



# Los Angeles World Airports commuteLAX Annual Report

FY 2023



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# 1 INTRODUCTION

We are pleased to share the second commuteLAX Annual Report on the latest commute program options for LAX employers and employees, results from the annual employee and workforce surveys, major accomplishments over the past year, and plans and programs scheduled for the year ahead. Key takeaways from this Annual Report include:

- **Available Programs:** commuteLAX offers a range of programs (e.g., carpool, vanpool, transit pass program, etc.) focused on improving transportation options for LAX employees and reducing congestion at LAWA's airports.
- **Annual Employee Commute Survey Key Findings:** Most LAX employees (91%) drive to work alone, a commuting habit that the commuteLAX team is committed to reducing in the coming year. While many employees choose to commute alone by car, about half of them would consider using another mode of transportation to commute to work. Respondents are most willing to consider carpool or vanpool (37%) and public transit (26%). Fewer respondents indicated they would consider using an active transportation option such as walking or biking to commute to work.
- **Annual Workforce Survey Key Findings:** A survey of employers at LAX shows there are 22,096 employees who report onsite on a regular basis (more than 10 days per month). Additionally, among employer respondents, 63% offer employees a parking subsidy, such as free parking, discounted parking, or parking reimbursements, while 12% of employers offer transit subsidies.<sup>1</sup>
- **Future Activities:** LAWA has plans to update and expand its existing vanpool program and to release an RFP to implement a new web-based ridesharing tool. LAWA will also continue to offer its existing list of programs and incentives and continue to host in-person outreach events and meetings with employees and employers.

commuteLAX is proud of what we accomplished over the last fiscal year. Our current programing continues to enhance mobility options for employees that will ultimately increase access to LAX, reduce vehicle trips and congestion, and lower harmful greenhouse gas emissions in and around the airport. The increase in the number of responses to this year's Annual Employee Commute and Workforce surveys will help commuteLAX better understand what is working, what can be improved, and what

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<sup>1</sup> 12 employers out of 142 who completed the workforce survey offer a transit subsidy to their employees. This does not include employers who offer a parking cash-out, which can be used to pay for transit passes.

employees and employers are looking for in terms of future programming and services provided. Furthermore, commuteLAX staff is looking forward to continuing to make traveling to and from LAX safe, accessible, and sustainable.

## What is a Transportation Management Organization?

A Transportation Management Organization (TMO) provides commuting information and transportation options for employers and employees within a specific geographic area. The mission of a TMO is to shift employee travel behavior away from driving alone, encouraging carpool, vanpool, shuttle, bike, and mass transit usage to reduce vehicle miles traveled (VMT) to the airport and greenhouse gas emissions. A TMO also serves as a hub for employees from multiple employers with similar commute patterns to be matched with each other in carpool and vanpool pairings. By providing employees with information and more options on how to get to work, a TMO can also improve employee retention and job satisfaction.

## About commuteLAX

Congestion in and around the Los Angeles International Airport (LAX) has been a persistent and growing issue affecting commuters. As set forth in the Los Angeles World Airport's (LAWA) Mobility Strategic Plan, LAWA's mission is to:



**Reduce traffic congestion**



**Promote efficient travel choices**



**Improve air quality**



**Enhance mobility options that increase access to LAX**

These goals have guided LAWA and the Los Angeles City Council in its recommendation to establish a TMO at LAX on November 13, 2018. LAWA was tasked to formulate a "strategy to develop the LAX TMO serving all employers and employees engaged in the operations, management, and construction at the airport." The Environmental Impact Report for the LAX Landside Access Modernization Program also directed LAWA to explore a TMO as a traffic mitigation measure.

In July 2021, LAWA launched commuteLAX, a TMO which currently serves more than 32,000 employees working at LAX. commuteLAX employer members contribute to a more stress-free commute and improved quality of life for employees.

The goals of commuteLAX are to:

- Provide a range of alternative commute programs to encourage sustainable commuting
- Make commuting to LAX easier in order to attract and retain employees;
- Help employers better understand employee commute patterns and needs;
- Help employers comply with commute regulations.

All LAX employers, which includes any company with a LAX lease, sublease, permit, or other agreement, are required to join commuteLAX. Membership was free for the first year (2021-2022) and in FY23, the annual fee kicked in. Annual fees are calculated using the Workforce Survey responses and determined by the number of qualifying employees who commute at least 10 days per month to LAX. The annual fee is \$10 per LAX employee and capped at \$10,000 per employer. This year, commuteLAX collected over \$56,000 in annual fees (with an average fee of around \$835 per employer)\*.

\*commuteLAX is working with employers who have not paid their TMO fee to remind them of the policy requirements and assist them in meeting compliance. Employees whose employer are not in compliance with the policy cannot participate in commuteLAX programs.

## commuteLAX Programs

commuteLAX offers a range of programs (e.g., vanpool, carpool, transit pass program, etc.) focused on improving transportation options for participants and reducing congestion at LAWA's airports. The following sections will provide more detail on the existing options offered over the past year.



**Vanpool**



**Carpool**



**Regional Incentives**



**Bike Program**



### Vanpool

LAWA's Vanpool Program **saves over 1.5 million commute miles per year**, and countless hours spent on Southern California's congested freeways. The program

consists of seven and eight-passenger vans, driven by volunteer employee drivers. Vanpools leave from one central location on the home end and travel to a central destination on the work end. All vans in the fleet participate in the Metro Vanpool Subsidy Program, which reduces the vanpool leasing costs by \$600 per month. Program participants pay a monthly fare based on their daily round trip miles. The monthly fare covers vehicle leasing and fuel costs, and vans have access to preferential parking near their work locations.

The Vanpool Program has 58 routes coming from all over Southern California and over 350 employees participating, which includes LAWA, City, and LAX employees. The fleet consists of 19 Ford Transits, and 36 Chrysler Pacifica plug-in hybrids, and this year, we added 3 fully electric EV vans to the fleet.

Employees can seek assistance with finding a vanpool seat through the commuteLAX office, or through Metro's Vanpool Program ([ridematch.info](http://ridematch.info)).



## **Carpool**

A carpool consists of at least two people who commute together a minimum of 10 days per month, or half of their working days, and must live along a direct route to work. Fifty percent or more of the distance from each member's residence to their work location must be traveled together. The Carpool Program offers preferential parking near the shuttle stops, and a 50% discount to LAX employees who use the LAX employee lots.

The commuteLAX team have received over 118 interest forms requesting carpool matches from employees. Thus far, we have not had a successful match, but we continue to promote the program through newsletters, at concessions meetings and in advisory group meetings, and are looking for ways to improve the carpool matching process in order to expand our ability to match multiple employees in real-time.



## **Regional Incentives**

Because Los Angeles World Airports (LAWA) is a participating employer, LAX employees who live and/or work in Los Angeles County are eligible for incentives offered through Metro Commute Services. Eligible employees who record their sustainable commute trips are entered into a monthly drawing to receive gift cards accepted at their choice of Target, Ralph's, Best Buy, or Starbucks. In addition, Metro Rewards Participants are entered into monthly and quarterly drawings for \$100 gift cards. To qualify, employees must complete a Metro Rewards Application and commute to work on any bus or train, in a vanpool, or in a carpool with another working adult for at least eight (8) workdays per month for three months or longer.



## **Bike Program**

The commuteLAX team aids employees with planning a bike route to work, and offers lockers to store bikes at LAX locations, such as Admin West, Admin East, or Skyview.

Bike racks are also located near Terminals 1 and 2, in Parking Structure 6, and in the Economy lot.

## Transit Pass Program



commuteLAX launched a Transit Pass Program to help LAX employees enjoy unlimited access to an array of transit options to commute to and from LAX. By obtaining an E-Pass card, participants can access services provided by the following agencies:

- Metro Bus
- Metro Rapid
- Metro Liner (Express Bus, Silver Line, etc.)
- Metro Rail
- Metro Micro
- Culver CityBus (CCBus)
- Pasadena Transit (PT)
- Gardena Transit (GTrans)
- Santa Monica Big Blue Bus (BBB)
- Torrance Transit (4TTBus)

The Transit Pass Program offers LAX employees who do not have access to a transit subsidy through their employer, an affordable transit option. Once participants are enrolled, they must pay a monthly fee of \$20 and submit a monthly tracking sheet to report their trips.

