

# On the Go

Rideshare News for Southern California Employee Transportation Coordinators (ETCs)

July/August 2015

News for Your  
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## Getting Employees to Say “Yes” to a Rideguide

RideGuides are customized guides to commuters’ rideshare options based on where they live, work and their work schedules—and your county rideshare agency provides RideGuides at no cost to your employees when they fill out the annual transportation survey. “Unless...” says Paula Carvajal with Los Angeles Metro, “They don’t ask for them.

Which, unfortunately, some employees don’t.”

Fact is, there was a time when RideGuides were provided to anyone who filled out the survey. In recent years, however—both due to budget tightening and to keep the database of potential poolers filled with people who might genuinely want to rideshare—the agencies that produce RideGuides now require people to opt in versus automatically adding everyone to the database.



This means RideGuides are only generated for those who check “yes” to the question on the survey that asks if they’d like to receive one.

While this is beneficial for keeping the rideshare database as useful and active as possible, the risk is that employees who don’t know what a RideGuide is or how it can help them sometimes don’t ask for one. So they’re not getting valuable information that could help them find carpool partners, bus/rail routing and other alternatives to driving alone.

The good news is, as an ETC, there are simple things you can do to increase the chances that your employees will get RideGuides. Here, we outline three: [More >](#)

## GRH Now Accepting Lyft, Uber and Zipcar

If your worksite participates in the regional Guaranteed Ride Home (GRH) program, your employees now have a new option to get home in an emergency. In addition to taxis, transit and rental cars, GRH now reimburses for rides taken via Lyft, Uber and Zipcar.

The GRH program, offered at no cost to employers and their participating employees, is designed to take the worry out of ridesharing. It picks up the tab for employees to get a ride if they need to get home in an emergency or if they miss their usual rideshare arrangement due to unexpected overtime. [More >](#)



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## Getting Employees to Say “Yes” to a Rideguide (Continued from page 1)

- 1. Let employees know what a RideGuide is and how it can help with their commute.** They aren't likely to ask for something if they don't even know what it is, so educate your employees on RideGuides. (If you could use a brush up on RideGuide facts yourself, [see 5 Factoids on page 3.](#)) Whether in presentations at staff meetings, a brochure, flyer or email, let employees know about how a RideGuide can provide personalized lists of carpool partners, vanpools, bus/rail routing, Park & Ride lot locations and more. Also, show them what a RideGuide looks like and whether they'll receive it as a printout or electronically as an eRideGuide.
- 2. Suggest they check “yes.”** Even though RideGuides are free, think of it like a sale: Once you've interested them in the product, you have to close the deal. In this case, that means urging employees to check “yes” on the form. You can do this at staff meetings, in a note when you hand out

the survey form (“Be sure to check ‘yes’ to Question X so you can get your free customized RideGuide!”), or via an email reminder.

- 3. Provide an incentive.** The more surveys that employees turn in, the more accurate average vehicle ridership (AVR) results will be, so many employers offer an incentive such as entering survey respondents into a raffle for prizes or awarding a small gift. While you aren't allowed to influence how people fill out the survey — i.e., how many days they carpoled to work during the week— you can use this same incentive technique to give a nudge to whether they ask for a RideGuide since it wouldn't impact AVR results. Adds Carvajal, “Tell employees that they will get their name added a second time into the survey raffle/drawing if they say yes to getting a RideGuide, or offer a separate drawing just for employees that requested a RideGuide!”

## GRH Now Accepting Lyft, Uber and Zipcar (Continued from page 1)

“With the growing popularity of social ride sites such as Lyft, Uber and Zipcar, it provides another way for people to get the ride home they need in case of emergency,” says Amelia Hsu with Orange County Transportation Authority, which offers the regional GRH program along with Los Angeles Metro and San Bernardino Associated Governments. (Ventura County has its own GRH program.)

If you currently participate in the regional GRH program, you will receive information in the mail about the new ride options, or call your GRH representative. For more information on GRH or to sign up:

- In Los Angeles, go to [metro.net](#)
- In Orange, go to [octa.net](#)
- In San Bernardino, call 1.866.466-3555



## Coming Soon: A Very Different Kind of Diamond

The Diamond Awards—which honor outstanding rideshare programs in Los Angeles, Orange and Ventura counties—are coming up soon. Plans to revamp the awards are now in the works, so stay tuned to your inboxes and/or a future issue of *On the Go* for details!

