

Welcome!

ETC Marketing Workshop

September 16, 2025 | 9am-12pm



Staff Introductions & Announcements

Martin Buford
Sr. Transportation Manager, Metro



Thanks to our breakfast sponsor!



Meeting Details

Can you ask questions?

Yes, at the end of each topic, we've allocated time for ETCs to ask a few questions.

Is this workshop being recorded?

No – we will provide a copy of the PowerPoint slides on the Metro Commuter Options webpage after the Workshop.

Do I have to participate in the entire workshop?

Yes – in order to receive a Marketing Certificate ETC's will need to take note of the two (2) specific codes provided during this workshop. ETC's must provide these codes in our post-workshop survey evaluation. Completion of the evaluation is required to receive the Marketing Certificate.

Parking validations for today's Workshop

For those who requested a parking validation, please see any of our Metro staff during the break or after the Workshop to receive your validation ticket. We also appreciate Metrolink and Metro for providing free one-day passes for ETC's that opted to take transit to today's Workshop.

Agenda

8:30am	Registration, Networking & Continental Breakfast
9:00am	Welcome & Staff Introductions
	Grand Opening of Foothill Extension Stations
9:20am	Marketing California Rideshare Week
9:50am	What Works For You – Breakout Session
10:20am	Break Time & Visit Vendor Tables
10:30am	Rideshare Flyers 101
11:00am	ETC Spotlight
11:30am	Final Announcements
	Closing & Visit Vendor Tables

Grand Opening of A Line Extension & New Stations

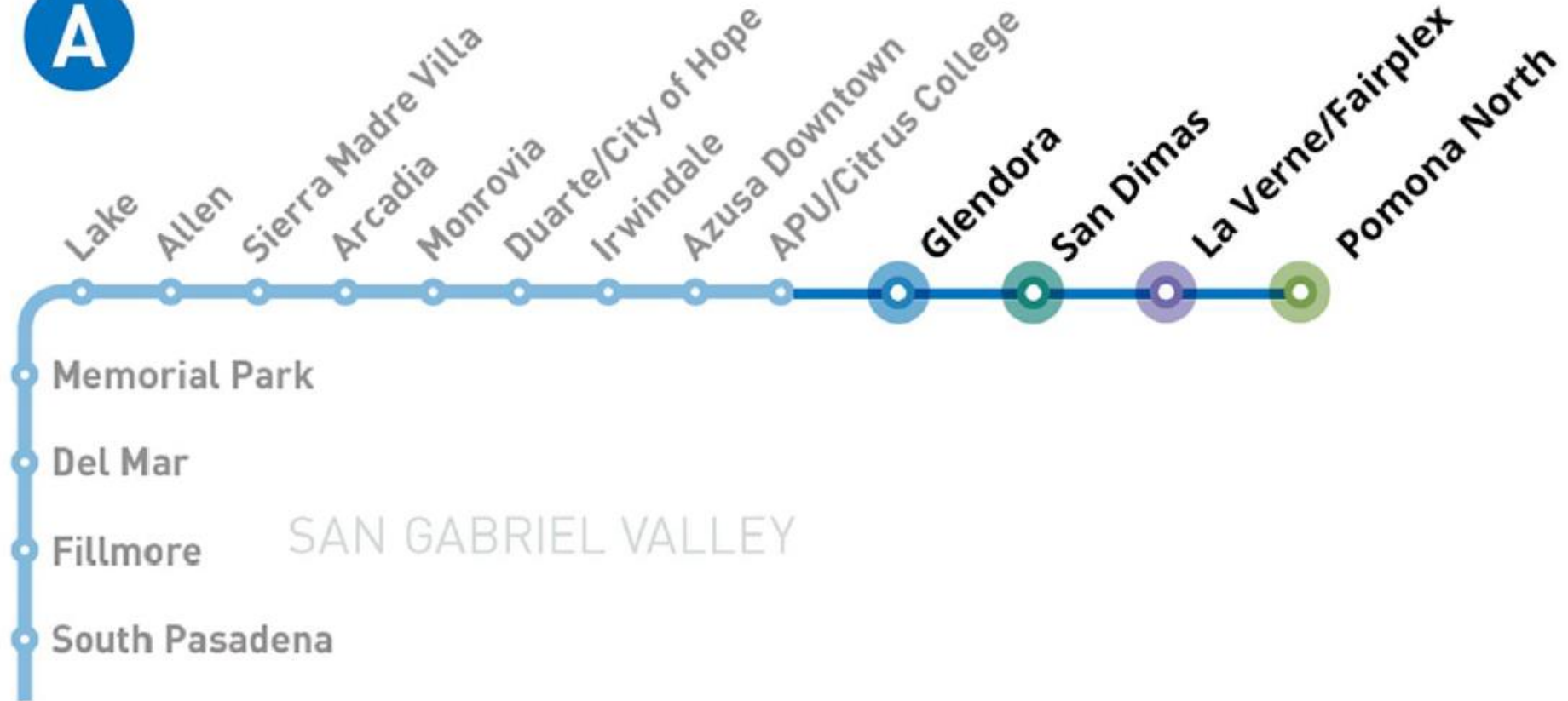
Maria Conchita Flores
Community Relations, Metro