Since its inception in November, 37 employees have joined the E-pass program, eliminating 23,500 vehicle miles traveled to the airport. We currently have 22 participants enrolled in the program, saving over 7,000 vehicle miles traveled on a monthly basis. We plan to increase participation over the next year by allowing employers who offer a transit subsidy to transition their existing programs to E-Pass.

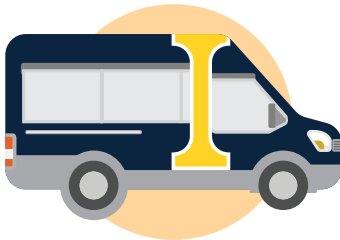
## Transit Planning / Flyaway Buses



LAWA's FlyAway buses operate every 30 minutes from Union Station, LAX, and Van Nuys Airport and are a great commute option for employees at the terminals. Employees who work outside the terminals can use Metro Micro to connect to work locations. Monthly passes for employees cost \$120, and can be purchased on the FlyAway Bus app. We currently have 342 employees commuting via FlyAway.

For employees who don't want to drive to work but are unsure where to start when it comes to transit, LAWA provides customized trip planning services. Interested employees can complete an interest form to enable LAWA staff to help them find the best route to work based on their shift start and end time, home addresses, etc.

## iRide



LAX employees living in the cities of Inglewood and Lennox can commute to work for free using iRide, an app-based micro-transit transportation service funded by LAWA and administered by the City of Inglewood. iRide operates seven days a week, with morning and afternoon service hours. The cost of each trip booked during iRide's pilot program is covered completely by LAWA. To take advantage of this free benefit, users hail a ride using the app, and show their LAX employee badge when boarding. The service has a 4.8-star rating through the app and is transporting an average of 100 riders per day.

## Metro Micro



Micro is Metro's on-demand rideshare service which offers trips within several zones in Los Angeles County. The service is for short local trips and uses small vehicles (seating up to 10 passengers). Micro is part of Metro's family of services and has been designed together with the agency's NextGen Bus Plan. Metro Micro trips can be scheduled via a mobile app. TAP users pay an introductory rate of \$1 per ride and can use stored value



on their TAP card to pay for trips. Service hours in the LAX/Inglewood zone are daily, from 5 a.m. to 9 p.m.

## Los Angeles Metro Guaranteed Ride Home



In the event of an emergency, employees enrolled in commuteLAX programs can be reimbursed for up to two rides home (or other eligible destinations) per fiscal year through Metro's Guaranteed Ride Home Program. Eligible rides include taxi, transportation network company (e.g., Uber, Lyft, etc.), carsharing company, rental car, or transit fare. Qualifying Guaranteed Ride Home Emergencies include personal illness/emergency, unexpected illness/emergency of an immediate family member, carpool/vanpool driver has an emergency, carpool/vanpool driver has an illness, and employee that is required to work mandatory unscheduled overtime.

## Marketing Campaigns

### Clean Air Day

commuteLAX is committed to sustainability and environmental stewardship, including in its day-to-day construction, operations, and guest services responsibilities. During Clean Air Day, LAWA promoted the Coalition for Clean Air's Clean Air Pledge which includes the most common actions an individual can take to clear the air of harmful greenhouse gas emissions. Moreover, the Clean Air Pledge allows employees and employers to commit to a variety of short-term, mid-term, and long-term pledge actions, ranging from taking public transit to carpooling/vanpooling, and to purchasing a zero-emission vehicle.

**Short-term**

- Taking public transit
- Attend meetings remotely instead of driving or flying
- Walk, bike or scoot to the store or transit stop
- Carpooling/vanpooling
- Bringing a lunch to work or walking to lunch
- Don't idle your engine
- Compost your food
- Test drive or rent an electric vehicle

**Mid-term**

- Buy produce locally
- Change or clean your home air filter
- Plant a tree
- Change your car cabin air filter
- Switch to using natural all-purpose cleaner only
- Choose a greener energy rate
- Plant a home garden or plant in a community garden

**Long-term**

- Install an air quality monitor at your home
- Purchase a zero-emission vehicle
- Install solar panels at your home
- Switch to electric or hand-powered yard tools
- Replace gas-powered appliances with electric appliances
- Don't burn wood
- Make all online purchases in one order each week
- Eat no meat for at least one day

Clean Air Pledge Actions

Source: [California Clean Air Day](#)

**Bike to Work Week**

commuteLAX promoted Bike to Work Week and provided employees a 94% (or \$17) discount off on a 30-day Metro Bike Share pass.

## Rideshare Week

During Rideshare Week, October 3-7, 2022, the commuteLAX team hosted games and trivia for prizes at the Admin West Maintenance Yard and Airport Police Facility and continued the fun at the Admin West high rise and Skyview.



Getting the word out about alternative commute options during Rideshare Week.

Source: LAWA

## Monthly Newsletters

commuteLAX issued monthly newsletters to inform employee transportation coordinators (ETCs) and employees of surveys, advisory group meetings, programs, transportation options, and mobility developments in the LAX area, as well as events and commute programs offered by other transportation agencies.



Screenshot of the April commuteLAX newsletter  
Source: LAWA

## Quarterly ETC Meetings

commuteLAX hosted quarterly ETC meetings with employer representatives to discuss upcoming plans, gather feedback, and strategize how to engage their employees. In 2023, the advisory group met on the following dates and discussed various topics:

- April 6, 2023: commuteLAX introduced ETCs to the Annual Employee Transportation Survey and Annual Workforce Survey, carpool program, and Metro Travel Rewards program. The advisory group provided valuable input on the programs that employees would be interested in and effective methods to communicate with employees about new initiatives. The advisory group also shared insights on commuting challenges employees have encountered.

## In-Person Meet Ups with Employees

commuteLAX staff conducted various in-person outreach activities throughout the year with employees and employers to promote upcoming programs and campaigns and to increase engagement and responses for the annual employee and workforce surveys.



Source: LAWA

## Air Quality Management District Marketing Certificate Workshop

commuteLAX promoted the Air Quality Management District (AQMD) Marketing Certificate Workshop hosted by IE Commuter. The workshop provides employers (with over 250 employees who must comply with Rule 2202) all the tools necessary to create rideshare campaigns to change the way their employees commute to and from work.

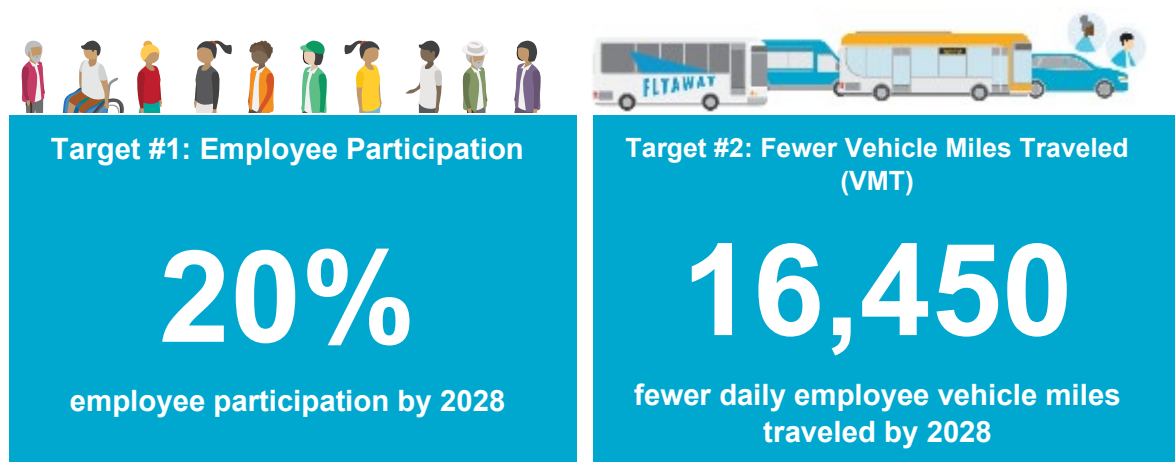
## Metro Travel Rewards Pilot Program

commuteLAX partnered with LA Metro and Duke University to pilot the new Metro Travel Rewards program. The program is part of a study that will help analyze the effectiveness of different intervention programs that improve the daily commute for the LAX workforce. The travel rewards program provides up to \$60 over three months in rewards for shared commute trips, personalized trip plans, carpool matching with coworkers, and more efficient commuting. Additionally, commuteLAX conducted in-person outreach events at the terminals to different concessionaires to promote the Metro Travel Rewards Program.

