

Reimagining Your Rideshare Program During a Pandemic

October 27, 2020



RIDESHARE AND THE PANDEMIC



- **COVID-19** – Significantly altered rideshare climate
- **Essential Service** – OC Bus has continued to operate
- **OC Ridehare Promotions** – Focus adapted to emphasize activities where social distancing is possible – active transportation, biking and teleworking
- **Other Services Still Active** – Vanpool, Metrolink and carpool matching still offered for those who need it



TODAY'S AGENDA



1. **Employment and Travel Survey** – Timothy McLarney (True North Research, Inc.)
2. **COVID-19 Market Research Employer Survey**– Ryan Maloney
3. **Teleworking Tips for Success** – Kristopher Hewkin
4. **Bike Safety Tips** – Peter Sotherland
5. **Stretching Tips for Working From Home** – Hung Wu
6. **OC Bus and Metrolink COVID-19 Update** – Kristopher Hewkin
7. **\$100 Amazon Gift Card Giveaway!**
8. **Q&A**

OUR PRESENTERS



Timothy McLarney, Ph.D.
President
True North Research, Inc.



Ryan Maloney
Section Manager I
OCTA



Kristopher Hewkin
Senior Marketing Specialist
OCTA



Peter Sotherland
Principal Transit Analyst
OCTA



Hung Wu
Wellness Administrator
OCTA

Employment and Travel Survey

Timothy McLarney,
Ph.D., President
True North
Research, Inc.

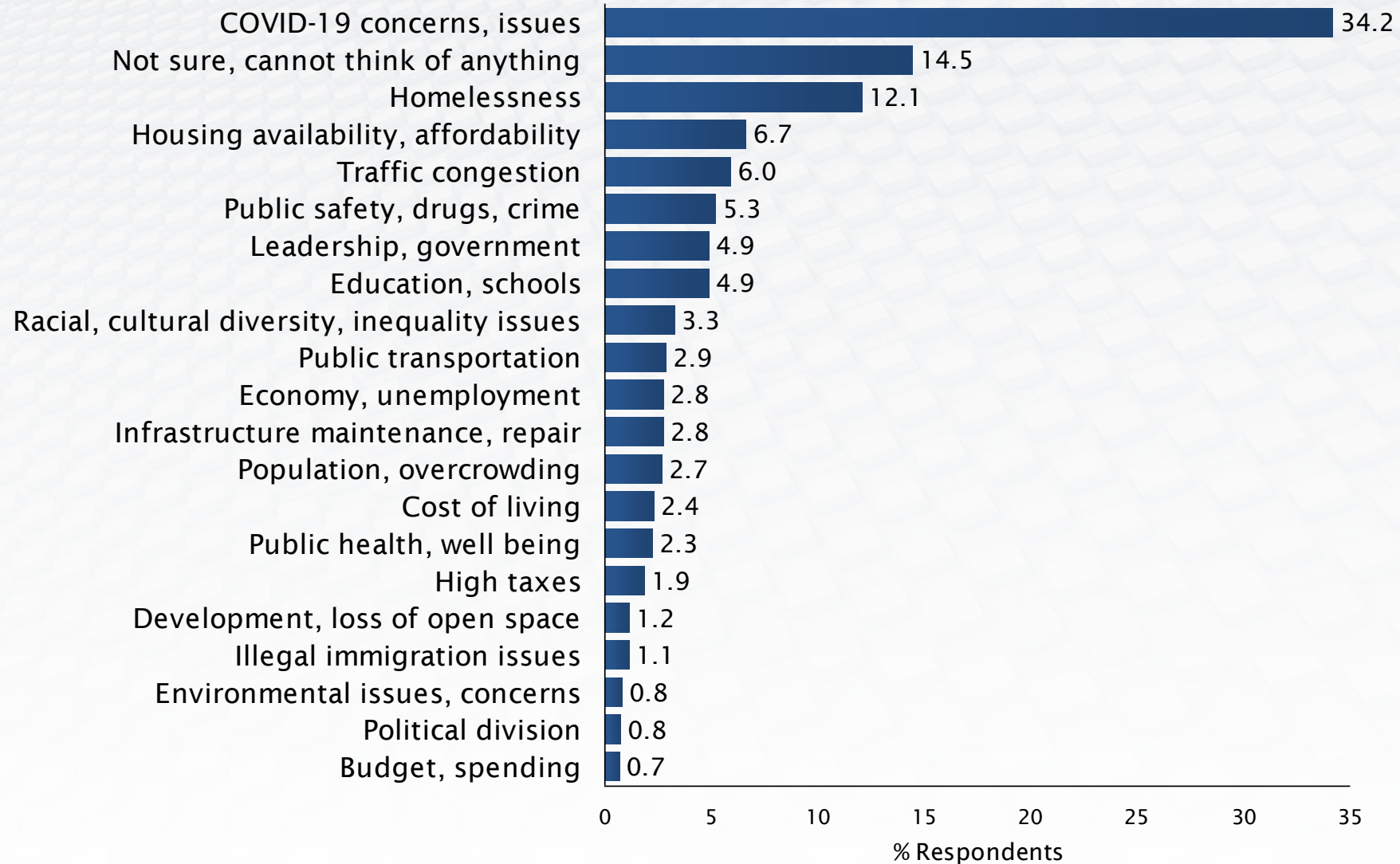


- Measure how the coronavirus (COVID-19) and the temporary closure of non-essential businesses in California has altered public attitudes, working arrangements, travel behaviors, mode choice, rideshare, and trips in the short-term.
- Establish baseline metrics against which a future tracking survey can be employed to identify enduring, long-term impacts.

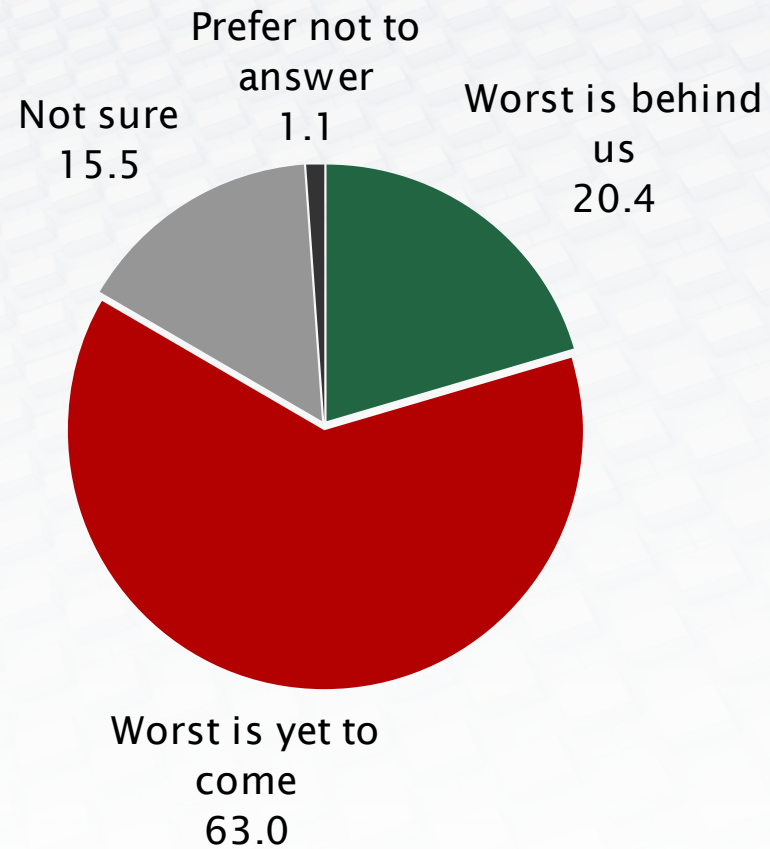
Methodology of Study

- Conducted July 10 to July 22, 2020
- Mixed-Methodology Survey
 - Stratified random sample of OC Households
 - Multiple recruiting methods (telephone & email) and data collection options (telephone & online)
 - Completed 2,548 interviews
 - English, Spanish & Vietnamese
- Overall margin of error: $\pm 1.94\%$