**The A Line Extension between Azusa and
Pomona is Arriving September 19.**

A



Glendora

Serving foothill communities and local shops

San Dimas

Easy access to parks, schools and neighborhoods

La Verne/Fairplex

Connects to the University of La Verne and LA County Fairgrounds

Pomona North

Gateway to Pomona Arts District and Metrolink

Ride the A Line



Fast, Frequent, Reliable

- Trains every 8 minutes during peak hours
- Service from 4am to midnight



Budget Friendly Pricing

- Rides start at \$1.75
- Discounts for students. [Learn more](#)
- No parking, no gas, no surge pricing



Goes Where You Go

- 19 Nearby Campuses
- Glendora Village, Raging Waters, Fairplex, Fox Theater and more
- Pomona Metrolink, Pasadena, Union Station, Long Beach



Forget Traffic and Relax

- Ride stress-free—no traffic, no parking hassles
- Enjoy up to 2 hours of unlimited transfers (no roundtrips)
- Use the time to read, stream or just enjoy the view while you ride

Connect To The New Stations

Glendora A Line Station	↔	Foothill Transit Line 284
San Dimas A Line Station	↔	Foothill Transit Line 295, 492
Pomona North A Line Station	↔	Foothill Transit Line 291, 492
Pomona North A Line Station	↔	Metrolink San Bernardino Line



9.19.
2025

ROCK THE RAILS

11:30AM
to 3PM

Metro's Rock the Rails: Live Music, Local Eats, 4 New Stations!

Mark your calendars—this is one celebration you won't want to miss. Metro's **ROCK THE RAILS** is taking over with a four-station extravaganza: live music, DJs, local food favorites and an unbeatable community vibe. **On Friday, Sept. 19, 2025, from 11:30 a.m. to 3 p.m.**, we're opening the doors to four brand-new Metro A Line stations in **Glendora, San Dimas, La Verne/Fairplex and Pomona North**. Each stop offers something unique—so come taste, dance and celebrate. Because this is about community, connection and one unforgettable day. Be part of the moment. Be part of **ROCK THE RAILS**.

For more information and to plan ahead, call 323.466.3876 or visit metro.net/alinetopomona.

Thank you!

JC Montenegro

Manager, San Gabriel Valley Area Manager

213.922.1240

MontenegroJC@metro.net

Maria Conchita Flores

Principal Community Relations Officer, Local Government

213.922.2185

FloresMC@metro.net



MetroTM

Marketing California Rideshare Week 2025

Denise Van Stratten, Metro
Puja Thomas-Patel, IE Commuter



What is California Rideshare Week?

- Have to go back to the 80's
- Rideshare agencies in No. Calif. wanted to recognize commuters who opted to not drive alone to get to work
- They asked drivers to leave their car at home during what they called "Commuter Awareness Week"
- Participants were given a chance to win a free trip to Hawaii!



What is California Rideshare Week?



The idea grew and became an official **statewide** campaign known as “California Rideshare Week”



The goal changed to encouraging ALL drive alone commuters find a better way to get to work by giving ridesharing a try!



Agencies also demonstrated how ridesharing could save commuters money, time, and help the environment too

Fast Forward to 2025

- It's the 40th anniversary of Rideshare Week!
- Carpooling has increased 3 ½ percent in the last two years – a rebound from pre-pandemic levels*
- We are #2! Consumer Affairs reported Washington DC has the worst traffic with an average commute of 33.4 minutes – followed by LA with only 30-minutes!

*according to census.gov



HOW

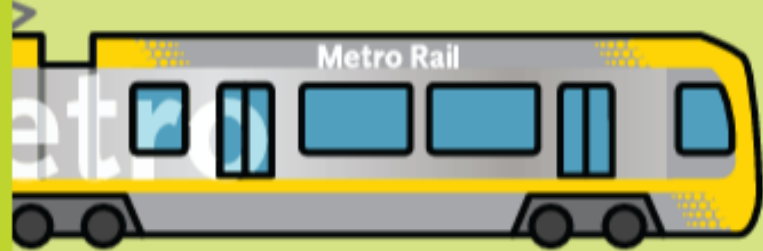
CAN

YOU

HELP?

Metro's 2025 Campaign

- Ask commuters to leave their car at home and try ridesharing!
- Over \$5,000 in prizes and gift cards donated by our LA Metro Rideshare Week sponsors!
- Dedicated webpage with info for both ETCs and commuters at **metro.net/rideshareweek**
 - Be on the look out for a post in *The Source* (Metro's blog) to launch on/about October 1st
 - Posters are available for you TODAY after the Workshop and digital toolkit for ETCs with graphics will be on the webpage next week



Less miles = More smiles
Rideshare Week October 6–10



Metro



Win prizes!

Metro is reminding commuters that **"Less miles = more smiles"**! Track your trips on ridematch.info to be entered into a drawing to win some great prizes, including gift cards and much more.



Metro

How to participate:

- > Visit ridematch.info and sign in/register.
- > Click on the Calendar and track your rideshare trips (carpooling, riding transit, vanpooling, walking, biking or telework) from October 6 to 10 and you'll be entered into the drawing.
- > The more rideshare trips that you track, the more times you'll be added to the random drawing.

Call [213.922.2811](tel:213.922.2811) or email commuteroptions@metro.net for more information.

Scan the QR code for a link to sign in/register on ridematch.info.



 PLEASE RECYCLE THIS MATERIAL.
25-042219 ©2023 LACMTA

How To Win!!

Employees track their rideshare trips on the **ridematch.info** calendar for the chance to win some great prizes!

