

# ON THE GO

## News for Your Employees

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## New Year, New Rideshare Campaign

### 5 Easy Ways to Refresh Your Rideshare Marketing for the Coming Year



Why not ring in the new year by making a resolution to do more to promote ridesharing to your employees? Here, we offer five easy ways:



**1. Get bigger impact in less time by adopting a theme.** If you already use a rideshare slogan, is it time to update it?

Or if you don't have one, can you pull together staff and/or your PR team and brainstorm one?

Using a consistent theme, slogan and/or logo creates an identity for your rideshare program so employees instantly recognize it. You'll also save time because you won't be reinventing the wheel every time you reach out with program news and promotions.



**2. Feel free to piggyback on the regional campaign.** Your Southern California rideshare agencies several years ago rolled out a

"Drive Less, Smile More" campaign in conjunction with Rideshare Week.

You're welcome to use the same tagline for your program to easily tie into any regional efforts and campaigns.



**3. Set up a calendar of promotional events for the coming year.** It's great to run in-house campaigns and contests, but don't be shy

about passing along information on other campaigns as well. You can personalize it by adding your rideshare slogan to any marketing materials they provide.

Continued on page 2 →

## 2023 Rideshare Calendar



Mark your calendars, then look for event updates in future issues of *On the Go*.

- Feb. 4 is Transit Equity Day**, honoring the life and legacy of Rosa Parks on her birthday. To celebrate, everyone can ride free on any bus or train in San Bernardino County for the day.
- April is Earthquake Preparedness Month.** Get your employees ready for

Continued on page 3 →

## In Case You Missed the Big News...

Gas prices hitting record highs was one of the big stories last year that impacted commuters. Here are a few other highlights from the year:

### In Rail

#### Metro's K Line opened.

The newest segment of Metro Rail serves the Crenshaw Corridor, Inglewood and Westchester with seven stations now open. It connects to the E (Expo) Line that runs



Continued on page 4 →



- Calendar of Events
- Download Commuter News
- Download this Issue as PDF

## New Rideshare Campaign

*continued from page 1*

Take a look at the 2023 calendar in this issue of *On the Go* (starting on page 1) for upcoming events.



### 4. If you've got it, flaunt it.

You may be very familiar with everything your rideshare program has to offer, but that doesn't mean employees are. It's smart to periodically remind them of various incentives—whether transit subsidies, preferred parking for carpoolers, guaranteed ride home, help with ridematching, etc.

Also, be sure to promote local amenities. If you're near a Metrolink station, have a bus stop in front of the worksite or are in a micro-transit zone, any of those options could inspire employees to ditch the solo drive.



### 5. Join forces.

Other ETCs may have great ideas that you can borrow. You may also be able to team up with neighboring companies to run a rideshare event or promotion so you don't have to go it alone.

Find free workshops, training and networking events starting on pg. 7, and consider joining the [Association for Commuter Transportation \(ACT\)](#), which regularly hosts workshops and conferences. ■



## Important Tax News

### Transportation Fringe Benefit Gets a Raise



Employees can receive transit and vanpool benefits tax-free up to \$300 a month in 2023, according to a recent announcement by the Internal Revenue Service (IRS).

That's a \$20 monthly increase over the current transportation fringe benefit.

The IRS allows both employers and employees to receive tax benefits through the pre-tax purchasing of public transit fare media including vanpool fares.

Employers can also choose to provide employees with a direct subsidy up to the monthly limit, perhaps eliminating the cost of commuting altogether.

Parking is also an allowable transportation fringe benefit—and the monthly maximum an employee claims can be a mix of transit and parking.

For more information, consult your tax professional.

# 2023 Rideshare Calendar

continued from page 1

commuting in crisis conditions; contact the California’s Office of Emergency Services at [caloes.ca.gov](http://caloes.ca.gov) or your local Red Cross office.

• **Earth Day is April 22**—a day to celebrate rideshare’s contribution to clean air, [earthday.org](http://earthday.org).



• **May is National Bike Month**, presented locally by the transportation agencies for Los Angeles, Orange, Riverside, San Bernardino and Ventura counties and traditionally featuring prizes, rides, rallies and more. Bike to Work Week is May 15-21.



• **May is also Clean Air Month**, and the American Lung Association kicks it off with the release of its *State of the Air Report* (a report grading major cities’ air quality), [lung.org](http://lung.org).



• **Association for Commuter Transportation (ACT) International Conference**— where ETCs and other transportation professionals can network and learn the latest in commute management—is July 30 -Aug. 2 in Seattle, WA, [actweb.org](http://actweb.org).

• **Rail Safety Week** is Sept. 18-24, part of Rail Safety Month. Get safety tips to pass on to employees as well as news on campaign events from Operation Lifesaver at [oli.org](http://oli.org).



