

On the Go

Rideshare News for Southern California Employee Transportation Coordinators (ETCs)

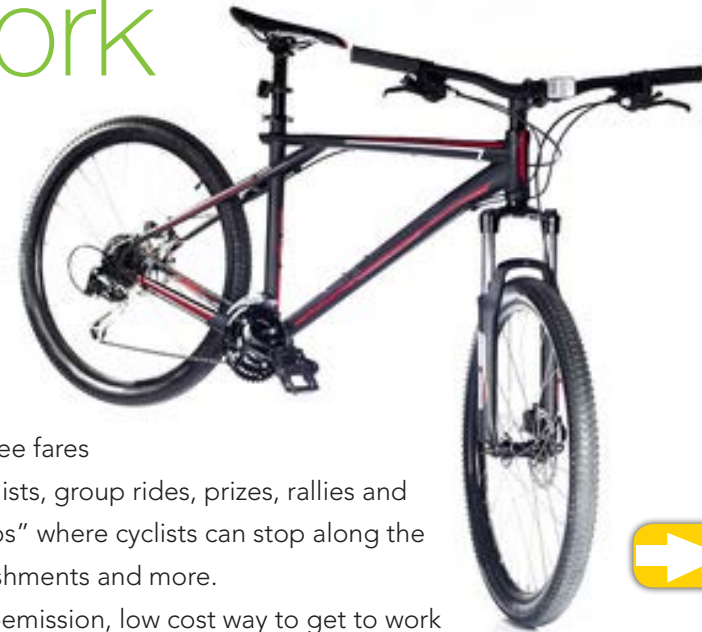
May/June 2016

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Getting to Work on Two Wheels

May is Bike Month, and Southern California's transportation agencies are gearing up get people to try two-wheeled commuting, with special events all month long.



Ways to Celebrate Bike Month

- **Send employees an email with event info and include Bike Month in your rideshare newsletter.**
- **Help employees "gear up" by going over basic maintenance, gear, routes and safety—plus check your site for amenities such as bike parking and changing facilities.**
- **Team up "bike buddies" to ride to work together – like a carpool on bikes – so they don't have to go it alone.**
- **Offer prizes to cyclists, and let them know about prizes they can win through county-sponsored events.**

Upcoming activities include free fares on transit for bicyclists, group rides, prizes, rallies and dozens of "pit stops" where cyclists can stop along the commute for refreshments and more.

Biking is a zero-emission, low cost way to get to work while getting fit. Now that trains allow bikes on board—and nearly all buses have bike racks—even people who live far from the office may be able to switch to bicycling, at least occasionally.

[More >](#)

ETC Profiles: Saying "Yes" to a RideGuide

RideGuides—which offer personalized commute information—are a great tool to get employees to rideshare. Your county rideshare agencies provide them free based on your annual transportation survey—but only to employees who check "yes" to the question on the survey asking if they want one.

So how do you get them to check yes?

For inspiration, we profile two companies with such high rates of RideGuide requests they won Diamond Awards for it.

Employer: City of Pasadena, which calls its rideshare program "Prideshare"

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[Calendar of Events](#)

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Getting to Work on Two Wheels (continued from page 1)

Here's what's happening...

Throughout Southern California

Bicyclists ride free on Metrolink during Bike to Work Week, May 16-20. Get details at metrolinktrains.com.

Los Angeles County

Los Angeles Metro is celebrating Bike Month in a big way, with events throughout May for cyclists of all comfort levels.

Bike to Work Day—Pit Stops & Free Rides

Thursday, May 19, is Bike to Work Day in Los Angeles County, when commuters skip the drive and instead bike to work or to a nearby rail station or bus stop.

Metro is partnering with businesses to host dozens of "pit stops" on Bike to Work Day. These pit stops will offer cyclists a chance to stop along their route to relax and get refreshments and giveaways—plus meet other people interested in cycling.

