

ON THE GO

News for Your Employees

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'Tis the Season to Share



The holidays are almost here—and your Southern California rideshare agencies have ways that you can put the sharing into the season.

All Aboard the Metrolink Holiday Express Trains

Metrolink’s Holiday Express will roll into a station near you to bring holiday cheer. These festively decorated trains feature carolers, treats, children’s activities and more.

Upcoming events are:

- Nov. 30 - Anaheim
- Dec. 7 - Riverside-Downtown
- Dec. 14 - Simi Valley
- Dec. 15 - Vista Canyon (Santa Clarita)
- Dec. 21 - Redlands-Downtown

Holiday Express trains will also collect donations of new, unwrapped toys and socks for those in need.

For more information, visit metrolinktrains.com.

“Stuff a Bus” with Toys for Kids

Transit agencies are partnering with KABC7 and the Southern California Firefighters for the annual Spark of Love Toy Drive.

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Free Rides on Election Day

Transit providers are aiming to help get out the vote on Election Day, Nov. 5. Rides will be free on Metro Bus and Rail, OC Bus, Riverside Transit Agency (RTA) buses, Santa Monica Big Blue Bus as well as all San Bernardino County transit providers, including Arrow trains.



For details, visit metro.net, octa.net, riversidetransit.com, bigbluebus.com or gusbcta.com.

To find a transit route to a polling place, visit ridematch.info, IECommuter.org or call 511.

To make it easier to vote by mail, the Los Angeles County Registrar-Recorder/County Clerk’s Office has installed Vote-By-Mail drop boxes at nine Metro Rail and Busway stations throughout the region.



📅 Calendar of Events

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'Tis the Season

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You're asked to help "stuff a bus" full of new toys for underserved families. For details on upcoming dates and locations, visit abc7.com/sparkoflove.



Free Rides

Metro will offer free rides on bus and rail from 9 p.m. to 2 a.m. on Christmas Eve and New Year's Eve. Look for details at metro.net.

Rides are free on OC Bus on New Year's Eve. Details will be posted at octa.net.



Rideshare Week Round-Up

Southern California commuters celebrated the 34th annual Rideshare Week last month. Throughout the week of Oct. 7-11, ridesharers had the chance to win prizes and participate in worksite events from rideshare fairs to rallies to contests and more.

Thank you to the thousands of commuters who chose an alternative to driving alone—whether carpooling, vanpooling, bus/rail, biking, walking or teleworking!



A Special Thanks to the 2024 Rideshare Week Top Level Sponsors:

Los Angeles County

Commute with Enterprise
Macy's
Metrolink
The BLOC

Orange County

Spectrumotion

Riverside/San Bernardino Counties

Dana Wharf Sportfishing & Whale Watching
Ernie Ball
Metrolink
Monster Energy
Soboba Casino Resort
Stater Bros. Markets

More Trains, Faster Connections on Metrolink

Metrolink introduced a new schedule offering increased frequency and better connections. They've added 32 new trains, boosting weekday service by more than 22%.

With the additional trains, Metrolink now operates 174 trains Monday through Friday. Other changes include:

- More midday options and increased frequency across the lines
- Three times the number of connections through LA Union Station—going from 67 to more than 225
- More reliable and predictable service

With the new schedule, some previously existing routes have been changed or eliminated.

Find out more at metrolinktrains.com.



Rule 2202 Changes Go into Effect Jan. 1—Here’s What to Expect

The South Coast Air Quality Management District (AQMD) in August of last year adopted a series of amendments to its Rule 2202 mandate. These amendments will go into effect on Jan. 1, 2025.

Rule 2202 aims to reduce emissions caused by employee commutes. It impacts employers in Los Angeles, Orange, Riverside and San Bernardino counties with 250 or more employees at a worksite.

If your company is required to comply, the amendments will affect you—whether you offer a rideshare program or choose one of the alternate options.

Here’s what you need to know...

An Employee Transportation Coordinator (ETC) Is Required if You Survey.