## 2 TARGETS AND TRENDS

### What are commuteLAX's targets?

commuteLAX was established with ambitious targets to be reached by 2028.



Participants include 216 employers who operate within the commuteLAX boundary, representing over 26,000 employees. An additional 3,000 LAWA employees and approximately 3,000 federal government agency employees will also be eligible to participate in most commuteLAX programs, for a total of about 32,000 employees. An employee is considered an active participant if they are enrolled in a commuteLAX program (e.g., vanpool, rideshare, etc.).

The Environmental Impact Report for the Airfield and Terminal Modernization Program (ATMP) requires a reduction in daily employee auto travel by the equivalent of 16,450 VMT. This reduction is equivalent to reducing commute VMT to an average of 20.4 VMT per employee per day.

## Survey Methodology

commuteLAX conducted two surveys in Spring 2023—the Annual Employee Transportation Survey and the Annual Workforce Survey—to paint a picture of employee commutes, shift start and end times, and commute-related programs. Various stakeholder outreach activities, such as in-person meet-ups (e.g., on board the shuttles, terminals, and commuter parking lots), newsletter updates, e-blasts, and updates during monthly ETC check-ins, were conducted to increase the number of responses received for both surveys. The analysis of the two annual surveys will inform key takeaways and recommendations for LAWA to consider for future programs and activities.

The Annual Employee Transportation Survey received 2,479 employee responses, 330% (or 1,902) more responses than last year's survey. The Annual Workforce Survey received 178 responses this year, representing a 12% increase (or 19) in responses compared to last year's survey.



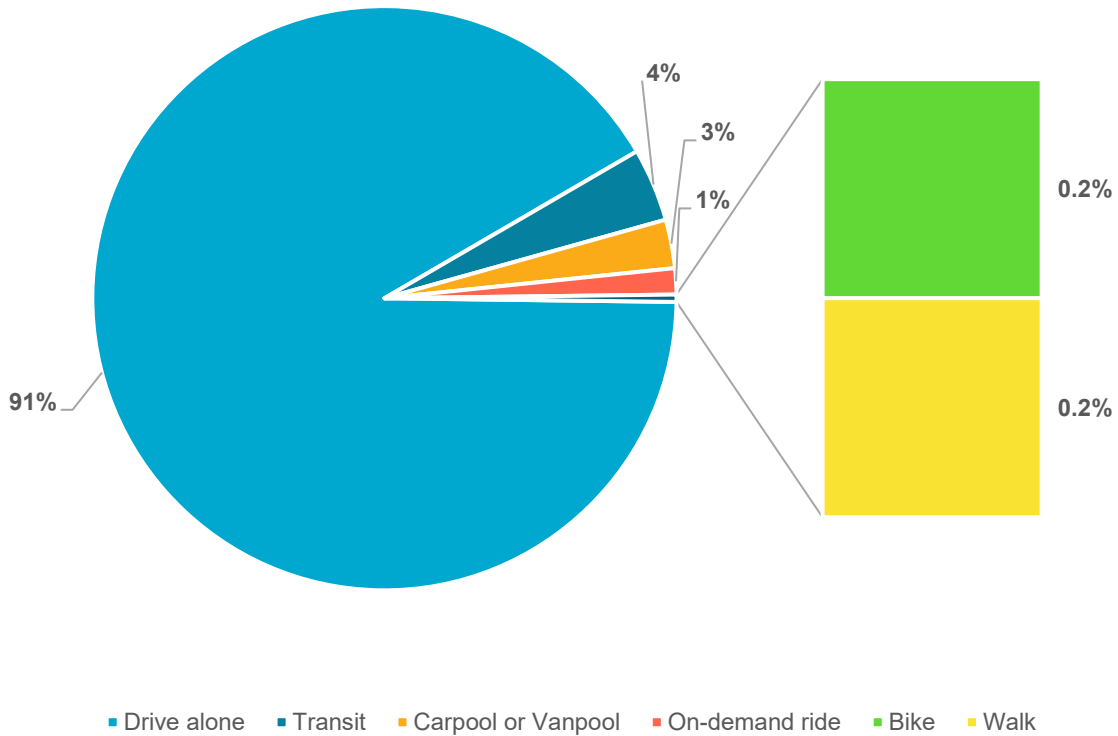
Source: LAWA

# Commute Patterns

## How do employees commute today?

According to the Annual Employee Transportation Survey, most LAX employees (91%) drive to work alone. Transit is the second most common mode of transportation (4%), followed by carpooling or vanpooling (2%). On-demand rides (1%) (includes taxi/TNC like Uber, Lyft, Opoli, Metro Micro, and shared TNC's like uberPool and Lyft Line) (Figure 1).

