

Guess Which Freeway Has the **Most SigAlerts?**

It's a question recently posed by the website **Crosstown Traffic**. To find the answer, they looked at SigAlerts in Southern California for the past several years using data from the California Highway Patrol.

And the winner is... the 5 Freeway, with 344 SigAlerts reported last year—averaging nearly one a day. The 101 Freeway has the second most SigAlerts, with 286 last year, followed by I-405 with 284.

According to CHP, a SigAlert is any unplanned event that causes the closing of at least one lane of traffic for 30 minutes or more.

Although the I-5 has the most, it may be because—at 92 miles—it is also the longest freeway. The 101 Freeway boasts the highest number of SigAlerts per mile.

SigAlert is a term that originated in Los Angeles and is named for the man who developed the technology to quickly gather and disseminate traffic information, Loyd C. Sigmon.



Inspiring **ETCs**

A School that Kicks It Old School



"Something that is working for us is really getting out there in front of people again," says **Tara Pueschel, TDM specialist for UC Riverside**. While she still uses social media to promote the rideshare program, she finds that "old

school" face-to-face is especially effective for getting peoples' attention.

Twice a month the rideshare office holds what they call Commuter Pit Stops—setting up a tent with program information and greeting people as they come in from the parking lot. "We invite Riverside Transit Agency and Metrolink whenever we can because the promo items draw people to our table." [More >](#)



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Inspiring ETCs

A School that Kicks It Old School

(continued from page 1)

At the pit stops, they randomly select someone they see ridesharing—whether biking or getting off the bus—and reward them with a \$5 UCR Dining Dollars gift card. A photo is posted on social media with the fun tagline, “Caught in the act! Thanks for ridesharing.”

They also make presentations at department meetings as well as student and new-hire orientations. Adds Pueschel, “We sometimes set up in the middle of campus—anything just to get out there in person.”



Walking the Talk

“I try to get people to do anything but drive alone,” says **Elissa Thomas, who runs the commuter programs for Parking & Transportation Services at Cal State Fullerton.** Because of the varying needs and schedules of students and staff, she makes a point to promote all options from carpool to bicycling to bus and rail.

Vanpooling in particular has seen a big jump, going from three vanpools to 11 in Thomas’s four

years on the job. To help fill seats or get new vanpools on the road, she uses the rideshare database to run lists of staff who live near each other and then invites them to vanpool formation meetings.

There, she’s able to convincingly pitch the benefits of vanpooling because she rides in one herself—in fact, the very first vanpool she formed was for her commute from Long Beach to work. “What first gets people interested is the idea of saving money,” she says. “What keeps them vanpooling is the huge stress reduction.”

Her latest project: Making a video that teaches students how to ride the bus, including where to catch it, along with deals and destinations.



Fun Facts in Honor of Earth Day, April 22



Did you know...?

- Ridesharing instead of driving alone is a good way to do your share for clean air.
- A car causes .96 pounds of CO₂ per mile to be spewed into the air—so driving alone means you’re responsible for nearly a pound of pollutants for every mile you drive.
- Transit on average is roughly half that, at .45 pounds/mile per person.
- Vanpooling is only .22— so almost five people can travel for the carbon footprint of one.
- Of course, bicycling and walking are a zero-emission way to go!
- Getting people out of their solo commutes plays an important role in California’s clean air efforts, since 37% of the state’s total emissions come from vehicles.



5 (Easy) Ways to Prep for **Bike Month**

May is Bike Month, a great time to promote two-wheeled commuting to your employees. Like any holiday, you'll get more out of it if you do a bit of prep work first. Here, we offer five ways get ready:

1. Establish safe bike parking/storage. Employees are more likely to cycle if they have a safe place to stow their bike while they're at work.

If you don't have bike racks or lockers at your worksite, how about establishing a storage room for bike parking? Or allowing employees to keep their bikes in their offices or cubicles? Even if it's only temporary for Bike Month, that could get things rolling.

2. Enlist your bike enthusiasts. Bike commuters are often eager to share their stories—and that can be highly motivating for recruiting new cyclists. Do a search of your rideshare data for employees who currently bike, then find ways to get them involved. Profile them in your rideshare newsletter or on the intranet. Invite them to speak at a staff meeting. Ask them for feedback on how you can create a more bike-friendly environment. They are potentially walking (and riding) testimonials.

