

[Metro.net](#) (web)

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](#)

Need e-Help?

Call the Help Desk
at 2-4357

[Contact myMetro.net](#)

Rideshare vendors from Enterprise Rent A Van to Midway Rideshare Van Pools, VPSI, Inc, and Santa Monica's Big Blue Bus offered alternative transportation options, Tuesday, to rideshare coordinators from nearly 200 participating employers.



Photos by Gayle Anderson

How to Market Rideshare: It's a Good Thing!

(Nov. 16, 2006) Employee Transportation Coordinators from across Los Angeles 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 on Nov. 14, provided tips on effective rideshare marketing.

In California, companies with 250 or more employees are required to offer rideshare programs.

The ETCs also were introduced to new and ongoing Metro programs, and attended a seminar on "Gorilla Marketing" conducted by Jim Moore of Moore and Associates.

To interest their employees in using Metro and other commuter



Metro Commute Services Director David Sutton demonstrates the TAP fare card system.



services, Moore presented marketing tips on how to utilize or improve their rideshare programs at their worksites.

Jill Smolinsky, Rideshare associate, and Harlan West, HWDS & Associates help get the word out.



Dexter Galvez: Everything you need to know about Santa Monica's Big Blue Bus.