

Take a Holiday from Traffic



The holidays are here, and we have ways to help you and your commuters get the most from it—from putting the “sharing” back into ridesharing, to free rides, discounts at holiday events and more.

Donate Toys for Kids—Transit agencies are partnering with KABC7 and the Southern California Firefighters for the 26th annual **Spark of Love Toy Drive**. From

Nov. 12-Dec. 24, you’re asked to help “stuff a bus” full of new toys for underserved families. For event dates/locations, visit <http://abc7.com/sparkoflove>.

Or set up a toy collection at your work site (toys can also be dropped off at your local fire station or on Nov. 17 at Walmart stores).

**Free Rides on Bus/
Rail**—**OC Bus** rides will be free New Year’s

Eve from 9 p.m. to 2 a.m. on New Year’s Day.

Ride Metrolink to the Festival of Lights—Metrolink will offer special service to the **Festival of Lights** at the Mission Inn in Riverside. On Fridays and Saturdays Nov. 23-Dec. 15, trains will leave Los Angeles and Orange counties starting at 3 p.m., returning after 8 p.m. Free RTA shuttles then carry passengers between the Riverside-Downtown Station and the event.

[More >](#)



7 Habits of Highly Effective ETCs

Ever wonder how some employee transportation coordinators (ETCs) manage to run their programs so successfully? It’s not just that they have unlimited budgets and endless time (because who does these days?). Most likely, they’ve developed habits that make the best use of their resources. Here, we highlight seven smart habits...



1. They do something (almost) daily. For the majority of ETCs, running a rideshare program is just one of their many job tasks, so keeping up on it often gets shuffled to “later.” However, doing little tasks on a regular basis is more effective than one big push—say, at survey time only.

It’s easier than you may think. Forward commute-related emails to staff. Distribute **On the Go for commuters** monthly. Participate in events like Rideshare Week or Bike Month, which can be as simple as hanging free posters provided by your county rideshare agency.

2. They do their research. When you conduct a transportation survey (required for many by clean [More >](#)



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of Events](#)

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Take a Holiday from Traffic

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The Festival of Lights features more than 5 million holiday lights, 400 animated figures, horse-drawn carriage rides, Santa Claus—and even the world’s largest man-made mistletoe!

Find schedule information at metrolinktrains.com.

\$1 Off Skating at Pershing Square—Ride Metrolink to Union Station, where you can transfer free to Metro Rail for ice skating at Pershing Square in Los Angeles. Your Metrolink ticket gets you \$1 off admission to the rink.



On Thanksgiving Day, Christmas Day and New Year’s Day, Metrolink will run on its Sunday schedule and price—so it’s only \$10 to travel all day, anywhere Metrolink goes.

Go Metro to the Rose Parade and Rose Bowl—Avoid traffic and the hassle and expense of parking by taking Metro if you’re going to the Rose Parade or Rose Bowl on Jan. 2. The Gold Line will open early (at about 3 a.m.) from downtown L.A. to Pasadena, operating every 15 minutes until 5 a.m. and then every 9 minutes until 9 p.m. Details will be available at metro.net.



Thanks for a Great Rideshare Week

Thanks to your help spreading the word, thousands of commuters made the pledge and shared the ride during Rideshare Week, Oct. 1-5.

The campaign—sponsored in Southern California by the county transportation agencies—served as a reminder that carpooling, vanpooling, riding transit, bicycling, walking or telecommuting is a great way to save time, money and stress on the commute.

Hundreds of employers held events ranging from rideshare fairs to parties to pledging competitions.

If your employees participated in prize drawings through your county rideshare agency—for prizes including iPads, vacation getaways, gift cards, transit passes and more—they’ll be notified shortly.



7 Habits of Highly Effective ETCs *(continued from page 1)*

air mandates), you get helpful reports that show where employees live and how they commute. These can help you target your rideshare program to your strengths.

Do you have clusters of employees that live near each other who might be able to carpool or vanpool together? Are you near a Metrolink or Metro Rail station? Where's your nearest bus stop?

Once you know what options are available to your commuters, you can better gear your program to suit them.

3. They offer incentives. If you have a budget to work with, it pays to earmark some of it for incentives, such as transit subsidies or ongoing rewards for ridesharers. Employees respond to incentives—they can help boost your rideshare rate and reduce the cost and stress of the commute for employees.



In fact, thanks to their excellent incentive programs, the City of Anaheim, CSU-Fullerton/Los Angeles and Intuit, Inc. in Woodland Hills were among the employers that made the list of **Best Workplaces for Commuters** for 2018.

