



OC RIDESHARE PROGRAM

## Program Overview

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## 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

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## Major Elements

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

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## 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

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## 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

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## 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

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## 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

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## 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

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## 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.

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## 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

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## 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

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## Other Local Incentives

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

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## 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

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## 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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## 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

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## 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

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## Awards



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