

"My New Year's Rideshare Resolution"

What's your New Year's Rideshare Resolution? Just for fun, we asked Southland employers what changes they'd like to make to their rideshare programs in 2006. Here's what they said. [Full story](#)



Mark Your Calendars

Be sure to get in on the many exciting rideshare events coming up this year. From workshops to campaigns to national share-the-ride holidays, there are plenty of chances for you to help people find alternatives to driving alone. Here, we give you a heads-up on some of the hot happenings for 2006. [Full story](#)



In the News



- Miles-per-gallon may change under new rules
- New Metro service offers fast service Long Beach to El Monte
- Discover the real cost of commuting
- Inland Empire to offer employer rewards program
- Correction to last month's Metro free ride story (inside)

CALENDAR of EVENTS

[Network Meetings](#)

[Training](#)

[More events](#)

TIPS & IDEAS

Networking with fellow rideshare pros means you don't have to "reinvent the wheel" when it comes to promoting ridesharing.

[Full story](#)

SPOTLIGHT ON...



10 free programs and services that can help you run your rideshare program.

[Full story](#)

CommuteSmart News for Employees

Get news geared to commuters that you can forward to employees or incorporate into your own rideshare newsletter





"My New Year's Rideshare Resolution"

What's your New Year's Rideshare Resolution? Just for fun, we asked Southland employers what changes they'd like to make to their rideshare programs in 2006. Here's what they said.

In 2006, I resolve to...

"Promote ridesharing using myself as an example."

—Juana Guzman, First Data Corp.

"Get our employees more involved in the rideshare program...try silly things that people will definitely not see coming."

—Victoria Aragon, Six Flags Magic Mountain

"Try to get my monthly newsletter out in that month."

—Patty Jaraba, Sky West Airlines

"Meet my 1.5 average vehicle ridership."

—Bertha Tatoya, City of El Monte

"Start an 'adopt a pooler' program by sending an 'adoption notice' to employees with the same zip code."

—Dan Dickerson, J. Paul Getty Museum

"Target employees that live under one mile from work to get them to leave their cars at home and try walking to work."

—Kathleen Crook, City of Santa Ana

"Increase bikers with more bike lockers."

—Tamera Flowers, Los Angeles Air Force Base

"Continue to promote ridesharing not only at my job but also to friends, relatives and whomever I may come in contact with."

—Jean Du Pree, County of Los Angeles Health Services

"Request more money for the ridesharing program to offer more incentives."

—Lillian Huerta, Angelus Sanitary Can Machine

"Hold monthly raffles for our ridesharers."

—Irma Cruz, Caltech

"Talk to all the employees one-by-one to promote ridesharing."

—Jose Aguirre, HC Hudson CHC

"Promote our rideshare program with enthusiasm and fun."

—Gail Allen, ADP

"Contact more (transportation) vendors and get familiar with their services to better educate our employees."

—Emma Corona, Transamerica Life Companies

"Implement our new rideshare program—we will be creating a program for the first time in several years."

—Earnestine Hester, Smiths Aerospace

"Start three vanpools."

—Guillermo Medina, Los Angeles County and USC Medical Center

"Try an email newsletter to promote and inform employees of upcoming events."

—Melissa Villasenor, City of Downey

"Start to sell bus passes and offer more incentives."

—Richard Robbs, Kiero Nursing Home

"Give away one day bus passes to employees to try it for a day."

—Kym Crenshaw, Los Angeles County DPSS

"Promote vanpooling and hopefully have our own vanpools started."

—Madelyn Robinson, City of Pasadena

"Create a commuter news information center."

—Alice Warrick, Precision Dynamics Corp.

"Make ridesharing a priority at our company."

—Lori Helms, Henry Mayo Newhall Medical Hospital

"Send email blast to employees monthly."

