

On the Go

September/October 2014

Rideshare News for Southern California Employee Transportation Coordinators (ETCs)

News for Your Employees

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Rideshare Week Q & A

What is Rideshare Week?

Rideshare Week is held annually the first workweek of October and aims to promote alternatives to driving alone.

Why should we participate?

It helps draw attention to your rideshare program—and since you get free promotional materials, it's easy to do.

More than just an awareness campaign, Rideshare Week focuses on action by getting people to pledge to rideshare *that very week*. It can actually convert solo drivers into ridesharers.

What's new this year?

More than ever, event planners are tapping into the power of social media, encouraging commuters to share their rideshare stories. "When it's a friend telling you how great carpooling or taking the bus is, you tend to listen," says Alan Holmes with Ventura County Transportation [More >](#)



Get Ready for Rideshare's Biggest Week!

Want your employees to try ridesharing? There's no better opportunity than Rideshare Week—Oct. 6-10—an annual campaign that promotes alternatives to driving alone.

Throughout the week, thousands of Southern Californians will be inspired to make the pledge to carpool, vanpool, ride bus or rail, bike or walk instead of driving alone. When they do, they'll not only discover a better way to get to work, but they'll also qualify to win great prizes.

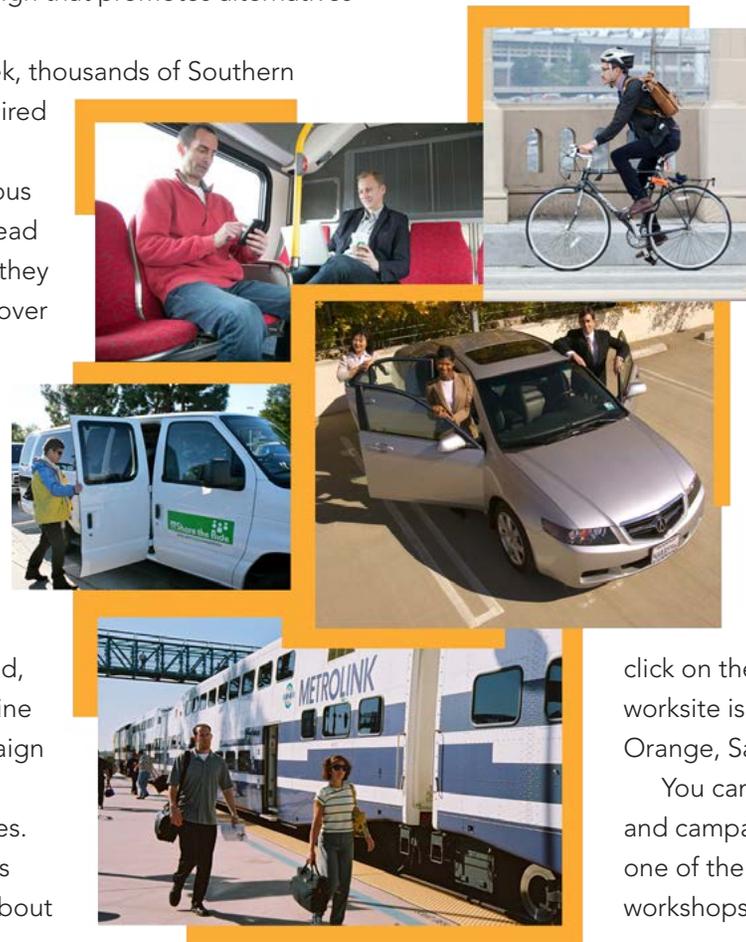
Your rideshare agencies have plenty in store to make it fun and easy to get your employees involved, including providing online pledging, prizes, campaign materials, and other promotions and activities.

"For your employees who've been thinking about

ridesharing but have been putting it off, Rideshare Week generates the excitement that turns 'some day' into 'today,'" says

Paula Carvajal with Metro, the agency that co-sponsors the campaign with Orange County Transportation Authority, San Bernardino Associated Governments and Ventura County Transportation Commission. "It's also a chance to recognize and reward your loyal ridesharers."

