

# On the Go

Rideshare News for Southern California Employee Transportation Coordinators (ETCs)

July/August 2018

News for Your  
Employees [Download >](#)

[Download Spanish version >](#)

## Walking the Rideshare Talk

One of the best ways to promote ridesharing to employees is by setting a good example and finding an alternative to driving alone to work yourself. Here, we feature a few ETCs who “walk the talk” by ridesharing:

**Jackie Williams**, ETC for LA County Children and Family Services, believes the fact that she rides the Metro Blue Line helps her feel justified in promoting ridesharing to employees. “If I’m trying to get people to rideshare and I’m not doing it, they’re going to look at me like, ‘why should I do it?’”



**Eileen O’Brien** spends

about the same amount of time riding transit as she would driving to where she works at the Archdiocesan Catholic Center—but, as she puts it, “The bus saves wear and tear on my car...and wear and tear on me.”

She also feels that being a regular bus and rail commuter helps her do a better job as an ETC. “It’s made me a lot more knowledgeable about the options I can share with other people.”



Ridesharing is a group effort at the Eric Norman Sanchez Agency for Farmers Insurance in San Bernardino.

Owner **Eric Sanchez**

himself sets the tone by walking or riding his bike two miles to work almost every day. From there, staff carpools for sales calls—and if there’s no one to carpool with, only then does Eric run home and grab his car. “Conserving the environment is important to me,” he says. “I try to lead by example.”



[More >](#)

## Heads Up— Rideshare Week Is Coming Soon!

Mark your calendar for Rideshare Week, Oct. 1-5. The slogan for this year’s campaign is, “It’s Your Life, Enjoy the Ride,” a lively reminder that sharing the ride makes for a happier commute.

Later this summer, your Southern California rideshare agencies will be rolling out turn-key marketing materials and offering other support to help you bring Rideshare Week to your commuters.

In the meantime, it’s not too early to start brainstorming ways you can add your own flair by making plans to host a rideshare fair, in-house prize drawing, contest or other event.

Plus look for details in the next issue of *On the Go* for ETCs.



## 3 Reasons You Should Attend the ACT Conference

The Association for Commuter Transportation (ACT) International conference is July 29-Aug. 1. Here, we offer three reasons why you should attend:

**1. It’s local!** This year’s conference is being held in Anaheim, CA, at the Marriott Hotel. It’s your chance to network with

[More >](#)



[Calendar of Events](#)

[Download Commuter News](#)

[Download this issue as a PDF](#)

## Walking the **Rideshare Talk**

(continued from page 1)

Since **Riley Keller** started working at Caltrans over a year ago, he's only driven to work twice. Instead, he vanpools from where he lives in Chino Hills to the office in San Bernardino. "When employees come up and ask me questions, I'm able to tell them because I actually do it," he says. "I understand the culture of vanpooling, so I can provide that insight as well."



His favorite thing about vanpooling? "Being able to take a nap and refresh before I get home."

**Kevin Pearson** is lucky enough to live a little over a mile from where he works at the YMCA in Redlands, so he bikes every day—in fact, he keeps his car exclusively at the office so he can use it for work trips when needed. "I feel good about riding my bike to work. There's that personal satisfaction, that happiness," he says, "adding, "People notice. It's about being a role model. Setting the tone."



## 3 Reasons You Should Attend the ACT Conference (continued from page 1)

transportation professionals from across the nation without the time and expense of travel. (If you decide to stay at the Marriott, a discount on hotel rooms is available until July 6.)

**2. Skills-based workshops, inspiring speakers.** Workshops range from how to use behavioral science to get employees to rideshare, to tips and tricks for better public speaking, to how to start a vanpool program, and more.

Keynote speaker is Jason Roberts, originator of the Better Block Project, which takes blighted blocks with vacant properties in Dallas and converts them into temporary walkable districts with pop-up businesses, bike lanes and landscaping.

**3. It's an investment that can save you time and money on your rideshare program.** Trying to figure out how to run a rideshare program on your own—including all the missteps that can happen along the way—wastes time and money.

