

The staff of the new Employer Programs unit is, rear row from left, Supervisor Donna Blanchard, Norma Elston-Adams, Dominic Menton, Tony Hernandez, Manager David Sutton and Al Rangel. Center row, Robert Lew and Martin Buford. Front row from left, Supervisor Sarah Zadok, Aileen Landau, Valerie Rader and Teresa Milliken. Not shown: Brenda Stevenson.



PHOTO BY BILL HEARD

12 Employees Staff MTA's New Employer Programs Unit

(July, 17, 2002) A dozen new employees reported for work at MTA earlier this month, bringing with them the makings of a department whose goal is to increase rideshare, vanpool and transit use in Los Angeles County.

The 12 employees will staff the Communications Department's new Employer Programs unit. Previously employed by the Southern California Association of Governments (SCAG), they have a total of 170 years' experience in rideshare programs and employer support.

"A study completed earlier this year analyzed MTA's rideshare program and others around the nation," says Employer Programs Manager David Sutton. "The study recommended bringing the program in-house so we could increase employer participation and do it more efficiently."

Bringing rideshare function into MTA coincides with efforts to develop the universal fare system, EZ Pass and other innovative pass programs. It also gives the agency the staff it will need to work with employers, schools, colleges and others to encourage ridesharing and transit use.

The Employer Programs staff is divided among sales and client support services – five employees in each area – with two supervisors. Together, they currently serve corporations and businesses in the greater Los Angeles County area.

One of the goals for the Employer Programs staff is to double sales of MTA passes to local corporations. The agency also intends to aggressively market vanpool use.

"We want to attract those riders who have the option of using transit or not," Sutton says. "Regionwide, it's important to reduce the number of vehicles with drive-alone commuters."

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