



Metro News Pressroom

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FOR IMMEDIATE RELEASE

Metro Recognizes Southland Businesses at 7th Annual Rideshare Diamond Awards

Metro and the Ventura County Transportation Commission today recognized employers in Los Angeles and Ventura Counties that have demonstrated outstanding achievement in the development and implementation of innovative and successful rideshare programs for their employees.

"The Diamond Awards showcase the best in rideshare programs and ideas in Southern California, and this year is no exception," said Metro CEO Roger Snoble. "The employers we're recognizing today have demonstrated their commitment to helping improve air quality and alleviate our region's traffic congestion through carpool, vanpool, public transit and other alternatives to solo driving. They are proving to all employers how easy it is to 'share the ride.' "

The prestigious Corporate Rideshare Diamond Award this year went to the City of Pasadena. The award was given in recognition of its wide-reaching transportation management program, "Prideshare." Besides meeting or exceeding Average Vehicle Ridership (AVR) requirements at its work sites, Pasadena has implemented an ordinance requiring local business to also offer rideshare programs, and is recognized by the California Bike Coalition as a bike-friendly city.

Los Angeles area Diamond Award winners include: Hilton Universal Hotel, Macy's West (Pasadena), Art Center College of Design, Specialty Laboratories, Boeing Satellite Systems, Raytheon & the Aerospace Corporation (Group Achievement), Jet Propulsion Laboratory, Los Angeles World Airports and ABS Computer Technologies.

Diamond award winners for Ventura County include: Robbins Auto Top Company, Waterway Plastics, Shell Solar Industries, County of Ventura and Spatz Laboratories.

Merit Awards were presented to: Zenith Insurance Company, Los Angeles County & USC Medical Center, Maguire Properties - West Asset Plaza and City of Santa Monica.

The Rideshare Diamond Awards were handed out today at a special awards luncheon held at the Millenium Biltmore Hotel in downtown Los Angeles.

Nominations for the awards were submitted from employers in four categories: Innovative Rideshare Program or Strategy, Outstanding Marketing Program, Individual or Group Achievement and Shoestring Program.

A panel of judges representing the five county transportation commissions in Los Angeles, Orange, Riverside, San Bernardino and Ventura reviewed the nominations and selected the winners.

(Editor's Note: Photos of award winners are available by request. Contact

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