

Metro Rideshare PlanMaker

Reach your commute
and air quality goals
in 15 steps



Metro





Dear Employee Transportation Coordinator (ETC):

Congratulations on offering a rideshare program at your worksite. By doing so, you're not only helping to reduce air pollution and ease traffic – you're also providing an important commuter benefit to your employees.

We know how demanding it is to manage a successful rideshare program that also meets clean-air mandates. To assist you in drafting an effective Employee Commute Reduction Program (ECRP), we've developed the Metro Rideshare PlanMaker (MRP). MRP reduces the myriad of AQMD options down to 15 essential strategies and matches them to Metro's free services and programs, ensuring your ECRP will be easy to manage and cost effective to run.

We hope you'll find MRP to be a valuable and helpful resource and we look forward to hearing about your program's success.

Sincerely,

A handwritten signature in black ink that reads "David H. Sutton".

David H. Sutton, Director
Metro Commute Services



Introduction



What's Inside

- ❑ Metro's program for developing an Employee Commute Reduction Program (ECRP) that meets AQMD requirements.
- ❑ Details on free Metro products and services that support your rideshare program.
- ❑ Flyers, brochures, forms, posters, how-to guides and other materials – available to order from Metro, or included as PDFs or sample documents for your convenience.
- ❑ Teal colored links direct you to samples and additional materials in this slide show. Some of the links go to helpful web sites (Internet access required). Links to the internet may not work because of firewalls or other technical issues. Please refer to the *Additional Resources* slide at the end of this presentation for a list of internet links.



Introduction



Getting Started

- ❑ Review the strategies outlined in the main section of the CD – you can click on any of the links to be directed to web information or sample documents.
- ❑ In addition to the strategies outlined in *Metro Rideshare PlanMaker*, you'll find an Appendices folder that includes documents referenced and additional helpful resources.
- ❑ Although *Metro Rideshare PlanMaker* can be used regardless of your level of experience as an ETC, it is recommended that you attend AQMD ETC Training and a Metro ETC Briefing before implementing these strategies.
- ❑ If you'd like more information about the duties of an ETC, refer to *Your Role as an ETC* in the *Section 1 Introduction Appendix*



Introduction



Terms

ETC – Employee Transportation Coordinator, the person at a work site charged with the responsibility of running a rideshare program.

AQMD – (or SCAQMD), South Coast Air Quality Management District, the air district for the South Coast Air Basin which includes Los Angeles, Orange, Riverside and San Bernardino counties.

AQMD's Rule 2202 – Is a menu of options to reduce mobile source emissions generated from employee commutes, to comply with federal and state Clean Air Act requirements. This rule applies to any company or agency who employs 250 or more people on a full or part-time basis at a worksite.

ECRP – Employee Commute Reduction Program, known informally as a rideshare program.

AVR – Average Vehicle Ridership, the average number of people per vehicle arriving at the work site; AQMD sets AVR targets ranging from 1.30 to 1.75 for employers.

Transportation Survey – An annual survey of employees' commute habits conducted by the ETC to determine AVR and obtain employee rideshare data.

Good Faith Elements – Strategies that a company plans to do *in good faith* as part of its ECRP.



Introduction



15 Strategies to Success

Metro's Rideshare PlanMaker has recommended strategies on how we can help you implement a rideshare program at your work site. Employers who submit a Rule 2202 ECRP who have not attained their target AVR, are to select five strategies from each of three categories. The strategies are shown first in overview and then in detail.

Your ECRP must include:

5 Basic Strategies – core elements needed for a rideshare program

5 Marketing Strategies – getting the word out to employees

5 Direct Strategies – incentives, rewards or subsidies

The complete list of *AQMD Good Faith Elements* are in *Section I Introduction Appendix*



Good Faith Elements



Employers are to select and implement a total of at least 15 strategies. Employers selecting more than five strategies in any category shall maintain a record on-site for which five strategies are implemented and shall make records available upon request to AQMD personnel.

