



# Rideshare Thursday

Final Report

#MS12088

Orange County Transportation Authority

January 6<sup>th</sup>, 2016

Prepared for the Mobile Source Air Pollution Review Committee  
(MSRC) under the AB 2766 Discretionary Fund Work Program

## Acknowledgements

The Orange County Transportation Authority (OCTA) expresses its gratitude to the Mobile Source Air Pollution Reduction Review Committee (MSRC) and staff for their funding and assistance in OCTA's Rideshare Thursday program.

This report was submitted in fulfillment of contract #MS12088 and Rideshare Thursday program by the Orange County Transportation Authority (OCTA) under the partial sponsorship of the Mobile Source Air Pollution Reduction Review Committee (MSRC). Work was completed as of October 31, 2015.

The statement and conclusions in this report are those of the contractor and not necessarily those of the Mobile Source Air Pollution Reduction Review Committee (MSRC) or the South Coast Air Quality Management District (SCAQMD). The mention of commercial products, their sources or their uses in connection with material reported is not to be construed as either an actual or implied endorsement of such products.



## Project Description

In partnership with MSRC's Rideshare Thursday public awareness campaign, the Orange County Transportation Authority (OCTA) expanded their own rideshare program, Share the Ride, to include a new incentive element. Participants could choose either gift cards or a discount on the purchase of an OCTA bus or Metrolink pass in exchange for utilizing the rideshare services.

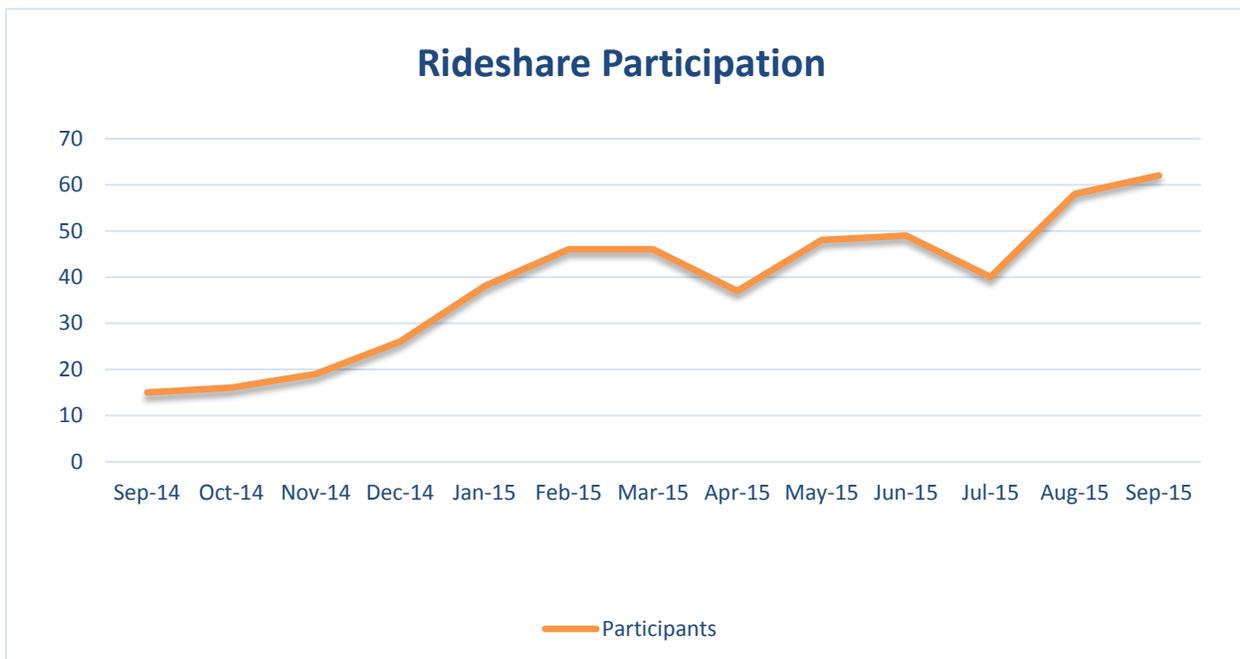
Rideshare services provided included:

- Vanpool program
- Carpool matching
- Assistance with transportation plans
- Average vehicle ridership survey assistance
- Employee transportation coordinator training programs
- Transportation subsidies via the Employer Pass program

The goal of this program was to incentivize rideshare services to enrolled “Employer Clients” in an effort to reduce harmful emissions throughout Orange County.

## Data Collection and Analysis

With 308 participants, over 17,370 trips were made and approximately 22,742.59 miles were traveled using ridesharing options, including carpool, vanpool, walking, biking, and public transit.



## Problems Encountered

The program encountered problems such as the lack of claims and the late submission of claim forms during its first two quarters. In response to these issues, OCTA contacted several large employers to discuss why the program was not being used to encourage new rideshare arrangements among their employees. Employers felt the process was complicated so OCTA redesigned the claim forms, reformatting them into



editable .pdfs. The new forms were then sent out via e-blast to all OC ETC's on November 25, 2014.

In regards to the late submission of the claim forms, ETC's were submitting their claim forms up to a month late which resulted in the forms being processed into the next cycle. Due to these late forms, previous quarter numbers had to be revised in the following quarterly report.

## Emissions Benefits

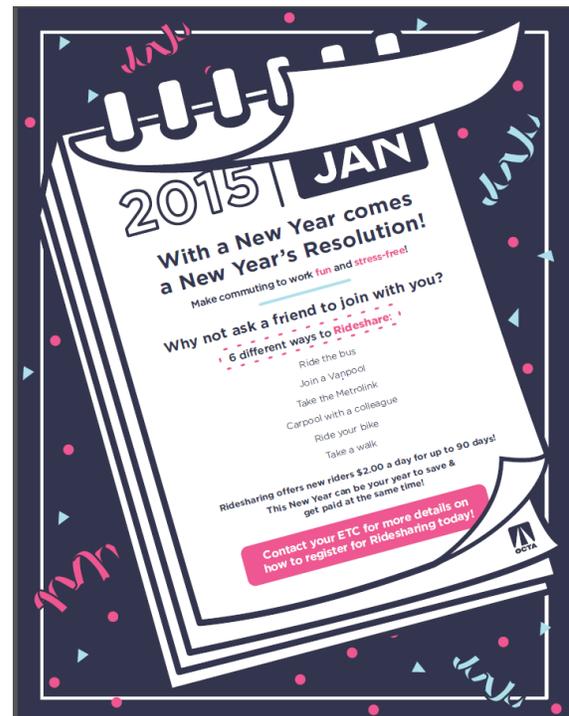
<MSRC assistance is requested to calculate the air quality benefits of the service based on the service and ridership information provided>

## Marketing and Outreach

Outreach for the Rideshare Thursday program included presentations, email blasts and promotional flyers. The incentive program was launched on August 27, 2014 at the Marketing Certification Class for Employee Transportation Coordinators (ETCs) via a presentation given by Amelia Hsu. Email blasts (Figure 1) were then sent out to 379 OC ETCs which included a program overview, instructions, promotional materials and a link to download claim forms.

The incentive program was presented at various corporate rideshare events and meetings throughout the county, including:

1. Microvention
2. Blizzard
3. CSU Fullerton
4. City of Orange
5. Doctor's Best Vitamins
6. Optima Tax
7. Par Pharmaceuticals
8. Ingram Micro (Costa Mesa and Santa Ana)
9. Ossur
10. St. Regis - Monarch Beach
11. Pacific Life (Aliso Viejo and Newport Beach)
12. City of Newport Beach
13. City of Garden Grove
14. Boot Barn
15. ATS
16. Fairview Developmental Center



- 17. OC Sanitation District
- 18. Safeway
- 19. State Compensation Insurance Fund
- 20. L3 Communications
- 21. OCTA
- 22. City of Anaheim
- 23. Orange County Employees Association
- 24. Taco Bell

The Incentive Program Flyer (Figure 2) and Incentive Program Claim Forms were given out at each of those events and meetings. ETCs were also informed that all information and forms regarding the program could be accessed at the OCTA webpage (Figures 3 and 4).