Those combining bicycling with transit will be able to ride



MAY IS BIKE MONTH.

free on Metro and participating municipal transit carriers all day Thursday if they board with a bike or helmet.

Group Rides and Events

In honor of Bike Month, organizations throughout Los Angeles are hosting group rides, safety classes, bike-in movie nights and other events designed to help even beginners have fun and feel confident on the road.

Discover LA on Bike

CicLAvia—a family-friendly event that takes cyclists on a 10-mile route through different areas of Los Angeles—is May 15, 9 a.m. – 4 p.m. Go to ciclavia.org for route information and details on the closest rail stations to the route.

Metro Bike Night

Metro Bike Night at Union Station is May 27, 5:30-8:30 p.m.—bring your bicycle and enjoy food trucks, crafts, live music, prizes, free bike valet and a bike fashion show presented by the Otis School of Fashion Design.

Contact

For a full list of group rides, events, pit stops and more, visit metro.net/bikemonth.



Orange County

The theme for Bike Month in Orange County is "let's roll," and there are plenty of events planned to get people rolling on a better commute.

Pledge to Win Prizes

Make the **pledge to bike** during Bike Month—whether to work, for fun or running errands—for a chance win an iPad and other prizes from Orange County Transportation Authority (OCTA).

OCTA Bike Rally

Get pumped about cycling at a bike rally on May 12, 7:30 a.m. at the Orange Metrolink station. Participants will get a free t-shirt and then are invited join a leisurely group ride through Old Town Orange and Santiago Creek trail.



Getting to Work on Two Wheels (continued from page 2)

Other Orange County Bike Events:

- **UC Irvine Spring Bike Festival**, including a student tricycle race, May 10-11, 10 a.m.-3 p.m.
- **Laguna Beach Bike Rodeo**, May 15, 11:30 a.m. – 2:30 p.m.
- **Blessing of the Bikes and group ride**, May 16, 7-9 a.m., Santa Ana Metrolink Station—have your bike blessed by a local priest and join elected officials at this fun event, followed by a ride to Santa Ana City Hall.
- **Ride with Caltrans**, May 17, 8:30 a.m., Tustin Metrolink to Caltrans offices
- **Ride of Silence**, May 18, 6:30-8:30 p.m., Irvine, Fullerton, San Clemente, Orange—a single file ride honoring those who have lost their lives or been seriously injured while bicycling
- **Experience Hoover**, May 21, 10 a.m. – 2 p.m. Westminster—see how roads built for bikes lead to safer biking.

Contact

For more information on Orange County Bike Month events or to pledge, visit octa.net/BikeMonth.

Ventura County

May 16-20 is Take Your Bike to Work Week in Ventura County, and this bike-loving county



is pulling out all the stops to get people out of their cars and into a healthier, happier commute.

Pledge to Win Prizes

Make the **online pledge** to bike at least one day during the week to qualify to win prizes from Ventura County Transportation Commission (VCTC), including a FitBit, GPS device, any of three \$100 VISA gift cards and a \$500 gift certificate for a new bike.

Campaign Materials

To help promote Take Your Bike to Work Week at your worksite, VCTC offers online **campaign materials**, including graphics to use in your social media outreach, posters, apps, videos, maps, posters, a printable pledge card and email template.

Pit Stops

As part of the fun, cyclists can to rest along their route at a "pit stop," where they'll get refreshments, free bike tune-ups, giveaways and more.

Pit stops are:

- May 17, 7-9 a.m., Ventura County Government Center, Ventura
- May 18, 7-9 a.m., Plaza Park in Oxnard



- May 19, 7-9 a.m., Civic Arts Plaza, Thousand Oaks

Free Rides on VCTC

From May 16-20, bring a bike on board any blue VCTC bus and ride for free.

Social Media Photo Contest

Post a photo of you and your bike and tag VCTC on Facebook [@goventura](#) or Instagram [@go_vctc](#) for a chance to win a commuter-friendly folding bike.