The next three slides list all of the *Good Faith Element* strategies suggested by the AQMD



Basic Strategies



AQMD's list of Good Faith Elements Basic Strategies

Metro's five recommended strategies

1. **Commuter Choice Programs** – Take advantage of potential tax savings for you and your employees who ride public transportation and vanpools costs up to \$115 per month.
2. **Flex time schedules** – With a flexible start and stop it makes it easier for employees to match-up for carpools, join vanpools and ride Metro and Metrolink.
3. **Guaranteed return trip** – Also called Emergency Ride Home Program. Rideshare participants are provided, for free, up to four rides in a taxi or rental car in the case of a personal emergency.
4. **Personalized commute assistance** – Using survey data and CommuteSmart.info.
5. **Preferential parking for rideshares** – Carpools and vanpools are provided with up close parking spaces at their place of employment.
6. **Rideshare matching services, at least annually** – The annual AVR survey Metro process for employers, generates a “RideGuide” with rideshare matching and other valuable information
7. **Transit information center, updated quarterly** – Display a Metro system map, schedules, along with transportation agency web sites.
8. **Other basic support strategies that have been approved by the AQMD** – Contact the AQMD to request approval for strategies unique to your situation.



Marketing Strategies



AQMD's list of Good Faith Elements Marketing Strategies

Metro's five recommended strategies

1. **Attendance at a marketing class, at least annually** – Marketing certificate required with annual ECRP submittal.
2. **Direct communication by CEO, at least annually** – A letter is usually sent with the AVR survey.
3. **Employer newsletter distributed at least quarterly, or a rideshare website where there is an update or notice sent to employees quarterly** – CommuteSmart.info produces a monthly newsletter for employers and employees.
4. **Employer rideshare event(s), at least annually** – Rideshare Week (the first week in October) is the perfect opportunity to market rideshare. Metro provides the marketing materials. Bike to Work Week in May is another Metro supported event.
5. **Flyers, announcements, memos, or letters distributed on a quarterly basis to employees** – 18 flyer templates on this CD, can be tailored as needed.
6. **New-hire orientation(s) Rideshare bulletin boards/commuter information kiosks/display racks** – Request Metro's marketing materials to use in racks and on bulletin boards.
7. **Rideshare meetings or focus groups, at least semi-annually and other marketing strategies that have been approved by the AQMD** – A focus group assists you with developing the rideshare program to fit the needs of your employees. A committee also might help you with the rideshare communication.



Direct Strategies



AQMD's list of Good Faith Elements Direct Strategies

Metro's five recommended strategies

1. **Auto services** – On site services, or vouchers and discounts.
2. **Bicycle program** – Bike club, showers/lockers, bike racks, info, events, prizes and equipment.
3. **Carpool program – gas vouchers, gift cards, preferential parking, etc.**
4. **Compressed workweek schedules** – 4/40, 9/80 or 3/36 workweeks.
5. **Direct financial awards – Points program, transportation allowance or subsidy.**
6. **Discounted or free meals** – Cafeteria or local restaurants.
7. **Employee clean vehicle purchase program** – Call the AQMD to see what vehicles qualify.
8. **Gift certificates** – Gift cards are a great way to show employees appreciation for ridesharing.
9. **Off-peak rideshare credit program – More information in Section III Appendix**
10. **Parking charge or subsidy program** – Charge non-ridesharers or pay rideshare employees.
11. **Points program** – Rideshare employees receive points redeemable for cash or merchandise.
12. **Prize drawings, at least quarterly** – Drawings for cash or other tangibles.
13. **Start-up incentive** – Enrollment item such as: coffee mug, bike equipment or transit pass.
14. **Telecommuting** – Work from home or a tele-work center helps reduce miles traveled.
15. **Time off with pay** – Compensated with time-off for ridesharing.
16. **Transit subsidy – Employer provided a transit pass, voucher or subsidy.**
17. **Vanpool program – Enrollment and or subsidy on vanpools.**
18. Other direct strategy programs that have been approved by the AQMD.