Figure 1 Employees Commute Mode



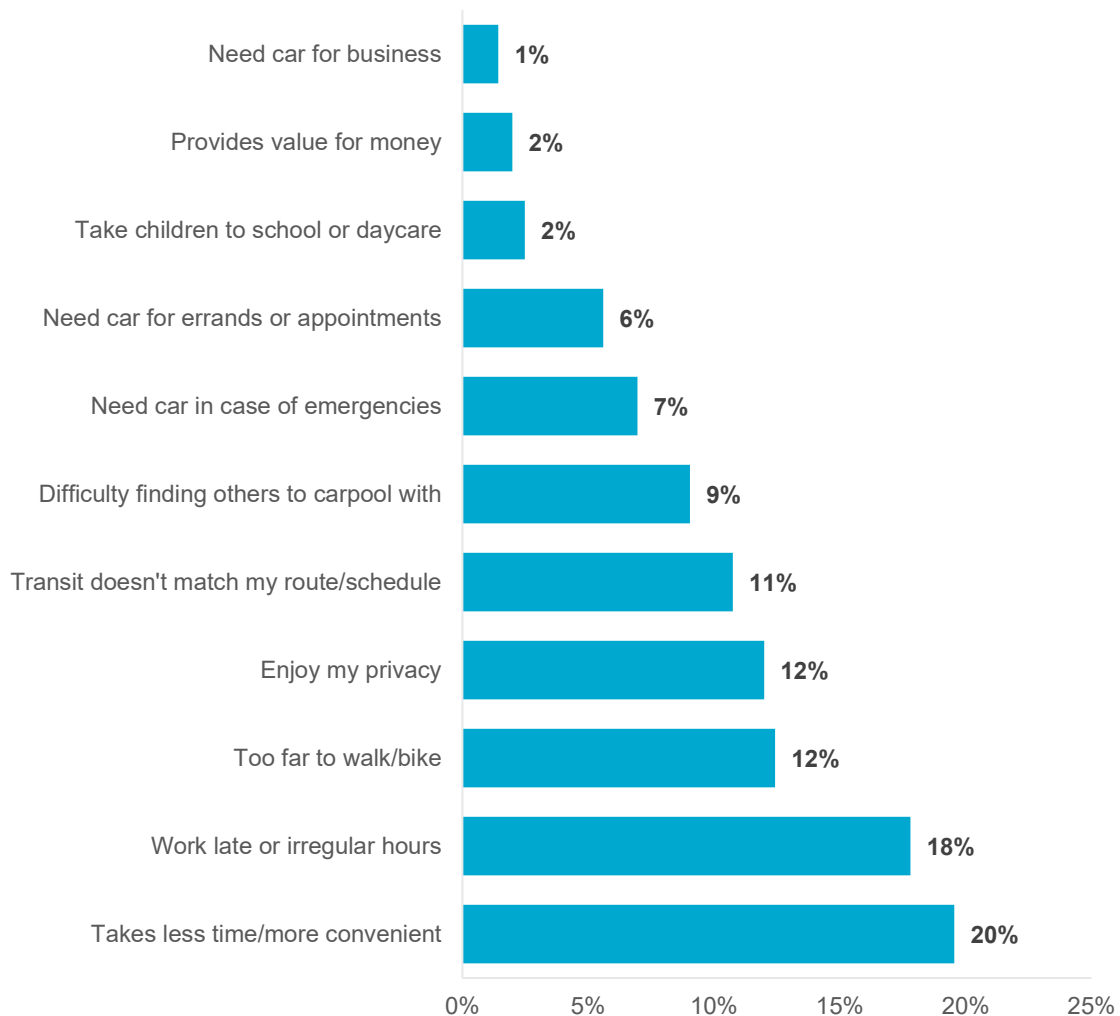
N = 2,497



## What are the barriers to sustainable options?

Understanding the reasons behind employees' preferences for driving alone can provide valuable insights into the barriers they face when considering alternatives to commuting. The top six reasons for driving alone are (1) time and convenience (20%), (2) irregular hours (18%), (3) too far to walk or bike (12%), (4) enjoy privacy (12%), (5) transit not fitting schedule (11%), and (6) difficulty finding people to carpool with (9%). The reasons identified this year align with those indicated by employees last year (Figure 2). This consistency reveals that commuteLAX must continue to create programs that reflect the needs of employees. Recognizing these barriers allows commuteLAX to continue to promote and encourage employees to use sustainable commuting options.

**Figure 2** Reasons for Driving Alone

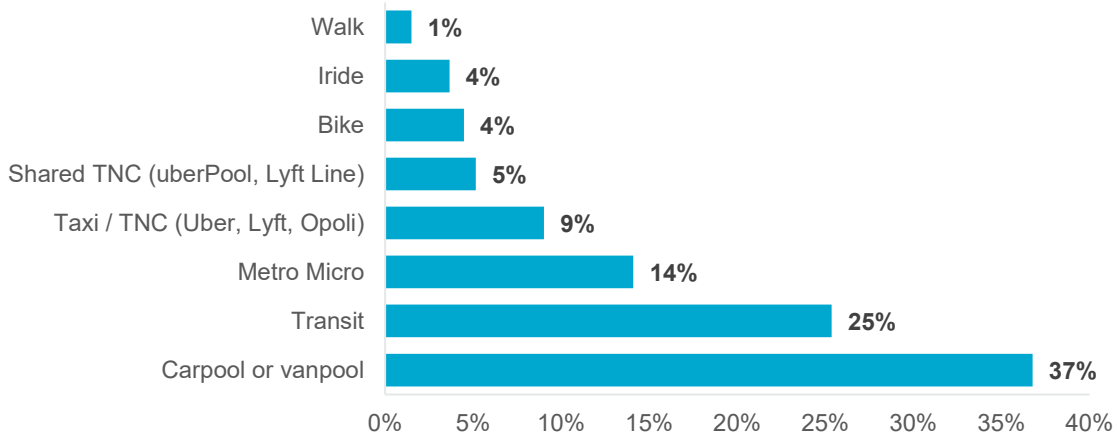


N = 6,646

## What other commute options might employees consider?

About half of LAX employees would consider using another mode of transportation to commute to work. Of those, respondents are most willing to consider carpool or vanpool (37%) and transit (26%). Fewer respondents indicated they would consider using an active transportation option such as walking or biking to commute to work (Figure 3).

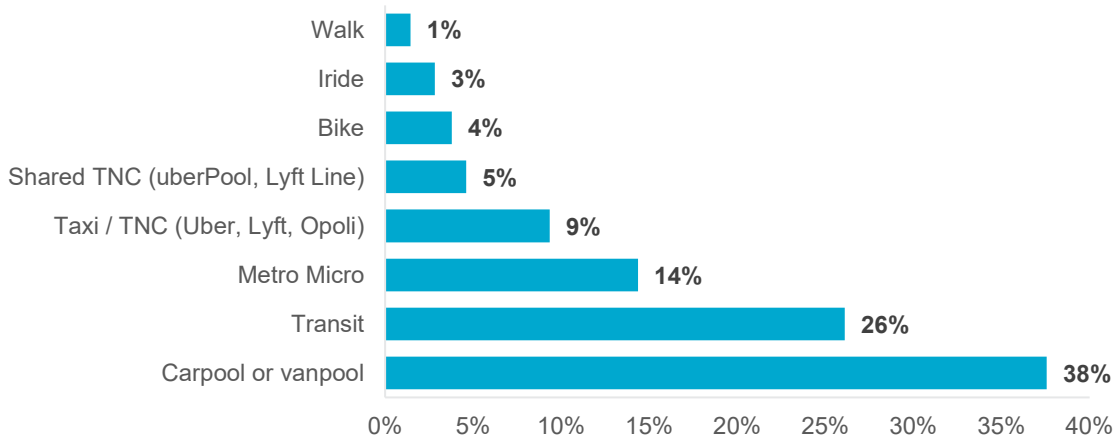
**Figure 3 Commute Options Employees Would Consider**



N = 1,341

Similarly, of people who drive alone, carpooling or vanpooling and taking transit are options that they are most willing to try, with fewer people willing to use active transportation to commute to work (Figure 4). This is consistent with what employees reported last year, indicating that commuteLAX must continue to prioritize and enhance carpool, vanpool, and transit programs.

**Figure 4 Commute Options Employees who Drive Alone Would Consider**

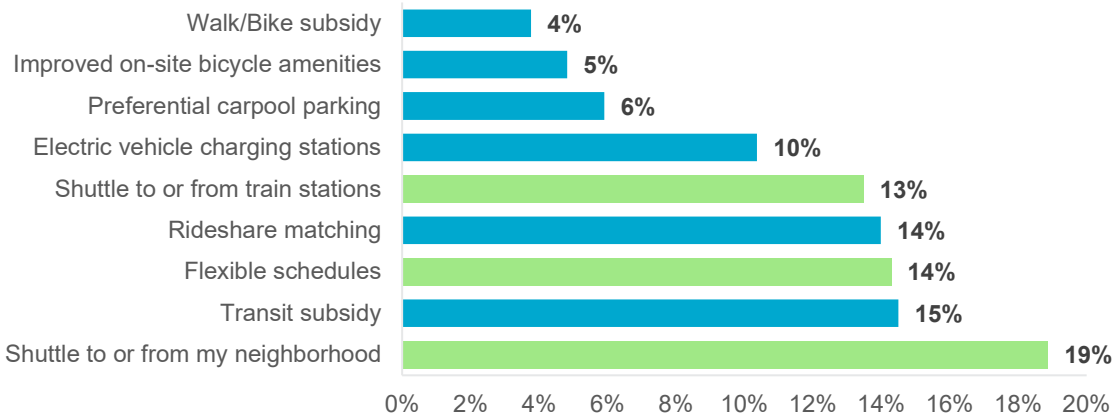


N = 1,456

## What programs are employees most likely to try?

Many LAX employees (80%) expressed willingness to participate in commute programs. commuteLAX can continue to support several of the desired programs that employees identified (blue bars in Figure 5). Many programs, like subsidized transit, carpool parking, and on-site bicycle amenities are either available already or in development.

