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2018 Rideshare Calendar

Mark your calendar for the big rideshare events of coming year:



Telecommuter Appreciation Week is Feb. 26-March 4, 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.

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

May is National Bike Month, sponsored locally by Metro Los Angeles and the counties of Orange 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.

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10 Easy Rideshare Program Fixes

Making your company's rideshare program better doesn't have to be costly. In fact, many improvements can actually save you time and money in the long run. Here, we list 10 easy things you can do to boost your rideshare rate...without busting your budget.

- 1. Perfect your "elevator pitch."** Can you give the benefits of your rideshare program in just a minute or two? People are busy, so it helps to be ready to give your pitch when the opportunity arises—whether it's on an elevator ride or if you get a chance to say a few words at a staff meeting.
- 2. Forward *On the Go* for Commuters to your employees every month.** Mere clicks of the mouse and you'll be able to share the [latest rideshare news](#) with employees (which also qualifies as a marketing strategy under Rule 2202).
- 3. Be visible.** Nobody is going to come to you for rideshare help if they don't know you're the employee transportation coordinator (ETC). Hang rideshare posters in your office. Put up a "rideshare services" sign. Introduce yourself as the ETC—even if promoting ridesharing is only a portion of your job.
- 4. Sign up for "freebies."** Your county rideshare agency may offer incentive programs, subsidies and other perks at no cost to your company or employees. Find out more at metro.net, octa.net, goventura.org or IECommuter.org.



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[Calendar of Events](#)

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2018 Rideshare Calendar

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Dump the Pump Day is typically the third Thursday in June, and reminds motorists that finding alternatives to driving alone helps save money on gas. Get free marketing materials from the American Public Transportation Association at apta.com.

Association for Commuter Transportation (ACT) International Conference is July 29-Aug. 1 in Anaheim, CA, a chance to network and get new ideas for your rideshare program, actweb.org.

Rideshare Week is Oct. 1-5, promoting alternatives to driving alone.

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, metro.net, octa.net, omnitrans.org, abclocal.go.com/kabc.



10 Easy Rideshare Program Fixes

(Continued from page 1)

5. Set a good example. When you rideshare to work, not only do you “walk the talk,” but you’ll gain expertise on how these options work at your worksite.



6. Network. Attend network meetings, training (see Calendar), and join organizations like the **Association for Commuter Transportation (ACT)** so you don’t have to go it alone on your rideshare program. Other ETCs are eager to share ideas, and may even team up and pool resources on events.

7. Pay less in taxes. You can save on payroll taxes, plus help your employees save on their personal income tax, by taking advantage of tax benefits offered by the IRS. Find out more at commuterchoice.com.

8. Problem-solve. Sometimes it’s not that employees won’t rideshare, it’s that they can’t. Working with management to allow carpoolers to flex their schedules, for example, is far more effective than merely pointing out the benefits of carpooling.



9. Pay attention to the data. After you conduct a transportation survey, you have access to various reports that show where employees live, how they get to work, and other useful information. Taking a moment to study these reports can steer your efforts toward the strategies that are the most effective for your worksite.

10. Say thank you. It’s essential to recruit new ridesharers, but you should also make an effort to hang onto the ones you have. Some ways to say “thanks”: throwing a party, profiling ridesharers in the company newsletter and handing out prizes or awards.



New train stations, bike sharing, more miles of express lanes—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 2017's transportation highlights:

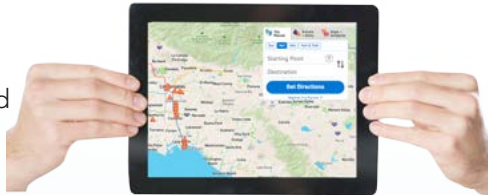
New Features on Ridematch.

info—In addition to matching up commuters with carpools, vanpools and transit options to work, **ridematch.info** added carpool matching for single trips, such as to an event. Registrants can post if they're looking for a rider (possibly splitting gas and parking costs) or if they need a ride.



Better Bus and Rail Routing—

Metro updated its online **Trip Planner**, making it mobile-friendly and easier for users to find the best route by bus/rail in Los Angeles County.



A New Name—San Bernardino's transit agency got a new name and is now SBCTA—which stands for San Bernardino County Transportation Authority.

Big Changes on the 405—Orange County Transportation Authority (OCTA) broke ground on the largest project in the agency's history, **impacting 16 miles of the I-405**. It will add a regular lane in each direction, as well as express lanes, expecting to take six years.

Express Lanes in Riverside County—**The 91 Express Lanes** in Orange County were extended eight miles into Riverside County. The toll lanes allow faster travel to McKinley Street on SR-91 and Ontario Avenue on I-15 South in Corona.

Biking Gets Bigger—**Metro Bike Share** expanded, with stations opening in Pasadena, Port of Los Angeles and Venice. Metro also opened a **bike hub** near the Red Line



What a Change a Year Can Bring

Hollywood/Vine station, with bike parking, repairs and rentals.