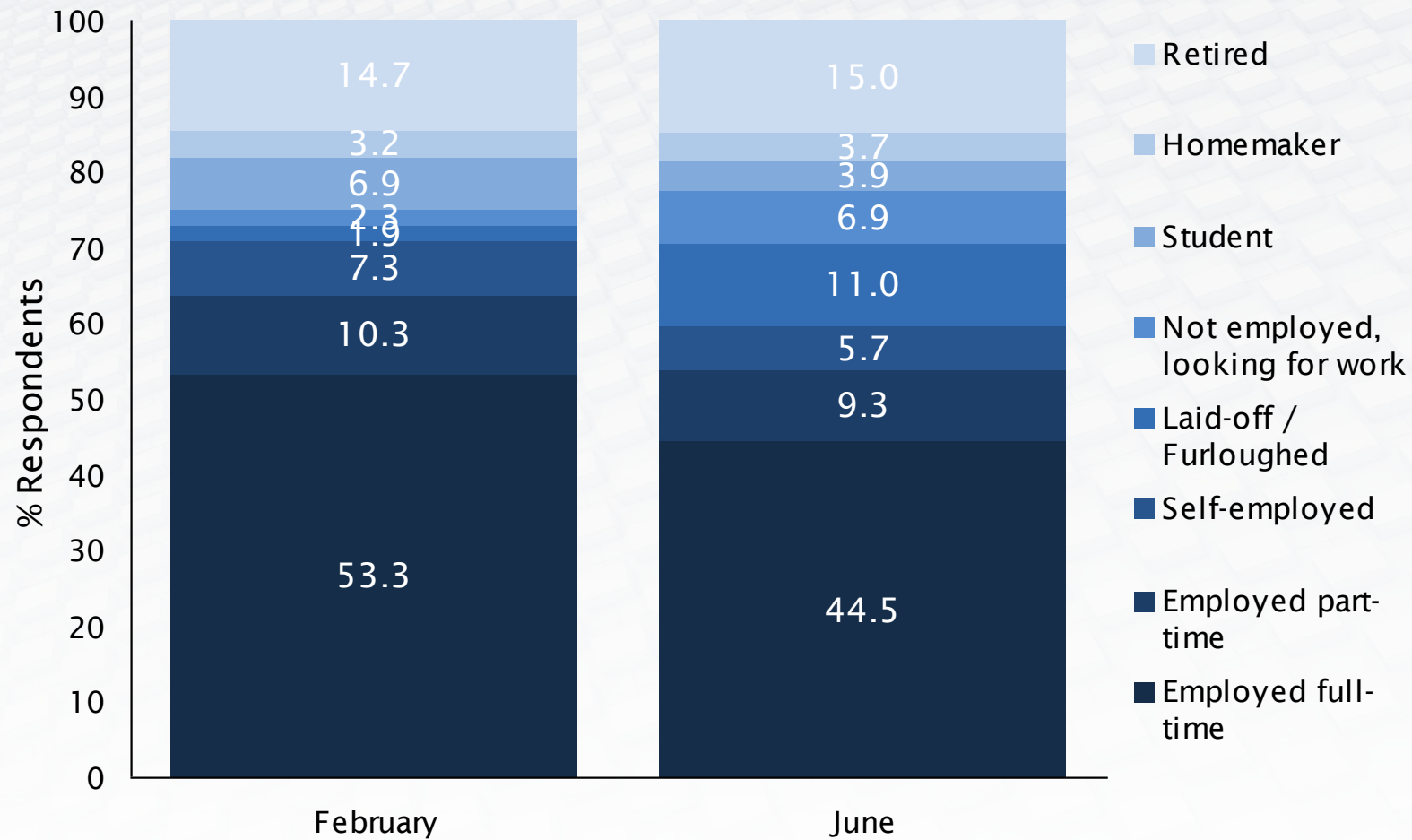
Most Important Issues



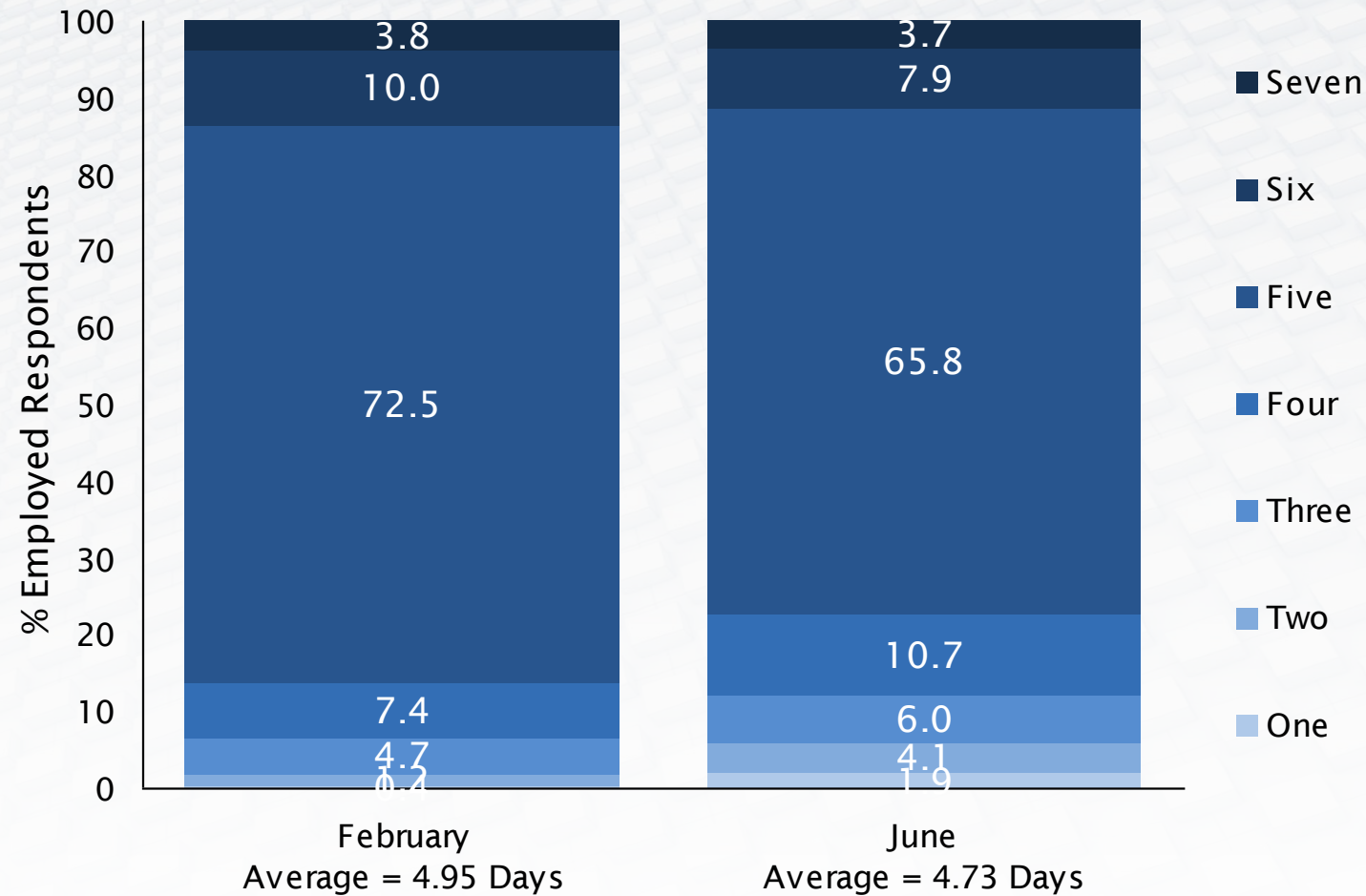
Opinion of Covid-19



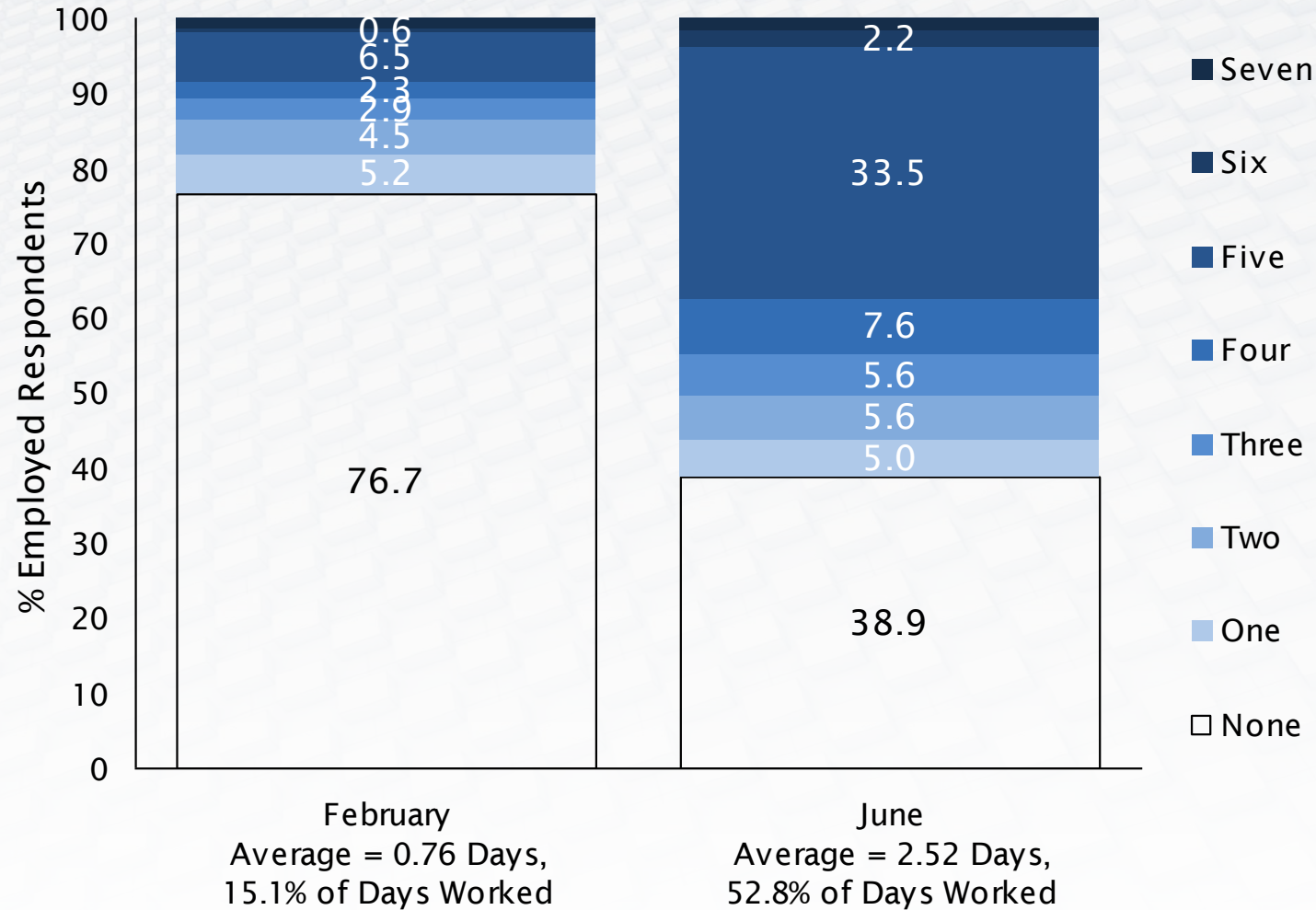
Employment Status: February and June



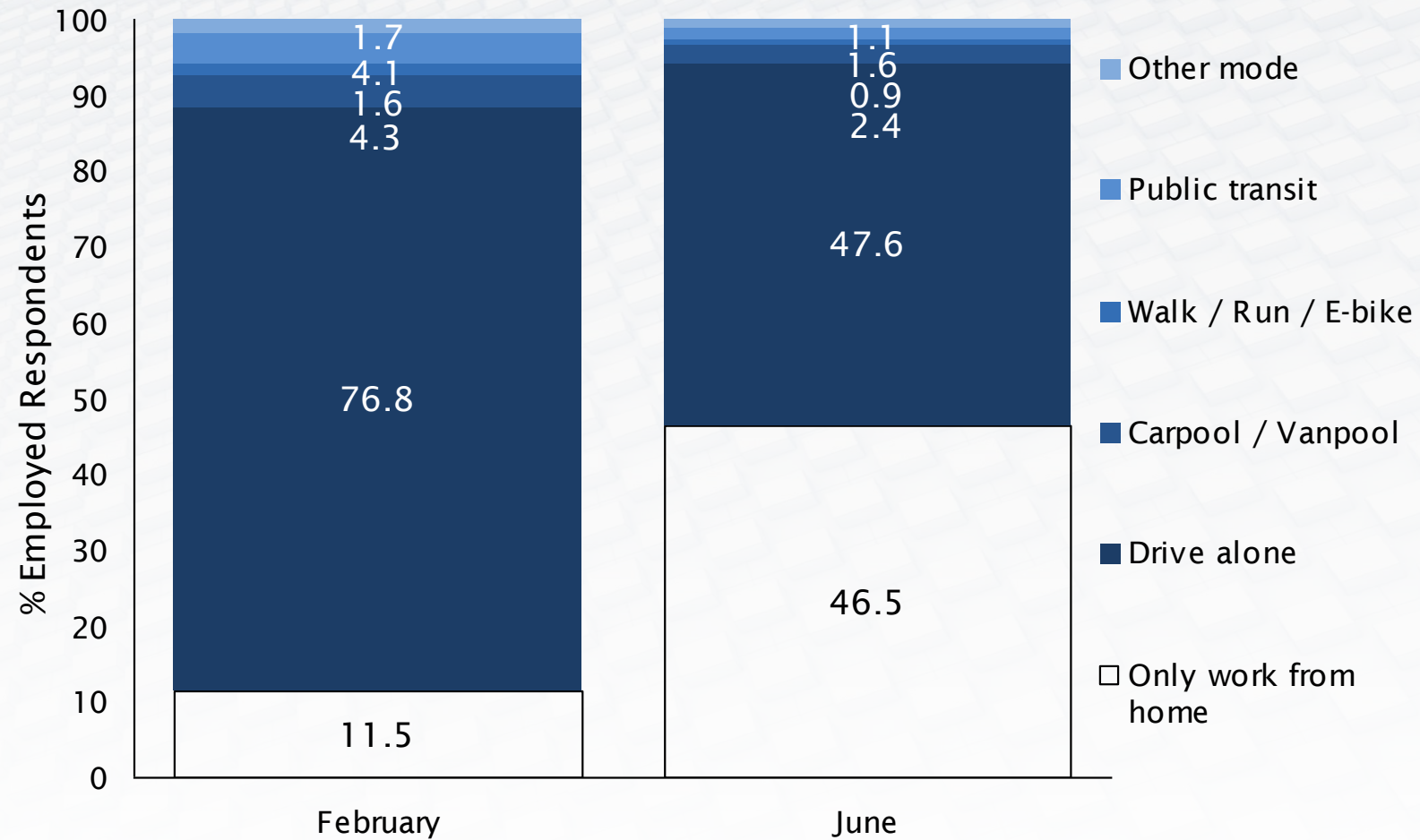
Workdays Per Week: February and June



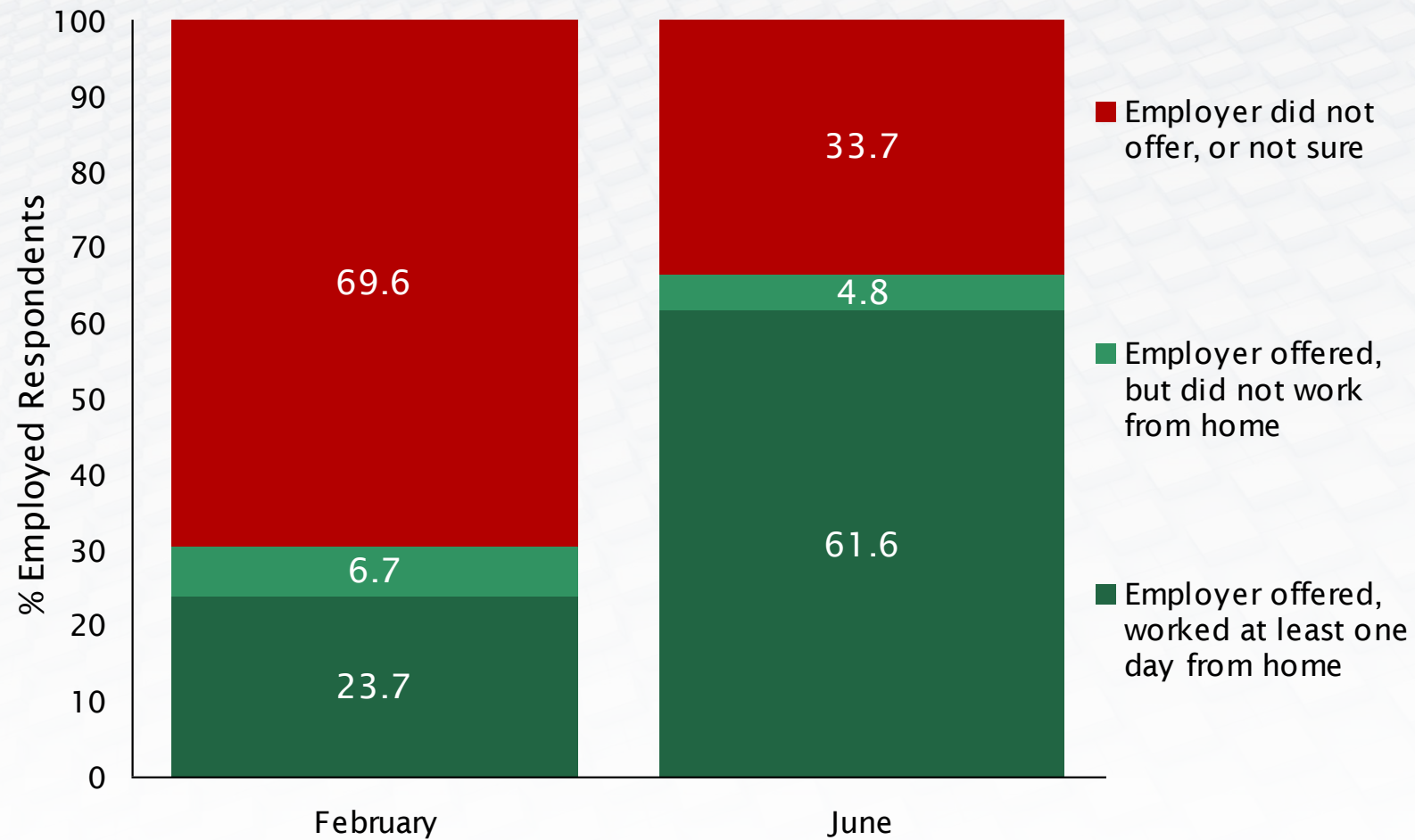
Telework Days Per Week: February and June



