

# ON THE GO

## News for Your Employees

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## Rideshare & Win During Rideshare Week



Rideshare Week is Oct. 5-9. It's the rideshare event of the year—and your chance to encourage employees to choose alternatives to driving alone for cleaner air and less traffic. Here's what's happening...

### Throughout Southern California

Your county rideshare agency offers tools to roll out the campaign at your worksite. You'll be emailed a link that allows you to download posters, flyers, email headers and more. You can also attend a Rideshare Week Kickoff event (see inset, Right) to find out how to market Rideshare Week to your employees.

### Los Angeles County



**Prizes:** Prizes include \$50-\$100 gift cards to Macy's, Joey DTLA and Alamo Drafthouse, overnight stay at The Beverly Hilton, Brighton handbag, Metrolink passes and more.

Commuters will have a chance to win prizes when they track the days they opt for an alternative to driving alone using the Commute Calendar at [ridematch.info](http://ridematch.info). Each day they rideshare during Rideshare Week is an entry into the prize drawing.

**Theme:** Drive Less = Save More, underscoring the cost-saving benefits of ridesharing.

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## Rideshare Week Kickoffs and Marketing Workshops

Get Rideshare Week updates and other marketing tips at an upcoming ETC workshop:

### • IE Commuter's Rideshare Week Kickoff and marketing workshop (virtual) is Sept. 15, 9-11:30 a.m.

Get updates and resources for Rideshare Week, marketing tips and earn your ETC marketing certificate. [Click here](#) to register or contact [info@IECommuter.org](mailto:info@IECommuter.org), 1.866.RIDESHARE (866.743.3742).

### • A virtual Rideshare Week kickoff and marketing workshop for ETCs in Orange and Ventura counties is Sept. 16, 9 a.m.-12 p.m.

Gather new ideas, connect with fellow ETCs and prepare for a successful campaign. [Click here](#) to register or contact Kristopher Hewkin at [khewkin@octa.net](mailto:khewkin@octa.net), 714.560.5331.

### • Metro held its Rideshare Week kickoff and marketing workshop for Los Angeles County ETCs on Sept. 1, but don't worry if you missed it.

You can [view the presentations online](#) to get Rideshare Week information and marketing ideas for your rideshare program.



📅 Calendar of Events

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Get the latest news for

Los Angeles County

Orange County

Riverside/San Bernardino Counties

Ventura County

## Rideshare & Win

*continued from page 1*

**Hosting a Rideshare Week event or fair?** Contact Metro Commuter Options & Regulatory Compliance Support at 213.922.2811 to schedule a staff member to come to your event to provide transit and other information.

**For more information:** Visit [metro.net/rideshareweek](https://metro.net/rideshareweek).

### Orange County



**Theme:** “Taste of Rideshare Week,” encouraging commuters to celebrate the week by sampling different ways to rideshare to find one that works best for their commute.

**Prizes:** Rideshare at least one day during Rideshare Week to be entered into a drawing for a “Commuter Essentials Kit” that contains AirPods 4, a Kindle, backpack, water bottle and phone charger.

**For more information:** Visit [octa.net/rideshareweek](https://octa.net/rideshareweek).

### Riverside/San Bernardino Counties

The Inland Empire is celebrating Rideshare Week all month long! When employees join the Rideshare Week promotion and log their rideshare trips and telework days at [IECommuter.org](https://IECommuter.org), they are automatically entered into a prize drawing.

Each day they rideshare or telework is an entry into the drawing—so the more they rideshare/telework, the more chances they have to win.



**Theme:** Drive Less, Save More

**Prizes:** Prizes include a Nintendo Switch OLED, Apple iPad, Dana Wharf whale watching passes and \$50 Macy’s gift cards.

**For more information:** Visit [IECommuter.org/RideshareWeek](https://IECommuter.org/RideshareWeek).

### Ventura County

**Theme:** Less Miles = More Smiles

**Prizes:** Commuters can pledge to rideshare by logging their trips at [ridematch.info](https://ridematch.info) to be automatically entered into a drawing to win gift cards.

