


[Home](#)
[CEO Hotline](#)
[Viewpoint](#)
[Classified Ads](#)
[Archives](#)
[Metro.net](#) (web)

## Resources

[Safety](#)
[Pressroom](#) (web)

[CEO Hotline](#)
[Metro Projects](#)
[Facts at a Glance](#)  
(web)

[Archives](#)
[Events Calendar](#)
[Research Center/  
Library](#)
[Metro Cafe](#) (pdf)

[Metro Classifieds](#)
[Retirement  
Round-up](#)

## Metro Info

[Strategic Plan](#) (pdf)

[Org Chart](#) (pdf)

[Policies](#)
[Training](#)
[Help Desk](#)
[Intranet Policy](#)

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City of Pasadena coordinators Madelyn Robinson and Judi Masuda, center, pick up prestigious Corporate Rideshare Diamond Award for innovative employee transportation program 'Prideshare.' The winners shared the spotlight with Metro Commute Services Manager David Sutton and honored guests actor Corbin Bernson and economist Jack Kyser of the Economic Development Corporation.



PHOTOS: JUAN OCAMPO

## Metro Recognizes Local Businesses for Rideshare Achievement

- Pasadena wins top corporate award for 'Prideshare' program

By DAVE SOTERO

(May 26, 2005) Employers in Los Angeles and Ventura counties that have demonstrated outstanding achievement in employee rideshare programs were recognized, Wednesday, at the 7th annual Rideshare Diamond Awards luncheon, sponsored by Metro and the Ventura County Transportation Commission.

The prestigious Corporate Rideshare Diamond Award, this year, went to the City of Pasadena. The award was given in recognition of its wide-reaching transportation management program, "Prideshare."

Besides meeting or exceeding Average Vehicle Ridership (AVR) requirements at its work sites, Pasadena has implemented an ordinance requiring local businesses to also offer rideshare programs, and is recognized by the California Bike Coalition as a bike-friendly city.

Los Angeles area Diamond Award winners are Hilton Universal Hotel, Macy's West (Pasadena), Art Center College of Design, Specialty Laboratories, Boeing Satellite Systems, Raytheon and the Aerospace

Corporation, Jet Propulsion Laboratory, Los Angeles World Airports and ABS Computer Technologies.



Southland employers garnered a total 26 Awards: 16 Diamond Awards, six Honorable Mentions, and four California Rideshare Week Sponsor recognitions.

### **Ventura County winners**

Diamond award winners for Ventura County are Robbins Auto Top Company, Waterway Plastics, Shell Solar Industries, County of Ventura and Spatz Laboratories.

Merit Awards were presented to Zenith Insurance Company, Los Angeles County and USC Medical Center, Maguire Properties – West Asset Plaza and the City of Santa Monica.

"The Diamond Awards showcase the best in rideshare programs and ideas in Southern California, and this year is no exception," said CEO Roger Snoble. "The employers we're recognizing today have demonstrated their commitment to helping improve air quality and alleviate our region's traffic congestion through carpool, vanpool, public transit and other alternatives to solo driving."

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.



Metro Commute Services hosted the 7th Annual Rideshare Diamond Awards and Luncheon. Pictured, back row, from left, are Al Rangel, Sarah Zadok, Norma Elston-Adams, Aileen Landau, Manager David Sutton, Donna Blanchard, Teresa Milliken, Mary Ann Garcia, Jill Smolinski, and Valerie Rader.

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