## Rule 2202 Changes You Need to Know

If you've met or exceeded your Rule 2202 average vehicle ridership (AVR) targets, or if your AVR has improved, you could get special perks under new incentive programs offered by the South Coast Air Quality Management District (AQMD).

The programs are part of several amendments recently adopted by the air district, which also included changes to the Rule 2202 registration form.

"The incentive programs are definitely a pat on the back to ETCs for a job well done, and a way to encourage others to make an extra effort to improve their trip reduction programs so they can earn rewards, too," says Denise Van Stratten, a Southern California-based transportation consultant. "Companies save money in filing fees, and there's reduced paperwork for ETCs whose AVR proves that they have successful strategies in place."

The incentive programs are:

- **High AVR Program**—This is for worksites that meet or exceed their AVR. It offers a reduced filing fee, plus employers who qualify do not need to submit trip-reduction strategies the following year. In addition, the AQMD will waive the requirement to schedule a high AVR no-fault inspection two months prior to submitting a plan (although as always employers may be subject to random inspections).
- **AVR Improvement Program**—This is for worksites that show an AVR improvement of at least 0.01 in both the current and previous two years or 0.05 in the current year only. These employers will receive a 20% filing fee discount and do not need to submit strategies to the AQMD if they are not making any changes to their rideshare program.

## Changes to the Registration Form

Also now in effect: AQMD has issued new Rule 2202 registration forms. The agency will continue to accept registrations submitted on the older version of the forms until Oct. 16 but is encouraging employers to use the updated version now if possible.

Forms and more information can be found on the AQMD website at [aqmd.gov/2202](http://aqmd.gov/2202) or call the Transportation Programs Hotline at 909.396.3271.

## Mark Your Calendars!

Rideshare Week is Oct. 5-9, and it's not too early to start planning how you'll get your employees celebrating alternatives to driving alone. As always, your county rideshare agencies will have plenty in store to help employers spread the rideshare word—from marketing materials to giveaways to prizes and more. For more information, [contact your county rideshare agency](#).

## 5 RideGuide

### Factoids

1. RideGuides give your employees a list of their commute options based on where they live, work and their work schedule, and are provided free using data from the annual transportation survey.

2. Depending on options available, RideGuides may include potential carpool partners, vanpools, bus/rail routing, Park & Ride lot information and more.

3. To receive one, employees must check "yes" on the question in the survey asking if they want a RideGuide.

4. Those with email access will get an eRideGuide, which allows them to log in anytime for the most up-to-date rideshare matching; those without Internet access will get a paper printout RideGuide.

5. RideGuides are provided by Los Angeles Metro, Orange County Transportation Authority, San Bernardino Associated Governments and Ventura County Transportation Commission.



## Los Angeles

### Metro Rail to Celebrate a Quarter Century

Metro will celebrate the 25th year of Metro Rail in July with 25 fun-filled events throughout the month. Metro Rail, which launched July 14, 1990 with the opening of the Blue Line running from Long Beach to downtown Los Angeles, has since expanded into a network of four light rail and two subway lines, 87 miles of service and 80 stations.

For anniversary event details, check back at [metro.net](http://metro.net) or join [Metro on Twitter](#).



### New TAP Screens Coming to More Stations

To make buying TAP cards and adding fare at stations faster and less confusing for riders, Metro recently revamped the interface of its touch-screen vending machines. Improvements include a status bar at the top of each screen, new help screens, purchase shortcuts and more.

After a successful test at Union Station, Metro is now in the process of rolling out these easier-to-navigate screens at more stations.

For more information on TAP, a video on how to use the new screens, and a schedule for when new TAP screens will reach a station near you, visit [metro.net/riding/tap-vending-machines/](http://metro.net/riding/tap-vending-machines/).

### Is Traffic Flow Any Better on the 405 Sepulveda Pass?

According to a recent study...yes. The weekday rush hour now runs for two fewer hours, travel times are more predictable, and there's a 30% increase in people traveling on the Sepulveda Pass portion of the 405.

The study, commissioned by Metro



from Systems Metric Group, compared traffic flow on the 405 before and after a project that added a northbound carpool lane, built and widened bridges and on/off ramps and made other key improvements.

