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Contact
Rick Jager/Marc Littman
Metro Media Relations
213.922.2707/922.2700
www.metro.net/pressroom
mediarelations@metro.net
FOR IMMEDIATE RELEASE

Metro Joins Southland County Transportation Agencies in Unveiling "Guaranteed Ride Home" Regional Program

A Southland partnership of county transportation agencies has unveiled its newest regional program to encourage commuters to share the ride to work. It's called "Guaranteed Ride Home," and it's offered at no cost to participating employers and the commuters who work for them.

"This is a tremendous step forward in making ridesharing more appealing to Southland commuters," said Cosette Stark, Metro's Director of Research and Development.

Sponsored by the Los Angeles County Metropolitan Transportation Authority (Metro), Orange County Transportation Authority, Riverside County Transportation Commission, and San Bernardino Associated Governments, Guaranteed Ride Home addresses some of the most often-heard objections to ridesharing. "I'd rideshare but...what if my child gets sick? What if I have to work late? What if I have a personal emergency?"

Guaranteed Ride Home takes the worry out of ridesharing by providing qualified employees a free rental car or taxi ride home if an emergency arises. "Employers have a difficult job convincing their employees to share the ride to work. This program makes it a little easier," said Michelle Kirkhoff, Director of Air Quality/Mobility Programs, San Bernardino Associated Governments.

Companies located in the four county area must meet eligibility requirements in order to sign up and participate in the program. Once an employer is registered, their employees who rideshare to work can receive up to four free emergency rental car or taxi rides home in a 12-month period. And, if a company has their own guaranteed ride home program in place, this regional program can be used to augment theirs. Businesses of any size can enroll, and there is no cost to participate.

"This regional program recognizes the need to work together to come up with creative solutions for Southland transportation problems," said Robert Yates, Program Manager – Commuter Assistance, Riverside County Transportation Commission.

"We are working to make it easier for area commuters to choose a transportation alternative. It's just one more step toward decreasing traffic congestion and improving air quality," said Judy Hernandez, Marketing Account Executive, Orange County Transportation Authority.

Businesses interested in enrolling in Guaranteed Ride Home may contact their local county transportation agency, visit www.commutesmart.info or contact 1-800-COMMUTE for more information.

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● **Editor's Note:** Metro is the proper name in referring to the Metropolitan Transportation Authority of Los Angeles County. For the past three years Metro has been changing all its signage and other materials to reflect the name change. If you need a current Metro logo, please call Metro Media Relations at (213) 922-2700.