**Figure 5 Commute Programs Employees are Most Likely to Try**

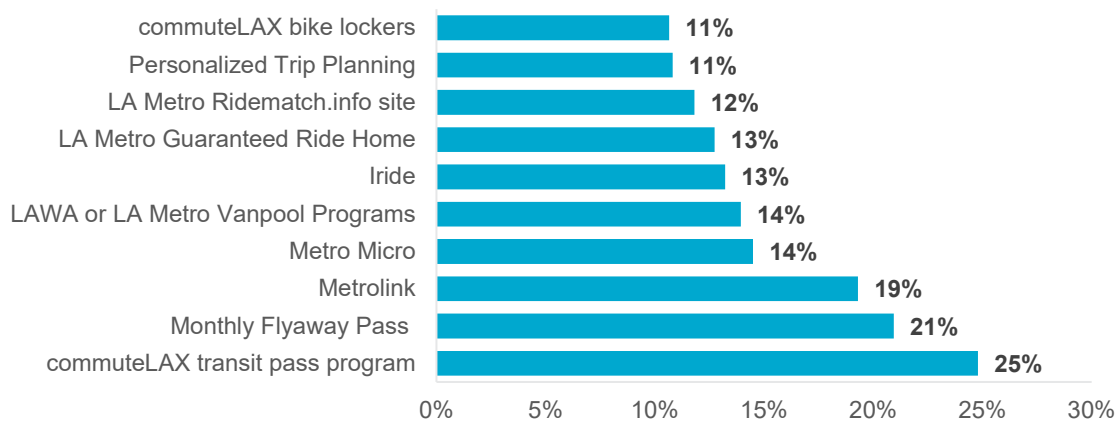


N = 3,317

## Which commuteLAX programs are employees aware of?

Between 11% and 25% of employees are aware of existing commute programs, an overall two percent decrease from the previous year (Figure 6). As such, LAWA must increase awareness and engagement to encourage more employees to participate in commute programs.

**Figure 6 commuteLAX Programs Employees are Aware Of**

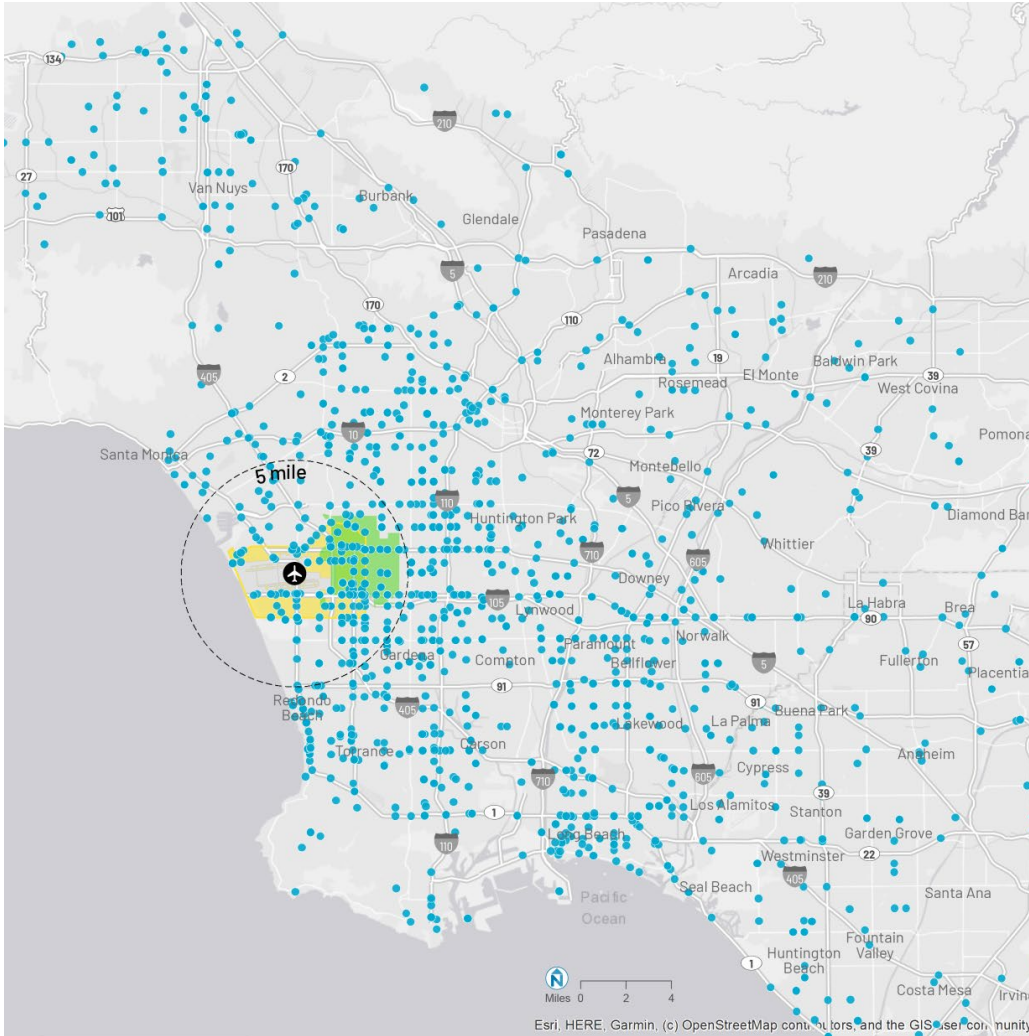


N = 3,812

## How far do employees live from LAX?

Most LAX employees live within Los Angeles County while a portion of employees live in Orange County (Figure 7). About half of employees live within a 5–20-mile radius of LAX, 16% live 5 miles or less, and 33% live 20+ miles away from LAX. (Figure 8).