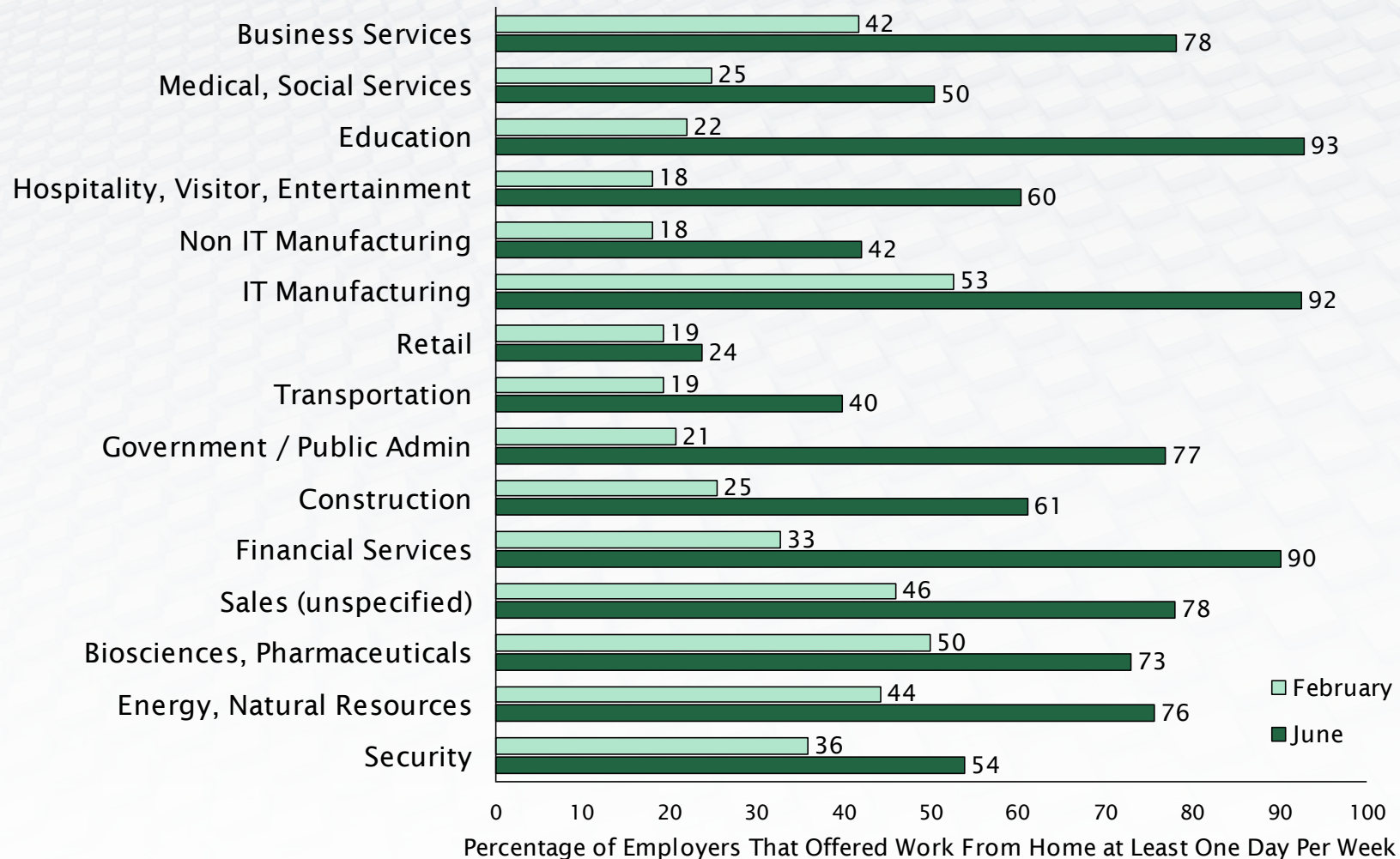
Work Commute Mode: February and June



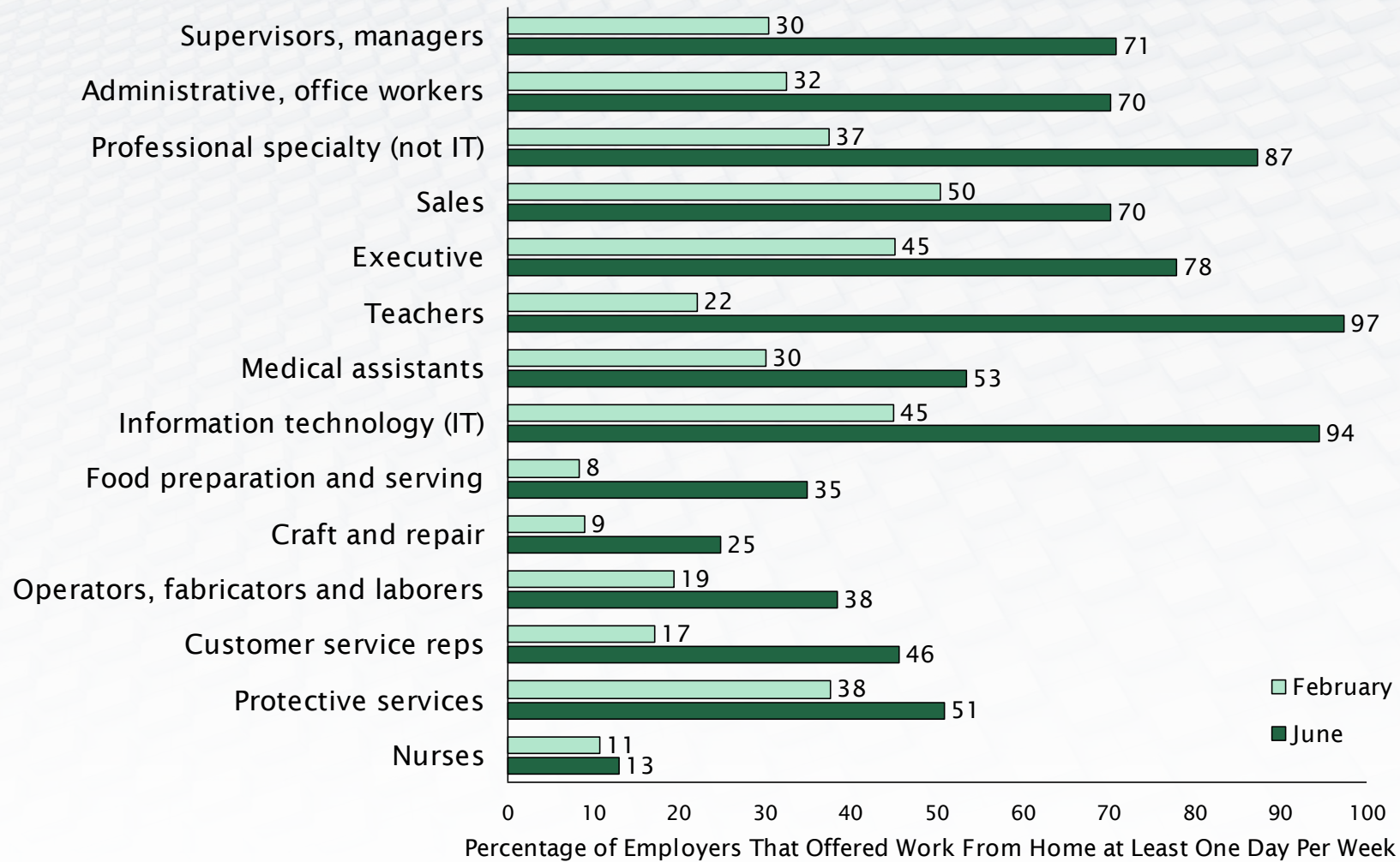
Telework Allowed?: February and June



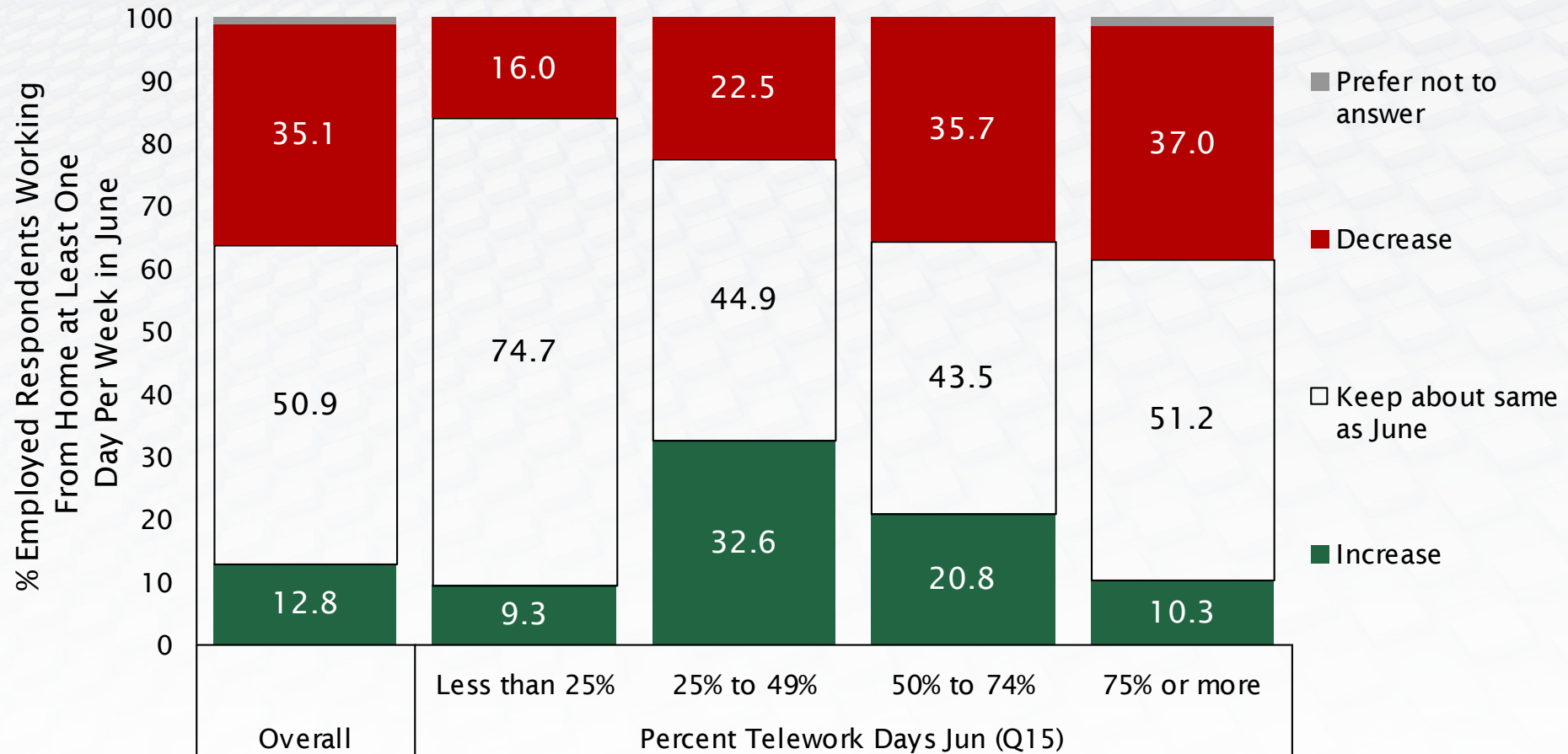
Telework Allowed By Industry



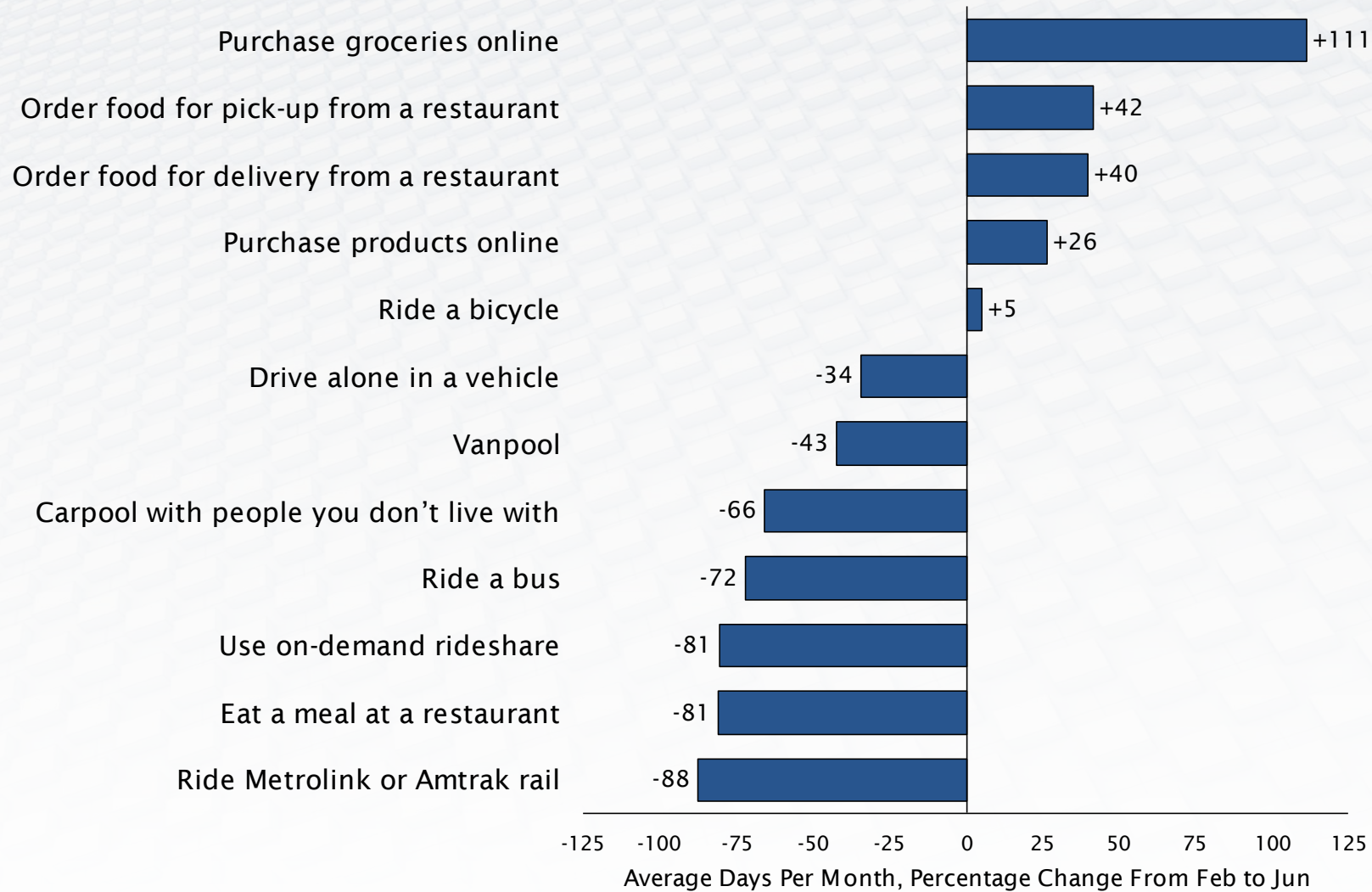
Telework Allowed By Occupation



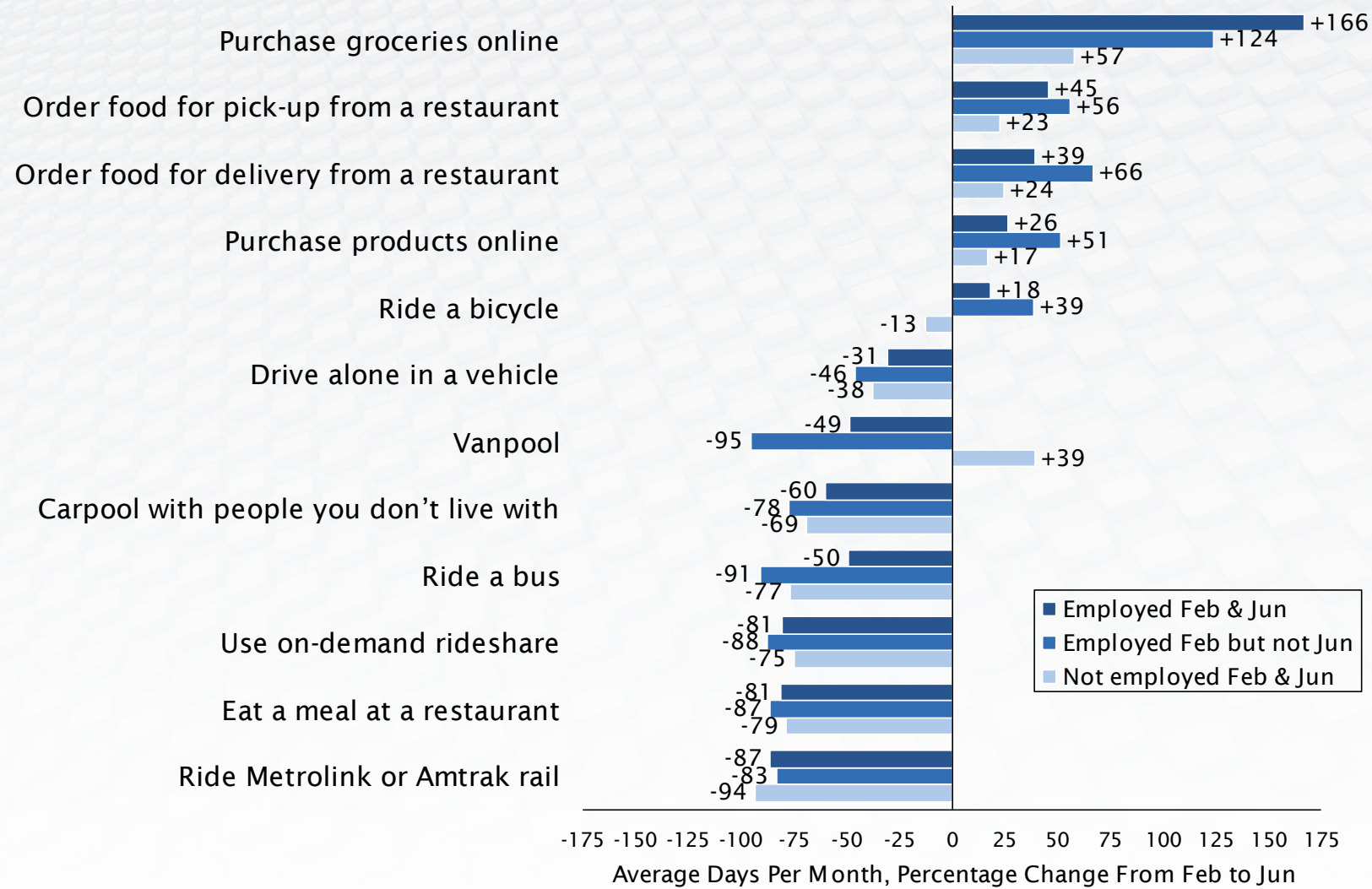
Telework Days Preference Post-COVID-19



Personal Activities: February vs June



Personal Activities: February vs June By Employment



Key Takeaways

- **The COVID-19 pandemic has had *dramatic* impacts on employment, working arrangements, and travel behavior in Orange County**
 - Unemployment increased from 4% to 18% between February and June.
 - Working from home increased from 0.76 days per week to 2.56 days per week for the *average* employee.
 - Working exclusively from home increased from 12% to 47% of employees.
 - Reductions in commute and non-work trips have resulted in large reductions in use of transit, active transportation, and rideshare.
 - Reductions in use of transit, active transportation, rideshare, and driving are occurring for a mix of reasons – higher unemployment, remote work, and fewer opportunities for non-work trips.

COVID-19 Market Research Employer Survey

Ryan Maloney
Section Manager, OCTA
Marketing & Customer
Engagement



Employer Survey Overview



GOAL:

To understand the impact of COVID-19 on employers, their anticipated approaches to new, complex workplace challenges and future business outlooks including opening for business, telecommuting, workforce size as well as transportation needs and priorities.

SURVEY TIMING: July 7 through August 8, 2020

SURVEY DISTRIBUTION: Online survey emailed to more than 300 employers in Orange County

- AQMD list – OC employers with 250+ employees
- OCBC – shared in eNewsletter

RESPONSES:

- 46 responses from 46 employers
- Represent ~26,000 employees

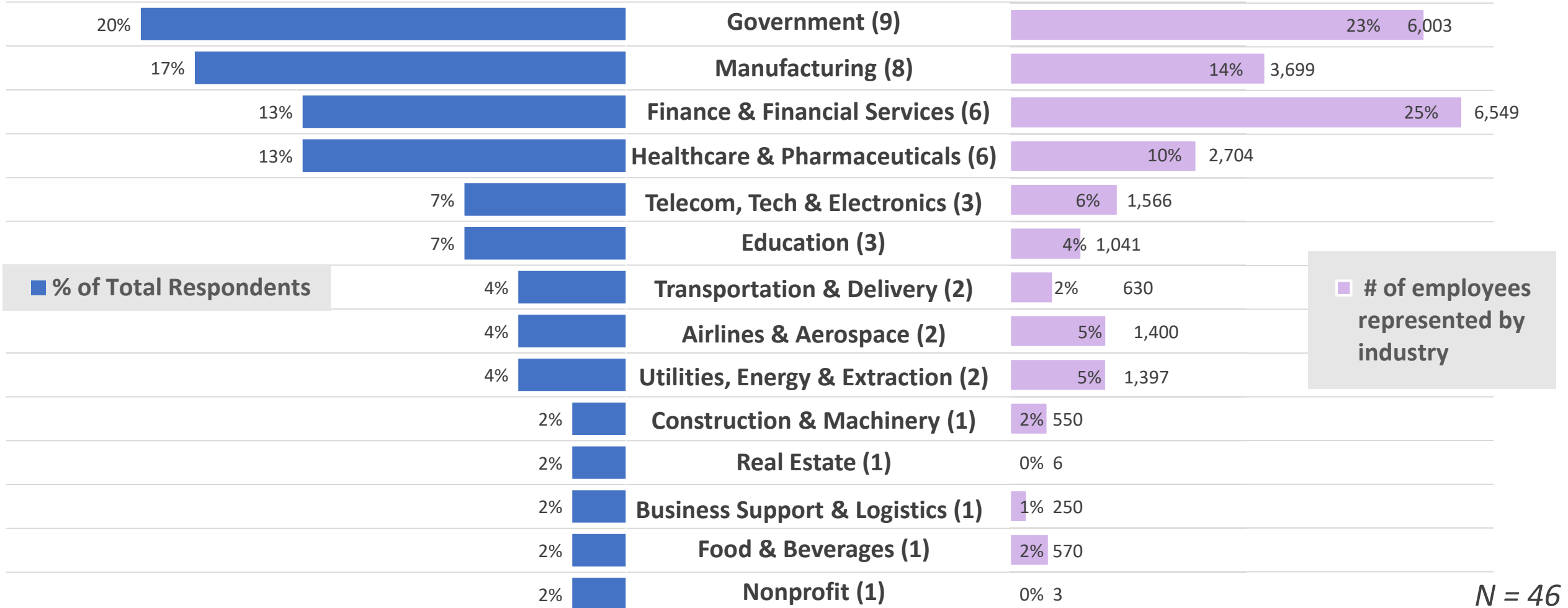
Participating Employers



Business Industry	Business Name	City
Airlines & Aerospace (2)	Parker	Irvine
	Raytheon Technologies	Fullerton
Business Support & Logistics (1)	Enterprise Holdings	Santa Ana
Construction, Machinery, & Homes (1)	Fluor	Aliso Viejo
Education (3)	Cypress College	Cypress
	Vital Link Education-Business Consortium	Tustin
	UCI	Irvine
Finance & Financial Services (6)	Capital Group	Irvine
	Consumer Portfolio	Irvine
	Experian	Costa Mesa
	EY	Irvine
	Nordstrom	Irvine
	Schools First Federal Credit Union	Santa Ana
Food & Beverages (1)	Yum	Irvine
Government (9)	City of Anaheim	Anaheim
	City of Buena Park	Buena Park
	City of Costa Mesa	Costa Mesa
	City of Irvine	Irvine
		Newport Beach
	City of Newport Beach	Beach
	City of Orange	Orange
	Dept of Defense	Unknown
	Riverside County Transportation Commission	Unknown
State Gov	Unknown	

Business Industry	Business Name	City
Healthcare & Pharmaceuticals (6)	Johnson & Johnson	Irvine
	Optum	Irvine
	Par Pharm	Irvine
	peregrineinc	Costa Mesa
	Prime Health Care	Anaheim
	St. Joseph Heritage Healthcare	Anaheim
Manufacturing (8)	Absolute Technologies	Yorba Linda
	B Braun Medical Inc	Irvine
	Herbalife	Lake Forest
	Kingston	Irvine
	Medtronic, Inc	Santa Ana
	Microvention	Aliso Viejo
		Foothill
	Ossur Americas	Ranch
Unknown	Unknown	
Nonprofit (1)	Junior Achievement of OC	Costa Mesa
Real Estate (1)	South Coast Metro	Santa Ana
Telecommunications, Technology, Internet & Electronics (3)	BROADCOM	Irvine
	Dynamic Health System	Santa Ana
	US.Fujitsu	Foothill Ranch
Transportation & Delivery (2)	Larry Seeman Associates	Irvine
	Unknown	Unknown
Utilities, Energy, and Extraction (2)	IRDW	Irvine
	Costa Mesa	Costa Mesa

Employer Industry



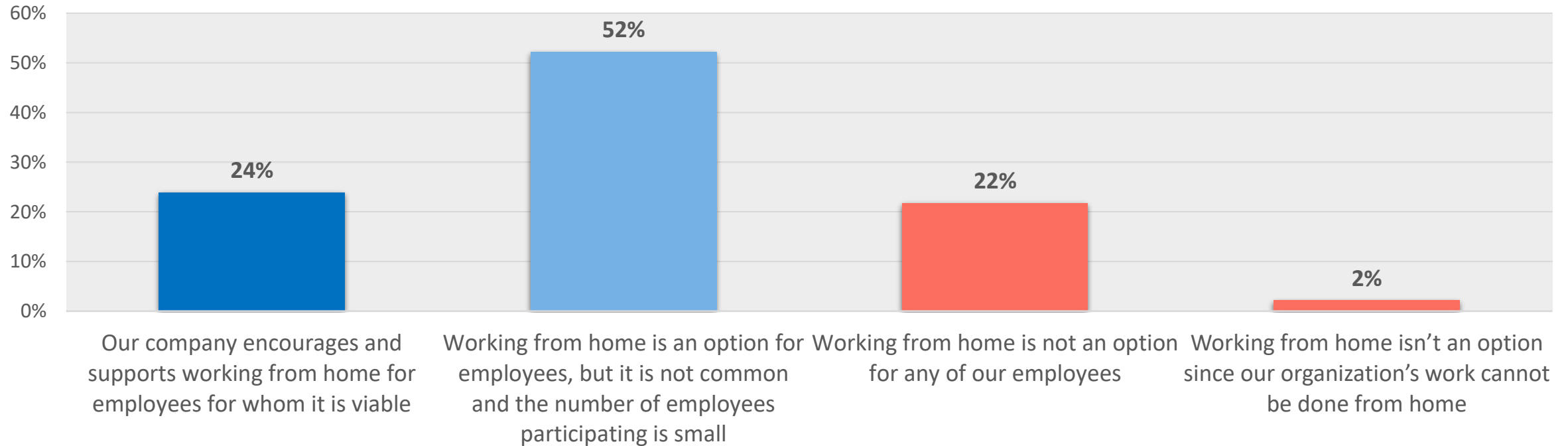
N = 46

Working From Home – Before COVID-19



Before COVID-19, 76% of companies had “Work from Home” (WFH) programs

Prior to COVID-19, which of the following most accurately describes your company’s policy concerning employees working from home? (N = 46)

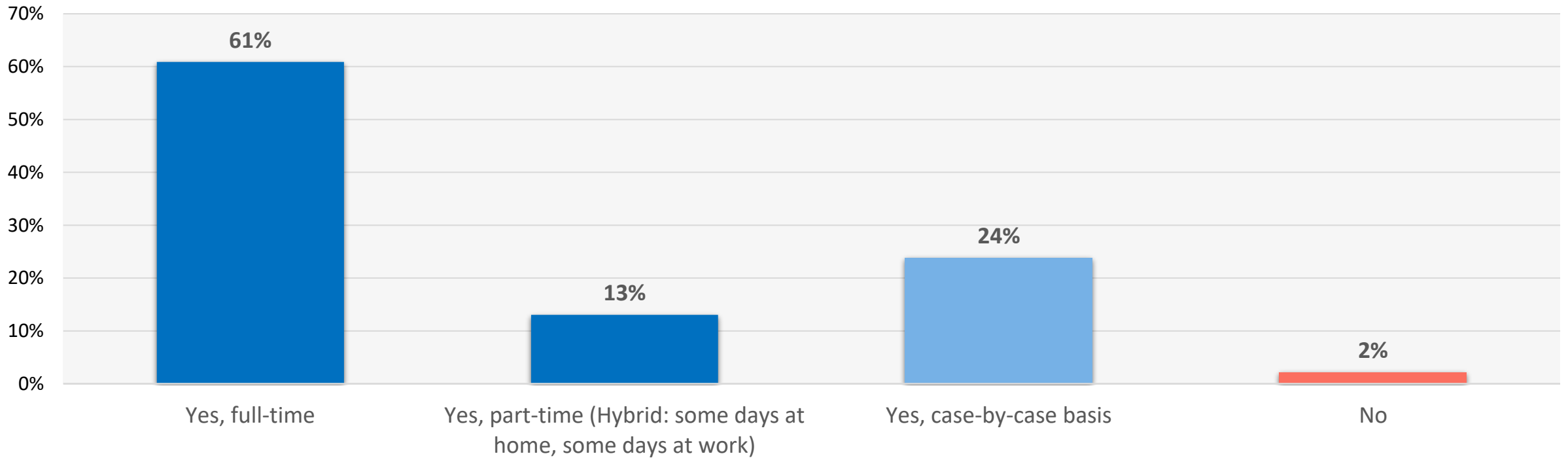


Working From Home – During COVID-19



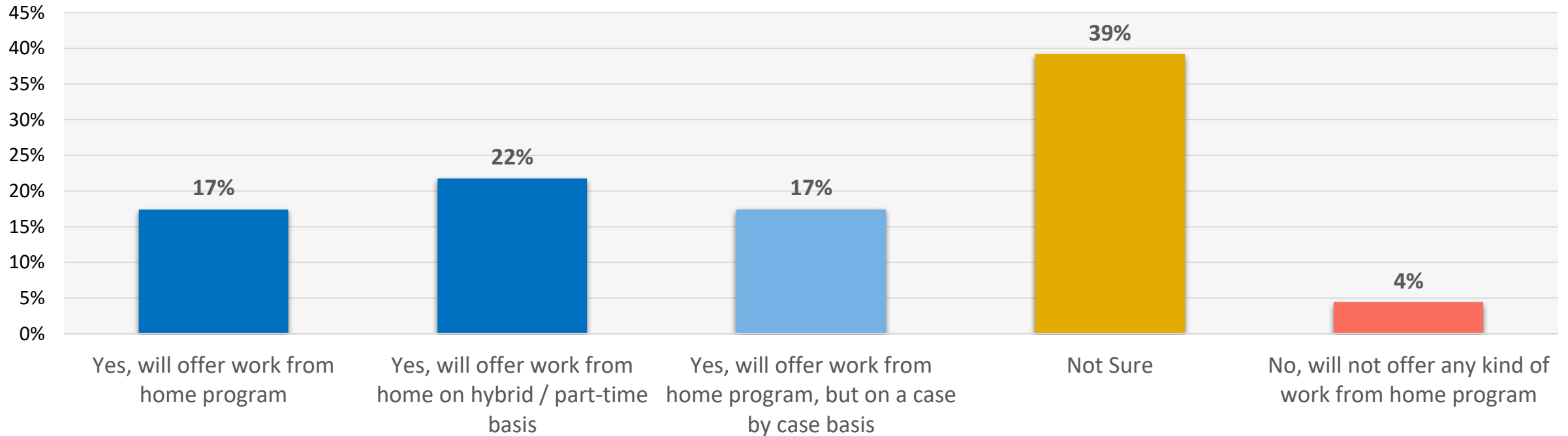
During COVID-19, 98% now have WFH programs

Has your company offered a work from home program during COVID-19?
(N = 46)