Contact

For more information on Ventura County's Take Your Bike to Work Week, to pledge or download materials, visit goventura.org.

ETC Profiles... (continued from page 1)



Percentage of employees that say "yes" to a RideGuide: 46%

How they do it: In order to get as high a return rate as possible on the transportation survey, Prideshare staff contact employees one-on-one to give reminders to turn them in. "As long as we're talking to them on the phone, we also tell them about the RideGuide," says Darlene Garza, Prideshare coordinator. "That starts with explaining what it is, because if you don't know what a RideGuide is, why would you say yes?"

Staff let employees know all the ways RideGuides are helpful—from giving carpool partners to transit routing to avoiding commuting stress. "It resonates with people because traffic in this area is particularly bad, and parking is limited. So that encourages them to look at the other options."



Darlene Garza

What also helps: Prideshare staff doesn't limit promoting ridesharing and the RideGuide to survey time but instead holds events and does outreach throughout the year. "By the time the survey comes around, since people know what the RideGuide is, they are more inclined to say yes," Garza adds.

Employer: Macy's
Percentage of employees that say "yes" to a RideGuide: 65%

How they do it: Michael Woodlee oversees 30 Southland Macy's sites, and when he first started in his job, he visited sites as a meet and greet. Then at survey time, he revisited—this time to get buy in from the on-site rideshare coordinators. "They're the ones who reach out and connect with people and really drive the program in our stores," he says.



Michael Woodlee

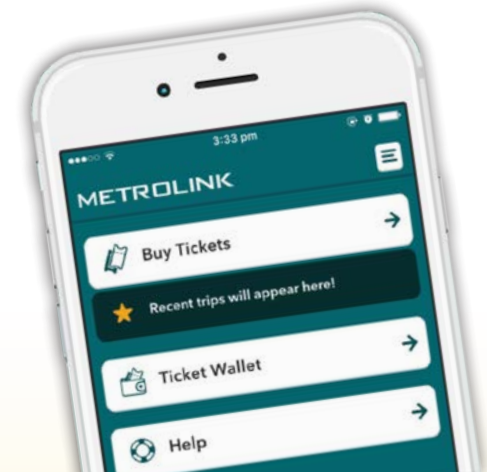
In small groups that also included floor managers and other administrative staffers, he was able to expound on the details, such as what qualifies as ridesharing, how to get new employees to participate, the importance of getting employees to request a RideGuide on the survey form, and so on.

What also helps: To boost the rideshare rate, he emphasizes modes that count as zero emissions on the survey, such as public transportation, bicycling or walking—but gladly encourages all forms of ridesharing. "Any participation is better than none," Woodlee adds.

Metrolink Mobile Ticketing

Metrolink now offers a mobile ticketing app that allows riders to buy tickets on a mobile device—so no more waiting in line at ticket vending machines. They launched mobile ticketing on limited lines in March, and it is now available on all Metrolink lines.

Download the app free at Google Play and Apple App stores, or go to metrolinktrains.com.



Did You Know...?

People who use Uber and Lyft are more likely to use public transit, own fewer cars and spend less on transportation overall.

Source: [American Public Transportation Association](#)

Los Angeles

Expo Line to Santa Monica Opening Soon

For the first time in decades, people will be able to ride rail to Los Angeles' west side when the second phase of Metro's Expo Line opens on May 20.

The extension continues the Expo Line 6.6 miles to Santa Monica from where it currently ends in Culver City, providing a much-needed alternative to the congested Santa Monica Freeway. It adds seven stations: the first station in Palms at the intersection of Palms Boulevard and National Avenue and the last in downtown Santa Monica at Colorado and 4th — steps away from the Santa Monica Pier and the Third Street Promenade.

The trip on the entire Expo Line (7th/Metro Center in downtown Los Angeles to the beach) is expected to take 46 minutes.

Visit metro.net for schedules and opening day events.



