



NEWS

April 14, 1998

CONTACT: GARY WOSK/JIM SMART
MTA MEDIA RELATIONS
(213) 922-2712/922-2700
FOR IMMEDIATE RELEASE

EMPLOYERS RESPOND IN DROVES TO NEW RIDESHARE PROGRAM THAT OFFERS COMMUTERS UP TO \$120 IN GIFT CERTIFICATES

The MTA's recently unveiled innovative rideshare program has exceeded expectations.

In only five working days, the MTA unit responsible for keeping track of Rideshare 2000, Transportation Demand Management, has received 50 calls regarding the program. A number of those calls, at least 20 as of today, has resulted in commitments to participate.

Rideshare 2000 offers participants \$2 gift certificates redeemable at Target, Ralphs or Unocal Gasoline if they decide to stop driving to work alone and use instead a variety of alternative means of transportation. Thousands of people are expected to take advantage of one of the most flexible programs of its kind ever introduced in the area. Many have already started to do so.

The program, the first ever developed by the MTA, targets three transportation corridors, all located near certain freeways with new or soon-to-be-opened carpool lanes.

"Expectations were high prior to the program's debut last week that Rideshare 2000 would be a big hit," said MTA Deputy CEO Sharon Landers. "This positive early response is indicator of just how successful the program will likely become."

The program is designed for companies with fewer than 250 employees. Each participating employer is required to sign up (using a program form) with the MTA and designate an employee representative who certifies that employees at the worksite are actually ridesharing and qualify for the program.

MORE...

Page 2 Rideshare 2000 Early Results

The MTA has developed the program to reduce congestion, increase mobility and improve air quality along these corridors. Programs like Rideshare 2000 are highly effective, with 85 percent of the participants continuing to use alternative modes up to one year after the incentives end.

The gift certificates are valued at \$2 each and are redeemable at Target, Ralphs or Unocal Gasoline. Employees must either carpool, ride public transit or commuter rail, bike, walk or telecommute to work at least five times per month during a three-month trial period. Participants can receive up to \$120 worth of gift certificates.

The program is restricted to employees who have been driving alone to work during the past 90 days.

Rideshare 2000 is funded by a \$860,000 grant awarded to the MTA. The funding was made possible by state Senate Bill 836 authored by Sen. John Lewis (R-Orange). SB836 provided funding to county transportation agencies and regional rideshare agencies in Southern California to implement voluntary rideshare programs.

Rideshare 2000 demonstrates another facet of the MTA which also is responsible for developing creative solutions that reduce the demand on Los Angeles' over-burdened streets and highways.

The targeted corridors are:

- **San Gabriel River (I-605) Freeway between the I-10 and I-405 Freeways.**
Cities include: Artesia, Bell, Bell Gardens, Bellflower, Cerritos, Commerce, Downey, Hawaiian Gardens, La Mirada, Lakewood, Long Beach, Monrovia, Montebello, Norwalk, Paramount, Pico Rivera, Santa Fe Springs, Whittier, Baldwin Park, El Monte, Industry, South El Monte, West Covina, Rosemead and Monterey Park.
- **Pomona SR-60 and the San Bernardino I-10 Freeways between the I-710 Freeway and San Bernardino County line in the San Gabriel Valley.**

MORE...

Page 3 Rideshare 2000 Early Results

Cities include: Alhambra, Arcadia, Azusa, Baldwin Park, Bell, Commerce, Claremont, Covina, Diamond Bar, El Monte, Glendora, Industry, Irwindale, La Habra Heights, La Puente, La Verne, Los Angeles, Montebello, Monterey Park, Pico Rivera, Pomona, Rosemead, San Dimas, San Gabriel, San Marino, South El Monte, South Pasadena, Temple City, Walnut, West Covina and Whittier.

- **405 Freeway between South Bay and Orange County line.** Cities include: Carson, Compton, El Segundo, Gardena, Hawaiian Gardens, Hawthorne, Hermosa Beach, Inglewood, Lakewood, Lawndale, Long Beach, Los Angeles, Manhattan Beach, Redondo Beach, Signal Hill and Torrance.

These facilities are among the 152 miles of Los Angeles freeways with carpool lanes. Funded in part by the MTA, this is the largest system of carpool lanes in the world. Commuters using carpool lanes also save time — one minute per mile during rush hour.

Companies and commuters can obtain additional information regarding Rideshare 2000 by calling the MTA at (213) 922-2811, or inquire via FAX at (213) 922-2849.

###