## Joint Spring ETC Marketing Workshop

## Welcome!

**April 1, 2025** 9am-12pm







# Welcome & Introductions

**Martin Buford** 

Sr. Manager – Transportation Planning

Metro

## Virtual Meeting Details

#### Where is the "mute" button?

Our moderator mutes all participants – this helps to eliminate background noise.

#### We'll be asking some polling questions throughout the presentation!

??????? Helps us to make sure audience is staying engaged throughout.

#### Can you ask questions?

Yes, at the end of each topic, click the "raise hand" feature and we'll unmute you to ask a question.

#### Is this workshop being recorded?

Yes – we will make the recording available to participants.

#### Do I have to participate in the entire workshop?

Yes, to receive the Marketing Certificate, you are required to be engaged for the entire workshop and make note of the specific codes provided during the next two hours. ETCs need to provide these codes in our follow-up survey/evaluation – this is required prior to issuing the certificate.

## Agenda

9:00 SCAQMD Rule 2202 Update

9:20 Marketing Bike Month

9:50 Vanpool Marketing

**10:20** Break

10:30 Commuter Choice Benefit Programs for Employees

11:00 ETC Spotlight

11:30 Closing Announcements

## Rule 2202 Update

Jeff Inabinet

Senior Staff Specialist – Transportation Programs

South Coast AQMD



## Rule 2202 Amendment Update

On-Road Motor Vehicle Mitigation Options

**Amended August 2023** 

### **Amended Rule 2202**

#### Rule 2202 amended in August 2023 after undergoing thorough public input process

- Five public meetings were held to present amendment concepts and collect feedback from regulated worksites and related agencies
- Amendment includes:
  - Updated definitions in the rule for clarity and consistency with the guidelines
  - Employee Commute Reduction Program (ECRP) strategy updates
  - o <u>Effective January 1, 2025</u>: new data collection and reporting requirements for all worksites

### **Updates to Rule 2202 Definitions**

## The following definitions were added/revised to the rule for clarity and consistency with the guidelines:

- Business type/classification
- Employee Commute Reduction Program (ECRP) and Employee Transportation Coordinator (ETC)
- Motor Vehicle (based on the California Vehicle Code)
- > School
- > Telecommuting
- Vehicle Miles Traveled

## **Changes to ECRP Strategies**

#### **ECRP strategy revisions include:**

- Auto Services strategy removed as Direct Strategy option
- Basic/Support strategy options previously listed under "Other" are now standalone strategies:
  - Car Sharing Services
  - Mobility Hub Services
  - Transit Management Association (TMA) / Transit Management Organization (TMO) Services
  - Voluntary Worksite Transfers
  - Zero Emission Charging and Fueling Infrastructure

## Effective January 1, 2025: Business Classification and ETC Requirement

- ➤ Starting in 2025, worksites will report business category based on industry/NAICS code
- Starting in 2025, worksites conducting an AVR survey are required to have a certified ETC
  - Applies to ERS and AQIP sites that conduct a survey

Industries	NAICS codes
Utilities	22
Construction	23
Manufacturing	31-33
Wholesale Trade	42
Retail Trade	44-45
Transportation and Warehousing	48-49
Information	51
Finance and Insurance	52
Real Estate and Rental and Leasing	53
Professional, Scientific, and Technical Services	54
Management of Companies and Enterprises	55
Administrative and Support and Waste Management and Remediation Services	56
Educational Services	61
Health Care and Social Assistance	62
Arts, Entertainment, and Recreation	71
Accommodation and Food Services	72
Public Administration/Government	92
Other (please specify):	

### Page 3

#### **Business Type / Classification**

- Select primary nature of work conducted at worksite
- Business type will be used to analyze trends in teleworking and employee commute modes



#### **RULE 2202 - REGISTRATION FORM**

YEAR:	
SITE ID:	

#### Section I (continued)

#### **Business Type/Classification**

Please designate the primary nature of work conducted at the worksite by selecting one of the following business types using the corresponding North American Industry Classification System (NAICS) codes. For more information on NAICS Codes, please refer to https://www.naics.com/search-naics-codes-by-industry/.

Works	ite Type/Classification	NAICS Code
	Utilities	22
	Construction	23
	Manufacturing	31-33
	Wholesale Trade	42
	Retail Trade	44-45
	Transportation and Warehousing	48-49
	Information	51
	Finance and Insurance	52
	Real Estate and Rental and Leasing	53
	Professional, Scientific, and Technical Services	54
	Management of Companies and Enterprises	55
$\circ$	Administrative and Support and Waste Management and	
_	Remediation Services	56
$\bigcirc$	Educational Services	61
	Health Care and Social Assistance	62
	Arts, Entertainment, and Recreation	71
	Accommodation and Food Services	72
Ŏ	Public Administration/Government	92
Ŏ	Other (please specify):	

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## Effective January 1, 2025: Telecommute Activity Reporting

All worksites will report telecommute activity information on new page in compliance forms. Information reported will include:

- ➤ Number of eligible telecommuters
- Number of days per week that employees are telecommuting
- Number of remote employees
  - Remote employees are employees that primarily live and work outside of the South Coast AQMD area and report to the office less than five days a year
- If they have a written telecommute policy
- If any telecommuting incentives are offered
- ➤ If the telecommute policy is permanent or if there is a return-to-office date