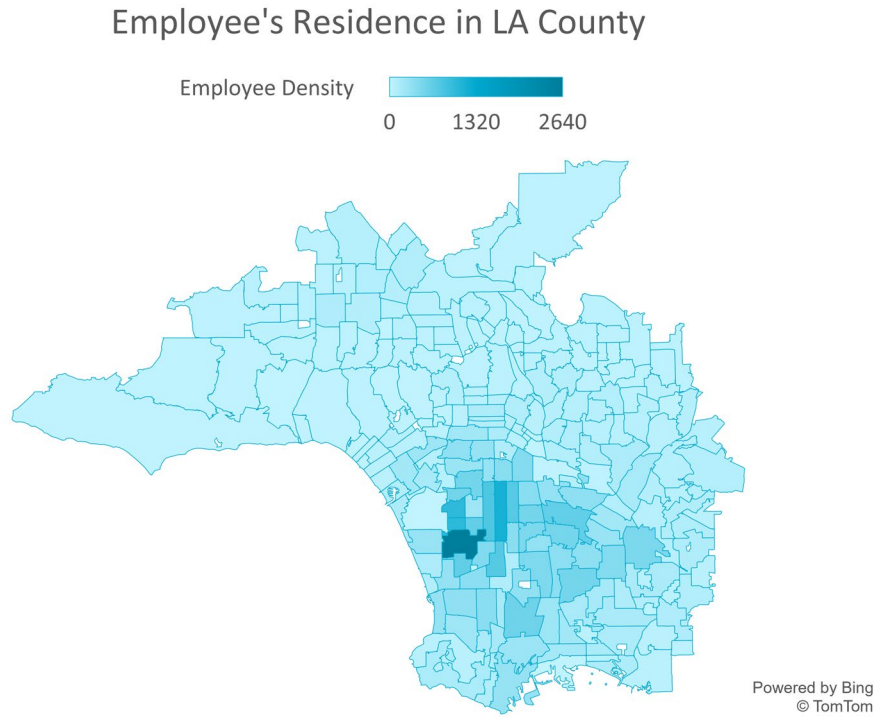
**Figure 7 Employee Home Locations**



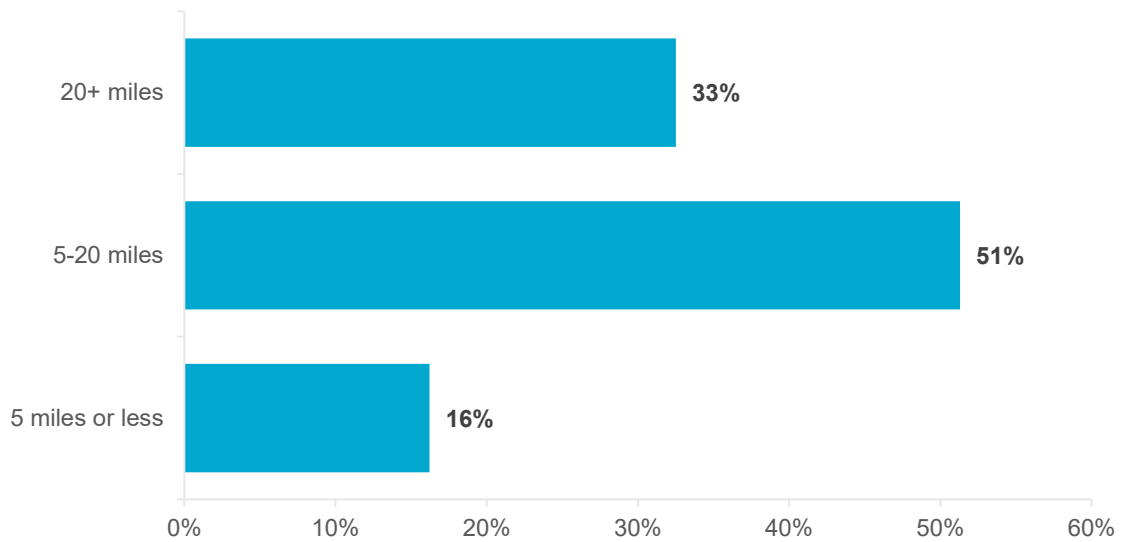
- Employee Home Locations
  - Iride Service Area
  - Metro Micro LAX/Inglewood Service Area
  - - - 5 Mile from LAX
  - ✈ LAX
- Date: May 2023

Employee badging data also shows a higher concentration of employees living in the communities surrounding the airport.

**Figure 8 Employee Home Locations – Badging Data**



**Figure 9 Distance of Employee Home Locations from LAX**

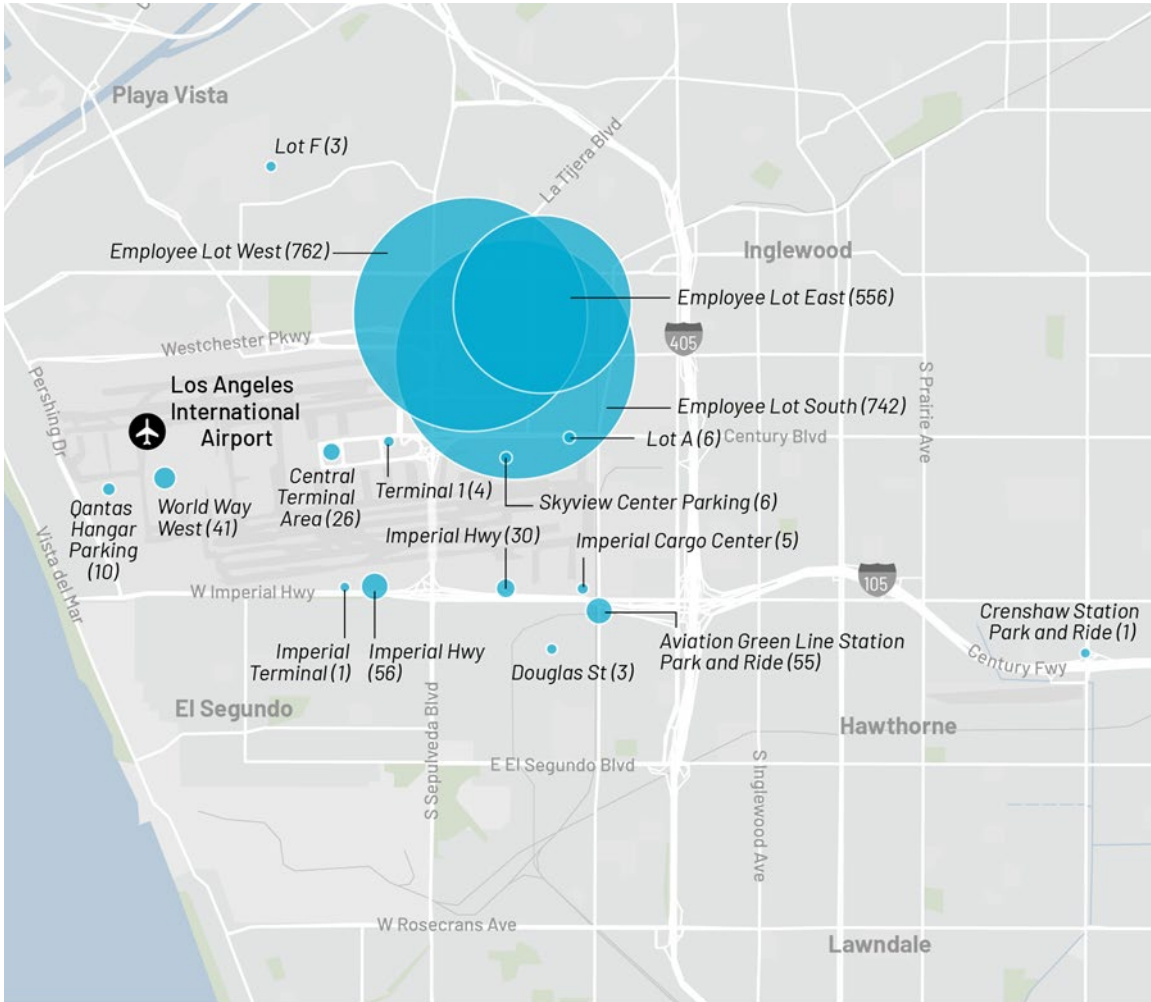


N = 2,049

## Where do employees park?

Most LAX employees park in Employee Lots, with 762 parking in Employee Lot West, 742 park in Employee Lot South, and 556 park in Employee Lot East. Other employees park in other lots around LAX such as the Central Terminal Area (CTA), World Way West, along Imperial Highway, and at the Van Nuys Airport (not shown) (Figure 9).

**Figure 10** Parking Locations among Employees

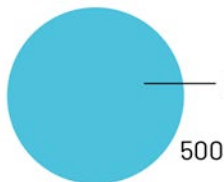


### Number of Responses

1

50

(Proportionally Sized)



Lot Name (Number of Respondents)