Prizes include:

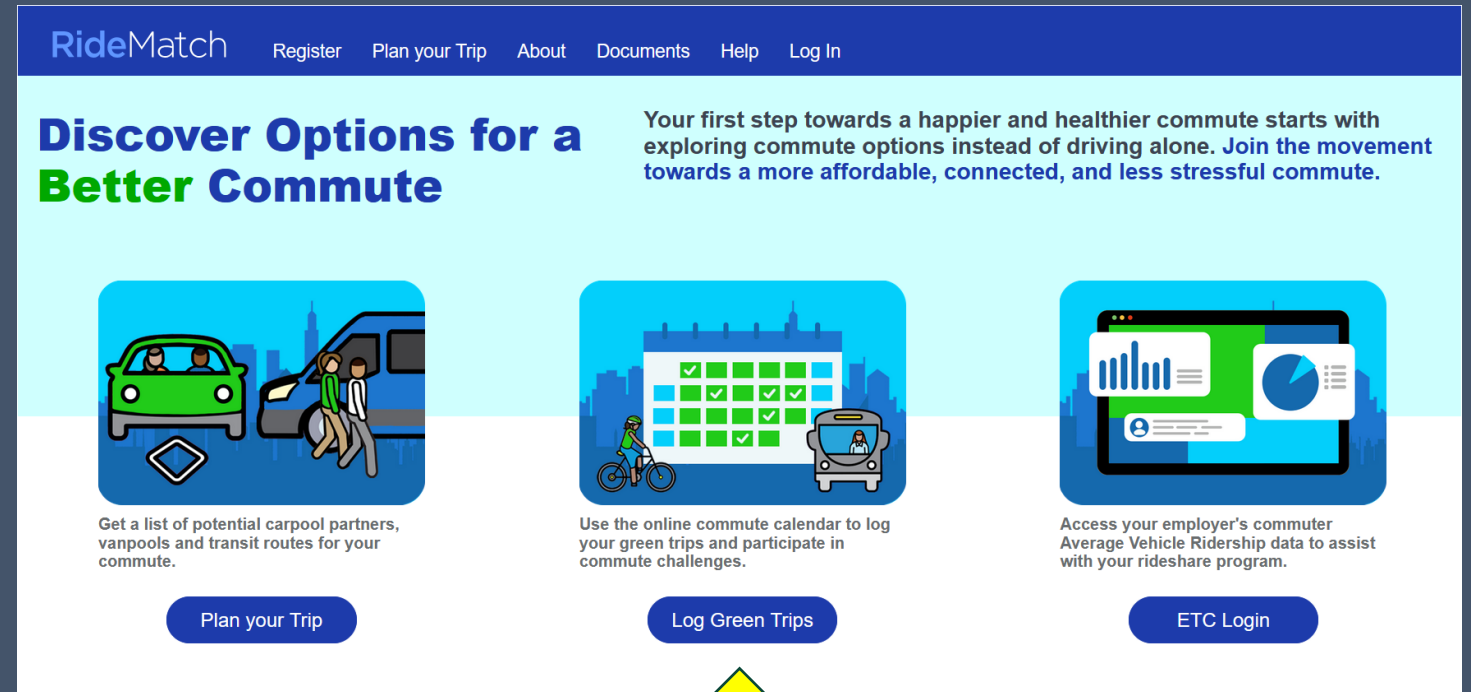
Macy's \$100 gift cards

Brighton Collectibles handbag

\$100 Gift cards to stores The Bloc DTLA

Tech gifts including noise canceling headsets, and Bluetooth speakers

Metrolink SoCal Day passes and more!




The screenshot shows the RideMatch website interface. At the top is a dark blue navigation bar with the 'RideMatch' logo and links for 'Register', 'Plan your Trip', 'About', 'Documents', 'Help', and 'Log In'. Below the navigation bar is a light blue hero section with the heading 'Discover Options for a Better Commute'. To the right of the heading is a paragraph: 'Your first step towards a happier and healthier commute starts with exploring commute options instead of driving alone. Join the movement towards a more affordable, connected, and less stressful commute.' Below this are three main content blocks, each with an illustration, a description, and a button. The first block shows a car with two people and a 'Plan your Trip' button. The second block shows a calendar with green checkmarks and a 'Log Green Trips' button. The third block shows a tablet with charts and an 'ETC Login' button. A large yellow arrow points upwards towards the 'Log Green Trips' button.

RideMatch Register Plan your Trip About Documents Help Log In


Discover Options for a Better Commute

Your first step towards a happier and healthier commute starts with exploring commute options instead of driving alone. Join the movement towards a more affordable, connected, and less stressful commute.




Get a list of potential carpool partners, vanpools and transit routes for your commute.

Plan your Trip



Use the online commute calendar to log your green trips and participate in commute challenges.

Log Green Trips



Access your employer's commuter Average Vehicle Ridership data to assist with your rideshare program.