## Page 4

#### **Telecommute Activity Information**

 Provide basic information on telecommuting practices at the worksite

#### (L) AGMD

#### **RULE 2202 - REGISTRATION FORM**

YEAR:	
SITE ID-	

Telecommute Activity	
	is describing the telecommute activities at the worksite. For activities, please refer to Section ( $\mathrm{II}$ )(B)(3) of the ECRP Guidelines.
1. Does a written telecommute policy	exist? Yes No
""A formalized telecommute reporting purposes."	policy does not need to be developed for Rule 2202 compliance
2. Are all employees eligible to teleco	ommute? Yes No
3. Are there specified groups of empl	loyees who are unable to telecommute? Yes No
3a. If yes, how many employ	vees in specified groups are unable to telecommute:
4. Are employees offered incentives t	to telecommute? Yes No
4a. If yes, please specify:	
5. Are employee telecommute schedu	ules permanent or is there a future return to office date?
Permanent (	Set Return to Office Date
Sa. If there is a set return to	office date, what is the date?:
6. Are any telecommuting employees	s considered "remote employees"? Yes No
the South Coast AQMD, how	employees who are assigned to a regulated worksite located within ever, primarily live and work at locations outside of the South Coast
the South Coast AQMD, how	
the South Coast AQMD, howe AQMD, and physically comme	ever, primarily live and work at locations outside of the South Coasi ute to the regulated worksite less than five days a year."
the South Coast AQMD, how AQMD, and physically common 6a. If yes, how many?:  7. How many peak window employee	ever, primarily live and work at locations outside of the South Coasi ute to the regulated worksite less than five days a year."  es are currently telecommuting?:  c window employees that telecommute according to the following
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the South Coast AQMD, how AQMD, and physically commit 6a. If yes, how many?: 7. How many peak window employee 8. Please specify the number of peak schedules below and calculate teleco 8a. 1 day a week: 8b. 2 days a week: 8c. 3 days a week: 8d. 4 days a week: 8e. 5 days a week: 10. Total peak window telecommute 1 attest that the above information re have been validated using Human Re	ever, primarily live and work at locations outside of the South Coasi ute to the regulated worksite less than five days a year."  es are currently telecommuting?:  window employees that telecommute according to the following mmute trips:  9a. multiply 8a by 1:  9b. multiply 8b by 2:  9c. multiply 8b by 3:  9d. multiply 8b by 4:  9e. multiply 8b by 5:  trips per week (total 9a through 9e):  egarding the telecommute activities at the worksite are accurate and

## Effective January 1, 2025: Vehicle Miles Traveled (VMT) Reporting

All worksites will be required to report Vehicle Miles Traveled, as follows:

#### Two methods to report VMT data:

- 1. Sites that conduct an AVR survey will collect VMT data from employee survey data collected
  - o Employee home to work mileage will be applied to the commute mode used for each day of the week
  - VMT data will be totaled and reported by commute mode for the survey week

#### OR

- 2. Sites that do not conduct a survey will use home zip codes of employees
  - Home zip code to worksite mileage will be used to calculate VMT (via online VMT calculator)
- All employee VMT information will be reported without employee identification information (anonymous)

## **VMT** Reporting

- For sites that conduct survey:
  - Report total VMT by mode
  - Page 12
- For sites that DO NOT conduct survey:
  - Report total VMT for worksite
  - Page 16
- VMT calculators and instruction document will be available on website
- Data represents potential maximum VMT for site



#### **RULE 2202 - REGISTRATION FORM**

Mode

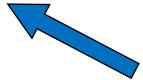
YEAR:	
SITEID	

#### Section IV-2 (cont.)

#### G. Weekly Vehicle Miles Traveled (VMT) by Mode (Peak) Weekly Employee VMT\*

**Total Miles Traveled** 

riode	rotal rilles fraveled
No Survey Responses (if 60%-89%)	0
Surveys with Errors	0
A. Zero Emission Vehicles (Electric/Fuel Cell)	
B. Bus	
C. Rail/Train (LA Metro Rail, Metrolink, etc.)	
D. Walk	
E. Bicycle	
F. Telecommute (work from home/remote)	
G. Noncommuting (at site for 24 hrs or outside district)	
H. Drive Alone	
I. Motorcycle	
J. 2 persons in vehicle	
K. 3 persons in vehicle	
L. 4 persons in vehicle	
M. 5 persons in vehicle	
N. 6 persons in vehicle	
O. 7 persons in vehicle	
P. 8 persons in vehicle	
Q. 9 persons in vehicle	
R. 10 persons in vehicle	
S. 11 persons in vehicle	
T. 12 persons in vehicle	
U. 13 persons in vehicle	
V. 14 persons in vehicle	
W. 15 persons in vehicle	



#### Compressed Work Week Day(s) Off

X. 3/36 work week (2 days)	
Y. 4/40 work week (1 day)	
Z. 9/80 work week (1 day)	

#### Other Day(s) Off

AA. Vacation	
BB. Sick	
CC. Other Day Off, Jury Duty, LOA, etc	

|--|

\*The VMT totals that are required on this form represent the potential maximum VMT for a worksite, including total vehicle miles that would have been traveled by employees who are telecommuting and/or using other modes that reduce or eliminate a commute trip to the worksite.

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### **VMT Calculators**

For sites that conduct a survey

For sites that <u>Do Not</u> conduct a survey



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#### **Rule 2202 VMT Calculator**

Introduction

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Effective January 1, 2025, employers must report the Vehicle Miles Traveled (VMT) of employees arriving at the worksite as detailed in the Rule 2202 Implementation Guidelines or Employee Commute Reduction Program (ECRP) Guidelines.

This tool was developed to assist employers with calculating the VMT totals for their employees as required by Rule 2202. The tool calculates the VMT totals for each mode of transportation using the AVR survey data or employee zip codes. The VMT totals that are calculated by this tool represent the potential maximum VMT for a worksite, including telecommute and/or other modes that reduce or eliminate a commute trip to the worksite.

For employers that conduct an AVR survey, the AVR survey must be completed first before using this tool. The AVR survey data for each mode of transportation will be used as inputs into this VMT calculator tool. The VMT totals are required to be reported on the Weekly Vehicle Miles Traveled (VMT) by Mode form.

For employers that do not conduct an AVR survey, the employer must report the employee home zip codes using the template provided by this tool. Zip codes shall be reported using anonymized employee data such that specific employee names or other identifying information is not included. The VMT totals are required to be reported on the Rule 2202 Registration Form.

Detailed instructions for using the Rule 2202 VMT Calculator Tool can be found at: Click here

Instructions

#### \/

#### Worksites that have conducted a survey

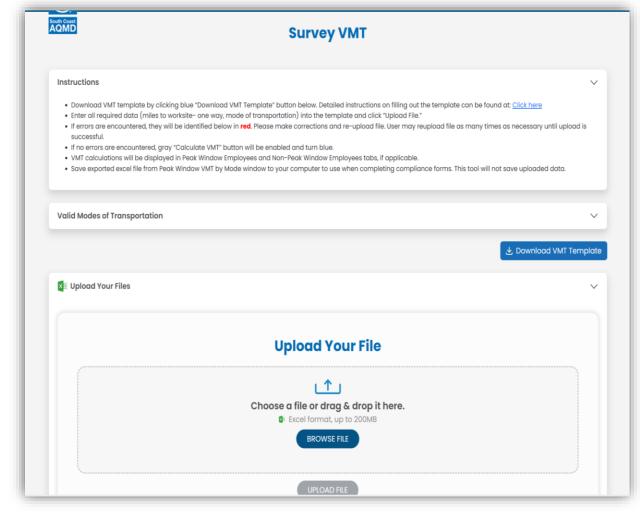
- · Choose option "Facilities that DID survey their employees."
- . Template provided (in Excel) will require miles to worksite (one way) and mode of transportation for each peak window employee for each day of the survey period.
- VMT Calculator data may be exported for peak window employees (and non-peak employees, if surveyed).
- · Export and save calculated VMT and enter data on compliance submittal.

