

**Final Report**

**Contract No. MS12089**

**Inland Empire Rideshare Thursday Campaign**

**Riverside County Transportation Authority**

**March 30, 2017**

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

## **Acknowledgements**

This report was submitted in fulfillment of Contract No. MS12089 as part of the Inland Empire Rideshare Thursday Campaign and administered by the Riverside County Transportation Authority (RCTC) and San Bernardino County Transportation Authority (SBCTA), which was known as the San Bernardino Associated Governments (SANBAG) at the time the contract was executed. The contract was funded and administered by the Mobile Source Air Pollution Reduction Review Committee (MSRC) under the AB 2766 Discretionary Fund Work Program. Work on this project detailed in this final report was undertaken during the time period between October 18, 2013 and September 18, 2015. RCTC and SBCTA express gratitude and appreciation to the MSRC organization for its funding for the rideshare program and to MSRC staff for their assistance in administering the program.

## **Disclaimer**

“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**

Riverside and San Bernardino Counties, collectively known as the “Inland Empire,” has offered rideshare incentives to promote the use of alternative modes of transportation for work related commutes since the 1990’s. In order to help decrease single occupancy vehicle trips, at the time that the MSRC grant began in 2013, the two counties offered two existing incentive programs to provide options for commuters to switch to in order to use alternate modes of transportation (i.e., vanpool, carpool, transit, bike, walk, etc.) to get to/from work.

The first existing program offered was known as (\$2/day) and offered \$2 per day of ridesharing to participants in the form of gift cards for the first three consecutive months of an individual’s participation in the program. The second existing program in 2013, known as “Rideshare Plus”, provided an “Entertainment” brand discount catalog and online discounts to commuters who used ridesharing modes at least five days per month for at least three or more consecutive months. Both of these existing incentive programs were already available to Riverside and San Bernardino County residents whose employer signed an employer partnership agreement with RCTC and SBCTA (“Employer Client”). RCTC administered the program on behalf of both agencies and had an average of 200 monthly participants in the \$2/day program.

To augment MSRC’s Rideshare Thursday public awareness campaign planned for implementation in 2013, RCTC was tasked via the grant to expand the eligibility for the existing rideshare incentive programs to participants not employed by an Employer Client (program evolved to be known as “IE Commuter”). A stipulation of the contract and grant allowed all Riverside and San Bernardino County residents who rideshare, and have not previously received incentives, to be able to participate in the \$2/day and Rideshare Plus incentive programs, regardless of whether their employer was an Employer Client. RCTC was also directed to increase these rideshare programs’ marketing to existing Employer Clients in order to increase their employees participation.

## **Scope and Work Performed**

The Scope of Work (SOW) under the contract fell under four tasks: (1) Planning and Administration; (2) Marketing & Promotion; (3) Implementation; and (4) Program Monitoring and Reporting (consists of quarterly reports and a final report).

Below is the description of each of the four tasks as described in the contract and the associated highlighted work performed under each respective task(s):

### ***Task 1: Planning and Administration***

*IE Commuter developed a plan to expand eligibility of the \$2/day and Rideshare Plus incentive programs to include participants at non-Employer Clients. The plan identified changes in program guidance, forms, computer programming, tracking, and reporting & verification practices which are necessitated by this expanded eligibility criterion. IE Commuter executed a new contractual agreement with the subcontractor (WSP) implementing the programs, delineating the specific scope and budget associated with the expansion of the programs.*

*Highlights included:*

- Eight internal planning/strategy meetings were held by IE Commuter staff during the October 1, 2014-December 31, 2014 period
- RCTC, SBCTA and IE Commuter staff met monthly throughout the duration of the project to strategize on marketing activities

### ***Task 2: Marketing & Promotion***

*IE Commuter developed a marketing theme and media plan that was approved by the MSRC. This marketing theme and media plan promoted the availability of the expanded programs to Employer Clients and non-enrolled employers, who could then in turn market the rideshare programs to their employees.*

Marketing of the MSRC Rideshare program began in September, 2014 and ended September, 2015. The \$2/Day incentive claim forms were accepted through June, 2015 (10 months of implementation/participation).