ETC Login

THANKS TO THE FOLLOWING PRIZE SPONSORS:



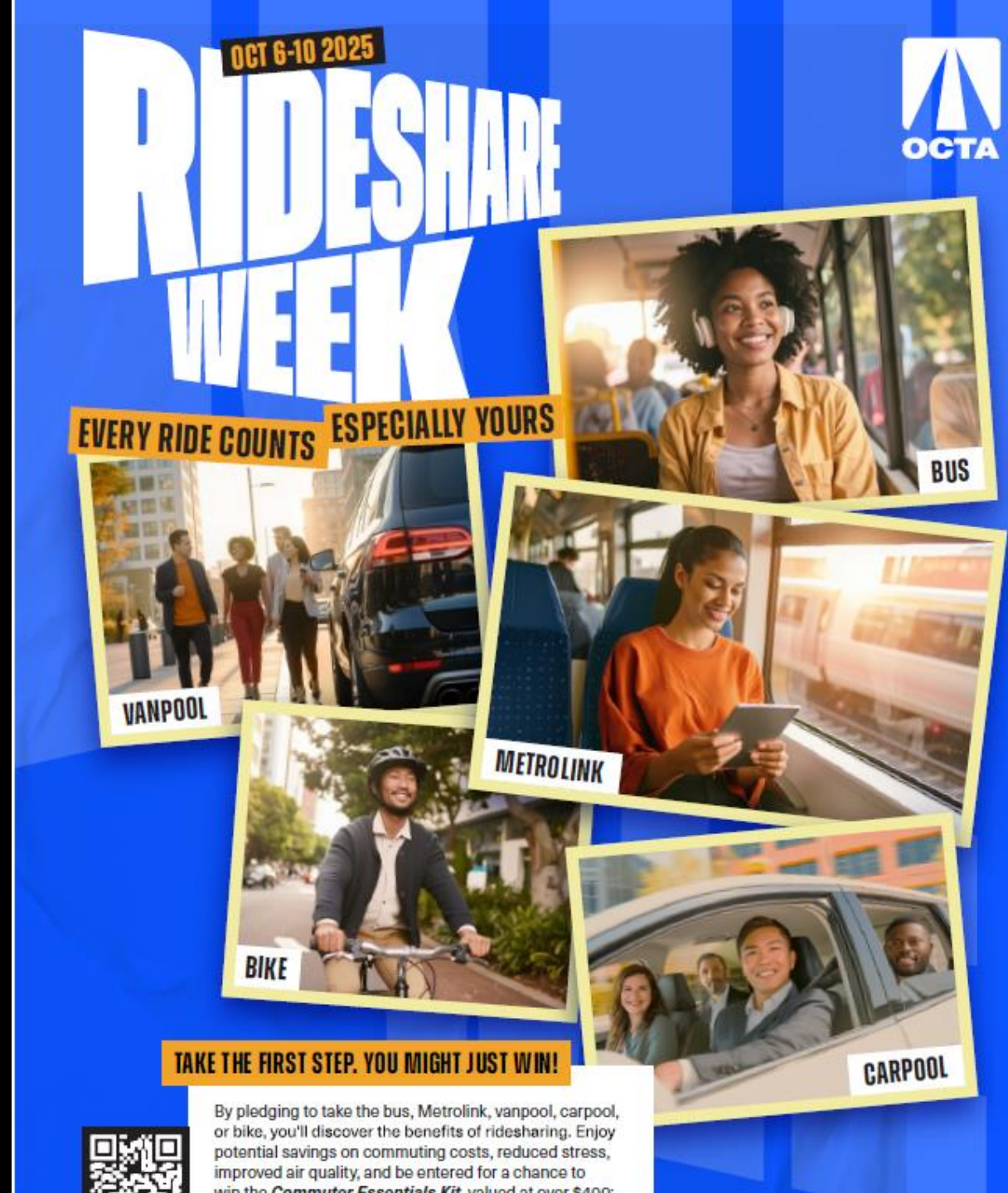
OCTA's Rideshare Week

Theme:

“Every Ride Counts – Especially Yours”

Employees who pledge to take the bus, Metrolink, vanpool, carpool or bike will be entered for a chance to win a “Commuter Essential Kit” that includes an Air Pod Pro, Kindle, Tote Bag and more!

Visit octa.net/rideshareweek



OCTA

OCT 6-10 2025

RIDESHARE WEEK

EVERY RIDE COUNTS ESPECIALLY YOURS

BUS

VANPOOL

METROLINK

BIKE

CARPPOOL

TAKE THE FIRST STEP. YOU MIGHT JUST WIN!

By pledging to take the bus, Metrolink, vanpool, carpool, or bike, you'll discover the benefits of ridesharing. Enjoy potential savings on commuting costs, reduced stress, improved air quality, and be entered for a chance to win the *Commuter Essential Kit*, valued at over \$400.



Puja Thomas-Patel
PThomasPatel@iecommuter.org





Ready to Ride?

Fuel your strategy with sustainable power



A service powered by Riverside County Transportation Commission (RCTC)
and San Bernardino County Transportation Authority (SBCTA)

Acknowledging Our Valued Partners



Shared Miles, Shared Impact

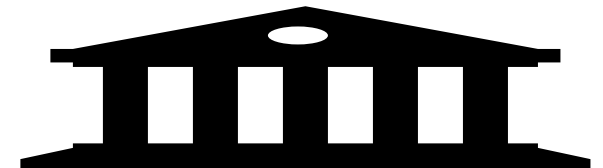
Together, Riverside and San Bernardino County residents & commuters logged **30,874 trips** in 2024 and kicked **494,932 pounds of greenhouse gases** to the curb.

Mother Nature is
officially impressed.



IE Commuter Incentives

- **\$5/Day**
 - *Up to \$125 in gift cards*
- **Monthly Spotlight (Raffle)**
 - *Prizes for logging carpool, vanpool, train, bus, walk, and telework trips*
- **Free Metrolink Passes**
 - *Up to 90 days of no-cost passes*
- **Guaranteed Ride Home Program**
 - *Lyft, Uber, or Taxi ride home reimbursed up to 2 times a year*





DRIVE LESS. SAVE MORE.



Rideshare Week OCTOBER 2025

Rideshare for a chance to win!

