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## Sharing the Rideshare Dream: Employers Pack Metro Commute Services Workshop

- Transportation Coordinators from more than 225 employers in L.A. County learn how to market 'Rideshare' programs to their employees



Metro Commute Services' Teresa Milliken presents training certificate of completion to ETC Madelyn Robinson, who coordinates transportation options for some 2,000 City of Pasadena employees.

(Nov. 16, 2005) Employee Transportation Coordinators (ETCs) from across LA County gathered at Metro Headquarters, Tuesday, for training on how to market rideshare services in their companies.

The ETCs picked up a well-earned training certificate required by Southern California Air Quality Management District. The half-day session in the Metro Board Room was also an opportunity for rideshare vendors, such as Flexcar, Enterprise Rent-A-Car, and municipal bus services to display their alternative wares.

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

The ETCs reviewed Metro's Employer Pass Program, the TAP fare program being readied for introduction in 2005, and welcomed the Metro Orange Line to the Rideshare family. L.A. Bike Coalition leader K.C. Butler presented bike safety tips.

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.

Metro  
Commute  
Services'  
Aileen Landau  
hands out  
the inscribed

certificates to  
transportation  
coordinators  
after  
completion of  
the seminar.



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