At the conference, you'll get practical, do-able ideas from fellow ETCs as well as experts in the field to streamline your processes and add "oomph" to your rideshare outreach. You may even meet other ETCs nearby who'll want to team up and pool resources on future rideshare events (including the upcoming Rideshare Week).



### Don't Think Your Employer Will Let You Go?

Check out ACT's online "**justification toolkit**," which gives you strategies for approaching management with why they should support your attending the conference—including a customizable letter to give them.

It stresses what you'll bring back to the company and how the knowledge and skills you'll gain will benefit your company's bottom line.

## \$10 Trains to Dodgers Games

Metrolink recently added service on its Antelope Valley and San Bernardino lines so fans can take the train to and from Friday and select Saturday Dodgers home games.

Round-trip tickets are only \$10 (\$6 senior, \$4 student/youth) and can be purchased at stations or on the Metrolink mobile app on the day of the game.

Metrolink trains connect at Union Station with Dodger Stadium Express buses (where you'll ride to the stadium free when you show your game ticket).

Check schedule information at [metrolinktrains.com/baseball](http://metrolinktrains.com/baseball).



## A Change in Bus Transfers

Transfers between TAP-participating agencies will be exclusively on TAP. Pay with TAP when you board, then tap again when you transfer. Your transfer fare will be deducted automatically from Stored Value on your card, and your transfer will be valid for 2.5 hours from the first trip of your journey.

This means in order to transfer between agencies, you must have a TAP card loaded with Stored Value.

To learn more, visit [taptogo.net/transfersontap](http://taptogo.net/transfersontap).



## Diamond Awards Honor "Gems" of Rideshare Programs

Rideshare Diamond Awards recognize outstanding rideshare program achievements in Los Angeles and Orange counties.

### In Los Angeles

Metro presented awards to employers in two categories: 1) Most improved average vehicle ridership (AVR), and 2) highest percentage of RideGuides requested.

At the City of Pasadena/ City Yards, AVR jumped .516 percentage points in a year—from 1.74 to 2.26. The secret to their success: "We made a point to

reach out to more employees," says ETC Rebecca Sorcini, adding they made a particular effort to talk to drive alone commuters about rideshare options. "A lot of them didn't even know we had incentives. We've been signing up a lot of new ridesharers."

Also among the 38 Diamond Award winners with highest improvement in AVR are SkyWest Airlines (1.84 to 2.84) and Macy's West Beverly Center (2.10 to 2.87).

Winners in the "highest percentage of RideGuides requested" category include Alta Dena Certified Dairy (97% of employees asked for RideGuides), Los Angeles County Department of Parks & Recreation (71%), Mission Foods (65%) and 22 more worksites.

For a full list of 2018 Los Angeles Diamond Award winners, [click here](#).

### In Orange County

Orange County Transportation Authority presented the following awards:

- |   |   |
|---|---|
| <b>Most Improved AVR</b><br>—Chapman University<br>—ETC: Margo Tracey                         | <b>Highest Rideguide Percentage Requested</b><br>—C&D Zodiac – La Palma<br>—ETC: Stacey Greenberg |
| <b>Highest AVR</b><br>—Department of Homeland Security<br>—ETC: William Petersen              | <b>Spectrumotion Award</b><br>—The Irvine Company – Office Properties<br>—ETC: Holly McManus      |
| <b>Outstanding Rideshare Leadership</b><br>—City of Orange<br>—ETC: Cody Kleen                | <b>Vanpool Award</b><br>—Microvention<br>—ETC: Brittany Ortiz                                     |
| <b>Outstanding Overall Rideshare Program</b><br>—Quest Diagnostics<br>—ETC: Annelisa Crawford | Congratulations winners!  |



