

ON THE GO

15 Quick Fixes for Your Rideshare Program

It's a new year, and a great time to take stock of your rideshare program. What's working? What can be improved? It's probably not "business as usual" at your worksite due to COVID-19.

Yet employees still need help getting to work—or help making the most of working at home.

Of course, time is tight, and budgets even tighter. Here, we offer 15 rideshare program ideas that won't break the bank (and some will even save you money).

1. Focus on "educating about options" vs. "promoting ridesharing." You may be hesitant to urge employees to ride

transit or carpool due to COVID-19. Bear in mind that some people *need* rideshare options. They might not have access to a car or making a long drive in traffic

is too stressful. Providing information on changes in transit, reminders about rideshare benefits you offer and ridematching assistance for those whose schedules may have changed can be a huge help to struggling commuters.



2. Offer a virtual tour of the rideshare office. Teleworkers especially can get email fatigue. By making a video, or meeting with departments via Zoom or

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Congrats ACT 40 Under 40

The national Association for Commuter Transportation (ACT) recently awarded its 40 Under 40 honors. These transportation professionals might be young, but they're light years ahead in providing innovative solutions and promoting alternatives to driving alone.

Congratulations to Southern California-based recipients:

- Aaron Gaul, UrbanTrans North America
- Kathryn Hagerman Medina, RideAmigos
- Sarah Hollis, Netflix

- Chris Lechner, UCLA Transportation
- Puja Thomas-Patel, Steer/GoSaMo Transportation Management Organization

For more information about ACT and upcoming activities, visit actweb.org.

See all the winners and get inspiration from their achievements in this video:



News for Your Employees

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Coming in 2021

Mark your calendars, then look for event updates in future issues of *On The Go*.

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

- **Earth Day is April 22**—a day to celebrate rideshare's contribution to clean air, earthday.org.

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Updated CDC Guidelines for Ridesharers

The U.S. Center for Disease Control (CDC) recently updated its guidelines for traveling safely when riding transit or carpooling during the Coronavirus pandemic.



For any ridesharers, they recommend wearing masks. Stay at home whenever possible, especially if you are feeling ill.

For transit riders:

- Avoid touching surfaces.

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[Calendar of Events](#)

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15 Quick Fixes

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other online platforms, you can make the information more accessible—and maybe even fun.

3. Do a worksite assessment. Is there a transit stop near the office? Do you have a place for cyclists to safely stow their bikes? Are there premium parking spots that could be allocated to carpools and vanpools? Sometimes a quick walk around the site can tell you what amenities you can let employees know about—and what's lacking that you need to address.

4. Let transit riders and vanpoolers pay fares using pre-tax dollars. Tax law allows you to offer employees the option to pay for transit and vanpool fares using pre-tax dollars—or your company to subsidize these costs also pre-tax. Employees save money by lowering their overall taxable income, and companies save on payroll taxes. Find out more at irs.gov.

5. Promote the RideGuide when you survey. Do you conduct an annual transportation survey to comply with clean air regulations? While you're banging the drum to get employees to fill it out, also encourage them to check "yes" to receiving a RideGuide (it's one of the questions on the survey). More employees will find their carpool, vanpool and transit options—plus other helpful information for their commute. Even if they don't use it now, it will be handy down the road.

6. Reach out to potential walkers and bike riders. Especially for employees who have reverted to driving alone due to the pandemic, walking and biking—even occasionally—can let them skip the drive while still social distancing. Use your most recent survey data to do a quick search for employees who live near the worksite.

7. Offer bike instruction. Invite a local bike shop or bike expert to do an online workshop (you might even have a bike enthusiast on staff who can pitch in).

Tips on basic bike maintenance, how to find the best route and nearby bike share programs can give employees the confidence and skills needed to bike to work.

8. Distribute a monthly rideshare newsletter. Don't have time to write your own? It takes just seconds to distribute *On the Go* for commuters, available in English and Spanish (see download link on page 1). A bonus: It counts as a marketing strategy if your worksite must comply with Rule 2202.

9. Offer employees a free ride home for emergencies. Sign up for a Guaranteed Ride Home program (GRH)—available free to worksites in Los Angeles, Orange, Riverside, San Bernardino and Ventura counties. GRH covers the cost for ridesharers who need a ride home due to illness or unexpected overtime. Contact your county transportation agency for details.