#### Worksites that have NOT conducted a survey

- Choose option "Facilities that DID NOT survey their employees."
- Template provided (in Excel) will require home zip code for each peak window employee.
- VMT calculator distance calculations can be exported for peak window employees.
- Export and save calculated VMT and enter data on compliance submittal.

### **Survey VMT**

- Download VMT template
- Upload completed VMT survey template into calculator



## Survey VMT Template

Employee information obtained from survey entered into template:

- Miles to worksite (one way)
- Peak window employee?
- Mode of transportation for each day of survey week

To Size ID  Employee Survey ID Miles to Worksite (one way)  Bemployee Survey ID Miles to Worksite (one way)  Are you primarily a peak window employee?  Mode of transportation Monday  Mode of transportation Tuesday  Mode of transportation Monday  Mode of transportation Monday  Mode of transportation Tuesday  Mode of transportation Monday  Mode of transportation Tuesday  Mode of transportation Monday  Mode of transportation Monday	А		В	С	D	E	
3       4         5       6         7       8         9       6         10       6         11       6         12       7         13       7         14       7         15       7         16       7         17       7         18       7         19       7         20       7         21       7         22       7         23       7         24       7         25       7							
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28							

## Valid Modes of Transportation

 Modes used in template must match exactly to language provided in table

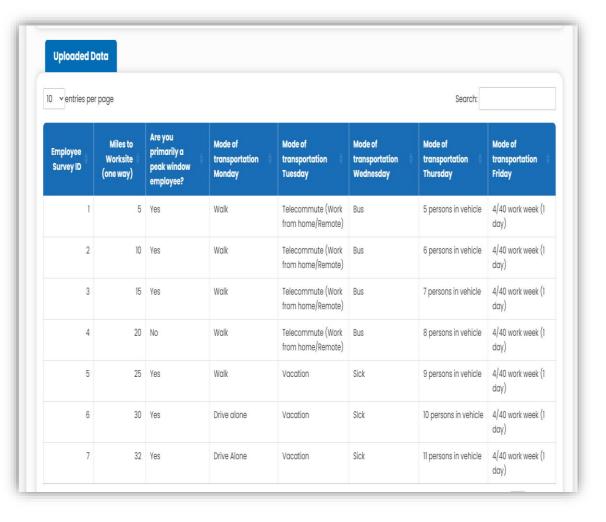
#### Valid Modes of Transportation

Modes of Transportation used in template must exactly match language listed below.

Zero Emission Vehicle (Electric/Fuel cell)	Bus	Rail/Train (LA Metro Rail, Metrolink, etc.)
Walk	Bicycle	Telecommute (Work from home/Remote)
Noncommuting (at site for 24hrs or outside district)	Drive alone	Motorcycle
2 persons in vehicle	3 persons in vehicle	4 persons in vehicle
5 persons in vehicle	6 persons in vehicle	7 persons in vehicle
8 persons in vehicle	9 persons in vehicle	10 persons in vehicle
11 persons in vehicle	12 persons in vehicle	13 persons in vehicle
14 persons in vehicle	15 persons in vehicle	3/36 work week (2 days)
4/40 work week (1 day)	9/80 work week (1 day)	Vacation
Sick	Other Day Off, Jury Duty, LOA, etc.	

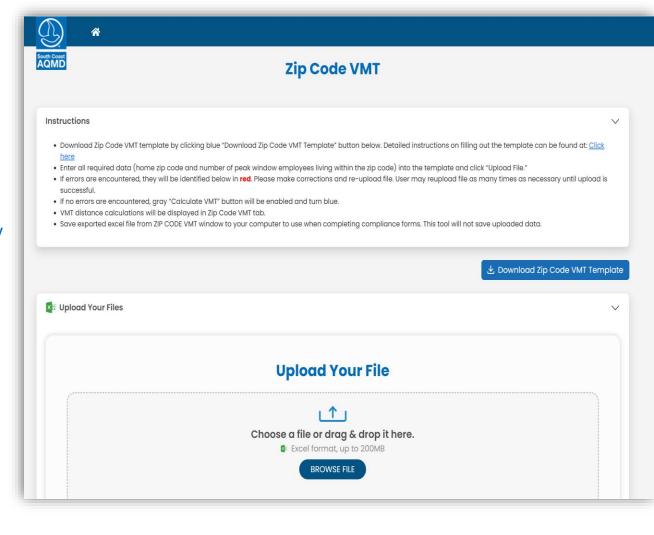
## **Survey VMT Output File**

- Survey VMT output file will be downloadable by user
- Report total VMT by mode on page 12 of compliance forms



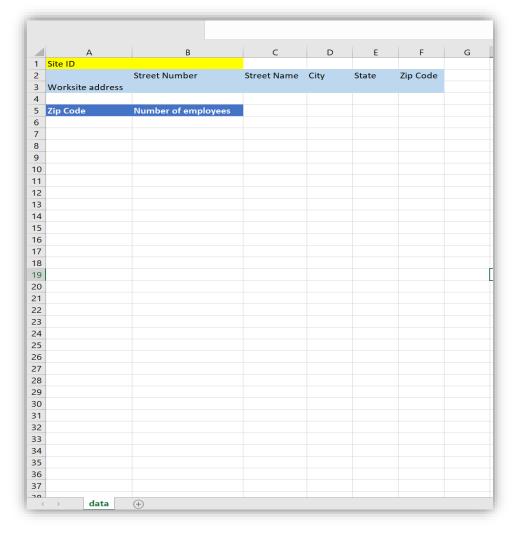
## **Zip Code VMT**

- Download VMT template
- Upload completed VMT survey template into calculator



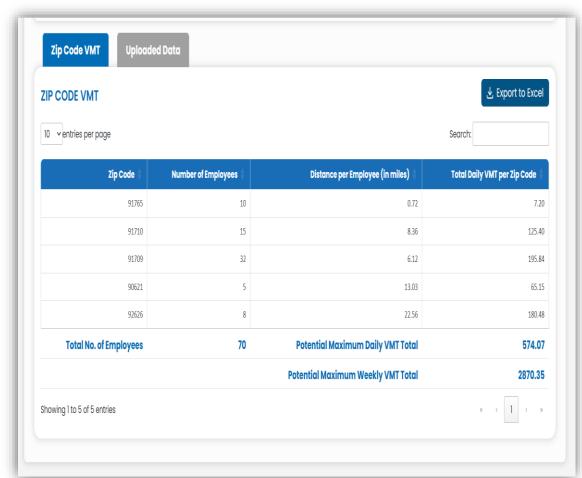
## Zip Code VMT Template

- Zip code
- Number of employees in zip code



## **Zip Code VMT Output File**

- Zip code VMT output file will be downloadable by user
- Report total VMT for worksite on page 16 of compliance forms



