

ONTHEGO

News for Your Employees

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Get in Gear for Bike Month!



May is National Bike Month, and your Southern California transportation agencies have plenty in store to help your employees discover the joys of commuting by bike—including e-bikes. Here's what's happening...

Throughout Southern California

Cyclists can ride Metrolink for free during Bike to Work Week, May 13-17, when they bring their bike on board. (Bikes are allowed on all trains, and Metrolink also features special **Bike Cars** designed to accommodate more bikes.)

Look for more Metrolink Bike Month news at metrolinktrains.com and on [Facebook](#) and [X](#) (formerly Twitter).

In Los Angeles County

Win Prizes: Employees who commute by bike have a chance to win prizes including Avention e-bikes, a commuter bicycle from Pat's 605 Cyclery, tool kits from Pasadena Cyclery and helmets from Around the Cycle.

To qualify for the prize drawing, commuters simply log onto ridematch.info, set up a profile and then track their bicycle commute trips throughout May. The more often they bike to work, the more chances they have to win.

Metro Bike Share Discounts: Throughout May, 30-Day Bike Share passes are just \$1. On May 13, a 365-Day

Metrolink Brings Back the \$15 Summer Day Pass

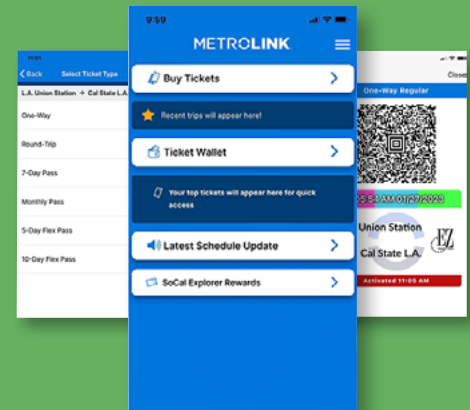
Metrolink will again offer its special Summer Day Pass—just \$15 for unlimited systemwide travel any day Monday - Friday.

The Summer Day Pass will be available May 28 through Aug. 30 via the **Metrolink mobile app** and at ticket machines. Passes are good for travel on Metrolink and Arrow trains.

Metrolink will continue to offer its weekend \$10 Day Pass.

Riders can also purchase a \$10 Holiday Pass for unlimited rides on Memorial Day, Monday, May 27.

Look for details at metrolinktrains.com.



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Get in Gear for Bike Month!

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pass is half price. Get details and promo codes at metro.net/bikeshare.

Free Rides: On Bike Day, Thursday, May 16, cyclists can redeem a free 30-minute Metro Bike Share ride at any kiosk, online or in the app. Metro Bus and Rail will be fare-free for the day.

Other Bike Events: **CicLAmini—Wilmington**, an open streets event, is May 19, 10 a.m. to 3 p.m.

Help Spread the Word: Metro offers an online toolkit to help you promote Bike Month at your worksite. It includes graphics, email templates, posters and more. To download it, [click here](#).

More info: Metro's *The Source* will post 2024 Bike Month information at metro.net/bikemonth, or contact Metro at 213.922.2811, email bikemonth@metro.net.



In Orange County

Orange County Transportation Authority (OCTA) is urging people to “grab life by the handlebars” and get into cycling for fitness, fun and to get where they need to go.



Win Prizes: OCTA will be giving away two e-bikes with helmet and lock, courtesy of Aventon. For a chance to win one of them, riders simply make the **pledge to commute by bike** at least once during Bike Month.

The other bike will be raffled off at bike rally (see below).

OCTA Bike Rally and Ride: Meet up with other cyclists on May 15 at 7:30 a.m. at the Orange Metrolink Station for a rally with t-shirts, refreshments, speakers and a chance to win an e-bike. Then enjoy a group ride to OCTA headquarters on Main Street.

[Click here](#) to RSVP.