Trains Go Further—**Metrolink** added new stations in San Bernardino County, so now trains travel from the Santa Fe Depot to the San Bernardino Transit Center in downtown.

Speaking of Metrolink—In 2017 the rail agency also extended service into



Riverside County with new stations at Riverside-Hunter Park/UCR, Moreno Valley/March Field, and Downtown and South Perris.

Check It Out—35 L.A. County **libraries began sales of TAP cards** and fares, making it easier for people to "check out" transit.

New bus routes launched, including—



- OC Bus Route **53Xpress**, with 12 stops offers fast, frequent service between Irvine and Anaheim weekdays.

- Omnitrans **Freeway Express Route 208**, weekday, peak-hour route connecting San Bernardino, Redlands and Yucaipa via the 10 Freeway.

- VCTC Intercity Transit **East-West Connector**, the first fixed-route transit service between Simi Valley, Moorpark and West Ventura County



- Also in Ventura, the return of express weekday service for C-Street Oxnard (route 90) and Camarillo Metrolink (route 97).



- Riverside Transit Agency (RTA) **RapidLink**, weekday express service between Riverside and Corona, with buses arriving every 15 minutes during peak hours.



Did You Catch These Catchy Campaigns?



Metro Takes on Manners

Metro offers a series of fun, colorful videos that remind riders of proper bus/rail etiquette—such as don't eat on board or block aisles. The videos feature YouTube star Anna Akana as a superhero named Super Kind, who takes on Rude

Dude. Check them out at metro.net/riding/manners. You can also buy Super Kind merchandise at the [Metro store](#).

Drive Less, Smile More

Employers can log in to IECommuter.org and visit the "ETC Resources" page to download free posters, flyers and other marketing materials for employees. To be the first to hear about the new transit-focused campaign launching in January, follow IE Commuter on [Facebook](#), [Instagram](#) and [Twitter](#).



Meet the Real Riders of OC Bus

Where do you ride the bus? Why? OC Bus's video series "Meet the Real Riders" offers inspiration to make the switch from driving to taking transit. See them all at youtube.com/user/goOCTA/videos.



Los Angeles

Longer Trains and Other Improvements

To ease overcrowding on the Gold Line, Metro is now operating more three-car trains in the morning and afternoon peak hours on the line from East Los Angeles to Azusa.

Additional route and service improvements on Metro bus/rail went into effect last month. To see the changes, visit metro.net.

Weigh in on Changes to TAP

Metro is proposing changes to TAP cards and will hold a public hearing Jan. 17 to invite comment. The proposed changes are:

- Replace the sale of the Day Pass on Metro buses with

selling stored value. (Day passes would still be available at other TAP sales locations, including vending machines.)

- Phase out tokens.
- Charge \$2 for all new TAP cards.*

The hearing is at 1 p.m. at Metro offices downtown Los Angeles.

Comments can also be sent by email to customerrelations@metro.net.

For more information, visit thesource.metro.net.

[More >](#)

*Note: Reduced Fare Senior, Disabled, Student and College TAP would remain free.



Los Angeles (Continued)

71-Day Closure of Green Line Stations

Starting Jan. 26, Metro will close five Green Line stations for 71 days to begin work on the junction of the Crenshaw/LAX Line and Green Line. Stations closing are Redondo Beach, Douglas, El Segundo, Mariposa and Aviation/LAX Station.

Service will be maintained through free bus shuttles between Hawthorne/Lennox and Redondo Beach Station during the closure. Bus shuttles will stop at all stations and run as frequently as the Green Line.

For those planning to travel to LAX Airport during this period, the G Shuttle bus will continue to operate from Aviation/LAX Station.

Orange

OC Bus Service Changes to Start in February

OC Bus will roll out service changes in February. Among the changes:

- Boosting weekday frequencies to 30 minutes on routes 56, 89, 90 and 91
- More frequent buses weekday evenings on routes 29, 50, 53 and 60
- Eliminating Express routes 212 and 216, and reducing trips on Express routes 211 and 721

For a full list of OC Bus changes, go to octa.net.

Ridership Up Nearly 20%

Ridership on OC Bus is up 20% as of September 2017 compared to a

year earlier on routes where service was improved, according to a recent report.

Orange County Transportation Authority (OCTA) has been making changes on routes throughout the county as part of its ongoing **OC Bus 360° program**. The program focuses on both increasing service on routes with high demand and reducing or eliminating service on those that are low performing.



Have You Tried the OC Bus Mobile App?

The OC Bus mobile-ticketing app lets riders purchase and manage fares on their mobile devices. Since its introduction in the summer of 2016, more than 67,000 riders have downloaded the mobile app, with an average of 300 new app users each week.

[Click here](#) to find out more and download the app.