10. Make small outreach efforts throughout the year. Send regular email reminders. Hold monthly raffles. Profile employees who rideshare an on ongoing basis. While a big blowout during, say, Rideshare Week is great if you have the time and budget, little efforts can add up to keep your program on employees' radar—plus you're more likely to do them.



11. Include teleworkers in incentives, if possible. If you usually offer prizes or perks to employees who rideshare, consider expanding those benefits to your temporary teleworkers. You may find there's wiggle room in your rideshare budget if the overall number of commuters—and therefore the number of ridesharers claiming incentives—is down.

12. Stay informed about local transit. Bus and train schedules are being updated frequently, trying to meet changing demand during the pandemic. Sign up for email alerts or follow your nearby transit providers on social media. You can also get

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the latest at go511.com, which is providing updates every weekday on Southern California buses, rail, freeways and more.

13. Learn how to ride safely. How can riders social distance in a carpool or on the bus? What safety protocols are in place? Can riders purchase and pay for fare using contactless methods? Most transit agencies post COVID-specific information on their websites. The Center for Disease Control also offers tips for ridesharing safely (see [CDC Guidelines, page 1](#)). Once you're up to speed, passing what you've learned along to your commuters will help them ride more safely.

14. Connect with other ETCs and rideshare experts. Get feedback and ideas for your rideshare program. Some networking and training has temporarily moved online (see [Calendar, pg. 8](#)). The Association for Commuter Transportation is a resource for ETCs with news available online at actweb.org, and with a conference scheduled for August.

15. Make sure employees know the rideshare door is open. Some may have shifted to driving alone for now. Let them know you're there to help when they decide they're comfortable returning to carpools, vanpools or riding the bus or rail. ■

"My Rideshare Program Resolution"

We asked ETCs to share their New Year's "rideshare program resolutions"—here's what they had to say...



"I plan to advocate for more of our workforce to adopt telecommuting, even after the pandemic," says

Tracey Hill, ETC for Kinecta. To get management on board with her resolution, she'll provide air quality stats and employee performance data tracked during the pandemic.



Taylor Starling, ETC for City of Fontana resolves to reach out to employees working at home, coming up with

creative ways to "celebrate them in a virtual setting," she says.



Los Angeles City College ETC Vera Tylecek, like most of us, is hoping COVID-19 is soon a thing of the past. When

that happens, her goal is to keep telework programs in place for future emergencies, as well as for those who can work at home. And for California Rideshare Week in October, she's hoping to have "a grand party statewide," she says.



Coming in 2021

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- **May is National Bike Month,** presented locally by the transportation agencies for Los Angeles, Orange, Riverside, San Bernardino and Ventura counties and traditionally featuring prizes, rides, rallies and more.



- **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.

- **ACT International Conference**—where ETCs and other transportation professionals network and learn the latest in commute management—is Aug. 1-4, at Walt Disney World, actweb.org.

- **National Drive Electric Week** is Sept. 25-Oct. 3, electricweek.org.

- **Rideshare Week 2021** is Oct. 4-8, promoting alternatives to driving alone in Southern California.

- **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 abc7.com/sparkoflove/. ■



LOS ANGELES COUNTY



Introducing...Metro Micro

Metro launched Metro Micro—an on-demand ridesharing service—on Dec. 13. You can book a ride via app, online at book.metro-micro.net, or by calling 323.GO.METRO. After you order a ride, the app will provide a pickup location near where you are.

It is initially currently in two zones: South Los Angeles and LAX/Inglewood (with plans to expand to seven more zones in 2021).

Metro Micro uses small vehicles operated by Metro drivers and is designed to make it easier to get around in communities where it can be challenging for Metro to run fixed-route buses.

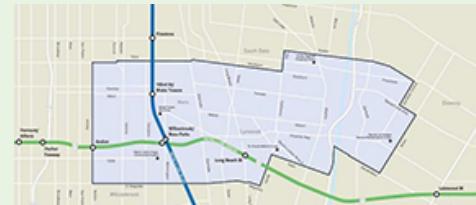
Fares for first six months are \$1 per ride (transfer to Metro bus/rail not included). Riders can pay using their TAP card with stored value or with a debit, credit or prepaid credit card.

