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Welcome to 'Share the Ride' Workshop

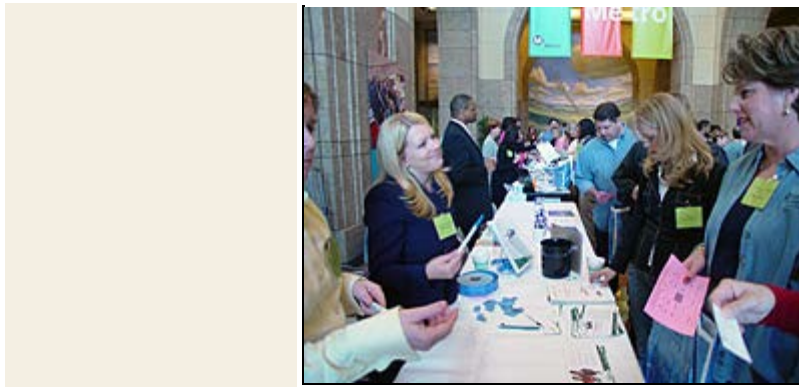


Rideshare vendors from Flexcar to Enterprise Rent A Van to LA DWP and Torrance Transit offered alternative transportation options to rideshare coordinators from nearly 200 participating employers.

Transportation Coordinators Get Tips on Marketing Rideshare



Above, Getty Foundation coordinator Carla Machuca collects information. Below, Enterprise Rent A Van representative Amber Brown, at right, offers suggestions.



(Nov. 16, 2004) Employee Transportation Coordinators from across LA County gathered at Metro Headquarters, Tuesday, for training on how to market rideshare services in their companies.

The "Share the Ride Workshop," hosted by Metro Commute Service, provided tips on effective rideshare marketing. In California, companies with 250 or more employees are required to offer rideshare programs.

The ETCs were introduced to Metro's new Employer Pass Program, to the TAP fare program being readied for introduction in 2005, and to the Metro Liner articulated bus scheduled for use on the Metro Orange Line next year.

To interest their employees in using Metro and other commuter services, Tuesday's seminar offered the ETCs such tips as promoting ridesharing at company events; using posters, brochures, electronic messages and newsletters; and stressing W.I.I.F.M – What's In It For Me



Metro Commute Services manager David Sutton, greets transportation coordinators at morning session.