Commuting Post COVID-19 and Finding Ridesharing Solutions That Work

Metro Shared Mobility Webinar
July 16, 2020
Speakers

Paula Carvajal-Paez
Senior Director, LA Metro
Shared Mobility & Regional Programs

Denise Van Stratten
TDM Consultant, LA Metro

Eric Houston
Senior Manager, LA Metro
Transportation Planning
Overview/Agenda

- Telework Update
- Transit Ridership Update
- Bikeshare for Business
- Vanpool Update
- Outreach Tips & Ideas
- Questions & Answers
It’s a new time

• We know that getting your employee’s attention will be harder once they start to return to the workplace (post COVID-19).
• Employees will have lots of questions about your rideshare program.
  • How can I stay safe while taking transit, carpooling or vanpooling to work?
  • How do I practice social distancing and still be respectful of others?
• We’ve put together this webinar to help ETCs be better prepared to navigate the post COVID-19 world of Shared Mobility.
It’s a “work from anywhere” world

- According to a Global Workplace Analytics Survey, 56% of the US workforce is teleworking.
- Salesforce’s CEO said “68% of his 52,000 employees are working from home and he does not see that changing anytime soon.”
Our best estimate is that 25-30% of the workforce will be working-from-home multiple days a week by the end of 2021.

— Kate Lister, President of Global Workplace Analytics
Motion 1A

Possible incentives the City can offer businesses who continue to allow their employees to telecommute after the emergency order is lifted.

Motion 2A

Implement a telework program for City employees to incentivize private businesses in the City to adopt telecommuting for their employees.
Metro’s COVID Recovery Task Force

The COVID-19 Recovery Task Force is a staff committee of the Los Angeles County Metropolitan Transportation Authority (Metro) responsible for providing advice and recommendations to Metro’s senior leadership team, Chief Executive Officer and Board of Directors on the recovery from the novel coronavirus (COVID-19) pandemic.

The Recovery Plan will recommend a set of actions that Metro can take to:

1. Continue to respond to the pandemic
2. Recover from the pandemic
3. Help lead an economic recovery for LA County
4. Advance mobility without congestion as a “new normal,” in line with Metro’s mission and Vision 2028 Strategic Plan
Enable telecommuting as a means of protecting Metro employees while making progress toward the Vision 2028 goals of mobility, equity and environment.

**Internal Recommendations**

- Build a holistic telecommuting program
- Update Metro's telecommute policy
- Build/acquire IT infrastructure that better enables a remote workforce
- Reward departments that successfully do it
- Collect data to inform success

**External Recommendations**

- Run a campaign to engage major employers and stakeholders
- Update Metro toolkit to help employers deploy their own program
- Provide additional resources and collaborate across departments to engage
Reasons Why

- Equity
- Employee Wellness
- Employee Retention
- Employer of Choice
- Ecologically Responsible
- Traffic Reduction
- Cost Savings
- Technology Availability
LA County Commutes

This data reflects the commute trips in LA County.

Metro employees report similar distribution, with higher transit, lower carpool and 0% telecommute.

- Drive Alone: 74%
  - Expanded telecommuting will target single-occupancy vehicle trips to achieve Vision 2028 goals
Teleworkers

• The dust is still settling, but health officials are continuing to encourage employers to allow employees to telework.

• It’s a good time to reevaluate your organizations telework policies and procedures.
Metro’s telework webpage

- Telework Benefits Info Sheet
- Frequently Asked Questions (FAQ)
- Telecommuting Tips for Employees (Flyer)
- Guidebook for Employers
- www.metro.net/telework
Did you know that telecommuters will help improve your AVR stats for compliance with SCAQMD’s Rule 2202?
<table>
<thead>
<tr>
<th>Mode</th>
<th>Description</th>
<th>Persons in Vehicle</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>Zero Emission Vehicle</td>
<td>4</td>
</tr>
<tr>
<td>B</td>
<td>Bus</td>
<td>5</td>
</tr>
<tr>
<td>C</td>
<td>Rail/Plane</td>
<td>6</td>
</tr>
<tr>
<td>D</td>
<td>Walk</td>
<td>7</td>
</tr>
<tr>
<td>E</td>
<td>Bicycle</td>
<td>8</td>
</tr>
<tr>
<td>F</td>
<td>Telecommute</td>
<td>9</td>
</tr>
<tr>
<td>G</td>
<td>Noncommuting</td>
<td>10</td>
</tr>
<tr>
<td>H</td>
<td>Drive Alone</td>
<td>11</td>
</tr>
<tr>
<td>I</td>
<td>Motorcycle</td>
<td>12</td>
</tr>
<tr>
<td>J</td>
<td>2 Persons in Vehicle</td>
<td>13</td>
</tr>
<tr>
<td>K</td>
<td>3 Persons in Vehicle</td>
<td>14</td>
</tr>
</tbody>
</table>
Changes in transit ridership

