



# NEWS

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## **FIRST-TIME COMMUTER VANPOOLERS FIND THEIR FIELD OF DREAMS; NEW \$100 REBATE PROGRAM ALREADY PROVING POPULAR**

Offer first-time Los Angeles County vanpool riders a \$100 rebate - if they commute to work - and they will come.

Such vanpooling "Fields of Dreams" have been big hits before. A whopping 87% of the people who tried commuter vanpooling for the first time and remained in the program for at least three months, still were vanpooling two years later, according to results contained in a recent pilot program study funded by the MTA.

In order to qualify for a \$100 rebate, which pays for one month's fare, vanpoolers must remain in the program for a minimum of three months.

"Based on the statistics, it's fairly obvious that once someone gives vanpooling a real chance, they're going to fall in love with it and recommend it to friends," said Larry Zarian, MTA Board Chairman. "The same rule applies to all alternative modes of transportation. Just try it once."

To qualify for the new Vanpool Rider Rebate Program, funded by the MTA and coordinated by SCAG's Southern California Rideshare, riders must be vanpooling for the first time, travel along a Los Angeles County carpool lane for at least three miles, and participate in the program for three consecutive months. The program is expected to last until June 1997, and is available to the first 500 qualified vanpoolers.

MORE...

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"Many people are unaware that MTA funds the efforts of Southern California Rideshare to assist in finding carpool partners or available seats on area vanpools." said Joseph Drew, MTA Chief Executive Officer. "We encourage the public to join a vanpool or carpool with co-workers to maximize the use of this growing system."

There are more than 100 miles of carpool lanes on freeways throughout Los Angeles County. Commuters using carpool lanes can save at least one minute per mile traveling on freeways during rush hour.

A 1991-93 pilot program provided incentives to 678 first-time Antelope Valley vanpoolers traveling along Route 14. Approximately 87% of the people who participated in it for three months, still were vanpooling two years later.

In addition, 872 people have been placed in phase two of the program. Launched in 1994, the overall success of phase two is presently being evaluated.

For more information and/or to request an application, call (213) 630-1551.

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