### **Staff Contacts**

#### Jeff Inabinet

(909) 396-2453 jinabinet@aqmd.gov

#### **Chelsee Orozco**

(909) 396-2641 corozco@aqmd.gov

#### Cindy Guzman De La Rocha

(909) 396-3209 cguzman@aqmd.gov

## Marketing Bike Month

Kristopher Hewkin - OCTA

Claire Grasty - VCTC

Denise Van Stratten - Metro

**Marketing Bike Month 2025** 

ETC Marketing Workshop April 1, 2025

Kristopher Hewkin
Senior Marketing Specialist
OCTA





## NATIONAL BIKE MONTH BACKGROUND

- The League of American Bicyclists (formerly The League of American Wheelmen)
  - Originally established in 1880 and met with antagonism from horsemen
  - Advocated for paved roads to improve cycling experience
- National Bike Month
  - Established in 1956
  - Showcases the many benefits of cycling
- Goals
  - Encourage more people to give biking a try
  - Have agencies nationwide promote campaign
  - Highlight biking for many different purposes





### OCTA BIKE MONTH 2025 PLEDGE PROMOTION

#### Theme

• Every Ride is Your Story

#### Purpose

 Encourage individuals to ride for a multitude of different kinds of trips and emphasize different stories and types of biking

#### Promotion

- Earn entry to win prize for biking at least once during Bike Month
- Prize Ferla Avant Agile Commuter E-Bike (\$1,499.00 retail value) along with adult helmet,
   child helmet and child Seat

#### Sponsors

• Ferla (first-time sponsor) and Spectrumotion





### **PLEDGE PROMOTION PRIZES**

Avant Agile – Commuter Ebike (\$1,499.00 retail value)



Adult Helmet, Child Helmet, and Child Seat







### OCTA BIKE RALLY - MAY 22<sup>nd</sup>

#### Background

- Following up record attendance in 2024 OCTA Bike Rally on Thursday, May 22<sup>nd</sup>.
- Group ride to OCTA Administrative Headquarters in Orange

#### Schedule

- Starts at 7:45am at the Orange Metrolink Station
- Ends at 8:35am at OCTA Admin Offices
- OCTA festivities from 8:35am-8:45am

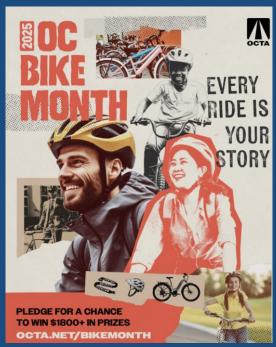
#### Event Highlights

- T-shirts and refreshments for all riders
   speakers at end of ride at OCTA
- Prize drawing



### IN PROGRESS COLLATERAL







### **DETERMINING GOALS AND OBJECTIVES**

- Properly defining desired outcomes is vital to success
- Aiming for SMART goals can help you do this



### **BIKE MONTH 2024 STATS**

- At the end of a promotion, analyzing results is key to determining goals for next year
- Pledges
  - 1,963 pledges, 34.4% increase over 2023 pledge count
- Strava Club
  - 6 a 1.3% increase over the total of 439 for a new total of 445
- Social Media Reach
  - 58% increase over 2024 totals of 417,155 for a total of 659,479
- Website
  - 76% increase in pages views over last year's 18,220 views for a total of 32,110



### **DETERMINING GOALS AND OBJECTIVES**

- SMART goals for OCTA Bike Month 2025 all 3% increase goals over last year
  - <u>Pledges</u> 2,022
  - <u>Strava members</u> Reach 459 total members, 14 new members
  - Social media reach 679,264
  - Rally Attendance 114
- SMART goals your company
  - <u>Pledges</u> determine number or percentage of employees who pledge for OCTA Bike Month
  - Miles set a goal for miles your employees pledge to ride
  - Rideshare portal activity- if your company has an internal portal, set goal for activity on platform
  - Intranet site activity- if your company has intranet site, set goal for page visits/engagement

### **DETERMINING GOALS AND OBJECTIVES**

- SMART goals for OCTA Bike Month 2023 all 3% increase goals over last year
  - <u>Pledges</u>- 1,453
  - Miles 93,291
  - <u>Strava members</u> Reach 372
  - Social media reach 416,737
- SMART goals your company
  - <u>Pledges</u> determine number or percentage of employees who pledge for OCTA Bike Month
  - Miles set a goal for miles your employees pledge to ride
  - Rideshare portal activity if your company has an internal portal, set goal for activity on platform
  - Intranet site activity- if your company has intranet site, set goal for page visits/engagement

### **CREATING A COMPELLING MESSAGE**

- Understand benefits of participation for employees and why they will want to engage
- Potential to win prizes
  - OCTA prize drawing
  - Internal prize drawing (if applicable)
- Benefits inherit to biking
  - Saving money on gas
  - Fitness
  - Reducing carbon footprint
  - Mental health benefits
  - Reducing wear and tear on vehicle
  - Fun!



### **CREATING A COMPELLING MESSAGE**

#### Tips for messaging

- Keep tone motivational and fun
- Focus on benefits
- Make sure things are simple
- Keep call to action easy to identify
- Tailor message depending on medium
- Consider short attention spans
- Don't hesitate to let visuals do the talking
- Add company lingo to personalize campaign
- Change messaging for different audiences if necessary



### **GETTING THE WORD OUT**

- **Pledge form** direct traffic to OCTA form to track participation
- Internal rideshare portal if applicable, direct to internal platform for tracking as well
- Digital marketing channels
  - Social media / Strava OCTA utilizes both for public messaging
  - Email
  - Website
  - Employee portal
  - Digital screens
- Print marketing channels
  - Bus advertising OCTA uses this channel
  - Posters
  - Flyers
- Verbal announcements at meetings



## **EMPLOYER TOOLKIT COMING SOON**

Stay tuned!