*Highlights included:*

#### **Marketing Flyers and Cards Distributed on Transit and at Park-and-Ride Lots**

- In February 2015 a seat-drop on Metrolink trains to promote the MSRC program involved 2,450 flyers left on San Bernardino line trains and 550 flyers left on the IE-OC line trains.
- On May 28, 2015 approximately 5,000 flyers were distributed via seat drop on Metrolink trains departing from both Riverside and San Bernardino.
- Over 1,200 marketing flyers were distributed at 15 San Bernardino County Park & Ride lots between January 1, 2015 and March 31, 2015.
- Omnitrans installed 164 buscards promoting the MSRC program on their buses in February 2015

#### **Radio Advertising**

- The MSRC program was discussed on KQIE and KFRG radio stations in January and February of 2015

### Articles Published on the Program

- The MSRC program was highlighted in the November 2014 and January 2015 editions of the “Rideshare Connection” newsletter, which was e-mailed to over 270 Inland Empire ETC’s.
- An article was published on the MSRC Program in the January 2015 editions of both the Commuter and ETC “On the Go” newsletters.
- Omnitrans published an article in February 2015 on the MSRC Program in its “Outlook Stakeholders” newsletter

### E-Mail Blasts

- An updated marketing flyer was e-mailed to 140 Riverside County employers and 120 San Bernardino County employers on April 1, 2015.
- On October 14, 2014 an e-mail promoting the MSRC program was sent along with a themed marketing flyer for ETCs to forward to their employees. The e-mail was transmitted to 234 employers with signed Employer Partnership Agreements (EPA) on file and 341 employers without signed EPAs on file.
- On November 21, 2014 a follow up e-mail promoting the MSRC program was sent along with a marketing flyer to ETCs to forward to their employees.

### Promotional Flyers Mailed, Dropped Off, and Posted

- In March 2015 approximately 500 flyers were mailed to the Rancho Cucamonga Quakes season ticket holders
- A flyer was mailed in January 2015 to 166 commuters living outside of the Inland Empire who participated in the IE Rideshare Week drawing
- Flyers were distributed at SBCTA’s City/County Manager Technical Advisory Committee in February 2015
- SBCTA posted a flyer on its website in February 2015 and posted a MSRC message about the program on its’ Twitter account
- Flyers were posted at 74 retail establishments in the Inland Empire between January and March 2015

## Marketing Outreach of Rideshare Programs:

	<b>Baseball Games Attended (66ers &amp; Quakes)</b>	<b>ETC Meetings Attended</b>	<b>Representation at Rideshare Fairs; Health/Wellness Fairs; Employer Sites Presentations</b>
<b>Oct 2013 – Sep 2014</b>	N/A	1 (kickoff meeting with 84 ETCs representing 54 employers)	N/A
<b>Oct 2014 – Dec 2014</b>	N/A	30	20
<b>Jan 2015 – Mar 2015</b>	N/A	85 (including at the IE Commuter Rideshare Marketing workshop with 61 ETCs in attendance)	4
<b>Apr 2015 – Sep 2015</b>	10 (IE Commuter staff attended five 66ers games and five Quakes games during this period)	N/A	6
<b>TOTAL</b>	<b>10 games</b>	<b>116 meetings</b>	<b>30 fairs</b>

### ***Task 3: Implementation***

*Through this grant, IE Commuter was able to expand the existing \$2/day and Rideshare Plus programs to commuters traveling to the Inland Empire from other counties (primarily Los Angeles, San Diego and Orange Counties).*

#### Highlights Included:

- RCTC staff and consultant created the following customized project materials in September, 2014: MSRC \$2/Day Enrollment & Incentive Claim Form; MSRC \$2/Day Summary of Rules Eligibility; and MSRC Rideshare Plus Application
- Total amount of gift cards given away during the \$2/Day program was \$77,055. Of this total, \$42,900 in gift cards was distributed to Riverside County employers/participants and \$34,155 was distributed to San Bernardino County employers/participants. The rewards cards were primarily for retailers Amazon, Stater Brothers and Vons.
- An IE Rideshare week kick-off event was held on September 9, 2014. An announcement of the MSRC Rideshare Thursday Program was provided to the 84 ETC's in attendance at the event (representing 58 employers).
- During the October 1, 2014-December 31, 2014 time period, IE Commuter staff attended 18 rideshare/health fairs at employer sites, 30 ETC meetings, and two public events to promote the MSRC program.
- During the January 2015-March 2015 time period, IE Commuter staff attended 84 ETC meetings, five rideshare/health fairs and posted marketing flyers at 74 retail establishments around the IE.