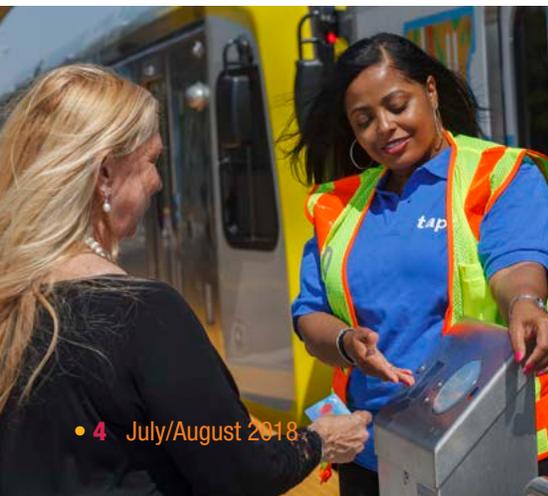


## Los Angeles

### No More Day Pass Sales on the Bus

Day Passes will no longer be sold on Metro buses starting July 15. Instead, if buying your fare on the bus, you'll need to add Stored Value to your TAP card and then tap to pay on a per-ride basis.

Simply board at the front of the bus and tell the operator that you would like to add Stored Value to your TAP card (up to \$20, cash only, change not provided). TAP cards available for purchase on buses for \$2.



Day Passes can still be purchased at TAP vending machines, [taptogo.net](#), by calling 1.866.TAPTOGO, at Metro Customer Centers and at more than 400 TAP vendor locations.

### Bike Share Lowering Fares

Metro Bike Share will be dropping fares, with the lower fare structure expected to go into effect mid-summer. The walk-up price will be \$1.75 per half hour (vs. the current \$3.50)—making it the same as the one-way fare for Metro's bus and rail system.

30-day and annual pass options have also been reduced in price.

The new fare structure includes the introduction of a 1-Day Pass for \$5 that allows all trips 30 minutes or less for free and \$1.75 every 30 minutes thereafter.

Bike Share will also be offering 40% discounts on Bike Share for Business passes and up to 50% discounts for bulk purchases of single ride passes.

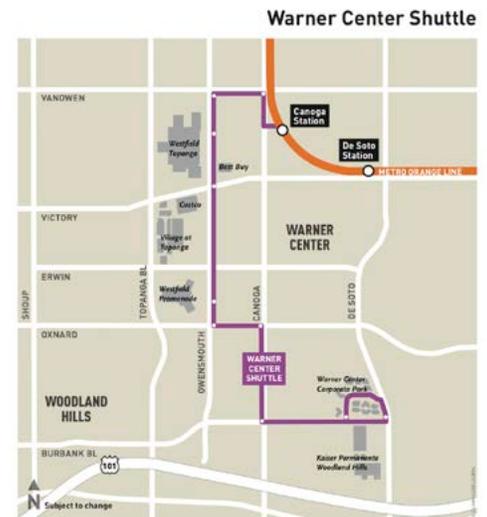
Find out more at [metro.net/bikeshare](#).

### Introducing... the New Warner Center Shuttle

The new Warner Center Shuttle (Line 601) is now underway, replacing the single Metro Orange Line stop at Warner Center Station. Orange Line riders can connect to the shuttle at Canoga Station.

It provides 10 new stops, improving access to Westfield Topanga, The Village, Warner Center Corporate Park, Kaiser Permanente and other nearby locations. It runs daily every 10 minutes most times of the day.

Get details at [thesource.metro.net](#).



## Orange

### OC Fair Express

Ride the OC Fair Express bus to the Orange County Fair in Costa Mesa for just \$2 each way, plus get a coupon for a bargain \$4 general fair admission (a \$10 savings). It runs



Saturdays and Sundays during the fair, beginning July 14. The OC Fair Express also accepts OC Bus passes.

If you're connecting from Metrolink, you'll catch the bus at the Anaheim Canyon, Santa Ana, Irvine or Anaheim-ARTIC Metrolink stations. Show your valid Metrolink ticket to ride the OC Fair Express for free.

For details, visit [octa.net/Bus/OC-Fair-Express/Overview](http://octa.net/Bus/OC-Fair-Express/Overview).



## More Parking Coming

More parking is coming to the Orange Transportation Center. A multi-story structure is now under construction that will house 611 parking spaces, 500 reserved for Metrolink train riders and the

rest for general use—triple the current parking capacity.

The structure is slated to open in early 2019. Find out more at [octa.net](http://octa.net).



