

ON THE GO

News for Your Employees

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Get Ready for Rideshare Week—Prizes, Pledges & More!



Rideshare Week is Oct. 7-11. It's the rideshare event of the year—and your chance to promote alternatives to driving alone, including carpooling, vanpooling, riding bus/rail, bicycling, walking and teleworking.

Here's what's happening...

Throughout Southern California

- Your county rideshare agency offers tools for ETCs to roll out the campaign at your worksite, including posters, flyers, email headers and more. Look for an email soon with downloadable marketing materials or contact your county rideshare representative.

Southern California ETCs are invited to a Rideshare Week kickoff workshop on Sept. 12, 9 a.m. to 12 p.m. in downtown Los Angeles. Learn all about the campaign, get marketing materials and tips for running in-house promotions, and network with other ETCs. (Attendees will earn a marketing certificate from the South Coast AQMD.) Riverside/San Bernardino County ETCs can also attend a kickoff workshop in San Bernardino. A virtual kickoff workshop is being offered for Orange/Ventura County ETCs. See Calendar (pg. 7) for details.

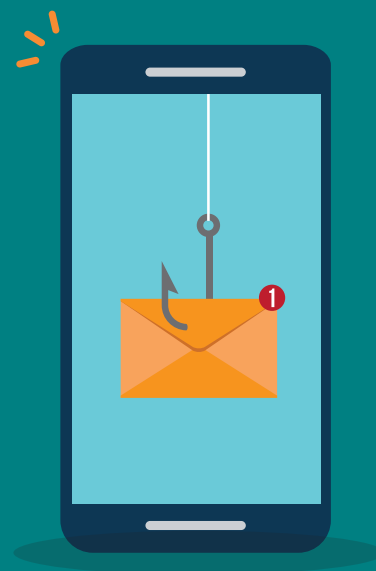
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If You Get a Text About a Toll...

California Toll Operators are advising drivers to disregard phishing texts being sent to their phones that detail a specific outstanding toll amount. If you receive a text and are unsure, contact the tolling agency in your region.

California toll violations are typically sent via mail, not text.

If you receive a phishing text, please file a complaint at www.ic3.gov. This is a site dedicated to sharing information on Internet crimes across law enforcement agencies.



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Get the latest news for

Los Angeles County

Orange County

Riverside/San Bernardino Counties

Ventura County

Rideshare Week

continued from page 1



• Metrolink will be celebrating Rideshare Week with special promotions. Details are still in the works, so check back at metrolinktrains.com, or join them on [Facebook](#) and [Twitter](#).

Los Angeles County

Metro is reminding commuters to “drive less, save more” and enjoy the cost-saving benefits of ridesharing during Rideshare Week.

They’ll 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.

Metro will draw names of some of those commuters to award prizes including Metrolink passes and gift cards including \$50 and \$100 at Macy’s, \$100 at Uniqlo, \$100 at District Restaurant, \$100 at Joey DTLA Restaurant and \$25 at Target.

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.

Orange County

Orange County commuters who rideshare at least one day during Rideshare Week can enter to win a “commuter necessities package.” It includes a set of AirPods Pro, battery charger, water bottle, Kindle and a computer backpack.

For details and to make the pledge to participate, visit octa.net.

Riverside/San Bernardino Counties

It’s time to “Drive Less, Save More” as IE Commuter kicks off Rideshare Week with help for employers to boost their Rideshare Week campaigns throughout October. This year’s prizes include an iPad mini, Apple Watch and a stay at the Soboba Casino Resort.

IE Commuter provides employers with a variety of marketing materials they can use to get employees excited about logging their rideshare trips and telework activity for a chance to win some amazing prizes. Join them in person on Sept. 17 in San Bernardino for a Rideshare Week Kickoff Event. Sign-up [here](#) by Sept. 9.



The more rideshare trips and telework activity participants log throughout the month of October, the more chances to win. A full list of prizes and Rideshare Week information will be posted at IECommuter.org/RideshareWeek.

Ventura County

Ventura County will celebrate Rideshare Week with prizes for commuters who make the pledge to rideshare. Details will be posted at goventura.org.

Ride Free on California Clean Air Day

California Clean Air Day is Oct. 2.