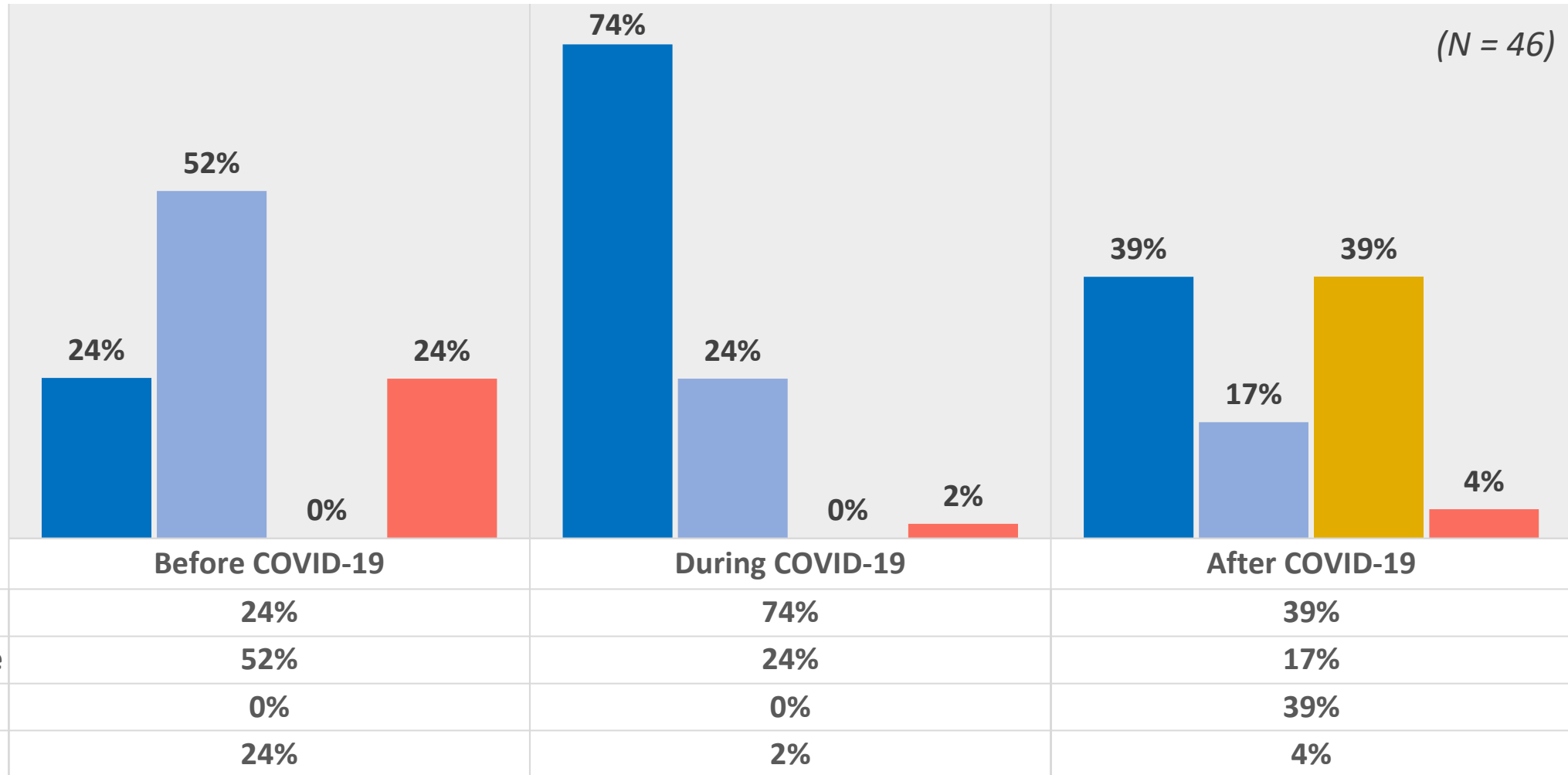


After COVID-19, 57% plan for WFH in some forms

In the future (post COVID-19), will your company offer a permanent work from home program?
(N = 46)



WFH Program Comparison

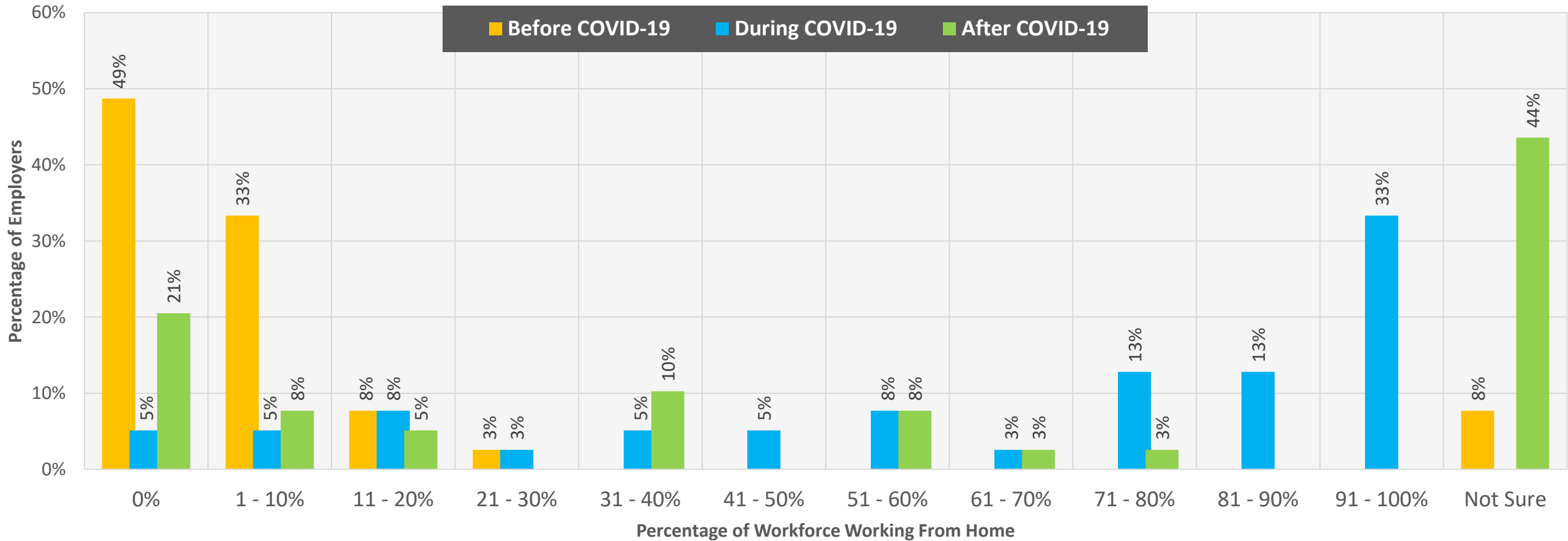


- WFH - FT/Hybrid
- WFH - Case-by-Case
- Undecided
- No WFH

% Of Workforce Working From Home



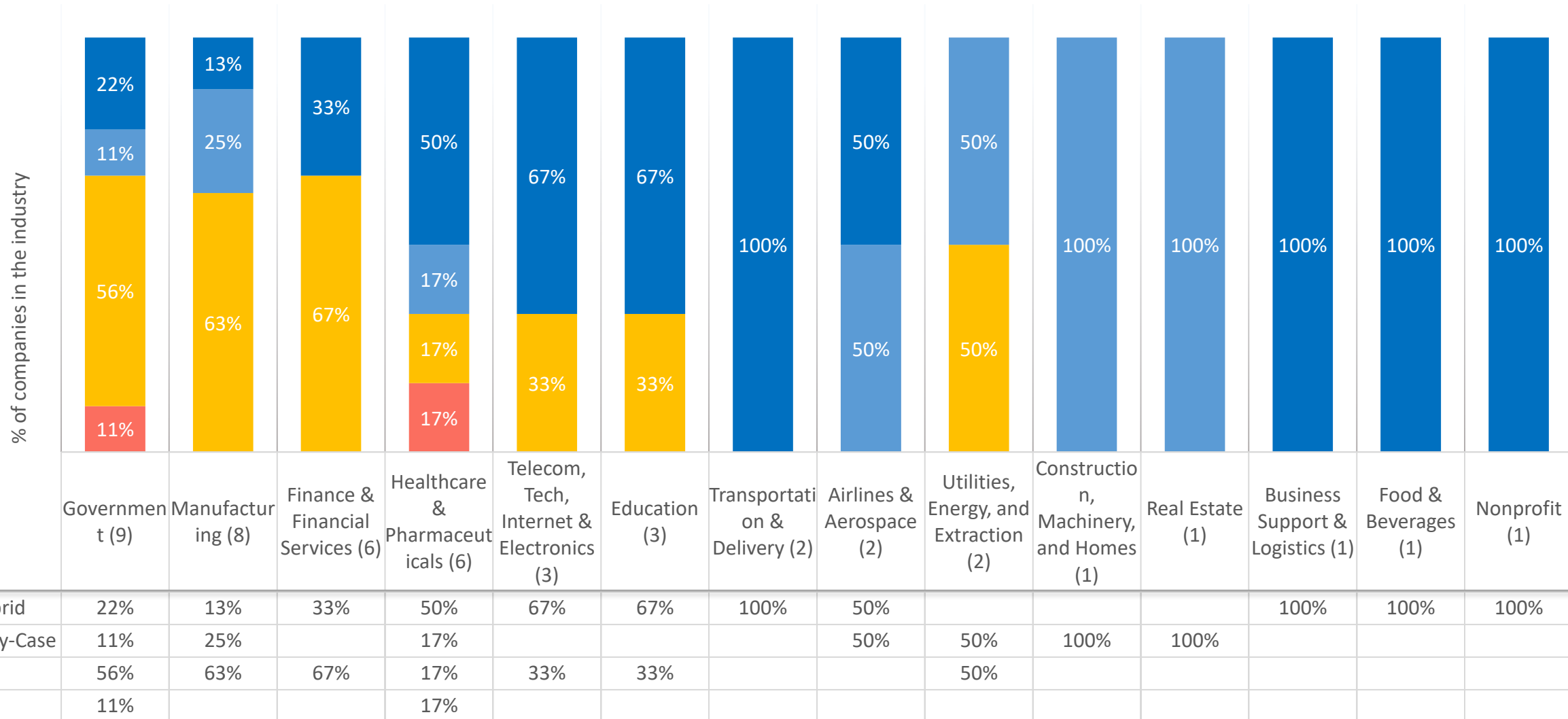
Please estimate the percentage of your company's workforce telecommuting before, during COVID-19 and permanently going forward post COVID-19. (N = 39)



Permanent WFH By Industry

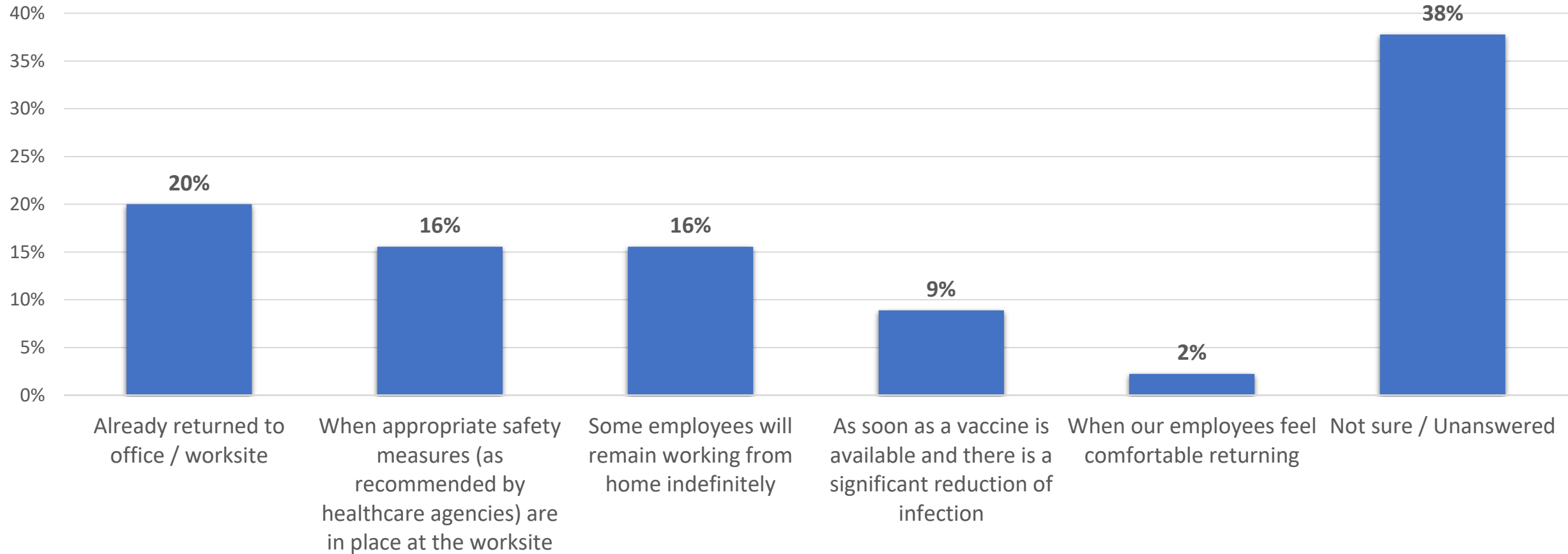


In the future (post COVID-19), will your company offer a permanent work from home program?
(N = 46)



Returning To Work

If your employees were working from home during COVID-19, when does your company plan on returning to the office? (N = 45)

