Rideshare week is a nationally recognized event

OCTA, Metro, SBCTA, VCTC & SANDAG chose the shared theme of “Reimagine Your Commute”

Employee Transportation Coordinator (ETC) Training on September 11th
REVIEW OF 2018 DATA
TOTAL PLEDGES: 2,500
BIKE PLEDGES: 292

How do You Pledge to Share the Ride?

- Carpool: 38%
- Train: 13%
- Vanpool: 6%
- Bike: 12%
- Bus: 31%
REVIEW OF 2018 DATA

TOTAL PLEDGES: 2,500
BIKE/WALK COMMUTERS: 491
REVIEW OF 2018 DATA
TOTAL PLEDGES: 2,500
BIKE PLEDGES: 292
NEW BIKE RIDERS: 151
• Pledging = main data source
• Highlight all major forms of Ridesharing
• Have engaging and fun creative
KEY MESSAGE POINTS

- Pledge to share the ride during Rideshare Week
- General Rideshare education
- General Vanpool education
- Encourage Ridematch.info participation
INCENTIVES

- One pledge is one entry to win
  - Prize: One Apple Watch & One Fitbit Charge 2
Traffic can be fowl - ride OC Bus
Have a hoppy commute on Metrolink
Relax like a sloth on OC Vanpool
Be a wise owl and carpool
GOALS

- Increase pledges by at least 10% over previous year
- Have ETC participation
- Increase ridematch.info participation by 10%