

## MOTION

**By Director LaBonge**

Interagency cooperation is essential to gather information and ensure that transportation agencies are communicating with each other and the public. One of the important partners in the world of are traffic reporters. Every day, drivers and passengers tune into radio and television stations to quickly obtain traffic information, as well as breaking news, travel alternatives and good-humored encouragement to make it to work every day. Traffic reporters promote ridesharing and other options to driving alone. As the media capital of the nation, Los Angeles relies heavily on this means of communication and it cannot be done effectively without the continuing active involvement of traffic reporters.

In the past, Southland traffic reporters and newspaper columnists were honored for their efforts in assisting commuters get to work faster during the annual Rideshare Week in the month of October. Winners were selected by their fellow reports for demonstrating leadership among their peers and commitment to helping ease the commute and promote alternatives to driving alone. Since the program has been transferred to MTA last year, this activity is no longer a part of the Rideshare program. In the spirit of cooperation and building a positive region-wide effort, it is important to revive this important annual event.

**I THEREFORE MOVE** that the Board direct staff to report on reinstating an annual event to recognize the work done by traffic reporters.

