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**For immediate release**

Contact: Sheila Storm at (520) 792-1093

## New classified matching service helps commuters share the ride, save money

You would consider carpooling but you don't know who travels your same route to work. You want to save money but you have been unsuccessful in finding a carpool buddy among your friends or neighbors.

Sun Rideshare, a carpool matching program managed by Pima Association of Governments, now has a free, online Commuter Classified matching service.

With gas prices on the rise, more people will want to share the ride to cut their commute costs. By posting an ad in the Commuter Classifieds, found on the Sun Rideshare Web site at [www.844ride.org](http://www.844ride.org), commuters can find a carpool partner, add more riders to a carpool or start or join a vanpool.

Commuters who wish to use the classified service simply need to enter their profile information in Sun Rideshare's interactive, online carpool matching system, which was introduced about 18 months ago. If the commuter is unsuccessful in finding a compatible carpool or vanpool match in the system, then they can post a Commuter Classified ad.

The ad contains the commuter's starting location, most likely the neighborhood where they live, their destination, and their work schedule. If someone wants to respond to an ad, they must first register. Once registered they can send an e-mail directly to the owner of the ad. All personal information is confidential until the parties choose to identify themselves.

In addition to making it easier to share the ride, Sun Rideshare provides incentives to try carpooling, biking or riding the bus through its Commuter Contest. Each month, commuters who are in the online system and record their commute information on the use of alternative modes are eligible to win prizes.

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Over 1,000 commuters have joined the Sun Rideshare program since the contest began on Nov. 1, 2009. Participating commuters have recorded 46,545 alternative mode trips reducing 432,638 vehicle miles traveled.

*Pima Association of Governments is an association of local, state and tribal governments with a mission to build consensus among its members and the public on regional planning for transportation, air quality and water quality. Please visit [www.PAGnet.org](http://www.PAGnet.org) for more information.*