For the health and safety of riders and drivers, face coverings are required at all times. Clear vehicle sneeze guard partitions separate driver from passengers. Also, vehicle capacity will be restricted to allow for better passenger distancing.

For more information, visit metro.net.



The LAX/Inglewood service area.
Note: Metro Micro does not provide rides to LAX passenger terminals



The South Los Angeles service area,
which includes key stations along the A Line (Blue) and C Line (Green)

ORANGE COUNTY

Metro Bike Share Opens More Stations

Metro Bike Share recently opened 17 stations on the Westside of Los Angeles. That brings the total number of bike stations to more than 200 in the DTLA, Central LA and Westside regions, with more being added over the next few months. Many stations are open 24/7.

Rides are \$1.75 for every 30 minutes, with discounts available when you buy access passes. Pick up your bike at one station, and then drop it off at the station nearest your destination—or even at a public bike rack for a small convenience fee.

For the full map of locations and bike availability, and to download the bike share app, visit metro.net/bikeshare.



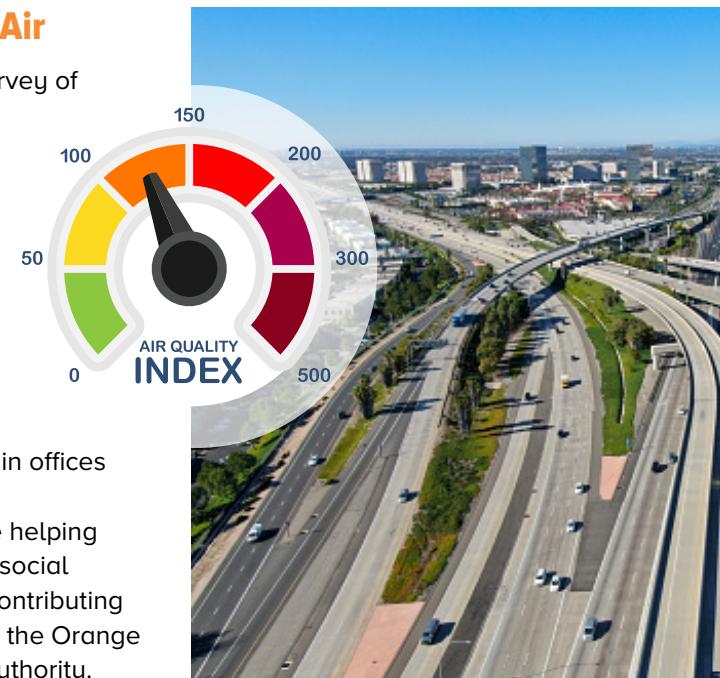
Telework & Clean Air

According to a recent survey of 300 Orange County employers, 98% of worksites currently have some sort of work-from-home program, compared to 76% prior to COVID-19. More than half plan to continue allowing employees to work from home when restrictions on gathering in offices are lifted.

Not only is this change helping employees stay safe by social distancing, but it's also contributing to clean air, according to the Orange County Transportation Authority.

The University of California at Irvine performed an assessment of carbon dioxide emissions from January through June of 2020 showed that people traveling less during the pandemic brought a 9% decline from 2019 levels.

For the full story, visit OCTA's *On the Move* blog at blog.octa.net.



OC Flex Pilot Extended

OC Flex Orange County will remain in service through December 2021.

The micro-transit service has been operating since 2018 and allows passengers to request a ride on demand through a mobile app within the service area, currently in portions of Mission Viejo, Aliso Viejo and Laguna Niguel.

The service in portions of Huntington Beach and Westminster was temporarily suspended because of low ridership.

For more information about OC Flex, visit octa.net/ocflex.



Updated CDC Guidelines

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- Practice social distancing by sitting or standing as far from other passengers as is possible—including at transit stops and stations.

- Upon leaving, use hand sanitizer (available on many buses/trains or pack your own).

For carpoolers, taxis and shared-ride arrangements:

- Limit the number of passengers in the vehicle to only those necessary.

