

On the Go

May/June 2015

Rideshare News for Southern California Employee Transportation Coordinators (ETCs)

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“What Do You Do to Get Employees to Bike to Work?”



“I interview team members who bike to work and post articles on our bulletin board.”

—Babette Ray, Hilton Los Angeles Airport

“We remind employees that experts say a good way to stay healthy and fit is by exercising at least 30 minutes a day. Bike riding is an overall fitness routine that can also save you money.”

—CoSteina Hall-Daniels, Pomona District Office
Department of Social Services

“We provide a \$25 incentive to employees who bike or walk to work 10 or more days a month.”

—Carolyn Christian, Princess Cruises



“We regularly feature bike commuting-related articles on our ‘Be a Green Commuter’ blog.”

—Charles Carter, University of California Los Angeles

[More >](#)

The **Bike Commuting Event** of the Year Is Here!

May is Bike Month, and Southern California’s transportation agencies are gearing up to help you get employees into two-wheeled commuting—especially during biking’s big week, May 11-15, and Bike to Work day on Thursday, May 14.

For Bike to Work Day events, [click here.](#)



“It used to be that only people who lived close to the office could bike to work,” says Metro’s Paula Carvajal. “Now that nearly all Southland buses are equipped with racks, and both Metro Rail and Metrolink allow bikes on board, bicycling is possible for so many more people who want to save money and get fit on their commute. All they need to do is bike as far as the nearest transit stop.”



Here’s What’s Happening...

The coming weeks are packed full of activities to get employees involved in bicycling, including...

- Dozens of “pit stops” where cyclists can stop along the commute for a snack, beverage, giveaways and a chance to mingle with other cyclists;
- Free rides for bicyclists on buses, Metrolink and Metro Rail;
- Chances for commuters to win prizes when they make the pledge to bike to work;

[More >](#)



[Calendar of Events](#) | [Download Commuter News](#) | [Download this issue as a PDF](#)

The **Bike Commuting Event** of the Year...(Continued from page 1)

- Group rides;
- “Kick off” events and rallies;
- Bike repair and tune-up fairs;
- Special bike events including movie nights, “Blessing of the Bicycles” and panel discussions on topics such as safety and bike maintenance.

For details on these and other local bike events, and to learn how you can get promotional materials and giveaway items (while supplies

last), click on the county in which your worksite is located and/or where your employees live:

[Los Angeles](#)[Orange](#)[San Bernardino](#)[Ventura](#)

You can also get free Bike Month posters and other promotional materials at bikeleague.org/bikemonth.



“What Do You Do to Get Employees to Bike to Work?” (Continued from page 1)

“We have three loaner bikes that can be used any time during the day and even for a week or two to try out.”

—Christina Saucido, Yahoo Real Estate & Workplace



“We provide safe route and riding counseling.”

—Luis “Lumo” Morris, City of Santa Monica

“I have so many stores and they all do (or don’t do) something different. At our Pasadena store, the bicycle rack is only feet from the employee entrance and in the shade. It is far better than getting into a hot car or walking quite a distance to the employee parking area.”

—Michael Woodlee, Macy’s Corporate Services

“We have a strong wellness program as part of the culture of our organization. Employees who bike to work earn points, and these points can be redeemed for gift cards and can be used in our cafeteria and gift shop as cash.”

—Lori Deen, Redlands Community Hospital



“We offer a rainy day parking pass so the loyal bike riders can drive their car and park on campus for free on rainy days.”

—Lisa Grater, University of La Verne

“We reimburse up to \$100 per year for bicycle repairs.”

—Sandy Paullin, Woodward HRT – Valencia



“We set up bike buddies to cycle to work together.”

—Jean M. Ghianuly, The Aerospace Corporation

“We put the occasional goodie bag on all bikes parked on base—some candy, a bike repair kit, or a head lamp, stuff like that.”

—Chris Turley, Los Angeles Air Force Base

“We offer each bike rider 48 free parking permits annually and participation in the drawing giveaways.”

—Vicky Bajwa, UC Irvine

“Our recent increase in bikers can be attributed to our new bike room complete with a ‘fix it’ bike repair station.”

