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**RTC's Club Ride Program Takes 4.7 Million Miles off of
Southern Nevada Roads During 2009**

Thanks to the efforts of local employers and their employees, Southern Nevada roads are a little clearer and residents might be breathing a little easier in 2010. That is because more than 6,800 commuters learned how to improve air quality in 2009 when they joined the Regional Transportation Commission of Southern Nevada's (RTC's) Club Ride Commuter Services, a free program that promotes cleaner, greener modes for getting to work. The result has been 4.7 million fewer miles driven on Southern Nevada roadways during 2009.

During the last year, 73 organizations joined Club Ride to establish custom commute options programs for employees – encouraging transit, carpooling, walking and cycling rather than driving to and from work alone. These alternative commute options reduce harmful air pollution and commute costs for employees, and now nearly 240 Southern Nevada employers count themselves as partners of Club Ride.

Commute options programs have been proven to reduce absenteeism, improve employee morale and can help employers save money through tax deductions and overhead savings. Club Ride is free to join and can help any employer implement customized commute options programs of its own.

"By participating in the Club Ride program, we are able to reward our valued employees for their efforts in reducing air pollution, reducing traffic congestion and protecting our natural resources," said Eric Korte of Sprint.

Sprint is just one of 17 employers that partnered with Club Ride during the final three months of 2009:

Academy of Hair Design	River Palms Resort Casino
Everest College	Spacecraft Components
First Transit - Sunset	Sprint
Four Seasons Hotel	Tortillas, Inc.
Jacob's Engineering	Tropicana Express
JW Marriott	Varian Medical Systems
Landry's Restaurant Group, Laughlin	WestCare
Las Vegas-Clark County Library District 10	Williams-Sonoma
Nevada Concrete Services	

Employees of these organizations are able to take advantage of services offered by Club Ride, such as ride matching, discounted transit passes and guaranteed rides home. Commuters who regularly use an alternative to driving alone can also win gift cards and prizes through the Club Ride Rewards incentives program.

To further help Club Ride participants save money, Club Ride's Merchant Discount Program continues expansion, and now Club Ride members get discounts at Plant World Nursery and Madame Tussauds, in addition to nearly 30 other vendors in the area.

“It was encouraging to see so many individuals and organizations enjoy the benefits of our Club Ride program in 2009,” said RTC General Manager Jacob Snow. “It really takes the dedication of the entire community to work for improved air quality, and we’re seeing that small changes to individual commuting habits do make a difference.”

For more information about Club Ride Commuter Services and its programs, visit rtcsnv.com or call 228-RIDE (7433). You can also find Club Ride on [Facebook](#) and [Twitter](#) (@Club_Ride).

The RTC is the transit authority, transportation planning agency and regional traffic management agency for Southern Nevada. The RTC’s vision is to provide a safe, convenient and effective regional transportation system that enhances mobility and air quality for citizens and visitors. The RTC encourages residents and visitors to use alternate commute modes to help reduce traffic congestion, clean the air and improve the quality of life in Southern Nevada.

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