If you conduct an average vehicle ridership (AVR) survey, you will now be required to have a certified on-site ETC who will oversee the process and work with the AQMD.

Previously, the ETC only needed to be certified if your company chose the rideshare program option (officially known as an Employee Commute Reduction Program, or ECRP).

As of Jan. 1, even if you choose one of the other compliance options—such as paying a fee per employee or purchasing commute reduction credits—if you conduct a survey, the ETC must be certified.

The AQMD offers two-day ETC certification training via Zoom twice a month. (See Calendar on pg. 7 for upcoming sessions.)

New Reporting Has Been Added in Three Categories.

The AQMD will begin collecting new data from employers. “The way people work and get to work is ever evolving,” says Jeff Inabinet, senior staff specialist at

AQMD. “We’ll be gathering information to help us continue to shape Rule 2202 so that it is effective in the current environment.”

The data to be collected includes...

- **Business type:** Worksites will report their business category based on industry/NAIC code.

- **Telecommuting activity:** Do you offer telecommuting? How many employees are eligible? How many participate and how often? Is there a written policy? “There was a spike in telecommuting during the pandemic. It continues to be an option for many employees, with hybrid work schedules more common than ever before.

RULE 2202 AIMS TO REDUCE EMISSIONS CAUSED BY EMPLOYEE COMMUTES. IT IMPACTS EMPLOYERS IN LOS ANGELES, ORANGE, RIVERSIDE AND SAN BERNARDINO COUNTIES WITH 250 OR MORE EMPLOYEES AT A WORKSITE.

How does that impact the commute? We’re hoping the data that we gather will help us better understand,” adds Inabinet.

- **Vehicle miles traveled (VMT):** ETCs will need to calculate their employees’ estimated VMT. This can be based on survey data or home zip codes.

Rideshare Program Strategies Have Been Expanded.

Those who choose the rideshare program option in Rule 2202 will notice a few changes in the strategies category:

“Auto services” (such as providing free car washes or oil changes as a rideshare incentive) is no longer included as an eligible support strategy.

What used to be grouped under the category “other” are now separate strategies that you can claim, including:

- Zero emission charging stations
- Car sharing services

- Offering a mobility hub
- TMO/TMA membership
- Voluntary worksite transfers

In addition, the bike program strategy has been expanded to include scooter services, such as Lime or Byrd.

Look for Updated Definitions and Clarifications.

Definitions for some terms—such as “ETC” and “telecommuting”—have been added or edited for clarity and consistency.

Questions?

For more information on Rule 2202, including the new amendments, [click here](#) or visit [aqmd.gov](#).

Is Your Worksite in Ventura County?

In Ventura County, Rule 211 is the regulation that requires employers with 100 or more employees to collect information about their commuting habits. It also urges employers to voluntarily offer a rideshare program.

Ventura County Transportation Commission offers free one-on-one assistance to help employers comply, including providing individualized RideGuide commute planners to employees.

For more information, visit [govventura.org](#) or call 951.352.8006.

7 Surprisingly Effective (and Affordable) Rideshare Strategies

Providing perks like paying for transit costs or giving a financial incentive for carpooling can boost your rideshare rate—but not every company can afford them.

Here, we offer ideas for rideshare strategies that work but won't bust your budget.

1. Send a direct message from your highest ranking official. An email or letter directly from the CEO or president to staff in support of the rideshare program doesn't cost a thing. It can, however, have a big impact by underscoring the fact that ridesharing is important in your organization.



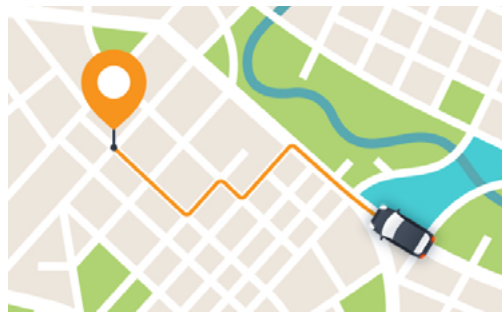
These messages are not only effective to draw attention to the rideshare program in general but can be helpful if you want to highlight a specific "call to action"—such as urging employees to turn in their annual transportation survey.

