

ON THE GO

News for Your Employees

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10 Rideshare Strategies That Don't Cost a Thing



It's a new fiscal year, and that may have you thinking about your rideshare program budget—or in some cases, the lack thereof. If money is tight but goals are high, don't fret. Here are 10 effective rideshare strategies that won't break the bank.

1. Keep an eye out for contests and special discounts.

This summer, for example, rides on Riverside Transit Agency buses are just 25 cents. Metrolink launched a new \$15 weekday all day pass. Orange County runs free trolleys to key areas. Employees who try ridesharing because

it's a deal may keep it up even after the discount has ended.

2. Don't overlook your hybrid employees.

Adjust your current rideshare incentives to better cater to employees that don't come into the office every day. If you subsidize monthly transit passes, can you also offer a subsidy for day passes? Is it possible to allow vanpoolers to "share" a seat, only paying for the days they actually ride? Hybrid schedules are here to stay so accommodating these employees can raise your rideshare rate.

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Ride Metrolink? Look for New Fares, Better Train Tracking

Metrolink rolled out some changes designed to make riding the train more affordable and convenient.

Better Train Tracking

Metrolink launched a new alerts tool last month that makes it easier for riders to track real-time train arrivals and service interruptions. Sign up to receive notifications via text or email that are specific to the route you usually ride.



New Fare Structure

Metrolink introduced a new fare structure on July 1. Among the changes:

- **Monthly Pass Fare Reduction:** The price of a monthly pass dropped by more than 10%. It

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10 Rideshare Strategies

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3. Piggyback on other worksite outreach.

Host a rideshare table at an employee health fair, include an article in the staff newsletter or give a quick update at all-staff meetings. You don't have to take on the expense of a rideshare fair to reach employees.



4. Participate in guaranteed ride home (GRH).

Reimburse ridesharers for the cost of a ride if they need to get home in an emergency by signing up for a GRH program (available at no cost to your company from county rideshare agencies in Los Angeles, Orange and Ventura counties and the Inland Empire). Worrying about how they'll get home in an emergency can otherwise keep employees driving alone.

5. Distribute the *On the Go* 1-page monthly newsletter.

It not only gives your commuters the latest rideshare news, but it also counts as a marketing strategy for the South Coast AQMD's Rule 2022 and Ventura County's Rule 211.

6. Host monthly or quarterly "lunch and learn" virtual workshops.

Focus on a specific rideshare method or incentive each time, such as how to start vanpooling, taking advantage of time-saving carpool lanes or using transit apps to make riding the bus easier.



7. Promote incentives offered by your local rideshare and transit agencies.

New ridesharers in the Inland Empire may qualify to get \$5 a day for the first three months. OC Bus riders can earn points toward free rides. Metro conducts monthly prize drawings to encourage employees to turn in their annual transportation surveys.



8. Show examples of ridesharing in action.

Feature profiles of employees who rideshare on your company intranet or in the staff newsletter.



9. Help make transit and vanpooling even more affordable.

Allow employees who vanpool or ride transit to pay fares using pre-tax dollars through payroll deduction. Employees save money by lowering their overall taxable income, and companies save on payroll taxes. Find out more at [IRS.gov](https://www.irs.gov).



10. Participate in ongoing rideshare campaigns, including Bike Month in May and Rideshare Week in October.

Agencies usually provide free marketing materials—from downloadable posters and flyers to sample email blasts to giveaway items and more.

Ride Metrolink? New Fares, Better Tracking

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continues to be the most cost-effective option for people who ride the train at least three times a week.

- **New Passes:** Metrolink now features a SoCal Day Pass that offers unlimited rides for \$10 on weekends and \$15 on weekdays. An LA Zone Pass will be \$5 for rides all day between select stations near downtown Los Angeles.



- **Streamlining Pass Options:** The round-trip, 10-Day Flex and 7-Day pass options have been discontinued. The 5-Day Flex Pass is still available.

In addition, the Student Adventure Pass program has ended and is replaced with a 50% discount. Other everyday discounts haven't changed, and veterans now qualify for a 10% discount.

Find out more at metrolinktrains.com.

Heads Up—Rideshare Week Is Coming Soon

Mark your calendar for Oct. 6-10—it's Rideshare Week!

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

In the meantime, it's not too early to start by 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.



EV Drivers May Soon No Longer Cruise Solo in Carpool Lanes

In case you missed the news...

Clean air vehicles may soon no longer be allowed solo access to carpool lanes.

California's Clean Air Vehicle program is set to expire Sept. 30. The program allows certain hybrid and electric vehicles to use carpool lanes regardless of passenger count. Once it expires, solo drivers will no longer have access to these lanes.