0 0.5 1 Miles



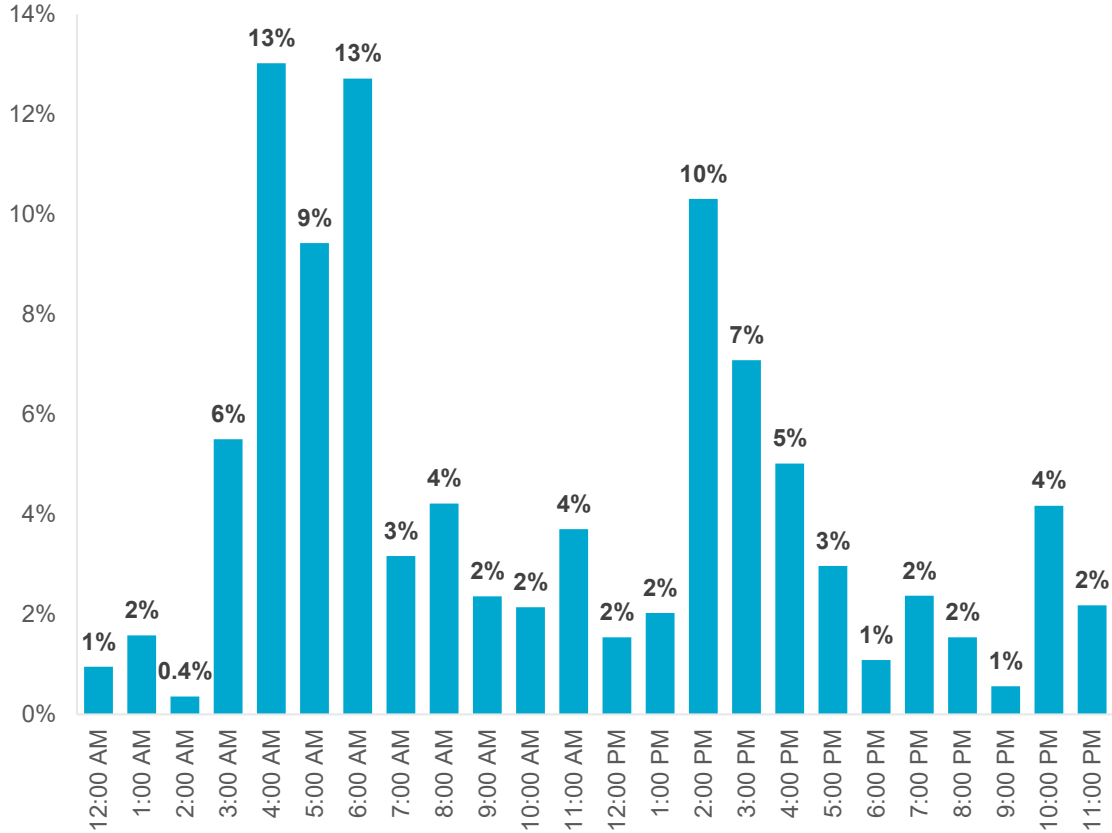
## **Considerations for 2024**

Most LAX employees would consider using an alternative mode of transportation for their commute, particularly carpool, vanpool, and transit. commuteLAX has already initiated a carpool program, introduced a transit pass program, and plan to expand the vanpool program soon. To maximize participation in these programs, commuteLAX will continue to expand its outreach efforts, highlighting the benefits of these options such as cost savings, reduced stress from traffic and driving, and social interactions. To encourage employees to sign up for programs, commuteLAX can conduct informational sessions, organize carpool and vanpool matching events, and facilitate application processes for the transit passes program. Employees are more likely to participate when the sign-up process is as seamless as possible.

commuteLAX may also consider promoting Metro Commute Services, a program that offers incentives in the form of gift cards to employees who commute to work on bus, train, vanpool, or carpool. commuteLAX can provide instructions on how to enroll for the program as well as explain how to use the Metro system to connect to LAX.

# Employee Shift Start Times

Figure 11 Shift Start Times



N = 20,607

According to the Annual Workforce Survey, there is a large morning peak period from 3 a.m. to 6 a.m. and a large afternoon peak between 2 p.m. and 3 p.m. (Figure 10).

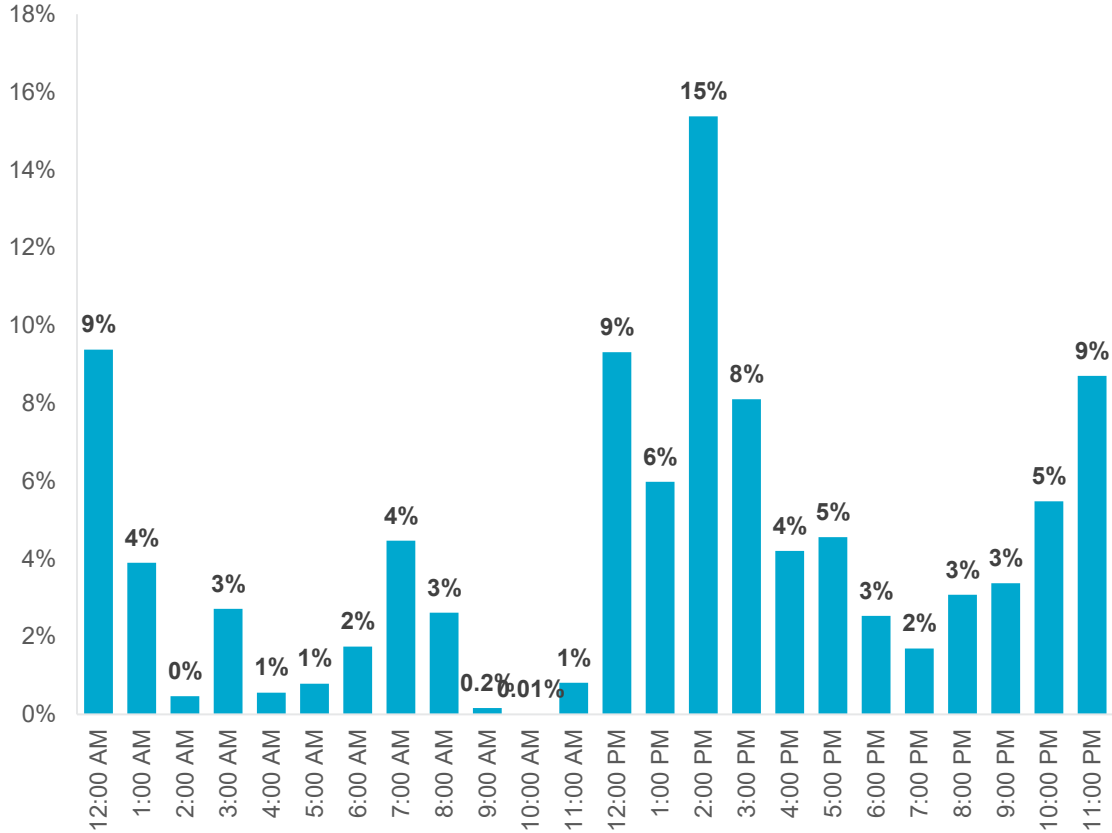
Several large employers that generate a significant number of commuters at shift start times include:

- 3 a.m. - Calop Aeroground, Transportation Security Administration (TSA)
- 4 a.m. - American Airlines, FedEx, HMSHost, Menzies Airlines, TSA
- 5 a.m. - DHL Express
- 6 a.m. - Mercury Air Group, United Airlines
- 2 p.m. - American Airlines, DHL Express, United Airlines
- 3 p.m. - AMB Industries, TSA



# Employee Shift End Times

Figure 92 Shift End Times



N = 20,367

Shift end times see a large afternoon peak between 12 p.m. to 5 p.m. followed by an evening peak between 10 p.m. to 1 a.m. (Figure 11).

Several large employers that generate a significant number of commuters at shift end times include:

- 12 p.m. - Calop Aeroground, Delta Airlines, Menzies Aviation, TSA
- 2 p.m. - American Airlines, DHL Express, FedEx, JetBlue, Mercury Air Group
- 3 p.m. - FedEx, TSA, United Airlines
- 11 p.m. - AMB Industries, Delta Airlines, DHL Express, FedEx, United Airlines
- 12 a.m. - Menzies Aviation, Mercury Air Group, TSA

