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**Congestion Busters:** 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 six reporters who report on the daily traffic grind for numerous broadcast outlets. And the winners are, from left, Vera Jimenez, Southern California's most-watched early morning TV traffic reporter; Tori Scott, who reports on KSB, KTMQ, KYMT, KSGN; Tiffany Brazil-Galea'l, who reports on KLCA, KIXA, KJILL, KYMT, KSPA, KTMQ, KSLY, I Heart Radio; Mark Wheeler of KLOS; Arianna Ortiz, who reports on KRTH, KFVB, and California Highway Patrol Officer Vince Ramirez, who reports traffic conditions on FOX 11 Morning News, Univision 34 morning news, Primera Edicion of Univision 34, 6 p.m., and on radio stations KWRM Radio Mexico mornings; KFRN 1280 Family Radio, La Poderosa 1550 and on the Internet Real Time Traffic internet show on Myfoxla.com for Fox network. *Photos by Gayle Anderson*

## Gearing up for Rideshare Week, Southland Transit Agencies Show Traffic Reporters Some Respect

In the news: [Golden Pylon Awards put a positive spin on traffic](#)  
*Los Angeles Times 10.1.09*

(Oct. 1, 2009) The annual Golden Pylon Awards spotlight true-grit traffic reporters whose on-air traffic talk keeps the region's traffic moving by promoting rideshare options such as carpool lanes, vanpools and public transportation. The awards are prelude to Rideshare Week, which begins Monday.

The event is sponsored by five regional transit agencies: Metro, Orange County Transportation Authority, Riverside County

The Golden Pylon Awards is a traditional prelude to Rideshare Week – a statewide campaign aimed to encourage thousands of commuters to 'share the ride' to help reduce traffic and smog. Rideshare Week begins Monday.

Transportation Commission, San Bernardino Associated Governments and Ventura County Transportation Commission.

Traffic congestion continues to rise in American cities of all sizes, according to the Texas Transportation Institute's 2009 Annual Urban Mobility Report, the nationally known study of mobility and traffic congestion on freeways and major streets in 90 cities.

The 2009 mobility report notes that congestion in the Los Angeles-Long Beach-Santa Ana region, which chokes 61 percent of the freeway and major arterial system during the 8-hour peak periods and causes the average peak period traveler to spend an extra 70 hours of travel time and an additional 53 gallons of fuel per year.

Congestion also costs the solo driver an estimated \$1,480 in cold, hard cash and hits the region up for \$10.3 billion annually.

—from Gayle Anderson



Metro Commute Services Director David Sutton presents 'commuter's choice' award to CBS 2 News Traffic Reporter Vera Jimenez. In background, emcee Alan Holmes of the Ventura County Transportation Commission. Below, KFWB Traffic Reporter Arianna Ortiz shows off her gleaming Golden Pylon to last year's winner KLOS Traffic Reporter Doug Dunlap.

