



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

12/1/2016

2

## Major Elements

- Outreach and Education
- Commuter Assistance
- Commuter Services
- Direct Incentives\*
- Annual Transportation Survey
- Regulatory Compliance
- Management Support

12/1/2016

3

## Outreach and Education

- 30 On-site Coordinators
- Quarterly Electronic Newsletter
- Rideshare Booth at larger events
- New Employee Orientation
- Bulletin Board Flyers
- SharePoint Banners

12/1/2016

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 Match List
- Individualized assistance

12/1/2016

5

## Commuter Assistance

- Guaranteed Ride Home
  - Emergency On a Rideshare Day
  - Cost of Transportation Reimbursed
- Ride Matching
  - On-line Carpool/Vanpool Classifieds
  - Available on *IntraOC* only
  - Participant driven

12/1/2016

6

## Commuter Services

- **Commuter Choice Program**
  - Purchase bus, train or vanpool fare through monthly payroll deductions
  - Reduces taxable income up to current IRS threshold
- **Special Parking** (varies by location)
  - Electric Vehicle Charging
  - Car/vanpool Parking

12/1/2016

7

## Startup Direct Incentives

- **Start-A-Vanpool**
  - Lease a vanpool to receive \$300 at 3 months and again after 6 months
- **Get-A-Charge-On-Us**
  - Lease/purchase an electric vehicle or plug-in hybrid to get \$100
- **Try-Transit-On-Us**
  - Tiered reimbursed for a transit passes for first three months

12/1/2016

8

## Startup Direct Incentives

- **Commuter Choice Registration**
  - Receive between \$30 and \$100 after 60 days of participation
- **Club Rideshare Registration**
  - Track 20 rideshare events within 90 days for a \$40 incentive\*\*

– \*\* Not available in conjunction with certain startup direct incentives.

12/1/2016

9

## Direct Incentives

- **Club Rideshare Benefits:**
  - 3 Monthly Drawings for \$25
  - e-Bulletin with contests and alerts
  - Merchant Discounts
  - Renew Annually for \$15
  - Refer-A-Coworker to join for \$10
  - Other Special events

– \*Direct incentives are reported as income

12/1/2016

10

## Other Local 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

12/1/2016

11

## Other Local Incentives

- **Funded by OCTA**
  - Destination Partner Discounts
    - Metrolink, Bus and FasTrak users
  - Vanpool Lease Reduction Subsidy
    - \$400 monthly discount
  - Special Promotions

12/1/2016

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

12/1/2016

13

## Regulatory Compliance

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

12/1/2016

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

12/1/2016

15

## On-Site Coordinators

- Annual Update or Training
- Distribute Program Brochure
- 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

12/1/2016

16

## Awards



12/1/2016

17