—Lety Valenzuela, Los Angeles County Department of Public Works

Mark Your Calendars

JANUARY

Jan. 22-26—Transportation Research Board 85th Annual Meeting, Washington DC, reviewing trends in transportation, 202.334.2934, [nas.edu/trb](#)

FEBRUARY

Feb. 26- March 4—Telecommuter Appreciation Week, sponsored by the American Telecommuting Association, 800.ATA.4YOU, [knowledgetree.com/ata.html](#)

MARCH

March 1-3—National Bike Summit (Washington, DC), organized by the League of American Bicyclists, promoting cycling as a commute alternative, 202.822.1333, [bikeleague.org](#)

APRIL

Earthquake Preparedness Month, a good time to get your employees ready for commuting in crisis conditions; for details, check out the Governor's Office of Emergency Services on-line at [oes.ca.gov](#) or your local Red Cross office

April 26—Give a coworker a ride to the office on Administrative Professionals Day, [iaap-hq.org](#)

April 22—Earth Day, [earthday.org](#)

April 22—Take Our Daughters and Sons to Work Day, a chance for employees to discover the benefits of carpool lanes (yes, kids count as a carpool), 800.676.7780, [daughtersandsonstowork.org](#)

MAY

Clean Air Month, sponsored by the American Lung Association, 800.LUNG.USA, [californialung.org](#)

May 14-20—National Transportation Week, celebrating careers in transportation, 703.235.0519, [ntweek.org](#)

May 17—Employee Health and Fitness Day, a chance to celebrate the health benefits of walking or biking to work, 317.237.5630, [physicalfitness.org](#)

May 18—Bike to Work Day, sponsored by the California Bicycle Coalition and local agencies, 800.679.BIKE, [bikelink.com](#)

May 24—Rideshare Diamond Awards (tentative date), recognizing outstanding rideshare programs and sponsored by Metro and Ventura County Transportation Commission

JUNE

The start of the official "smog season;" learn more from the South Coast Air Quality Management District at [aqmd.gov](#) or call 909.396.2000

June 5—World Environment Day, presented by the United Nations' Environment Program, [unep.org](#)

JULY

Time to tally which employers in the Inland Empire have the highest rideshare program success to receive **"promotions in a box"** complete with posters, prizes and more, courtesy of Riverside County Transportation Commission and San Bernardino Associated Governments

AUGUST

August 27-30—Association for Commuter Transportation International Conference, Boston, MA, [actweb.org](#)

SEPTEMBER

Sept. 22—International Care Free Day, [22september.org](#)

OCTOBER

Oct. 2-6—California Rideshare Week, a statewide campaign that promotes alternatives to driving alone; contact your local rideshare agency.

Also in October: Orange County employer awards, sponsored by Orange County Transportation Authority

NOVEMBER – DECEMBER

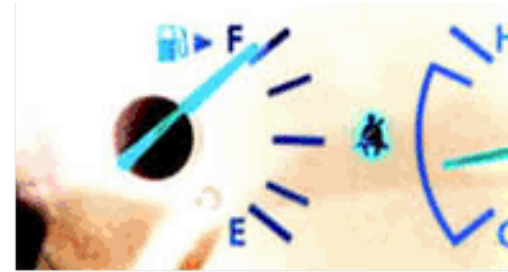
Toy and canned food "drives" roll into gear, including:

- Metrolink Toy Express, 800.371.LINK, [metrolinktrains.com](#)
- Antelope Valley "Stuff a Bus," 661.945.9445, [avta.com](#)
- Santa Monica Big Blue Bus food drive, 310.451.5444, [bigbluebus.com](#)
- Norwalk Transit "Stuff a Bus," 562.929.5533, [ci.norwalk.ca.us](#)

In the News

• Miles-per-gallon may change under new rules

The US Environmental Protection Agency (EPA) recently announced that its rules for testing auto fuel economy will be updated for the first time in two decades. New standards—which could decrease mile-per-gallon estimates for new vehicles by as much as 10%—would reflect the realities of driving conditions in 2005, according to EPA chief Stephen Johnson. That includes more stop-and-go driving, greater use of air conditioners and faster highway speeds.



