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CONTACT:

Kit Powis, Communications and Public Relations Manager

Office: 510-273-3650 Cell: 510-220-0364

E-mail: powis@rideshare.511.org

**Rideshare Rewards: Relief from Skyrocketing Gasoline Prices
511 Rideshare Offers \$100 in Gas to New Carpoolers**

Oakland, CA— As Earth Day approaches and San Francisco Bay Area commuters face gasoline prices soaring beyond \$4 a gallon, solo drivers now have an added reason to carpool - \$100 in gas. 511 Rideshare is kicking-off Rideshare Rewards, an incentive campaign for drive-alone commuters to try carpooling. Rideshare Rewards pays new carpoolers up to \$100 in gas gift cards.

Registration for the program is easy. New carpoolers register at 511.org by clicking on the Rideshare Rewards link. Over the subsequent 90-day period, Rideshare Reward participants submit online commute logs earning up to \$100 in Rideshare Rewards. Commuters can also get free help finding a carpool match through the 511 [RideMatch Service](http://RideMatchService) at 511.org. Operator assistance is available by dialing 511 and saying "Rideshare," Monday through Friday, 8:00 a.m. – 6:00 p.m.

"Ridesharing offers a sustainable and economical alternative to drive-alone commuting. Earth Day and skyrocketing gasoline costs are great reasons for commuters to consider making a change" says Deborah K. Maus, CAE, project manager of 511 Rideshare. In addition, carpooling helps reduce traffic congestion and lowers overall vehicle emissions. Carpoolers also benefit from immediate savings in gasoline bills and bridge tolls. And, Rideshare Rewards 2008 offers new carpoolers the opportunity to save even more on their commutes by paying up to \$100 in gas cards. "Additionally, ridesharing is a fun alternative to drive-alone commuting. It can provide conversation and companionship during the commute," adds Maus.

To help Bay Area commuters find a carpool partner, 511 Rideshare offers a FREE [RideMatch Service](http://RideMatchService). Commuters can visit the Rideshare Web site at 511.org and click "Rideshare" to register and obtain a list of travelers seeking carpool partners who live and work nearby.

In addition, 511 Rideshare's online Commute Calculator provides environmentally and financially cautious drivers with estimates of commuting costs, both in carbon emissions and dollars. The calculator displays how much can be saved in emission output and fuel costs by entering commute mileage to and from work, the price of gas paid, and the vehicle's miles per gallon. The calculator provides a daily, monthly and annual commute cost and a carpool savings comparison.

About 511 Rideshare:

With an expanding 511 [RideMatch Service](http://RideMatchService) database of more than 14,000 San Francisco Bay Area people, 511 Rideshare helps commuters find other drivers to carpool or vanpool together. 511 Rideshare also advises and assists Bay Area companies in planning and formulating customized employer-organized commute programs. Its mission is to reduce traffic congestion, clean the air, and reduce greenhouse gas emissions.

511 Rideshare is a free Web/phone service funded by the Federal Highway Administration, U.S. Department of Transportation, the Metropolitan Transportation Commission, the Bay Area Air Quality Management District and county congestion management agencies. Qualifying carpools can cross Bay Area toll bridges free of charge during commute hours. For more information, visit rideshare.511.org.

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