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Resources

- ▶ [Safety](#)
- ▶ [Pressroom](#) (web)
- ▶ [Ask the CEO](#)
- ▶ [CEO Forum](#)
- ▶ [Employee Recognition](#)
- ▶ [Employee Activities](#)
- ▶ [Metro Projects](#)
- ▶ [Facts at a Glance](#) (web)
- ▶ [Archives](#)
- ▶ [Events Calendar](#)
- ▶ [Research Center/Library](#)
- ▶ [Metro Classifieds](#)
- ▶ [Bazaar](#)

Metro Info

- ▶ [30/10 Initiative](#)
- ▶ [Policies](#)
- ▶ [Training](#)
- ▶ [Help Desk](#)
- ▶ [Intranet Policy](#)

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Southland Transit Agencies Offer ‘Guaranteed Ride Home’

By RICK JAGER

(Aug. 11, 2006) A Southland partnership of county transportation agencies has unveiled its newest regional program to encourage commuters to share the ride to work.

It’s called “Guaranteed Ride Home,” and it’s offered at no cost to participating employers and the commuters who work for them.

“This is a tremendous step forward in making ridesharing more appealing to Southland commuters,” says Cosette Stark, Metro’s Director of Research and Development.

The program is sponsored by Metro, the Orange County Transportation Authority, Riverside County Transportation Commission, and the San Bernardino Associated Governments (SANBAG).

The Guaranteed Ride Home program addresses some of the most often-heard objections to ridesharing: “I’d rideshare, but what if my child gets sick? What if I have to work late? What if I have a personal emergency?”

Takes the worry out

The program takes the worry out of ridesharing by providing qualified employees a free rental car or taxi ride home if an emergency arises.

“Employers have a difficult job convincing their employees to share the ride to work. This program makes it a little easier,” said Michelle Kirkhoff, SANBAG’s director of Air Quality and Mobility Programs.

Companies located in the four-county area must meet eligibility requirements in order to participate in the program.

Once an employer is registered, employees who rideshare to work can receive up to four free emergency rental car or taxi rides home in a 12-month period.

And, if a company has its own guaranteed ride home program in place, the regional program can be used to augment it. Businesses of any size can enroll, and there is no cost to participate.