• New Metro service offers fast service Long Beach to El Monte

Now it's easy to hop between Norwalk and Long Beach or El Monte on weekdays. Metro's new 577X service zips down freeway carpool lanes, making three stops along the way: VA Medical Center/California State University, Long Beach; Norwalk Metro Rail station; and El Monte Transit center. Buses leave every 20 to 30 minutes and estimated travel time is an hour or less. Fares are \$1.75 for one leg or \$2.25 for the full one-way trip. For details, call 1.800.COMMUTE or go to [metro.net](#)

• Discover the real cost of commuting

Gas prices may be down from the summer's all-time highs, but that doesn't mean the cost of commuting fell as much. That's because some of the biggest costs—wear and tear on a vehicle, auto insurance and parking—stay steady regardless of the price at the pumps. To help your employees discover how much they're really paying to drive to work, let them know about the Commute Cost Calculator at [CommuteSmart.info](#), which calculates monthly driving costs based on a number of factors, not just gas.



• Inland Empire to offer employer rewards program

Inland Empire Commuter Services (IECS) will be rewarding Inland Empire employers for focusing on their ridesharing efforts this year with a new rewards program. There are four key elements to the program: 1) Achieving targeted levels for annual survey, 2) incentive programs, 3) Rideshare Week, and 4) Rideshare Plus participation. An employer can earn varying levels of prizes, including a pre-packaged "Promotion in a Box" Rideshare Party, a Transportation Adventure for Two (or for the ETC), and—perhaps most importantly—a full-page advertisement/testimonial in a local publication. For more information, call your commuter benefits manager at 1.866.IECS4HELP.

• Correction to last month's Metro free ride story

Last month's *CommuteSmart News* reported that Metro would be offering free rides on New Year's Eve, which was not correct. We apologize for any inconvenience this may have caused.

Tips & Ideas



When it comes to promoting ridesharing, you don't have to go it alone. Connecting with other people in your same industry is a great way to get ideas and information. Here are some local opportunities:

Employee Transportation Coordinator (ETC) Network Meetings.

Looking for ideas for your rideshare program? Or thinking about offering a new incentive—like transit pass sales or carpool subsidies—but want to talk to someone who's done it first? An ETC network meeting is a great place to connect with other rideshare pros to learn the latest in rideshare happenings.

"I've gotten more information on incentives and programs networking than at any school I went to," says John Miranda, ETC for Jet Propulsion Laboratory, who hosts a monthly network in Pasadena.

ETC networks are groups of employers who meet together regularly—often monthly, but it can be weekly or even just a few times a year. One company may routinely host the meeting, or it could rotate. At these meetings, participants may have a chance to hear presentations from vendors, exchange ideas, hear about upcoming events and programs and get advice from others on all things rideshare.

In Southern California, ETC Networks are currently running



in the following areas: Coachella Valley, downtown Los Angeles, Orange County, Riverside County, San Bernardino County, Santa Monica and Torrance.

For meeting dates and contact information, see the Calendar section of this month's *CommuteSmart News*.

Transportation Management Associations or Organizations (TMA, TMO)

TMAs and TMOs are private, non-profit, member-controlled organizations that provide transportation services in a particular area, such as a commercial district, mall, medical center or industrial park.

In Southern California, TMAs/TMOs are available in Glendale, the South Bay/Westside area, Pasadena, and the Warner Center in Woodland Hills.

For meeting dates and contact information, see the Calendar section of this month's *CommuteSmart News*.

Professional Organizations

- **The Association for Commuter Transportation (ACT)** is a national organization for transportation professionals offering workshops, publications, conferences and more. For details, call 678.916.4940, or go to actweb.org.
- **Women's Transportation Seminar (WTS)**, is a professional organization advancing women in transportation, 202.496.4340, wtsinternational.org (the web site also includes information on local chapters).

