

October 7, 2008

Dear Human Resources Professional:

Kern Council of Governments (Kern COG) will hold an Employee Transportation Coordinator (*Et Cetera*) workshop on October 23rd as part of our Kern Commuter Connection program.

You are invited to attend. The *Et Cetera* workshop will be held from 1:30 p.m. to 3:00 p.m. in the Kern Council of Governments' Board Room on Thursday, October 23rd. Attendees will receive an *Et Cetera* binder for future rideshare information. If there are other people in your organization that you feel should attend, please pass this information along.

Kern Commuter Connection will hold monthly *Et Cetera* meetings for this new group of human resources professionals. The meetings will be designed to disseminate and collect information regarding rideshare programs. For instance, in 2009 the San Joaquin Valley Air Pollution Control District (VAD) is scheduled to adopt an Employer Based Trip Reduction rule requiring businesses with at least 100 employees to establish rideshare programs. The VAD also sponsors rideshare incentive programs as part of their Healthy Air Living (HAL) campaign.

Kern Commuter Connection staff wants to ask local employers, "How can we best help you?". Should Kern COG establish an emergency ride home program, offer incentives for HAL week, provide a service to conduct employee surveys? Additionally, the monthly *Et Cetera* meetings will offer opportunities for networking between worksite coordinators and training on items such as creating a telework policy or implementing a Commuter Choice payroll tax incentive program.

Experience shows that rideshare programs help employers increase work site productivity and help employees save money while the community benefits from reduced traffic and better air quality. I hope to see you in a few weeks. An RSVP to Esaias Mesgoun at 661-861-2191 is appreciated.

Sincerely,

Linda Urata

Rideshare Coordinator