Welcome and Introductions

Martin Buford, Metro Transportation Planning
Metro Updates

Mobility on Demand Project

Emma Huang,
Office of Extraordinary Innovation (OEI)
WHO WE ARE

OEI is incubator and implementer of innovative, out-of-the-box, and untried ideas for LA Metro.
• FTA pilot to provide transit agencies a “sandbox” to test new mobility concepts
• 11 grants awarded
• LA Metro received $1.35M - largest grant awarded
Partner with a transportation network company to provide affordable, equitable, and accessible rides to/from three transit stations
Rides will be
• Shared
• Affordable
• Accessible
• On-demand

Timeline
• Launching Winter 2019
• 12 month pilot
PILOT STATIONS

- North Hollywood / Red & Orange Lines
- El Monte / Silver Line
- Artesia / Blue Line
QUESTIONS?

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Office of Extraordinary Innovation
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Rideshare Week
Event Planning

Thomas Reese and
Erick Escobedo,
Metro Rideshare/Shared Mobility
Rideshare Week
Event Planning

Presented By:
Erick Escobedo
Thomas Reese
Rideshare Week Event Planning

- Preparation
- Outreach
- Implementation
- Interact

It’s your life. Enjoy the ride.
California Rideshare/Shared Mobility Week
October 1-5, 2018
PREPARATION
Contact Your Local Transit Agencies

• Reach out to local transit agencies for marketing materials, presentations, videos, transit information, promotional items, marketing templates, etc.

• Specialty California Rideshare Week items available!

• Ask if transit agency staff can attend your fair to answer transit questions, distribute marketing materials, and interact directly with your employees.

• **California Rideshare Week (October 1-5)**
Create flyers using templates provided by transit agencies.
- Establish color schemes, fonts, and graphics to develop a recognizable campaign.
- Diversify your materials! Use varying sizes of posters and banners to draw more attention.
- Keep information brief to attract employees to the actual event.
OUTREACH
Promotional Items / Giveaways

- Brand your items with your company logo or Rideshare logo.
- Contact local businesses and transit agencies for additional promotional items.
- Use items as a reward for attending your event. Avoid giving away items to uninterested attendees!
Highlight Ridesharing Employees

- Interview employees that commute to work on a regular basis using a rideshare mode (bike, transit, carpool, vanpool)

- Have employees that rideshare to work keep a “commute journal” describing why they enjoy ridesharing.

- Capture testimonials from individual commuters or groups that commute together.

- Encourage employees to take pictures along their route.
Rideshare Week Newsletter

• Issue a special edition California Rideshare Week Commuter Newsletter.

• Tap into local transit agency news and events. Market your event/program with the help of local transit agencies.

• Don’t have a rideshare newsletter? Include your event information in a regularly distributed company wide email, newsletter, or posting.

• Remember! California Rideshare Week is a great time to debut a commuter newsletter or email blast!
IMPLEMENTATION
Benefits Include:

• Provide information to employees quickly.
• Filter information to specific departments and employee groups.
• Time and cost effective!
• Provide links and additional information directly inside distributed messages.
Host Luncheons / Rideshare Mixer

- Host a luncheon or mixer for employees interested in ridesharing.
- Group employees with similar commutes or travel distances.
- Offer real-time ridematching services using RP35 and Ridematch.info!
- Reach out to local companies for food and marketing sponsorships.
Social Media Campaign

- Use Social Media platforms to spread information regarding your event and programs on campus.
- Create a #hashtag for employees to use and post!
- Feature photos and posts containing ridesharing employees.
- The more employees post, the more exposure your event gains!

@metrolosangeles  #RideshareWeek2018  #SharedMobility
Time to Host a California Rideshare Week Fair!

Enter to Win!
Follow Burbank TMO and post a photo of you biking or walking to work on your Instagram page with the hashtags #BurbankTMO or #BikeWalkBreathe to be entered into a drawing for a prize.

Follow BTMO:
Facebook Twitter Instagram

It’s your life. Enjoy the ride.
California Rideshare/Shared Mobility Week
October 1-5, 2018
Metro Rideshare / Shared Mobility

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Mail Stop: 99-19-6
Los Angeles, CA 90012-2952

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F 213.922-6267

SharedMobility@metro.net
Thank You

It’s your life. Enjoy the ride.
California Rideshare/Shared Mobility Week
October 1-5, 2018
Break Time
How To Set Up a Telecommuting Program

Elham Shirazi, E-Planning
Implementing Teleworking
Defining Telework

Extending the workplace beyond the traditional office

Working at home, hoteling and co-working

Telework

A voluntary arrangement

A management prerogative; not an entitlement
Telework is NOT:

- A benefit
- Dependent care
- Full time
- A longer work day
- Never seeing staff
- Losing productivity
Companies in CA

- Of the Fortune Top 100 Best Places to Work
  - Only two offer teleworking and are in Southern California
    - The Cheesecake Factory in Calabasas, CA
    - Activision in Santa Monica, CA
2015 WorldAtWork Study Shows

Strong Adoption of Telework Among US Employers

Employers allow the following kinds of telework:

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Type</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>85%</td>
<td>Ad hoc</td>
<td>(e.g., to meet a repair person, care for a sick child)</td>
</tr>
<tr>
<td>56%</td>
<td>Telework on a regular monthly basis</td>
<td>(at least one day per month, but not full time)</td>
</tr>
<tr>
<td>53%</td>
<td>Telework on a regular weekly basis</td>
<td>(at least one day per week, but not full time)</td>
</tr>
<tr>
<td>34%</td>
<td>Full-time telework</td>
<td>(every regularly scheduled workday)</td>
</tr>
</tbody>
</table>
# Top Five Occupations for Telecommuters

<table>
<thead>
<tr>
<th>Occupation</th>
<th>% of total telecommuters in each occupation</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Management</td>
<td>16%</td>
</tr>
<tr>
<td>2. Office and Administrative Support</td>
<td>14%</td>
</tr>
<tr>
<td>3. Sales and Related</td>
<td>13%</td>
</tr>
<tr>
<td>4. Business and Financial Operations</td>
<td>9%</td>
</tr>
<tr>
<td>5. Computer and Mathematical</td>
<td>9%</td>
</tr>
</tbody>
</table>

Source: Special analysis of U.S. Census data conducted for flexjobs by Global Workplace Analytics using 2016 ACS data
## Top Five Industries for Telecommuters

<table>
<thead>
<tr>
<th>Industry</th>
<th>% of telecommuters in each industry</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Professional, Scientific, and Technical Services</td>
<td>17%</td>
</tr>
<tr>
<td>2. Healthcare and Social Assistances</td>
<td>11.6%</td>
</tr>
<tr>
<td>3. Finance and Insurance</td>
<td>9.7%</td>
</tr>
<tr>
<td>4. Manufacturing</td>
<td>8.5%</td>
</tr>
<tr>
<td>5. Educational Servicers</td>
<td>7.5%</td>
</tr>
</tbody>
</table>

Source: Special analysis of U.S. Census data conducted for Flexjobs by Global Workplace Analytics using 2016 ACS data
# Measuring Productivity

## How Productivity is Measured when Employees are Teleworking?

<table>
<thead>
<tr>
<th>Method</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Responsiveness of employee (e.g., how quickly employee responds to e-mails, returns phone calls)</td>
<td>48%</td>
</tr>
<tr>
<td>Line manager/supervisor establishes specific goals/parameters with the employee</td>
<td>43%</td>
</tr>
<tr>
<td>On the honor system; there is no standard mechanism in place to manage/measure productivity for telecommuters</td>
<td>37%</td>
</tr>
<tr>
<td>Our standard methods for measuring productivity are effective for both telecommuters and on-site employees</td>
<td>36%</td>
</tr>
<tr>
<td>Employee records time worked on a timesheet or other logging system</td>
<td>34%</td>
</tr>
<tr>
<td>Employee reports progress against assigned tasks on a scheduled basis</td>
<td>26%</td>
</tr>
<tr>
<td>Organization is still working out how to manage/measure productivity for employees when they telecommute</td>
<td>23%</td>
</tr>
<tr>
<td>Organization monitors employees via software (e.g., software that tracks and records computer behavior)</td>
<td>9%</td>
</tr>
<tr>
<td>Other</td>
<td>3%</td>
</tr>
</tbody>
</table>

*Source: SHRM Survey Findings: 2014 Workplace Flexibility—Overview of Flexible Work Arrangements*
Gaining Upper Management Commitment is Tied to the Bottom Line

- Increase productivity by reducing distractions
- Reduce overhead and parking costs
- Improve coverage by having customer service available at increased hours
- Increase recruitment/retention by offering employees some level of flexibility and reduced or non-existent commutes
- Sustainability through reduced emissions
- Decreases tardiness and absenteeism
- Improves morale
• Performance—
  We know that employees are working based on meeting their objectives in a timely manner, and delivering a high quality of work.

• Communication—
  “How will I reach staff?”
  Ongoing emails, phone calls, instant messaging, video conferencing, etc.
• Equity/Haves and Have-Not —

“What about those who cannot telework?”

*Teleworking criteria and eligibility should be very clear from the outset of the program and are based on the job being portable, the employee having the right attributes, such as meeting or exceeding performance in the office. A manager should not be uncomfortable telling some employees that they can’t telework based on their job needs, or past performance*
2015 WorldAtWork Study Shows

Why formalize?

A formal telework or alternative work hours program provides the policies, procedures and training for ensuring positive results for the organization and its employees.

Often an informal program not only does not have clear policies and parameters, but typically it is unclear, how employees were chosen, the times and days when they telework, and in many organizations, there even isn’t a list of who teleworks.
Implementation steps

1. Gain Management Commitment and have IT support
2. Develop Guidelines
3. Implement Program
4. Train or Offer Tips to the Participants
5. Troubleshoot
Teleworking Succeeds When...