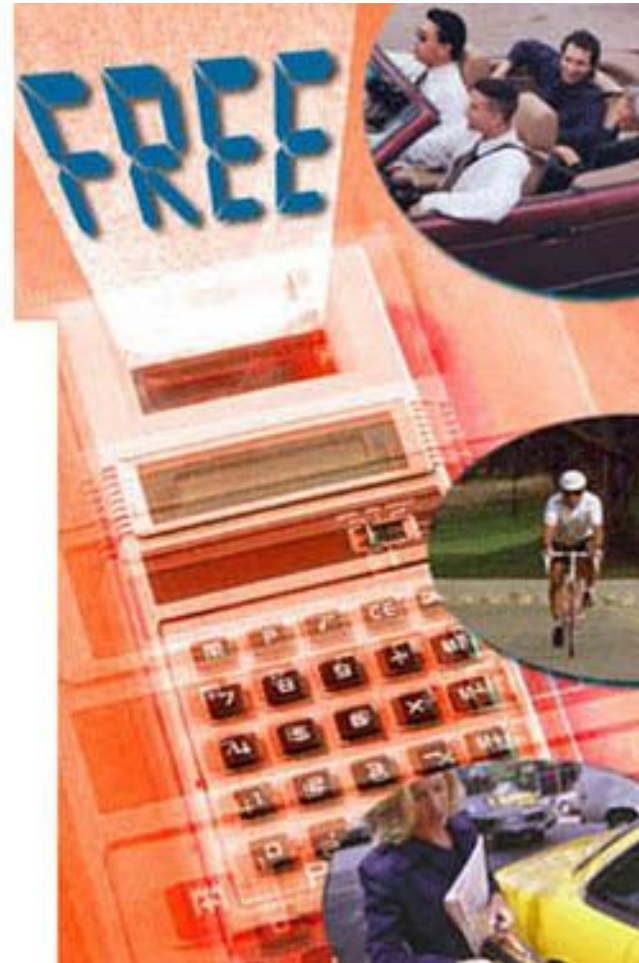
Training/Continuing Education

- **Informational workshops** are offered regularly by your local county rideshare agency: Metro, 213.922.2811; Inland Empire Commuter Services, 866.IECS4YOU; Orange County, 714.560.5588; Ventura County, 805.642.1591, ext. 119.
- **The South Coast Air Quality Management District (AQMD)** offers one-day ETC training for \$57.63 at locations throughout Southern California; for schedules and information, go to aqmd.gov or call Lisa Patterson at 909.396.2283.

Spotlight On...10 free programs and services that can help you run your rideshare program

There are many no- and low-cost services out there that can make it easier for you to promote alternatives to driving alone. Here, we've listed 10:

1. One of the best places to get great ideas and support for free is your **local network meeting**—see the Calendar section of this newsletter for information on a meeting near you.
2. You may be able to offer **free rides home to your employees** who rideshare in case of emergency: In Los Angeles, Orange, Riverside and San Bernardino counties, go to [tvs4rideshare.com](#) for details on the "Get Home on Us" program; in Ventura County, check out the Guaranteed Ride Home program at [goventura.org](#)
3. Even though the **"Pick a Day" radio campaign** is winding down, you can still enjoy those finger-snapping jingles by downloading them as MP3 files at [msrc-cleanair.org](#)
4. Get rideshare-themed **clip art and downloadable posters** at [CommuteSmart.info](#)—just go to the "Employer Services" section and select "Promotional Resources."
5. Your employees can earn **subsidies of up to \$300** when they join a vanpool or \$1,800 to get one started with the "It's a Good Day to Vanpool Program," [tvs4rideshare.com](#) or call 1.877.VANS.555.
6. Save time by buying **transit passes on-line**:
 - Metro, [metro.net](#)
 - Orange County Transportation Authority, [octa.net](#)
 - Riverside Transit Authority, [riversidetransit.com](#)
 - Omnitrans, [omnitrans.org](#)
 - Foothill Transit, [foothilltransit.org](#)
 - Or check the web site of your local transit provider (for a listing of more than 40 Southern California transit providers and their contact information, go to [CommuteSmart.info](#) and select "Bus/Rail Trip Planner".)
7. **Customized bike routing** that allows cyclists to choose the safest, easiest route to work in Los Angeles, Orange, Riverside and San Bernardino counties is available at [bikemetro.com](#) (for Ventura County routing, go to [goventura.org](#))
8. The US Department of Transportation creates a **complete rideshare campaign** every quarter that can be downloaded at [italladdsup.gov](#)
9. Find **fascinating facts about commuting** in Southern California by downloading the Region Pocket Guide at [scag.ca.gov](#)
10. Your employees may qualify for **incentive programs** that offer anything from \$2 a day in gift certificates to new ridesharers...to discounts at local venues...to prizes, and more.
 - Los Angeles County: Metro Rewards, [metro.net](#), 213.922.2811
 - Riverside County: Advantage Rideshare and Club Ride, [rctc.org](#), 1.866.IECS4HELP
 - San Bernardino County: Option Rideshare and Team Ride, [sanbag.ca.gov](#), 1.866.IECS4HELP



