



OC RIDESHARE PROGRAM

## Program Overview

1

## Goal of Program

Provide commuter assistance to all employees, increase the average vehicle ridership of the home-to-work commute, and comply with SCAQMD's Rule 2202.

- Managed by Human Resource Services
- Administered by TVS

12/5/2014

2

## Major Elements

- Outreach and Education
- Commuter Assistance
- Commuter Services
- Startup and On-going Incentives
- Annual Transportation Survey
- Regulatory Compliance
- Management Support

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3

## Outreach and Education

- 30 Information Display Racks
- 28 On-site Coordinators
- Quarterly Electronic Newsletter
- Rideshare Booth at larger events
- New Employee Orientation
- Bulletin Board Flyers

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4

## Commuter Assistance

- [www.ocgov.com/hr/rideshare](http://www.ocgov.com/hr/rideshare)
- Message Center = 714-647-1931
- [rideshare@ocgov.com](mailto:rideshare@ocgov.com)
- Carpool / Vanpool Classifieds

12/5/2014

5

## Commuter Assistance

- Guaranteed Ride Home
  - Emergency On a Rideshare Day
  - Taxi Ride to Home or Vehicle
- Ride Matching
  - On-line Carpool/Vanpool Classifieds
  - Available on OC Intranet Site only
- Individualized Assistance

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6

## Commuter Services

- **Commuter Choice Program**
  - Purchase bus, train or vanpool fare through monthly payroll deductions
  - Reduces taxable income up to current IRS threshold
- **Try-Transit-On-Us**
  - Reimbursed for a 1-day or 1-week ticket on any public transit

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7

## Startup Incentives

- **Start-A-Vanpool**
  - Lease a vanpool to receive a \$300 e-Card at 3 months and again after 6 months
- **Get-A-Charge-On-Us**
  - Lease or purchase an electric vehicle (EV or PHEV) to commute to work and get a \$100 e-Card

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8

## Startup Incentive

- **Commuter Choice Registration Bonus**
  - e-Card between \$30 and \$100 (depending on mode) after 60 days
- **Club Rideshare Registration**
  - Track 20 rideshare events with 90 days for a \$40 e-Card\*

– \* Not available to those that have received another startup incentive

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9

## On-going Incentives

- **Club Rideshare Benefits:**
  - Monthly Drawings (\$25 x 3)
  - e-Bulletin with contests and alerts
  - Merchant Discounts
  - Annual Renewal for a \$15 e-Card
  - Refer-A-Coworker for a \$10 e-Card
  - Special events

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10

## Other Incentives

- **Funded by RCTC/SANBAG**
- **Inland Empire Residence Only**
- **\$2 /day in Gift Cards**
  - First 3 months of ridesharing
- **RidesharePlus**
  - Annual Gift and Discounts
  - After 3 months of ridesharing

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11

## Other Incentives

- **Funded by OCTA**
  - \$2 /day in Gift Cards First 3 months of ridesharing
  - **Destination Partner Discounts**
    - Metrolink, Bus and FasTrak users
  - **Vanpool Lease Reduction Subsidy**
    - \$400 monthly discount
  - **Special Promotions**

12/5/2014

12

## Transportation Survey

- Employee Count per Worksite
  - 90% Target Response Rate
- Link to On-line Survey
- Key Information
  - Agency or Department
  - Commute Mode and Start Time
  - Trip Origin and Destination

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13

## Regulatory Compliance

- South Coast Air Quality Management District (Rule 2202)
- Annual Reporting
  - Transportation Survey Results
  - Trip Reduction Plan
  - Strategies and Incentives
- Implementation Recordkeeping

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14

## 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

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15

## On-Site Coordinators

- Annual Update Training
- Commuter Information Display Rack
  - Order, Receive Materials, Replenish
- Also Direct Employees to:
  - Web ([www.ocgov.com/hr/rideshare](http://www.ocgov.com/hr/rideshare))
  - E-mail ([rideshare@ocgov.com](mailto:rideshare@ocgov.com))
  - Phone (714) 647-1931

12/5/2014

16

## Awards



12/5/2014

17