Although Gov. Gavin Newsom signed legislation that extends the program to Jan. 1, 2027, the federal government has to allow states to extend their programs for clean air vehicles. Therefore, the program is slated to expire unless Congress approves an extension.



LOS ANGELES COUNTY

Now Open: LAX/Metro Transit Center



Travelers to LAX have more transit options with last month's opening of the LAX/Metro Transit Center.

Located at Aviation Boulevard and 96th Street in Los Angeles, it features free bus shuttles that will

run between the new transit center and the seven passenger terminals at LAX. (The bus shuttle is a temporary arrangement and will be eventually replaced by the LAX People Mover train, anticipated in 2026.) The shuttles, operated by LAX, run between Bus Bays 1 and 2 every 10 minutes. They stop at each of the passenger terminals on the lower level.

The LAX/Metro Transit Center serves local and regional bus lines as well as two light rail lines—the C and K Lines. For the first time, riders on the K Line (starting in Redondo Beach) will be able to connect uninterrupted to the E Line at the Expo/Crenshaw Station.

The new station features 16 bus bays with comfortable waiting areas, restrooms, a bike hub and other amenities.

Please note that most buses no longer serve the nearby City Bus Center.

Find out more at metro.net.



Also Now Open: Metro's Rail-to-Rail Path

Metro recently opened Segment A of the Rail-to-Rail Active Transportation Corridor Project. **This multi-use path for cyclists, rollers, walkers and joggers makes it possible for them to more safely connect between the K, A and J lines.**

The 5.5-mile path stretches eastward from the communities surrounding the K Line Fairview Heights Station in Inglewood to the A Line's Slauson Station. Along the way, it intersects with the J Line at Slauson and the 110 Freeway. It brings new life and connectivity to the Inglewood and South L.A. communities and makes rail access easier in a historically underserved area.

Segment A stretches between the Metro K Line at Fairview Heights and Metro A Line at Slauson. Planning continues for Segment B, which will extend the path to the L.A. River.



Is Your Worksite Located in Santa Monica?

As of July 1, the City of Santa Monica is requiring worksites to provide vehicle miles traveled (VMT) data. The data must be provided during the annual transportation survey process. To comply, employers must use the VMT calculator tool on the South Coast AQMD website and upload the results on the City Grows website. In addition, the threshold for compliance with the TDM ordinance will change from 50 to 30 or more employees.

For more information, contact the GoSaMo Transportation Management Organization, at Info@GoSaMoTMO.org.

ORANGE COUNTY

Make Summer the Season of Wellness



OC Bus wants to help riders improve their health and wellness—whether when walking to the bus, relaxing on the ride or heading to a wellness destination.

It offers resources at octa.net, including:

- Mental health resources online and available via OC Bus
- Mindfulness apps
- Support for parents
- Wellness destinations

You'll also find tips for making the most of your ride—from meditating to reading to streaming shows and more.

San Clemente Rail Service Now Open

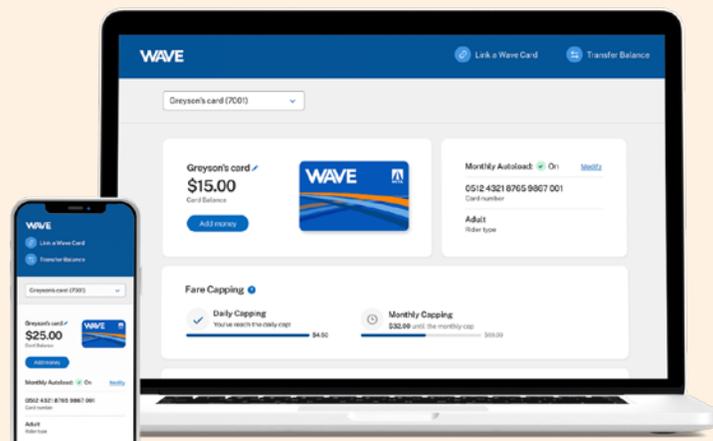
Good news: Passenger rail service through San Clemente reopened in June.

It had been suspended since April to allow crews to reinforce sections of track at immediate risk from landslides and coastal erosion.

The section repaired is the only coastal rail link between San Diego and Orange counties. Over the past four years, San Clemente's eroding bluffs have repeatedly forced the closure of the rail line that had otherwise operated largely uninterrupted for more than 125 years.



New Way to Pay Fares Coming This Fall



OC Bus' **Wave fare payment system** is set to launch in October.

With Wave, you can load value onto a Wave card or mobile account or use a contactless card. You won't have to worry about cash or passes. Your payment method will automatically tabulate when you've reached your daily or monthly cap.



