



NEWS

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SOUTH BAY GROUPS TAKE UP CAUSE OF MTA RIDESHARE PROGRAMS; EFFORTS COULD RESULT IN THOUSANDS OF NEW SIGN-UPS

The combined effort of two local business groups could result in scores of additional employees who work in around LAX, Westchester and Marina del Rey signing up for a pair of highly successful MTA rideshare programs, which will reduce traffic congestion and air pollution.

The Los Angeles World Airports Properties and Westchester/LAX Marina del Rey Chamber of Commerce have been busy promoting Rideshare 2000 and Club Metro in these areas to 1,000 companies with more than 23,000 workers.

The MTA programs offer new and experienced participants a variety of incentives if they commute to work by walking, taking a bus or train, carpool, vanpool or telecommute. The only caveat is that participants must work for companies with fewer than 250 employees and travel in and around LAX and along the 405 Freeway during rush hour.

"The Westchester/LAX Marina del Rey Chamber of Commerce decided to promote the MTA's Rideshare 2000 and Club Metro programs because the organization is striving to address the issue of traffic congestion," said chamber President Jim Bunch. "If the general public can be encouraged to participate, the programs can have a positive effect on the quality of life of the daily commuter.

"Since we cannot go back to the covered wagon days," continued Bunch, "the resolution of our traffic problems will occur through the creative and innovative thinking represented by the MTA. I encourage all of the 600 chamber members to support the programs."

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Over a three-month period, employees can earn up to \$120 in gift certificates from either Target, Ralphs or Unocal Gasoline if they sign up for Rideshare 2000, geared for employees who currently drive alone.

Club Metro rewards employees who have already been using an alternative form of transportation for the past six months with a membership card that entitles participants to 20% discounts or 2-for-1 specials redeemable at Los Angeles County restaurants and entertainment venues.

"The streets of Westchester, Marina del Rey and El Segundo are constantly running at capacity. We need to do everything we can to show people how easily they can commute on bus, light rail, carpool, bicycle or walk," said Judith Ciacimino, executive administrator of the Westchester/LAX Marina del Rey Transportation Management Association.

"With gas prices soaring, there is more interest than ever in alternative commute options," continued Ciacimino. "The Westchester/LAX Marina del Rey Chamber of Commerce wants to help its members save money and calm their nerves by showing them how to get out of their single occupancy vehicles."

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

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