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 to take the Clean Air Pledge.



September Is Rail Safety Month

Did you know...?

1. Riding the train is a safe way to travel, but it's important for people to be careful around the tracks. A whopping 95% of all rail-related deaths are due to people walking on the tracks or vehicles at train crossings.

2. Every three hours in the U.S., a person or vehicle is hit by a train.

3. It takes the average train traveling at 55 mph more than a mile to stop. By the time a locomotive engineer sees a person or vehicle on the tracks, it is too late.

Get more safety tips at [Operation Lifesaver](#), a rail safety education organization.

Get the Red Out for Safety

On Sept. 27, Metrolink will "go red" to support Red Out for Safety Day and Rail Safety Month. Riders are encouraged to wear something red to work and post a selfie with the hashtag #RedOutforRailSafety.



ACT News

Congratulations to 2024 ACT National Award Winners

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).

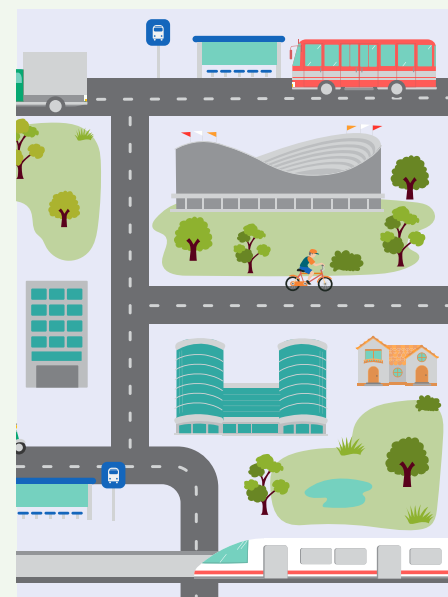
Congratulations to this year's winners—and a special shout out to Tad Widby, who was inducted into the TDM Hall of Fame.

Widby served as president of the nation's first rideshare agency, Commuter Transportation Services, Inc. (CTS), which was based in Los Angeles.

Save the Date

ACT 2024 TDM Forum is Nov. 12-13 in Charlotte, NC. The event aims to explore ideas that make communities more sustainable, equitable, and accessible.

Find out more and register at actweb.org.



Tips for Commuting in a Quake



Last month's series of earthquakes may have shaken up your worries about "the big one." Many Southern Californians have a plan and stock of supplies at home to be prepared, but what do you do if one hits while you're on the road?

Here, we offer some tips to be earthquake ready if it happens.

1. Make an Emergency Plan

Just as you should plan for an earthquake in your home, you should also make a commute emergency plan.

Do you have an alternate way home from work if your usual way is disrupted?

A RideGuide can be a helpful tool so that you have options on hand including potential carpool partners and bus/rail routes. Download one now at ridematch.info (Los Angeles/Orange/Ventura) or IECommuter.org (Riverside/San Bernardino) so you have options on hand if you need them.

2. Know What to Do If an Earthquake Hits on Your Commute

If you're driving or carpooling...

- Pull over to the side of the road, stop, and set the parking brake.
- Avoid overpasses, bridges, power lines, signs and other hazards.

- Stay inside the vehicle until the shaking stops, then proceed carefully by avoiding fallen debris, cracked or shifted pavement, and emergency vehicles.
- If a power line falls on the car, stay inside until a trained person removes the wire.

If onboard a bus...

- Stay onboard unless instructed otherwise by the bus driver.
- When the shaking has stopped, the bus will stop at the first available safe area away from overpasses, tall buildings, electrical wires or other hazards.
- If evacuation from the bus is necessary, the driver will first survey outside for any unsafe conditions and direct bus passengers to a safe area.
- Otherwise, the driver will await instructions to proceed when it is safe to do so.

If onboard Metro Rail...

- The train operator will stop the train until the shaking stops and make announcements to keep passengers informed.
- Once it is safe to do so, the train will proceed at a reduced speed to the next station with street-level trains, avoiding all underground areas, elevated stations and all stations with under- or overhead structures.
- If the train cannot proceed and it is unsafe to remain in place, the train operator will instruct riders on how to evacuate.