—Victoria Chua, Pasadena Towers



You'll Never Guess Who Has the **Worst Traffic in the US...**



Then again, maybe you will—it's Los Angeles.

According to the annual Traffic Index report released by GPS manufacturer TomTom,

Los Angeles is the most congested city in the nation, ahead of San Francisco, Honolulu, New York and Seattle. The congestion level here averaged 39%, jumping to 80% during rush hour. By comparison, the average congestion level in the 10 worst cities in the country was 30%.

The report estimated that Los Angeles motorists waste an extra 95 hours a year sitting in traffic—that's nearly two and a half work weeks doing nothing but being stuck on roads and freeways.

TRAFFIC FACT

One in 10 drivers admit to feeling uncontrollable anger when driving—double what it was in 2005.

— Source: *Washington Post* poll

5 Great Things Bike Commuters Have Now That They Didn't Have Before

- 1. On-line routing.** Since the route you drive isn't always the same you'd want to ride, on-line routing apps like [Google maps](#) and [Mapmyride.com](#) are helping cyclists find bike-friendly routes with wide streets and fewer hills.
- 2. The 3-foot rule.** California's recently adopted 3-foot safety rule requires cars to leave a buffer of three feet when passing a bicyclist.
- 3. A place on buses and trains.** There was a time when bikes and transit didn't mix, but that's not the case anymore. Nearly all Southland buses have racks, and not only are bikes allowed on board Metrolink and Metro Rail, but permits are no longer required. Metrolink even has special **Bike Cars** that accommodate more bikes.
- 4. Bike lanes.** An increasing number of streets are designating "bike-only" lanes where it's safer to cycle.
- 5. A buddy.** Riding with a friend can also be safer—and more fun. Cyclists are finding bike partners at [ridematch.info](#) and [labiketains.com](#).



Oh, and maybe this one isn't so "great," but another thing bike commuters have now is a larger need to bike to work—busy schedules and sedentary lifestyles mean that often the only time people can fit in a workout is during the commute.

Outsmart Traffic with the 511 Traffic App

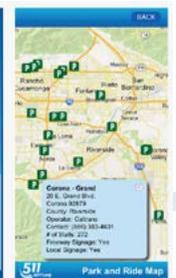
Have you downloaded the Southern California 511 mobile app yet? It's free, and gives you tools to make your commute easier, including live traffic updates, real-time transit arrivals, bus/rail stop location information, a carpool lane map, Park & Ride lot info and more.

To get the app, visit

<http://go511.com/extras/apps.aspx>.



An Inland Empire-focused 511 app is available at <http://ie511.org/mobile-app>.



DON'T BE TRAFFIC

RIDE A BIKE.

May 10–16, 2015
#BikeWeekLA

Los Angeles

Los Angeles Metro will celebrate Bike Week LA May 10-16 with events throughout the week, highlighted by Bike to Work Day, Thursday, May 14.

Metro is partnering with businesses throughout Los Angeles County to host dozens of “pit stops” on Bike to Work Day. These pit stops will offer cyclists a chance to stop along the way to relax and get refreshments and giveaways—plus meet other bike enthusiasts.

Those combining bicycling with transit will be able to ride free on Metro and participating municipal transit carriers all day Thursday if they board with a bike.

When your employees **make the pledge to bike to work** any day during Bike Week, they'll have a chance to win prizes. They can pledge online, or you can print out and

distribute pledge forms (English and Spanish) to be mailed in.

Bicyclists also qualify for **discounts at participating merchants** in Los Angeles County all week long.

Other Bike Week LA events include:

Fix Your Bike Day, May 10—Get prepped for Bike Week with informative bike repair sessions and bike tune-ups.

Bike Week LA Kick-Off, May 11—Speakers from Metro, city officials and



bicycle advocacy groups will discuss the benefits of cycling in LA at Grand Park.

Freewheeling: Panel discussion on bicycle solutions to hazards posed on health, environment and economy, May 11—Community members, professors, executives and government staff will examine the bicycle as a viable transportation option for Los Angeles.

The Blessing of the Bicycles at the Good Samaritan Hospital, May 12—Get your bicycle blessed for a safe passage through the streets, along with a ceremony and presentation of the Golden Spoke Award, hosted by **Good Samaritan Hospital**.

