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Go Bruins! Deputy CEO John Catoe and Metro Commute Services Director David Sutton, alongside UCLA Transportation Services Director Renee Fortier and UCLA Asst. Vice-chancellor Jack Powazek, welcome UCLA Bruins on board the Go Metro Transit Pass Program.



Photos by Juan Ocampo

UCLA "Goes Metro" with Metro Discounted Transit Pass Program

- First Major University in L.A. County to offer program.

By DAVE SOTERO

(Oct 6, 2005) Metro and UCLA Transportation Services today announced a partnership to offer discounted transit passes to UCLA students, staff and faculty, making it the first major university campus to offer such a program in Los Angeles County.

The Go Metro Transit Pass Program will provide UCLA transit riders unlimited travel throughout the academic year on board all Metro Bus and Metro Rail lines at half the cost for full fare riders.

"The Go Metro Transit Pass Program gives UCLA riders the convenience of an unlimited Metro Bus and Metro Rail pass at significantly reduced fares," said John Catoe, Deputy CEO of Metro. "Institutions of higher learning throughout L.A. County can work with Metro to get this pass program implemented at their schools to help reduce the stress or added expense of driving."

Promotes transit use

Metro offers its Institutional Pass Program to large organizations such as

colleges, universities and trade schools in efforts to promote transit use among large businesses, institutions and major organizations.

The program enables institutions to negotiate fare media arrangements and additional services with Metro. To date, community colleges such as Los Angeles City College and Pierce College have participated in the program.

At \$45.50 for students and \$78 for staff and faculty for the Fall 2005 quarter (\$42 and \$72, respectively, in subsequent quarters), the passes are an economical choice for students, staff and faculty seeking relief from the current high costs of commuting to and from campus.



UCLA's rideshare programs help mitigate the impacts of traveling to the school by more than 35,000 daily students.

Wealth of rideshare programs

UCLA Transportation Services, which provides a wide variety of cost-effective transportation programs and services for the campus and adjacent properties, will pay 50 percent of the costs on behalf of riders.

The university has a wealth of award-winning rideshare programs that help mitigate the impacts of traveling to the school by more than 35,000 daily students. The university's employee vanpool program, for example, is one of the largest in L.A. County.

Metro Buses make nearly 1,200 trips to UCLA or Westwood daily. Riders may board from more than 15 stops in the area.



Joe Bruin, mascot and transit rider, shows off his new Metro transit pass on board a Metro Rapid bus.

Rideshare Week success story

The program was announced during During Rideshare Week (Oct. 3-7), when Metro challenges commuters and others to share a ride and save money on gas while easing traffic and air pollution.

Metro Commute Services offers an array of other rideshare programs, including a service that matches commuters with carpool partners and vanpools. Incentives such as Starbucks gift cards are offered for trying these rideshare options.

"Participation in Metro Rideshare programs grows every year," said Metro Commute Services Director David Sutton.

More than 1,000 worksites with 250 or more employees participate in Metro Commute Service programs, representing a 68 percent increase within the last three years. An additional 1,200 businesses with less than 250 employees also participate in these programs.