

# Metro Rideshare AVR & Strategies Support

Learn how Metro Rideshare can help you reach your ECRP goals

Metro Rideshare staff is ready to assist you and answer any questions.

Please call 213-922-2811 or email us at [Sharedmobility@metro.net](mailto:Sharedmobility@metro.net)

For more information, visit [metro.net/rideshare](http://metro.net/rideshare)  
[Facebook.com/losangelesmetro@metrolosangeles](https://www.facebook.com/losangelesmetro@metrolosangeles)



# Introduction

## What's Inside

- ✓ Learn about Metro's free AVR surveying processing, reports, and training
- ✓ Summary of Strategies that are part of SCAQMD's Good Faith Effort Determination Elements.
- ✓ Metro Rideshare programs and support services that match-up with SCAQMD's Good Faith Elements strategies.

# Introduction

## Helpful Terms

- ✓ **ETC** – Employee Transportation Coordinator, the person at a work site charged with the responsibility of managing a rideshare program.
- ✓ **AQMD** – (SCAQMD), South Coast Air Quality Management District, the agency overseeing air quality in Los Angeles, Orange, and non desert portion of Riverside and San Bernardino counties.
- ✓ **AQMD's Rule 2202** – 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 (or rideshare program).
- ✓ **AVR** – Average Vehicle Ridership, the average number of people per vehicle arriving at the work site; AQMD sets AVR targets 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 their ECRP.



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# AVR, Reports, and Training

## Getting the Help You Need

### AVR Processing

As part of Rule 2202 ECRP, ETCs must submit AVR figures to SCAQMD. Metro can help you successfully conduct an AVR survey at your worksite. You will be provided with electronic or paper (English & Spanish) surveys and calculation of AVR results for submission.

### Reports and Ridematching

Metro also assists with collecting travel information as part of the surveying process that can then be used for reports showing alpha and zip code lists, and real time maps, for ridematching, and providing employees with personalized RideGuides.

### Training

Metro offers monthly ETC Briefings on the survey process as well as ETC Portal Training on how to access your survey data. Trainings are held at Metro Headquarters, located in Downtown LA. You should attend a briefing 60 days prior to your SCAQMD plan submittal date.

All of these services are free to companies with an annual Service Agreement.



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# Good Faith Elements

## Strategies for Success

Employers who submit a Rule 2202 ECRP and who have **not** attained their target AVR, need to show SCAQMD that they have put in a "good faith effort" in trying to meet their AVR. This is done by having in place a number of strategies that have previously been approved by SCAQMD as effective tools in increasing rideshare participation. Employers must maintain an on-site record of these strategies and make them available to SCAQMD upon request.

### Your ECRP must include the following Good Faith Elements for your Rule 2202 Plan:

- ✓ 5 Marketing Strategies – getting the word out to your employees
- ✓ 5 Basic/Support Strategies – core elements for a rideshare program
- ✓ 5 Direct Strategies – incentives, rewards, and subsidies

# Good Faith Elements: Marketing Strategies

1. **Attendance at a Marketing Class, at least annually** – Marketing certificate required with annual ECRP submittal.
2. **Direct Communication by your CEO, at least annually** – A letter from your company's CEO or other executive officer emphasizing how important it is that employees respond to the survey and help the company meet its air quality target by ridesharing can go a long way.
3. **Employer Newsletter distributed at least quarterly** – This may also include flyers and announcements, and is a great opportunity to remind employees of the benefits of ridesharing, including cost savings and emissions reductions.
4. **Employer Rideshare event(s), at least annually** – Rideshare Week, Bike Week, Car-Free Days and other events are the perfect opportunities to market rideshare.
5. **New-Hire orientation (s)** – ETCs can be part of the regular orientation process provided to new employees and emphasize the importance of ridesharing.
6. **Create Rideshare Bulletin Boards/Commuter Information Kiosks/Display Racks.**
7. **Rideshare Meetings/Focus Groups** – Host meetings and events twice a year and find out from your employees how to improve your rideshare program.
8. **Rideshare Website** – Talk to your IT department and make it happen today!
9. **Other Marketing Strategies previously approved by SCAQMD.**



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# Good Faith Elements: Basic/Support Strategies

1. **Commuter Choice Program** -Take advantage of potential tax savings for you and your employees who rideshare. Employers who pay for commute expenses can get a tax deduction or they can allow employees to set aside pre-tax income. Find out from your H R department what is right for you.
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** - Create a plan that gets your ridesharing employees home quickly in case of a personal emergency.
4. **Personalized Commute Assistance** - Employers must provide personalized information that supports ridesharing among employees. This may include information on nearby transit service, park-and-ride lots, and bicycle routes.
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**- Employers must distribute ridematching information, such as RideGuides, and other valuable information.
7. **Transit Information Center (updated quarterly)** - Employers must provide transit information and/or sell transit passes.
8. **Other Basic/Support Strategies previously approved by SCAQMD.**