Recommended Basic Strategies

AQMD Strategies:

What Metro Provides:

1. Offer ridematching services, at least annually	<ul style="list-style-type: none">✓ RideGuide commute matching for all employees✓ AVR survey processing and booklet✓ AVR survey briefings for ETCs
2. Transit information center, updated quarterly	<ul style="list-style-type: none">✓ Metro route timetables and system map✓ Metro rider information
3. Personalized commute assistance	<ul style="list-style-type: none">✓ Carpool and vanpool matching at 323.GO.METRO or CommuterSmart.info✓ Metro Trip Planner at metro.net
4. Commuter tax benefits	<ul style="list-style-type: none">✓ Commuter tax benefit workshop and information
5. Guaranteed return trip	<ul style="list-style-type: none">✓ Guaranteed Ride Home program



Basic Strategies

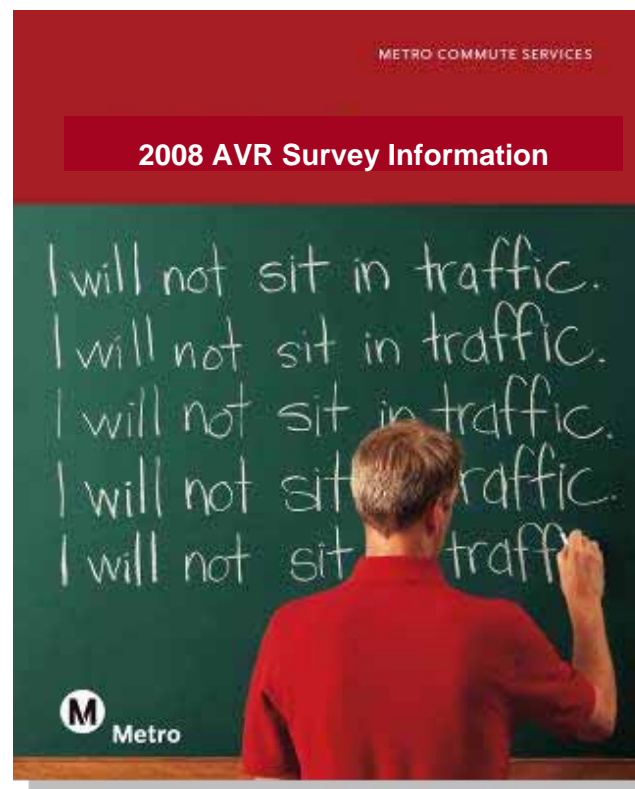


1. Offer ridematching services, at least annually

By completing a rideshare survey form, employees are provided a RideGuide to contact other interested employees with similar commutes.

What Metro Provides:

- [AVR survey briefings for ETCs](#)
- [AVR survey processing](#)
- [Share the Ride. Here's My Guide](#)
- [Share the Ride. Share the Savings](#)






Basic Strategies



AVR Survey Briefings for ETCs

Metro's ETC Briefings give you all the information you need to conduct your transportation survey. Briefings are held monthly at the Metro offices in downtown Los Angeles. You must attend a briefing at least 60 days prior to your AQMD submittal date.



Sample

2008 ETC Briefing Meeting Schedule

Attendance at the ETC Briefing is now required to receive your Commuter Transportation and AVR Survey packet.

Briefings fill up quickly so please RSVP at least 45 days in advance. Space is limited to 24 attendees.

IMPORTANT: Allow at least 60 days prior to your AQMD submittal date to complete the survey process. E-mail to reserve your space at the ETC Briefing of your choice. Please select the ETC Briefing-date that best fits your survey time schedule

Wednesdays:

April 9	1:00 pm to 3:00 pm
May 14	9:30 am to 11:30 am
June 11	1:00 pm to 3:00 pm
July 9	9:30 am to 11:30 am
August 13	1:00 pm to 3:00 pm
September 10	9:30 am to 11:30 am
October 15	1:00 pm to 3:00 pm
November 12	9:30 am to 11:30 am
December 10	1:00 pm to 3:00 pm

Please RSVP: via email at blanchardd@metro.net and provide Name, Company, Phone Number, and session you'll be attending

Location: Briefings will be held at:
Metro Headquarters
Cesar Chavez Ave. & Vignes St., 3rd floor (Board Overflow Room)
One Gateway Plaza, Los Angeles 90012

Please bring your business card and parking ticket with you to the meeting if you want your parking to be validated.





