

ON THE GO

News for Your Employees

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Smart Strategies to Boost Your Average Vehicle Ridership



One of the measures of a rideshare program's success is its average vehicle ridership, or AVR. This number represents an average of how many people per vehicle arrive at your worksite during a given week.

You may have a specific AVR goal you need to reach to meet South Coast AQMD Rule 2202, local ordinance or Ventura County's Rule 211 mandates. Or your company management may require it to measure the effectiveness of the rideshare program.

WITHOUT MAKING ANY OTHER CHANGES TO YOUR RIDESHARE PROGRAM, JUST COLLECTING MORE SURVEYS CAN DRAMATICALLY INCREASE YOUR AVR

Hitting your AVR target not only shows a company's good faith efforts to reduce traffic and improve air quality, but it may qualify your worksite for lower regulation filing fees and reduced paperwork.

Here, we offer these easy ways to boost your AVR:

Typically, the more employees that turn in their transportation surveys, the higher the AVR.

The South Coast AQMD requires a 60% response rate to the survey, so you've done your job if you hit that mark. But

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Spring ETC Marketing Workshops




Discover ways to promote ridesharing at your worksite at an upcoming marketing workshop.

IE Commuter's Earth Day Marketing Workshop for ETCs in Riverside and San Bernardino counties is March 6, 8:30 – 11:30 a.m. in Rancho Cucamonga. Find out about upcoming events, network with other ETCs and enjoy a complimentary breakfast. [Click here to register](#), or call 1.866.RIDESHARE (866.743.3742).

The Spring Virtual Marketing Workshop for ETCs in Los Angeles, Orange and Ventura counties is April 1, 9 a.m. - 12 p.m. It will feature ways to market your rideshare program, details on Bike Month and more. Sign up information will be emailed or call your county rideshare representative.

Both workshops qualify participants for a South Coast AQMD marketing certificate (if needed).



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Smart Strategies

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what happens to the other 40% of the surveys you did not collect?

“They are automatically counted as a drive-alone response,” says Denise Van Stratten with Metro Commuter Options. “And that drives your AVR down, down, down.”

Plus, there are extra rewards for getting a high response rate.

If you get 90% or higher, the surveys not turned in are counted as “no response” rather than “drive alone.” In other words, they don’t count against you. Reaching an 80% or higher response rate also earns you special advantages in how your AVR is calculated.

“Without making any other changes to your rideshare program, just collecting more surveys can dramatically increase your AVR,” adds Van Stratten.

You can boost the return rate with a few simple strategies.

Some ways to get more surveys turned in:

- Send out the survey along with a message from the highest ranking official at your organization emphasizing its importance.
- Provide an incentive, such as a small reward or the chance to win a prize in a raffle.
- Enlist the help of managers for each department to do follow up with their staff. (If you survey through your county

rideshare agency, they can generate a spreadsheet during the survey process so you can see who has completed the survey as you go.)

- Take every opportunity to give reminders, such as at staff meetings, in emails and in rideshare newsletter.

Make sure telecommuters know they still need to complete a survey.

It’s easy for remote workers to assume that the transportation survey doesn’t apply to them since they technically don’t commute. Yet every teleworker helps boost your AVR by *not* commuting—even hybrid workers or those who work at home just one day a week.

You may also be able to get credit for teleworkers using HR/payroll records.

Another option: Employers may receive credit for all peak-window telework “trips” even among non-responders, thanks to recently adopted amendments. Contact the South Coast AQMD to learn how you can verify employee telework days by providing HR/payroll records.

EVERY TELEWORKER HELPS BOOST YOUR AVR BY NOT COMMUTING—EVEN HYBRID WORKERS OR THOSE WHO WORK AT HOME JUST ONE DAY A WEEK.

Set up a table or office hours to help employees who may have “tricky” commutes fill out their surveys.

An employee who drives alone but does so in an electric vehicle should indicate that fact. The same goes for those who work compressed schedules or telework some days but drive in on others.

Offering assistance can ensure employees don’t simply check the

“drive alone” box when, in fact, they are contributing to clean air efforts.

Of course, a sure-fire way to boost your AVR is to get more employees to choose alternatives to driving alone.

Help them discover their options by providing ride-matching assistance or refer them to ridematch.info or IECommuter.org.

At survey time, encourage employees to check “yes” to the question that asks if they’d like to receive a free RideGuide. They’ll receive a list of potential carpool partners, vanpools, transit routing and more.

Strategies such as offering prizes and incentives, guaranteed ride home programs and regular outreach can also increase the chances employees will rideshare.

Much of the information here applies to employers complying with Rule 2202 in the South Coast Air District, which includes Los Angeles, Orange, Riverside and San Bernardino counties. If you are in Ventura County, some of the advice here may still prove helpful—and you can also get one-on-one help with the survey process by contacting Ventura County Transportation Commission at 951.352.8229.

Ride Free on Earth Day

Earth Day is April 22, and it's a great time to remind employees about how ridesharing can help reduce the emissions that cause smog.