Log your rideshare trips and/or telework days with IE Commuter throughout October for a **chance to win an Apple Watch Series 10, AirPods 4 and more!**

IECommuter.org/RideshareWeek



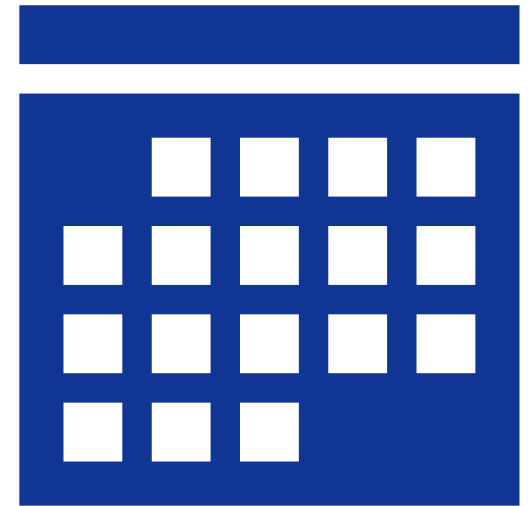
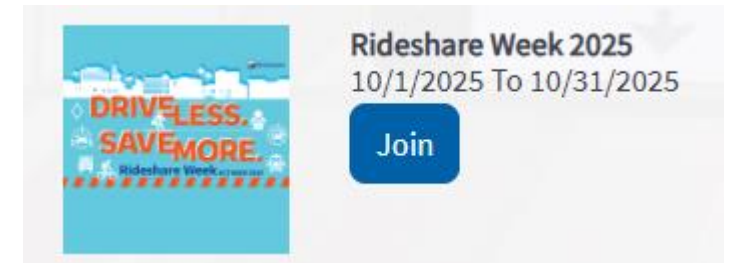
Campaign Overview

Commuters log their rideshare trips and telework days on IECommuter.org throughout the month of October for the chance to win exciting prizes!



RSW 2025: Eligibility

- Anyone who works or lives in Riverside or San Bernardino counties
- Participants join the Rideshare Week 2025 Campaign
- Log trips throughout the entire month of October



Promoting Rideshare Week

- Send an all-staff email/newsletter
- Intranet post
- Hang posters/4x6 cards
- Host an onsite Rideshare Event
- Invite local agency to your Wellness/Benefits Fair
- Social Media posts



RSW 2025: Digital Toolkit

- 8.5x11” PDF Flyer
- Newsletter Content
- Draft All-Staff Email
- Digital Ads
- FAQs



Customize Your Resources

Thank You to Our Sponsors



IEC RSW 2025: Prize Preview

- Big Bear Mountain Resort Winter Pass
- Hyatt Regency, Indian Wells 2-Night Stay
- Commuter Bike from Cyclery USA
- Fiesta Village Family Fun Park (2 Passes)
- Monster Energy Mechanic Rollers
- Dany Wharf Whale Watching (2 Passes)
- Amazon Echo Show 8
- Apple Watch
- Apple AirPods 4
- Ernie Ball Sweater and Mug
- Many more!





The Grab Bag

- Where to Get Yours

862 E Hospitality Lane, Suite 350
San Bernardino, CA 92408

- Walk-In

September Mon 15- Fri 19
9:00 AM – 4:00 PM

Just send us a quick note that you'll be stopping by: info@iecommuter.org



IE Commuter Leadership Awards

- A point-based program for employers that recognizes leadership in sustainable commuting
- Earn points in 4 categories:
 - Policies, Participation, Impact, and Feedback
- Inclusive of both regulated and unregulated employers
- 33 points available - you only need 10 to achieve recognition



Silver

10 points needed



Gold

15 points needed



Platinum

20 points needed

Reduce Stress

Take your mind off driving by riding the bus or train.



Save Money

Cut your commute costs in a vanpool or carpool.



Improve Health

Bike or walk to work for a change of pace and some fresh air.



Questions?

What Works for You?! Break-Out Session

Tiffany Fischer, Metro



What Works For You?


Please break up into four groups in each corner of the Board Room



Brian, James, Gina and Tiffany will work with each group



You will receive a worksheet that provides details for a “faux” worksite with a budget, number of employees, etc.



Discuss how you would promote ridesharing at your “faux” worksite and generate ideas on how to market ridesharing to employees

What Works For You?

Each group will nominate a person to take notes and a leader to present their top three (3) ideas

You'll have ten (10) minutes to discuss, take notes and then we'll go back to our seats.

The designated leader will present their top three (3) ideas will have 3 minutes to do so to the entire group of ETCs.

What Works For You?

Here are some things to consider:

What forms of marketing or outreach would you (ETC) use to reach out to your employees?

Are there are rideshare programs or incentives that you (ETC) feel would be successful at your faux worksite?

Why?



DATE ORDER RECEIVED DATE ORDER SENT

COMPANY NAME		
STREET ADDRESS		
CITY STATE ZIP		
COMPANY CONTACT (PRINT NAME AND TITLE)		
PHONE	FAX	EMAIL

[illegible]

CUSTOMER WILL PICK-UP (DATE & TIME)



Metro Customer Relations
One Gateway Plaza, Mail Stop 99-PL-4
Los Angeles, CA 90012
213.922.4288 -Fax
cooperk@metro.net



Questions?

