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Golden Pylon Winners – Six area traffic reporters were named winners of coveted “Golden Pylon” awards for their dedication to keeping the traffic moving. From left are Ryan Disch, producer for Airwatch America and CBS-TV, Vera Jimenez of CBS-TV, CHP Officer Ricardo Quintero, Sioux-z Jessup of Metro Networks and Arrow 93.1 FM, Lori Ryan of Airwatch America and KBIG, and Nancy Rodriguez of Metro Networks. Sponsored by Metro and the transit authorities of Orange, Ventura, San Bernardino and Riverside counties, the “Golden Pylon” event was the kickoff for Rideshare Week, Oct. 4 – 8.

Metro to Mark 18th Annual Rideshare Week, Oct. 4 – 8

By DAVE SOTERO

(Oct. 1, 2004) Metro is urging Los Angeles commuters to share the ride, Oct. 4 – 8, as part of the 18th annual Rideshare Week, a statewide campaign to reduce solo driving on the state’s congested streets and freeways.

According to the U.S. Census Bureau, solo drivers accounted for 70 percent of work commutes made within Los Angeles County in 2000. Carpooling accounted for just 15 percent, while public transit represented nearly 7 percent of work commutes. Other means, including walking and bicycling comprised the remaining 8 percent of work trips.

In a cost comparison conducted by Metro earlier this year, daily LA County commuters who switch from solo driving to public transportation, carpools or vanpools can save more than \$4,000 a year in commuting costs.

“If commuters shared the ride just one day per week, we would see dramatic improvements in traffic congestion in Los Angeles County,” said David Sutton, executive manager of Metro Commute Services for Metro. “It would do wonders for mobility in our region.”

Promoting Rideshare Week

Metro is working with thousands of employers throughout Southern

California on ridesharing programs. More than 600 employers will be conducting rideshare events within their companies to promote Rideshare Week.

This year marks the 30th anniversary of Southern California's Rideshare Program and participation grows every year.

More than 786 businesses with 250 or more employees now participate in Metro Commute Services programs, a 68 percent increase within the last two years. An additional 2,000 businesses with less than 250 employees also participate.

On the web, WWW.RIDEMATCH.INFO lists more than 177,000 commuters seeking carpool or vanpool partners. Metro also fields 500 - 700 calls a month on the 1-800-COMMUTE toll-free line from callers in LA County.

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