Basic Strategies



AVR Survey Processing

Metro provides AQMD-approved survey forms (paper or electronic/English or Spanish) and offers advice on how to conduct a survey at your work site. Then Metro processes the forms to give you AVR results and RideGuides for employees. You'll also get helpful output reports—such as density maps, AVR charts and zip code lists—which help with your ridematching. It's all free - some restrictions apply*.

To start the survey process, fill out a *Metro Commute Services Annual Service Agreement form*, available in the *Basic Strategies Appendix*.

*Restrictions – The survey is free as long as employer subscribes to a Metro Pass Program or selects electronic survey (may include a combination of electronic and paper survey)





Basic Strategies



Share the Ride. Here's My Guide

The personalized RideGuide is a customized brochure with carpool and vanpool match and more. Your employees get the guide free when you conduct an annual transportation survey. A sample is included in the [Basic Strategies Appendix](#).

A personalized ride guide, just for you. ME YOU. COOL!

Everything you need to rideshare. HELPFUL HINTS

Getting Started

- Starting is easiest on carpools. It is easy as calling the people in your RideGuide (carpool or vanpool) and just discussing their preferences in relation to sharing the ride. Simply arrange a meeting to discuss the details such as:
 - Who, when and where
 - How to get on and off
 - Using a Park/ Ride lot to avoid the hassles, and (if you have it) use the "press [Y]"
 - How long the vehicle will need for someone
 - What to do when a participant can't get on
- Working late or leaving early
- Alcohol? Food? Fuel? Gas?
- Splitting and paying for tolls
- Gas, if any, and payments
- How to get to your job

Tip for Success

- Meet and greet people in writing before you meet
- If a participant parked on your vehicle can't get to work, use a fuel station parking

No Worries

What if I need to get home quickly?

Your employer may already have a personalized ride-sharing program. Check with your Human Resources Department about this and other travel programs. What are designed to make selecting convenient and easy.

How do I Rideshare?

- Public Transit (Park/Ride)
- Van
- Walk
- Carpool/Vanpool

The schedule and information also include tolls, emissions and more.

Share the ride. Here's a guide. MY MY COMMUTE MY TIME MY SAVINGS

Ridesharing has its Benefits!

- Saves you money!
- Helps everyone Breathe a little easier
- Reduces congestion
- Increases mobility
- Reduces wear and tear on your car
- Improves morale
- Reduces stress
- Increases productivity
- Reduces our dependency on foreign oil

M Metro



Basic Strategies



Share the Ride. Share the Savings

Employees who do not request a personal RideGuide receive general information on vanpools, bus/rail routes and more. You get RideGuides free when you conduct your annual transportation survey. A sample is included in the [Basic Strategies Appendix](#).

How's your commute to work?
EXPENSIVE!

If you answered "Most", you're not alone. With gas prices rising, it's time to start considering other options to save and stay on budget.

There are many ways to share the ride. Here are some of the most popular options:

Van Pools

- Share a ride with others in a vanpool. You'll save money on gas and wear and tear on your car.
- Many employers offer vanpooling programs. Contact your HR department for more information.
- Vanpooling is a great way to save money and reduce your carbon footprint.

Bus/Rail

- Take the bus or train. It's a convenient and affordable way to get to work.
- Many employers offer transit benefits. Contact your HR department for more information.
- Public transit is a great way to save money and reduce your carbon footprint.

Share the ride.
There are many ways to share the ride. Here are some of the most popular options:

Van Pools

- Share a ride with others in a vanpool. You'll save money on gas and wear and tear on your car.
- Many employers offer vanpooling programs. Contact your HR department for more information.
- Vanpooling is a great way to save money and reduce your carbon footprint.

Bus/Rail

- Take the bus or train. It's a convenient and affordable way to get to work.
- Many employers offer transit benefits. Contact your HR department for more information.
- Public transit is a great way to save money and reduce your carbon footprint.

Share the savings.
There are many ways to share the savings. Here are some of the most popular options:

Van Pools

- Share a ride with others in a vanpool. You'll save money on gas and wear and tear on your car.
- Many employers offer vanpooling programs. Contact your HR department for more information.
- Vanpooling is a great way to save money and reduce your carbon footprint.

