



OC RIDESHARE PROGRAM

# Program Overview

# Goal of Program

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

- Managed by CEO/Human Resource Services**

# Major Elements

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

# Outreach and Education

- **30 On-site Coordinators**
- **Table-top Brochures – 100+**
- **Quarterly Electronic Newsletter**
- **Articles in County Connection**
- **Rideshare Booth at larger events**
- **New Employee Orientation**
- **Bulletin Board Flyers**

# 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

# Commuter Assistance

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

# 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

# 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



# Startup Direct Incentives

- **Try-Transit-On-Us**

- **3-Tiered Reimbursed - 75%, 50%, 25% of ticket – first 3 months only**

- **Club Rideshare Registration**

- **Track 20 rideshare events within 90 days for a \$40 incentive\*\***
- **\*\* Not available in conjunction with certain startup direct incentives.**

# 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 added to paycheck and reported as income**

# 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

# Other Local Incentives

- **Funded by OCTA**

- **Destination Partner Discounts**

- **Metrolink, Bus and FasTrak users**

- **Vanpool Lease Reduction Subsidy**

- **\$400 monthly discount**

- **Special Promotions**

# Transportation Survey

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

# Regulatory Compliance

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

# Management Support

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

# On-Site Coordinators

- Updated Annually
- New Coordinators trained as needed
- Stock Table-top Brochures
- 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



# Awards