- Avoid shared rides where multiple passengers are picked up who are not in the same household.

- Sit as far as possible from the driver, such as in the rear seat diagonally.

- Improve ventilation. Ask the driver to open windows or set the air ventilation to non-recirculation mode.



For shared bikes and scooters:

- Sanitize any equipment before using it, and wash your hands or use sanitizer directly after.

The CDC also offers helpful tips for people who work in transportation jobs, such as bus drivers and delivery drivers.

For details and other travel safety guidelines, visit the CDC at [cdc.gov](https://www.cdc.gov). ■

RIVERSIDE/ SAN BERNARDINO COUNTY

Teleworkers Can Join the Rideshare Spotlight

People who rideshare in Riverside and San Bernardino counties can log their trips for a chance to win monthly prizes valued up to \$100 and a chance to share their story. Now the Rideshare Spotlight is expanded to include teleworkers.

Get details and sign up at IECommuter.org.



Sunline Now Serves San Bernardino



Sunline Transit's newest line is the 10 Commuter Link, which provides service between the Coachella Valley and San Bernardino.

The route is 92 miles, with two stops in the Coachella Valley at the SunLine Indio facility and the California State University, San Bernardino

– Palm Desert campus. The route continues, stopping in Beaumont, California State University – San Bernardino main campus, and at the San Bernardino Transit Center and Metrolink station.

For details and a full list of connecting transit lines, visit sunlinerefueled.org.

VENTURA COUNTY

Have Employees Working at Home These Days?

Get tips and helpful webinars on ways you can help them improve the telework experience. Topics include time management, staying in communication with coworkers, setting up an ergonomic workspace, stretches to reduce stress and more.

Find these and more at goventura.org.



Mountain Transit Park & Ride Now Open

The Park & Ride is \$20 to park all day, and riders can catch a trolley to nearby ski resorts or Big Bear village restaurants and shops. Get details—along with any closures due to COVID restrictions—at mountaintransit.org.



3 Fast Facts About sbX

Did you know...?

1. Omnitrans's sbX rapid transit connects commuters directly to major destinations in San Bernardino and Loma Linda.

2. There are four Park & Ride lots along the route, plus seamless connections to Metrolink and over 25 local Omnitrans routes.

3. Vehicles are equipped with WiFi so riders can make the most of their commuting time.

Of course, sbX is practicing safety protocols due to COVID-19 to keep riders safe. Find out more at omnitrans.org.



Biking in Ventura

Ventura County Transportation Commission's regional bike map is an interactive glimpse of bike paths throughout the county. It designates paths by whether they are separate from auto traffic, on-street painted bike lanes or on-street bike routes designated by signs.

View it at goventura.org/getting-around/bike.



CALENDAR

Network Opportunities

Please note: Due to COVID-19 concerns, network meetings may be canceled or conducted via online platform—please contact organizers for more information.

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@spectrummotion.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.

Training

Metro Rideshare/Shared Mobility 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 sign up, send an email to SharedMobility@metro.net; you will be sent a link with a password to log into the meeting. If you can't make that meeting, email Metro to set up a one-on-one virtual meeting. Upcoming ETC Briefings: Jan. 13, Feb. 9 and March 9, 9:30-11:30 a.m.; contact Metro for information on how to participate on these dates.

South Coast Air Quality Management District (AQMD) offers two-day ETC training via Zoom for \$189.73. The next scheduled sessions are Jan. 12 and 14, Jan. 26 and 28, Feb. 9 and 11, and Feb. 23 and 25. For more information, contact the South Coast AQMD's training program at ectraining@aqmd.gov or visit aqmd.gov.

ONTHEGO

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For subscription information or to change your **ON THE GO** e-mail address, contact your representative at the rideshare office nearest you.

Riverside/San Bernardino Rideshare Program

IE Commuter Business: 1.866.RIDESHARE (866.743.3742)

Twitter: @IECommuter, @TheRCTC, @goSBCTA

Facebook: @IECommuter, @TheRCTC, @goSBCTA

Instagram: @iecommuter, @therctc, @gosbcta

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

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751 E. Daily Dr., Ste. 420
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goventura.org/rideshare
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Facebook: OCTASharetheRide

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