



NEWS

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FOR IMMEDIATE RELEASE

MTA TO EXPAND POPULAR RIDESHARE INCENTIVE PROGRAMS TO EMPLOYERS THROUGHOUT LA. COUNTY AS GAS PRICES SOAR

Two successful MTA rideshare programs that have eased traffic congestion, improved air quality and provided employees who work in Los Angeles County with gift certificates and discount coupon books, will now be offered in all areas of Los Angeles County at a time when gasoline prices are skyrocketing.

The availability of the expanded countywide program gives commuters an opportunity to re-evaluate their transportation options.

Rideshare Rewards and Club Metro, the MTA's voluntary rideshare programs for employers with fewer than 250 employees, have helped to reduce traffic congestion and improve air quality along some of the county's most congested corridors by enrolling more than 4,000 employers in the program. The state-funded programs were developed as part of an effort to encourage the county's smaller employers to voluntarily provide ridesharing programs for their employees.

The two programs help employers by providing popular incentives to employees at no cost to the employers. To date, participants in the two programs have earned more than \$450,000 in incentives.

Rideshare Rewards, designed to encourage drive-alone commuters to try ridesharing, offers up to \$120 in gift certificates redeemable at Target retail stores, Ralph's supermarkets, or Unocal gas stations. Participants must rideshare a minimum of five times per month during a three consecutive month

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period and they earn \$2 a day for each day they rideshare. Ridesharing includes carpooling, vanpooling, riding the bus or train, walking, bicycling, or telecommuting.

Club Metro is an incentive program for employees who have been regularly ridesharing for six months or longer. Club Metro rewards participants with an entertainment discount book, offering great savings at a variety of restaurants and entertainment venues located throughout Southern California.

Launched in 1998, Rideshare Rewards (formerly known as Rideshare 2000) and Club Metro have reduced traffic congestion by 870,000 one-way vehicle trips and more than 13,000,000 vehicle miles. The programs have also improved air quality by eliminating 108,000 pounds of vehicle emissions. With the expansion, MTA hopes to eliminate an additional 20 million vehicle miles and 180,000 pounds of emissions over the next 4-1/2-years.

“The Rideshare Rewards and Club Metro programs benefit employers, employees, the community and the environment,” said Regional Planning Program Manager Cosette Stark. “Employers win because the programs are free and easy to administer. Employees benefit because they enjoy a less stressful ride to work and are financially rewarded for their efforts. And, of course, fewer cars translate into less congestion and cleaner air for the community and the environment.”

The incentive programs have also proven to be popular with employers. Since their inception, both the rideshare programs have demonstrated significant annual increases in participation rates.

In order to sign up for the programs, participants must work in Los Angeles County and be employed at a participating worksite with fewer than 250 employees.

The programs are funded, developed and implemented by the Los Angeles County Metropolitan Transportation Authority (LACMTA) with additional funding from the Regional Transportation Agencies Coalition and the Mobile

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Source Air Pollution Reduction Review Committee (MSRC).

For more information regarding either program, employers, including the public, can call the MTA Rideshare Rewards/Club Metro Hotline at (213) 922-2811.

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