

ONTHEGO

News for Your Employees

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Ways to Remove the Biggest Roadblocks to Ridesharing



What's standing in the way of your employees making the switch from driving alone to carpooling, vanpooling, riding transit, biking or walking to work? Here, we identify some of the biggest roadblocks to ridesharing—and what you can do to remove them.

Employees simply aren't aware of the benefits/assistance your company offers.

In these days of information overload, it's easy for employees to miss out on news about the rideshare benefits you offer. Whether it's incentives, prizes, ridematching assistance or amenities like preferred parking for carpoolers, they can't sign up for what they don't realize exists.

One of the easiest and most effective ways to make sure employees know about benefits is to include this information as part of new-hire orientation. Not only do you have their attention, but you'll also be introducing options on Day 1—before they have a chance to develop a drive-alone habit.

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Heads Up—Rideshare Week Is Coming Soon

Mark your calendar for Rideshare Week, Oct. 5-9—it's Rideshare Week!

Later this summer, your Southern California rideshare agencies will be rolling out turn-key marketing materials and offering workshops and other support to help you bring Rideshare Week to your commuters.

In the meantime, it's not too early to start by brainstorming ways you can add your own flair by making plans to host a rideshare fair, in-house prize drawing, contest or other event.

Plus look for details in the next issue of *On the Go* for ETCs.



📅 Calendar of Events

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Roadblocks to Ridesharing

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The nearest transit station is too far away.

Transit riders log an average of 20 minutes solely walking to and from transit stops. If the distance to your worksite from transit is too far to reach on foot, suggest alternatives, including:

- Biking—Nearly all buses have bike racks and allow folding bikes to be brought on board. Metrolink even has special bike cars to accommodate more bikes. Bike Share—such as Metro’s fleet of Bike Share bikes and e-bikes—may also be an option.
- Electric scooters
- Micro Transit, on-demand shuttles that serve zones in cities throughout Southern California
- Local transit—Especially for major transit hubs and **Metrolink stations**, local buses and shuttles can close the “last mile” gap.



They work a hybrid schedule which stands in the way of options that require daily commuting.

Take a moment to review the incentives or benefits you offer to commuters from the perspective of a hybrid worker.

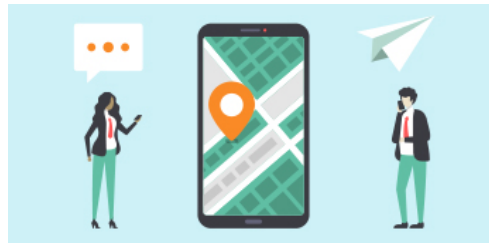
If you provide a discount only for monthly bus passes, could you revise the program to allow for more flexible passes—such as 10-ride passes? If you require, say, a certain number of carpool days to qualify for free parking, can you count telework days as carpool days?

Even though vanpooling has been traditionally for people who commute

on a daily basis, with rebate programs available in all five Southern California counties, even those who ride as few as three days a week may find vanpooling to be an affordable option.

They’ve moved, their schedule changed or their carpool partner can’t share the ride anymore.

Getting employees to rideshare is only half the battle— you also need to *retain* those ridesharers.



Let employees know that you can help them find new commute options if their usual arrangement falls through for any reason.

Arrange to get notifications from HR if an employee changes their home location. That way, you can reach out to them to see if they need help finding an alternative commute option from their new home.

Host regular “meet your match” parties where you invite employees with similar zip codes and schedules to meet up to potentially carpool together.

If you don’t have the time or resources to provide one-on-one assistance yourself, promote Southern California’s websites where they can get commute help 24/7 including ridematching, transit routing, maps, bike information and more:

- **Ridematch.info**—Los Angeles, Orange, Ventura counties
- **IECommuter.org**—Riverside, San Bernardino counties
- **SoCal511**—alerts, maps, commute help and more at **socal511.com** or by calling 511

They drive alone because they think it’s the fastest way to get to work.

Sure, it takes time to pick up a carpool partner or drive to a train station, but overall these options may be as fast or faster than simply hopping in the car and driving alone in traffic to work. They have the added benefit of often being less costly and less stressful.

Carpools with just two occupants can ride in any of Southern California’s carpool lanes, saving on average a minute per mile.

Carpools that meet occupancy minimums may also ride in express lanes toll-free or at a discount.

If Metrolink is an option, taking the train is fast and a great way to avoid traffic altogether.

They’re afraid of getting stuck at work in an emergency.

Fact is, some employees won’t rideshare to work for fear they’ll be without a car if they need to get home. The regional Guaranteed Ride Home (GRH) program is designed to take the worry out of ridesharing. With GRH, your employees who rideshare can get a free ride home due to illness or emergency while at work or if they have to work unexpected overtime.



For more information on GRH and to sign your worksite up:

- Los Angeles County: Visit Metro Commuter Options and Regulatory Compliance Support at **metro.net** or call 213.922.2811.



- Orange County: Visit Orange County Transportation Authority (OCTA) at octa.net or call 714.636.RIDE, option 4.