4. Especially when budget is limited, they take advantage of "freebies" and discounts.

Your county rideshare agency can help you take advantage of deals, such as vanpool subsidies in **Orange** and **Los Angeles** counties and the **Inland Empire**.



Guaranteed Ride Home programs allow you to give ridesharers a free ride home in case of emergency at no cost to you or your employees.

Signing up for "Commuter Choice" tax benefits not only helps save your employees money, but your company could save on payroll taxes too.

Plus throughout the year there are opportunities for your employees to win prizes during events such as Rideshare Week—often, all you need to do is forward an email link from your rideshare agency.

5. They stay visible. Employees can't ask for rideshare help if they don't know where to go. Let employees know they have an ETC and what you do. Introduce yourself to new hires. Hang rideshare posters in your office. Set up a rideshare table at employee benefits fairs, health fairs and any all-staff gatherings.



6. They get specific. It's great to talk about the importance of ridesharing, but if you want commuters to make the switch, it helps to show them their specific options.

To do this, refer employees to ridematch.info or IECommuter.org, or generate matches for them so they can get a customized list of their options, including potential carpools/vanpools, bus/rail routing and more.

Also, when you conduct your transportation survey, encourage employees to check "yes" to receiving a RideGuide.



7. They always keep learning. You don't have to do it all on your own. Attend ETC training and workshops, join and/or participate in **Association for Commuter Transportation (ACT)** events, and be sure to read *On the Go for ETCs* regularly. Go to the Calendar section of this newsletter for workshops, training and networking opportunities.



Nov. 6 Is Election Day—Help Employees Get to the Polls

Make sure your employees who rideshare don't miss out on voting because they can't get to the polls. Some ways to get out the vote:



- Let employees know you can help them find a route by bus or rail, or refer them to ridematch.info or IECommuter.org to instantly get their best transit option.
- In Los Angeles County, **Metro is offering free rides** on bus and rail all day Nov. 6 to encourage voting. Also offering free rides: AVTA, LADOT, Long Beach Transit, Pasadena Transit, Santa Clarita Transit and Access Services.
- **Lyft** and **Uber** will provide free or discounted rides to the polls on election day—plus assistance with locating your polling place.
- California law specifies that **employers must allow up to two hours off for workers to vote** (with two days' notice) if they're unable to vote during non-work hours. So assisting them to and from the polls quickly is all the more important.

Inspiring ETCs: Yukasa Nuñez—showing two wheels are better than four



Serving as ETC is one of the many hats Yukasa Nuñez wears at AR Tech in Fontana. Though she lives nearby, walking to the office took too long so she usually drove alone—until a fellow ETC inspired her to try biking. "I actually didn't know how to ride a bike," she says. "I had to practice for a week!"

Now she's an inspiration to employees and able to discuss the benefits of making the switch from driving alone, including saving on gas and vehicle wear and tear.

Another unexpected perk? "I was able to downgrade my gym membership because on the days I bike, I don't need to go to the gym," she says.

On the Go in the COUNTY

Los Angeles

Congrats Rideshare Week Prize Winners

Visit metro.net for a full list of Rideshare Week prize winners in Los Angeles County—it's a great chance to congratulate any winners at your worksite and say "thanks" for being a good rideshare example.



Get AVR Training or a Rideshare "Refresher"

Metro offers free briefings to ETCs who need to learn the ropes or could use a refresher. Briefings are held monthly, and give information and updates on Rule 2202, as well as help with ordinances in Santa Monica, Pasadena, Burbank and Glendale.



You'll get tips on how to get more people to turn in their transportation surveys and find out ways you can use the post-survey results to form carpools and vanpools and target your rideshare program to meet employees' needs.

See Calendar to sign up for the upcoming ETC Briefings.

Orange

Introducing OC Flex

OC Flex is a new curb-to-curb shuttle serving portions of Orange County. With OC Flex, you simply book your ride, get picked up, share your ride, and get dropped off. You

can take unlimited rides for just \$4.50 a day (with the OC Flex mobile app) or \$5 cash onboard.

Orange County Transportation Authority (OCTA) is introducing OC Flex as a pilot project in two areas. The initial launch areas are parts of Huntington Beach and Westminster, and parts of Aliso Viejo, Laguna Niguel and Mission Viejo.

Find out more and download the app at octa.net/ocflex.



OC Streetcar Coming Soon...

Construction is now underway on Orange County's first modern streetcar. When complete, the OC Streetcar will offer a 4.15-mile fixed route service running through the historic downtown Santa Ana and the Civic Center to Harbor Boulevard in Garden Grove.