The afternoon weekday rush hour now runs from 3-8 p.m. compared to 2-9 p.m. before the project.

Vehicle capacity on the northbound 405 where a carpool lane was added has increased from 10,000 to 11,700 vehicles per hour at peak times. That's a 15% increase in vehicle capacity and a more than 30% increase in people traveling on this section of the 405.

Other findings include

- Total travel times are slightly lower between the 10 and the 101 except during the peak of the afternoon commute.

- Travel times on the NB 405 vary less.

- Traffic on major streets near the 405 is 20 to 25% lower since the end of construction.

For more information, [click here](#).

## Orange

### Take Metrolink to See the Angels at Dodger Stadium

To help Orange County Angels fans cheer on their team at upcoming games at Dodger Stadium—without having traffic put a damper on their fun—Metrolink will offer special \$7 train service. Trains will run from Oceanside to Union Station for the Dodgers vs. Angels games on July 31, Aug. 1 and Aug. 2. From Union Station, ballgame-goers can ride free on the Dodger Stadium Express. Returning trains will depart one hour after the last pitch.

For details, visit [metrolinktrains.com/railseries](http://metrolinktrains.com/railseries).

### Welcome New Vanpoolers

Orange County employers celebrated Earth Day in a big way—by helping form 15 new vanpools and taking 85 cars off the road. Thanks to a special promotion

[More >](#)

FINALLY! Something Angels and Dodgers fans can agree on - **METROLINK!**



## Orange (continued)

by Orange County Transportation Authority (OCTA) that ran mid-March through April, people received special incentives when they formed vanpools, including \$500 in fare assistance, above the existing incentives. To give an even bigger helping hand to get vanpools underway, OCTA began allowing them to get started with as few as five riders beginning in February.

In all, these 15 vanpools at eight employer sites will eliminate an estimated 187,500 pounds of CO<sub>2</sub> per month.

While the special promotion is over, OCTA continues to offer **\$400 per month toward rental fees** to qualifying new vanpools.

## A Reminder that Every Drop Counts

OCTA is raising awareness and addressing California's severe drought by participating in the "Every Drop Counts—Join Us in Saving Water" campaign. You can see the message on specially-wrapped OCTA buses traveling around town.

The agency does more than just talk about water conservation



and has cut back by 21% on water usage by washing buses less frequently, installing drought-resistant landscaping and installing low-flow faucets and toilets at all bases and transit centers.

Ten years ago, OCTA washed its buses daily. In 2005, the number was cut to three times a week and has since been cut to twice a week. In addition, a treatment system was installed to reclaim and filter the water for reuse, saving about 30 gallons each wash.



## San Bernardino

### Carpool Lanes Now Open on the 215

Great news for Inland commuters: Caltrans last month opened the final 7.5 mile segment of carpool lanes on Interstate 215, closing the

last remaining gap in carpool lanes between Riverside and San Bernardino counties.

The new lanes extend from the Orange Show Road interchange in San Bernardino to the 60/91/215 interchange in Riverside and cross the cities of Colton and Grand Terrace.

The new lanes require a minimum of two people per vehicle, only allowing solo drivers with specially-tagged vehicles or motorcycles.

### Rideshare Thursday Program Offers Rewards

There's just a short while left to sign up for the Mobile Source Air Pollution Reduction Review Committee (MSRC) Rideshare Thursday Rewards Program, which for a limited time is offering incentives to new ridesharers in a larger geographic area. This special program includes the following Southern California commuters:

[More >](#)



## San Bernardino (continued)

- Those who WORK in the San Bernardino County Valley area or Riverside County; OR
- Those who LIVE in San Bernardino County or Riverside County

Commuters who rideshare to work at least five days per month may be eligible to receive \$2 a day for the first three months in gift card incentives or other rideshare rewards.

For more information or to sign up your employees, call 1.866.RIDESHARE (1.866.743.3742).

## Omnitrans to Offer Express Service on the I-10 Corridor

In response to frequent customer requests, Omnitrans will soon offer express service on the I-10 corridor between Montclair and San Bernardino.

Express Route 290, which begins Sept. 8, will run weekday peak hours and make stops at Ontario Mills and Arrowhead Regional Medical Center.

For schedule information, visit [omnitrans.org](http://omnitrans.org).