## Any questions?

Kristopher Hewkin
OCTA
Senior Marketing Specialist

khewkin@octa.net 714-560-5331





# **Biking Ventura County by the Numbers**

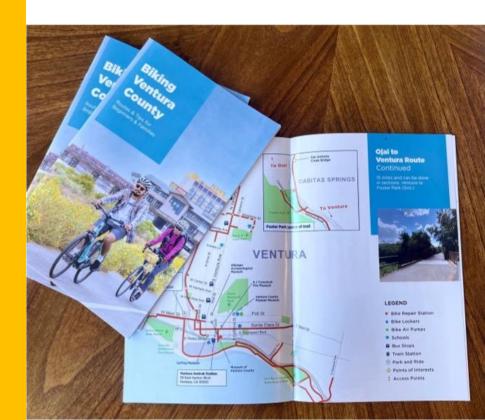
**Over 550 miles of bike lane in Ventura County** 

Over 480 bike lane miles are Class 1 or 2

Class 1 - fully separate from cars

Class 2 - On-street painted bike lane

**18 Bike Repair Stations** 



### **5 Bike Safety Tips**

#### 1. Always wear a bicycle helmet

For riders under the age of 18, it's the law

#### 2. Be alert

Keep your eyes and ears open

#### 3. Don't use your phone or headphones

#### 4. Be visible

Wear bright clothing and using lights and reflectors

#### 5. Practice defensive riding

Scan the road ahead so you can steer clear of hazards



**BONUS TIP**Wear bright clothing



#### Where to Bike

## Beginner/family-friendly bike trails and bike lanes all over the county

#### **Ventura County Bike Trails:**

- Arroyo Simi Trail
- Omer Rains (Coastal trail)
- Ojai/Ventura Trail
- Santa Paula Branch Line (portions)
- Calleguas Creek
- Oxnard Beach Park



#### **VCTC** Resources

## VCTC has the following maps available:

- Brochure Routes and Tips for Beginners and Families
- Printed bike map with all bike trails and lanes
- Online bike map

To download visit goventura.org/bike

#### Also available on the website:

- Bikes on transit
- Bike path maintenance & bike repair stations
- E-bikes
- Safety tips

Pledge for Bike Month!



### **Bike Tips**

- Register your bike
- Plan your route
- Use a hefty bike lock
- Check your bike before leaving the house tires, brakes, chain, battery (if applicable)
- Have lights on your bike



#### **E-Bikes**

## E-bikes follow the same rules of the road as human-powered bikes

California Vehicle Code classifies e-bikes into categories according to speed and pedal or throttle-assistance type

- Class 1 & 2 e-bikes are allowed on shared use trails
- Class 3 e-bikes are not allowed on Class 1 shared-use paths

#### Class I Pedal Assist

#### > Requires pedaling

- Can only be activated through the action of pedaling
- > 20mph max.

#### Class II Throttle Control

- Does not require pedaling (fullthrottle)
- Equipped with a motor that is controlled by a throttle element



#### **E-Bike Tips**

#### **Battery**

- Avoid draining the battery completely recharge when it hits 20-30%.
- Unplug once it's fully charged to prevent overheating.
- Store the battery at 50-70% charge if you won't be riding for a while.
- Avoid extreme heat or cold. Batteries like 40-85°F best.
- Never charge the battery right after a ride if it's still hot let it cool down first.
- Keep Connections Clean: Occasionally inspect the battery terminals and clean off dirt or corrosion gently.



# **Trade Your Car Trip for a Bike Trip**

#### Consider using a bike for trips that are 1-3 miles

- Trips to coffee or out to eat
- Grocery trips
- Bike to work consider biking part way and taking transit part way
- School drop offs consider biking to drop of your kid and driving to work after or on days you work from home

#### **Set goals**

- Start with one bike trip a week
- Keeping track of car miles and money saved adds motivation

#### Add a basket or rack to your bike

E-bikes help make it easier to make this a longterm practice



#### **Transit & Bikes**

## Most buses and passenger trains are equipped to accommodate bicycles

- Most fixed route buses have room for 3 bikes on the front
- VCTC has extra bike room due to undercarriage luggage compartments

Upon entering and exiting the bus, let the driver know that you have a bicycle

Most bus operators allow e-bikes



#### **BONUS TIPS**

- 1. You can take bikes on Metrolink or Amtrak (make a reservation).
- 2. Extend your trip with transit. Take the bus or train one way and return via bike.





"Two wheels move the soul."

cgrasty@goventura.org



## Metro Bike Month Marketing Plan

- Ride More. Drive Less. Feel Good.
- Getting outside and riding is easier than ever. Whether you are commuting, exploring or out for fresh air – Metro makes it simple with bike-friendly transit and free rides on May 15
- Marketing material and ETC tool-kit available mid-April



## **Metro Bike Share**

**Expanding into along Westwood Blvd and Wilshire Blvd (excluding Beverly Hills and Culver City)** 

Bike Share free 30-minute ride on May 15

30-Day Bike Share Pass for just \$1 during entire month of May



## Metro Rail-to-Rail Projects

New active transportation corridor offers a dedicated bike path in the city, connecting riders between Metro A and K lines – more details soon

LA River Bike Path Gap is an eight-mile shared use bicycle and pedestrian path along the LA River from Elysian Valley to DTLA, Vernon, and the City of Maywood



## One Ride at A Time

Encouraging riders to track their bicycle trips during May on ridematch.info Commute Calendar to be eligible for several great prizes!



## Metro Bike Month Prizes & Sponsors

- Commuter Bike donated by Pat's 605 Cyclery
- Commuter Bicycle donated by DTLA Bikes
- Commuter Bicycle donated by J&M Bikes
- Junior Size Bicycle donated by Easy Bikes

- Two Adult "City" Bicycles donated by Easy Bikes
- Gift Cards donated by Temple City Bike Shop; Helen's Cycles; The Bike Shop Santa Monica; and The Bike Connection
- Bicycle gear and apparel donated by LA CICLA Bicycle Shop; Around the Cycle; Unchained Garage; and Budget Pro Bikes

## **Metro Bike Month**

CommuterOptions@metro.net

(213) 922-2811

metro.net/bikemonth



# Vanpool Marketing

Melissa Park

Matthew Henderson

Metro

## Vanpool Marketing

Helping Employers Promote Vanpooling to Employees





## What we'll cover

- Why vanpooling matters
- How to engage employees
- Marketing strategies and best practices
- Q&A





## What is Vanpooling?

Vanpooling is a shared ride service where groups of commuters travel together in a leased vehicle, splitting costs and reducing congestion.



## Vanpooling Key Benefits

#### **Employees/Commuters**

- Saves money on commuting costs
- Reduces stress compared to driving alone
- Provides reliable and consistent commute
- Potential employer subsidies and tax benefits

#### **Employers**

- Enhances employee retention and satisfaction
- Reduces parking demand and costs
- Supports sustainability and corporate responsibility goals
- Potential tax incentives for offering vanpool cost coverage



## Common Misconceptions and Barriers

- (1) Route limitations
- (2) Vanpooling is carpooling
- (3) Vanpools are not reliable
- (4) Complicated process to set up or join a Vanpool



## Understanding Employee Commuting Needs

- Employees' transportation decisions are based on:
  - Cost savings
  - Travel time and reliability
  - Convenience and schedule flexibility

#### **IN THE CHAT:**

For those with vanpool programs, what types of employees do you see participating?