More Events: OCTA is holding **e-bike rodeos** to teach kids and families safety tips and the rules of the road for riding an e-bike. Bike repairs and maintenance will also be available. Upcoming rodeos are May 18 in Laguna Niguel and June 1 in Huntington Beach.

More info: octa.net/bikemonth.

In Riverside/San Bernardino Counties

Bike Month is a good time to remind employees that riding a bike to work may help them qualify for special incentives through IE Commuter.

Get in the Spotlight: Bike commuters who log their trips may qualify to win a monthly prize valued at up to \$100 with IE Commuter's **Rideshare Spotlight**.

Earn Incentives: Commuters who are new to ridesharing—which includes bicycling—can earn **incentives of \$5/Day** for the first three months.

A Free Ride Home in an Emergency: If your company participates in the **Guaranteed Ride Home** program, an employee who bikes to work can be reimbursed for the cost of a ride if they need to get home due to emergency.



More info: IECommuter.org/bike.

In Ventura County

Biking is big in Ventura County, and Ventura County Transportation Commission (VCTC) is aiming to help people find their best biking options throughout May.

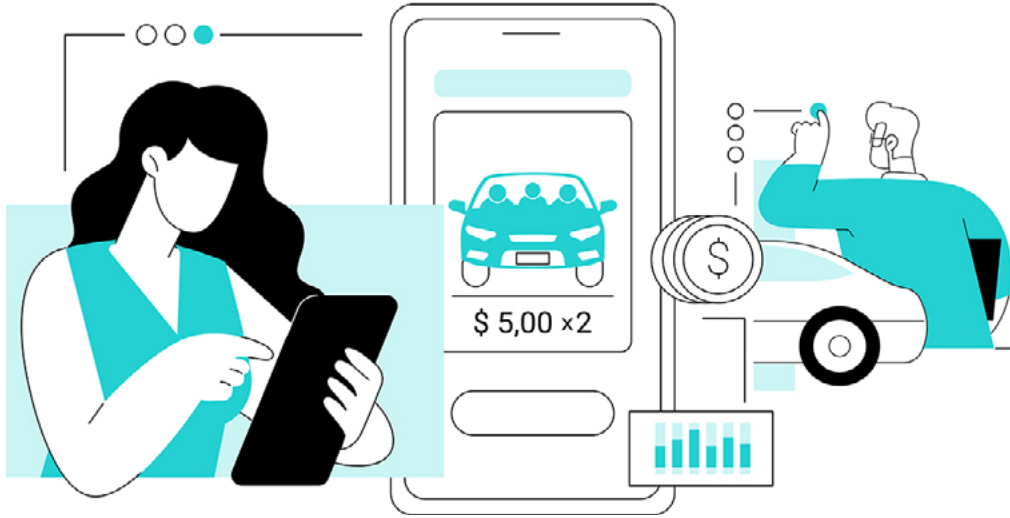
Free Rides: Cyclists ride free on all Ventura County buses on Bike to Work Day, May 17.

Win Prizes: Make the pledge at goventura.org/pledge, and bike during Bike Month for a chance to win one of four \$250 Amazon gift cards.

Bike Resources: VCTC offers a **regional bike map** to help riders find a bike-friendly route.

More info: goventura.org/bike.

15 Free or Low-Cost Ideas for Your Rideshare Program



Lack of budget is often cited as one of the biggest obstacles ETCs face in meeting their rideshare program goals. Here, we feature 15 rideshare strategies that you can use to get results without breaking the bank.

1. Designate parking spaces nearest to worksite entrances for carpools and vanpools.

2. Monetary incentives don't have to be expensive. Even a \$5 coffee shop gift card, for example, might encourage an employee to turn in their transportation survey or check "yes" to receiving a RideGuide.

3. Take the worry out of ridesharing. Reimburse ridesharers for the cost of a ride if they need to get home in an emergency by signing up for the Guaranteed Ride Home program (available at no cost to your company from county rideshare agencies in **Los Angeles, Orange** and **Ventura** counties and the **Inland Empire**).

