



Program Overview

Goal of Program

- **Provide commuter assistance to all employees, increase the average vehicle ridership of the home-to-work commute, and cost effectively comply with AQMD regulations.**
 - **Managed by CEO/HR**
 - **Administered by TVS**

Major Elements

- **Outreach and Education**
- **Commuter Assistance**
- **Incentives and Benefits**
- **Annual Transportation Survey**
- **Regulatory Compliance**

Outreach and Education

- **Message Center = 714-647-1931**
- **E-mail = rideshare@ocgov.com**
- **Web = www.oc.ca.gov/hr/rideshare**
- **30 Information Display Racks**
- **28 On-site Coordinators**
- **Quarterly Electronic Newsletter**
- **Targeted outreach e-Blast**

Commuter Assistance

- **Guaranteed Ride Home**
 - Emergency On Day of Rideshare
 - Taxi or Rental Car
- **Ridematching**
 - On-line Carpool Classifieds
 - RideGuides from OCTA
- **Individualized Assistance**

Incentives and Benefits

- **“Commuter Choice” Program**
 - **Voluntary Payroll Deduction Form**
 - **Purchase fare thru payroll deduction**
 - **Bus, train and/or vanpool**
 - **Reduce taxable income**
 - **Up to \$115 per month is pretax**

Incentives and Benefits

- **“Try the Bus on Us”**
 - **One-day free pass**
 - **Sign up for Commuter Choice**
 - **First month free**
 - **Discounted Rates with Annual Pass**
 - **Deducted from paycheck thereafter**
 - **Tax savings**

Incentives and Benefits

- **“Try the Train on Us”**
 - **Two-day free pass**
 - **Sign up for Commuter Choice**
 - **First month free**
 - **Deducted from paycheck thereafter**
 - **Monthly Pass from Metrolink**
 - **Tax savings**

Incentives and Benefits

- **“Try the Vanpool on Us”**
 - **Sign up for Commuter Choice**
 - **First month free**
 - **Deducted from paycheck thereafter**
 - **TransitChek**
 - **Tax savings**

Incentives and Benefits

- **“Commuter Club” Awards**
 - **Rideshare 5 times/month x 3 month**
 - Starbucks Gift Card (\$15)
 - **Card Honored for Special Discounts**
 - OCTA Destination Partners
 - **Quarterly Drawings**
 - GiftCertificates.com (\$25 x 8)
 - **Annual Renewal of Commitment**
 - Starbucks Gift Card (\$10)

Incentives and Benefits

- **Inland Empire Residence Only**
 - **“Advantage/Option Rideshare”**
 - \$2 / day first 3 months of ridesharing
 - **“Rideshare Plus”**
 - Annual Gift and Discounts
 - **Vanpool Startup Subsidy**
 - **Both Funded by RCTC/SANBAG**
 - Measure M

Incentives and Benefits

- **Funded by OCTA**
 - **Destination Partner Discounts**
 - **Commuter Club Members**
 - **Metrolink, Bus and FasTrak users**
 - **Vanpool Subsidy**
 - **On-going \$400 monthly discount**
 - **Guaranteed Ride Home**

Transportation Survey

- **Distributed electronically**
 - Hard copy version also available
- **Captures how employees commute to work during a specific week**
 - 90% Response Rate Required
- **Option to request Commuter Benefits and renew Commuter Club commitment**

Regulatory Compliance

- **South Coast Air Quality Management District (Rule 2202)**
- **Annual Reporting**
 - **Transportation Survey Results**
 - **Plan for increasing average vehicle ridership (AVR)**
 - **1.24 AVR in 2007 up from 1.15 in 1997**
 - **AVR Goal of 1.50**

Commuting Patterns

Drive Alone	76.17%
Carpool	11.61%
Bus or Train	2.69%
Bike or Walk	.50%
Vanpool	.10%
Other	8.93%

Management Support

- **Promote Ridesharing**
 - New Hire Training and Staff Meetings
 - Display Racks / Events / Posters
- **Annual Transportation Survey**
 - 90% Response Rate
- **Designate On-site Coordinators**
 - Buildings with 250+ employees
 - Annual Meeting

On-Site Coordinators

- **Manage Information Display Rack**
 - Order, Receive, Replenish
- **Direct Employees to Information**
 - Web Site (www.oc.ca.gov/hr/rideshare)
 - E-mail (rideshare@ocgov.com)
 - Phone (714) 647-1931
 - Display Rack in Your Area
- **Notify CAP office of Changes**

On-Site Coordinators

- **Attend Annual Meetings**
- **Post Flyers and Posters**
- **Rideshare Week Participation**
- **Direct AQMD to CAP Office**
 - **Centralized Rideshare Office**
 - **Joan Villanueva is OC Contact**
 - **TVS Administers Program**



Q and A

- **Thank you ---**