



NEWS

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MTA'S RIDESHARE 2000 PROGRAM EXPANDS TO OFFER MORE COMMUTERS \$2 A DAY IN INCENTIVE COUPONS

The MTA has expanded its innovative rideshare incentive program, Rideshare 2000, to new areas in Los Angeles County. MTA now offers up to \$120 in gift certificates to eligible commuters who work in the San Fernando Valley, Glendale, Pasadena, North Los Angeles County, Beverly Hills, Hollywood and West Hollywood.

Rideshare 2000 is designed to encourage people to share the ride by offering \$2 gift certificates for each day a "ridesharer" uses "alternate modes" of transportation to commute to work. The program is available to companies with fewer than 250 employees. Each participating employer is required to sign up with the MTA and designate an employee representative who certifies that employees at the worksite share the ride and qualify for the program.

Rideshare 2000 was initially implemented in early 1998. Eligible commuters within the program's original boundaries continue to be eligible for the incentives: San Gabriel Valley (Pomona SR-60 and the San Bernardino I-10 Freeways between the I-710 Freeway and San Bernardino County line); San Gabriel River Freeway (I-605) between the I-10 and I-405 Freeways; and the San Diego Freeway (I-405) from the South Bay to the Orange County line.

"The MTA is proud of the success of the first phase of Rideshare 2000 and is pleased to announce that even more Los Angeles commuters will share the ride to work now that Rideshare 2000 has been expanded into the San Fernando Valley and surrounding communities," said MTA Deputy CEO Sharon Landers.

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Eligible participants are employees who drove alone to work during the past 90 days. These former solo drivers may receive gift certificates that are valued at \$2 each and are redeemable at Ralphs, Target, or Unocal Gasoline. Employees must either carpool, ride public transit or commuter rail, bike, walk or telecommute to work at least five times per month during a three-month trial period.

Rideshare 2000 is funded by a grant awarded to the MTA. The funding was made possible by state Senate Bill 836 authored by Sen. John Lewis (R-Orange). SB836 provided funding to county transportation agencies and regional rideshare agencies in Southern California to implement voluntary rideshare programs.

Rideshare 2000 demonstrates MTA's commitment to developing creative solutions that reduce the demand on Los Angeles' over-burdened streets and highways.

"The MTA is offering positive incentives to commuters in the San Fernando Valley, North Los Angeles County, West Hollywood and nearby areas that try ridesharing," continued Landers. "This is a win-win situation. New ridesharers are offered a less stressful commute and financial rewards while everyone in the region benefits from reduced congestion and better air quality."

Companies and commuters can obtain additional information regarding Rideshare 2000 by calling the MTA at (213) 922-2811, or inquire via FAX at (213) 922-2849.

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