Metro to Charge for Parking at Some Rail Stations

To address the problem of overcrowded parking, Metro is testing paid parking at nine of its busiest Metro Rail Stations. Parking fees will vary by station, with a cost of \$2 daily/\$39 monthly at three of the new Expo Line stations when they open May 20.

The pilot program will roll out later this year to six other stations, including the Gold Line at Sierra Madre Villa and Atlantic, the Red Line at Universal and North Hollywood and the current Expo line at Culver City and La Cienega/Jefferson.

According to Metro's *The Source*, the fee is intended to help balance supply and demand at these busy stations and open up more spaces later in the day—instead of them filling early each day.

Catch the Dodger Stadium Express

Dodger fans will again be able to avoid traffic hassles and parking

costs by riding on the Dodger Stadium Express to all home games. Designated Metro buses offer service to and from Union Station in downtown Los Angeles and several locations in the South Bay.

Rides are free to those holding game tickets. Otherwise, regular Metro fares apply.



Orange

Get a Free Month of Vanpooling

Form an Orange County vanpool and record at least one trip by May 20 and the first month is free for the entire group—plus the ETC or coworker that acts as the referral gets a \$100 gift card bonus. The promotion is limited to the first 20 vans formed, and other restrictions may apply.

For details or to get started, contact Kristopher Hewkin at Orange County Transportation Authority (OCTA): khwkin@octa.net or 714.560.5331.



Catch the Angels Express by Bus or Metrolink

Baseball season is underway, and to help fans get to Angels stadium, Metrolink will again operate the Angels Express, discount \$7 fares for all home games. The train drops off at Anaheim's ARTIC station, which is just a short walk across the parking lot to Angels Stadium. You can get tickets at Metrolink vending machines or by downloading an app.

And new for this year: you can get to Angels games by express bus as well. The Angels Express Bus offers nonstop service from Goldenwest Transportation Center in Huntington



Orange (continued)

Beach to all weekday home games that start at 7:05 p.m. Buses drop off and pick up at the stadium entrance. Find out more at octa.net.

How Are Your Transportation Tax Dollars Being Spent?

OCTA recently published a lively, online progress report of Measure M that makes it easy to **discover how tax revenue from the transportation half-cent sales tax is being spent.**

Measure M benefits Orange County residents every day and includes freeway and street improvements, signal synchronization, Orange County Metrolink commuter rail funding, street runoff pollution reduction, environmental programs and more.



San Bernardino

Fare Subsidies for Victor Valley/Barstow Vanpools

Victor Valley Transit Authority (VFTA) now offers a vanpool subsidy of up to \$400 a month for new and existing vanpools with routes that begin or end in the greater Victor Valley and Barstow region.

To qualify, you must lease through Enterprise Rideshare or vRide in a 7-15 passenger van, travel at least 30 miles round trip, maintain 70% seat occupancy and make vacant seats available to the public.

For other program details, as well as to begin the easy, on-line application process, visit vfta.org/vanpool or call 760.995.3561.

Be Part of Creating Healthier Communities

How can we create healthier communities? That's the question being explored at this year's National Innovative Communities

Conference, a unique event being held June 21-22 in Ontario that will bring together community leaders and the public for two days of dynamic speakers and workshops.

The conference features experts from across the country in areas including policy makers, law enforcement, nonprofits, educations, youth, community health workers and more.

In the transportation sector, San Bernardino Associated Governments will lead a workshop on active transportation

and bicycle and pedestrian safety. The workshop, funded by the Mobile Source Air Pollution Reduction Review Committee (MSRC), will discuss how communities can support healthier alternatives to driving—helping citizens stay fit while creating less pollution and traffic.

For more information, visit pic-nicc.org.



Turn Your Bus Pass into a Ballgame

Exciting news for Inland Empire baseball fans: At any Wednesday 66ers home game during the 2016 season, you can show your Omnitrans bus pass, ticket, or receipt at the 66ers box office to get two free tickets to that game.

Visit ie66ers.com for their home schedule.