**For more information:** Visit [goventura.org](https://goventura.org).



## TDM Week—the Power of Transportation Options

TDM Week is Sept. 14-18, a social media campaign that aims to raise awareness about transportation demand management (TDM) and how it benefits individuals and communities. This year’s theme is “The Power of Transportation Options.”

TDM week is presented by the Association for Commuter Transportation (ACT). Join the movement by posting on social media using the hashtag #TDMWeek. ACT invites you to tag them so they can view and then share your posts.

Download a campaign toolkit and find out more at [actweb.org](https://actweb.org).

## Thinking of Going Electric?

National Drive Electric Month is Sept. 11-Oct. 12—a great opportunity to learn more about EVs. Attend any of dozens of events throughout Southern California and online—from workshops to EV showcases and even a chance to test drive vehicles.

Find details and a frequently updated list of events at [driveelectricmonth.org](https://driveelectricmonth.org).



## 3 Low-Cost, Easy Outreach Ideas

Your employees can't participate in Rideshare Week if they don't know about it. Here, we offer three easy ways to get the word out that won't break the bank.

**1.** It can't get easier than simply using the marketing materials provided by your county rideshare agency. Find out what tools are available at a Rideshare Week Kickoff. Or contact your county rideshare representative for help.

**2.** If you have a prize budget—or can get prizes donated—hold your own in-house drawing. It's a way to both reward your current ridesharers and get drive-alone commuters to notice the program.

**3.** Piggyback on other outreach already happening at the worksite. Include a mention in your company rideshare newsletter. Make announcement at staff meetings. Include a promotion and link on your employee intranet.



## Welcome Dan Bower to the TDM Hall of Fame



The TDM Hall of Fame honors industry pioneers who've made major contributions to the transportation industry. Among this year's inductees is Dan Bower. His name may not be familiar to you, but you'd certainly recognize his work. Among many transportation technologies, Bower was instrumental in developing RidePro—the ridematching software used by employers and rideshare agencies throughout Southern California.

If you run a rideshare program, you probably rely on RidePro. With its database of more than 430,000 commuters, it's what powers the Average Vehicle Ridership (AVR) survey process, generates RideGuides, helps you run a vanpool program and so much of the day-to day-work of an ETC.

Commuters use it when they log in to Ridematch. info or IECommuter.org to find a carpool partner, a vanpool seat or a transit route.

"The technology uses special features and incentives all oriented to persuading an individual that doing something other than driving alone is a good idea," Bower says. "What I do is behind the scenes. I'm not out there in front of the public promoting rideshare services, but we're helping the people who do that get their job done. The software does a lot of mundane things that enable the people to do the exciting things that the public sees."

ACT presented the Hall of Fame award to Bower—who currently works for TripSpark Technologies—during its recent international conference.

Find out more about the TDM Hall of Fame awards and recipients past and present at [actweb.org](http://actweb.org).

***"THE TECHNOLOGY USES SPECIAL FEATURES AND INCENTIVES ALL ORIENTED TO PERSUADING AN INDIVIDUAL THAT DOING SOMETHING OTHER THAN DRIVING ALONE IS A GOOD IDEA"***

## Ride Free on California Clean Air Day



California Clean Air Day is Oct. 7. Metrolink will offer free

rides across its entire system to encourage Southern Californians to leave their vehicles at home and opt for a more sustainable alternative.

Rides will also be free on OC Bus, Metro Bus and Rail and on all Ventura County and San Bernardino County transit agencies for the day.

Visit [cleanairday.org](http://cleanairday.org) for more information and to take the Clean Air Pledge.

## New South Coast AQMD Fees Now in Effect

South Coast AQMD recently slightly increased filing fees for employers complying with the agency's Rule 2202 mandate. New rates went into effect July 1.

