

On the Go

Rideshare News for Southern California Employee Transportation Coordinators (ETCs)

July/August 2019

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“Walking the Talk”

Meet these ETCs who’ve found out it’s better when you rideshare... both for your rideshare program, and yourself!

After being tasked with ETC duties for Olive View-UCLA Medical Center in Sylmar, **Terri Dale** decided it was time to, as she put it, practice what she preached.



“The more information I received and ETC functions I attended, the more rideshare began to make sense to me,” she says. “Living in Lancaster I was driving back and forth daily. I don’t mind driving at all, but the wear and tear on my vehicle and the costs for fuel and maintenance were troubling.”

She sent out an email blast to employees living near her in the Antelope Valley. What started as a two-person carpool eventually grew into a vanpool.

“From an ETC point of view, I’m proud of my transition from single-car driver to carpool and then vanpool. I’m/we are making a difference in the air we breathe by taking five vehicles off the road.”

Every morning, **Eddie Yip** gets in a brisk half-mile walk to catch an express bus from where he lives in Temple City to his job in downtown L.A. as ETC for the L.A. County’s Department of Regional Planning. He can easily tout the benefits of ridesharing. “The great thing to rideshare is I’m able to read, text and listen to music while on the bus, and I don’t have [More >](#)

5 Reasons for ETCs to Rideshare

If you’re the employee transportation coordinator (ETC) at your worksite, it’s a good idea to share the ride if you possibly can—even if your schedule or other obstacles don’t allow you to do so every day. Here’s why:

1. It sets a good example. It’s a lot easier to sell ridesharing to employees when they see you believe in what you’re saying enough to do it yourself.

2. You’ll be aware of what’s happening out there. If you drive alone to work, you could miss out on changes that impact your commuters. ETC Jackie Williams with the County of Los Angeles, for example, usually rides the Metro Blue Line to work. Because of that, she was able to share first-hand information on how to switch over to buses and shuttles during the line’s 8-month series of closures.

3. A small effort can snowball into something bigger. ETC Terri Dale (see “Walking the Talk,” Right) decided to carpool to set a good example. In searching for fellow poolers, she discovered there were enough living by her to start an entire vanpool—so her efforts took five cars off the road instead of just one.



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5 Reasons for ETCs to Rideshare (Continued from page 1)

4. Better troubleshooting. Is your process for transit reimbursements clunky? Is there a glitch in your guaranteed ride home

procedure? Is there nowhere to park a bike? The more you experience the day-in and day-outs of your rideshare program, the more you'll recognize what needs fixing.



5. Because you're a commuter, too! Why miss

out on all the money and stress-saving benefits ridesharers get? Put all that rideshare knowledge to make your own commute better as well.



“Walking the Talk” (Continued from page 1)

to look for a parking space after I arrive to the office building,” Yip says.

It wasn't until **Yolanda Adame** started riding the bus to where she works at Rio Hondo College that she realized it could help her be more effective as an ETC. “I thought, this is a chance to be an example for my program,” she says.



Adame switched to the bus, as many people do, due to necessity. “First of all, my car broke down. Plus it's a V8, which is a gas hog, and I don't like to waste money on gas,” she says, adding that even when her car gets fixed, she plans to drive it only as far as her nearby bus stop. “I take the bus early in the morning. It's kind of peaceful.”

Hsiao-Ching Chen has been ridesharing since the launch of the Gold Line 16 years ago. She recently moved to downtown L.A., where she now hops on a Metro Bike in the early morning and then walks to get home from where she works as ETC for L.A. County Department of Regional Planning. On rainy or bad air quality days, she opts for a Metro or Dash bus.



Chen recognizes that although not everyone has convenient access to rideshare options, it helps her in her job as an ETC. “To do any assignment well you have to believe in it, and if you don't try it, it's very difficult to persuade others to do the same thing,” she says. “I think others can see through you if you only say it as part of your job...only to get the department's AVR numbers up.”

Jessica Victorian carools daily from Baldwin Hills to her job as ETC for L.A. County Museum of Art. Before she switched to carpooling, she also got to work by walking and by riding the bus, which she believes gives her a well-rounded perspective of the commute options available to employees at LACMA.

“When I talk about ridesharing, I can do so from my own experience. It's easier for me to explain the program because I've done it,” she says. “You're in the trenches like the rest of them so people believe you know what you're talking about. More people are willing to rideshare because they say, ‘hey, you do it, too.’”

Heads Up— Rideshare Week Is Coming Soon!

Mark your calendar for Rideshare Week, Oct. 7-11.

Later this summer, your Southern California rideshare agencies will be rolling out turn-key marketing materials and offering other support to help you bring Rideshare Week to your commuters.

In the meantime, it's not too early to start brainstorming ways you can add your own flair by making plans to host a rideshare fair, in-house prize drawing, contest or other event.

Plus look for details in the next issue of *On the Go for ETCs*.



