

ONTHEGO

News for Your Employees

- 📄 Download English Version
- 📄 Download Spanish Version

Get Ready for Rideshare Week



Rideshare Week is Oct. 2-6!

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. Contact your rideshare representative, or attend one of the upcoming marketing workshops and Rideshare Week kickoffs this month. (See pg. 7 for registration information.)

- Metrolink will celebrate Rideshare Week throughout Southern California. Details are still in the works, so check back at metrolinktrains.com, or join them on [Facebook](#) and [Twitter](#).

Continued on page 2 →

Better Carpool/ Vanpool Matches Coming Soon

Big news: Southern California commuters will soon have access to more carpool and vanpool matches, even when traveling across county lines.

On Sept. 26, the rideshare databases for RideMatch.info and IECommuter.org will merge data. As a result, when your employees get RideGuides—either as part of the annual survey process or when requesting one online—they'll get the best matches possible throughout the region.

Currently, the system for Los Angeles/Orange/Ventura counties is separate from Riverside/San Bernardino counties.

Especially for people who live near county borders, or who want to share the ride from a Park & Ride lot, their best carpool or vanpool



Continued on page 2 →



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

Rideshare Week

continued from page 1

Los Angeles County

Metro invites commuters to track the days they opt for an alternative to driving alone using the Commute Calendar at ridematch.info.

During Rideshare Week, Metro will draw names of some of those commuters to award gift cards and other prizes.

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

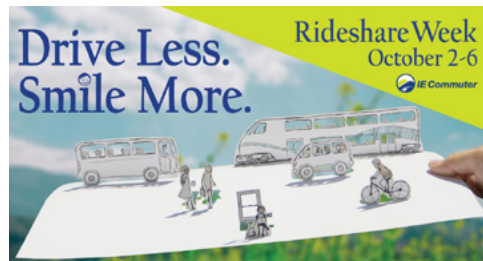
Rideshare at least one day during Rideshare Week and you'll have a chance to win great prizes, including an Apple AirPods Pro.

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



Riverside/San Bernardino Counties

Throughout the entire month of October, when commuters sign up and log their rideshare trips and telework days on IECommuter.org, they'll qualify to win prizes including an iPad mini, Apple Watch, Trek FX1 bike or gift cards to local retailers.



Commuters participating in Rideshare Week may also be eligible for IE Commuter's **\$5/Day program** to earn additional rewards.

For more information and additional ways to participate, email rideshareweek@iecommuter.org.

Ventura County

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

Better Carpool/Vanpool Matches

continued from page 1



match may be from a neighboring county. This partnership will mean better, more accurate options for Southern California commuters.

The ridematching databases will be down for several hours as the merger takes place.

Upon completion, users won't see anything different when logging onto the RideMatch or IE Commuter websites, and ETCs don't need to do anything differently when surveying.

For more information, call your county rideshare representative.



Congrats ACT 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 Southern California recipients of 2023 ACT awards:

- City of Inglewood's IRide Program—on-demand, shared service to shuttle workers from the cities of Inglewood and Lennox to LAX;
- Burbank Transportation Management Organization—best overall marketing campaign.

ACT this year also introduced the TDM Hall of Fame to recognize individuals who have made a significant impact in TDM.

Congratulations to Southern California inductee Elham Shirazi, principal of E-Planning.

Peter Valk, principal of Transportation Management Services in Pasadena, was posthumously inducted into the 2023 TDM Hall of Fame.



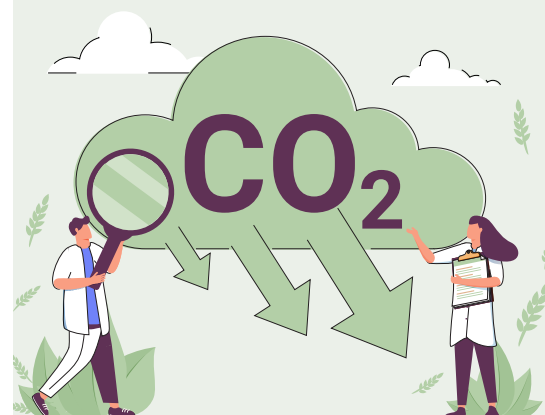
South Coast AQMD Adopts Rule 2202 Amendments

The South Coast AQMD's Board of Directors last month approved amendments to Rule 2202, which will go into effect Jan. 1, 2025.

The changes will require worksites to gather new or additional data in three areas: telecommuting practices, vehicle miles traveled (VMT) and worksite categorization.

