

The logo features the word "MEASURE" in a blue box with "FRESNO COUNTY TRANSPORTATION AUTHORITY" written below it. To the right, the word "CARPOOL" is written in large, bold, blue letters. A red circular graphic with two blue loops is positioned behind the text.

MEASURE CARPOOL

FRESNO COUNTY TRANSPORTATION AUTHORITY

Starting July 1, 2009, carpoolers can win a monthly \$1,000 cash prize for carpooling! Each eligible entry also qualifies participants for annual grand prize drawings, where carpoolers could win a new car and other prize packages valued at no less than \$5,000 — all to encourage green living!

Carpooler Participation Requirements:

- Carpool at least twice a week with at least one person to work or school
- Carpool to or from Fresno County
- Register your carpool at www.valleyrides.com
- Complete your Carpool Log at the web site each week you carpool

For a complete list of requirements visit www.valleyrides.com

Join us as a Sponsoring Partner, Participating Partner, or Both

Sponsoring Partners will provide additional subsidy funds to help leverage Measure C Dollars, or they may provide all or portions of the Grand Prize Packages to be awarded in July 2010. There are four Prize Packages with varying themes, all of which need items. They include the following:

Adventure Package – There are many exciting things to do in and around the Valley. This package could include sporting equipment, sports store gift certificates, trips to Yosemite, Shaver Lake or Bass Lake with hotel stay, whitewater rafting, sports game tickets, etc.

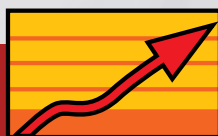
Commuter Package – This package is all about the commuter's car... tires, GPS system, gas cards, beverages to fill that commuter cup, car washes, tune-ups, detailing, etc.

Entertainment Package – Fun, fun, fun! This could include gift certificates for dining, shopping or movies, tickets for concert and shows... this list is limitless. Other fun items include electronic entertainment such as a Wii, Nintendo DS, iPod and other games or game systems.

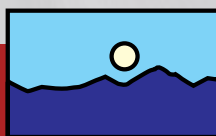
Healthy Air Living Package – This package is for all of those "green" products that encourage healthy air living. Let's start with a new scooter to ride over to our local organic market, farm or juice smoothie shop.

Sponsoring Partners would receive recognition for their partnership relative to the value of their contribution. This could include some or all of the following:

- Recognition on Measure C Carpool Program public outreach/marketing and media materials; could include radio and television spots
- Online feature articles regarding your company's partnership on www.valleyrides.com
- Recognition at the July 2010 Annual Partnership Luncheon and Grand Prize unveiling
- Thank you piece for display at your place of business



VIBRANT ECONOMY



CLEAN AIR



LEVERAGING FUNDS

MEASURE C CARPOOL

FRESNO COUNTY TRANSPORTATION AUTHORITY

Participating Partners will promote the Carpool Program to their employees or members. Free printed and electronic materials will be provided to you. All you have to do is forward them on.

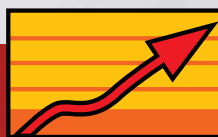
Participating Partners will receive:

- Inclusion on all printed and electronic Participating Partners listings
- Recognition at the July 2010 Annual Partnership Luncheon and Grand Prize unveiling
- A feature success story sent with news release and posted to www.valleyrides.com to highlight innovative and successful carpoolers and their employers
- Mentions in radio spots for company challenges or other creative marketing opportunities

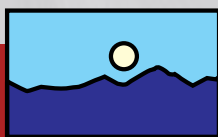
Benefits to Employers:

- Tax advantages. Contributing toward commuting costs of your employees is a tax-free benefit to them and a tax-deductible business expense to you, reducing FICA and other payroll taxes
- Assistance meeting the requirements of the San Joaquin Valley Air Districts New Employee Trip Reduction Rule 9410 - www.valleyair.org
- Rideshare incentive programs also help employers qualify for the national Best Workplaces for Commuters designation, which is given to employers who offer commuter option programs and meet the National Standard of Excellence criteria
- Reduce employee stress and improve attendance
- Reduce employee turnover and enhance recruitment of new hires
- Improve employee morale and productivity
- Reduce traffic congestion and air pollution
- Enhance company image by becoming an environmentally friendly and socially responsible organization
- Reduce capital and operating costs for employee parking

The Measure C Carpool Program is funded by Measure C, Fresno County's 1/2-cent sales tax for transportation purposes. This incentive program encourages Fresno County residents to carpool with at least one other person, two days per week.



VIBRANT ECONOMY



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