2. Include rideshare information in your new-hire orientation. Help employees discover alternatives before they get into the habit of driving alone. Add rideshare information to the new-hire packet or presentation, including any benefits or incentives your company offers.



3. Reach employees monthly with a newsletter. Whether sent via email or printed and distributed, a newsletter allows you reach out to employees on a regular basis with rideshare news and information.

If you don't have the resources to create your own newsletter, good news: You can use the 1-page On the Go rideshare newsletter specifically targeted for commuters. (See top of page 1 to download.) Sending out the On the Go newsletter monthly also qualifies as a marketing strategy for the South Coast AQMD's Rule 2202.

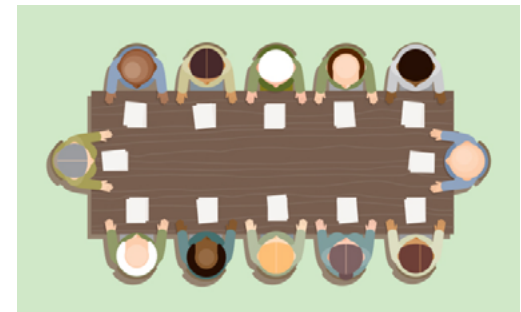


4. Sign up for Guaranteed Ride Home (GRH). Many employees won't rideshare for fear of being stranded if they need to get home quickly. GRH takes the worry out of ridesharing. It provides ridesharers with a free ride home in case of emergency or if they miss their usual ride due to unexpected overtime.

GRH is offered at no cost to employers throughout Southern California. Contact your county rideshare agency for details and to sign up.

5. Organize a focus group. A focus group is a low- to no-cost way to ensure that the money and time you spend on your rideshare program is going toward what will actually motivate people to share the ride. What do they like about the current incentives? What would inspire them to try ridesharing?

A focus group helped one ETC understand why even a generous transit subsidy wasn't tempting employees to



take the train: They simply didn't know how to get from the transit station to the worksite. She began helping commuters find available shuttles and transit use increased.

6. Allow employees to flex their schedules to better accommodate ridesharing. If possible, work with management to flex employees' schedules if doing so would mean they could carpool, join a vanpool or find a convenient bus or train route to work.

7. Match employees with potential carpools and transit routes. Often the only thing that keeps an employee from ridesharing is simply not knowing that it's an option.

Let employees know you are a resource to provide a list of potential carpool partners, vanpool seats available or transit routing.

If you're not able to devote time to that, let them know they can find personalized information instantly at ridematch.info, IECommuter.org or by calling 511.

LOS ANGELES COUNTY

Big Changes Are Coming to Metro's C and K Lines

Metro recently detailed changes that are coming to its C and K rail lines.

Two new stations will open along the lines, starting with the Aviation/Century Station on Nov. 3. Following that will be the much-anticipated LAX/Metro Transit Center, which will connect the Metro system with the airport. The opening date has not yet been announced.

In addition, a new route will debut (see map below).

- C Line trains will run between the Aviation/Century Station and Norwalk.
- K Line trains will—until the LAX/Metro Transit Center opens—run between Redondo Beach and Aviation/Century and between Westchester/Veterans and Expo/Crenshaw.
- Customers riding between the Redondo Beach, Douglas, El Segundo and Mariposa stations and the rest of the C Line will need to ride the K Line to the Aviation/Century Station and switch trains to continue their trip.

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



ORANGE COUNTY

OC Vanpool Subsidy Increases to Up to \$800 a Month

Orange County Transportation Authority (OCTA) now offers qualifying vanpools subsidies of up to \$800 monthly toward vanpool costs (previously \$400 a month).

