

METRO COMMUTE SERVICES

The Los Angeles County Metropolitan Transportation Authority (Metro) provides commute services to employers in Los Angeles County through its Metro Commute Services department. Below is an overview of the types of programs designed to support your Rideshare Program.

TRAINING AND WORKSHOPS

Metro provides continuing education for employer representatives through monthly briefings and quarterly workshops. Let us know if you'd like to be on our email notification list. Contact Donna Blanchard at blanchardd@metro.net.

INCENTIVES

Your employer may qualify for employee discounts, gift cards, incentives and special offers.

Vanpool Rebate Program

Rebates are available for new and existing vanpools. For more information see Section 4 in the Appendices.

Metro Rewards

Metro Rewards provides employees who rideshare with gift cards for major retail chains. Also, drawings for the employers are held throughout the year. Metro Rewards is a free incentive provided as a reward to thank commuters who rideshare to work and to encourage them to continue their ridesharing efforts.

- Open to all participating worksites in Los Angeles County.
- To qualify, you must promote rideshare and enroll your company.
- Employees must rideshare at least eight workdays a month for three months.
- Participating employees receive a \$15 gift card of their choice from Target, Ralph's, Best Buy or Starbucks.
- Members are entered into scheduled monthly and quarterly drawings for \$100 gift cards.

Enrollment forms are on this CD in Section 4 or you can call 1-213-922-2811 for details.

Guaranteed Ride Home (GRH)

The GRH program offers employees who share the ride to work a free rental car or taxi ride home in case of emergency or unexpected overtime. There's no cost to your company, and you'll get all the materials you need to administer and promote the program as a benefit to your employees. Information, flyers and forms are on this CD.

COMMUTER TAX BENEFITS INFORMATION

Metro encourages you to take advantage of commuter tax benefits. Go to [Commuter Tax Benefit](#) on this CD.

METRO PASS PROGRAMS

Metro has a number of pass programs to meet your needs. The BTAP program is a group rate pass provided for all your employees. The BTAP program provides the following benefits:

- Environmental compliance with AQMD Rule 2202
- Expands employee commuting options
- Qualifies for commute tax benefit
- Reduces employee commuting costs
- Mitigates traffic congestion and parking demand

When employers subsidize transit passes, employees are more likely to try transit. Metro passes are a convenient way for your employee ride the bus and rail. Go to Section 4 for B-TAP Overview and the Metro Mail Order Form.

COMMUTESMART.INFO

CommuteSmart's database of more than a 100,000 people interested in carpooling or vanpooling is revolutionizing how employers run rideshare programs.

Now it's a breeze to match employees with rides! Just log on and plug in an employee's home and work location and schedule. You'll get a list of potential carpool partners, vanpools and convenient Park & Ride lots...automatically. There's no easier, faster way to provide on-the-spot rideshare options to your employees.

If you've conducted a transportation survey through Metro Commute Services in the past year, the rideshare records for all your employees are already included in our database. As an employer, you can also use CommuteSmart.info's ridematching tool to view your rideshare program records and generate useful reports. You'll need a user name and password before you can access your employees' records. Contact Metro and we'll tell you how to sign up for our employer-only features.

TRANSPORTATION SURVEY ASSISTANCE

Surveying

Employee survey data will assist you in helping employees form carpools and vanpools. The survey will also help you determine what other rideshare services meet the needs at your work site.

We provide survey forms (paper or electronic) and offer advice on how to conduct a survey. You'll also receive valuable products, including RideGuides and a Density Map. If your work site has 250 or more employees, a transportation survey may also be a required step toward meeting air district mandates.

Density map

A Density Map, which we generate based on your employee survey data, gives you a fast, visual snapshot of where your employees live so you can determine carpool, vanpool and transit opportunities. To see a sample go to: http://www.commutesmart.info/pdf/densitymap_lac.pdf

RideGuides

From your survey data, we'll create RideGuide commute planners for your employees who want them. These free guides give your employees carpool and vanpool matches and transit itineraries based on where they live and work and their work schedule—plus rideshare-friendly information such as Park & Ride lot locations, a carpool lane map, details on employer incentives and more. To see a sample RideGuide PDF (1.8 MB)

http://www.commut SMART.info/pdf/rideguide_lac.pdf

For employees who are not actively seeking a rideshare partner, we offer “Share the Ride,” a helpful guide that gives employees valuable commute information.

EXCLUSIVE RIDEMATCHING

Contact blanchardd@metro.net at Metro to register for ridematch.info.

MARKETING

Ebytes

Metro monthly sends rideshare messages by email to you to share with your employees.

Publications

The monthly newsletter Commute Smart News keeps you abreast of rideshare news and events in Southern California. We also offer free brochures and other helpful guides.

<http://www.commut SMART.info/employerservices/csnews/index.html>

Metro has top quality posters and other materials to assist you in marketing your rideshare program.

Annual Rideshare Calendar

Metro produces a rideshare calendar annually. Contact blanchardd@metro.net

Events and Campaigns

Get tools to promote ridesharing at your work site. We'll send turn-key marketing campaigns so you can participate in events such as Rideshare Week and Bike to Work Day. Metro also hosts the annual Diamond Awards each spring, recognizing outstanding rideshare programs in Los Angeles County.