

On the Go

Rideshare News for Southern California Employee Transportation Coordinators (ETCs)

January/February 2020

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2020

2020 Rideshare Calendar

Association for Commuter Transportation Southern California annual general meeting is Jan. 27 in Anaheim. Get details at socalact.org.



Telecommuter Appreciation Week is March 1-7, and is sponsored by the American Telecommuting Association, 1.800.ATA4YOU, yourata.com.



April is Earthquake Preparedness Month. Get your employees ready for commuting in crisis conditions; contact caloes.ca.gov or your local Red Cross office.

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What a Change a Year Can Bring...

A whole lot happened in the past year that impacts your rideshare program. In case you missed any of it, here's a recap of a few of 2019's transportation highlights:



Metro Blue Line gets an update—including a new name. After nearly a year of renovations, the Metro Blue Line relaunched in November as the A Line—the first

among Metro's rail lines to switch over to a line letter name. With service between Long Beach and downtown Los Angeles, it is updated with digital screens, among other improvements. Get schedule information at metro.net/aline.

A new \$400 subsidy makes vanpooling more affordable. San Bernardino launched the SB Loop Vanpool Subsidy, providing up to \$400 monthly in subsidies for vanpools traveling to the San Bernardino County Transportation Authority (SBCTA) service area. Get details at ridetheloop.com.

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[Calendar of Events](#)

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What a Change a Year Can Bring...

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The 91 Express Lanes phase out hard-case transponders in favor of stickers, which are less costly and don't require batteries.

3+ carpools continue to ride free or at a discount.

Metrolink introduces a mobile app for companies

participating in its Corporate Partner Program (CPP), which is a pre-tax benefit that allows savings when providing Metrolink fares as an employee benefit. Download it at metrolinktrains.com/cpp.



The first of 18 bridge reconstructions—the Slater Avenue Bridge—opens on the 405 Freeway. It is part of the ongoing I-405 Improvement Project in Orange County, which is widening the freeway between SR-73 and I-605 along with other improvements.



Culver City gets a bike hub

at the Expo Line Station. The new hub provides secure parking for 64 bicycles, bike rentals, repairs, bike-related clinics, classes and community events. Find out more at metro.net/bikehub.



Metro's car share program expands to 21 locations along Metro's rail lines and busways.

Car share customers can rent, locate and unlock vehicles from a mobile app, turning any car into a connected car. Find out more about car share at zipcar.com and getaround.com.



Metrolink begins round-trip service on Friday nights for San Bernardino Line riders to take advantage of activities in and around Los Angeles.



Ventura County offers online transit pass sales

so riders can order any time and have them shipped to their home. To purchase, visit goventura.org/buy-passes.

sbX starts Saturday service, operating every 20 minutes on Saturdays, from 6 a.m. to 9 p.m. sbX is fixed rail service that travels a 15.7-mile route along the E Street Corridor in San Bernardino. Find out more at omnitrans.org.



Five VCTC Intercity buses display artwork from kids ages 10-13 who were winners in a contest around the theme "Oh the Places You'll Go"—be on the lookout for the winning artwork the next time you see a VCTC bus.

2020 Rideshare Calendar (Continued from page 1)



Get on Board Day is April 16, encouraging people to ride bus and rail. You'll be able to download free promotional materials from

the American Public Transportation Association at apta.com.

Earth Day is April 22—a great time to celebrate rideshare contributions to clean air, earthday.org.

May is National Bike Month, presented locally by the

transportation agencies for Los Angeles, Orange, Riverside, San Bernardino and Ventura

May is also Clean Air Month, and the American Lung Association kicks it off with the release of its *State of the Air Report* (a report grading major cities' air quality), lung.org.



Association for Commuter Transportation (ACT) International Conference is Aug. 2-5 in Denver and is a chance to network and get new ideas for your rideshare program, actweb.org.



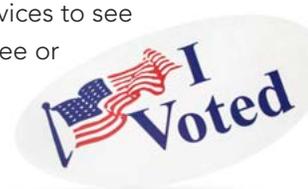
Rideshare Week 2020 is Oct. 5-9, promoting alternatives to driving alone.

Election Day is Nov. 4 – check with local transit agencies and rideshare services to see

which are offering free or discounted rides to the polls.

In the spirit of sharing, every November and December, transit agencies partner with firefighters to stuff buses full of toys for needy kids in the Spark of Love Toy Drive. Closer to the event date, look for information at <https://abc7.com/sparkoflove/>.