Metrolink July 4th Discount

Metrolink's holiday discount lets you declare your independence from traffic and ride all day for just \$10 on July 4. Metrolink will operate on a Sunday schedule on the Antelope Valley, San Bernardino, Orange County, 91/Perris Valley and IE-OC lines.

The \$10 holiday ticket can be bought on the [Metrolink Mobile App](#) or at ticket vending machines found under "special ticket options."

TAP for Our Nation's Birthday

In honor of Independence Day, limited edition 4th of July TAP cards are now available at select TAP vending machines. TAP cards cost \$2 and are reusable. Check the sticker above the screen on vending machines to see which cards are in stock. For a list of where to find these commemorative TAP cards, visit thesource.metro.net.

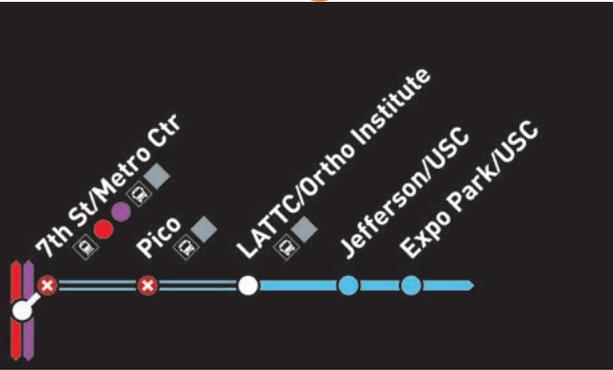


Los Angeles

to make it easier for people to ride Metrolink, hopefully enticing new riders. (L.A. Metro has also been partnering with Via to offer free rides to/from transit.)

To get the offer, book a shared ride through the Via app or book by phone at 619.731.0710. Via service is available Monday-Friday from 6 a.m. to 8 p.m.

The program's service zones connecting to Metrolink consist of a 13-square-mile area around the Burbank stations, and a 23-square-mile area around the El Monte Station.



Two Station Closures on the Expo Line

As of June 22, two stations on the Metro Expo Line are out of service for 60 days between 7th St/Metro Center and LATTC/Ortho Institute Station.

No Expo Line service will be available between these stations due to construction on the area of track it shares with the Blue Line, which is being renovated.

To replace rail service during the closure, Metro is offering bus shuttles.

For more information [and a list of shuttle service](#), visit metro.net/newblue.

Free On-Demand Shared Ride Hailing Service from Metrolink Stations

Metrolink riders at the Burbank Airport-South, Burbank-Downtown and El Monte stations can now use the [Via on-demand shared ride hailing service](#) for free to complete their trip.

The limited time promotion aims

Orange



Free Shuttles and Trolleys to the Beach

Get closer to the sand by hopping on a [free summer shuttle or trolley](#). They're available in Dana Point, Huntington Beach, Laguna Beach, Newport Beach, San Clemente and San Juan Capistrano. Many shuttles connect to each other and to transit and Metrolink stops.

Ride the OC Fair Express & Save

Ride the OC Fair Express bus to the Orange County Fair in Costa Mesa for just \$2 each way, plus get a coupon for a bargain \$4 general fair admission (a \$10 savings). It runs



Check Out the New Screens

Metro Blue Line riders enjoyed a new feature in stations on the southern segment that recently reopened—IxNTouch digital screens that offer rail and bus arrival times, system and station area maps, service alerts and more.

Read all about it in Metro's [The Source](#).



Photo courtesy of [The Source](#).



Saturday and Sunday during the fair, beginning July 13.

If you're connecting to the OC Fair Express from Metrolink, you'll catch it at the Anaheim Canyon, Santa Ana, Irvine or Anaheim-ARTIC stations. Ride free when you show your valid Metrolink ticket.

For details, visit ocfairexpress.com.

Parking Fees Change

As of July 7, parking fees at the San Juan Capistrano Station's Franciscan Plaza Parking Structure will increase (as part of a pilot project through Sept. 2). Spaces designated for Metrolink commuters (currently \$2) will cost \$2 from 7 to 10 a.m. on weekdays and then \$2 hourly between 10 a.m. and 9 p.m.

Price increases will also apply to Amtrak parking and what are currently free spaces.



Riverside/San Bernardino

Rideshare Spotlight Hall of Fame



Each month, commuters that sign up and log eight rideshare trips in their online Commute Diary at IECommuter.org are entered into a sweepstakes to win a prize valued at up to \$100. They'll also get the opportunity to tell their story in the **Spotlight Hall of Fame**.

Each trip counts as a sweepstakes entry, so any additional trips are extra chances to win.

The Rim Weekend Trolley Is Back

Mountain Transit's summer trolley runs through Oct. 27, traveling Lake Arrowhead to Lake Gregory. Fare is \$5 for unlimited boarding all weekend long, and tickets can be purchased directly from the conductor. Get details at mountaintransit.org.

Omnitrans \$1 Youth Summer Fare

Riders 18 and under board any **Omnitrans** route for only \$1, including Freeway Express, sbX or OmniGo community circulators through Aug. 31 (a 75-cent discount over the usual fare).