- Riverside/San Bernardino Counties: Visit IECommuter.org, call 1.866.RIDESHARE (866.743.3742) or email info@IECommuter.org.

- Ventura County: Visit goventura.org/rideshare or call 951.352.8006.

Driving alone is such a habit that ridesharing isn't even on their radar.

Even if you don't have a lot of time for marketing, there are easy strategies to reach employees with a rideshare message.



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

- Be visible. Put up rideshare posters and flyers in your office. Stock transit schedules and brochures. Post marketing materials in high-traffic areas.

- Participate in special promotions, such as Rideshare Week and Bike Month. The county rideshare agencies often offer free marketing materials, prizes and host events. All you need to do is pass it on.

Don't Go It Alone – 3 Ways to Connect with Other ETCs

When it comes to running a rideshare program, you don't have to go it alone. Connecting with other employee transportation coordinators (ETCs) is a great way to exchange ideas and join forces on events. Here's how:

1 Attend the World's Largest Gathering of Transportation Demand Management Pros.

The Association for Commuter Transportation (ACT) International Conference is July 26-29 in Philadelphia, PA.

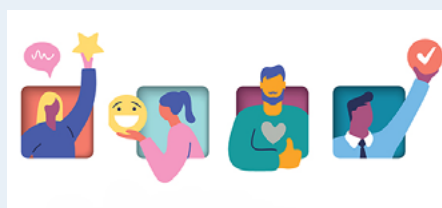
Connect with other ETCs at networking events and immersive tours and hands-on sessions.

Get event details at actweb.org.



2 Join an ETC Network.

ETC networks bring ETCs together—in person or online—to exchange ideas and information. See the Calendar (starting on pg. 7) to find a network near you.



3 Sign Up for Training and Workshops—In-Person and/or Virtual.

Workshops are held quarterly for ETCs in Los Angeles, Orange and Ventura counties. Invitations are sent via email or check future issues of *On the Go*.

A workshop for Los Angeles County ETCs will be held Sept. 1, 9 a.m. – 12 p.m. at Metro offices in downtown Los Angeles. It will highlight the upcoming Rideshare Week campaign, marketing ideas and more.

In addition, Commuter Options & Regulatory Compliance Support offers free, online ETC Briefings where Los Angeles area employers can learn about the transportation survey process and connect with rideshare experts. The next briefing is Aug. 5, 10:30 a.m. – 12 p.m. To register for a briefing, [click here](#).



LOS ANGELES COUNTY

Paying to Ride Metro Just Got Easier



Regular fare riders on Metro can now pay fare simply by tapping a credit or debit card—plastic or digital—at TAP validators on buses and at Metro Rail stations. This includes **25 local transit agencies** that participate in TAP. (LADOT will add this feature at a later date.)



In the same way you tap your credit card at stores and restaurants, you can use it to ride Metro. Just tap and go.

This will not replace TAP cards, which remain a valid form of payment. Cash fare will also continue to be accepted on Metro buses.

Fare capping—which helps riders earn free rides when they reach the 1-day (\$5) or 7-day fare limit (\$18)—remains in place. You must use the same TAP card or credit/debit card to get the fare capping benefit.

Paying with a credit or debit card for reduced-fare riders is expected to be added in early 2027. If you're paying a reduced fare, continue to use your TAP card until then.

Find out more at thesource.metro.net.

Metro Launches a Safety Hub

To help riders understand the work Metro is doing to improve safety on buses, trains and at stations, the agency has launched a new **Public Safety Hub and Dashboard**.

The Safety Hub puts all Metro's safety information in one place that is easy to find, navigate and read. From Metro's team of ambassadors, to new enforcement strategies, to increased lighting and cell service, you can discover the ways Metro is working to keep riders safe.



New D Line Stations Boost Rail Ridership

Metro Rail ridership reached its highest level in more than six years in May—since the beginning of the COVID-19 pandemic.

Overall rail ridership increased nearly 10% compared to May 2025, with riders taking more than 6.47 million trips on Metro's rail system during the month.

The biggest gains came on the D Line, where ridership increased 62% from May of last year. About 8,000 to 10,000 rides were added per day after the **three new stations at Wilshire/La Brea, Wilshire/Fairfax and Wilshire/La Cienega opened on May 8**.

Rail ridership grew 8% systemwide on weekdays and 18% on weekends in May.



ORANGE COUNTY

Catch the OC Fair Express

The **OC Fair Express** runs Saturdays and Sundays, July 17 to Aug. 16, dropping off riders directly at the fairgrounds in Costa Mesa. Fares are \$2 each way, and youth 18 and under ride for free. You can purchase tickets using the OC Bus mobile app or directly when you board.

The OC Fair Express departs from locations in Anaheim, Fullerton, Huntington Beach, Irvine, Laguna Hills and the Santa Ana Regional Transportation Center. Buses run every 30 minutes.



“Last Call” for Orange County Freeway Boxes

With the decline in usage, the OCTA Board approved removing the remaining 175 call boxes along local freeways by June 2027. Fewer than one person a day in the last year has gotten out of their car to use a call box.