• Metro continues to provide transportation options to essential workers.
• According to APTA, rail ridership levels dipped in March:
  • New York’s passenger levels were down 90%
  • Bay Area Rapid Transit was down 97%
  • LA Metro Rail showed a decrease of 70%
• Metro continues its mission to deliver more options with safe and high-quality service throughout LA County.
• Metro’s has been working on a Recovery Plan to move forward post COVID-19.
Metro’s four-phase plan to restore service

Phase 1: Began taking place in June

Modest gains in services to accommodate non-essential trips

- Still a dynamic situation – could change in response to directives.
- Provide safe and reliable service.
- More cleaning.
- Continued need to monitor social distancing.
Metro’s four-phase plan to restore service

Phase 2: Projected to take place July and August

Accommodate additional people returning to work

- An eye on students possibly returning to schools and colleges.
- Match service levels with actual/expected ridership.
- Make transit a good options for those returning to work.
Metro’s four-phase plan to restore service

Phase 3: May be implemented in September – November

- Modest gains in service in areas with growing demand

- Continue to match service levels with actual and expected ridership.
- Continue to monitor social distancing.
- Frequent updates on social media and blog.
Metro’s four-phase plan to restore service

Phase 4: Projected to take place in December and January 2021

- Next Gen has been in works for two years.
- Emphasis on providing more frequent service on busiest routes with faster door-to-door trips for most of our riders.
- Enhanced cleanliness on vehicles stations and at terminals.
Did you know ...

Riders on Metro buses and trains are now required to wear face coverings with exceptions for those with certain health conditions or disabilities.
Reminders for your employees ...

- To assist with social distancing, all riders must board and exit through the rear door of transit buses.
- The front door remains open for those with wheelchairs.
• Transparent barriers are in place to protect our bus operators.
• Riders are not required to use the fare box or TAP validator at the front of the bus, but are asked to be in possession of their fare during travel.
More reminders ...

- Metro has enhanced cleaning at major transit hubs with elevated focus on high-touch areas such as handrails, elevator call buttons, and ticket vending machines.
- Metro continues to clean buses and trains with EPA-approved disinfectants.
- Metro has installed hand sanitizer dispensers at major transit stops and stations.
Metrolink conducted a survey that showed interest levels post COVID-19.

Once the stay-at-home order is lifted, how likely are you to ride Metrolink again?

- Definitely will: 41%
- Somewhat likely: 16%
- Very likely: 23%
- Somewhat unlikely: 7%
- Very unlikely: 5%
- Don't know: 6%
- Definitely will not: 2%
Metrolink identified rider’s concerns

<table>
<thead>
<tr>
<th>Reason</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Concerned about social distancing</td>
<td>72%</td>
</tr>
<tr>
<td>Concerned about cleanliness on the train</td>
<td>51%</td>
</tr>
<tr>
<td>I feel more safe in my own car</td>
<td>39%</td>
</tr>
<tr>
<td>I will telecommute more from home</td>
<td>27%</td>
</tr>
<tr>
<td>I am laid off / unemployed</td>
<td>6%</td>
</tr>
<tr>
<td>Driving my car is faster</td>
<td>6%</td>
</tr>
<tr>
<td>I am going to school online</td>
<td>5%</td>
</tr>
<tr>
<td>Driving my car is cheaper</td>
<td>3%</td>
</tr>
</tbody>
</table>
Metrolink created a video to highlight their cleaning procedures #CleanCommute

www.metrolinktrains.com
Transit riders may experience delays due to social distancing; or having to wait for the next train or bus due to capacity.

Consider offering a transit “tardy” slip (like high school). It’s OK to be late during the recovery period.
Bike Share for Business

A fun and affordable transportation benefit for your employees at a discounted price

Here's how it works

1. Sign up for Bike Share for Business
2. Employees can enroll in the plan you offer to receive a discounted pass
3. Your company is billed monthly for every employee enrolled in your plan
Station Map

Open 24/7 in DTLA, Central LA, North Hollywood and the Westside. Download the Metro Bike Share app to view this map on your smartphone.
bikeshare.metro.net

(844) 857-BIKE (2453)

business@bikeshare.metro.net
Vanpool partners & safety concerns

- Vanpooling can be a link to public transit
- If commuters have relied on transit in the past, vanpooling can be a new bridge.
- Commute by Enterprise is including cleaning kits in all vans (gloves, masks, with a best practice checklist).
Vanpool partners & safety concerns

• Some vanpools can be divided into two (or more) vehicles due to social distancing requirements.
• Contact your third-party vanpool provider for more information and qualification requirements.
You may need more designated parking spaces for your vanpool groups that may have split-up into multiple vehicles.
Metro Vanpool Program

(213) 922-7003

vanpool@metro.net

metro.net/vanpool
RideGuides

• Shared Mobility can produce a special “run” of RideGuides for “all” of your AVR survey employees
• Employees may feel more comfortable riding with coworkers at this time.
• If you must split-up a vanpool, RideGuides can help identify others that can make up the minimum ridership requirements needed for subsidy.