Bus/Rail

- Take the bus or train. It's a convenient and affordable way to get to work.
- Many employers offer transit benefits. Contact your HR department for more information.
- Public transit is a great way to save money and reduce your carbon footprint.

Start today.
There are many ways to start today. Here are some of the most popular options:

Van Pools

- Share a ride with others in a vanpool. You'll save money on gas and wear and tear on your car.
- Many employers offer vanpooling programs. Contact your HR department for more information.
- Vanpooling is a great way to save money and reduce your carbon footprint.

Bus/Rail

- Take the bus or train. It's a convenient and affordable way to get to work.
- Many employers offer transit benefits. Contact your HR department for more information.
- Public transit is a great way to save money and reduce your carbon footprint.

Call a RideGuide at 800-455-4555.
We'll help you find the best option for you.

Lots of options to share the ride.

Spanish Side

Comience a ahorrar.
Comparta el viaje. Comparte el ahorro.

Comience hoy.

Share the ride. Share the savings.

Comparta el viaje. Comparte el ahorro.



Basic Strategies



2. Transit information center, updated quarterly

What Metro Provides:

Maps, timetables, Rider's Guide and more

[System Map Sample](#)

To Order:

See the *Metro Timetables and Brochures* order form in the [Basic Strategies Appendix](#)





Basic Strategies



Metro Timetables and System Map

Metro maps and timetables are available at no cost in English and Spanish.

http://www.metro.net/riding_metro/maps/default.htm





Basic Strategies

3. Personalized commute assistance

What Metro Provides:

- ❑ Carpool and vanpool matching at 323. GO.METRO
- ❑ Bus/rail trip planning at metro.net
- ❑ CommuteSmart.info online assistance, for exclusive worksite ridematching



Basic Strategies



CommuteSmart.info

There are two ways to use CommuteSmart.info to provide personalized assistance to commuters:

- ❑ Your employees can log on as individuals and use the [Find a Carpool/Vanpool](#) or seat finder feature to get an instant list of potential rideshare partners.
- ❑ If you surveyed for AVR with Metro, your employee data is part of the CommuteSmart.info database – contact Metro at 213.922.2811 to get access to your employees' rideshare data.



Basic Strategies

323.GO.METRO

Operator-assisted commute information M-F, 7:30 a.m. – 4:30 p.m., including help with carpools, vanpools, transit routing, pass programs “Park & Ride lots” and rideshare incentives





Basic Strategies

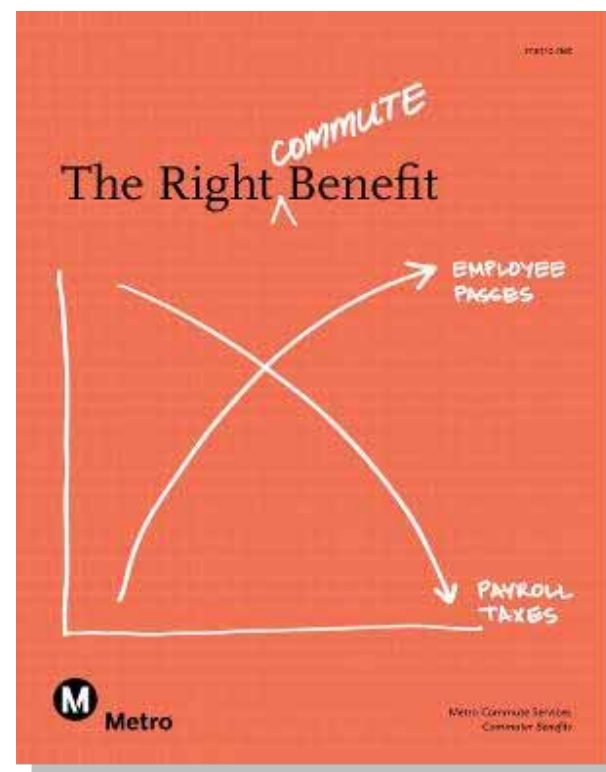


4. Commuter tax benefits

What Metro Provides:

Commuter Benefits allow employees to use pre-tax salary to pay for transit expenses and/or provide tax deductions for employers who subsidize transit costs. Learn how these programs can reduce payroll taxes and give your employees more take-home pay.

