

Employer Programs team members honored by Metrolink are, front row from left, Valerie Rader, Teresa Milliken, Aileen Laudau and Sarah Zadok. Back row, Al Rangel, left, and Robert Lew, right, are joined by Chief Communications Officer Matt Raymond and Employee Programs Manager David Sutton.



PHOTO BY GAYLE ANDERSON

MTA Team Honored for Increasing Metrolink's Corporate Sales

By VERONICA TORREJÓN

(Nov. 20, 2003) A team of MTA Employer Programs account executives was honored, today, for their role in significantly increasing corporate sales of Metrolink passes this year.

A partnership between MTA's Employer Programs -- which is primarily geared toward promoting ridesharing programs like carpools and vanpools -- and Metrolink has expanded to include about 48 new companies that have signed up to make Metrolink passes available at their work sites.

But for some MTA honorees, the real reward is the overall benefit to commuters and the environment.

"The more people we have riding transit, the less air pollution we have," Accounts Supervisor Sarah Zadok said. "It also means less stress for employees who can arrive to work on time."

Chief Communications Officer Matt Raymond agreed. "In the end we all win, the customers, the businesses, employees. I think it's really an example of what good can come from a partnership between two agencies."

\$100,000-plus increase

With an additional 60 Metrolink passes sold through the MTA team's effort this month, the total increase in revenue this year is well over \$100,000 and expected to increase significantly next month, Zadok said.

"This partnership is indicative of the types of programs MTA looks for to help alleviate traffic congestion and air pollution," said David

Sutton, Employer Programs manager.

In the last eight months, company participation in the program has increased 25 percent, said Metrolink Corporate Relations Administrator Edward Hargrave.

"It's phenomenal," he said, " We didn't expect this successful of a partnership, this great a growth, this great enthusiasm and support."

To mark the success of the program, Metrolink executives honored Zadok and her team of five account executives, today, at an appreciation luncheon at Ciao Italian Restaurant.

"We have done really well to promote Metrolink," she said. "I feel very proud of my staff and lucky to supervise a crew of individuals who have such a passion for our community and regional transportation goals."

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