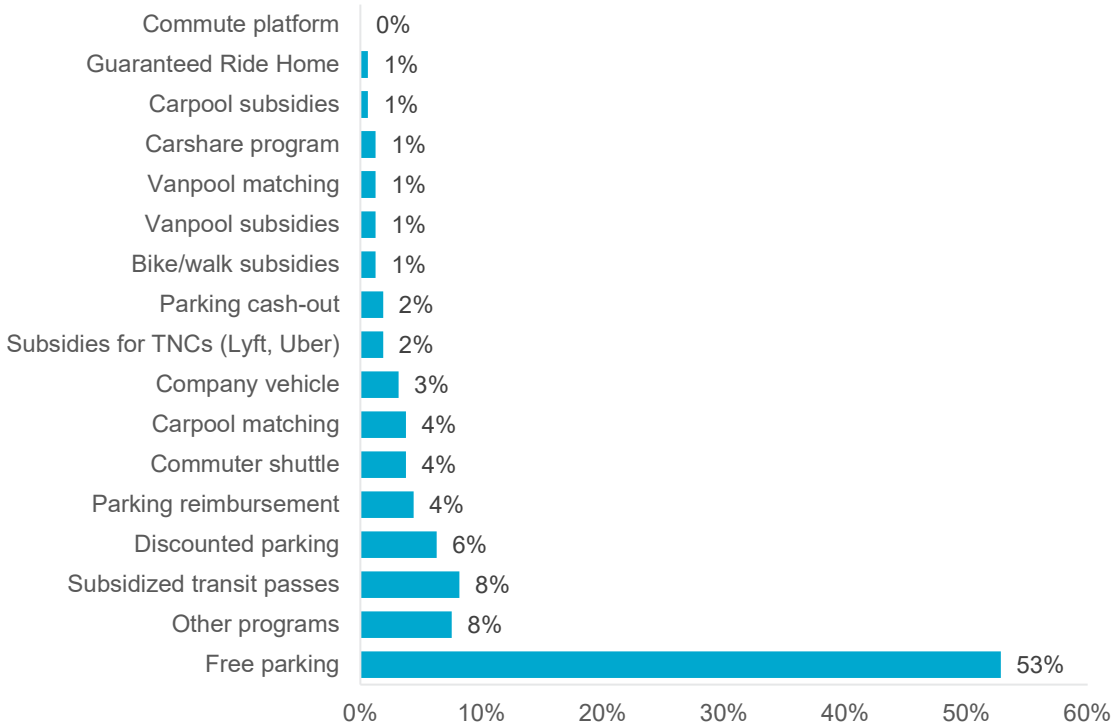
## Considerations for 2024

These travel patterns are important to consider when planning future commute options, particularly during early morning and late at night when transit services are limited. commuteLAX could increase their services like Guaranteed Ride Home to meet the demand of these peak periods. Providing efficient services will contribute to a more reliable commuting experience for employees, leading to increased satisfaction and greater usage of sustainable transportation options.

## Commute Programs

Among employers, 63% offer commute programs that offer a parking subsidy, such as free parking, discounted parking, or parking reimbursements, while only 8% of employers offer transit subsidies. Less commonly offered benefits include company vehicles (3%), TNC subsidies (2%), parking cash-out (2%), bike/walk subsidies (1%), vanpool programs (1%), carpool programs (1%), and Guaranteed Ride Home (1%). No employers offer a commute platform like RideAmigos or Luum (Figure 12).

Figure 103 Commute Programs Employers Provide



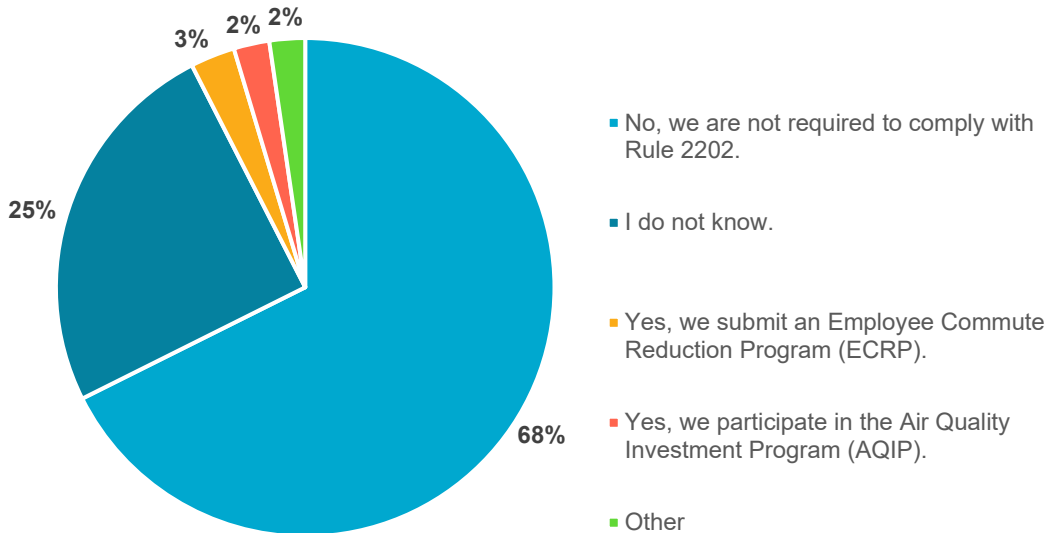
N = 160

## Rule 2202 Compliance

Rule 2202 On-road Motor Vehicle Mitigation Options is mandated by the South Coast Air Quality Management District (AQMD) and is designed to reduce mobile source emissions from employee commutes. Rule 2202 provides employers with a menu of emission reduction strategies that can be implemented to meet the designated emission reduction target (ERT) for their worksite. One of the options available to employers is the Air Quality Investment Program (AQIP) which allows employers to invest an annual \$46.73 per employee or triennially \$129.79 per employee into a South Coast AQMD administered restricted fund. Monies collected in this fund are to be used to fund proposals that reduce emissions equivalent to an ERT based on the level of employer participation in the AQIP. Rule 2202 also allows employers to implement the Employee Commute Reduction Program (ECRP) as an alternative to meet an ERT. The ECRP focuses on reducing work related vehicle trips and vehicle miles traveled to a worksite to achieve and maintain the employers' designated vehicle ridership (AVR) target.

According to the Annual Workforce Survey, about two-thirds of employers are exempt from complying with Rule 2202 since they have less than 250 employees. About a quarter of employers are uncertain about their compliance status. Only 3% of employers have implemented an ECRP to comply with Rule 2202, and 2% are participating in the AQIP (Figure 13). One employer reported they are not compliant with Rule 2202. A few employers noted recognition of future compliance with one reporting an anticipated staff increase would trigger Rule 2202 in the future, and another reported that they are expecting to launch a program to comply with Rule 2202 in the future.

Figure 114 Employers that Comply with Rule 2202



N = 173

## **Considerations for 2024**

Targeted outreach efforts may help reach employers who currently do not offer other commute benefits besides reduced parking costs. This focused approach aims to provide employees who have expressed interest in using carpool, vanpool, or transit with the commute options they want to use. commuteLAX can highlight the benefits of these as well as potential cost savings for parking and driving. Additionally, commuteLAX can offer guidance in implementing and managing carpool and vanpool programs, assist employees with applying for transit passes, and provide resources to promote sustainable commuting habits. By actively engaging with employers, employees will have greater access to sustainable commuting options.

## 3 WHAT'S NEXT

Based on what we learned this year, and with support from our commuteLAX membership fees, here's what we are planning for next year and beyond.

### Future Programs and Activities

#### Vanpool Program Expansion



commuteLAX will expand its current vanpool program by adding new routes based on the input from employees provided through the Employee Transportation Survey. commuteLAX aims to enhance the vanpool matching process to offer employees a more convenient and efficient commute option that aligns with their needs and preferences.

#### Ridematching Platform



This new web-based commute tool will provide commuter benefits through a one-stop portal which will include:

- Commute options based on location
- Integrated fare payment
- Administer incentives/rewards programs
- Carpool and vanpool matching
- Enrollment/Application process
- Survey administration
- Trip data collection and synthesis

In order to streamline access to all LAX information for employees, the ride matching tool will be integrated into the Altitude App.

A Request for Proposals (RFP) is anticipated to be released by end of 2023, and implemented and available to commuteLAX participants sometime in 2024.

## Advisory Group Meeting (ongoing in 2023-2024)



commuteLAX will continue to host quarterly advisory group meetings via Microsoft Teams. On the Annual Workforce Survey, 33% of employee transportation coordinators (ETCs) indicated that they are interested in joining the advisory group. During these meetings, ETCs discuss and provide input on new commute programs as well as learn new programs to promote to their employees such as the carpool program and transit pass program.

## Marketing Communication and Events



commuteLAX will continue to promote its commute programs at the following events:

- Clean Air Day/Rideshare week in October
- Earth Day in April
- Outreach at job fairs and other employee events
- Continue creating monthly newsletters for employees and ETCs

## Program Administration



commuteLAX will also continue the following efforts to gather more input and advocate for various programs to improve commuting options:

- Invoicing and fee collection
- Annual survey administration and synthesis
- Continued outreach to employers
- Periodic progress reporting
- Close communication with Metro and surrounding transit agencies to help improve public transit access for employees