



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 SCAQMD's Rule 2202.

- Managed by Human Resource Services**
- Administered by TVS**

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**
- **Quarterly Electronic Newsletter**
- **Rideshare Booth at larger events**
- **New Employee Orientation**
- **Bulletin Board Flyers**
- **SharePoint Banners**

Commuter Assistance

- www.ocgov.com/hr/rideshare
- Message Center = 714-647-1931
- 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 Classifieds
 - 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

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

- Tiered reimbursed for a transit passes for first three months

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.

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**

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**
 - 90% Target Response Rate
- **Link to On-line Survey**
- **Key Information**
 - Agency or Department
 - Commute Mode and Start Time
 - Trip Origin and Destination

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
 - Display Racks / Events / Posters
- **Annual Transportation Survey**
 - 90% Response Rate
- **Designate On-site Coordinators**
 - Buildings with 250+ employees

On-Site Coordinators

- Annual Update or Training
- Distribute Program Brochure
- Also Direct Employees to:
 - Web (www.ocgov.com/hr/rideshare)
 - E-mail (rideshare@ocgov.com)
 - Phone (714) 647-1931

Awards