City Rides, May 13—Tour a new side of the county where people ride bikes as a better way to get around and to connect with their community. [Click here](#) for more information on the routes.

Bike-in Movie, May 13—Ride to Marsh Park on the LA River to view the **Ghost Bikes Documentary** and other bike short films.

Metro Bike Night at Union Station, May 15—Food trucks, crafts, live music, prizes and bicycles all gather at Union Station on Friday night

for the closing event of Bike Week.

Color Wheels: Bicycle Art Show, throughout May—Stop by the Caltrans District 7 Museum to see a unique art show where **bicyclists create bicycle-themed works of art**. Special performances will be held May 14 at the Downtown LA Art Walk.

For more information on Bike Week LA events, visit metro.net/bikeweek.

Orange



**START A CHAIN
REACTION
BIKE MONTH 2015**

When it comes to getting more people to ride bikes, Orange County Transportation Authority (OCTA) wants to start a chain reaction. OCTA will be celebrating Bike Month with events throughout May, especially during Bike to Work Week, May 11-15. [More >](#)

Orange (continued)

Commuters who make the online pledge to bike to work can win prizes including a bicycle from JAX Bicycle Center, an iPad, a bicycling backpack and safety gear.

Want to get your employees involved? At a marketing workshop last month, OCTA distributed campaign kits with posters and giveaways to promote Bike to Work Week at the worksite—if you missed out, you may still be able to get materials (while supplies last) by emailing your request to sharetheride@octa.net.

Other OC Bike Month events include:

Bike Commute Festival—May 6, 7 a.m.-2 p.m., at Latino Health Access in Santa Ana. Get free tune-ups, patch kits and 2015 OCTA bikeways guides.

OCTA Bike Rally—May 7, 7:30-8:45 a.m. Join bicyclists and OCTA officials for a 3-mile bike ride through Old Town Orange to OCTA headquarters. Show your support for bicycling and get a Bike Month 2015 shirt.

Bike to Work Week Kick-Off & Blessing of the Bikes—May 11, 7-9 a.m. Ride your bike or take Metrolink



to the Santa Ana Metrolink Station for a Blessing of the Bikes and a group ride to Santa Ana City Hall.

Wheels and Reels—May 14, 8 p.m. Ride to downtown Santa Ana Farmers Market to watch a free screening of the '80s classic movie, *The Goonies*.

Ride of Silence—May 20, 6-8 p.m., at three Orange County locations. Since 2003, the **Ride of Silence** has been a gathering of bicyclists to honor those who have been injured or killed, to raise awareness for safe bicycling and to ask that everyone share the road.

For more information on Orange County Bike Month events, visit octa.net.

San Bernardino

Bike Month Kickoff

San Bernardino Associated Governments (SANBAG) will get Bike Month underway with a Bike Fair and Kickoff on May 6 at SANBAG offices, 1170 W. Third St. in San Bernardino. The event will feature booths with bicycling vendors, safety tips, live demonstrations and other essentials that commuters and businesses need to get into bike commuting.

For event details, "like" **SANBAGnews** on Facebook.

Bike Commute Photo Challenge

A picture paints a thousand words—and SANBAG knows that Inland Empire cyclists have a lot to say about how great it is to bike to work—so they're hosting a photo challenge. Post a photo of you and/or a bike buddy on your commute. Look

for special theme weeks including bike sellers and showing off your best safety techniques and features.

"Like" **SANBAGnews** on Facebook for details.

"\$2-a-Day" Incentives for Bicyclists

Do you have employees who bike to work or are interested in giving it a try? A great time for them to start is during Bike to Work Week, May 11-15. They may qualify for \$2-a-day in rideshare rewards if they continue cycling to work—or use any other form of ridesharing (walk, carpool, vanpool, public transit)—for five days per month for three continuous months.

To qualify for this limited time program, commuters must live and/or work in San Bernardino County. To check eligibility, call 1.866.RIDESHARE (1.866.743.3742) or visit

IE511.org.

[More >](#)



San Bernardino (continued) Free Ball Game & Bike Tune-up

Bike to the Inland Empire 66ers game on May 17 at San Manuel Stadium and get a tune-up and one free ticket to that day's game; details at omnitrans.org.