- The job is right
- The employee is right
- The technology works
- The immediate manager is on board
- The next three slides provide a high level tool for assessing the job and the employee
Eligibility Factors

- Job is appropriate
- Employee’s likelihood to succeed as teleworker
- Tenure
- Past productivity
- Manager is amenable
- Other ________________
# Analyzing Job Functions for Telework

<table>
<thead>
<tr>
<th>Job Function</th>
<th>Always</th>
<th>Sometimes</th>
<th>Never</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tasks can be done independently</td>
<td></td>
<td></td>
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<tr>
<td>Work completed is measurable based on Deliverables</td>
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<tr>
<td>Quality and quantity of work are measurable</td>
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<tr>
<td>Non-teleworker functions are minimally affected</td>
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<tr>
<td>Need for specialized material or equipment is minimal</td>
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<tr>
<td>Security and privacy of information are guaranteed</td>
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<tr>
<td>Teamwork needs can be managed</td>
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<tr>
<td>Need for face-to-face interaction can be managed</td>
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</tbody>
</table>
## Analyzing Employee Characteristics for Telework

<table>
<thead>
<tr>
<th>Characteristic</th>
<th>Very Low</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Self-disciplined</td>
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<tr>
<td>Experience and skill level</td>
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<tr>
<td>Past and current performance productivity levels</td>
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<tr>
<td>Organizational skills</td>
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<tr>
<td>Communication skills</td>
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</tr>
<tr>
<td>Relationships with others</td>
<td></td>
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<tr>
<td>Relationships with clients</td>
<td></td>
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<tr>
<td>Ability to be flexible</td>
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</tbody>
</table>
Develop Policies and Agreement

- Goals
- Arrangement
- Frequency
- Worker’s compensation and liability
- Resources
- Technology
- Insurance
- Work space
- Selection criteria
- Non-telecommuters
- Communication needs
- Scheduling issues
Safety and Ergonomics

- Is the work space free from excessive noise?
- Is adequate lighting (side or rear) provided at the work station?
- Is all electrical equipment free of recognized hazards that could cause physical harm?
- Are surge protectors properly installed?
- Are aisles, doorways and floors free of obstructions to permit visibility and movement?
- Are phone lines, electrical cords and extension wires secured under a desk or along a baseboard?
- Are office furniture and items ergonomically correct?
  - Desk: 29” high?
  - Chairs: Sturdy and adjustable (90° at knees, feet flat on floor, 15° back tilt) with backrest and casters appropriate for floor surface?
  - Keyboard: In line with wrist and forearm position?
  - Monitor: 20-24” from eyes: top of screen slightly below eye level?
- Are work materials and equipment in a secure place that can be protected from damage or misuse?
Assess Technology Component

- Equipment needs
- High speed internet
- Frequency
- Remote access such as VPN
- Pre-testing
- Tech support
- Bring your own device
- Telephony
Conduct Training

- Managers
  - Measuring Productivity
  - Results Oriented
  - Teamwork
  - Communication
  - Non-Teleworkers
  - Coverage

- Employees
  - Workspace
  - Routine
  - Getting organized
  - Safety
  - Distractions
  - Ergonomics
Documentation and Evaluation

- Collect Agreements
- Update Agreements
- Interviews
- Discussion Forums
- Surveys
Reason for implementation

- To reduce carbon footprint
- To increase availability of parking for museum visitors
- To increase employee engagement and improve work-life balance

- About 85 employees were selected for the pilot. The range of teleworking varied from once a week, to one to three times per month, and for special projects.
- Approximately 80 teleworkers and 25 managers participated in the surveys
Survey Results

- On days that they telework, employees save an average of 110 minutes by not having to commute.
- The average J. Paul Getty Trust teleworker drives 445 fewer miles per year because of teleworking.
- The J. Paul Getty Trust telework program is keeping 365 pounds of vehicle emissions and 40,600 pounds of greenhouse gas out of the air each year.
- J. Paul Getty Trust employees are using 1,970 fewer gallons of gasoline because of the telework program.
Employees are Happier and more Productive

- 85% of teleworkers said their morale improved because of teleworking and 88% of managers said morale improved.

- 95% of teleworkers believe that teleworking is good for the organization and 92% of managers believe the same thing.
Companies with Successful Telework Programs

- County of Los Angeles
- San Diego Futures
- Katz & Associates
- CH2M Hill
- Sharp HealthCare
- The Press Enterprise
- The J. Paul Getty Trust
- County of Riverside Department of Public Social Services
- Federal Government

- Russell Investments
- CH2M Hill
- Port of Seattle
- King County
- Kibble & Prentice
- State of Washington
- Starbucks Coffee Co.
- Delta Dental of WA
- Weyerhaeuser
- Thomas Reuters Group
- OuterWall
Elham Shirazi
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ETC Profile: Marketing Rideshare Events at Your Worksite

Jeffrey Snyder,
City of Santa Monica
Marketing your Rideshare Event
Monthly Newsletters

1. Colorful, friendly language
2. Authentic photos of coworkers
3. Show diversity
4. Integrate practical uses
5. Consistent branding
6. Concise
Questions?
Closing Announcements:

• ETC Certificates
• Email Presentations
• Workshop Evaluation
Thank You!

Have a Successful Rideshare Week!!