And remember, every Thursday is Rideshare Thursday!



IRS Cap **Up \$5**

For 2020, the IRS cap for employees who pay for transit and vanpool fares and parking using pre-tax dollars gets a slight bump—from \$265 to \$270 per month.

Allowing employees to purchase vanpool/transit fare using pre-tax dollars (usually done through a payroll deduction) is by far the most common form of providing commute tax benefits at U.S. worksites.

For more information, consult your tax professional, your county rideshare representative or visit actweb.org.



Top Tips from ETCs

We asked employee transportation coordinators, "What's your best advice you'd give to a fellow ETC?" Here's what they had to say...

"I take a couple hours and create a marketing plan each year. I start with creating marketing themes for each month, track important dates, and write down what tasks I want to accomplish that month. It helps keep me on course for the year."

—Tara Pueschel, UC Riverside

"When it's time to survey, if you have a good working relationship with a department that can help you get a big response, then it's best to start with them. Then work with smaller departments."

—Sherry Matthews, Los Angeles Trade Tech College

"My advice would be to have a rideshare event early in the year to make staff aware of all the benefits of ridesharing."

— Mabel Cedeno-Gale with fellow ETC Cindy Liu, Los Angeles County



"When talking to colleagues about their commutes, ETCs should focus less on the 'green' and more on the 'best.' When factoring in enjoyability, cost effectiveness and reliability, the best commute is often the greenest. The more we ETCs emphasize user satisfaction, the more solo drivers will consider behavior change."

—Jeff Snyder, City of Santa Monica

"My best tip would be to invite ICommuter along for recruitment events. They bring the set-up and goodies and help us talk to employees to get them to pledge or sign-up."

—Patricia Reyes, College of the Desert



"Do all you can to promote rideshare whether you like it or not, because if you reflect a negative attitude, people most likely will not want to participate."

—Jackie Williams, Department of Children and Family Services, Los Angeles County



"Network—meet ETCs with many years of experience. And use all the tools that MTA (Metro) gives to you including AVR, My Commute Calendar and ride matching."

—Vera Tylecek, Los Angeles City College

"Staying engaged with employees is the number one and goes a long way."

—Christina Saucido, Verizon Media

"Push ridesharing in new hire orientation. Discuss all the benefits of carpooling—not just the monetary incentive but helping the environment too. And scheduling time once a week—or however often you need to work on things—is a biggie to in order to make it easier. If you don't put time on your calendar, things will just keep getting pushed aside for other 'more important' tasks."

—Jillian Dragotto, Ingram Micro



"Being creative in marketing the program helps to gauge interest from staff, especially if you don't have many incentives to offer. It also helps to influence staff who are hesitant to participate."

"Make time to dedicate to the program. The ability of an ETC to balance their daily job duties and have consistent time to devote to the program is not always an easy task but it is essential."

—Klansi Mack and Nancy Gilfoy, Superior Court of California, County of Riverside





Los Angeles Using Express Lanes Without a Transponder

L.A. Metro's Board recently approved a program that will allow motorists the option to use Metro ExpressLanes on the 10 and 110 Freeways without a transponder. It will institute a pay-as-you-go system in which users receive a bill in the mail for the toll plus a \$4 fee. See details at [Metro's The Source](#).

Cracking Down on Lane Violations

In other Metro Board news, the Board will allow Metro to develop an "occupant detection system" for ExpressLanes to ensure transponders are set correctly for the number of people in a vehicle.

If the system detects fewer people in the vehicle than the transponder

indicates, it is flagged as a violation. Motorists will be mailed a bill for the toll plus a \$4 processing fee and will have 30 days to respond before an additional penalty of \$21 is added to the bill.

New Shuttle in Griffith Park

The city of Los Angeles offers a new weekend shuttle that connects Griffith Park attractions. This supplements the existing everyday DASH shuttle that runs between the Red Line's Vermont/Sunset station and the Griffith Observatory (where parking is limited). Find out more at ladottransit.com.



Orange

OCTA Honors Outstanding Rideshare Programs

Orange County Transportation Authority (OCTA) recently recognized Orange County employers at an



awards event honoring excellence in promoting ridesharing and alternate forms of commuting during Rideshare Week 2019.