Marketing Certificate Code

Please make note of the following five-digit code. You will need this **first** code when responding to the workshop evaluation. The codes are required to receive your marketing certificate:





Rideshare Flyers 101

Gina Van Stratten, Metro





Creating a Flyer: The Basics

Key Elements for an Effective and Simple Design

MARKETING FLYERS

- Flyers are a main component of marketing materials. Even in the digital age, they remain an effective way to promote services and events.
- Creating a flyer is worthwhile to promoting your organization's rideshare program and/or employee transportation survey.



KEY ELEMENTS OF A FLYER:

1. Headline
2. Image
3. Concise copy
4. Colors and fonts
5. Layout
6. Contact info
7. Call to action

HEADLINE

Clear, attention-grabbing headline

- Short and impactful
- Direct messaging
- Focus on the audience
- Clear about what is being promoted

IMAGE

High-quality images or graphics

- High-resolution
- Relevant images

CONCISE COPY

Brief and interesting copy

- Avoid technical language – stick to simple language everyone can recognize
- Use short sentences and bullet points

COLORS FONTS

Choosing the right colors and fonts

- Brand colors for consistency
- Contrast background and text for readability

LAYOUT

Logical and well-structured layout

- Use generous white space
- Prevent clutter

CALL TO ACTION

Give audience next action steps

- Strong, specific words (*i.e.* “*Submit Today!*”)

REASONS TO CREATE A FLYER

- Employee Transportation Survey
- Rideshare Program Benefit/Service
- Events
 - Pop-up events at your worksite
 - California Clean Air Day
 - Rideshare Week
 - Bike Month

EXAMPLES



Commute Survey

Each year, Rose Hills is required to survey the commutes of all staff members to comply with the region's air quality mandate.

Complete the survey with your commute for the week of **March 31 - April 4, 2025.**

[Click here for the online survey](#)

OR scan this QR code using your phone or tablet to complete the survey.



Please complete the survey no later than April 24, 2025!

If you have any questions, reach out to Genesis Contreras in Human Resources: genesis.contreras@rosehills.com | (562) 463 - 4544



HBA

A Better Commute Begins With YOU



Each year, HBA is required to survey the commutes of all team members to comply with the city's air quality mandate.

Complete the survey with your commute for the week of **March 17 - 21, 2025.**

[Click here to complete your online survey](#)

OR scan this QR code using your phone or tablet to complete the survey.

Surveys must be completed by March 31, 2025.



Questions - Please contact Wendy Perez:
wendy.perez@hba.com
310-586-2814

EXAMPLES

The Nickelodeon logo, featuring the word "nickelodeon" in white lowercase letters with a large orange splat behind it.

employees can **earn incentives** when they use alternative modes of transportation to **get to work!**

Incentives Include:

\$10

Starbucks gift card when you track eight trips each month

\$25

Starbucks gift card when you participate for three consecutive months w/ eight rideshare trips per month

\$50

Amazon gift card awarded quarterly by random drawing of participants

Ready to sign up?

Contact: Bernadette Bonfiglio – Facilities
bernadette.bonfiglio@paramount.com

Carpool, walk, bike or take public transportation/rail to work at least 8 days per month to participate and earn incentives



SOFTWARE

- **Software to use:**

- Canva (free online software)
- Adobe Photoshop (paid subscription)
- Microsoft
 - Powerpoint
 - Word

A person is working on a laptop in a creative studio. The laptop screen displays the Canva design interface, showing a colorful abstract graphic. A hand is holding a pen over a notebook, and another hand is typing on the laptop keyboard. The background is a warm, dimly lit room with a lamp and a potted plant.

LET'S GET STARTED!

Creating a flyer in Canva



Questions?

ETC Spotlight

Emeli Chigua, ETC
Children's Hospital Los Angeles





COMMUTER SERVICES

About Children's Hospital Los Angeles



Children's Hospital Los Angeles is one of the nation's leading children's hospitals.

True to our mission, we have been creating hope and building healthier futures since 1901. We deliver a level of care that's consistently recognized as some of the best in the world.





OUR TEAM



Chuck Pickering,
Vice President of Facilities
Maintenance & Support Services



**Javier Maycotte, Associate
Director Support Services**



Ana Barrera,
Supervisor Commuter Services



Emeli Chigua,
Employee Transportation
Coordinator, ETC



Claudia Garcia,
Employee Transportation
Coordinator



The Commute Modes We Support

COMMUTER SERVICES



WALK PROGRAM

Employees are encouraged to log in their walks to accrue credit and earn incentives.

Walker Commuter Tracking Log

Children's Hospital Los Angeles
Commuter Services

Please indicate the days you walk to work by crossing them out. Submit this log via email to Commuter@CHLA.org. Employee ID: _____

2025

January						
SUN	MON	TUE	WED	THURS	FRI	SAT
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

Total days walked to work _____ Initials: _____

February						
SUN	MON	TUE	WED	THURS	FRI	SAT
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	

Total days walked to work _____ Initials: _____

March						
SUN	MON	TUE	WED	THURS	FRI	SAT
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

Total days walked to work _____ Initials: _____

April						
SUN	MON	TUE	WED	THURS	FRI	SAT
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

Total days walked to work _____ Initials: _____

May						
SUN	MON	TUE	WED	THURS	FRI	SAT
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

Total days walked to work _____ Initials: _____

June						
SUN	MON	TUE	WED	THURS	FRI	SAT
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

Total days walked to work _____ Initials: _____

July						
SUN	MON	TUE	WED	THURS	FRI	SAT
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

Total days walked to work _____ Initials: _____

August						
SUN	MON	TUE	WED	THURS	FRI	SAT
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