In celebration, rides will be free all day on **Metrolink, Metro Bus and Rail**, as well as all **San Bernardino County** and **Ventura County** transit providers.

You can also visit CoolCalifornia.org to quickly calculate your personal carbon footprint and learn ways to reduce it.

Go to earthday.org to find out about virtual and in-person Earth Day events.

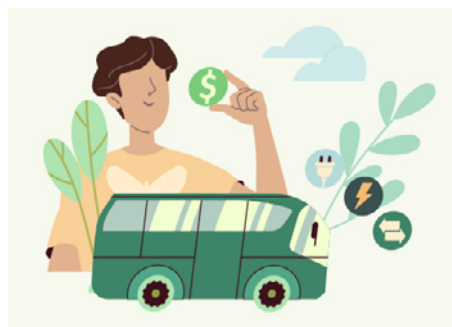


IE Commuter Earth Day Contest—Pledge to Rideshare, Win Prizes

IE Commuter is celebrating Earth Day throughout April. Commuters who make the Earth Day pledge and then log their rideshare trips and/or telework days can win prizes including an iPad mini, Nintendo Switch Lite, Dana Wharf Whale Watching Tickets, gift cards and more.

Each trip logged is an extra entry. The more you rideshare or telework, the better your chances to win.

Visit IECommuter.org/EarthDay to take the pledge and for more information, including a full list of prizes.



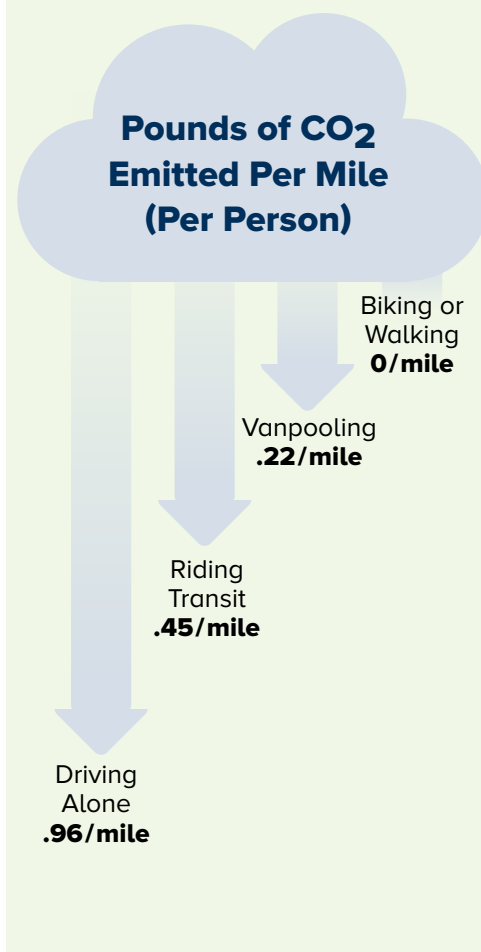
How Ridesharing Helps Stop Smog

Choosing an alternative to driving alone is a good way to do your share for clean air.

Motorists who drive alone spew nearly a pound of CO₂ emissions into the air for every mile they drive. Of course, carpooling cuts the number of emissions by keeping a car off the road.

On average riding transit also creates half the amount of pollution per person – and even less so for vanpoolers.

Since nearly 40% of California's total emissions come from vehicles, ridesharing can have a big impact on air quality.



Don't Let Traffic Throw You a Curveball

Get to the stadium to cheer on your favorite baseball team without dealing with the hassle and expense of driving and parking.



The Dodger Stadium Express

Catch a Dodger Stadium Express bus from Union Station in downtown Los Angeles or from the Harbor Gateway Transit Plaza in Gardena. Rides are free for all ticket holders. Visit metro.net for details.



May Is Bike Month – 3 Ways to Get in Gear for the Big Event

May is Bike Month, a great time to promote cycling 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 three ways to get ready:

1. Establish safe bike parking/storage – even if just temporarily.

Employees are more likely to bike if they have a safe space to stow their bikes 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?

2. Expand your definition of who can bike.

Biking is 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.

E-bikes also have made cycling to work accessible for more people.

3. 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 Bicycle 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.



Important Bike Month Dates

- Bike Week is May 12-16.
- Bike to Work Day is Thursday, May 15.

Look for Bike Month events and updates in the May issue of *On the Go* for ETCs.

RIVERSIDE/ SAN BERNARDINO COUNTY

Ride Arrow for Just \$1

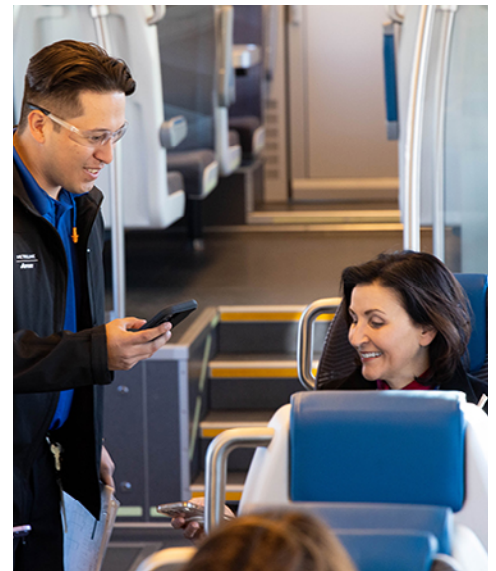
Riders can board Metrolink's Arrow service for only \$1 through March.