**New Enrollees in IE Commuter Rideshare Programs During Grant Timeframe:**

	<b>MSRC RCTC Rideshare Incentive Program New Participants</b>	<b>MSRC SBCTA Rideshare Incentive Program New Participants</b>	<b>MSRC Rideshare Plus Program Applications</b>
<b>Oct 2013 – Sep 2014</b>	N/A	N/A	N/A
<b>Oct 2014 – Dec 2014</b>	20 new participants eliminating 16 vehicles	8 new participants eliminating 20 vehicles	88 applications (Riverside County 58; SB County 28; Orange County 1; LA County 1)
<b>Jan 2015 – Mar 2015</b>	31 participants eliminating 30 vehicles	9 new participants eliminating 17.5 vehicles	144 applications (Riverside County 32; SB County 20; Orange County 34; LA County 58)
<b>Apr 2015 – Sep 2015</b>	128 participants (no data on number of vehicles eliminated)	12 (April – June 2015, no data on number of vehicles eliminated); No data on participants or vehicles eliminated for July – Sept 2015	506
<b>TOTAL</b>	<b>179</b>	<b>29</b>	<b>738</b>

***Task 4: Program Monitoring and Reporting***

*A. IE Commuter prepared and submitted quarterly reports providing counts of \$2/day and Rideshare Plus program participants, claim forms reviewed, and incentives distributed each month. Quarterly reports briefly summarize outreach efforts and noted unexpected circumstances of problems and described how they were addressed.*

Four Quarterly reports (two of which covered more than a three-month period) were submitted by RCTC to MSRC to cover the following reported dates:

- October 2013 – September 2014 (12 months)
- October 2014 – December 2014 (3 months)
- January 2015 – March 2015 (3 months)
- April 2015 – September 2015 (6 months)

*B. IE Commuter submits this Final Report to include a program summary and a detailed discussion of the results and conclusions of this project. In addition, this Final Report discusses a summary of the project’s impact upon both incentive programs’ participation levels, and estimated effects upon vehicle miles traveled and emissions reduced.*

## Problems Encountered

Due to unforeseen circumstances, the MSRC grant-funded project was put on hold for several months beyond the envisioned kick-off date. Within this delay period, RCTC and SBCTA staff met several times for planning purposes, but because of the lack of radio advertising of the MSRC Rideshare Thursday campaign in the Inland Empire, there was not enough knowledge of the program by the general public for an effective roll-out. After much consideration, it was agreed upon by program administrators to slightly modify the program guidelines to expand upon the eligibility requirements to allow commuters that *live or work* in the Inland Empire to participate. This modification was detailed in the Quarterly Report for October 2013-September 2014 under Task 1. Due to the delay in the start of the program due to administrative changes, the first Quarterly Report submitted represented a one-year period instead of three months.

## Emissions Benefits

### Matrix of Emissions Reductions

	<b>New Pools Formed</b>	<b>Number of Commuters in New Pools</b>	<b>Vehicles Reduced</b>	<b>Vehicle Trips Reduced</b>	<b>One-Way Vehicle Trips Reduced</b>	<b>Total Miles Saved</b>	<b>Total Lbs. Emissions Reduced</b>
<b>RCTC Incentive:</b> Jan 1, 2015 – Mar 31, 2015 (Baseline period)	17	31	30	1,536	3,072	99,928	959
<b>RCTC Incentive:</b> 23-month projections (Baseline period times 7.67)	131	238	230	11,781	23,562	766,448	7,355
<b>SBCTA Incentive:</b> Oct 1, 2014 – Mar 31, 2015 (Baseline period)	11	17	37.5	1,958	3,915	200,042	1,884
<b>SBCTA Incentive:</b> 23-month projections (Baseline period times 3.83)	42	65	144	7,499	14,994	766,161	7,216

<b>RCTC/SBCTA Incentive Total:</b> 23-month projections aggregated for both counties	<b>173</b>	<b>303</b>	<b>374</b>	<b>19,280</b>	<b>38,556</b>	<b>1,532,609</b>	<b>14,571</b>
	New Pools Formed	Number of Commuters in New Pools	Vehicles Reduced	Vehicle Trips Reduced	One-Way Vehicle Trips Reduced	Total Miles Saved	Total Lbs. Emissions Reduced

*Methodology for emissions reduction extrapolations in matrix:*

Available RCTC emissions reduction data was for a 3-month time period (Jan. 1, 2015-Mar. 31, 2015). The length of the contract was for a 23-month period. To extrapolate the 3-month data for the life of the contract, RCTC baseline data was multiplied by 7.67 (23/3). Available SBCTA emissions reduction data was for a 6-month time period (Oct. 1, 2014-Mar. 31, 2015). To extrapolate the 6-month data for the 23-month life of the contract, SBCTA baseline data was multiplied by 3.83 (23/6). Once extrapolated data for a 23-month period was calculated for both RCTC (row 2, shaded grey) and SBCTA (row 4, shaded grey), the two county totals were aggregated for an extrapolated grand total (row 5, shaded grey and bold).