It also includes updates to the Employee Commute Reduction Program (ECRP) guidelines, as well as a clarification of some definitions.

Look for more information and updates in future issues of *On the Go*, or check for updates at aqmd.gov.



California Clean Air Day

Ride free on Metro Bus and Rail on Oct. 4, California Clean Air Day.

Then make a commitment to do something on Clean Air Day to contribute to air quality—whether leaving the car at home and riding the bus instead of driving, planting a tree or changing out your car's air filter.

Find Clean Air Day events near you at cleanairday.org.

Metrolink Discount for Low-Income Riders

Metrolink last month introduced **Mobility-4-All**, the relaunch of its low-income discount program. It offers a 50% discount on all Metrolink tickets and passes for riders with a California Electronic Benefit Transfer (EBT) card.

Riders can use their EBT card at any Metrolink station ticket machine to validate and unlock the discount.



LOS ANGELES COUNTY

New La Brea Bus Lanes Open

Metro recently celebrated the official opening of the La Brea Bus-Only lanes. Located along a 5.9-mile segment of La Brea Avenue, between Sunset Boulevard and Coliseum Street, the project adds bus priority lanes in both directions during weekday peak hours.



Metro Rail Completes the Switch from Color to Letter Line Names

Metro had been slowly transitioning from naming its rail lines after colors (Blue Line, Red Line, etc.) to naming them by letters. The change recently became complete with the opening of the Regional Connector, which brought together several lines in downtown Los Angeles to allow for seamless transfers, combining several lines.

A new TAP card, available for a limited time, commemorates the new line names. Available at select TAP vending machines at Metro rail stations, TAP cards are \$2 each plus the cost of fare, while supplies last.



Metro Rail lines names are now:

- A – Azusa – Long Beach
- B – Union Station – North Hollywood
- C – Norwalk – Redondo Beach
- D – Union Station – Wilshire/Western
- E – East Los Angeles – Santa Monica
- G – Chatsworth – Canoga Park – North Hollywood
- J – El Monte – Harbor Gateway/San Pedro via Downtown LA
- K- Expo/Crenshaw – Westchester/Veterans

For details on recent rail station openings and line name changes, visit metro.net/moredtla.

ORANGE COUNTY



OCTA Announces Tolls on the Upcoming 405 Express Lanes

Express toll lanes on the I-405 Freeway between SR-73 in Costa Mesa and I-605 at the Orange County Line are set to open later this year. These lanes allow motorists to access free-flowing lanes for a fee—and in some cases, for free!

So, what will it cost you to travel in the “fast lane?”

Orange County Transportation Authority (OCTA) recently announced the toll policy. Good news for ridesharers: Vehicles with three or more people—along with motorcycles and vehicles with designated veterans license plates or disabled person license plates—will get to travel on the 405 Express Lanes for free.

Vehicles with two people will be able to travel on the lanes for free during non-peak hours.

Solo drivers (and two-person carpools during peak hours) will have the option to pay a toll to use the lanes.

Tolls will vary by hour, day of the week, direction of travel and distance traveled.

According to OCTA, drivers on average will pay about \$3 to travel the entire 14 miles. The maximum toll rate when the facility opens will be \$9.95 from 3-5 p.m. on Fridays if traveling from SR-73 north to the county line.

All vehicles—including carpools—must have a FasTrak transponder, which can be used on any toll facility in California.

Back to School: Kids Ride Free on OC Bus

Youth Free Ride passes are available from your child’s participating Orange County school. The pass is for youth ages 6 to 18 and allows them to ride OC Bus at no cost.

For information on how to get a Youth Free Ride Pass for the 2023-2024 school year, visit octa.net/pass.



Save on OC Bus

OC Bus riders can save up to 40% off fares with the **Savings Pass**. Through Dec. 23, riders can save up to \$10 on a five-pack of 1-Day passes and up to \$29 on a 30-Day pass.

The Savings Pass is available with the OC Bus App, at select retailers and at the OC Store and online.

RIVERSIDE/ SAN BERNARDINO COUNTY

San Bernardino County Students Ride Free on Public Transit

K-12 students now ride free every day, on every bus system in San Bernardino County.

The free fare program is being implemented separately by each system. Riders are encouraged to visit their local transit system website to learn more:

- Omnitrans – omnitrans.org, 800.966.6428
- Victor Valley Transit Authority – vta.org, 760.948.4021
- Mountain Transit – mountaintransit.org, 909.878.5200
- Basin Transit – basin-transit.com, 800.794.6282
- Needles Area Transit – cityofneedles.com/transit, 760.326.2113 ext. 115



Weigh in on Transportation Needs in San Bernardino

What's needed to make getting around San Bernardino County better? The San Bernardino County Transportation Authority (SBCTA) wants to know!

