility with fun community events, including a Karaoke Rickshaw that rolled through areas of LA and showed how getting around without a car can put a song in your heart. (Photo by Wendy Hsu for Movable Parts, project titled Movable Karaoke)



IE Commuter's Rebekah Hill and Tamara Bayne helped inspire Inland ETCs to rock their commutes and their Rideshare Week campaigns at a luncheon with food, prizes and plenty of motivation.

At a Cal State Channel Islands rideshare fair, students tested the idea of biking and blending ... smoothie anyone?



Ventura County Transportation Commission awarded prize packages to people who pledged to rideshare



including this clever kit for vanpoolers with treats such as a gas card, headphones and chocolate.

At an Orange County Employees Association rideshare fair, employees spun a wheel for a chance to win prizes such as laynards, tote bags and gift cards.



Orange County Transportation Authority gave out RideGuides and free 1-day transit passes during Rideshare Week to promote the launch of OC Bus.

## Top Traffic Reporters Take Home Golden Pylons

Southern California TV and radio traffic reporters don't simply tell people about tie-ups and gridlock—many of them also help ease traffic by suggesting alternatives to driving alone.

That's the inspiration behind the annual Golden Pylon Awards, which this year honored five reporters who give regular Rideshare Thursday reminders, report on fast-moving traffic in the carpool lanes, and sing the praises of bus and rail.

Golden Pylon winners (pictured, below) are:

- Officer Edgar Figueroa, reporting for California Highway Patrol
- Barbara Brooks, KNX 1070, KOLA FM and others
- Ginger Chan, KTLA and 102.7 KIIS FM
- Richard Turnage, KNX 1070
- Angel Martinez (not pictured), KFI 640, KOST

Winners were nominated by their traffic reporting peers as well as by the Golden Pylon Award sponsoring agencies, which included Metro in Los Angeles County, Orange County Transportation Authority, San Bernardino Associated Governments and Ventura County Transportation Commission.



"I sometimes kid with my friends that traffic congestion is 'job security' for us traffic reporters, but freeway traffic is horrible and getting worse, so I tell everyone to please share the ride to lessen the jams. I can always find other work!"

—Richard Turnage, KNX 1070



"Ridesharing is an opportunity to help reduce the volume of cars on the road at any given time. And the bonus is using the freeway's HOV, which can often be a time saver."

—Angel Martinez, KFI 640, KOST

"Ridesharing is important, especially in Southern California. It helps to keep our air cleaner—and if enough people share the ride, it will cut commute times for everyone."

—Barbara Brooks, KNX 1070



## Walk. Bike. Go Human

With nearly 40% of Southern California trips being less than three miles, a new campaign is urging people to "Go Human" and use human-powered ways to get where they're going whenever possible.

The website at [gohumansocal.org](http://gohumansocal.org) highlights the health benefits of bicycling and walking, and gives safety tips. It also offers free campaign materials to promote Go Human, including a digital toolkit with flyers, fact sheets, web banners and more.



## Did You Know...?

Commuting time is the single strongest factor in the odds of escaping poverty, according to a [Harvard study](#) of upward mobility. The longer an average commute in a given county, the worse the chances of low-income families there to move up the ladder.

The relationship between transportation and social mobility is stronger than that even between social mobility and crime, elementary-school test scores or the percentage of two-parent families in a community.

## Los Angeles

### Bikes Vs. Cars

As part of the Rideshare Week activities last month, nearly 150 bicyclists rode to the LA River to catch a screening of **Bikes Vs. Cars** at the Ambulante Film Festival. The documentary film—which explores the effort worldwide to make cycling a viable alternative to driving—will hit theaters in December.



### Metro Gold Line Opening

The **Gold Line Foothill Extension** will open on March 5, offering a much-needed transit alternative to the 210 Freeway. The extension will extend the Gold Line for 11.5 miles from the current Sierra Madre Villa Station in eastern Pasadena to the Azusa/Glendora border.



There will be six new stations: downtown Arcadia, Monrovia, Duarte/City of Hope, Irwindale, downtown Azusa and APU/Citrus College Station in Azusa.

### Taking Flight on Thanksgiving

To help people make their Thanksgiving flights, bus service from Metro Red Line's North Hollywood Station to Bob Hope Airport will run Thanksgiving weekend, thanks to special funding from Metro. Rides on Burbank Bus are \$1. For schedule information, visit [burbankbus.org](http://burbankbus.org).



## Orange

### OC Bus Aims to Be More Rider Friendly

A big reason that people don't ride the bus is that they don't know how, a recent OC Bus ridership survey found. To address this issue, Orange County Transportation Authority (OCTA) launched a new mobile-friendly website design along with printed ride guides that provide "simple but comprehensive steps needed to hop aboard with knowledge and confidence," according to the agency.

The website uses an entertaining video and clear messaging to encourage potential riders to easily plan, pay and ride to their destination.

In addition, four printed pocket-friendly guides feature selected bus routes with frequencies of 15 minutes or less.



Visit OCTA at [octa.net](http://octa.net), or to request ride guides for your employees, contact 714.636.RIDE, option 4.