• **National Drive Electric Week** is Sept. 22-Oct. 1, [driveelectricweek.org](http://driveelectricweek.org).



• **Rideshare Week 2023** is Oct. 2-6, promoting alternatives to driving alone in Southern California.

• **In the spirit of sharing**, every November and December, transit agencies partner with firefighters to stuff buses full of toys for needy kids in the Spark of Love Toy Drive. Closer to the event date, look for information at [abc7.com/sparkoflove/](http://abc7.com/sparkoflove/).



## In Case You Missed...

*continued from page 1*

between downtown Los Angeles and Santa Monica.

Find maps and schedules at [kline.metro.net](http://kline.metro.net).

**Also new in 2022: Redlands Arrow Rail service.** Trains run along a nine-mile track between a new station at the University of Redlands and Metrolink's existing San Bernardino-Downtown Station.

Trains connect daily to and from Metrolink's San Bernardino and Inland Empire-Orange County lines.



**To better serve the needs of hybrid workers,** Metrolink introduced a 10-Day Flex Pass. The pass saves riders 10% off the price of regular round-trip ticket prices and is good for 10 rides over a 60-day period.

### In Micro Transit

**Metro Micro** began service in a new zone, the UCLA/Westwood/VA Medical Center. Metro Micro offers on-demand, curb-to-curb shared service. Rides are \$1 and can be booked via app, online at [micro.metro.net](http://micro.metro.net) or by calling 323.GOMETRO.



**OmniRide** micro transit added service in Bloomington. Operated by Omnitrans, it's also available in Colton, Rialto and south Fontana.

Find out more at [omnitrans.org](http://omnitrans.org).

### \$5/Day In Incentives

**IE Commuter's \$5/Day incentive expanded** to include the Coachella Valley. The program offers gift card rewards to new ridesharing in Riverside and San Bernardino counties.

Get details at [IECommuter.org/incentives](http://IECommuter.org/incentives).



**Vanpools traveling to Los Angeles County** may now qualify for a \$600 monthly subsidy (up from \$500) from Metro.

For details, email [vanpool@metro.net](mailto:vanpool@metro.net), call 213.922.7003 or visit [metro.net/vanpool](http://metro.net/vanpool).

### In Carpool Lanes

**Carpool lanes opened on Highway 101** in the Carpinteria area, between Baliard Avenue and the southbound Highway 101 on-ramp at Santa Claus Lane. During peak hours, access to these lanes is limited to vehicles with 2+ occupancy.

### On the Web

**To better serve commuters who travel cross-country, Go511.com**—Southern California's transportation information site—expanded to include all of Los Angeles, Orange, Riverside, San Bernardino and Ventura counties.

Users can see traffic maps and alerts, plan a trip on transit, find information on biking, vanpool, carpooling, Park & Ride lots and more.

Travel help is also available by phone by calling 511.



### For Employers Who Survey

**You can now get a QR code that links to your transportation survey.** Include it on posters and in emails or other outreach. Employees can simply hold their device up to the code to instantly be connected to the survey.

The QR code option is available for employers in Los Angeles, Orange, Riverside and San Bernardino counties required to meet South Coast AQMD Rule 2202 mandates.

For more information, contact your county rideshare representative.

# LOS ANGELES COUNTY

## New Metro Fare Policy to Save Riders Money

Metro last month approved a policy that will cap fares so that no customer overpays for riding Metro buses and trains. It's expected to go into effect this summer.

With fare capping, Metro customers using a TAP will pay as they go—eliminating the need to pay up-front for multi-day passes. Riders pay per-ride and will never pay more than \$5 each day or \$18 each week for unlimited rides. That's less than the regular price of Metro's regular 7-Day and 30-Day passes.

Once customers reach the daily or weekly fare cap, they will not have to pay additional fares. The new policy will make it less complicated to manage fares and also make riding more equitable for lower-income riders.

A 50% discount on 7-Day and 30-Day passes will continue until June 30, or until fare capping is underway. (The pass discount was slated to expire at the end of 2022.)

Find out more at [thesource.metro.net](https://thesource.metro.net).



## Bike Lockers Now at K Line Stations

For those who bike to catch the train, some good news: Bike lockers are now available at five K Line stations.

Lockers are available on a first come, first serve basis. Users pay a \$50 refundable fee deposit plus \$24 fee for six months (\$74 total).

They are available at the following stations: Expo/Crenshaw, MLK Jr., Leimert Park, Fairview Heights and downtown Inglewood.

Get details at [metro.net/bike](https://metro.net/bike).

# ORANGE COUNTY

## Ring in the New Year With Discounted Fares

Through April 15, OC Bus is offering 40% discounts on its Smart Pass fares.

