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'Carnival' Puts Rideshare Week Message in the Fast Lane

- [Check it out](#): Pledge online to share the ride during Rideshare Week Oct 5 - 9

(August 27, 2009) Metro Commute Services staged a Diamond Lane Carnival, complete with spinning game wheels, basketball hoops, celebrity photo ops, and prizes galore, to get Rideshare coordinators to the top of their game for Rideshare Week.

Rideshare Week, which begins Oct. 5 this year, is an annual statewide campaign designed to encourage commuters to take personal responsibility for reducing traffic and smog by pledging to rideshare.

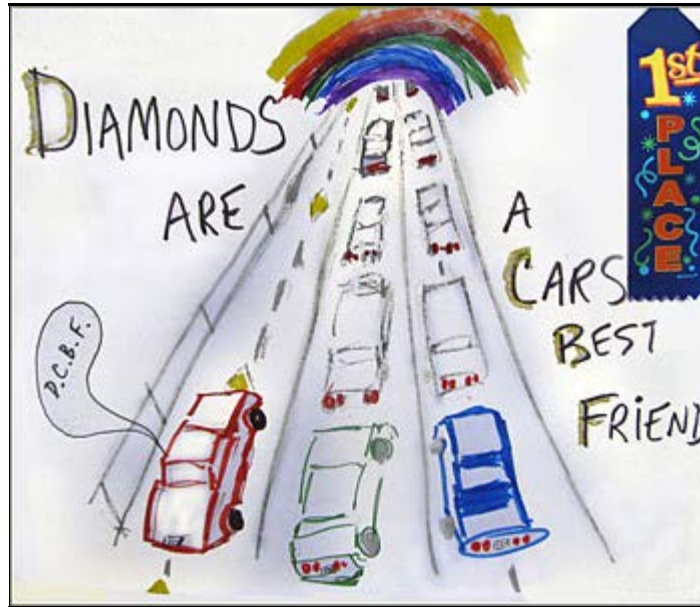
That is when the coordinators, who manage Rideshare options for employees for more than 150 major employers in Los Angeles County, are challenged to increase the legions of commuters cruising in the region's HOV "Diamond Lanes."

The game plan was to generate marketing ideas that Rideshare coordinators could develop to get the "Share the Ride" message out to some 70,000 employees still in the solo driver mode.

It's worth the effort, says Commute Services Director David Sutton.

According to a Caltrans study, 60 percent of commuters who try ridesharing for the first time during Rideshare Week continue to rideshare, at least occasionally.

Last year, Metro collected 5,574 online pledge cards and over 7,000 paper pledges during the 2008 Rideshare Week pledge drive.



For the 'Design a Diamond Lane Flyer' contest, Rideshare coordinators created great themes in short time. The first place entry, pictured here, went to Wayne Clark from the Los Angeles County Sheriff's Department.

Using diamonds as a visual, the carnival gave coordinators ideas on how to market Rideshare Week with games and booths one would likely find at a county fair.

On the Plaza level, various vendors provided information on marketing, vanpooling, bicycling. Other booths included Foothill Transit, FlyAway, AQMS Automotive, Association for Commuter Transportation and Metro's TAP Validator and Commute Services staff.

Currently, eight in ten commuters drive alone to work and traffic congestion is growing by 3% each year, according to the [Commute Services](#) website.

Nationwide, The overall cost of congestion, based on wasted fuel and lost productivity, reached \$87.2 billion in 2007 – more than \$750 for every U.S. traveler, according to the Texas Transportation Institute (TTI)'s 2009 Urban Mobility Report.