Among the employers with the highest employee participation during Rideshare Week were the Automobile Club of Southern California, Taco Bell, MicroVention-Terumo, Pacific Life, the City of Anaheim and OCTA.

OCTA also recognized those companies with a decade or more with the vanpool program, including Southern California Edison, Griswold Industries, Irvine Ranch Water District, Knobbe Martens, Medtronic and MicroVention-Terumo. Orange County currently has 486 vanpools.

Congratulations to all honorees.

Use of 91 Express Lanes Is Up

Record numbers of people are using the 91 Express

Lanes, according to data pulled from summer and fall usage. Stats from September alone showing a daily average of more than 49,000 riders. That's a 4.2% increase over the same time the previous year.



The 91 Express Lanes is a four-lane toll road with 10 miles in Orange County. An additional 8 miles

of the 91 Express Lanes, operated by the Riverside County Transportation Commission, opened in March 2017.

For more information, visit 91expresslanes.com.

Riverside/San Bernardino

Get \$35 Lyft Discount to the Ontario Airport

Flying in or out of Ontario International Airport? You can now get \$35 off Lyft rides between the airport and Metrolink stations in the cities of Upland, Rancho Cucamonga, Ontario, and Montclair.

Riders with smartphones will be able to enter the code GOSBCTA into the Promos screen of their Lyft mobile app and the subsidy will automatically apply to any eligible ride. Riders without a smartphone may call 909.235.5544.

The discount is thanks to a subsidy from the San Bernardino County Transportation Authority. For details, visit metrolinktrains.com.

Where's My Bus?

Omnitrans riders can now use their smartphones to find the best transit route—and then get real-time tracking



to see when the bus will arrive. Transit users can also request and pay for Uber or Lyft rides within the app.

The Transit App is available free for download on the Apple App Store and Google Play.

The previous transit app that Omnitrans used has been phased out.



RTA Services Changes

On Jan. 12, Riverside Transit Agency will make several schedule and route changes to enhance connections and expand service into new areas.

More than 30 routes are impacted, including Route 9, which will undergo adjustments to improve connections with other RTA routes and new weekend Perris Valley Line Metrolink trains.

Get the full list at riversidetransit.com.

Ventura

Mix & Match Your Ride

Pledge to carpool, use public transit, or bike for a day in Ventura County and be entered to win a \$100

gift card.

Ventura County Transportation Authority (VCTC) is featuring different modes of ridesharing throughout the next few months and is giving away multiple gift cards. Visit goventura.org/getting-around/rideshare-for-commuters/ to learn more.

Introducing the Cross County Limited

Route 77, formerly known as the East-West Connector, is getting an update on Jan. 20. The new Cross County Limited provides the same one-seat service between Simi Valley, Moorpark, and West Ventura County. To learn more about where Cross County Limited can take you, visit goventura.org.

Ride the Train Ventura County to Santa Barbara

Did you know you can ride the train from Ventura County to Santa Barbara and Goleta? Amtrak Pacific Surfliner offers commuters a stress-free ride between Ventura and Santa Barbara counties. Avoid traffic on the 101, get work done, and enjoy refreshments in the café car when you ride the train to work. Find out more at trafficsolutions.org/trainpromo.



Calendar Events

Association for Commuter Transportation Southern California annual general meeting is Jan. 27, 8:30 a.m. – 1 p.m., in Anaheim. Get details at socialact.org.



Heading to the Lunar New Year celebration in Los Angeles on Feb. 1? Metrolink will offer service—and since it's a Saturday, it's only \$10 to ride all day.

Early January 2020, Metrolink Makes the Switch to Scanning. Beginning this month, customers will need to “scan” the QR code already printed on Metrolink tickets/passes rather than “tapping” to unlatch the Metro turnstiles. The scanning of the QR Code on paper tickets/passes is identical to the process already used by customers with the Metrolink mobile app. For details, visit metrolinktrains.com.



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 Jan. 7, Feb. 12 and March 11, 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 Jan. 9, Feb. 13 and March 12 at SCAQMD offices in Diamond Bar, Feb. 26 in Burbank and March 26 in Riverside. Contact the SCAQMD's training program at etctraining@aqmd.gov or visit aqmd.gov.



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.

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Riverside/San Bernardino Rideshare Program

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Twitter: [@IECommuter](#),
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[@TheRCTC](#), [@goSBCTA](#)

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

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

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Commuter Information 511

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