Figure 1

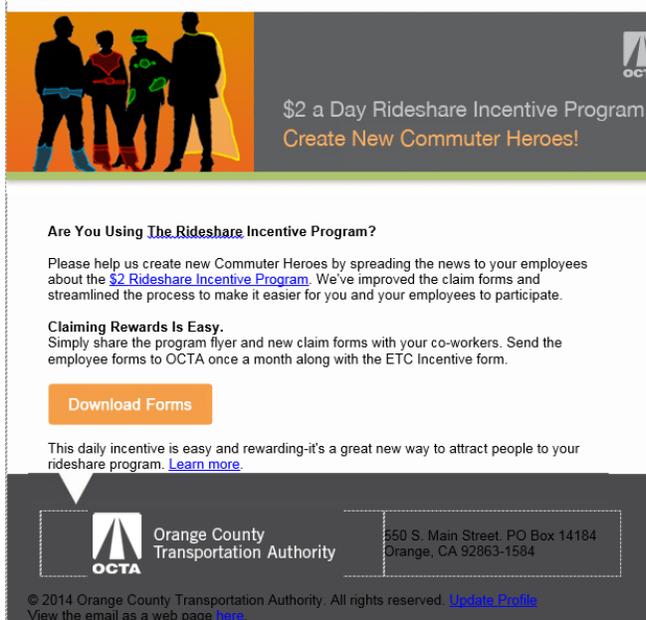


Figure 2

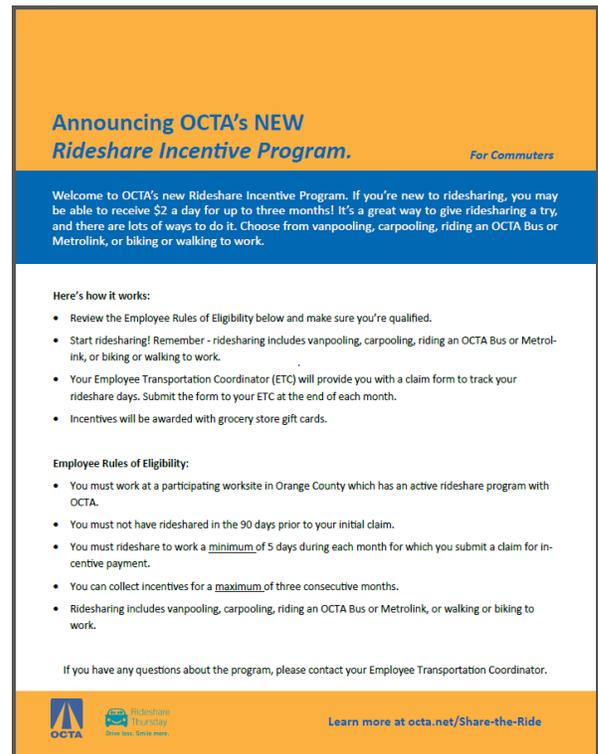


Figure 3

Figure 4

## Summary and Conclusions

Initial interest in the Rideshare Thursday program was minimal due to the difficulties related to the claim form. However, participation increased over the course of the program as modifications to the claim form were implemented. In partnership with MSRC, OCTA remains committed to reducing emissions in Orange County via future ridesharing programs. Building upon the Rideshare Thursday program, OCTA will rely on the information gained and lessons learned during the program should the implementation of a new rideshare program be pursued in the future.