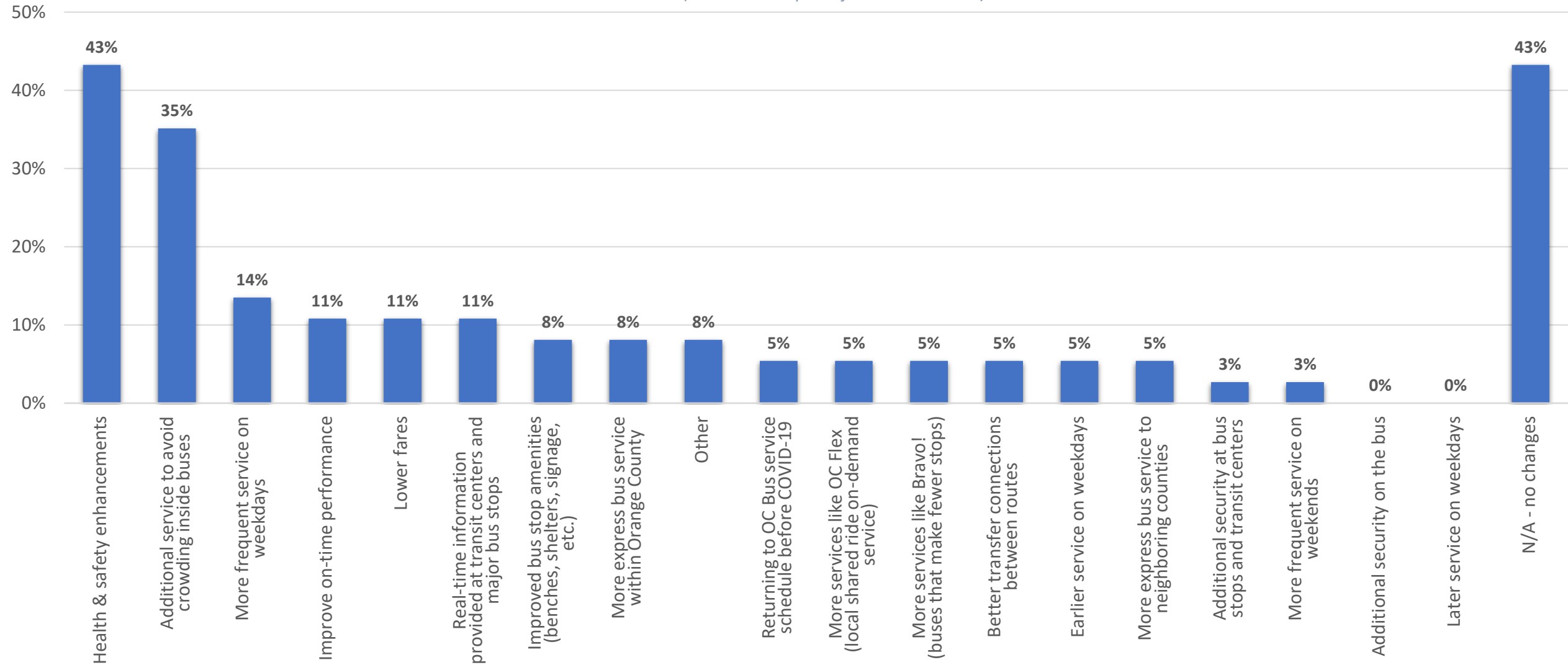


Potential Improvements



Are there any changes that might encourage your employees to use the OC bus service or ride more often? (N = 37)

(Please select up to 5 from the list below)



Key Takeaways

Employer WFH practices have changed significantly **during the COVID-19** pandemic, with **98 percent of employers having some form of WFH program**, compared to 76 percent prior to COVID-19.

While **many employers are still undecided** (39 percent), indications are that this will be a sustained change, as **more than half of employers (56 percent) are planning for WFH after COVID-19**.

The proportion of **employers planning full-time or hybrid WFH programs after COVID-19 increased by 15 percent** compared to prior to COVID-19.

- Increases in terms of participating employees may be even larger. Many employers (52 percent) reported WFH programs prior to COVID-19 had very low participation / few employees.

When employees will return to the office / worksite:

- 38 percent of employers are unsure
- 25 percent saying they will return with either additional office safety measures or the availability of a COVID-19 vaccine
- 20 percent have already returned
- 16 percent will continue to work from home indefinitely

In order to encourage OC Bus ridership after COVID-19 among employees, **respondents requested COVID-19 related health and safety improvements**. From a range of possible service elements, the top two selections were **Health and safety enhancements (43 percent)** and **additional service to avoid crowding (35 percent)**.

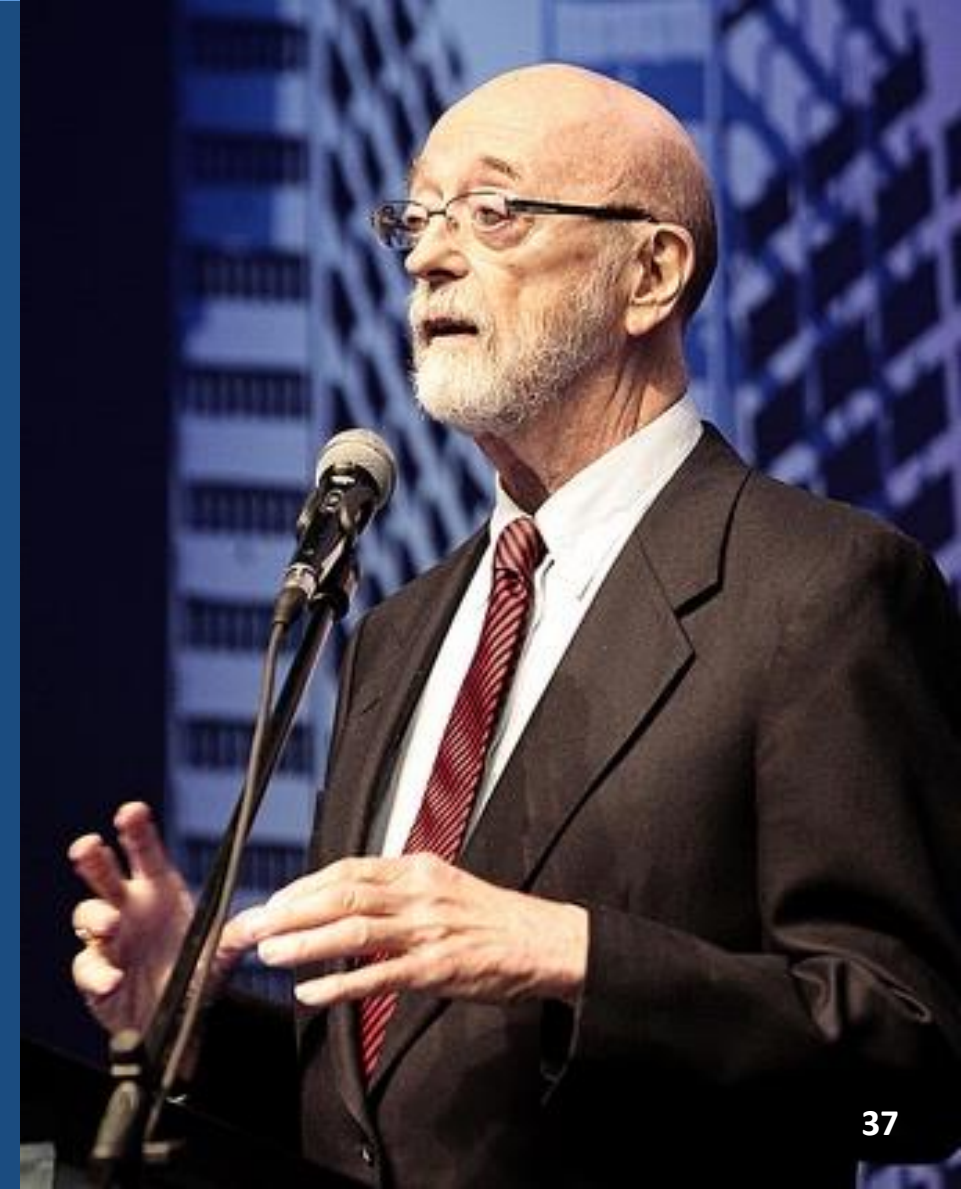
Teleworking Tips for Success

Kristopher Hewkin
Senior Marketing
Specialist
OCTA Rideshare



ORIGINS & EVOLUTION

- **1972** - “Telecommuting” term coined by NASA employee Jack Nilles
- **1979** - “Working from Home Can Save Gasoline” by Frank Schiff published in Washington Post
- **1980** - First conference on the subject took place
- **2009** - More than 100,000 federal employees working from home



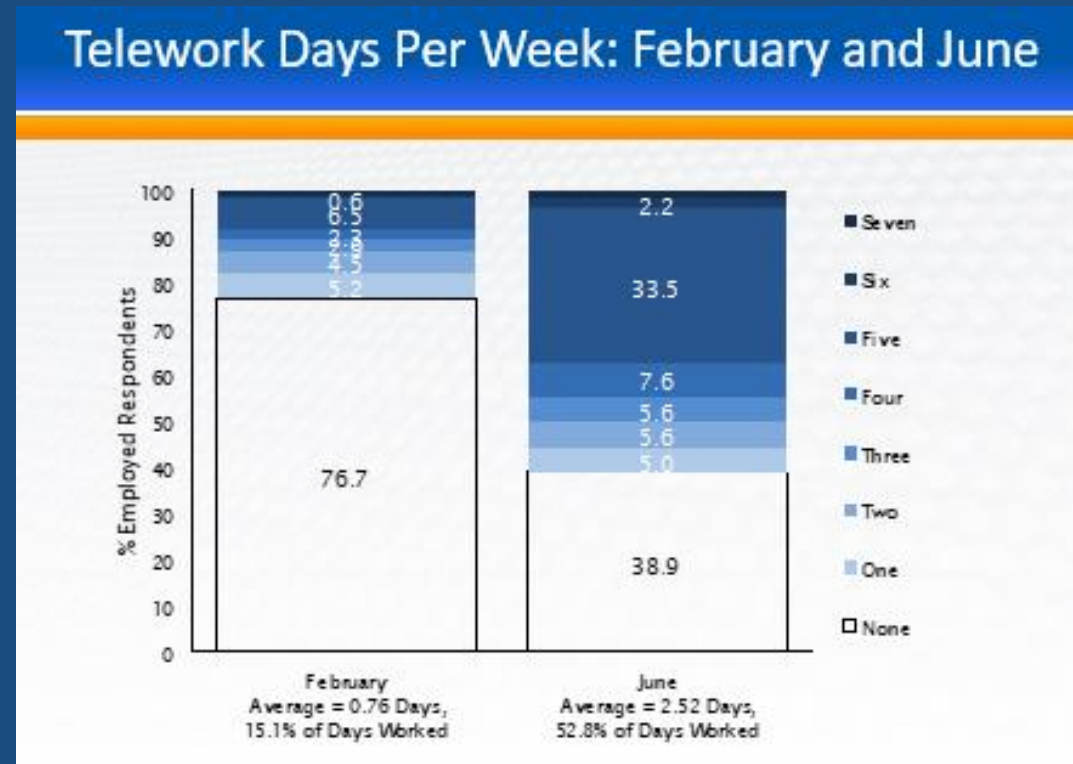
TELEWORKING – MARCH 2020

- As of March 13, 2020
- **5 million employees** (3.6% of US workforce) working remotely half-time or more
- **43%** of employees work from home sometimes
- **56%** of employees have a job where at least some work can be done from home
- **80%** of employees want to work from home at least part of the time



AFTER THE PANDEMIC BEGAN

- **Dramatic Increase in Prevalence** - COVID-19 escalated the evolution of WFH initiatives
- **Local Health Mandates** - required working from home for non-essential employees
- **From OCTA Survey:** In four months, telework increased over 231%
- **February 2020:** 0.76 days teleworked/week
- **June 2020:** 2.52 days teleworked/week





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EMPLOYEE BENEFITS

- **Save Money**
 - \$1,456 annually*
- **Regain Usable Time**
 - 390 hours*
- **Decrease Stress**
- **Decrease Carbon Footprint**



* Based on SkipTheDrive survey assuming 40-mile RT daily commute, \$3.50 per gallon gas prices, midsize vehicle and 90 minute average daily commute time

EMPLOYER BENEFITS

- **South Coast AQMD Rule 2022** – can improve AVR score
- **Decrease Carbon Footprint**
- **Improve Employee Morale**
- **Save Money** - \$11,000/year
- **Optimize Productivity** – 20%
- **Heighten Employee Satisfaction** – 73%



TIPS FOR SUCCESS - EMPLOYEES

- **Maintain Morning Routine** – get dressed and ready
- **Map Out Your Day** – minimize diversions
- **Carve Out Dedicated Office Space** (if possible)
- **Set Up Expectations with Family / Roommate(s)**



TIPS FOR SUCCESS - EMPLOYER

- **Refine and Review Policies** – Continuously evaluate program success
- **Follow All Labor Laws** – Laws pertaining to breaks must be upheld
- **Implement Calls for Team Building** – A sense of community is important
- **Ask Employees For Feedback** – See what is working and what isn't



REFINING A COMPANY POLICY

- **Define Eligibility**
 - Who can work from home and who cannot?
- **Determine Minimum Home Office Requirements**
 - What technology should their workspace include?
- **Define Scope of Program**
 - How many hours / days per week can they telecommute?
- **Set Communication Standards**
 - What methods of communications are appropriate?