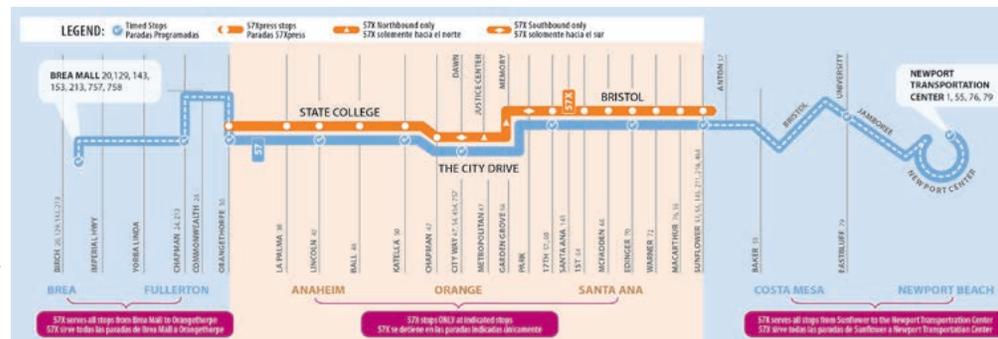
### The "X" Means Faster Service

If you have employees who take OCTA's route 57, they could save time with the new Route 57X, a limited-stop version operating at faster travel speeds on weekdays from 6 a.m. to 6 p.m.

Bounded by the intersections of State College Boulevard and Orangethorpe Avenue in the north and Bristol Street and Sunflower Avenue in the south, the new express service will run in the section of Route 57 that generates the highest rider demand.

Routing and schedule information is at [octa.net](http://octa.net).

More >



## San Bernardino

### Incentives Now Available Online

In case you missed the news...qualifying Inland Empire commuters can now access and apply for IE Commuter rideshare rewards on [iecommuter.org](#), earning \$2/day in gift cards and savings at 200,000 merchants when you rideshare at least five days per month for three consecutive months.



### Trip Planning Tool Offers Travel Help to Vets

There are roughly a quarter-million veterans in the Inland Empire, and many are in need of transportation

services to get the resources they need. The newly-launched Vetlink Trip Planner is designed to match veterans, service members and their families with transportation services and programs within San Bernardino and Riverside counties. It is available at [211vetlink.org](#).

### VTA Launches Non-Stop Service to Victor Valley College

Victor Valley Transit Authority (VTA) recently launched the region's first express route, the 45X Express Route, providing non-stop bus service between Victor Valley College and the Victorville Transfer Hub at Costco.



The service features three morning runs to the college and three afternoon runs to Costco and will reduce passenger crowding and improve on-time performance for the popular 45 and 55 routes.

For more information, visit [vta.org](#).

## Ventura



### Keeping It All in the County

Fun fact: Most people who live in Ventura County also work in Ventura County, according to the US Census from 2008 through 2012.

Those who do travel out of county typically head south (which is one explanation for the frequently crowded US 101).

In case you're wondering where those workers leaving the county go each day, most go to Los Angeles County, with nearly 18%, or 66,832

people, making the trek. Santa Barbara worksites claim 3% of Ventura's commuters, and Orange County a mere .3%.

### Amgen Tour of California

The 11th Amgen Tour of California will take an unusual south-to-north route in May, starting in San Diego and ending in Sacramento with a stop in

Thousand Oaks, race organizers announced last month.

Stage 3 of the race will begin on the Amgen campus in Thousand Oaks and end on Gibraltar Road outside of Santa Barbara. This will be the first time the race route will reach Gibraltar Road, a popular climb for cyclists.

The Amgen Tour sends professional cycling teams along an eight-day course. The nearly 800-mile race will run May 15-22.



## Calendar



### 211 VetLink Trip Planner launch ceremony



is Nov. 10, 10:30-11:30 a.m. at the San Bernardino Transit Center, with transit center tours, refreshments and vendors, [211vetlink.org](http://211vetlink.org).



This holiday season, Metro, OCTA and Omnitrans will "Stuff a Bus" in coordination with Spark of Love Toy Drive; for dates/locations, visit [metro.net](http://metro.net), [octa.net](http://octa.net), [omnitrans.org](http://omnitrans.org) and [abclocal.go.com/kabc](http://abclocal.go.com/kabc).

### 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 regularly; 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 [sbwtda@gmail.com](mailto:sbwtda@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 on Nov. 18, 9:30–11:30 a.m. There is no December briefing. 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 Nov. 5 and Dec. 10 at SCAQMD offices in Diamond Bar and Nov. 19 in San Bernardino. Contact the SCAQMD's training program at [etctraining@aqmd.gov](http://etctraining@aqmd.gov) or visit [aqmd.gov](http://aqmd.gov).



### ON THE GO

**Editor/Writer:** Jill Smolinski

**Art Director:** Harlan West

For subscription information or to change your ON THE GO e-mail address, contact your representative at the rideshare office nearest you.

#### Metro Rideshare

One Gateway Plaza  
MS 99-19-06  
Los Angeles, CA 90012-2952  
Business: 213.922.2811  
[rideshare@metro.net](mailto:rideshare@metro.net)

#### OCTA Share the Ride Programs

550 S. Main St., Orange, CA 92868  
Mailing address:  
PO Box 14184, Orange, CA 92863  
Business: 714.636.RIDE option 4

#### Ventura County Transportation Commission Commuter Services

950 County Square Dr., Ste. 207  
Ventura, CA 93003  
Business: 805.642.1591, ext. 119  
[CommuterServices@goventura.org](mailto:CommuterServices@goventura.org)

#### San Bernardino Rideshare Program

**IE Commuter**  
Business: 1.866.RIDESHARE (866.743.3742)

#### Commuter Information 511

[Go511.com](http://Go511.com)  
Los Angeles/Orange/Ventura counties

[IE511.org](http://IE511.org)  
Riverside/San Bernardino counties