Total days walked to work _____ Initials: _____

September						
SUN	MON	TUE	WED	THURS	FRI	SAT
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

Total days walked to work _____ Initials: _____

October						
SUN	MON	TUE	WED	THURS	FRI	SAT
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

Total days walked to work _____ Initials: _____

November						
SUN	MON	TUE	WED	THURS	FRI	SAT
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

Total days walked to work _____ Initials: _____

December						
SUN	MON	TUE	WED	THURS	FRI	SAT
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

Total days walked to work _____ Initials: _____

Bike Program

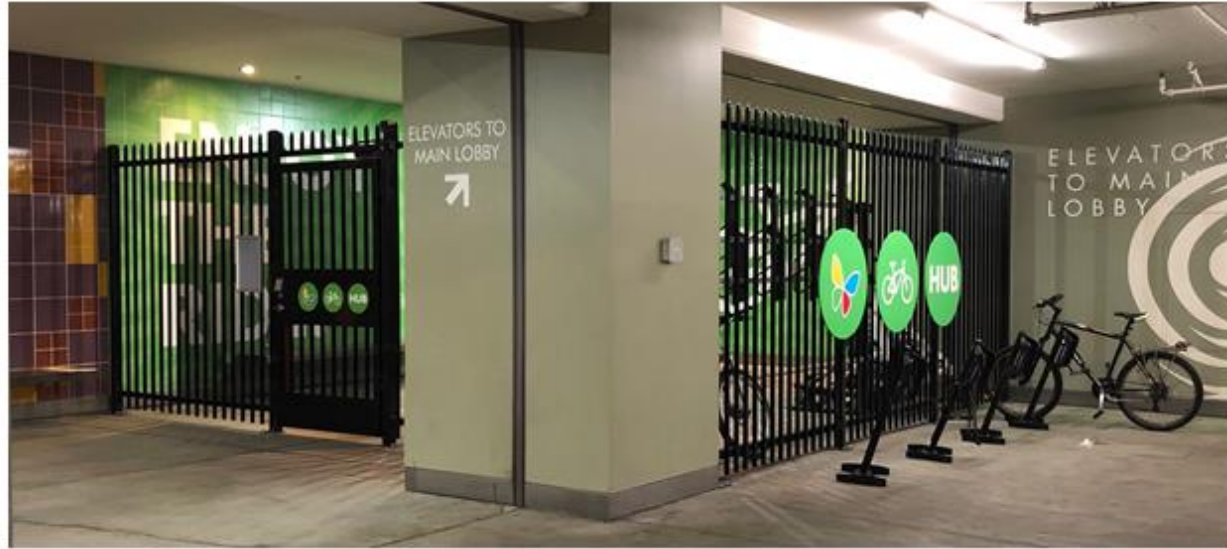


- Are eligible to get reimbursed for up to \$100/month in bike related expenses.
- Bike racks throughout the campus
- Bike Hub (limited badge access only, tools and pump are available as well as 110V outlets).

Bike Racks Throughout Campus



Bike Hub



Metro/Metrolink Riders



- Receive a 75% subsidy on their monthly passes.
- Are eligible to drive in four times a month and park close to the hospital.
- Can make use of the Guaranteed Ride Home benefit.

Last Mile/First Mile Connection

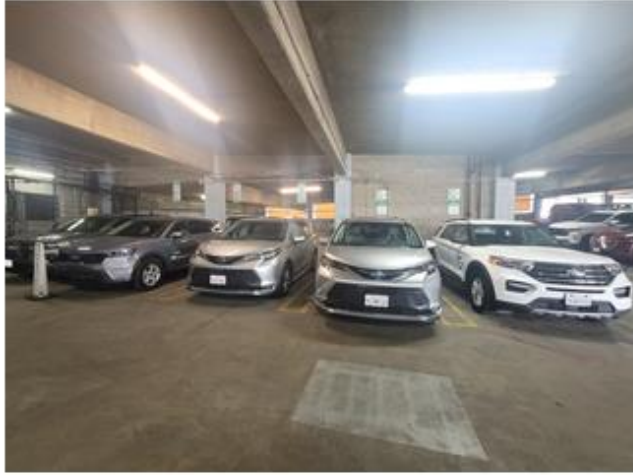


Carpool



- Carpoolers have preferential parking
- Parking is charged at a discounted rate
- Carpoolers are required to register and renew biannually
- Carpoolers are allowed to drive alone up to 4 times a month by requesting a day pass.

Vanpool



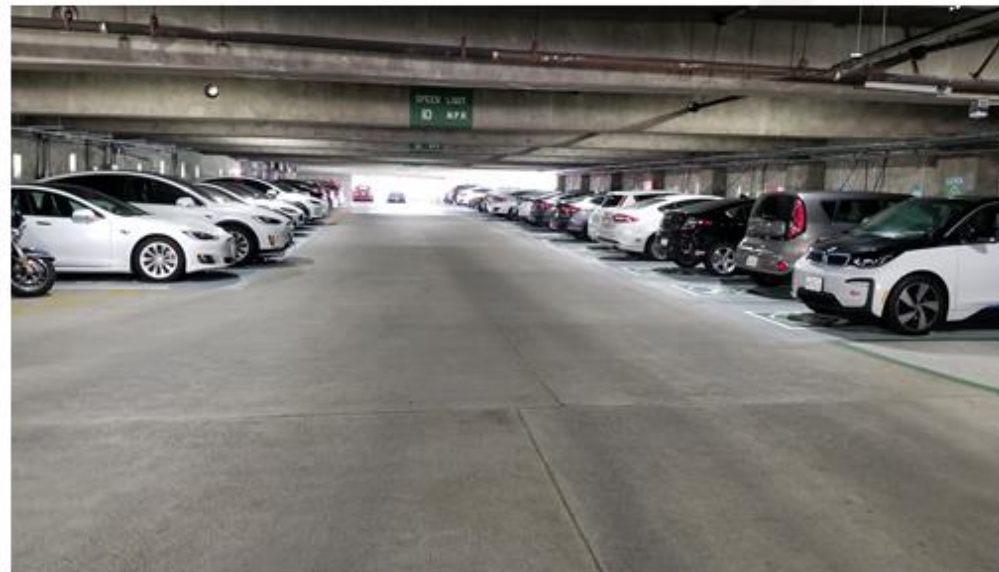
- Receive a 75% subsidy on the vehicle lease.
- Metro vanpool program subsidize \$500
- Reserved parking
- Free parking
- May make use of the Guaranteed Ride Home Program.
- Biweekly complementary car wash