## Best Practices for Vanpool Outreach

- Understand your target employee type
- Utilize annual ridership survey results
- Promote vanpooling during new hire onboarding
- Integrate vanpooling info into benefits packages
- Collaborate with HR & sustainability teams to push awareness
- Feature success stories/testimonials in internal communications



## Ways to Incentive Vanpooling

- Employer subsidy offer additional financial support of lease
- Guaranteed Ride Home Programs for emergencies
- Parking perks
- Referral bonus
- Recognition and rewards for participation



## Creative Marketing Approaches for Employers

- Internal rideshare campaign
- Vanpool ambassadors
- "Try a vanpool" incentives
- Internal competitions
- Worksite events



# Commuter Choice Employee Benefit Program

Justine Sobczyk
jsobczyk@claritybenefitsolutions.com
Associate Vice President
Clarity Benefit Solutions



# OVERVIEW OF COMMUTER BENEFITS

Commuter benefit programs allow employees to use pretax dollars to pay for eligible commuting expenses, including transit passes, vanpools, and parking. This benefit is especially relevant in urban areas where mass transit is a viable commuting option.



# TRANSIT BENEFITS BREAKDOWN

Pre-Tax Savings for Employees: Employees can set aside up to \$300 per month (2025 IRS limit) pre-tax for commuting expenses, reducing their taxable income.

- **Flexibility:** Employees can enroll at any time, and funds can be used for a variety of transit options, including:
  - Subway, bus, and light rail passes
  - Vanpools and shuttle services
  - Ride-sharing options (where eligible)
  - Commuter ferries and rail services
- Increased Retention & Satisfaction: Employees appreciate benefits that reduce their commuting costs, leading to increased job satisfaction and retention.

## PARKING COVERAGE

- Employees can use commuter benefits to **pay for qualified parking expenses** on a pre-tax basis.
- This includes parking at or near their workplace or at a location from which they commute using mass transit, vanpools, or carpools.
- Offering parking coverage as part of a commuter benefits program can help employees who do not have access to robust public transportation but still incur parking costs.
- Employers benefit by reducing payroll taxes while providing a valuable benefit to employees who drive to work.



## CITIES OFFERING COMMUTER BENEFITS

- Los Angeles Metro offers transit options such as buses, light rail, and commuter rail, with programs supporting employer-based transit benefits.
- San Francisco Bay Area mandates large employers to offer commuter benefits.
- New York City requires employers with 20+ full-time employees to provide pre-tax transit benefits.
- Washington, D.C. supports employer-provided transit benefits.
- **Chicago** allows for pre-tax transit benefits for CTA, Metra, and Pace transit services.

## **EMPLOYER ADVANTAGES**

#### No Employer Risk

Unlike FSAs, there's no financial liability for employers since unused funds remain with the employee.

#### **Employer Tax Savings**

Contributions reduce payroll taxes (FICA, FUTA, and SUTA), lowering overall costs.

Employers can save ~ \$275.40 per employee per year in payroll taxes (a company with 50 employees participating, saves \$13,770 a year).

Employees benefit by reducing their taxable income.

### No Impending Regulatory Changes

There are no upcoming federal or state regulations affecting pre-tax transit benefits, ensuring program stability.



# FUTURE OUTLOOK FOR MASS TRANSIT INVESTMENTS

- While mass transit in California currently lacks end-to-end commuting solutions, high-growth areas are likely to see infrastructure investments in the coming years.
- Cities expanding transit options could enhance the value of commuter benefits by making public transportation more accessible and efficient.
- There do seem to be plans for federal investments in transit for high-growth areas.
- Employers who adopt commuter benefit programs now may be well-positioned as transit options improve.



# LOS ANGELES TRANSIT INVESTMENTS FOR THE 2028 OLYMPICS

• LA Metro is accelerating several transit projects in preparation for the **2028** Summer Olympics.

 Projects include expansions to the Metro Rail system, improvements to bus rapid transit (BRT) networks, and enhancements to Union Station to handle increased passenger volume.

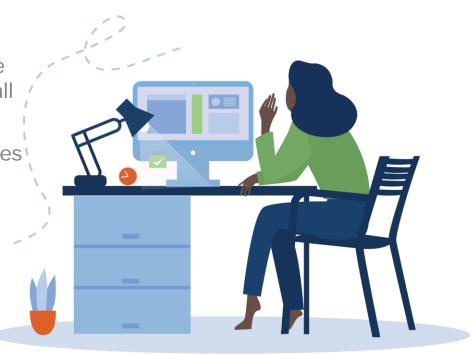
 Increased investment in public transit is expected to make commuting more seamless, potentially increasing employee interest in pre-tax commuter benefits.



## HOW TO PROMOTE THE PROGRAM TO EMPLOYEES

#### When to Communicate the Benefit

- During Open Enrollment (OE) Include commuter benefits as part of the overall benefits package.
- Off-Cycle Enrollment Since employees can enroll at any time, promoting the program outside OE may yield better engagement.



## HOW TO PROMOTE THE PROGRAM TO EMPLOYEES

#### **Key Engagement Tactics**

- Survey Employees:
  - Would you use a commuter benefits program if available?
  - Do you take mass transit to work?
  - If not, what are the barriers to enrolling in a transit benefit?
- Provide a Simple Cost Savings Example:
  - Example: An employee spending \$150/month on transit could save \$500+ annually by using pre-tax dollars.
  - Employees who spend \$200/month on parking could save \$700+ annually with pre-tax deductions.

#### • Leverage Multiple Communication Channels:

- Email campaigns
- Company intranet
- HR benefits meetings
- Posters and flyers in break rooms



### WHAT TO LOOK FOR IN A PROVIDER

When selecting a provider for commuter benefits, employers should look for:

- Seamless Enrollment & Administration: A provider that offers easy onboarding, self-service portals, and minimal HR burden.
- Flexible Funding Options: Clarity Benefit Solutions offers multiple funding options that adapt to employer needs, ensuring smooth reimbursement processes.
- Robust Compliance & Security: Compliance with IRS regulations, SOC, SOX, and HIPAA security standards ensures that both employer and employee data remain protected.

#### User-Friendly Technology:

- Mobile app for easy balance checks and claims submissions
- Intuitive employer dashboards with real-time reporting
- Automated payroll integration for efficient deductions
- Comprehensive Support: Dedicated customer support teams available for employers and employees, providing guidance on enrollment and benefit utilization.
- Scalability & Customization: A provider that can adapt to employer size and needs while offering tailored solutions.