3. Brainstorm event ideas, whether free or funded. Some low-cost ideas include organizing a group ride, setting up a challenge between departments (or with a neighboring company), giving awards to outstanding cyclists, offering free or discounted bike tune-ups, as well as participating in Bike to Work Day, usually held mid-month.

4. Look for local resources. Are there bike lanes nearby? Bike share kiosks? Is your worksite near bike rental/storage/maintenance resources such as the Long Beach Bikestation or the Bike Hubitat in San Bernardino? Letting employees know of resources they can use to make bike commuting easier and safer increases the chances they'll give it a try.



5. Reimagine who can cycle. As you prepare for Bike Month, keep in mind biking for more than people who live nearby (although those who live within five miles of the worksite are prime candidates). Metrolink and Metro Rail allow bikes on board, and nearly every bus provider includes bike racks—so biking to work can mean biking as close as the nearest transit stop.

Stay tuned to the May issue of *On the Go* for more news on Bike Month.

A Whole **New Ballgame**



Baseball season is back—and so are ways to get to the ballgame without the stress of traffic.

- **The Dodger Stadium Express** shuttles game-goers from Union Station and the South Bay for all home games—and your Dodger ticket is good for the fare.
- **Metrolink Angels Express** is only \$7 dropping riders off steps from Angel Stadium at the Anaheim ARTIC station.



Los Angeles

Car Sharing Now at 20+ Metro Stations

Metro recently partnered with Getaround to provide car sharing service at more than 20 Metro Rail parking lots. This car share program is unique because users are borrowing personally-owned vehicles rather than from a company-owned fleet. The idea is to close the gap between the transit station and the rider's final destination.

Both customers and car owners who want to rent their vehicle register on Getaround's app, then use it to lock, unlock, start and stop the car.

Prices start at \$5 per hour depending on vehicle type, and insurance is included. Metro riders can get \$25 off their first booking. For details and to download the app, visit [Metro's The Source](#).

Keep Up to Date on Blue Line Alternatives

Twelve Metro Blue Line stations are out of service through late May as the rail line undergoes major

improvements. Metro is providing shuttles to replace Blue Line service during the closure.

Shuttle service will be updated as needed. [Click here](#) to sign up for email alerts and project updates.

Real-time service changes are posted on [Metro's Rider Alert Twitter account](#), and project information will also be on [Facebook](#), [Twitter](#) and at [metro.net/newblue](#).



Change in ExpressLanes Policy

As of March 1, customers with a clean air vehicle displaying a valid DMV-issued red or purple decal are eligible for a 15% discount off the posted rate on the I-10 and I-110 Metro ExpressLanes. The decals previously allowed users to ride free.



Other clean air vehicles (including those with yellow, green or white decals) no longer receive toll discounts.

There is no change in policy for carpools, which can ride free or at a discount in Metro ExpressLanes, depending on time and number of passengers (transponder required).

Find out more at [metroexpresslanes.net](#).

Orange

Free Shuttles from Tustin and Irvine Stations

Riders can connect from Metrolink stations in Irvine and Tustin to more nearby OC worksites, thanks to [two new iShuttle routes](#). Show your valid Metrolink or OC Bus pass to ride free. (Standard fare is \$1 cash fare for single ride or \$5 for a 10-ride card).



From the Tustin Station: Route 405F covers the area southwest of the station, with the last section circulating counterclockwise near Gillette and Armstrong.

From Irvine Station: Route 404E covers areas south and east of the station, ending at the Los Olivos Apartments off Irvine Center Drive.

The bright green and blue [More >](#)

iShuttle buses are timed to meet trains and will wait up to 15 minutes.

Additional iShuttle routes are available from both stations to other areas of Orange County.

Half-Price on OC Flex Group Rides

As an introductory promotion, group rides on OC Flex are half price until April 28.

OC Flex is an on-demand, curb-to-curb shuttle serving two zones – parts of Aliso Viejo, Mission Viejo, and Laguna Niguel and parts of Huntington Beach and Westminster.

During the promotion, two people can ride unlimited all day for \$4.50 (rather than \$9), three people for \$6.75 (usually \$13.50), and four people for \$9 (normally \$18).

To get the discount, you must book and pay using the [mobile app](#). (Groups must ride with the person who booked the trip.)

OC Flex is a service of Orange County Transportation Authority (OCTA), and all drivers are professionally trained and certified, making it a safe and reliable option.