**Photographs & Outreach / Marketing and Promotion**



IE Commuter table display with MSRC forms and promotional giveaways at employer fair



IE Commuter table display with MSRC forms and promotional giveaways at employer fair



IE Commuter table display with baseball specific giveaways at Rancho Cucamonga Quakes baseball game



IE Commuter staff working a table display with MSRC forms and promotional giveaways at employer fair



IE Commuter training and marketing class

# LIMITED TIME ONLY

You may now qualify for the NEW Rewards Program!

By taking public transit, biking, walking, telecommuting, carpooling or vanpooling to work at least 5 days a month, you may be eligible to receive gift card incentives or other rewards!



**SIGN UP NOW**  
BEFORE IT'S TOO LATE!  
CALL 1.866.RIDESHARE  
(1.866.743.3742)

**LIVE** in the Inland Empire or surrounding counties; and  
**WORK** in the San Bernardino County Valley area or Riverside County?  
**OR**  
**LIVE** in the San Bernardino County Valley area or Riverside County; and  
**WORK** in Los Angeles, Orange, Riverside, or San Bernardino counties?



Get \$2/day in gift cards for your first three months!  
By taking public transit, biking, walking, telecommuting, carpooling or vanpooling to work, you may be eligible to get \$2/day in gift cards or a coupon book powered by *entertainment* with access to 200,000 discounts.



Rideshare  
Thursday

Funded by the Mobile Source Air Pollution Reduction Review Committee (MSRC).

IE Commuter MSRC Rideshare Marketing Flyer

# Drive Less. Smile More.

See if you're eligible for rewards today!

Funded by the Mobile Source Air Pollution Reduction Review Committee (MSRC).



Rideshare Thursday

Please complete the required information below to see if you're eligible for rideshare rewards and return by email to [nsoto@sanbag.ca.gov](mailto:nsoto@sanbag.ca.gov), fax to 909-885-4407, or mail to **SANBAG Attn: Nicole Soto, 1170 W. 3rd Street, 2nd Floor, San Bernardino, CA 92410-1715.**

## COMMUTER INFORMATION

**COMMUTER NAME** (Please print) \_\_\_\_\_  
Home Address \_\_\_\_\_  
Mailing Address (if different than home address) \_\_\_\_\_  
City \_\_\_\_\_ Zip \_\_\_\_\_ Home Phone ( ) \_\_\_\_\_ Work Phone ( ) \_\_\_\_\_  
E-mail address \_\_\_\_\_  
Date of Birth: \_\_\_\_ / \_\_\_\_ / \_\_\_\_ (Required as a unique identifier.)  
Month Day Year

Employer Name \_\_\_\_\_  
Employer Address \_\_\_\_\_  
City \_\_\_\_\_ Zip \_\_\_\_\_ Employer Phone ( Main ) \_\_\_\_\_

How many continuous months have you been traveling to work in a rideshare mode? \_\_\_\_\_ months  
How many miles do you travel one-way from home to work? \_\_\_\_\_ miles  
How many minutes does it take you to travel one-way from home to work? \_\_\_\_\_ minutes  
How many days per week do you travel to work in a rideshare mode? (Please check one)  1  2  3  4  5  
Which rideshare mode do you most often use to travel to work? (Please check one)  
 Carpool <sup>1</sup>  Public Bus  Bicycle  Telecommute  Buspool  Walk  
 Vanpool  Train/Rail  Other: (Please specify) \_\_\_\_\_

<sup>1</sup> If carpooling, you must be riding with at least one other working adult.

**COMMUTER'S SIGNATURE** (Required) \_\_\_\_\_ Date \_\_\_\_\_

## SUPERVISOR/RIDESHARE REPRESENTATIVE INFORMATION

Supervisor Name (Please print) \_\_\_\_\_  
Title \_\_\_\_\_ Number of employees at this worksite (Estimate) \_\_\_\_\_  
Phone ( ) \_\_\_\_\_ Ext. \_\_\_\_\_ Email \_\_\_\_\_

This application is confidential. Data collected is used to provide members with program benefits, information, and to compile a statistical profile of ridesharing commuters in the Inland Empire.

1-866-RIDESHARE (1-866-743-3742)

## **Summary and Conclusions**

The IE Commuter program achieved numerous objectives:

- Fostered region-wide ridesharing: Commutes didn't need to begin and end in Riverside and/or San Bernardino Counties, eliminating discrete county boundaries to be eligible for the program.
- Creating Incentives: From commuters' perspectives, they didn't have to self-select carpool/vanpool partners based on specific details of origin/destination. The program helped provide for seamless interface for commuters looking for rideshare matches.
- Provided an additional strategy for ETCs to utilize: The expansion of ridesharing program eligibility provided ETCs with another tool to incentivize motorists not to drive SOV, which was critical, particularly for IE commuters.