Five 1-Day passes are now \$15 (a \$10 savings). A 30-Day Smart Pass is \$40 (a \$29 savings).

The Smart Pass can be purchased via mobile app or online at [octa.net/smart](https://octa.net/smart).



## Bravo! 553 Buses Save Time on the Ride

OC Bus riders traveling along Main Street between Anaheim and Santa Ana have a new option to get where they're going faster. Bravo! 553 is a limited-stop service that follows the same route as OC Bus' Route 53, but with less than half the stops.



The buses feature free Wi-Fi and connect to ARTIC and nearly 20 bus routes along Main Street.

Bravo! 553 operates every 22 minutes from 6 a.m. to 6 p.m. on weekdays. Fares are the same as regular OC Bus routes.

For maps and schedules, visit [octa.net/bravo](https://octa.net/bravo).

## Get OC Construction Updates

Orange County has several freeway projects underway, which may affect employees' commutes. Visit [Orange County Transportation Authority](https://orange-countytransportationauthority.com) for the latest updates and alerts:

- Widening of the **I-5 between SR-73 and El Toro Road**
- Building express lanes and other improvements on **I-405 between SR-73 and I-605**
- Adding new lanes to **SR-55 between I-405 and I-5**

# RIVERSIDE/ SAN BERNARDINO COUNTY

## Arrow Rail Service Adds Early-Morning and Late-Night Trains

Metrolink Arrow last month added trains to expand the schedule to accommodate early-morning and late-night riders.

Trains now run weekdays 4:30 a.m. to 10:43 p.m., along with one Metrolink round-trip express train between Redlands and Los Angeles. Weekend service is 5:34 a.m. to 11:32 p.m.

The entire nine-mile Arrow extension has been designated a “Quiet Zone” so that early morning and late-night trains don’t disturb nearby communities. A Quiet Zone is a section of rail at which locomotive horns are exempt from routinely sounding when trains approach crossings, except in emergency situations.

For more information, visit [metrolinktrains.com/arrow](http://metrolinktrains.com/arrow).



## Introducing...New On-Demand Micro Transit Service in the Inland Empire

### In Riverside County—GoMicro

Riverside Transit Authority (RTA) launched GoMicro, on-demand service that will offer shared rides in a zone covering portions of Hemet and San Jacinto.

It operates weekdays, 6:30 a.m. to 6:30 p.m. and weekends, 7 a.m. to 7 p.m. Fares are the same as local bus service: \$1.75 per ride, with a special promotional rate of 25 cents for seniors, students, disabled and veterans.

Riders can book via an app, online at [riversidetransit.com/gomicro](http://riversidetransit.com/gomicro) or by calling 951.633.2629.

### In San Bernardino County—Micro-Link

Victor Valley Transit Authority (VVTA) recently rolled out Micro-Link on-demand transportation serving zones in South Victorville, North Victorville and Hesperia.

It operates weekdays, 6 a.m. to 8 p.m. Fares are \$4 per ride. Riders also get a free VVTA fixed route Day Pass for travel outside the zone area. Rides can be booked via app or by calling 760.244.4000.

See maps of available zones and download the app at [vvta.org/microlink](http://vvta.org/microlink).



# VENTURA COUNTY

## Weigh in on What Will Make Transportation Better in Ventura County

**Review Ventura County's 30-Year Transportation Plan**—Until Jan. 10, you can review the draft **Comprehensive Transportation Plan from Ventura County Transportation Commission (VCTC)** that describes the county's plan on transportation improvements for the next 30 years (it's revised annually). To download it, [click here](#). Then comment on the plan by emailing [CTPupdate@goventura.org](mailto:CTPupdate@goventura.org), calling 805.642.1591, ext. 119, or filling out an [online comment form](#).

**Give Input on Unmet Transit Needs**—VCTC wants your ideas! Are there areas in the county underserved by transit? Routes that need more frequent service? Attend one of several [community meetings on Unmet Transit Needs](#) through Feb. 10 to weigh in. You can also submit your comments in an [online survey](#).

Your input matters. Community comments in past years have led to improvements including Metrolink Saturday service, the extension of the Coastal Express route to Camarillo, multiple bus stop improvements and more.

Get details at [goventura.org](http://goventura.org).



## Is Your Company Signed Up for Free Rides Home?

Ventura County's **Guaranteed Ride Home (GRH)** program offers ridesharers a free taxi or Uber/Lyft (or similar) ride if they need to get home due to an emergency. Participants can get up to six GRH rides per fiscal year.

GRH is open to anyone working in Ventura County who travels to work by bus, train, carpool, vanpool, bike or walking. Allowable emergencies include illness, unexpected overtime or severe crisis for yourself or a family member.