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# Good Faith Elements: Direct Strategies (1 of 2)

1. **Auto Services** – Employer provides services such as fuel, tune-ups, car washes.
2. **Bicycle Program** – Employer provides unique incentives to bicyclists such as bike buddy matching, gear, lockers/racks, and repairs.
3. **Compressed Work Week** – Employers allow 3/36 (3/12), 4/40 (4/10), or 9/80 schedules to reduce trips to the worksite.
4. **Direct Financial Awards** – Eligible employees are provided with direct cash awards.
5. **Discounted or Free Meals** – Provided through onsite cafeteria or from local restaurants to eligible employees.
6. **Employee Clean Vehicle Purchase Program** – Incentives to purchase partial zero emission, advanced technology or zero emission vehicles are provided to employees.
7. **Gift Certificates** – (Or Gift Cards) Provided to employees who rideshare.
8. **Off-Peak Rideshare Program** – Expand ECRP to include employees outside the designated peak window.
9. **Parking Charge/Subsidy** – Charge employees for parking who don't rideshare, or subsidize those who do.



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# Good Faith Elements: Direct Strategies (2 of 2)

Continued....

10. **Parking Cash Out (Voluntary)** – Offer employees a cash allowance in lieu of parking not already mandated by State requirements.
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** – Incentives designed for solo commuters for joining rideshare.
14. **Telecommuting** – Allow employees to work from home or from a telework center to reduce or eliminate work trips.
15. **Time Off With Pay** – Employees are compensated with time-off for ridesharing.
16. **Transit Subsidy** – Employer provides eligible employees with a bus and/or rail subsidy.
17. **Vanpool Program** – Employer encourages vanpooling by providing vans and/or facilitating lease subsidies.
18. **Other Direct Strategies previously approved by SCAQMD.**

# Marketing Strategies

AQMD's Strategy	Metro's Solution
Attend a Marketing class, at least once a year	Metro offers two free Marketing workshops per year, Fall and Spring (certificates provided).
Distribute an Employer Newsletter Quarterly	Metro offers a bimonthly employer newsletter and a monthly commuter newsletter.
Plan an Employer Rideshare event(s), at least once per year	Join Metro in hosting an event for Rideshare Week (October) and Bike Month (May).
Promote Rideshare at your company's New Hire Orientation	Metro offers new employees a free 7-Day Pass (Go Metro to Work Free) and free ridematching (RideGuides). Don't forget to talk about Commuter Tax Benefits (transit and vanpool subsidies) if offered by your own company.
Create Rideshare Bulletin Boards/Commuter Info Kiosks/Display Racks	Order free timetables, brochures, and maps directly from Metro's Customer Relations.
Develop a Rideshare Website	Metro's Rideshare webpage can be a great resource for information about online ridematching and calculating commute costs.

# Basic/Support Strategies

AQMD's Strategy	Metro's Solution
Commuter Choice Program	Metro's A-TAP, B-TAP and vanpool programs can assist your company in paying for your employees' commute expenses and qualifying for a tax deduction.
Guaranteed Return Trip (GRH)	Metro offers two rides home in the case of an emergency to employees that rideshare to work. Companies enrolled in GRH are reimbursed for the costs of the rides.
Personalized Commute Assistance	Metro can assist by providing printed materials, online information and telephone support by calling 213.922.2811 or email <a href="mailto:Rideshare@metro.net">Rideshare@metro.net</a> .
Rideshare Matching Services	Metro provides RideGuides, which are personalized for individual commuters with carpool and vanpool matches, transit routes and bicycle information. The data is collected during the annual AVR survey process. Find out more at the next AVR Survey Briefing.
Transit Information Center	Metro's Customer Relations offers free timetables, brochures, and route maps. Contact Metro TAP for pass sales.

# Direct Strategies

AQMD's Strategy	Metro's Solution
Bicycle Program	Metro's RideGuide can assist with finding "bike buddy matches." Contact Metro's Bike Program about bike locker rentals and LADOT about having racks installed.
Start-up Incentives	Metro Rewards offers rideshare participants that track their trip online at <a href="http://ridematch.info">ridematch.info</a> , the chance to win gift cards each month!
Off-Peak Rideshare Program	Metro offers off-peak AVR survey processing at no cost. Including these employees can boost your AVR results.
Transit Subsidy	Metro's A-TAP and B-TAP programs offer passes at reduced costs and can help you provide greater subsidies to your employees.
Vanpool Program	The Metro Vanpool Program, which offers a \$400 subsidy, can help encourage vanpooling at your worksite