Arrow trains serve five stations and cover a nine-mile route between the cities of San Bernardino and Redlands. Riders can connect to Metrolink's San Bernardino and Inland Empire-Orange County lines at the San Bernardino-Downtown station (normal fees apply when transferring to Metrolink trains).

The discounted fare promotion includes free transfers to Omnitrans and Beaumont Transit.

Tickets can be ordered via mobile app and ticket machines.

Find out more at metrolinktrains.com/arrow.



Can the Vine Street Mobility Hub Allow Your Employees to Ride Metrolink?

The Vine Street Mobility Hub just celebrated its first year in Riverside, connecting buses, trains and other transportation options.

The hub is located across the street from the Riverside-downtown Metrolink Station.

Since opening, it's made transit as an option for many commuters who found it too inconvenient before. This includes Metrolink transfers to Riverside Transit Agency and Omnitrans buses as well as Dial-a-Ride—making it possible for people to ride Metrolink and transfer to the bus for the last leg of their journey.

Amenities include:

- 16 bus bays, including a center island for safer transfers
- Signs and kiosks that provide real-time information on bus arrivals, schedules and fares
- Charging stations for electric vehicles
- Public restroom

Find out more at riversidetransit.com.

VENTURA COUNTY

Dial-a-Ride Now Offers Same Day Booking

Ventura County Transportation Commission (VCTC) now partners with the [RideCo app](#) to make booking rides easier. Riders can request a dial-a-ride trip through the app rather than just over the phone.

It allows passengers to make same day reservations—similar to microtransit. Previously, reservations had to be made a day ahead.

Participating agencies include Camarillo Area Transit, Valley Express and Thousand Oaks Transit.



Weigh in on What's Needed to Keep Ventura County Moving

What's needed to make transit better in Ventura County?

VCTC is currently collecting input for its Short Range Plan, including planning for all service providers in Ventura County (except Gold Coast Transit, which has already completed a plan).

Take a survey to give feedback on the VCTC Coastal Express route as well as all proposed service changes.

Visit goventura.org for details.



CALENDAR

IE Commuter's 2nd Annual Earth Day Marketing Workshop for Riverside and San Bernardino county ETCs is March 6, 8:30 – 11:30 a.m. at the Goldy S. Lewis Community Center in Rancho Cucamonga. Find out about upcoming events, network with other ETCs and enjoy a complimentary breakfast. Participants will earn a South Coast AQMD marketing certificate. [Click here to register](#), or call 1.866.RIDESHARE (866.743.3742) for more information.

National Transit Operator and Worker Appreciation Day is March 18—take a minute to thank a transit worker!

April is Earthquake Preparedness Month. Get your employees ready for commuting in crisis conditions; contact the California's Office of Emergency Services at calOES.ca.gov or your local Red Cross office.

The Spring ETC Virtual Marketing Workshop for ETCs in Los Angeles, Orange and Ventura counties is April 1, 9 a.m. - 12 Noon. It will feature ways to market your rideshare program, details on Bike Month events and qualifies the ETC to earn a South Coast AQMD marketing certificate. Sign up information will be emailed or call your Rideshare Representative.

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

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.

Bike Week is May 12-16 and Bike to Work Day is May 15.

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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.

Network Opportunities

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

Go Glendale meets regularly; call 213.425.0955; email director@goglendale.org.

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 or email kelly@spectrumotion.com.

The LAX TMO hosts quarterly virtual meetings with employers who operate at LAX. Email commuteLAX@lawa.org to be invited to the next meeting.

Orange County Network meets regularly; email sharetheride@octa.net.

Pasadena TMA meets regularly; contact Talin Shahbazian at tshahbazian@cityofpasadena.net.

Playa Vista's TMA, Compass, meets regularly. Employees who commute to Playa Vista are eligible for incentives for all modes of sustainable transportation. For more information, email Noe Solano at noe@playavistacompass.com.

Santa Monica TMO meets regularly; contact info@GoSaMoTMO.org, or call 213.425.0955.

Training

Metro Commuter Options & Regulatory Compliance Support 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 register for a briefing, click here.** If you can't make that meeting, email Metro to set up a one-on-one virtual meeting. Upcoming ETC Briefings are March 19, April 23 and May 28, 10 a.m. – 12 Noon.

South Coast Air Quality Management District (AQMD) offers two-day ETC training via Zoom for \$230.88. The next scheduled sessions are March 11 and 13, March 25 and 27, April 8 and 10, and April 22 and 24. For more information, contact the South Coast AQMD's training program at etctraining@aqmd.gov or visit aqmd.gov.



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Riverside/San Bernardino Rideshare Program

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