The discounted fare is also available on smartphones using **Token Transit** mobile ticketing.



New Fares, New Look on RTA

As of July 1, the fare on Riverside Transit Agency (RTA) buses will increase slightly—including on **CommuterLink Express routes** with premium service to Orange County. The CommuterLink general pass is now \$3.50 (from \$3), the day pass is \$10 (from \$7) and 30-day pass \$95 (from \$75).



[More >](#)



Riverside/San Bernardino (continued)

As always, Metrolink riders with valid train tickets ride free.

Along with the new fares comes a new pass that's the size of a credit card with a magnetic strip on the back for quick and easy boarding.

All of RTA's express buses come with free Wi-Fi, plush seats, overhead reading lights, luggage and bike racks, and USB charging ports.

Ventura

Our Future 101

Ventura County Transportation Commission (VCTC) recently held meetings to get public input on plans to add carpool lanes to Highway 101

from Thousand Oaks to Ventura to help relieve heavy traffic congestion there. If you'd like to see what's under consideration but missed the meetings, you can [view the presentation here](#).



Stay informed on the Our Future 101 project by signing up for text alerts and emails at [ourfuture101.org](#).

A Country Fair with Ocean Air

VCTC is sponsoring a Public Transportation Photo Contest at the Ventura County Fair. The top photographer in each division will win a \$100 gift card and a 31-day VCTC bus pass.

This contest will run within the county fair's annual photo competition. All entry forms should be submitted before July 15 to the Ventura County Fair. Follow VCTC on [Facebook](#), [Instagram](#) or [Twitter](#) to see sample photos.

For more information visit: [goventura.org/2019/06/11/show-off-your-photography-skills/](#)

Catch a Summer Beach Bus to Zuma

- **The City of Agoura Hills Beach Bus** takes riders from three pick-up locations in Agoura Hills to Zuma for \$2 through Aug. 16. Schedule information is at [ci.agoura-hills.ca.us](#).

- **The City of Thousand Oaks Beach Bus** heads to Zuma Beach Monday – Friday through Aug. 9 (except July 4-5). Fare is for \$3 each way with multi-ride passes available.

Detailed schedules at [totransit.org](#).

- **The City of Calabasas Beach Bus** is only for

residents of Calabasas and Hidden Hills for \$2 each way. Details are at [cityofcalabasas.com/beachbus](#).



- **The City of Moorpark Beach Bus** runs Tuesdays through Thursdays until Aug. 16 for \$5 round trip. Details are at [moorparkca.gov/821/2019-Beach-Bus](#).



Calendar

Events



A special holiday promotion rate lets you ride all day on Metrolink for \$10 on the July 4. Get details at metrolinktrains.com.

Groundbreaking for the Redlands Passenger Rail Project (Arrow) is July 19 at 10 a.m. at the corner of Third and Stuart in Redlands, directly across the tracks from the Redlands Depot. The event is open to the public and no ticket is necessary.



The International Conference for the Association for Commuter Transportation (ACT)

is Aug. 4-7 in New York, NY. For more information and to register go to actconf.org.

OC Fair Express runs weekends starting July 13, taking you to the fair for just \$2, plus a coupon for a discount \$4 OC Fair admission (vs. the usual \$14).

IE Commuter Rideshare Week Marketing

Workshop and Kick-Off Event is Aug. 21 at the DoubleTree in Ontario, at 10 a.m. It is hosted by Riverside County Transportation Commission and San Bernardino County Transportation Authority. For details or to RSVP, contact 1.866.RIDESHARE (866.743.3742).

The Metro fall workshop to launch Rideshare Week activities is Aug. 28 at Metro in downtown Los Angeles, 8:30 a.m. - 12 Noon. More details will be emailed to all ETCs register to attend in July.

Network Opportunities

Burbank TMO serves businesses in Downtown and Media District areas; call 818.953.7788, bronwen@btmo.org.

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 marketing workshops 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; contact Talin Shahbazian at tshahbazian@cityofpasadena.net.

Santa Monica TMO meets regularly; contact Puja Thomas-Patel, 424.330.4298.

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

Training

Metro Rideshare (free) upcoming briefings—where Los Angeles area employers can learn about the transportation survey process and services Metro has to offer—are July 16, Aug. 13 and Sept. 17, 9:30-11:30 a.m. To reserve your space, email SharedMobility@metro.net. For details, visit metro.net.

South Coast Air Quality Management District (SCAQMD) offers one-day ETC training for \$189.73. Upcoming sessions are July 11, Aug. 8 and Sept. 5 at SCAQMD offices in Diamond Bar, July 18 in Pasadena and Aug. 22 in West Covina. Contact the SCAQMD's training program at etctraining@aqmd.gov or visit aqmd.gov.



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Riverside/San Bernardino Rideshare Program

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[@TheRCTC](#), [@goSBCTA](#)

Instagram: [@iecommuter](#), [@therctc](#),
[@gosbcta](#)

Blog: <http://www.rctc.org/the-point/>

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