For more information, see *The Right Commute Benefit* booklet in the [Basic Strategies Appendix](#)





Basic Strategies

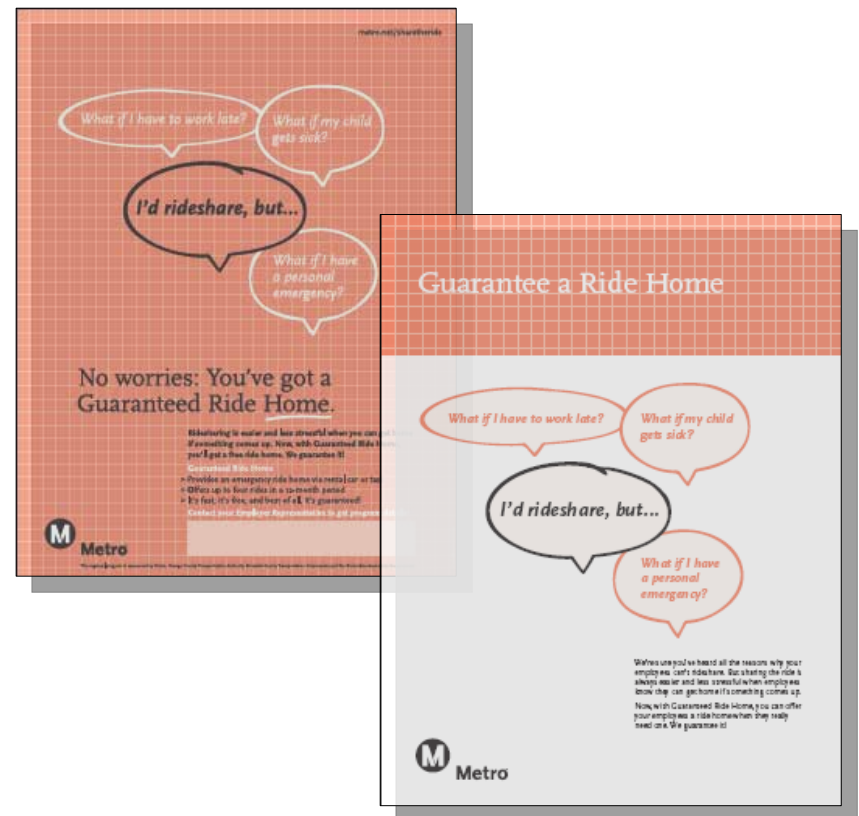


5. Guaranteed return trip

What Metro Provides:

Metro's Guaranteed Ride Home program offers ridesharing employees free taxi or rental car rides home in case of emergency or if they have to work unexpected overtime hours.

For more information, see *Guaranteed Ride Home* publications in the [Basic Strategies Appendix](#); or visit CommuterSmart.info





Basic Strategies



Basic Strategies – Related Documents

Go to the Basic Strategies Appendix file on this CD to find these helpful materials:

1. AVR Briefing schedule
2. AVR booklet for monthly briefing
3. AVR Share the Ride. Here's My Guide.
4. AVR Share the Ride. Share the Savings.
5. The Right Commute Benefit Booklet
6. Guaranteed Ride Home flyer (employee)
7. Guaranteed Ride Home flyer (employer)
8. Guaranteed Ride Home guidelines & requirements
9. Guaranteed Ride Home sample employee letter
10. Metro Timetable and Brochure order form
11. Metro system map and link
12. Metro trip planner and link
13. Sample transit materials to order
14. Service Agreement

Recommended Marketing Strategies



AQMD Strategies :

What Metro Provides:

6. Attend a marketing class, at least annually	✓ Free Metro marketing workshops
7. Coordinate employer rideshare events, at least annually	✓ Rideshare Week and other event materials
8. Distribute an employee newsletter, or maintain a rideshare website that is updated quarterly	✓ CommuteSmart monthly newsletter for employees ✓ Access to Metro.net and CommuteSmart.info to enhance your website
9. Provide rideshare information to new hires	✓ Free Metro weekly pass for new hires
10. Post and maintain a rideshare bulletin board	✓ Rideshare posters ✓ Template to create 18 customized rideshare flyers ✓ Clip art