The standard subsidy is now \$600 a month. Two additional \$100 subsidies are available:

- Vanpools that seat eight or more people with an 85% occupancy rate
- Zero-emission vehicles

For more information, visit octa.net/vanpool.

OC Bus Launches Online Wellness Site



OC Bus can be “your route to well-being,” bringing increased physical activity, reduced stress and connection

with your commuting. That’s the message riders will get when they visit octa.net/wellness.

The site features information such as routes to wellness destinations, free meditations, tips for making the most of your time on the bus and mental health resources.

RIVERSIDE/ SAN BERNARDINO COUNTY

Things You (Maybe) Didn't Know About the SB Express Lanes

The **SB Express Lanes on I-10** are now open and include two express toll lanes in each direction of I-10 in San Bernardino County from the Los Angeles County Line to I-15. A few fun facts:

- Vehicles with three or more passengers can use the lanes for free. A FasTrak account/transponder is required.
- If you use the lanes without a valid FasTrak account/transponder, you are in violation—regardless of how many people are in your vehicle. You have five days to **pay the toll online** or you will be mailed a violation notice to pay the toll along with a \$25 penalty.
- Drivers with a clean air vehicle (CAV) with a valid, unexpired decal are eligible for a 10% discount off the posted toll rate.
- Not only are vanpools eligible to use the lanes free (provided passenger minimums are met) but vanpools in Riverside and San Bernardino counties may also qualify for **subsidies up to \$600 a month**.



VENTURA COUNTY

Free Rides on Veterans Day



U.S. military veterans as well as active military can ride Ventura County buses for free on Veterans Day, Nov. 11.

To qualify for a free ride, veterans should show their valid

veteran's identification to the bus driver upon boarding any participating fixed-route bus service.

Veterans without proper identification may be asked to share their branch, dates and location of service with the bus driver.

Details are at goventura.org/free.

Freeway Service Patrol Helps Reduce Traffic Congestion

Did you know...?

Getting cars quickly off the freeway reduces traffic backups caused by blocked lanes or rubbernecking. **Ventura County's Freeway Service Patrol** operates roaming tow trucks during rush hour to give free help to stranded motorists.

Tow trucks are ready to provide quick roadside assistance, such as a tire change or jump start.

The program operates weekdays, except certain holidays, 6 to 9 a.m. and 3 to 7 p.m. along portions of U.S.-101 and CA-118.

CALENDAR

Events

Rides to the polls are free on Election Day, Nov. 5, on all Metro Bus and Rail, OC Bus, Riverside Transit Agency (RTA) buses, Santa Monica Big Blue Bus as well as transit providers throughout San Bernardino County, including Arrow trains.

The Association for Commuter Transportation (ACT) annual TDM Forum is Nov. 12-13 in Charlotte, NC. In addition to sessions on the latest in transportation, the forum also features the ACT 40 Under 40 Awards and the TDM Excellence Awards. For details, visit actweb.org.

Ventura County buses will offer free rides for veterans and active military on Veterans Day, Nov. 11. For a list of participating providers, visit goventura.org/free.

Ride Metrolink for \$10 all day on Thanksgiving Day, Christmas and New Year's Day. Trains will run on their Sunday schedule so consult metrolinktrains.com for schedule information.

The Metrolink Holiday Express will bring holiday fun to stations throughout Southern California Nov. 30 – Dec. 21. See the schedule at metrolinktrains.com.

Donate Toys for Kids— Help “stuff a bus” full of new toys for underserved families. For times and locations, visit abc7.com/sparkoflove.

Go Metro to the Rose Bowl on Jan. 1. Details and special event hours will be available at metro.net.



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 Nov. 26 and Dec. 17, 10 a.m. – 12 p.m.

South Coast Air Quality Management District (AQMD) offers two-day ETC training via Zoom for \$230.88. The next scheduled sessions are Nov. 5 and 7, Nov. 19 and 21 and Dec. 3 and 5. 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.

Pasadena TMA meets regularly; contact Talin Shahbazian at tshahbazian@cityofpasadena.net.

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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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