To find out what's happening near you, click on the county where your worksite is located: Los Angeles, Orange, San Bernardino or Ventura. You can also get tips, freebies and campaign materials by attending one of the free Rideshare Week workshops being held this month.



Metro



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Commission, which this year is promoting the #sharetheride and #vctcrsw2014 hashtags.

How do I get materials?

It varies based on the county in which your worksite is located, but all offer posters, prizes, a way for commuters to make the pledge to rideshare, and tips for planning a successful event. Check your local county information for details.



What do we need to do to participate as a worksite?

You can do as little as post and distribute provided materials—but like many things in life, the more you put into it, the more you're likely to get out of it.

There are many ways to promote Rideshare Week on-site, and they don't have to be costly to be effective. Hold a rideshare fair, contest or party. Staff a table in the break room and hand out pledge cards. Greet ridesharers with bagels and juice as they arrive. Promote Rideshare Week on bulletin boards, staff meetings, in your newsletter, via emails, social media, etc. Raffle off prizes in-house. Have your CEO write a letter of support to employees. Hand out awards to your most dedicated ridesharers.

New FlyAway Routes to LAX

Los Angeles World Airports is expanding its FlyAway daily bus service to LAX, now offering routes from Santa Monica and Hollywood with one-way fares of \$8.

Santa Monica FlyAway buses pick up and drop off in front of the Civic Center. Hollywood service, which begins Sept. 3, picks up and drops off from the Hollywood/Vine Red Line Station.

For details, go to laxflyaway.org.



See Tracks? Think Train!

September is California Rail Safety Awareness Month, and Metrolink is promoting the "See Tracks? Think Train!" public service ad campaign that aims to remind people to pay attention near train tracks.

For campaign materials, go to metrolinktrains.com/safety, or call 800.371.5465 to request a speaker to discuss rail safety at your worksite.



Congrats to ACT Award Winners...

Congratulations to The Walt Disney Company's Luanna Huber, who took home highest honors—the TDM Champion Award—at the recent international conference for the Association for Commuter Transportation.

Other Southern California award winners were Los Angeles County's rideshare program, and Penny Menton with UCLA, who was granted the President's Award for Volunteer of the Year.

For the full list of winners and more information about ACT membership and events, go to actweb.org.

STAR- STUDDER:

Metro recently took home an Emmy for the Metro Motion Union Station 75th Anniversary TV show—a riveting look at the story behind the busiest transit hub in the west. [Click here](#) to see it, or search "Metro Moves Union Station" on [Youtube](#).

Los Angeles

Every ridesharer has a story, and Metro wants to hear yours! As part of the Rideshare Week celebration in Los Angeles County, Metro is **inviting commuters to share the story of how they rideshare**—whether it's talking about their carpool buddies, how many calories they burn biking or the latest book they read while riding Metro Rail.

Prizes for Submitting Stories... and Pledging to Rideshare

People who pledge to share the ride at least one day during Rideshare Week, Oct. 6-10, will qualify to win any of dozens of prizes. Those who also tell their rideshare story have even more chances to win—plus some will be featured on Metro's blog, **The Source**, as a way to show drive-alone commuters how rewarding—and easy—it can be to share the ride.

An online pledge form and story entry form is at metro.net.

How Employers Can Get Involved

ETCs can get ideas for ways to roll out a Rideshare Week campaign at a Metro workshop and **Rideshare Week kickoff** on Sept. 10. This year's theme is "Don't Be Traffic, Rideshare!"—a reminder that if you're not part of the rideshare solution, you're part of the traffic problem.

Can't make the workshop? You can download campaign materials and a photocopyable pledge card (English and Spanish) that you can distribute to employees and turn into Metro to qualify your employees to win prizes. Or forward the online pledge form link to employees.

If your worksite will be holding a Rideshare Week event or fair, sign up to receive free giveaways, such as tote bags, pins and stickers.

& Events

More events are in the works, so check back to Metro's Rideshare Week site for updates.



For More Information...