Riverside/ San Bernardino



RTA's Route 200 Opens Soon

Riverside Transit Agency will roll out CommuterLink Express Route 200 on Jan. 14. The new bus route offers express bus service between Riverside, San Bernardino and Orange counties, with fares \$3 or less.

Traveling on express toll lanes in Corona, Route 200 will run hourly to Orange County destinations, including large employer sites not near a train station, as well as Disneyland and the Anaheim Convention Center. Route 200 will also extend to the San Bernardino Transit Center.

All RTA CommuterLink Express buses offer free Wi-Fi, luggage racks, plush seats, overhead reading lights, bike racks, and USB charging ports.

For information on RTA buses, go to riversidetransit.com.

[More >](#)





It's Open! Take Metrolink to Downtown San Bernardino

Metrolink unveiled a new station last month, extending service one mile from the Santa Fe Depot to the San Bernardino Transit Center (SBTC) downtown.

From there, riders can transfer to Omnitrans local routes, the sbX Green Line, Pass Transit, Mountain Transit, and Victor Valley Transit Authority. Riverside Transit Agency connections will begin this month.

It's part of a larger expansion project, which next includes building a new pedestrian overpass at the Santa Fe Depot and installing grade crossing safety improvements.

Take Omnitrans to the Airport

Did you know...? Omnitrans Route 61 offers service to Ontario Airport for

\$1.75 one-way fare. It runs every 15 minutes, seven days a week. Details are at omnitrans.org.

Now with Real-Time Maps

Mountain Transit riders can now find route and schedule information featuring real-time maps, so they can track their bus. When a route is in service, an icon will display on the map. Click on the icon to see the route and get estimated arrival times. Check it out at mountaintransit.org.



Ventura



East-West Connector Rolls Out

Ventura County Transportation Commission (VCTC) recently launched the East-West Connector—the first fixed-route transit service between Simi Valley, Moorpark and West Ventura County. It serves the cities of Simi Valley, Moorpark, Camarillo, Oxnard and Ventura using Highways 118, 34 and 101.

Buses run weekdays between 6 a.m. and 9:30 p.m. In addition to serving key employment centers and health care facilities, the connector provides a one-seat trip between Ventura College and Moorpark College. Also, students traveling to CSUCI's campus from East County

will no longer need to transfer in Thousand Oaks.

Full-price fare is \$1.25. Free transfers are offered to other VCTC Intercity bus lines as well as local fixed-route providers such as Simi Valley Transit, Moorpark Transit and Gold Coast Transit.

Find out more at goventura.org or by calling 1.800.438.1112.



Thank You Ventura County Transit

The recent wildfires in Southern California not only devastated property, but also impacted peoples' lives, including closing streets and highways. To help those impacted by the Thomas Fire, VCTC Intercity

Transit offered free service on Highway 126 (60-62) and Coastal Express (80-89) bus routes, and the Valley Express bus on the weekend of Dec. 8, doing their part to ease stress on area travelers.



Calendar Events...



Telecommuter Appreciation Week is Feb. 26-March 4, and is sponsored by the American Telecommuting Association, 1.800.ATA4YOU, yourata.com.

Metro will hold a **public hearing on proposed changes to TAP cards** on Jan. 17, 1 p.m. at Metro offices in downtown Los Angeles, thesource.metro.net.

Save the Date...

- March 28, IE Commuter ETC marketing workshop; invitation to follow or call 1.866.RIDESHARE (866.743.3742).



- May 31, Metro ETC marketing workshop, details to come.

Network Opportunities

Burbank TMO serves businesses in Downtown and Media District areas; call 818.953.7788, btmo@polarisnet.net.



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.

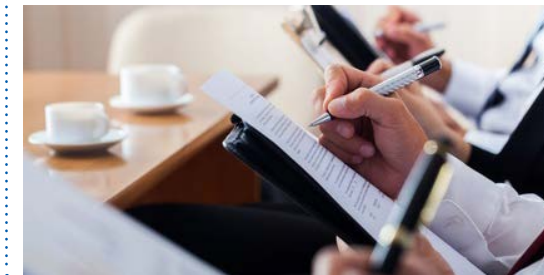
Santa Monica TMO meets regularly; contact Puja Thomas-Patel, 424.330.4298.

Torrance Transportation Network meets regularly; call Kim Fuentes at 310.784.7902.

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. 24 and Feb. 21, 9:30–11:30 a.m. To reserve your space, email rideshare@metro.net. For details, visit metro.net.

South Coast Air Quality Management District (SCAQMD) offers one-day ETC training for \$177.29. Upcoming sessions are Jan. 11 and Feb. 8 at SCAQMD offices in Diamond Bar and Feb. 22 in El Segundo. Contact the SCAQMD's training program at etctraining@aqmd.gov or visit aqmd.gov.



ON THE GO

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