Rendering courtesy of OCTA

## More People Are Using Express Lanes

Did you know...? Since the 91 Express Lanes expanded eight miles into Riverside County last year, usage on the lanes in Orange County is up 14.5%.

During the same time period, overall the number of Express Lanes accounts and transponders has increased by more than 13%.

Information on express lanes, including how to get a transponder, is at [91expresslanes.com](http://91expresslanes.com).



# Riverside/ San Bernardino

## Students Ride RTA for Just a Quarter

Riverside Transit is introducing a special summer rate for students—just 25-cents per ride. Get details, plus schedules and routes, at [riversidetransit.com](http://riversidetransit.com).



## \$400 Subsidy for Riverside County Vanpools

Current or new vanpools with workplace destinations in Riverside County may qualify for a new program that offers subsidies up to \$400 per month (not to exceed 50% of lease costs).

Called VanClub, Riverside County Transportation Commission's new program is available to vanpools that lease from Enterprise Rideshare or the California Vanpool Authority (CalVans). Vanpools must travel at least 30 miles round trip to and from work each day, commute 12 days per month and have 70% of their vanpool seats filled at the time of application.

For program details and how to qualify, visit [VANCLUB.net](http://VANCLUB.net), or contact RCTC at 1.844.VANCLUB.



## Riverside/San Bernardino

(continued from page 5)

### SR 210/Pepper Avenue Interchange Now Open!

Commuters can now connect between the recently extended Pepper Avenue and SR-210 **with the opening of an interchange** in San Bernardino.

The project included adding both eastbound and westbound on-ramps with carpool lanes and ramp meters. Pepper Avenue was also widened to Highland Avenue.

### Traffic Relief May Be on the Way

San Bernardino is one step closer to getting express lanes and other traffic solutions on the 1-10 Freeway.



Last month, the San Bernardino County Transportation Authority (SBCTA) board voted to award a new contract for a project that would add

express lanes and make improvements to existing general purpose lanes and interchanges on the I-10.

For details visit SBCTA at [gosbcta.com](http://gosbcta.com).



## Ventura

### A Country Fair With Ocean Air

The Ventura County Fair is Aug. 1-12. Skip the hassle of traffic near the fairgrounds by parking at free off-site lots and taking a shuttle, sponsored by Ventura County Transportation Commission (VCTC). Or skip the drive entirely and take transit to the fair via VCTC's Highway 126 or Highway 101 routes, Gold Coast Transit or Amtrak.

Find all your transit options to the fair at [venturacountyfair.org/fair/transportation](http://venturacountyfair.org/fair/transportation).

### Visit VCTC's New Website

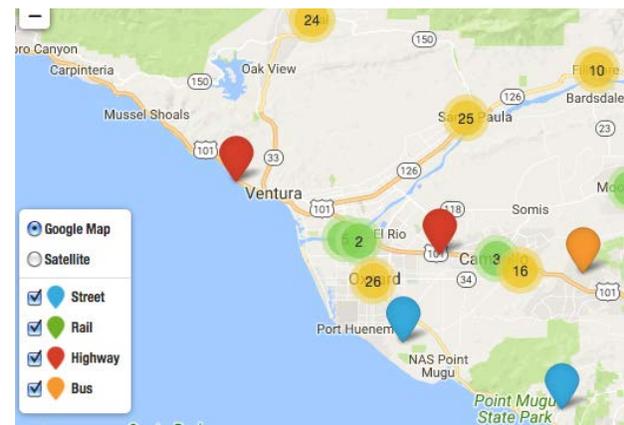
This month the Ventura County Transportation Commission (VCTC) launches a brand new website. With an easy bus trip planner, interactive maps, and mobile responsive design, [goventura.org](http://goventura.org) is a one-stop shop for Ventura County transportation information. Whether you drive, walk, bike, carpool or ride the bus or train, the site offers user-friendly tools for getting around.



### Your Gas Tax Dollars at Work

Senate Bill 1, the Road Repair and Accountability of 2017, was signed into law in April to help fix California's transportation infrastructure. In Ventura County, gas tax dollars will fill potholes, repave highways, build bridges and improve transit.