Rideshare Week in Los Angeles County is sponsored by Metro and other public and private organizations. For more information, and to sign up for giveaway items, visit metro.net.

Orange

During Rideshare Week, Orange County commuters will be giving traffic a "BAM" "POW" punch when they team up to share the ride to work.

"Instead of complaining about traffic, Rideshare Week is your chance to be a superhero and do something about it," says Amelia Hsu with Orange

County Transportation Authority. "Ride the bus or a Metrolink train. Carpool or vanpool. Walk or bike. Your actions can really make a difference."

Pledge to Win Prizes

Commuters who pledge to rideshare at least once during the week at octa.net/pledge can win prizes including an iPad mini, Metrolink tickets, bus passes, bike gear and gift cards.

Anyone who makes the pledge will receive a special URL to share with friends, family and coworkers via their favorite social media sites.

They'll then be entered into [More >](#)



DON'T BE TRAFFIC. SHARE THE RIDE.

START A CARPOOL. TAKE THE BUS. JOIN A VANPOOL. RIDE A BIKE. RIDE A TRAIN. TAKE A WALK.

a drawing for a \$50 gift card if three of their referrals make the pledge, too.

There's also a paper pledge card that employers can distribute and collect at the worksite.

Incentives for New Ridesharers

Rideshare Week is also a great time to sign your employees up for OCTA's rideshare incentive program where new ridesharers can get \$2 a day in gift certificates for up to three months.

"Rideshare Week is twofold. It's a chance to thank and reward your loyal ridesharers, but it's also an opportunity to get the attention of people who usually drive alone," adds Hsu.

Campaign Materials for Your Worksite

ETCs who attended OCTA's workshop last month walked away with campaign materials including posters, flyers, pledge cards and more. If you missed out, they're available on

request by emailing ShareTheRide@octa.net, or can be downloaded at octa.net/ETC.

Distribute and collect pledge cards, and/or forward the pledge form link to employees along with a "email blast" provided by OCTA.

Prizes for ETCs, Too

When your employees make the pledge to rideshare during Rideshare Week, you not only win with less traffic, but the ETC with the highest participation wins a \$500 gift card. Second-highest gets \$300 gift card and third-highest \$200.

For More Information...

Rideshare Week in Orange County is sponsored by OCTA. For campaign materials, tips and ideas, visit octa.net/ETC.

San Bernardino

It's your life. Enjoy the ride. That's the message that'll be inspiring Inland Empire commuters to give up the solo commute during Rideshare Week, Oct. 6-10.

"The average worker spends over

100 hours a year getting to and from work. We want to let them know there are commute options that are more enjoyable than gripping a steering wheel while sitting alone in traffic," says Kelly Lynn with San Bernardino Associated Governments. "They can chat with friends while carpooling. Nap while vanpooling. Catch up on their reading on the bus or train. Get a workout in while biking or walking. Commute time doesn't have to be wasted time."

Pledge to Win Prizes

Commuters who pledge to rideshare at least one day during Rideshare Week will qualify to win any of more than 100 prizes, including gift cards valued up to \$250, a folding bike, and getaways to Palm Springs, Las Vegas, Lake Arrowhead and other great destinations.

Anyone living or working in the Inland Empire can make the pledge—either by turning in a pledge card they



**Rideshare Week
Oct. 6-10, 2014**



**It's Your Life.
Enjoy the Ride.**
IECommuter.org



received at their worksite, or going online at IEcommuter.org.

How Employers Can Get Involved

Inland Empire Commuter Services will ship pledge cards, posters and other campaign materials to employers the first week of September. Only those employers that have requested to participate will receive materials. (If you did not request materials from IECS but would like them, call 1.866.IECS4HELP.)

Simply distribute and collect pledge cards at your worksite, and send them to IECS by Oct. 24 to make your employees eligible for the drawing.

[More >](#)



Special Incentives for ETCs

To encourage employers to promote Rideshare Week at the worksite and drum up enthusiasm—and pledges—among staff, IECS is offering a contest just for ETCs. Each work site is given a pledge card goal. If that goal is met or exceeded, the ETC will be entered into a drawing for one of six \$50 Stater Bros. gift cards.