Park & Ride Lot Expansion

Good news for carpoolers and vanpoolers using the Park & Ride lot at Community Baptist Church in Rancho Cucamonga: It has been expanded from 50 to 79 spaces with additional vanpool spaces.

For details on Park & Ride lots in the Inland Empire, go to IE511.org.

Ventura

May 11-15 is Bike to Work Week in Ventura County, and this bike-loving county is pulling out all the stops to get people out of their cars and into a healthier, happier commute.

Make the online pledge to bike at least one day during the week to qualify to win prizes, including a new bike, GPS device, cellphone mount, VISA gift card and Kindle e-reader.

During Bike to Work Week, cyclists



can to rest along their route at a "pit stop," where they'll get refreshments, free bike tune-ups, giveaways and more.

Pit stops are:

- May 11, 7-9 a.m., Constitution Park in Camarillo
- May 12, 7-9 a.m., Plaza Park in Oxnard
- May 13, 7-9 a.m., Tapo Canyon Road at Alamo Street, Simi Valley
- May 14, 6-9 a.m. at California and Santa Clara streets in Ventura
- May 15, 7-9 a.m., Civic Arts Plaza, Thousand Oaks

For more information on Ventura County's Bike to Work Day, visit goventura.org or call 1.800.438.1112.

Profiles in Bike Commuting: "The Greatest Gift It Has Given Me Is My Health Back."

When Mark Brock made the pledge for Bike to Work Week last year, he had no idea how much it would change his life.

As the winner of the grand prize drawing, he won a new bike that he began using to regularly ride to his job in customer care at Gospel Light Publications in Ventura. At first his commute was 10 miles round trip. When he and his family moved, it increased to 15 miles one way—plus he often rode to a second job as well.

"While my new bike has provided me a way to work for these many months since we have only one vehicle, the greatest gift it has given me was my health back," Brock says.

He had been diagnosed with Type 2 diabetes in 2010, and—even with his

efforts to manage his diet and squeeze in exercise—his blood sugar remained those of an "uncontrolled diabetic." After he started commuting by bike, he started to see his morning blood sugar levels and other diabetes indicators drop to more normal levels.

"My clothes got baggy and I actually dropped a pant and shirt size," he says, adding that his doctor "was amazed" at the changes in his overall health.

As a bonus, Brock's 10-year old son has gotten into cycling too, and the pair often hit Ventura's many trails on the weekends.

"I have learned so much about cycling in the past 11 months that I've been commuting," adds Brock. "(It's) made a huge difference in my family's life."



Calendar



May is Bike Month, with Bike Week/ Bike to Work Week May 11-15, and Bike to Work Day on Thursday, May 14. Look for event information throughout this issue of *On the Go*, or call your county rideshare agency (see inset, right).

The Railroad Days 2015 event in Fullerton is May 2-3 at the Fullerton Amtrak station. It's free and will feature historic rail cars on display, model trains and exhibits,  <https://amtrakrainsdays.com/>.



Dump the Pump Day, sponsored by the American Public Transportation Association and supported by local agencies, is June 18; get an online tool kit to promote the event at apta.com.

IE Commuter rideshare marketing certificate workshop will be held June 24, 8:30 a.m. at the Riverside Marriott, 1.866.IECS4HELP.

Network Meetings

Century City TMO serves businesses in the Century City area; contact Linda Paradise Lyles, 310.453.1714, 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.IECS4HELP.



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.

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 briefings—where Los Angeles area employers can learn about the transportation survey process and services Metro has to offer—are May 20, 9:30–11:30 a.m. and June 17, 1–3 p.m. To reserve your space, email rideshare@metro.net.



South Coast Air Quality Management District (AQMD) offers one-day ETC training for \$166.59. Upcoming sessions are May 7 and June 10 at AQMD offices in Diamond Bar, May 21 in Burbank and June 25 at LAX Flight Path Museum. Contact the AQMD's training program at etctraining@aqmd.gov or visit aqmd.gov.

ON THE GO

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Go511.com
Los Angeles/Orange/Ventura counties

IE511.org

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