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Photo op: Rideshare spokesman Huell Howser, 3rd from left, joins traffic reporters, from left, Dona Dower, Diana Rizzo, Ginger Chan, Tom Storey, Lori Ryan and Humberto Jimenez at 11th annual Golden Pylon Awards.



Photos by Juan Ocampo

Southland Transit Agencies Hail Traffic News Reporters as "Part of the Solution" to Region's Giant Traffic Jam

- PBS television host and the region's official Rideshare spokesman Huell Howser welcomed traffic reporters to 11th Annual Golden Pylon Awards Sept. 19 in Hollywood. Awards spotlight achievement of broadcast traffic reporters who help keep the traffic moving by pitching Rideshare and other public transit options. Presentation follows release of much-anticipated Texas Transportation Institute's 2007 Annual Urban Mobility Report, the nationally known study on traffic congestion in the nation's 85 largest metropolitan areas. Event is a prelude to Rideshare Week Oct. 1-5.



By GAYLE ANDERSON

Sept. 20, 2007) The Southland's official Rideshare spokesman, PBS television host Huell Howser, handed out coveted Golden Pylon Awards to Southland traffic reporters at an awards luncheon Wednesday, honoring the true grit reporters whose on-air traffic talk keeps the region's traffic moving by promoting rideshare options such as carpool lanes, vanpools and public transportation.

Illuminating a stellar effort in unraveling the region's huge traffic knot, gleaming Lucite trophies in the shape of a traffic cone pylon went to five reporters who report on the daily traffic grind for numerous

broadcast outlets.

They are:

- Tom Storey, Metro Networks – You hear him from the air on KFVB Air

A man with light brown hair, wearing a white button-down shirt over a grey t-shirt, is speaking into a black microphone. He is smiling and looking towards the left. A name tag is pinned to his shirt. In the background, a blue banner with white text is partially visible, including the words "Family Feud" and "Most Likely To".



<http://intranet1.lacmta.net/news/report/goldenPylon07.htm> (2 of 3) [1/7/2013 5:49:04 PM]

"I'm inviting every solo commuter in Southern California to leave their car at home and share the ride," he said. Howser offers ridesharing tips and "Tales from the Fast Lane" at www.commutesmart.info, where commuters can find a carpool partner, a vanpool, and get fast, on-line routing for bus or train.



Emcee Howser with Rideshare officials, including Metro Commute Services Director David Sutton and Warren Morse, DEO of Marketing, center, event coordinator Jill Smolinski, seated, at left, and Transportation Program Director Cosette Stark, seated, second from left. The awards ceremony is sponsored by five regional transit agencies: Metro in Los Angeles County, Orange County Transportation Authority, Riverside County Transportation Commission, San Bernardino Associated Governments and Ventura County Transportation Commission.

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The Golden Pylon Awards is a traditional prelude to Rideshare Week – Oct. 1 -5 – a statewide campaign aimed to encourage thousands of commuters to 'share the ride' to help reduce traffic and smog. Currently 77 percent of commuters drive alone to work, and traffic congestion increases by 3 percent each year.

The awards underscored the release Sept. 18 of the Texas Transportation Institute's 2007 Annual Urban Mobility Report, which noted that traffic congestion continues to plague American cities of all sizes.

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