## California to Get its First Multi-Modal Transit Center East of LA

Slated to open in September: the San Bernardino Transit Center (SBTC), the first multi-modal transit center in California east of Los Angeles. The station will serve as a major connection terminal for Omnitrans bus lines as well as sbX rapid transit, and the MARTA and Victor Valley Transit Authority.

In 2016, when construction of a rail extension is complete, the SBTC will also provide a direct connection to Metrolink commuter trains.

## Ventura

### New Bus Passes Replace SmartCard

As of July 1, the Go Ventura Smartcard is no longer being accepted on any bus system in Ventura County. They have been replaced by VCTC bus passes. The new pass is good for 31 consecutive days from the first day of use (instead of being good only for the calendar month).

Registered Smartcard users with

remaining E-Purse balances are able to exchange for the new pass or request a refund. Requests will be accepted in person at the VCTC office located at 950 County Square Dr., Suite #108, in Ventura (Mon-Fri, 7 a.m.-6 p.m.). If you exchange your Go Ventura E-Purse for the new VCTC bus pass, you will be able to receive your bus pass immediately.

For more information on VCTC's bus pass, visit [goventura.org](http://goventura.org).

### Stop By and Say "Howdy"

Avoid traffic and parking fees and take transit to the Ventura County Fair Aug. 5-16—"a country fair with ocean air"—and then stop by the Ventura County Transportation Commission (VCTC) booth to say "howdy" and to find out about other transit opportunities in Ventura County.

During the fair, VISTA 126 and VISTA 101 buses will stop at the fairgrounds instead of the Ventura Pier on the following weekend dates:

**VISTA 126:** August 2, 3, 9 and 10

**VISTA 101:** August 2 and 9

Visitors can also ride Amtrak trains, which stop right across from the main



parking lot to the fair.

For transit routing and schedule information, visit [go511.com](http://go511.com).

## Have You Gotten Your Employer Resources Manual?

VCTC wrote the book on how to get employees to rideshare—literally. [The Employer Resource Manual](#), available free for download, outlines everything you need to know about ridesharing in Ventura County and how to promote it at your worksite.

The 80-page manual is customized by city and includes information specific to each community as well as details on the Guaranteed Ride Home program, the eRideGuide, Rule 211, the transportation survey, transportation options, and more.



## Calendar



### Dump the Pump

Orange County's Dump the Pump Challenge runs until July 10—share a photo of your bus trip for a chance to win \$500, [octa.net](http://octa.net).

Association for Commuter Transportation (ACT) International Conference is July 25-29 in Baltimore, MD, [actconf.org](http://actconf.org).



Take Metro to the World Games on July 25-Aug. 2; a commemorative TAP card is available for this event, in which Special Olympics athletes come together to compete in 25 different sports at venues throughout Los Angeles, including UCLA and USC, [metro.net](http://metro.net), [la2015.org](http://la2015.org).

Orange County Transportation Authority (OCTA) will hold a marketing workshop and Rideshare

Week kickoff in August; notifications will be sent to OCTA employers, or contact Amelia Hsu at [ahsu@octa.net](mailto:ahsu@octa.net).



Coming up: Rideshare Week 2015 is Oct. 5-9—contact your county rideshare agency or look for more information in the next issue of *On the Go*.

### 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.IECS4HELP.

**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 [sbwtma@gmail.com](mailto:sbwtma@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 July 15, 9:30–11:30 a.m. and Aug. 19, 1-3 p.m. To reserve your space, email [rideshare@metro.net](mailto:rideshare@metro.net).

**South Coast Air Quality Management District (AQMD) offers one-day ETC training** for \$168.92. Upcoming sessions are July 9 and Aug. 6 at AQMD offices in Diamond Bar, July 23 at Foothill Transit in West Covina and Aug. 20 at Metro offices in downtown Los Angeles. Contact the AQMD's training program at [etctraining@aqmd.gov](mailto:etctraining@aqmd.gov) or visit [aqmd.gov](http://aqmd.gov).

## ON THE GO

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### OCTA Share the Ride Programs

550 S. Main St., Orange, CA 92868  
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Business: 714.560.5329

### 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.IECS4HELP (1.866.432.7443)

### Commuter Information 511

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

### IE511.org

Riverside/San Bernardino counties