MONITORING TELEWORKERS

- **Include Teleworker Feedback** – Important in setting objectives
- **Define Clear Metrics for Success** – Well-defined goals are crucial
- **Stay Accessible to Teleworkers** - Via multiple forms of communication
- **Get Feedback From Clients/Coworkers** – Go direct to the source
- **Trust Teleworkers** – Unless problems arise, trust employees and focus on results



RESOURCES

- **Society for Human Resources Management (SHRM)**
- **Best Workplaces for Commuters**
- **Global Workplace Analytics**



**Together
Forward.**



Bike Safety Tips

Peter Sotherland
Principal Transit
Analyst,
OCTA Planning &
Analysis



Overview

- **California Bike Laws – For Bikes**
- **California Bike Laws – For Motorists**
- **Bike infrastructure terms**
- **OCTA resources**

Important California Bike Laws – While Riding

- Bikes are vehicles and must obey traffic laws
- **Where to ride?**
 - Same direction as traffic
 - On the right side of the road, except on one way and when making turns
- **Sidewalk riding?**
 - Legal in California, check your local ordinances



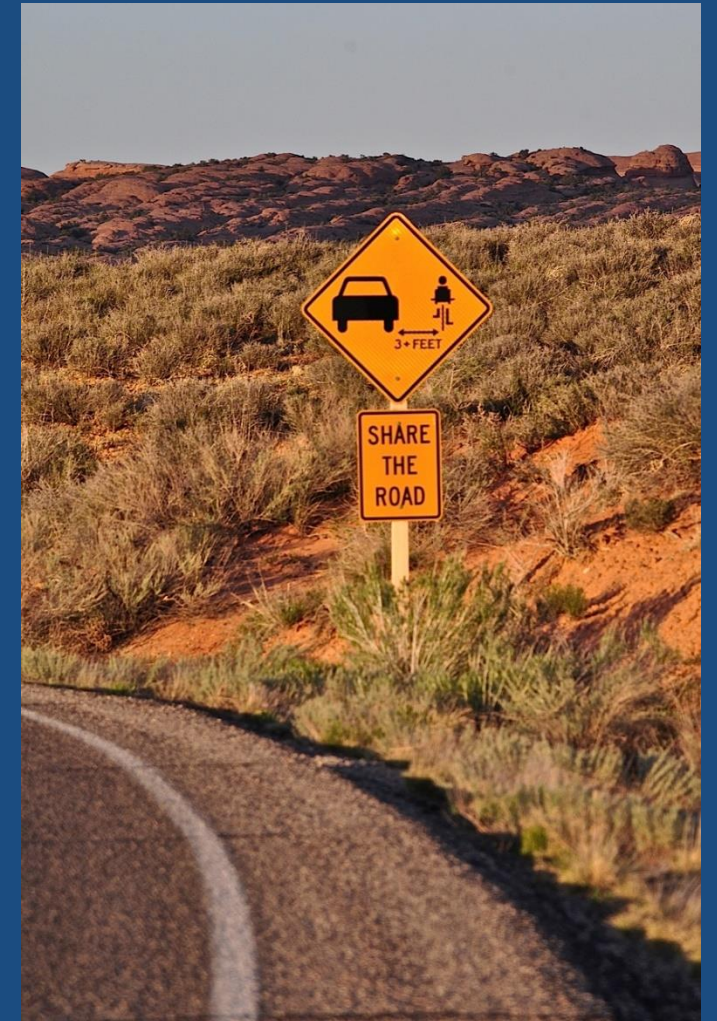
Important California Bike Laws - Equipment

- **At night**
 - White headlight visible from the front
 - Red light or reflector visible from behind
- **Breaks** that allows cyclist “to make one braked wheel skid on dry, level, clean pavement”
- **Helmets**
 - Anyone under 18 must wear a helmet
- **Earbuds:** Bicyclists cannot cover both ears



Important California Bike Laws – For Motorists

- **Passing**
 - 3 foot MINIMUM (cyclists always appreciate more)
- **Obstructing** bike facilities
 - No one may stop on or park a bicycle on a bicycle path



California Bike Terms

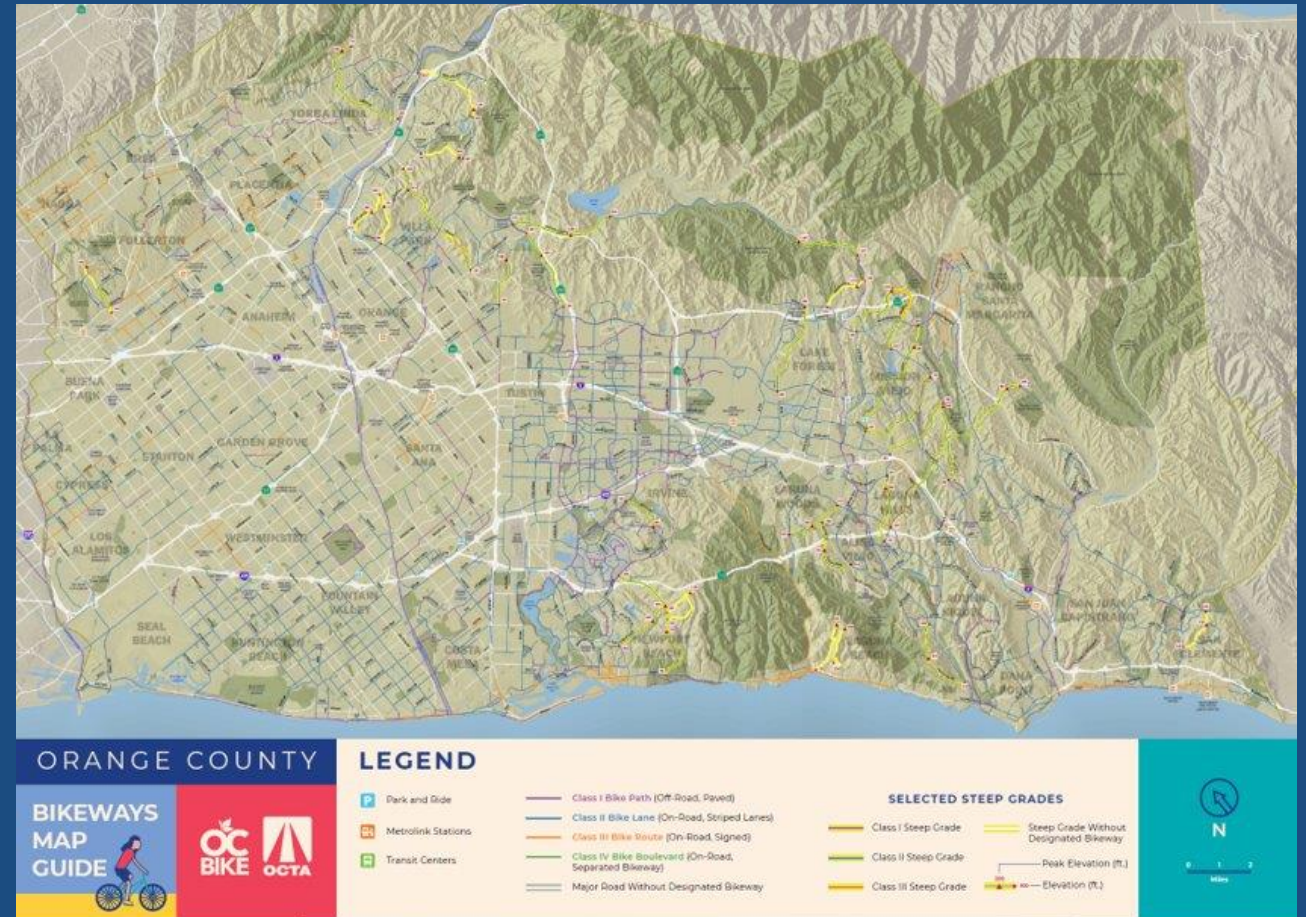
- **Facility Types:**

- Class I – Shared-use path
- Class II – On road bike lane
- Class III – on road marked (sharrow)
- Class IV – on road separated



Helpful resources for your bike commuters

- All OCTA buses have bike racks!
- On our Webpage!
 - OC Bike Map Guide
 - Bike locker locations
 - Bike shop locator



Stretching Tips for Working From Home

Hung Wu
OCTA Wellness
Administrator



Positive Impact of Stretching



1) Improves Well-being

- Physical
- Career
- Social
- Financial
- Community

2) Types of Stretches

- Static
- Ballistic
- Dynamic

3) Tips

- *Static*-Hold for 1 minute
- *Dynamic*-20 to 30 repetitions
- Perform each stretch within your COMFORT level.
- Consistently stretching will increase your range of motion (ROM) and flexibility

Workplace Stretching Tips



1) Time

- Stretching can be done anytime
- Stretching multiple times in short duration is just as good as one long session

2) Location

- Stretching can be done anywhere: at home, office, park, grocery store, friend's house, etc.
- Can be informal; do not need workout clothes or special equipment.

3) Form/Technique

- Form is necessary when stretching.
- Deep breathing and mindfulness is more important.

OC Bus and Metrolink COVID-19 Update

Kristopher Hewkin
OCTA Rideshare



OC BUS SAFETY MEASURES

- **Service Reduction:**
 - Operating on Saturday schedule Mon-Sat
- **Face Coverings:**
 - Required on OC Bus (state mandate)
 - Available for free at OCTA Store/ On limited routes
- **Rear-Door Boarding:**
 - Measure to protect drivers and riders
 - Front-door boarding gradually phased back in currently



OC BUS SAFETY MEASURES

- **Limited Capacity**
 - Measure to promote social distancing
 - Full buses will skip stops
 - “Bus Full” sign will be displayed
 - Additional buses added to meet demand
- **Transit App**
 - View seating capacity in real time
 - Plan ahead for success



OC BUS SAFETY MEASURES

- **Other Safety Measures**
 - Anti-viral disinfectant applied daily during enhanced bus cleaning
 - Hand sanitizer available on all fixed-route buses
 - Recommendation to leave a row or seat between passengers



METROLINK SAFETY MEASURES

- **Service Reduction**
 - Reduced service by 30 percent
- **Limited Capacity**
 - Promoting social distancing
 - Recommendation to leave row or seat between passengers
- **Face Coverings** - Required at stations and on Metrolink (state mandate)
- **Transit App** - 'How Full is my Train' tool to see recent ridership



METROLINK ENHANCED CLEANING

- **Nightly Deep Cleaning** - Includes disinfecting high touchpoint surfaces
- **Increased Staff** - Cleans passenger cars more frequently
- **Electrostatic Sprayers** - Apply nontoxic disinfectant daily on all areas of passenger cars
- **Doubled Number of Hand Sanitizer Stations** - Two in every car on every train
- **Daily Disinfect** – Areas where essential employees work

Other OCTA News



- **91 Express Lanes** – Operating as normal
- **Construction Projects** – No disruptions as of this time; some projects ahead of schedule
- **OCTA Store Hours** – open 10am to 2pm
- **OC Flex:**
 - Aliso Viejo / Laguna Niguel / Mission Viejo – operating as normal
 - Huntington Beach / Westminster – temporarily suspended



And the winner of the \$100 Amazon Gift Card is....

Gabriela Tarin

Metropolitan Water District of Southern California

Any Questions?

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714-560-5331