



**NEWS FOR
RELEASE:**

June 1, 2009

Media Contact:
Frederick C. Dock, Director
Transportation Department
(626) 744-6450

**PUBLIC AFFAIRS
OFFICE**

*City Hall
100 N. Garfield Avenue
Pasadena, CA 91109
Office: 626/744-4755*

PASADENA EMPLOYERS HONORED FOR RIDESHARE PROGRAMS

Los Angeles County Metropolitan Transportation Authority (Metro) recently honored several Pasadena employers for their outstanding employee rideshare programs.

Metro Diamond Awards recognize employers in Los Angeles County who have shown outstanding achievement in the development and implementation of successful rideshare programs for their employees.

The city of Pasadena's Prideshare Program received a Diamond Award for Outstanding Marketing Program, including development of a new logo, new marketing materials and intranet web pages.

Through its Trip Reduction Ordinance and Transportation Demand Management program, the city also encourages other large employers to help reduce commuter traffic by offering employees information and incentives to carpool, vanpool, bicycle, walk and take public transportation.

Kaiser Permanente received the prestigious Blue Diamond Award for its employee rideshare efforts, Los Angeles County Employee Retirement Association (LACERA),

received a Diamond Award for its innovative rideshare strategies and increasing the number of employee vanpools from two to eight, and Caltech received a Diamond Award for its annual themed rideshare events and for increasing its vanpools from three to 10.

Other Pasadena employers who received Honorable Mention awards for successful ridesharing efforts include Paseo Colorado – Developer Diversified Realty, Western Asset Management Company, Gateway Plaza, Huntington Hospital and Jet Propulsion Laboratory.

“We’re extremely proud that these employers are doing such an outstanding job promoting commuter options,” said Frederick C. Dock, Transportation director. “They are helping us achieve the environmental standards Pasadena City Council has set for the city.”

For more information call (626) 744-7474.

###