When the call boxes were installed in 1987, they were an essential way for someone with a flat tire or other emergency to call for help. Now most people have access to a cellphone. OCTA has also expanded Freeway Service Patrol tow-trucks that roam Orange County freeways offering aid to stranded motorists.

Motorists can also call 511 to request roadside assistance as well as find other transportation information.



OCTA's Wave Fare Payment System Helping Riders Easily Access OC Bus



More than 60% of OC Bus boardings now use the **Wave payment system**, which Orange County Transportation Authority (OCTA) introduced nine months ago. That's nearly double the rate of users that adopted the system when it was first introduced.

Wave allows riders to pay fares and board using a mobile app as well as contactless payment methods such as debit and credit cards, Apple Pay and Google Pay.

Wave's account-based system offers riders several benefits, including:

- Free two-hour transfers
- Fare capping that automatically provides the best fare
- Balance protection
- Options to load fares automatically



OCTA has also expanded its **network of retail locations** where riders can purchase and reload Wave cards. This allows convenient access for customers who prefer to pay with cash while still benefiting from the features Wave offers. Riders may still pay with exact cash onboard OC Bus.

RIVERSIDE/ SAN BERNARDINO COUNTY

RTA 25-Cent Rides for Summer



Riverside Transit Agency (RTA) is celebrating summer by offering **25-cent fares** through Aug. 31. The discount applies to all fixed-route buses and **GoMicro on-demand shuttles**.

Youth 18 and under and students from participating colleges continue to ride free.

Riders can pay cash upon boarding. They can also purchase a 10-pack ride pass for \$2.50 using the **GoMobile app**.

All existing fare options—including single rides, 1-day, 7-day and 30-day passes—remain valid during the promotion.

Board the Bus for Free on National Rural Transit Day

National Rural Transit Day is July 16. The day focuses on the importance of providing transit options for people living in rural areas as well as urban communities.

To celebrate the day, select San Bernardino County buses will offer free rides. Participating agencies include Victor Valley Transportation Authority, Basin Transit, Mountain Transit and Needles Area Transit.

For trip planning information, visit GOSBCTA.com/transit.

Tap to Ride Metrolink and Arrow

Riders on Metrolink's San Bernardino Line and Arrow service have an easier way to board. A pilot program that launched last month allows you to board with a simple tap of a credit or debit card, mobile wallet or wearable device.

Simply tap at station validators before boarding and once again at your destination.

Traditional ticketing and discount options will remain.





VENTURA COUNTY

Coastal Express Goes Electric



All-electric Coastal Express buses are now in operation, delivering a cleaner, quieter ride between Ventura County and Santa Barbara.

Wrapped in bright decals of local marine life, these buses produce zero tailpipe emissions. They'll also save thousands

of gallons of gas each year. They travel on routes 80-89, providing express commuter service primarily along the US-101.

The buses are made possible through a partnership between the Ventura County Transportation Commission (VCTC) and the Santa Barbara County Association of Governments (SBCAG).

Find out more at goventura.org. Then join VCTC on Facebook for **fun trivia** about the marine life that the buses' artwork features.

Stay on Top of Ventura County Bus Updates

Get real-time service information for Ventura County buses, including delays, detours and route updates. Visit govcbus.com for live updates and tracking.

Rules for Bringing Bikes on Board

With the growing popularity of e-bikes, VCTC Intercity buses aim to accommodate them when possible. All VCTC Intercity buses are equipped with front-mounted bike racks and undercarriage storage. Cyclists (both regular and e-bike) should use the front rack first and let the driver know when boarding and exiting if they have a bicycle. E-bikes are welcome (no wet-cell batteries) and must be secured in the front rack.

If the bike racks are full, riders should be prepared to lock their bike at the stop.

Learn more about riding with a bike at goventura.org/bike.



CALENDAR

Events

Rural Transit Day is July 16, recognizing the importance of ensuring that transit is available and accessible in rural areas. Rides will be free on select San Bernardino County buses.

The Association for Commuter Transportation (ACT) Annual International Conference

is July 26-29 at the Marriott Downtown in Philadelphia, PA. Get details and register at actweb.org.

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 July 1, Aug. 5 and Sept. 2, 10:30 a.m. to 12 p.m.

South Coast Air Quality Management District (AQMD) offers two-day ETC training via Zoom for \$245.42. The next scheduled sessions are July 7 and 9, Aug. 4 and 6 and Sept. 8 and 10. For more information, contact the South Coast AQMD's training program at etctraining@aqmd.gov or visit aqmd.gov.

Metro will host a rideshare marketing workshop for Los Angeles County employers on Sept. 1, 9 a.m.–12 p.m., at Metro offices in downtown Los Angeles. Save the date! Invitations will be emailed soon, or contact your rideshare representative. Attendees will receive a marketing certificate for the South Coast AQMD's Rule 2202 mandate. Workshops are held bi-annually.

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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.

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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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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