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Rideshare's prestigious Diamond Corporate Award this year went to UCLA.



UCLA staff picks up the top award. Joining the group are Sherry Lewis, general manager fleet and transit operations, second from left; Penny Menton, associate director of transportation services, front row left; Renee Fortier, director of transportation services, and UCLA Assistant Vice-chancellor Jack Powazek.

Employers Honored During 6th Annual Rideshare Diamond Awards Luncheon

By RICK JAGER

(June 1, 2004) Metro along with the Ventura County Transportation Commission recently honored employers in Los Angeles and Ventura Counties that demonstrated outstanding achievement in employee rideshare programs.

"In these times of high gasoline prices, it's never been a better time to share the ride, whether it be on public transit, vanpooling or carpooling," said CEO Roger Snoble. "We recognize these employers for their hard work throughout the year in encouraging their employees to rideshare."

The prestigious Diamond Corporate Award this year went to UCLA. The award was given in recognition of two decades of outstanding innovations in ridesharing.

UCLA began its vanpool program in 1984 and the program continues to provide cost-effective, safe and reliable transportation alternatives for their employees. UCLA continues to set the standard for other employers in the state.

Diamond Award winners

Other Diamond Award winners included: Vertis, Macy's West, California State University, Dominguez Hills, American Apparel, City of Santa Clarita, California State University, Los Angeles, City of Westwood, City of Thousand Oaks, ARC Simi Valley, WellPoint, Johanson Technology, and

the Ventura County Air Pollution Control District.

Also, Warner Bros., The Walt Disney Company, Los Angeles Air Force Base, Direct TV, Candle Corporation, Boeing Satellite Systems, The Aerospace Corporation, Northrop Grumman Corporation, Raytheon Company, Warner Bros., Los Angeles World Airports, LAUSD and Fuller Theological Seminary.

Honorable Mention Awards were presented to: Avibank, California Institute of Technology, Cal State Northridge, The Getty Trust, Latham & Watkins LLP, Los Angeles Child Support Services, Los Angeles County USC Medical Center, Maguire Properties, Metropolitan Water District and First Data Corporation.

Metro Commute Services staff joined forces with the Los Angeles and Ventura County Transportation Commissions to present the awards.



Pictured are, front row, from left, Teresa Milliken, KFWB Traffic Reporter Jeff Baugh, and Donna Blanchard; second row, from left, Aileen Landau, Crossroads editor Jill Smolinski, Norma Elston-Adams and Sarah Zadok; back row, VCTC's Alan Holmes, Dominic Menton, Martin Buford, Valeria rader, Brenda Stevenson, Tony Hernandez and David Sutton.

The Rideshare Diamond Awards were presented during a special awards luncheon at the Millenium Biltmore Hotel in downtown Los Angeles.

Nominations for the awards were submitted from employers in four categories: Innovative Rideshare Program or Strategy, Outstanding Marketing Program, Individual or Group Achievement and Shoestring Program.

A panel of judges representing the five county transportation commissions in Los Angeles, Orange, Riverside, San Bernardino and Ventura reviewed the nominations and selected the winners.