

ON THE GO

News for Your Employees

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Rideshare & Win During Rideshare Week



Rideshare Week is Oct. 6-10. It's the rideshare event of the year—and your chance to encourage your employees to choose alternatives to driving alone for cleaner air and less traffic. Here's what's happening...

Throughout Southern California

Your county rideshare agency offers tools to roll out the campaign at your worksite. You'll be emailed a link that allows you to download posters, flyers, email headers and more. You can also attend a Rideshare Week Kickoff event (see inset, Right) to find out how to market Rideshare Week to your employees.

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5 Low-Cost, Easy Outreach Ideas

Your employees can't participate in Rideshare Week if they don't know about it. Here, we offer five easy ways to get the word out that won't break the bank.

1. It can't get easier than simply using the marketing materials provided by your county rideshare agency. Find out what tools are available at a Rideshare Week Kickoff. Or contact your county rideshare representative for help.

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Rideshare Week Kickoffs and Marketing Workshops

Get Rideshare Week updates and other marketing tips at an upcoming ETC workshop:

- Riverside and San Bernardino Counties (Virtual):** Sept. 9 at 10 a.m. ([sign up here](#) by Sept. 8 to receive the link).
- Los Angeles County:** Sept. 16, 9 a.m. – 12 p.m. at Metro offices in downtown Los Angeles. (Attendees will earn a marketing certificate from the South Coast AQMD.) [Click here](#) to register by Sept. 2.
- Orange and Ventura Counties (Virtual):** Sept. 17, 9 a.m. – 12 p.m., [Click here](#) to register and get the Zoom link.



- Calendar of Events
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Rideshare Week

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Los Angeles County

Theme: “Less Miles = More Smiles.”

Participation: Commuters will have a chance to win prizes when they track the days they opt for an alternative to driving alone using the Commute Calendar at ridematch.info. Each day they rideshare during Rideshare Week is an entry into the prize drawing.

Prizes: Prizes include Metrolink passes, Macy’s and Target gift cards, a Brighton handbag and more.

Hosting a Rideshare Week event or fair? Contact Metro Commuter Options & Regulatory Compliance Support at 213.922.2811 to schedule a staff member to come to your event to provide transit and other information.



Ventura County

Theme: Less Miles = More Smiles.

Participation: Commuters can pledge to rideshare at goventura.org/pledge to win one of four \$250 REI gift cards.

For more information: Visit goventura.org.



Orange County

Theme: “Every Ride Counts, Especially Yours.”

Participation: Pledge to carpool, vanpool, ride transit, bike or walk at least one day to be entered into a prize drawing. The big prize is a “commuter kit” with a set of AirPods Pro 2, battery charger, YETI Rambler, Kindle and a tote. **For more information:** Visit octa.net/rideshareweek.

Riverside/San Bernardino Counties

Theme: “Drive Less, Save More.”

Participation: The Inland Empire is celebrating Rideshare Week all month long! When employees join the Rideshare Week promotion and log their commute at IECommuter.org, they are automatically entered into a prize drawing. Each day they rideshare or telework is an entry into the drawing—so the more they do so, the more chances they have to win.

Prizes: There are dozens of prizes, including Apple AirPods 4, Apple Watch, a getaway at the Hyatt Regency Indian Wells Resort & Spa and more. **For more information:** Visit IECommuter.org/RideshareWeek.



Ride Free on California Clean Air Day

California Clean Air Day is Oct. 1. Metrolink will offer free rides across its entire system to encourage Southern Californians to leave their vehicles at home and opt for a more sustainable alternative.

Rides will also be free on OC Bus, Metro Bus and Rail and on all Ventura County and San Bernardino County transit agencies for the day.

Visit cleanairday.org for more information and to take the Clean Air Pledge.



Electric Vehicles—Events, Access and More

National Drive Electric Month

National Drive Electric Month is Sept. 12–Oct. 12—a great opportunity to learn more about EVs. Attend any of dozens of events throughout Southern California and online—from workshops to EV showcases and even a chance to test drive vehicles.

Find details and a frequently updated list of events at driveelectricmonth.org.

Changes in EV Access to Carpool Lanes

EVs are set to lose their solo access to carpool lanes as of Sept. 30. Even vehicles with EPA-approved Clean Air Vehicle decals will be in violation with a single occupant at that time.

Express toll lanes are not affected by the changes.

On these lanes—including those in the 91, 110, 1-10 and 405 freeways—EV drivers can continue to ride at a discount. A FasTrak transponder with a valid account and enrollment in the discount program is required.

Important Note About EVs and Rule 2202

Even though EVs may no longer qualify for solo access to carpool lanes as of Sept. 30, that doesn't affect their status under the South Coast AQMD's Rule 2202. Employers can still take credit for EV drivers in their average vehicle ridership (AVR) survey. EVs remain a cleaner alternative to driving a gas-powered vehicle—even with a single occupant.