Join in the Great California Shakeout

You can join millions of people across California practicing earthquake safety on ShakeOut Day, Oct. 17 at 10:17 a.m.

Every year, Metrolink participates in ShakeOut Day, running a test drill during its normal service.

Get details at shakeout.org/California.

If onboard Metrolink...

- All Metrolink trains are equipped with ShakeAlert early earthquake warning technology. This automatically slows or stops trains in the event of an earthquake. Within seconds, ShakeAlert provides enhanced data to help operational staff evaluate the rail network and when it is safe to resume service.
- Metrolink train operators are trained to keep riders informed and how to proceed if evacuation is necessary.

Get more earthquake safety tips at ready.gov/earthquakes.



LOS ANGELES COUNTY

Important News for Your Senior Employees...



Metro offers **reduced fares for adults aged 62 and older**—which may apply to some of your commuters. Single rides are discounted to 75 cents during peak hours (vs. \$1.75) and 35 cents (off peak). Riders never pay more than \$2.50 per day or \$5 per week. Proof of age is required to qualify for a senior TAP card.

To empower older adults with the information and confidence to take advantage of fixed route transportation, Metro offers the **On the Move Riders Program**. The program connects riders to volunteers who can show them the ropes.

Learn more at metro.net.

Toll Increase on Metro ExpressLanes

The maximum toll rate on Metro ExpressLanes recently increased slightly—from \$2.60 to \$2.70 per mile.

Carpools continue to be allowed to use the lanes toll free.

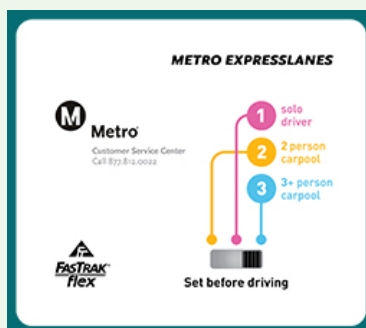
On the I-10 Freeway: Vehicles with three or more occupants can use ExpressLanes toll-free at all hours.

Two-person carpools pay a toll during peak hours but will have toll-free access during off-peak hours.

On the I-110 Freeway: Vehicles with two or more occupants can use the lanes toll free at all hours.

A FasTrak transponder set to the number of people in the vehicle is required. Under a new policy, motorists without a transponder will be mailed an invoice for the posted toll amount plus an \$8 fee.

For more information, visit metroexpresslanes.net.



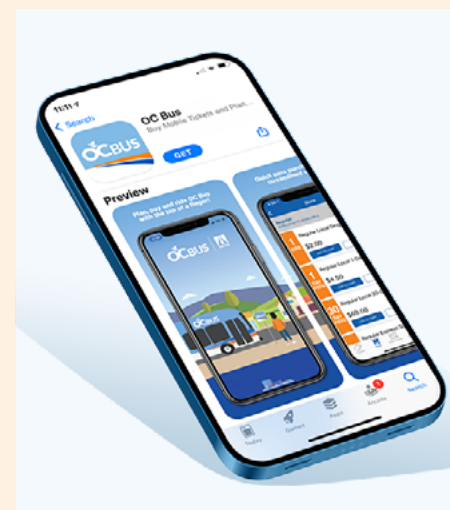
ORANGE COUNTY

Save 40% on OC Bus with the Choice Pass

Now through Dec. 31, Orange County bus riders can save 40% on fares with the OC Bus Choice Pass.

Riders may choose a 30-Day Choice Pass (\$40 vs. \$69) or a bundle of five 1-Day Choice Passes (\$15 vs. \$25). Passes can be purchased on the **OC Bus Mobile App**, online or in person at participating retailers.

Find out more at octa.net.



RIVERSIDE/ SAN BERNARDINO COUNTY

SB Express Lanes Now Open

The new SB Express lanes on the I-10 Freeway, which run from the Los Angeles County Line to I-15 in San Bernardino County, are officially open.

Carpools with three or more occupants can travel in the lanes toll free when using a FasTrak Flex (switchable transponder). Drivers with a clean air vehicle with a valid decal are eligible for a 10% discount off the posted toll rate.

Plan ahead and avoid traffic by using a FasTrak transponder to save money and reach your destination.

For more information, visit sbexpresslanes.com.



