



NEWS

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MTA SALUTES CALIFORNIA RIDESHARE WEEK OCTOBER 7 - 11; ENCOURAGES INDIVIDUALS TO USE PUBLIC TRANSIT

MTA salutes the eleventh annual California Rideshare Week, to be held Monday, October 7 through Friday, October 11. Thousands of commuters are encouraged to take advantage of the many programs and services offered by the MTA.

"This week is set aside every year to encourage people still commuting to and from work by themselves to pledge to rideshare during the week, either by carpool or vanpool, by using the bus, or by riding a bike," said MTA Board Chairman Larry Zarian.

"MTA offers a variety of Metro services that can fit the lifestyles of Southern Californians and can help individuals with their transportation needs during Rideshare Week."

California Rideshare Week '96 is sponsored by MTA, Southern California Rideshare and MetroLink, and works with employers in the region to urge commuters to cut traffic and smog by ridesharing at least one day during the week.

Festivities will include a number of employer-sponsored rideshare fairs with a statewide drawing to be held for those who pledge to rideshare. Entrants will be eligible to win cruises to Mexico, travel gift certificates and other prizes. Commuters can pick up pledge cards at their work sites, city offices and libraries, or by calling 1-800-COMMUTE.

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MTA currently carries over one million boarding passengers each weekday on its Metro Bus and Rail system and offers a variety of specially-priced monthly passes that can save commuters time and money by using public transit.

"In addition, MTA offers the best transportation bargain in town when patrons take advantage of our special 90 cent discount token, saving 45 cents off the regular cash fare of \$1.35," said MTA Chief Executive Officer Joseph E. Drew.

MTA also offers convenient Metro Bus Express service from the San Fernando Valley, South Bay and San Gabriel/Pomona Valley areas with nearby park and ride lots, including a new park and ride facility located on the northeast corner of Figueroa Street and Pacific Coast Highway in Wilmington.

Patrons can use the park and ride lot in Wilmington to board Commuter Express Line 448 from Palos Verdes to downtown Los Angeles via the exclusive Harbor Freeway Transitway.

Services offered by MTA include:

- Metro Bus system, carrying over one million boarding passengers each weekday.
- Metro Red Line subway system from Union Station in downtown Los Angeles to Wilshire and Western Avenue. This provides convenient transfer opportunities for patrons using MetroLink and arriving at Union Station, and for Metro Bus patrons traveling from the West-side along Wilshire Boulevard. The system presently carries approximately 31,500 boarding passengers each weekday.
- Metro Blue Line, from Long Beach to downtown Los Angeles, and carrying 37,300 daily commuters.

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- Metro Green Line, operating along the new I-105 freeway from Norwalk to El Segundo, and carrying 15,925 weekday boarding passengers.
- Metro Freeway Service Patrol, offering motorist assistance along major freeway corridors.
- Metro Freeway Call Box program which assists stranded motorist along the freeway system.
- MTA Telephone Information Center, offering one stop transportation information services by calling 1-800-COMMUTE.
- Metro Bikeways.

"We truly hope people will take advantage of the many travel opportunities that MTA has to offer during California Rideshare Week," said Drew. "Together, we can make a difference this week by sharing a ride to work, and reducing traffic congestion, while at the same time improving our air quality."

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