5 Low-Cost, Easy Outreach Ideas

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2. Be sure to include the direct link to the Rideshare Week pledge/prize entry form in any digital outreach you do. That way employees can simply click to see what prizes are available and how they can win.
3. Help drive-alone commuters find rideshare options. Set up special “office hours” inviting employees to come get a RideGuide commute planner. Print it out on the spot using ridematch.info or IECommuter.org data to provide potential carpool partners, vanpools, transit routing and more.
4. If you have a prize budget—or can get prizes donated—hold your own in-house drawing. It's a way to both reward your current ridesharers and get drive-alone commuters to notice the program.
5. Piggyback on other outreach already happening at the worksite. Include a mention in your company rideshare newsletter. Make announcement at staff meetings. Include a promotion and link on your employee intranet.



LOS ANGELES COUNTY

Metro's Popular Transit Ambassadors Are Now Officially Staff

Attired in bright lime shirts, you can't miss **Metro Transit Ambassadors** at Metro stations and aboard trains and buses! Recently, Metro's board voted to officially make them employees. It also approved adding 85 additional Ambassador program positions.

In a 2023 survey of customers, 63% said that seeing Ambassadors made them feel safer. Ambassadors help riders navigate the Metro system. They provide assistance, connect riders to resources and report issues that need to be addressed.

Part of their duties is summoning emergency help for those customers in distress, as well as providing critical life-saving support.



Metro A Line Extension Is Opening Soon

The nation's longest light rail line is getting longer! **Metro's A Line Extension** to Pomona will open on Sept. 19.

The A Line Extension adds more than nine miles of track. It features four new stations in Glendora, San Dimas, La Verne and Pomona. Each station will be equipped with bike sheds, EV chargers, vehicle drop-offs and Park & Ride facilities.

Riders will be able to transfer between Metro and Metrolink at the Pomona Station, giving everyone a new, faster way to ride between the Inland Empire and Foothill Cities corridor.



Metro ExpressLane Tolls Rise Slightly, Carpools Still Free

The maximum toll rate on Metro ExpressLanes recently increased slightly—from \$2.90 to \$3 per mile. Minimum toll rates of 35 cents per mile peak hours and 10 cents off-peak remain the same.

Metro ExpressLanes allow motorists to access less congested lanes for a toll. Carpools, however, can use the lanes toll-free.

- On the I-10 Freeway: 3+-person carpools ride free at all hours, 2-person carpools ride free during off-peak hours.
- On the I-110 Freeway, 2+-person carpools ride free.

All vehicles must have a valid FasTrak transponder, even if traveling for free.

Find out more at metroexpresslanes.net.



ORANGE COUNTY

Wave to Launch in October

Big news for OC Bus riders: The new 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.

Other Wave features:

- Free two-hour transfers, allowing you to switch buses within a two-hour window without paying additional fares
- The ability to recover your balance if the card is lost or stolen

Riders can also continue to pay with cash or use a contactless credit or debit card.

For more information, visit octa.net/wave.



Making E-Bike Use Safer for Everyone

Recognizing the growing popularity of e-bikes, OCTA recently developed an extensive plan to make e-bike use safer for everyone.

The E-Bike Safety Action Plan includes recommendations to improve education and expand resources.



In addition, OCTA offers e-bike resources online, including:

- Details on local and state e-bike ordinances
- Safety videos
- Rules of the road
- Bikeways map
- How to bring bikes on board

OC Bus and Metrolink
Find it at octa.net/ebike.

OC Bus Route 1 Extends Summer Schedule



One of Orange County Transportation Authority's (OCTA) busiest routes—OC Bus Route 1—has been operating on a special summer schedule that includes extended service on weekends and minor timing refinements. OCTA announced that Route 1 buses will continue to run on this schedule through November.

Route 1 travels via Pacific Coast Highway between Long Beach and San Clemente.

OCTA also introduced other schedule changes on many of its routes, including improved connections to Metrolink.

RIVERSIDE/ SAN BERNARDINO COUNTY

Congratulations to IE Commuter for National Award

The Association for Commuter Transportation (ACT) at its international conference each year presents awards for outstanding service in the field of transportation demand management (TDM).

Congratulations to **IE Commuter**, which won the TDM Industry Impact Award. This award recognizes outstanding leadership in reducing traffic congestion and promoting travel options.

IE Commuter is the rideshare service of Riverside County Transportation Commission and San Bernardino County Transportation Authority. In addition to a \$5/Day incentive for new ridesharers and ongoing promotions, the agency offers marketing assistance and program assistance to ETCs.