Calendar of Events

EVENTS

- **Transportation Research Board Conference** is Jan. 22-26 in Washington, DC, 202.334.2934, nasedu/trb
- **Jan. 21-24—Association for Commuter Transportation** Board of Directors meeting and legislative visits, held in conjunction with TRB conference in Washington, DC, actweb.org

NETWORK MEETINGS

- **Coachella Valley ETC Network** meets bi-annually; call 1.866.IECS4HELP.
- **Downtown Los Angeles Network** meets quarterly; call 213.922.5669.
- **Glendale TMA** meets regularly; call 818-543-7641.
- **Orange County Network** meets quarterly; call 714.560.5588 or email commuterconnection@octa.net.
- **Pasadena TMA** meets Jan. 10; call John Miranda at 818.354.7433.
- **Riverside County ETC Network** meets tri-annually; call 1.866.IECS4HELP.
- **San Bernardino County ETC Network** meets tri-annually; call 1.866.IECS4HELP.
- **Santa Monica ETC Network** meets regularly; call 310.458.8956.
- **South Bay/Westside TMA** meets monthly, contact Christina Gallegos at 310.940.2106, email CGalle@ardenrealty.com
- **Torrance Transportation Network** meets regularly; call Kim Fuentes at 310.784.7902.
- **Warner Center TMO** meets monthly; call 818.716.5520.



TRAINING

Metro will hold a Share the Ride Marketing Workshop Jan. 24, 9 a.m. to Noon. The theme is "get creative," and employers will learn how to create a dynamic rideshare bulletin board, how to host a "zip code party," setting up a crisis commuting program and more. RSVP to Donna Blanchard at blanchardd@metro.net

Metro Commute Services requires employers to attend a briefing 60 days prior to their AQMD submittal date. For more information or to reserve a space, email blanchardd@metro.net

South Coast Air Quality Management District (AQMD) offers one-day ETC training for \$57.63. Upcoming sessions are Jan. 11 in Torrance and Jan. 19 at the AQMD offices in Diamond Bar. Contact Lisa Patterson, lpatterson@aqmd.gov

COMMUTE SMART NEWS

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For subscription information or to change your COMMUTE SMART NEWS e-mail address, contact your representative at the rideshare office nearest you.

Metro Commute Services
One Gateway Plaza
MS 99-19-05
Los Angeles, CA 90012-2952
Business: 213.922.2811

OCTA's Commuter Connection
550 S. Main St.,
Orange, CA 92868
Mailing address:
PO Box 14184
Orange, CA 92863
Business: 714.560.5588

Ventura County Transportation Commission
950 County Square Dr., Ste. 101,
Ventura, CA 93003
Business: 805.642.1591, ext. 119

Inland Empire Commuter Services
Office location:
7355 Magnolia Ave.
Riverside, CA 92504
Mailing address:
PO Box 51540
Riverside, CA 92517-2540
Business: 1.866.IECS4HELP
(1.866.432.7443)

Commuter Information:

1.800.COMMUTE (266.6883)
commutesmart.info

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