The annual fee for employers with 500 or more employees submitting a Rule 2202 Commute Reduction Program (ECRP) went up roughly 3%—from \$1,453.87 to \$1,500.39. ETC Training now costs \$245.42 for the two half-day online classes.

Fees are based on employee counts and are lower for employers with 250–499 employees.

For a complete summary, visit [aqmd.gov](http://aqmd.gov).

## Vanpool Spotlight: Subsidies & Resources to Get Started

Whether you're starting a vanpool program at your worksite, hoping to improve the one you have or simply want to help an employee find an available seat, your county transportation agencies offer online resources to make the task easier.



### Metro Vanpool

Metro Vanpool subsidizes eligible vanpools traveling to Los Angeles County worksites up to \$600 per month

towards the cost of a vanpool lease.

Participating vanpools must be leased through Commute With Enterprise.

Visit [metro.net/vanpool](https://metro.net/vanpool) for assistance including vanpool ridematching, helpful "how to" guides, leasing information, sign up forms and more.



### OC Vanpool

OC Vanpool offers a monthly subsidy of up

to \$800 monthly toward vanpool lease costs (\$600 subsidy plus \$100 for clean air vehicles and \$100 if occupancy is 85% or higher).

Participating vanpools must be leased through Commute With Enterprise and travel to an Orange County worksite.

Visit [octa.net/vanpool](https://octa.net/vanpool) for program guidelines, fact sheets, information about tax incentives and a link to schedule one-on-one assistance with a program representative. Or contact Kristopher Hewkin at 714.560.5331, [khewkin@octa.net](mailto:khewkin@octa.net).



### VanClub

VanClub, a service of Riverside County

Transportation Commission, subsidizes eligible vanpools up to \$600 per month—or \$700 for zero-emission vehicles.

Participating vanpools must be leased through CalVans or Commute With Enterprise.

Vanpools can start with as few as five riders (including the driver) and must commute 12 or more days each month.

Visit [vanclub.net](https://vanclub.net) for more information.



### SB Loop

SB Loop subsidizes San Bernardino County vanpools' lease costs up

to \$600 per month.

Participating vanpools must be leased through Commute With Enterprise.

Visit [ridetheloop.com](https://ridetheloop.com) for details on how to get started, application forms, vanpool management documents and more.



### Ventura County Vanpools

Ventura County

Transportation Commission (VCTC) offers help for employers and commuters interested in vanpooling at [goventura.org](https://goventura.org). It provides links to vanpool providers, information on Park & Ride lots where vanpool riders can meet up and information on tax savings.

VCTC also participates in the regional Guaranteed Ride Home program, which reimburses vanpoolers for a ride home from work in case of personal emergency.



### VVTA Vanpool

VVTA Vanpool, a service of the Victor

Valley Transit Authority, subsidizes eligible vanpools up to \$600 per month.

Participating vanpools must be leased through Commute With Enterprise.

Visit [iVanpool.org](https://iVanpool.org) to apply for a subsidy, learn more about vanpool benefits or find an existing vanpool.



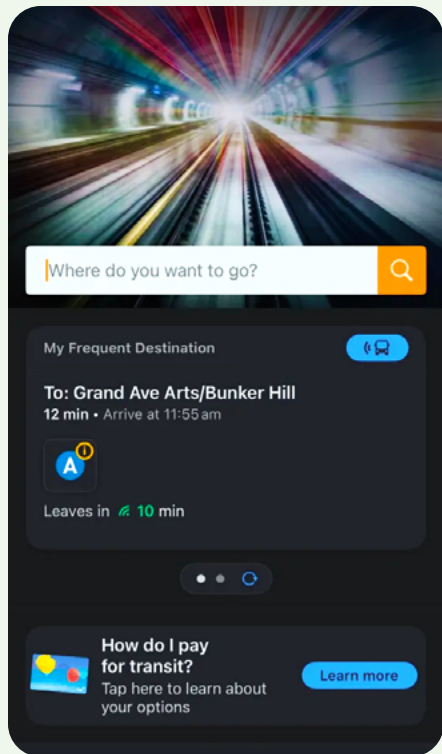
# LOS ANGELES COUNTY

## Riding Metro? There's a New App for That

Metro is making it easier to get around with the launch of a new mobile app. **The LA Metro app** delivers real-time information straight from Metro's operational systems. Features include:

- Trip planning and routing for Metro and other regional transit providers
- Real-time bus arrival times
- Service alerts
- The locations of vendors where TAP fare products can be purchased
- Metro Bike Share locations
- Metro Micro service zones

Download the app at [metro.net](https://metro.net). Riders can still get personalized trip planning and other support by calling 323.GO.METRO.



## Can Paying People Not to Drive Reduce Traffic?

Metro recently issued a challenge to LA households: Can you live with one car instead of two for five weeks? As a reward, they could earn up to \$600.

More than 7,000 households quickly volunteered to give it a try. Of those, Metro randomly selected 2,000 to participate, the first group starting Sept. 1.

Participants verify their mileage with simple odometer photos and earn rewards for leaving their second car at home—discovering alternatives to driving in their neighborhood.



This pilot program is an expansion of one Metro previously conducted in Santa Monica with a 300-household sample.

"In the first challenge, what we found was not only did people not use their vehicles, they changed their commute, they changed where they went," said Jacquilyne Brooks de Camarillo, senior director of TDM at Metro. "Their non-commute trips went from an average 10 miles to two miles. Instead of driving outside of their neighborhood, it made it easier for them to walk, bike and take transit. It also meant that they were spending their money more locally than before."

The expanded challenge now underway will be held in two phases of five weeks each. Metro will analyze the data and publish findings to help shape future transportation investments and programs.

One of the big questions they hope to answer is: Once people get into a habit of leaving the car at home, will they keep it up? Adds Brooks de Camarillo, "Even if they don't permanently give up their cars, they can see that for some trips walking or biking or taking transit will work."

# RIVERSIDE/SAN BERNARDINO COUNTY

## Free Rides on World Car-Free Day

World Car-Free Day is Sept. 22, urging people to drive less for cleaner air and less traffic. The San Bernardino Mountains and Desert communities of Victor Valley Transit, Mountain Transit, Basin Transit and Needles Area Transit will be celebrating with free fares for the day.

## Track Your Commute, Win \$100



With the **Rideshare Spotlight** promotion, your employees who rideshare could win a \$100 gift card monthly. To qualify, they simply need to log their rideshare activity at **IECommuter.org**. When they log eight rideshare trips in a month in their online Commute Diary, they're automatically entered.

A winner in both Riverside and San Bernardino counties is randomly selected each month.

# VENTURA COUNTY

## Coastal Express Turns 25



"The Coastal Express is a great example of what we can accomplish when we work together across county lines," said Marjie Kirn, executive director for Santa Barbara County Association of Governments (SBCAG), which operates the line in partnership with Ventura County Transportation Commission (VCTC).

Find out more at [goventura.org](http://goventura.org).

The Coastal Express—a commuter bus route that connects Ventura and Santa Barbara counties—is marking its 25th year of service.

The Coastal Express Route runs between Camarillo and Goleta. It serves several major employment centers, UC Santa Barbara, downtown Ventura, Carpinteria State Beach and Santa Barbara Airport, among other key destinations.

The Camarillo train station connects to local bus service, as well as Metrolink and Amtrak Pacific Surfliner rail services.

# ORANGE COUNTY

## OC Bus Service Changes Now in Effect

OC Bus recently made a series of service adjustments that could impact how you get around Orange County.

Among notable changes:

- Route 57 extended short-line service to Cal State Fullerton University, providing more efficient service to the university area.
- Adjustments to Route 30 now allow it to better support connections to neighboring Los Angeles County communities.
- Route 64 was realigned to serve the Goldenwest Transportation Center via Bolsa Avenue, Goldenwest Street, McFadden Avenue and Gothard Street.