Contact sharedmobility@metro.net or (213) 922-2811 for more details.
Note: To ensure legal compliance, the Guidelines for the Guaranteed Ride Home Program for COVID-19 are under review with Metro Legal – please contact (213) 922-2811 with questions.

Note: Enterprise Rent-A-Car is not providing pickup service at this time, and some of their locations may be temporarily closed – call ahead.
Your Trips
No trips have been created for this day

Create a trip from a template
Create a trip from a template
Select a type
Select a mode
Telework (Home)
Flex Day Off (9/80, 4/10, etc.)
Motorcycle
Drive Alone
Select a mode
For employees who commute to work using public transportation or ride sharing, consider offering the following support:

- If feasible, offer employees incentives to use forms of transportation that minimize close contact with others (e.g., biking, walking, driving or riding by car either alone or with household members).

- Ask employees to follow the CDC guidance on how to protect yourself when using transportation.

- Allow employees to shift their hours so they can commute during less busy times.

- Ask employees to clean their hands as soon as possible after their trip.
There is still much uncertainty

- Your employees are super busy. Being able to get their attention will be more of a challenge.

- Here are a few creative ideas to help market your rideshare program.
Communication: it is critical

Studies show that 85% of employees say they are most motivated when management shares regular updates.
Virtual commuter meetings

- Set up “Zoom” meetings with your rideshare participants before they return to the workplace.
- Send out a pre-survey asking about their concerns.
- Provide answers and address them during the meeting.
Try using videos to communicate

We all have a camera in our pocket, and creating a simple video is easier than ever.
Videos

• It’s a great way to share complex topics or critical messages that require your employee’s full attention.

• Tip: explain how converting a large carpool to a new vanpool group can help with social distancing.
Interview employees

• Concerned about distancing? Interview one of your employees that bicycles to work.
• There is strength in numbers. Riding with a co-worker may motivate others.
• Use Metro Bike Share videos that are available on YouTube.
• Create “behind the scenes” video on how-to start a carpool, or how-to ride the train or bus.
• This may pique interest and attract new participants to your program.
• Can’t create your own video? Check out *YouTube*. 
Ask a question

To make sure they are watching your video – give those who answer your question correctly a chance to win a prize!
Have some fun!

Get the CEO to ride an e-scooter and turn it into a motivational video!
Launch a hashtag challenge

• Encourage employees to make videos about what they are doing to keep themselves in their #PersonalSafeZone.
• Invite employees to post videos when they ride the train, bus, carpooling or vanpooling using #SafeCommute.
• Create your own hashtag #(XYZCompany)Commute.
Video Challenges

• Use video apps like TikTok or Lasso.
• Create a challenge:
  – “How to Walk to Work” video challenge
  – “How to Ride Your Bike to Work”
• Who doesn’t like friendly competition?
Video messages are more memorable than text-only messages.

Social media for business doesn’t have to be boring. One of the reasons that platforms like TikTok have exploded in popularity is simple: They’re fun, and even a bit silly.
Use your Intranet

- Be sure to update the rideshare information on your company Intranet site.
- Don’t have an Intranet site? Create one!
More fun ideas

Have fun with your employees by adding a virtual “scavenger hunt” that walks them through your Intranet site – give them a list of questions that they can only find there.
Scavenger hunt

• Friendly competitions will have employees eager to find the right answers.
• Offer a small prize to the winners!
Go mobile

• When you improve communication, your staff gets the information they need.
• Almost everyone has a cell phone (some have more than one)!

Metro
Using text messages or tools (like Microsoft Team) to share “must-read” rideshare messages can ensure office staff and teleworkers see messages the next time they look at their phone or log in.
Metro’s new Transit app partnership

- Used in 200 cities around the world
- Offers accurate real-time arrival information for buses and trains
- Its GO feature offers step-by-step navigation
- Trip planning incorporates other transit agencies, Metro Bike and private rideshare services for an easier planning experience
- Offers personalized service alerts
- Provides tools to help visually impaired riders navigate the system as a commitment to accessibility
Questions???
Metro Shared Mobility
213.922.2811
sharedmobility@metro.net

Metro provides excellence in service and support.