To register so your employees can get GRH benefits [and for more information](#), call 951.352.8229 or email [cfranco@its-consulting.net](mailto:cfranco@its-consulting.net).



# CALENDAR

## Network Opportunities

*Please note: Due to COVID-19 concerns, network meetings may be canceled or conducted via online platform—please contact organizers for more information.*

**Burbank TMO** serves businesses in Downtown and Media District areas; call 818.953.7788, [director@btmo.org](mailto:director@btmo.org).

**Go Glendale** meets regularly; call 213.425.0955; email [director@goglendale.org](mailto: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](mailto:kelly@spectrumotion.com).

**LAX TMA** has a TMA underway; email [mmolina@lawa.org](mailto:mmolina@lawa.org) or [tbackstrom@lawa.org](mailto:tbackstrom@lawa.org).

**Orange County Network** meets regularly; email [sharetheride@octa.net](mailto:sharetheride@octa.net).

**Pasadena TMA** meets regularly; contact Talin Shahbazian at [tshahbazian@cityofpasadena.net](mailto:tshahbazian@cityofpasadena.net).

**Santa Monica TMO** meets regularly; contact them at [info@GoSaMoTMO.org](mailto:info@GoSaMoTMO.org), or 213.425.0955.

**Torrance Transportation Network** meets regularly; call Kim Fuentes at 310.371.7222.

Continued on page 8 →

## Training

**IE Commuter Office Hours** — monthly online, interactive workshops on topics of interest to ETCs in Riverside and San Bernardino counties—are Jan. 11 and Feb. 8, 10-11 a.m. To sign up, email [info@iecommuter.org](mailto:info@iecommuter.org).

**Metro Rideshare/Shared Mobility 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 sign up, send an email to [SharedMobility@metro.net](mailto:SharedMobility@metro.net); you will be sent a link with a password to log

into the meeting. If you can't make that meeting, email Metro to set up a one-on-one virtual meeting. Upcoming ETC Briefings are Jan. 11, Feb. 15 and March 15, 9:30-11:30 a.m.

**South Coast Air Quality Management District (AQMD)** offers two-day ETC training via Zoom for \$211.16. The next scheduled sessions are Jan. 10 and 12, Jan. 24 and 26, Feb. 7 and 9, Feb. 21 and 23 and March 7 and 9. For more information, contact the South Coast AQMD's training program at [etctraining@aqmd.gov](mailto:etctraining@aqmd.gov) or visit [aqmd.gov](http://aqmd.gov).



## ON THE GO

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

### Riverside/San Bernardino Rideshare Program

IE Commuter Business: 1.866.RIDESHARE (866.743.3742)  
Twitter: [@IECommuter](https://twitter.com/IECommuter), [@TheRCTC](https://twitter.com/TheRCTC), [@goSBCTA](https://twitter.com/goSBCTA)  
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Instagram: [@iecommuter](https://www.instagram.com/iecommuter), [@therctc](https://www.instagram.com/therctc), [@gosbcta](https://www.instagram.com/gosbcta)  
Blog: <http://www.rctc.org/the-point/>

### Metro Regional Rideshare/Shared Mobility

One Gateway Plaza  
MS 99-19-06  
Los Angeles, CA 90012-2952  
Business: 213.922.2811  
[SharedMobility@metro.net](mailto:SharedMobility@metro.net)  
<http://thesource.metro.net/>  
Twitter: [@MetroLosAngeles](https://twitter.com/MetroLosAngeles)  
Facebook: [LosAngelesMetro](https://www.facebook.com/LosAngelesMetro)

### Ventura County Transportation Commission Commuter Services

751 E. Daily Dr., Ste. 420  
Camarillo, CA 93010  
Business: 951.352.8006  
[goventura.org/rideshare](http://goventura.org/rideshare)  
Twitter: [@GoVCTC](https://twitter.com/GoVCTC)  
Facebook: [GoVCTC](https://www.facebook.com/GoVCTC)  
Instagram: [@goVCTC](https://www.instagram.com/goVCTC)

### OCTA Share the Ride Programs

550 S. Main St., Orange, CA 92868  
Mailing address:  
PO Box 14184, Orange, CA 92863  
Business: 714.636.RIDE option 4  
Twitter: [@GoOCTA](https://twitter.com/GoOCTA)  
Facebook: [OCTASharetheRide](https://www.facebook.com/OCTASharetheRide)

### Commuter Information 511

[Go511.com](http://Go511.com)  
Los Angeles/Orange/Ventura and  
Riverside/San Bernardino counties

For a list of Park and Ride lots in the Inland Empire, visit [Go511.com/ParkAndRide](http://Go511.com/ParkAndRide).



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