Youth Can Now Ride Free on RTA

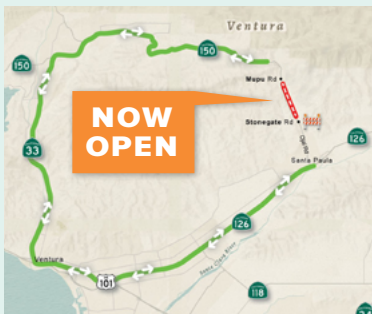
Youth aged 18 and under can now ride free on Riverside Transit Agency (RTA) buses. Upon boarding, they need to show a valid school ID, RTA youth ID card, or any state-issued ID as proof of age.

The free rides promotion will last through June 30, 2025.



VENTURA COUNTY

SR 150 Reopens After Landslide



Good news for Ventura County commuters: **Caltrans has partially reopened State Route 150 near Santa Paula.**

The stretch of highway had been closed since February, when it was buried in mud and debris due to a landslide. The closure stretched from Stonegate Road to Thomas Aquinas College and was the only direct route between Santa Paula and Ojai.

Caltrans and emergency contractors worked to stabilize and clear the landslide, building a retaining wall to shore up the slope. They also installed a monitoring device to detect any movement in the slope.

With last month's reopening, the speed limit is lowered to 25 mph, and one lane may close at times.

The Ventura County Transportation Commission (VCTC) is no longer running emergency shuttle service through the route.

VCTC's Youth Ride Free and College Ride Programs Are Extended

Youth 18 and under and those older enrolled in high school can continue to ride any public transit bus in Ventura County for free. (The Youth Ride Free program had been set to expire.)

VCTC also extended the College Ride Program, which provides free rides to students enrolled in Ventura County colleges.

Students will need to show the driver or tap their school ID in order to board for free.

Find out more at goventura.org.

CALENDAR

Events

September is Rail Safety Month. Get tips for staying safe around the tracks from Operation Lifesaver at oli.org.

Red Out for Safety Day is Sept. 27, and Metrolink is urging riders to wear red and post a selfie with the hashtag #RedOutforRailSafety.

Rideshare Week Kickoff and Marketing Workshop for Southern California ETCs is Sept. 12, 9 a.m. – 12 p.m. at Metro offices in downtown Los Angeles. Get Rideshare Week tips and campaign materials, as well as updates on other rideshare happenings.

Attendees will earn a marketing certificate for the South Coast AQMD Rule 2202.

Look for an invitation via email or [click on this link](#) to register.

ETCs from Los Angeles, Orange, Riverside, San Bernardino and Ventura counties are welcome.

Metrolink is offering free round-trip tickets for ETCs to use for travel to the workshop—request a ticket when you register.

Upcoming Ciclavia open streets events are Sept. 15 in Lincoln Heights and Oct. 13 in the “heart of L.A.” Get details at ciclavia.org.

TDM Week is Sept. 16-20. 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.

The virtual Rideshare Week Kickoff and Marketing Workshop for Orange and Ventura county employers is Sept. 18, 9 a.m.- 12 p.m. [Click here](#) to register and to get the Zoom link or call Kristopher Hewkin at 714.560.5331.

Rideshare Week Kickoff for Riverside and San Bernardino ETCs is Sept. 18, 8:30-11:00 a.m. at California State University, San Bernardino. [Click here](#) by Sept. 9 to register. Call IE Commuter at 1.866.RIDESHARE (866.743.3742) for more information.

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

National Drive Electric Week is Sept. 27-Oct. 6. Find events and networking opportunities (many are online) to learn more about electric vehicles—especially helpful if you’re thinking of buying or leasing an EV. Find details and a frequently updated list of events at driveelectricweek.org.

California Clean Air Day is Oct. 2. 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. 7-11.

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. 24 and Oct. 29, 10 a.m. – 12 p.m.

South Coast Air Quality Management District (AQMD) offers two-day ETC training via Zoom for \$230.78. The next scheduled sessions are Sept. 17 and 19, Oct. 8 and 10, Oct. 22 and 24 and Nov. 5 and 7. 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).

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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.

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

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Riverside/San Bernardino

Rideshare Program

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(866.743.3742)

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