4. Distribute the **On the Go 1-page monthly newsletter**—which not only gives your commuters the latest rideshare news but also counts as a marketing strategy for the South Coast AQMD's Rule 2022 and Ventura County's Rule 211.

5. Hold quarterly prize drawings for rideshare participants. If your prize budget is zero, reach out to local businesses to ask for donations.

6. Piggyback on other worksite outreach—such as hosting a rideshare table at an employee health fair or giving a quick update at all-staff meetings.

LACK OF BUDGET IS OFTEN CITED AS ONE OF THE BIGGEST OBSTACLES ETCs FACE IN MEETING THEIR RIDESHARE PROGRAM GOALS.

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. Schedule a transit "field trip." Gather a group of employees together for a lunchtime bus or train ride to show them the ropes. Fear of the unknown can keep people from trying transit.

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

10. 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).

11. Host monthly or quarterly "lunch and learn" virtual workshops on varying topics, such as how to start vanpooling, taking advantage of time-saving carpool lanes or using transit apps to make riding the bus easier.

12. 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.

13. Generate a list from your survey data of employees who live near each other. Then invite them to "meet and greet" get-togethers to set up potential carpools or vanpools. Provide a small incentive to get them there, such as a pizza party or prize drawing.

14. Invite representatives from local transit agencies to host an information table at your worksite.

15. Attend rideshare workshops, training and network meetings to get new rideshare program ideas. You might be able to save money by partnering on events with fellow ETCs that you meet. (See Calendar on page 7 for upcoming opportunities.)



LOS ANGELES COUNTY

Survey with Metro, Win Prizes

If you conduct your Rule 2202 annual survey using Metro's services, you'll now have an extra incentive to encourage employees to complete and turn in surveys.

Metro is holding monthly drawings to award \$25 Starbucks gift in the following categories:

- Employees that complete an average vehicle ridership (AVR) survey.
- Employees that complete an AVR survey and chose "yes" to receiving a RideGuide.

In addition, ETCs that complete a customer service survey will also automatically be entered into a gift card drawing.

You'll receive a flyer you can distribute to employees promoting this incentive with your survey packet.

Pay as You Go Bike Lockers

If you rent a bike locker from Metro (or would like to) good news: You can now easily rent by the day. (Previously, riders needed to secure a long-term rental with a key.)

Cyclists register online for a locker that can be rented on an on-demand basis and opened electronically.

Also, in many locations, the old, perforated lockers have been replaced with larger, fully-enclosed lockers. Metro will host a grand opening of nine new locker stations on May 9.

Learn more at Metro's [The Source](#).

Metro Micro Introduces a New Fare Structure

Metro Micro on-demand shuttles now have a permanent standard fare of \$2.50 per ride. (The \$1 introductory fare, which had extended to three years to help riders during the pandemic, expired in March.)

While the new fare is \$2.50, the following discounts apply:

- Riders can transfer free to the Metro bus and rail system—as well as Metro's 23 partner transit agencies—for up to two hours (only when using a TAP card).
- Similarly, if you're on Metro Bus or Rail, you can transfer to a Metro Micro shuttle for only a 75-cent upcharge (from the \$1.75 standard fixed-route fare).
- Participants in the [LIFE program](#) can use the 20 free rides they receive on Metro Micro as well as on fixed transit.
- GoPass and Reduced Fare cardholders can ride Metro Micro at the \$1 rate. Metro Micro shuttles serve zones in Watts/Compton, LAX/Inglewood, North Hollywood/Burbank, El Monte, Highland Park/Eagle Rock/Glendale, Altadena/Pasadena/Sierra Madre, Northwest San Fernando Valley and UCLA/Westwood/VA Medical Center.

For additional fare discounts and details, visit metro.net/micro.



What a Difference *Not* Driving Alone Makes

Based on last fiscal year's data of employees who rideshare in Los Angeles County, the top alternative to driving continues to be telework. Since the pandemic, roughly 66% of employees still telework at least on a part-time basis.