It will also connect with 18 OC Bus routes and the Santa Ana Transportation Center, giving Metrolink riders a new option to easily link to their final destinations. The launch is only a couple of years away, with service expected to begin in 2021.

Details are at octa.net, plus get a peek at what's coming in this [informative video](#).

Riverside/ San Bernardino

Join the Rideshare Spotlight Hall of Fame

IE Commuter is rewarding commuters who rideshare with monthly prizes valued at up to \$100, plus a chance to be "in the spotlight" and share their story.

To participate, commuters sign into the online Commute Diary at IECommuter.org and log at least eight roundtrip rideshare trips in a

month. Each trip counts as a sweepstakes entry, and each additional trip logged means more chances to win.

IE Commuter is a service of Riverside County Transportation Commission and San Bernardino County Transportation Authority.

[More >](#)





Moorpark Transit*,
Ojai Trolley, Simi
Valley Transit,
Thousand Oaks
Transit, Valley
Express and
VCTC
Intercity
Transit.



To board a bus, simply show your valid military ID to the bus driver. (Valid IDs include U.S. Military ID, CAC, VA Card, Veterans designation on a California driver's license, DD214 and Retired Military ID.)

* These transit agencies do not operate on Sunday.

Ride & Win Tickets to Disneyland

Riverside Transit Agency (RTA) is giving away tickets and bus passes to the Happiest Place on Earth. To be entered into the drawing, ride an RTA bus any time through Dec. 16, then tell RTA about your experience.



The top winner gets four Disneyland tickets and 30-Day bus passes good on all bus routes, including RTA's CommuterLink Express Route 200 which provides direct service to the park.

Second prize is two Disneyland tickets and 30-Day bus passes.

Winners will be announced Dec. 17. For contest details and to enter, go to riversidetransit.com.

Omnitrans Offers New Mobile Fare Discounts

Omnitrans bus riders now save on single rides and 1-day passes by buying discounted 10-packs available through the Token Transit mobile fare app.

The Token Transit app is free at Google Play and the App Store. Texting "TOKEN" to 41411 will generate a download link.

Ventura

Veterans Ride Free on Veterans Day

To thank local veterans for their service, Ventura County's transit operators will offer free rides to veterans on Nov. 11 and 12. Participating providers include Camarillo Area Transit, CONNECT Intercity*, Gold Coast Transit,

Order Your VCTC Bus Pass Online

You can now order VCTC Intercity bus passes online and get them mailed to you. Simply go to goventura.org and click on "Order Passes" from the Trip Planner.

You'll have the option to purchase 10-Ride Tickets (saving 10% off single ride fares), or 31-Day Passes, offering unlimited rides for 31 consecutive days starting from the first of day of use.



Calendar

Events

Ride Free to the Polls—Metro will offer free rides on bus and rail on Election Day, Nov. 6 to encourage more people to vote. Also offering free rides: AVTA, LADOT, Long Beach Transit, Pasadena Transit, Santa Clarita Transit and Access Services.



In honor of Veterans Day, on Nov. 11 and 12, veterans ride free on all VCTC Intercity Buses in partnership with local bus operators in Ventura County, goventura.org.



This holiday season, Metro, OCTA and Omnitrans will “Stuff a Bus” in coordination with **Spark of Love Toy Drive**; for dates/locations, visit <http://abc7.com/sparkoflove>.

Festival of Lights in Riverside runs Nov. 23-Jan. 6, celebrating 26 years with a display of 5 million lights. Find transit options to get there at riversideca.gov/fol/.



On Thanksgiving Day, Christmas Day and New Year’s Day, Metrolink will run on its Sunday schedule and price—so it’s only \$10 to travel all day, anywhere Metrolink goes.

OC Bus rides will be free New Year’s Eve (Dec. 31) from 9 p.m. to 2 a.m. on New Year’s Day, octa.net.



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.

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 Nov. 14 and Dec. 19, 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 \$183.32. Upcoming sessions are Nov. 8 and Dec. 5 at SCAQMD offices in Diamond Bar and Nov. 29 at Metro offices in downtown Los Angeles. Contact the SCAQMD’s training program at etctraining@aqmd.gov or visit aqmd.gov.



On the Go

Rideshare News for Southern California Employee Transportation Coordinators (ETCs)

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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

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

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Commuter Information 511

[Go511.com](#)

Los Angeles/Orange/Ventura counties

[IE511.org](#)

Riverside/San Bernardino
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