## **ETC Spotlight**

Li Muralikrishnan

**Corporate Services Director** 

**Panasonic Avionics Corporation** 

#### **Panasonic**

Panasonic Avionics Corporation

### Panasonic Avionics Commuter Program

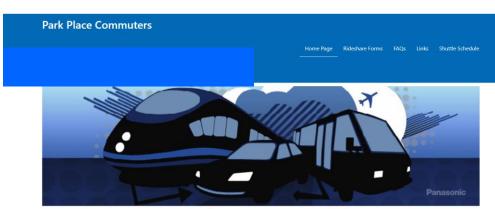
Li Muralikrishnan, Director of Corporate Services

April 1, 2025

## Home Page for commuters in company Intranet

This is a good page to start for new employees to learn about Panasonic Commuter program.

We also show this page in new employee orientation



#### **Panasonic Commuter Program**

#### **Commuter Club**

WHY RIDESHARE??? HERE ARE SOME Starting Jan 2022, shuttle services for train commuters will FACTS ABOUT COMMUTING be available from Tustin Metrolink Station to our new

- The number one reason people report as the reason they made the switch from driving alone to carpooling: to save money.
- Southland commuters travel an average 32 miles round-trip each work day, which takes an hour and nine minutes.
- Commuters who use the carpool lane cut an average of 40 minutes off their commute time each day, depending on the length of the commute.

To sign up to the commuter club program, click here

#### Shuttle Service

Starting Jan 2022, shuttle services for train commuters will be available from Tustin Metrollink Station to our new location Park Place. The existing shuttle services between Irvine Metrollink station and Lake Forest will continue for train commuters.

- NEW Tustin Metrolink Park Place schedule and location
- Irvine Metrolink Train Station to Lake Forest Office EXISTING Shuttle Schedule

For questions on shuttle services please contact here Corporate Services @ li.muralikrishnan@panasonic.aero

#### Electric Vehicle - Lake Forest B2 users

In support of our employees and as part of our commitment to continual improvement of our Environmental Management System (EMS), we are pleased to announce the installation of Chargepoint Level II Electric Vehicle (EM) Charging stations at the Panasonic Avionics' Lake Forest campus. The EV stations began operation on Monday, July 23, 2012 for all Panasonic Avionics' registered employees.

Sign up for EV charging

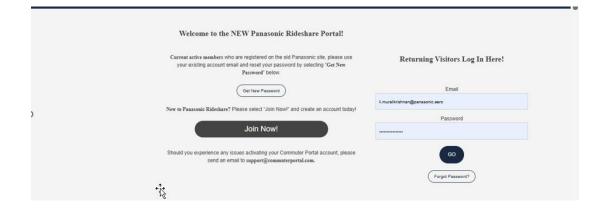


## Panasonic – Commuter Portal site

We encourage our employees to join Panasonic Commuter Club

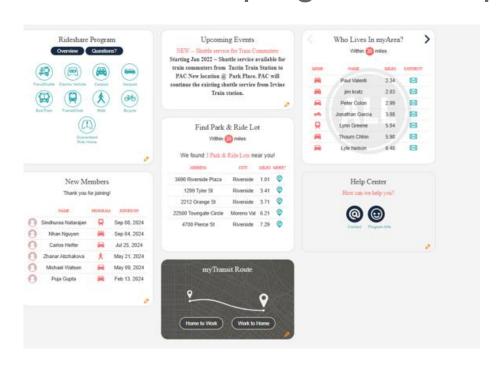
Current users can match their rides for carpool or vanpool – we use third party providers for ride matching.

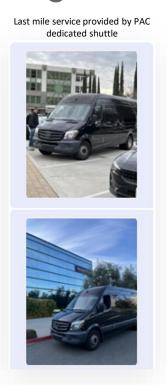
Employees can learn about various subsidies we provide for commuters



### **My Dashboard – Panasonic**

Quick view of the program and upcoming events





## Rideshare **Program**

- Pana shuttle last mile service between PAC office and Metro statio (Tustin and Irvine)
- Guaranteed ride home
- Vanpool
- EV Vehicle Program
- Bicycle Program
- Walk Program

#### PanaShuttle Program

#### THE PERK OF A CONVENIENT DROP OFF

NEW... Starting Jan 2022 Panasonic will provide shuffle from Tustin Train station to PAC's New work place in Park Place.

Panasonic will continue Shuttle service to and from Irvine Train Station and the Lake Forest office. Click the PanaShuttle Program button to learn more about shuttle schedules and pick-up & drop-off locations.

#### Electric Vehicle Program

#### STAY CHARGED

in support of our employees and as part of our commitment to continual improvement of our Environmental Management System (EMS). Electric Vehicle (EV) Level II Charging stations are available at the Panasonic Avionics' Lake Forest campus

At Lake Forest Campus the Charge stations are located in 26211 Enterprise Way (Known to most of as 82). Please see below details on

#### Carpool Program

#### SHARE THE RIDE

The Carpool Subsidy is available for active members who rideshare at least 60% of each month. Click the Carpool Program button to learn more.

#### tanpool Program

#### GET ON BOARD FOR SIGNIFICANT SAVINGS

The Vanpool incentive is available to active members who rideshare 60% of each month Click the Vanpool Program button to learn more

#### Bus/Train Program

#### GRAB A SEAT AND ENJOY THE RIDE

The Bus/Train incentive is available to active members who rideshare 60% of each month. Click the Bus/Train Program button to learn

#### TransifChek Program

#### RELAX AND RIDE THE RAILS TO WORK

The Transit Chex incentive is available to active members who ridenhare 60% of each month. Click the TransitChek Program button to learn

#### Walk Program

#### STROLL YOUR WAY TO WORK EACH DAY

The Walk incentive is available to active members who walk to work 60% of each month. Click the Walk Program button to learn

#### Bicycle Program

#### GEAR UP AND GET TO WORK

The Bicycle incentive is available to active members who bike to work 60% of each month. Click the Bicycle Program button to learn more.

#### Guaranteed Ride Home Program

#### NEED A RALL MOME? NO PROBLEM!

The fregional Old vanteed fride frome (ORH) Program provides a safety net which allows employees to indeshare to work without the worry of getting stranded at work due to unforeseen circumstances.



#### Bicycle Subsidy

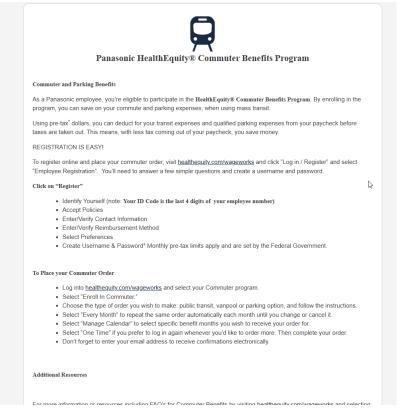
#### Eligibility Criteria:

This incentive is available to active members who rideshare 60% of each month

Employees who bike to work are eligible for \$1.50 per day reimbursement and must meet the 60% requirement each month.