Carpooling—thanks to its versatility and flexibility—is the second most popular alternative.

Among participating worksites, telework and ridesharing helped:



Reduce more than **25 million miles** traveled. That's the equivalent of almost **5,000 roundtrips** between Los Angeles and New York



Save more than **a million gallons** of gas



Reduce **21 tons** of pollutants from being spewed into the air

ORANGE COUNTY

Earn Free Rides on OC Bus

OC Bus riders can earn points toward free 1-Day and 30-Day passes with the new rewards program.

Riders will receive 500 bonus points when they **sign up**, plus be entered into a drawing to win three months of bus passes.

Then they'll earn points two ways:

- Five points every time they ride
- Points when they purchase and activate a pass (the number awarded varies based on the type of pass)

Get details and sign up at octa.net.



Have Landslides in South County Disrupted Employee Commutes?

OCTA is overseeing a study that aims to evaluate and put in place strategies to protect the railway in the vulnerable 7-mile stretch between Dana Point and the San Diego County Line.

You can weigh in on helping OCTA identify public concerns and ideas at a listening session on May 30, 5 to 6:30 p.m., at San Clemente City Hall.

For more information and to register, visit octa.net/CRRS.

Free Summer Trolleys Get Underway in May



Avoid driving and parking hassles and enjoy all Orange County has to offer with **free summer shuttles**. Many shuttles connect to each other and to transit and Metrolink stops.

Summer trolleys are available in Dana Point, Laguna Beach, Laguna Niguel, Newport Balboa Peninsula, San Clemente and San Juan Capistrano.

Discover What a Half-Cent Buys

How were your transportation tax dollars spent last year?

The latest annual report from OC Go—the program funded by the local half-cent transportation sales tax—is **now available online**.

The colorful, comprehensive report details improvements for freeways, streets and projects—from the opening of the I-405 Express Lanes, to construction on the OC Streetcar, to stabilizing railroad tracks and more.



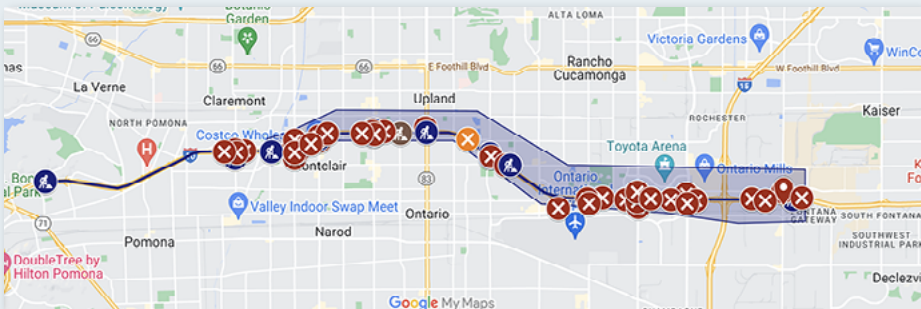
RIVERSIDE/ SAN BERNARDINO COUNTY

Cool Rides, Summer Vibes

This summer, people who live or work in the Inland Empire have a chance to win great prizes—including a set of Apple AirPods Pro and a \$250 Amazon gift card—with IE Commuter's Cool Rides, Summer Vibes promotion.

To participate, commuters create or log into an **IE Commuter account**. Then they simply enter their rideshare commute or telework days throughout June, July and August for a chance at new prizes each month. The more days logged, the more chances to win. (A minimum of eight logged round trips are required to enter.)

IE Commuter can provide you with materials to promote the campaign at your worksite. Visit IECommuter.org or call 1.866.RIDESHARE (866.743.3742).



SB Express Lanes to Open Soon

The much-anticipated SB Express Lanes on Interstate 10 between the San Bernardino/Los Angeles County Line and Interstate 15 are expected to open this summer.

Through pricing and/or occupancy requirements for access to these new lanes, motorists can expect to enjoy a better flowing system that offers reliable trip times along the corridor.