They're conducting a survey to see what residents want to improve access, safety, connectivity and sustainability for bus and rail riders, auto and truck drivers, bicyclists and pedestrians.

Results will help guide the county in developing its long-range transportation plan.

As a thank you for completing the survey, you'll be entered into a drawing for a \$100 gift card.

Find out more and take the survey (available in [English](#) and [Spanish](#)) at gosebcta.com/lrmtp.

VVTA Starts "Safe Rides" Program



Passengers on Victor Valley Transit Authority (VVTA) buses may soon be sharing the ride with local sheriffs. As part of the new Safe Rides program, a team of deputies will ride buses, as well as monitor activity at bus stops and the Victor Valley Transportation Center.

Find out more at vta.org/saferides.

VENTURA COUNTY

Service Changes on VCTC Intercity Buses

Ventura County Transportation Commission (VCTC) intercity buses made service changes in August. The changes improve travel times and on-time performance on many of its buses.

For an updated schedule, visit goventura.org or call 1.800.438.1112.



Youth and Students Ride Free

The **Youth Ride Free** program allows youth 18 and under and those over 18 enrolled in high school to ride any public transit bus in Ventura County for free, anytime, anywhere.

College students can also ride free. This includes students enrolled at California Lutheran University, California State University Channel Islands, Moorpark College, Oxnard College, Ventura College, Santa Barbara City College, UC Santa Barbara, and Ventura County Adult Education Consortium.

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

The pilot programs will run through June 2024.

CALENDAR

Events

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

Trainfest is Sept. 9-10 from 10 a.m. to 6 p.m. at Los Angeles Union Station. Train enthusiasts of all ages will enjoy model train exhibits, tours, activities and more. For details visit unionstationla.com/happenings.

Rideshare Week Kickoff for employers in Riverside and San Bernardino counties is Sept. 7. For more information, email info@iecommuter.org or call 1.866.RIDESHARE (866.743.3742).

ETC Marketing Workshop for employers in Southern California is Sept. 13, 9 a.m. – 12 p.m. It will feature information on the upcoming Rideshare Week campaign, as well as other updates on rideshare happenings. Attendees will earn a marketing certificate for the South Coast AQMD Rule 2202. Look for an invitation via email or contact your county rideshare representative.

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. 22-Oct. 1. 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.

Continued on page 8 

Rideshare Week in Southern California is Oct. 2-6—save the date!

California Clean Air Day is Oct. 4. Learn more at cleanairday.org.

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.

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.

LAX TMA has a TMA underway; email mmolina@lawa.org or tbackstrom@lawa.org.

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

IE Commuter Office Hours—monthly online, interactive workshops on topics of interest to ETCs in Riverside and San Bernardino counties—are Oct. 11 and Nov. 8 (note, no Office Hours in September due to our Rideshare Week event), 10-11 a.m. To sign up, email info@iecommuter.org.

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 sign up, send an email to 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 Sept. 20 and Oct. 11, 9:30-11:30 a.m.

South Coast Air Quality Management District (AQMD) offers two-day ETC training via Zoom for \$222.98. The next scheduled sessions are Sept. 5 and 7, Sept. 19 and 21, Oct. 3 and 5 and Oct. 17 and 19. For more information, contact the South Coast AQMD's training program at etctraining@aqmd.gov or visit aqmd.gov.



ON THE GO

Editor/Writer: Jill Smolinski

Design: Lentini Design & Marketing, Inc
Hilary Lentini, Leanna Hanson

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

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)

Facebook: [IECommuter](https://www.facebook.com/IECommuter), [TheRCTC](https://www.facebook.com/TheRCTC), [goSBCTA](https://www.facebook.com/goSBCTA)

Instagram: [@iecommuter](https://www.instagram.com/iecommuter), [@therctc](https://www.instagram.com/therctc), [@gosbcta](https://www.instagram.com/gosbcta)

Blog: www.rctc.org/the-point/

LinkedIn www.linkedin.com/company/ie-commuter/

Metro Commuter Options & Regulatory Compliance Support

One Gateway Plaza

MS 99-19-06

Los Angeles, CA 90012-2952

Business: 213.922.2811

SharedMobility@metro.net

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

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

SoCal511.com

Los Angeles/Orange/Ventura and Riverside/San Bernardino counties



 Download Commuter News

 Download this Issue as PDF