



County of Orange Commuter Assistance Program Overview

Goals	<ul style="list-style-type: none"> • Provide all employees with a comprehensive, yet cost-effective commuter assistance program designed to reduce traffic congestion and air pollution while meeting the requirements of the SCAQMD and serving as a model for others to follow. Centralized program office to service all county facilities.
County Management And Support	<ul style="list-style-type: none"> • Program Management – Joan Villanueva, Human Resources Department (714) 834-2033 • Program implementation assistance by TransVironmental Solutions, Inc. (714) 671-2813 • Centralized Rideshare Service Center Office, Hall of Administration, 1st Floor, Santa Ana – Bldg. 10
Integrated Marketing and Outreach Program	<ul style="list-style-type: none"> • 30 Revolving Commuter Information Display Racks – Brochures, schedules, maps, etc. • Network of 30 On-site Coordinators to assist with transit information display racks, posters and special events. • County Commuter Newsletter – Four–page newsletter distributed to 17,000 employees electronically each quarter. • Commuter Assistance Program Web site – www.oc.ca.gov/hr/rideshare • Annual Transportation Survey includes opportunity to signup for incentive programs and to request assistance. • Target Marketing E-Blasts based on survey results and commute trip origin and destination
Commuter Services	<ul style="list-style-type: none"> • Message Center – (714) 647-1931 and e-mail address rideshare@ocgov.com • Regional Guaranteed Ride Home program available to rideshare participants. • On-line Rideshare Matching Service – Interactive “Carpool Classifieds” on web site.
Incentives, Subsidies and Benefits	<ul style="list-style-type: none"> • Commuter Choice Tax Benefit - Purchase vanpool and transit fare media through payroll deduction on a pre-tax basis. • Commuter Club – \$15 Starbucks Card signup bonus after 3-months of ridesharing. Commuter Club Card for discounts from OCTA Destination Deal merchants. Annual renewal process to receive a \$10 Starbucks Card thank you gift. Members eligible to win quarterly drawings for one of eight \$25 gift cards. • “Try the Train on Us” – Receive a 4-trip ticket. Sign up for the Commuter Choice program to purchase Metrolink monthly passes and get the first month free. • “Try the Bus on Us” – Receive a one-day pass. Sign up for the Commuter Choice Program to purchase OCTA fare and get the first month free. • “Try the Vanpool on Us” – Sign up for the Commuter Choice Program and get the first month free (TransitCheck). • Advantage / Option Rideshare - \$2/day for first three months of ridesharing (Inland Empire residence only). • Rideshare Plus – Thank you reward for continuing to rideshare (Inland Empire residence only). • OCTA Destination Deals discounts by showing Commuter Club Card, OCTA bus pass, Metrolink pass or 91 Express Lane transponder or monthly statement.