



NEWS

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CONTACT: GARY WOSK/MARC LITTMAN
MTA MEDIA RELATIONS
(213) 922-2712/922-2700
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MTA TO LAUNCH LATEST RIDESHARE PROGRAM
CLUB METRO REWARDS EMPLOYEES WHO HAVE STOPPED DRIVING
ALONE TO WORK FOR 6 MONTHS WITH DISCOUNTS ON DINING AND FUN

Following close on the heels of an increasingly popular rideshare program that is attracting first-time participants, the MTA will introduce Club Metro on August 1, 1998 — an equally ambitious plan that recognizes those who stopped driving some time ago.

Club Metro rewards commuters ridesharing for at least six months by providing members a card which entitles holders to a 20 percent discount or 2-for-1 specials at Los Angeles County restaurants and entertainment venues.

The MTA will kick off the program's membership drive in the San Gabriel Valley at an event to be held July 29th at the San Gabriel Valley Commerce and Cities Consortium.

Club Metro members must work for companies with fewer than 250 employees located in three target corridors and either carpool, vanpool, take a bus or train, bicycle, telecommute or walk to work a minimum of 5 times per month.

Subway, El Torito, Coco's, Roundtable Pizza, TGIF, AMF Bowling and Hollywood Video, all listed in a free directory, are among vendors with a combined 246 locations where participants can use their discount cards by just ridesharing to work.

"Every eligible Angeleno should join Club Metro," said Los Angeles Mayor and MTA Board Chairman Richard J. Riordan.

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"Los Angeles commuters who use alternate forms of transportation, ride a bicycle, or walk to work help reduce congestion, air pollution and everyday stresses," continued Riordan. "Now, the additional incentives through Club Metro make it even more worthwhile. It benefits the members and it benefits Los Angeles with an improved quality of life."

Meanwhile, Rideshare 2000, which debuted in April, offers participants \$2 gift certificates redeemable at Target, Ralphs or Unocal Gasoline for every day they decide to not drive alone to work over three months. The program is restricted to employees who have been driving alone to work during the past 90 days.

All of the 150 companies representing 12,000 employees, who have signed up for Rideshare 2000 since April, are expected to take advantage of Club Metro. Thousands more are expected to become members of Club Metro and Rideshare 2000, the most innovative programs of their kind ever introduced in the area, over the next year.

Programs like Club Metro and Rideshare 2000 are highly effective, with 85 percent of the participants continuing to use alternative modes up to one year after the incentives end.

Club Metro and Rideshare 2000 are 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.

Club Metro and Rideshare 2000 demonstrate 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.

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The targeted corridors for Club Metro and Rideshare 2000 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.**
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.
- **San Diego (I-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.

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

- **List of Participating Club Metro Restaurant and Entertainment Venues**

Coco's, Acapulco Mexican Restaurant and Cantina, El Torito, Round Table Pizza, TGIF, Arby's Roast Beef, Rocky Cola Café, Mexican Café, El Patio, Tony Roma's, Johny Reb's Southern Roadhouse, Geezers,

Hollywood Video, AMF Bowling, Hotel Queen Mary, Long Beach
BikeStation, Golfland

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