#### **Panasonic**





- Panasonic Metrolink reimbursement is a popular one
- Using of Pre tax dollars, PAC employee can deduct transit expenses through enrolling in Panasonic HealthEquity commuter Benefits program. Payroll deductions enabled

#### **Panasonic**





We have a group page for commuters in Teams... we post information for commuters to participate, and have fun...

#### **Panasonic**



May is Orange County (OC) Bike Month

May 1, 2024

To: Panasonic Avionics - Irvine & Lake Forest Employees

May officially kicks off Orange County (OC) Bike Month. There are numerous ways to get involved. Be part of the movement to help our community become more environmentally conscious and promote overall wellness. Check out all various activities happening below



#### **OCTA Bike Rally Sign Up**

RSVP for an exhilarating 4-mile group ride!

Get a free t-shirt\*, enjoy complimentary snacks, and hear from speakers and special guests. You'll be entered for a chance to win an e-bike (no purchase necessary, restrictions apply).

Date: Wednesday, May 15, 2024

Time: 7:30 am to 9:00 am

Route: Starts from the Orange Metrolink Station

to the OCTA Headquarters

\*While supplies last.

RSVP or Pledge to Win



#### **OCTA Bike Rally Sign Up**

RSVP for an exhilarating 4-mile group ride!

Get a free t-shirt\*, enjoy complimentary snacks, and hear from speakers and special guests. You'll be entered for a chance to win an e-bike (no purchase necessary, restrictions apply).

Date: Wednesday, May 15, 2024

Time: 7:30 am to 9:00 am

Route: Starts from the Orange Metrolink Station

to the OCTA Headquarters

\*While supplies last.

RSVP or Pledge to Win



#### Bring Your Bike & Ride Metrolink May 13-17, 2024

Metrolink provides a smooth connection between your origin station and destination, making it easy to integrate cycling into a daily routine. Bring your bike onboard during Bike Week on Monday, May 13 through Friday, May 17 to ride any Metrolink or Arrow train fare-free!

Learn More

Questions? Contact Li Muralikrishnan.

Sincerely,

Corporate Communications Team
Panasonic Avionics Corporation

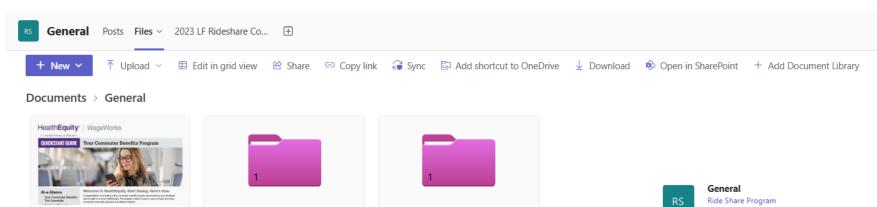
## Yearly AVR online survey -

#### **AVR Online Survey Collection**

	,
Please complete the following form. If you have questions about this survey or you are not	Vista de formulario en español an employee of OCTA Sample Company Demo please email John Williams at
williams@acompany.com or call (714) 847-3581 for as	sistance.
Step 1: Name	
First Name:	
Last Name:	
Middle Initial:	
Employee ID:	
Step 2: Home Address - Address is confidential and will no	of appear on appone elec's PideGuide *
Street Number: Street Name:	or appear on anyone erse's redecodate.
Sueet Number. Sueet Name.	
City:	
State: Zip Code:	
CA	
Home Cross Streets:	
and	Lis .
	Vd
Step 3: Contact Information	
Area Code, Phone Number and ext:	

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Typical Work Hours:						
Start Time: End Time:						
_ • 00 • -	• 00 •					
If your work hours vary from day to day plea	se check here.					
If you have up to one hour flexibility in your s	start and leave times, please chec	chere.				
Step 5: Survey Week Commute Information						
Instructions: Please select a time and commute r	mode for each day that appears be	low. You should	fill out the time	you began work	C.	
If you were on vacation, out sick or had a regular	r day off during the survey week, p	lease provide yo	ur normal sche	duled time for th	at day.	
In the blue section below, the most common misi	interpreted codes are defined.					
Commute Modes Explained						
A. Zero Emission Vehicle (Electric Vehicle/Fue	el Cell)					
Select this mode for every day that you commute Emission Vehicle on that/those day(s). Zero Emis Vehicle (PHEV) meet the definition of a zero emi vehicles with all electric range that can travel exc	ssion Vehicle can also include Hyd ission vehicle provided that the en	lrogen Fuel Cell ire trip to work is	vehicle. Emplo made exclusiv	yees arriving to rely under electri	work in a Plug-In Hybric ic power. This applies to	I Electric
F. Telecommute (Work from home/Remote)						
If you have more than 2 days off in a 7-day pe	eriod due to a compressed work	week or altern	itive work sch	edule (i.e., rota	ting day off (RDO) fle	66
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--Select Mode--



2025 Rideshare Form

January 3

Teams and Channels | General |
Panasonic Avionics Corporation |
Ii.muralikrishnan@panasonic.aero |
Microsoft Teams

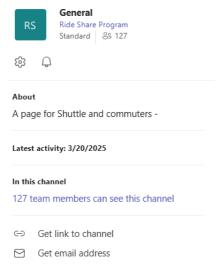
WageWorks Commuter Benefit ...

October 6, 2023

Shuttle Service updated schedul...

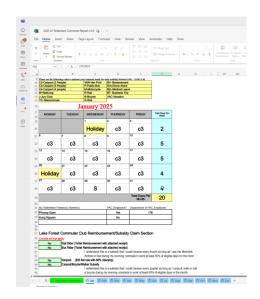
January 13

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## Rideshare Commuter Report

- Employees submit monthly reports to ETC
- ETC reviews and return forms with ETC acknowledgment signature in pdf
- Employees do expense report and get paid for their ridershare
- This program included in the Clean air program SCAQMD





### Thank you for Listening

## **Closing Announcements**

- The workshop survey/ evaluation (required) will be emailed to the RSVP list in the next 48 hours.
- ETC must include <u>both</u> of the "Marketing Certificate Codes" provided today in the evaluation.
- The Marketing Certificate will only be emailed to those that complete the workshop evaluation.
- Recording of today's presentation will be made available next week (after all survey/evaluations are received).

# THANK YOU for joining us today!