San Bernardino (continued)

Get the IE Mobile App

IE511 offers a free mobile app that can help you avoid traffic jams and find alternatives to driving in the Inland Empire.

The app features real-time traffic maps, including incidents, chain control zones, freeway cameras, and changeable message sign (CMS) icons. System messages alert you of any highway closures or hazardous conditions in the region.

It also has:

- Up-to-date Park & Ride lot information for all of Southern California
- Bus and train schedules
- A carpool lane map
- Information on carpool and vanpool incentives

The app also allows you to call 511 within the Inland Empire and 1.877.MYIE511 toll-free from anywhere.

Find it for iPhone and Android at

ie511.org/mobile-app.



Ventura

Why Drive When You Can Wi-fi?

Now it's easier to stay connected while you ride the bus, thanks to Ventura County Transportation Commission (VCTC), which recently upgraded the Wi-fi

hardware on its entire fleet of blue

VCTC Intercity Transit buses.

"One of the perks of riding the bus over driving is being able to get things done on the road," says VCTC's Alan Holmes. "These enhancements mean riders should

experience more consistent service, stronger signals and faster connection."

Ridesharing Is Good for Your Health

May is National Employee Health and Fitness Month, a chance to extol the benefits of biking/walking to work or to a nearby bus stop or rail station.

To spread the word at your worksite, VCTC offers a colorful flyer that you can print out and distribute or send as an infographic that reminds

Ventura County commuters that public transportation is a healthy choice – from reducing stress, to promoting fitness to helping you breathe cleaner air. (Plus it's healthier on your finances.)

Download it at goventura.org.



Ventura Considers Transportation Tax

In an effort to make up for a projected funding shortfall, VCTC's board voted last month to try to place a half-cent transportation sales tax measure on the county's November ballot.

Such a sales tax would cost residents roughly \$1 a week and raise an estimated \$70 million per year for local transportation—potentially everything from fixing potholes to funding transit to widening Highway 101 and Highway 118.

A website developed by VCTC, KeepVCmoving.org, describes the projects and programs that could be funded, if such a tax is approved by voters. The site invites the public to join the conversation and share their opinions.



Calendar

May is Clean Air Month, sponsored by the American Lung Association and when it gives out its Clean Air Report Card, 1.800.LUNG.USA, lung.org.



Bike to Work Week, sponsored by local agencies and part of Bike Month, is May 16-20; look for events in this issue of *On the Go*.

Metro Expo Line extension to Santa Monica grand opening is May 20, metro.net.



Santa Monica will close two miles of streets to car traffic on June 5 to celebrate the opening of Metro's Expo Line, smgov.net/expo/.

Dump the Pump Day is June 16, sponsored by American Public Transportation Association, get free marketing materials at apta.com.

626 Golden Streets is June 26, when 17 miles of streets—from South Pasadena to Azusa and along six Metro Gold Line



stops—will be closed to car traffic so people can enjoy biking or walking the area instead, 626goldenstreets.com.

Network Meetings

Burbank TMO serves businesses in Downtown and Media District areas; call Kyle Maetani, 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.org.

Go Glendale meets regularly; call 818.543.7641.

IE Commuter offers bi-annual meetings 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; call Jenny Cristales, 626.744.7464.

Santa Monica ETC Network meets regularly; call 310.458.8956.

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

Warner Center TMO meets monthly; tmo@warnercenter.org.

Training

Metro Rideshare upcoming briefings—where Los Angeles area employers can learn about the transportation survey process and services Metro has to offer—are May 18, June 15 and July 13, 9:30–11:30 a.m. To reserve your space, email rideshare@metro.net.

South Coast Air Quality Management District (SCAQMD) offers one-day ETC training for \$168.92. Upcoming sessions are May 12 and June 9 at SCAQMD offices in Diamond Bar, May 26 in Burbank and June 23 at LAX. Contact the SCAQMD's training program at etctraining@aqmd.gov or visit aqmd.gov.



ON THE GO

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