

*Eco-Tip for 9-23-18*

## **Rideshare Week 2018: It's your life, enjoy the ride!**

by Susana Andres

For most, driving to work, school, errands or appointments, are trips done alone. In Ventura County 77.5% of workers drive to work by themselves. In contrast, others shared their trip with a colleague or neighbor with a similar itinerary cut traffic, reduced pollution, and lowered their commuting cost.

Sharing their ride, or ridesharing, doesn't benefit only their wallet, it benefits drivers' health and the environment by reducing harmful emissions. It benefits communities by removing cars from roads, and fewer cars means less traffic.

For those who are new to ridesharing, it's not just carpooling (driving in a vehicle with 2 or more people). Ridesharing is any means of transportation that removes vehicles from the road. Walking, bicycling, taking the bus or the train are all ridesharing modes that anyone can participate in.

Students who take the bus or their bikes to school are ridesharing. Parents who drive a school pool are ridesharing. And those lucky enough to be within walking distance of their job and enjoy a stroll as their commute, are ridesharing.

According to TicketToRide.org, a national website promoting ridesharing, if everyone carpooled just one day a week, traffic would be reduced by as much as 20%. Anyone can be a part of this effort.

Whatever the reason – more money in your pocket, helping the environment by lowering emissions, or including your commute in your daily fitness regimen by walking or bicycling – the Ventura County Transportation Commission (VCTC) can help you figure out what rideshare mode is best for you.

With Rideshare Week just around the corner, there isn't a better time to give ridesharing a try. Everyone is welcome to pledge to rideshare any day of the week October 1<sup>st</sup> through 5<sup>th</sup>.

Sponsored by VCTC and the Ventura County Air Pollution Control District (VCAPCD), this yearly event spotlights easy, green, and affordable ways to get commuters to work, school, doctor's appointments, the gym or any other place that would otherwise be a one-person trip.

"VCTC is committed to educating the residents of Ventura County about the many options available to travel," said Darren Kettle, executive director of VCTC. "The daily choices we make can greatly benefit the environment and improve our residents' quality of life."

During Rideshare Week, when you pledge to carpool, bike, walk or ride the bus, you will be entered to win one of nine \$100 VISA gift cards for your commitment! Go to [rideweek.org](http://rideweek.org) to submit your pledge.

You can also inquire with your employer to see if they participate in a rideshare program and pledge through their employee transportation coordinator. Pledges can be submitted through October 10.

Pledge to rideshare this year and consider ridesharing at least one day a month or week, all efforts make a difference.

For more information about transportation, air quality and ridesharing during Rideshare Week or anytime of the year, visit [goventura.org](http://goventura.org) or follow VCTC (@goVCTC) on Facebook, Instagram and Twitter, and VCAPCD (@VCAPCD) on Twitter.