To find out more—including exclusive [discounts and offers](#) for OC Flex riders—visit octa.net/ocflex.



Introducing... OC Bus Mobile Ticketing App 2.0

Many riders use the OC Bus Mobile Ticketing App to show proof of fare when boarding the bus, and now there's an updated version of the app available.



The 2.0 Mobile App makes it easier to make repeat purchases, split payments and buy multi-rider tickets. There's also a friendlier interface, larger buttons and Touch ID or Face ID security.

The app (and update) is available [free on the Apple Store and Google play](#).

Riverside/San Bernardino

Happy Earth Day from IE Commuter

Earth Day is April 22. Celebrate by promoting the environmental benefits of ridesharing to your employees using free campaign materials from IE Commuter. Posters will be available for download at IECommuter.org as of March 20.

As an ETC, you will also get promotional emails to forward on to commuters linking them to

information on how to rideshare for clean air.

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



Introducing... SB Loop Vanpool Subsidy

SB Loop is a new program that provides up to \$400 monthly in subsidies for vanpools traveling to the San Bernardino County Transportation Authority (SBCTA) service area.

To qualify, vanpools must lease a five to 15-passenger van through CalVans or Enterprise, have a minimum of 70% ridership at start-up (maintaining at least 50%), and travel 30 miles or more round trip, 12 days a month.

Get more information and submit an application at ridetheloop.com or call 833.RIDETHELOOP (833.743.3843).

If you have vanpools traveling to Riverside County, they may also qualify for a vanpool subsidy program—get details at vanclub.net.





Catch the Road Runner

During March and April, Joshua Tree National Park is offering Road Runner Shuttle bus service into the park. Not only is the shuttle free, but park entrance fees are waived for riders as well. Find out more at nps.gov.

Meet the Man Who Rode Every RTA Route

In an effort to “walk the talk,” Riverside Transit Agency (RTA) Chairman Randon Lane gave himself a challenge to ride on every one of RTA’s bus routes, both directions. Over the course of 35 days, he rode 113 hours and traveled 2,000 miles on dozens of

buses throughout Riverside County so he could make better informed decisions about bus service. Read about his amazing adventure [here](#).

Ventura



Thanks for Your Input!

What do you need from Ventura County’s transit system? Over the past few months, Ventura County Transportation Commission (VCTC) collected public input to determine any unmet needs in the county’s transit system.

Through an online survey and community meetings, residents shared what would help them better get around the county by bus—whether new bus routes, expanded dial-a-ride or other.

VCTC is examining the feedback and will use it to shape services that meet the specific needs of people who live and work in Ventura County.

For updates on Ventura County transportation news, join them on [Facebook](#), [Twitter](#) and [Instagram](#).

Somis Gets Its First Ever Bus Stop

VCTC now offers bus service to Somis via its East-West Connector bus route. This marks the first time that Somis—a community in unincorporated Ventura County between Camarillo and Moorpark—has been served by public transit.

The new stop is at Somis Road and Rice Street. For schedule information, use the [VCTC Trip Planner](#).

Buy Bus Passes Online

Bus riders in Ventura County can now order passes online and have them shipped to their home. This includes VCTC 10-ride tickets—which offer riders a per-trip discount on VCTC Intercity Transit—as well as 31-Day Passes.

To purchase, visit goventura.org/buy-passes.



Calendar

Events



Telecommuter Appreciation Week is March 3-9, and is sponsored by the American Telecommuting Association, 1.800.ATA4YOU, yourata.com.

IE Commuter Marketing Workshop is March 20 at the Doubletree in Ontario. Call 1.866.RIDESHARE (1.866.743.3742) for more information.

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).

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 L.A. at Grand

Park is April 11, 9 a.m. – 2 p.m., with performances, plant giveaways, demonstrations of the latest in green technology and more. Admission is free, grandparkla.org.



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

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 March 19, April 23 and May 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 \$183.32. Upcoming sessions March 7, April 4 and May 9 at SCAQMD offices in Diamond Bar, March 21 at UC Irvine and April 25 in Santa Monica. 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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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](#)

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Instagram: [@iecommuter](#), [@therctc](#),
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Blog: <http://www.rctc.org/the-point/>

Metro Regional Rideshare/ Shared Mobility

One Gateway Plaza
MS 99-19-06

Los Angeles, CA 90012-2952
Business: 213.922.2811

SharedMobility@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

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](#)

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