EV's and Plug-In Hybrids



- Preferential parking
- Onsite charging available.
 - Two level-one charging stations.
 - Ninety-six level-two charging stations.
 - Eight Tesla level-two charging stations.
 - One DC Fast Charger
- Free charging
- Valet service available from 5 am- 5 pm
- Online dashboard allows us to monitor our charging stations
- Users can select to amount of charge needed by making use of an app

EV Charging Station





How do we get the word out?

Our Events & Marketing Efforts

Information Booth



- New Hire Welcome Email
- Parking Office
- Benefits Fair
- Wellness Fair
- Earth Day Fair



Commuter Services SharePoint

Children's Hospital Los Angeles

Newsfeed OneDrive Sites Maycotte, Javier

BROWSE PAGE PUBLISH

SHARE FOLLOW EDIT

Search this site

Children's Hospital Los Angeles COMMUTER SERVICES

Commuter Services EDIT LINKS

Libraries

- Shared Documents
- Site Pages

Lists

- Calendar
- Links

Recent

- Pictures - BTWD 2019
- Metro Reward Winners
- Pictures
- Commuter Service
- PromoLinks
- Commuter Services Referral Tracking

EDIT LINKS

Version: 69.1

Status: Checked in and viewable by authorized users.

Welcome to the Rideshare Program

Tired of fighting traffic? Join the Rideshare program. Not only will you reduce the stress during your commute to work, but also save money, maintain the value of your vehicle with less wear and tear, and save on the cost of gasoline and mileage. Do you know how much money you can save? [Click here to find out](#)

CHLA team members, including medical staff and contingent workers qualify for a 75% subsidy on Metro, Metrolink or Vanpool monthly pass. For more information on the rideshare program, click on the icons below.

Guaranteed Ride Home (GRH) for Rideshare Riders: one of the most common concerns shared by commuters is being stranded without access to a car. The Guaranteed Ride Home Program (GRH) helps alleviate this concern by providing employees who rideshare to work with a free ride home in the event of a valid emergency. GRH is a free benefit offered to commuters who carpool, vanpool, take transit, bicycle, or walk to work. GRH is designed to rescue commuters who are worried about how they'll get home when an emergency arises. Knowing there's a guaranteed ride home allows one to use commuting options like transit and carpools with peace of mind and confidence.

Icons:

- Biked (Bike to Work Event 2019)
- MetroLink Program
- Bike Program
- Metro Program
- Walk Program
- Carpool Program
- Vanpool Program
- EV/Plug-In

Bike To Work Day



- CHLA registers as a Metro Pit Stop and encourages all Team Members to participate, rain or shine.
- Goody bags, complimentary breakfast, raffle prizes and an event T-shirt are provided to participants.
- It is a day filled with games



Raffle Prize Winners



Rideshare Appreciation Day



A day our Green Commuters are appreciated by providing them with a delicious meal. Our vendors also join us to answer questions, participate in raffles, and table giveaways to promote the program.





SCAQMD Rideshare Survey

Peak Summary		Off Peak Summary	
Total Surveys Returned:	6082	Off Peak Actual Surveys in Window:	1097
Actual Surveys in Window:	4985	Off Peak No Response:	250
No Response:	1258	Off Peak % Returned:	81%
% Returned:	80%	Off Peak AVR:	1.34
AVR:	1.64	Adjusted AVR:	1.70
Entered: fischert@metro.net 6/12/2025 11:24:00 AM		Edited: fischert@metro.net 8/13/2025 4:51:00 PM	

- Reports to VP's, directors and managers
- Weekly follow up are sent to employees to complete the survey
- Individuals participate in raffles

RAFFLE PRIZES:

Everyone who takes the survey will be entered into a raffle drawing. Winners will be announced in July 2026. Prizes are as follow:

- GoPro Action Camera
- Beats Solo 4 Wireless Headphones
- Pioneer 32" Smart Zumo TV





Commuter Services

Any Questions?

Thank You and Happy Riding!

Marketing Certificate Code

Please make note of the following five-digit code. You will need this **first** code when responding to the workshop evaluation. The codes are required to receive your marketing certificate:



Closing Announcements

- A workshop evaluation will be emailed to those ETCs that were checked off on the registrations list this morning
- ETCs must include both of the “Marketing Certificate Codes” that we provided to you today in that evaluation
- The marketing certificate will only be emailed to those that complete the workshop evaluation
- Get ready for the next “virtual” Workshop in Spring 2026

THANK YOU!