For More Information...

Rideshare Week in the Inland Empire is sponsored by SANBAG and other public and private organizations. For more information, contact IECS at 1.866.IECS4HELP.

Ventura

Expand your social network by ridesharing! That's the message going out to Ventura County commuters during Rideshare Week, Oct. 6-10.

"Whether carpooling, vanpooling, riding bus or rail, biking or walking to work, or even telecommuting, ridesharing lets you connect with other people and your community in positive ways," says

Alan Holmes with Ventura County Transportation Commission, the agency sponsoring Rideshare Week along with Ventura County Air Pollution Control District. "We're getting the word out that ridesharing has all kinds of benefits that improve your day to day life."

Pledge to Win Prizes

Commuters who pledge to use an alternative form of transportation at least one day during the week can win exciting prizes, including one of five Apple iPad tablets, two iPods,

Good Ideas from ETCs

"During Rideshare Week, we'll be doing a meal every day in the cafeteria for lunch that will be specially priced for our rideshare participants."

—Jerry Anduja, Wellpoint



who answer those are eligible for additional prizes.

How to Make the Pledge

VCTC will distribute Rideshare Week campaign kits to employers at a kick-off luncheon on Sept. 19. Each kit includes posters, flyers, pledge cards and tips for running an event at your worksite.

Turn in your employees' completed pledge cards to VCTC by Oct. 17, and if you have the highest percentage of participants, you could win an ice cream social for your worksite or department.

Can't make the kickoff? Request a

kit by contacting Alan Holmes at 805.642.1591 or commuterservices@goventura.org.

Commuters can also pledge online at goventura.org.

Make Rideshare Week Your Time to Connect

VCTC is promoting the hashtags #sharetheride and #vctcrsw2014 and encouraging commuters to share their rideshare experiences via their own social networks, whether Twitter, Facebook, Instagram, or the company Intranet.

"When you rideshare, you're contributing to clean air and less traffic in Ventura County, and we think that's good news worth sharing with the world," says Holmes.

For more information and Rideshare Week event updates, visit goventura.org.

Nearly 70,000 people—roughly the population of the city of San Bernardino—pass through Union Station on an average weekday.

**FUN
FACT:**



Calendar

IECS Rideshare Week kickoff is Sept. 9 at Dave & Busters in Ontario starting at 11 a.m., please RSVP at 1.866.IECS4HELP.

Metro marketing workshop and Rideshare Week kickoff is Sept. 10, 8 a.m. to Noon at Metro offices in downtown Los Angeles. Get marketing materials and tips for running an event at your worksite. For details, email garciana@metro.net.

Ventura County Rideshare Week kick-off ETC luncheon is Sept. 19, 11:30 am. – 1:30 p.m. at CSU Channel Islands in Camarillo; join fellow employers for fun, games, food and drinks while you get Rideshare Week information and encouragement; RSVP allison@moore-associates.net, 1.888.743.5977.

PARK(ing) Day, Sept. 19, is a creative, participatory event in which people transform parking spaces into parks for a day, <http://parkingday.org>.



International Car-Free Day is Sept. 22, worldcarfree.net.

California Rideshare Week is Oct. 6-10.

Network Meetings

Glendale TMA meets regularly; call 818.543.7641.

Inland Empire Commuter Services 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 every other month; call John Miranda at 818.354.7433.

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 Sept. 17, 9:30–11:30 a.m. and Oct. 8, 1-3 p.m. at Metro offices in downtown Los Angeles. To reserve your space, email garciana@metro.net.



South Coast Air Quality Management District (AQMD) offers one-day ETC training for \$166.59. Upcoming sessions are Sept. 11 and Oct. 8 at AQMD offices in Diamond Bar, Sept. 24 at UC Irvine and Oct. 22 in Colton. Contact the AQMD's training program at etctraining@aqmd.gov or visit aqmd.gov.

ON THE GO

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