For the full list of service adjustments, visit [octa.net](http://octa.net).

## Weigh in on Orange County Transportation Needs

Help Orange County Transportation Authority shape the future of public transportation in the county. The agency is updating its plan for the next 20-plus years, guiding investments in highways, local streets, transit, active transportation and emerging mobility options.

**Take the survey** and weigh in on what you believe is needed. When you complete it by Sept. 20, you'll have a chance to win one of four \$50 gift cards.



# CALENDAR

## Events

**September is Rail Safety Month**, and Sept. 15-21 is See Tracks? Think Train Week, a campaign to educate people on safety around train tracks. Get tips and promotional materials from Operation Lifesaver at [oli.org](http://oli.org).

**National Drive Electric Month** is Sept. 11-Oct. 12—a great opportunity to learn more about EVs. Attend any of dozens of events throughout Southern California and online—from workshops to EV showcases and even a chance to test drive vehicles, [driveelectricmonth.org](http://driveelectricmonth.org).

**TDM Week** is Sept. 14-18, and it aims to raise awareness about the benefits of transportation demand management. Find out more at [actweb.org](http://actweb.org).

**IE Commuter virtual Rideshare Week Kickoff and marketing workshop** for Riverside and San Bernardino county employers is Sept. 15, 9-11:30 a.m. [Click here](#) to register or contact [info@IECommuter.org](mailto:info@IECommuter.org), 1.866.RIDESHARE (866.743.3742).

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**Rideshare Week** in Southern California is Oct. 5-9. (See events, prizes and more starting on pg. 1.)

**California Clean Air Day** is Oct. 7. Rides will be free all day on Metrolink, Metro Bus and Rail, OC Bus and all San Bernardino and Ventura County transit providers.

## Training

**Metro Commuter Options & Regulatory Compliance Support offers free ETC Briefings** where Los Angeles area employers can learn about the transportation survey process. Until further notice, briefings are being offered online only. **To register for a briefing, click here.** If you can't make that meeting, email Metro to set up a one-on-one virtual meeting. Upcoming ETC Briefings are Sept. 2, Oct. 7 and Nov. 4 from 10 a.m. to 12 p.m.

**South Coast Air Quality Management District (AQMD)** offers two-day ETC training via Zoom for \$245.42. The next scheduled sessions are Sept. 8 and 10, Oct. 6 and 8 and Nov. 3 and 5. For more information, contact the South Coast AQMD's training program at [etctraining@aqmd.gov](mailto:etctraining@aqmd.gov) or visit [aqmd.gov](http://aqmd.gov).

## Network Opportunities

**Burbank TMO** serves businesses in Downtown and Media District areas; call 818.953.7788, [director@btmo.org](mailto:director@btmo.org).

**Go Glendale** meets regularly; call 213.425.0955; email [director@goglendale.org](mailto:director@goglendale.org).

**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 or email [kelly@spectrumotion.com](mailto:kelly@spectrumotion.com).

**The LAX TMO** hosts quarterly virtual meetings with employers who operate at LAX. Email [commuteLAX@lawa.org](mailto:commuteLAX@lawa.org) to be invited to the next meeting.

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

**Pasadena TMA** meets regularly; contact Talin Shahbazian at [tshahbazian@cityofpasadena.net](mailto:tshahbazian@cityofpasadena.net).

**Playa Vista's TMA, Compass**, meets regularly. Employees who commute to Playa Vista are eligible for incentives for all modes of sustainable transportation. For more information, email Noe Solano at [noe@playavistacompass.com](mailto:noe@playavistacompass.com).

**Santa Monica TMO** meets regularly; contact [info@gosamotmo.org](mailto:info@gosamotmo.org) or call 213.425.0955.



## ON THE GO

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### Riverside/San Bernardino Rideshare Program

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