New Shuttle from Needles to Arizona – Plus a Thanks to Riders

Needles Area Transit (NAT) recently launched shuttle service to Fort Mohave and Bullhead City, Arizona. It operates Tuesdays and Thursdays, with roundtrip fares of \$9 to \$12. It serves shopping centers, medical facilities and other essential services. Rides can be booked by calling 760.326.4789.

NAT will also celebrate Rider Appreciation Day on Sept. 4 with free fares on all services 7-11:30 a.m.

Find out more at needlestransit.com.



Now More Service to Ontario Airport



ONTConnect (Route 380) offers daily, limited stop service to and from the Ontario International Airport and the Rancho Cucamonga Metrolink Station. Omnitrans recently added more trips to the route—meaning more shuttles, more often.

Rides are only \$2, with free transfers from Metrolink.

Get schedule information at omnitrans.org.



VENTURA COUNTY

Coastal Express Expands Service with More Trips and New Stops



The Coastal Express will soon be making big changes to better connect riders along the Ventura-Santa Barbara corridor. Improvements will go into effect Nov. 3 and include:

- New service to the Santa Barbara Airport
- Expanded service to UCSB, Camarillo and Oxnard
- More weekday and express trips during peak commute times
- Clearer route numbers and updated maps for easier navigation

The new routes and schedules will be posted at goventura.org.

VCTC Introduces Tap2Ride with 31-Day Fare Capping for Bigger Savings

Ventura County Transportation Commission (VCTC) Intercity bus riders now have a faster, easier way to pay with the **Tap2Ride system**. By simply tapping a credit card, debit card or mobile wallet when boarding, riders can skip cash fares and paper passes altogether.

Tap2Ride automatically tracks payments and applies 31-day fare capping. Once riders reach the cost of a monthly pass (\$50 in Zone 1 or \$130 in Zone 2), all additional rides for the rest of that period are free. This ensures no one pays more than the monthly rate. To qualify for fare capping, you must use the same card or device each time you tap.



CALENDAR

Events

September is Rail Safety Month, and Sept. 15-21 is See Tracks? Think Train Week, a campaign to educate people on safety around train tracks. Get tips and promotional materials from Operation Lifesaver at oli.org.

Virtual Rideshare Week Kickoff for Riverside and San Bernardino county employers is Sept. 9 at 10 a.m. ([sign up here](#) by Sept. 8 to receive the link). Call IE Commuter at 1.866. RIDESHARE (866.743.3742) for more information.

TDM Week is Sept. 15-19. The event aims to create awareness among decision makers about the importance of including alternative modes in their transportation planning. Find out more at actweb.org.

National Drive Electric Month is Sept. 12 – Oct. 12. Check out any of dozens of EV events throughout Southern California and online—from workshops to EV showcases and even a chance to test drive vehicles. Find details and a frequently updated list of events at driveelectricmonth.org.

Ciclavía Open Streets Events are Sept. 15 in Lincoln Heights and Oct. 13 in the “heart of L.A.” Get details at ciclavía.org.

Rideshare Week Kickoff and Marketing Workshop for Los Angeles County employers is Sept. 16, 9 a.m.–12 p.m. at Metro offices in downtown Los Angeles. Learn all about the campaign, get marketing materials and tips for running in-house promotions, and network with other ETCs. To register, [click here](#).

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Virtual Rideshare Week Kickoff and Marketing Workshop for Orange and Ventura county employers is Sept. 17, 9 a.m. – 12 p.m. [Click here to register.](#) For more information: in Orange County contact Kristopher Hewkin at khewkin@octa.net or 714.560.5331. In Ventura County, contact Dolores Lopez at dlopez@goventura.org.

The Metro A Line Extension will open Sept. 19, adding more than nine miles of track and four new stations. Find out more at metro.net.

Union Station Train Festival is Sept. 20-21. Step inside vintage and modern train cars, explore model train exhibits, take guided tours of the station architecture and enjoy family friendly fun, unionstationla.com.

World Car-Free Day is Sept. 22, a day that celebrates alternatives to driving for cleaner air and less traffic.

California Clean Air Day is Oct. 1. Rides will be free all day on Metrolink, Metro Bus and Rail, OC Bus and all San Bernardino and Ventura County transit providers.

Rideshare Week in Southern California is Oct. 6-10.

ACT TDM Forum is Oct. 28-29 in Portland, OR. The event aims to explore ideas that make communities more sustainable, equitable, and accessible. Register at actweb.org.

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 Sept. 17 and Oct. 22, 10 a.m. – 12 p.m. **South Coast Air Quality Management District (AQMD)** offers two-day ETC training via Zoom for \$237.81. The next scheduled sessions are Sept. 9 and 11, Sept. 23 and 25, Oct. 7 and 9 and Oct. 21 and 23. 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.

ON THE GO

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