If you'd like to learn more about how gas tax funds are being used in your community, VCTC has created a map and list of local SB1 projects at [goventura.org](http://goventura.org).



## Calendar

### Events



**OC Fair Express** runs weekends starting July 14, taking you to the fair for just \$2, plus a coupon for a discount \$4 OC Fair admission (vs. the usual \$14).

**Orange County Transportation Authority** will hold a **marketing workshop** in August; look for an email invitation later this month.

**IE Commuter Rideshare Week Kick-Off** meeting is Aug. 22 in Ontario, 8 a.m. to noon. Look for an email invitation from IE Commuter this month, or call 1.866. RIDESHARE (866.743.3742).

**Los Angeles Metro marketing workshop and Rideshare Week kick-off** is Aug. 29, 8:30 a.m. to noon at Metro offices in downtown Los Angeles—email invitation to come later this month.



**Association for Commuter Transportation (ACT) International Conference** is July 29-Aug. 1 in Anaheim, CA, [actconf.org](#).

**Rideshare Week** is Oct. 1-5.

### Network Opportunities

**Burbank TMO** serves businesses in Downtown and Media District areas; call 818.953.7788, [bronwen@btmo.org](mailto:bronwen@btmo.org).

**Century City TMO** serves businesses in the Century City area; call Linda Paradise Lyles, 310.453.1714, [linda@cctmo.org](mailto:linda@cctmo.org).

**Compass at Playa Vista** meets regularly; call Aaron Gaul, 310.929.5946, [aaron@playavistacompass.com](mailto:aaron@playavistacompass.com).

**Go Glendale** meets regularly; call 818.543.7641.

**Irvine Spectrum TMA** meets regularly; call 949.727.4273, email [steve@spectrumotion.com](mailto:steve@spectrumotion.com).



**Orange County Network** meets regularly; email [sharetheride@octa.net](mailto:sharetheride@octa.net).

**Pasadena TMA** meets regularly; contact Talin Shahbazian at [tshahbazian@cityofpasadena.net](mailto: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 July 18, Aug. 15 and Sept. 19 at 9:30–11:30 a.m. To reserve your space, email [rideshare@metro.net](mailto:rideshare@metro.net). For details, visit [metro.net](http://metro.net).

**South Coast Air Quality Management District (SCAQMD)** offers one-day ETC training for \$183.32. Upcoming sessions are July 12, Aug. 9 and Sept. 6 at SCAQMD offices in Diamond Bar, July 26 in Los Angeles and Aug. 22 at Foothill Transit offices in West Covina. Contact the SCAQMD's training program at [etctraining@aqmd.gov](mailto:etctraining@aqmd.gov) or visit [aqmd.gov](http://aqmd.gov).

**IE Commuter** offers bi-annual ETC marketing workshops for ETCs in the Inland Empire; call 1.866. RIDESHARE (866.743.3742).



# On the Go

Rideshare News for Southern California Employee Transportation Coordinators (ETCs)

Download  
Commuter News

Download  
this issue as a PDF

Get the latest news for... Los Angeles County • Orange County • Riverside/San Bernardino Counties • Ventura County



**Editor/Writer:** Jill Smolinski

**Art Director:** Harlan West

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](#),  
[@gосbcta](#)

## Metro Regional Rideshare/ Shared Mobility

One Gateway Plaza  
MS 99-19-06

Los Angeles, CA 90012-2952  
Business: 213.922.2811

[rideshare@metro.net](mailto:rideshare@metro.net)  
<http://thesource.metro.net/>

Twitter: [@MetroLosAngeles](#)

Facebook: [LosAngelesMetro](#)

## 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)

Twitter: [@GoVentura](#)

Facebook: [GoVentura](#)

## OCTA Share the Ride Programs

550 S. Main St., Orange, CA 92868

Mailing address:

PO Box 14184, Orange, CA 92863

Business: 714.636.RIDE option 4

Twitter: [@GoOCTA](#)

Facebook: [OCTASharetheRide](#)

## Commuter Information 511

[Go511.com](#)

Los Angeles/Orange/Ventura counties

[IE511.org](#)

Riverside/San Bernardino  
counties