A FasTrak transponder is recommended to benefit the most from the new lanes. Those benefits include direct pay, carpool and other program discounts, as well as continuity with other tolled lanes throughout the state.

Drivers without a FasTrak account will be able to pay for SB Express Lanes tolls online within five days of their trip (a license plate number is required, and extra fees apply).

For more information on the SB Express Lanes, visit gosbcta.com.

15/91 Express Lanes Connector Making Travel Easier in Riverside

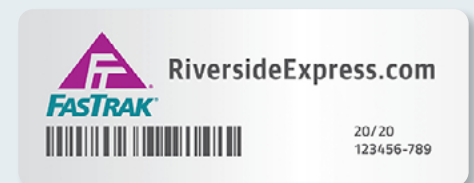
Since it opened late last year, the 15/91 Express Lanes Connector is making travel faster and easier between the two freeways.

It allows for a seamless transition from the eastbound 91 to northbound 15 and southbound 15 to westbound 91 Express Lanes.

The connector is Riverside County's third toll system opening in the past six years. The 91 Express Lanes opened in Corona in 2017 and the 15 Express Lanes opened in 2021.

To use the lanes and the new connector, vehicles must have a FasTrak transponder, linked to a prepaid account. Carpools of three or more pay a 50% discounted rate (and currently ride free as an introductory promotion).

Find out more at riversideexpress.com.



VENTURA COUNTY

Board Ventura County Buses for Free

As part of the county's **Free Fare Days program**, rides will be free on all Ventura County buses for cyclists on Bike to Work Day, May 17, and for all riders on Dump the Pump Day, June 17.



Help with Rule 211

You may know that if you have more than 100 employees at your worksite, you're required to comply with Rule 211, Ventura County's air quality mandate. Did you also know that Ventura County Transportation Commission (VCTC) can help?

All services are free and include:

- An online survey tool (vs. paper only provided by the Ventura County Air Pollution Control District, which oversees the requirement).
- Digital data entry for paper surveys.
- Free RideGuides that provide employees with individualized carpool matching, transit routing and more, based on their commute and work hours.
- Help promoting rideshare options at your worksite, and more.

Visit VCTC at goventura.org for a Rule 211 brochure or call 951.352.8006.

Reload Your Bus Pass While You Shop

Ventura County transit riders can now reload their VCbuspass at retail outlets throughout the county. Participating retailers include certain 7-11, CVS Pharmacy, Family Dollar and Walgreens stores.

Passes can also be reloaded online at goventura.org, by calling 800.438.1112 or at select City of Ventura offices.



CALENDAR

Events

May is Clean Air Month and the release of the annual *State of the Air Report*, which grades local air quality. Find out more at lung.org.

May is also Bike Month, with events, prizes and promotions throughout the month.

Bike to Work Week is May 13-17. During the week, Metrolink is offering free rides to cyclists who board with their bikes.

OCTA Bike Rally and Ride is May 15, 7:45-8:45 a.m. at the Orange Metrolink Station, followed by a group ride to OCTA headquarters on Main Street, octa.net/BikeMonth.

CicLAmini—Wilmington is May 19, 10 a.m. – 3 p.m., an open streets event, ciclavia.org.

The Association for Commuter Transportation (ACT) Annual International Conference is Aug. 4-7 in Denver, CO. The "early bird" discount runs through May 3. Get details and register at actweb.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).

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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.

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 May 28 and June 25, 10 a.m. – 12 Noon.

South Coast Air Quality Management District (AQMD) offers two-day ETC training via Zoom for \$222.98. The next scheduled sessions are May 7 and 9, May 21 and 23, June 4 and 6 and June 25 and 27. For more information, contact the South Coast AQMD's training program at etctraining@aqmd.gov or visit aqmd.gov.



ONTHEGO

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For subscription information or to change your **ON THE GO** email address, contact your representative at the rideshare office nearest you.

Riverside/San Bernardino Rideshare Program

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Commuter Information 511

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