Wave guarantees you the best fare, meaning you pay as you go without needing to prepay for discounts. Once you reach a daily cap (\$4.50 for regular riders), or a monthly cap (\$69), the rest of your rides are free.

All existing fare structures remain unchanged, including Regular fares, Senior and Disabled fares, Youth Ride Free (18 and under) and the College Pass Program.

RIVERSIDE/ SAN BERNARDINO COUNTY

Board the Bus for Free on National Rural Transit Day

Ride Happy!

Be Safe.
Be Respectful.
Be Kind.

National Rural Transit Day is July 16. The day focuses on the importance of providing transit options for people living in rural areas as well as urban communities. To celebrate the day, select San Bernardino County buses will offer free rides.

Participating agencies include Victor Valley Transportation Authority, Basin Transit, Mountain Transit and Needles Area Transit.

For trip planning information, visit [GOSBCTA.com/transit](https://www.gosbcta.com/transit).

71/91 Freeway Connector Opens

A non-tolled, two-lane direct connector between the 91 and 71 freeways is now open. It's designed to not only enhance traffic flow, but also improve safety, expand access to other modes of travel and reduce greenhouse gas emissions.

Find out more at rctc.org/71-91interchange.



Ride RTA for a Quarter

Now through Aug. 31, you can ride Riverside Transit Agency (RTA) buses for only 25 cents. The discount rate applies on all fixed-route buses and GoMicro shuttles every day, including weekends.

Youth 18 and under can ride RTA buses for free. Find out more at [riversidetransit.com](https://www.riversidetransit.com).



\$5/Day When You Rideshare—Plus a Summer Bonus for New Carpools/Vanpools

Inland Empire employees may qualify to earn \$5 a day in gift cards for three months when they switch to ridesharing, thanks to an incentive offered by IE Commuter.

In addition, this summer new carpool or vanpool commuters can also win a share of an additional \$1,000 in monthly prizes, including gift cards and transponders.

Find out more at IECommuter.org.

VENTURA COUNTY

Introducing...Tap2Ride

Bus riders in Ventura County can now “tap to ride” buses with their credit card or mobile device with the new Tap2Ride payment system.



Simply tap your credit/debit card or phone/watch on the yellow payment reader to board. No app or account is needed. Tap2Ride is accepted on VCTC Intercity Bus Routes only.

Tap2Ride also features fare capping, so once you reach the daily or monthly cap, you ride free. To qualify for fare capping, you must use the same card or device each time you tap.

Find out more at goventura.org/pay.

Coastal Express Goes Electric

Big news for clean air: The Coastal Express fleet that operates between Ventura and Santa Barbara counties is **adding five new electric buses to its fleet**. Purchased by Santa Barbara County Association of Governments, these buses are part of a larger effort by Ventura County Transportation Commission (VCTC) to transition its entire fleet to zero-emission vehicles.



Enjoy VCTC Free Rides Program for Another Year

VCTC recently approved continuing several free ride programs through June 2026. These include College Ride (college students ride free), Youth Ride (under 18) and the following free fare days:

- Clean Air Day
- Veteran's Day (veterans only)
- Transit Equity Day
- Earth Day

CALENDAR

Events

Rural Transit Day is July 16, recognizing the importance of ensuring that transit is available and accessible in rural areas. Rides will be free on select San Bernardino County buses.

The Association for Commuter Transportation (ACT) Annual International Conference is Aug. 3-6 in New Orleans, LA. Get details and register at actweb.org.

Ciclavía open streets event “Culver City Meets Venice” is Aug. 17 at 9 a.m. to 4 p.m. and will allow people to bike, walk and enjoy a car-free experience along a path connecting Culver City and Venice, ciclavía.org.

LA Metro is hosting an ETC Marketing Workshop for employers located in Los Angeles, Orange, San Bernardino and Riverside counties Sept. 16, 9 a.m. – 12 p.m. at Metro offices in downtown Los Angeles. Attendees will receive marketing materials to promote Rideshare Week in October as well as receive a marketing certificate for the South Coast AQMD's Rule 2202.

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 July 23 and Aug. 20, 10 a.m. – 12 p.m.

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South Coast Air Quality Management District (AQMD) offers two-day ETC training via Zoom for \$237.81. The next scheduled sessions are July 8 and 10, July 22 and 24, Aug. 5 and 7 and Aug. 19 and 21. For more information, contact the South Coast AQMD's training program at etctraining@aqmd.gov or visit aqmd.gov.

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.



ONTHEGO

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Riverside/San Bernardino Rideshare Program

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