

## How have other employers benefited?

Agricultural vanpool programs have been widely successful in other California counties. In many of the state's principal agricultural hubs like Kings, Fresno and Salinas Counties, employers **now encourage their workers** to ride in transit agency-sponsored agricultural vanpools to work. Employers express having experienced improved employee reliability, as well as peace of mind knowing that their liability for any on-site, employee vehicle-related accidents has drastically reduced.

Here's what **Chuck Herrin** from **Sunrise Farm Labor** of the San Joaquin Valley said about his experience with Kings County's agricultural vanpool program:

***"The AITS program has made everyone's lives so much easier. The workers get to work safely and without worrying about whether they're going to find a ride or not. These vans should be available everywhere!"***



Hundreds of agricultural workers in the Central Valley participate in the successful Agricultural Industries Transportation Services (AITS) program of the Kings County Rural Transit Agency.

## Take advantage of a Federal Tax Incentive

Did you know that by covering a portion of employees' transportation costs, employers can qualify for a Federal **TAX BREAK**? You could provide this contribution to your employees as a benefit and claim these allowances as a business expense\*.



Federal law allows employees to receive up to **\$230 tax-free, per month** in employer-paid transportation benefits.

This incentive is a win-win for both you and your employees— **THEY** save money on transportation costs and worry less about covering these costs regularly. **YOU** earn a tax break, gain increased business productivity and become a more attractive employer. And unlike ordinary wage payments, employers don't have to pay their share of federal payroll taxes on their contributions toward employees' public transportation commuting costs.

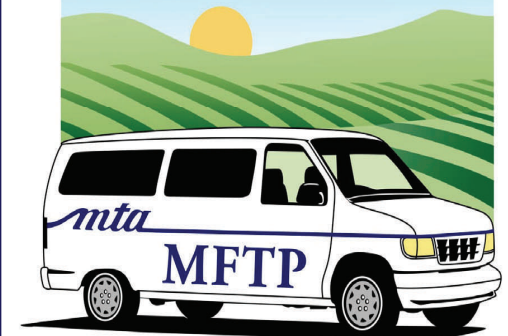
Learn how you can combine a transportation cost allowance with MTA's agricultural vanpool program. It's easy to get started. Ask us how!

Visit our website at [www.4mta.org](http://www.4mta.org)  
or call our office at (707) 234-6458  
for more information.



\* Consult your tax professional.

## Mendocino Farmworkers Transportation Program



***Transporting  
Mendocino's Agricultural  
Workforce Safely,  
Reliably and Affordably***

**MAXIMIZE** your business productivity and **MINIMIZE** your potential liability—  
Inquire about our program today!

**CALL (707) 234-6458 or  
VISIT [www.4mta.org](http://www.4mta.org)**



# A new transportation option

## Difficulty getting to work

Everyday, hundreds of agricultural workers in Mendocino's valleys experience difficulty getting to and from work. Some drive in unsafe or uninsured vehicles because they lack resources to cover maintenance or insurance costs. Others simply don't own a vehicle and often depend on unreliable rides.

## Introducing a new program

As a solution to this problem, MTA is launching an alternative transportation program for workers of the agricultural industry.

Starting in **spring of 2010\***, MTA will provide several new 15-passenger vans equipped with state-of-the-art GPS/AVL systems in which agricultural workers can safely vanpool to work.


Each van will be insured by MTA according to legal requirements and will be assigned to a qualified driver with a clean driving record that has at least 5 years of driving experience, has passed a DMV physical examination and drug screen.

Our goal is to provide Mendocino's agricultural workforce with a safe, reliable and affordable transportation option.

\* Date is approximate.

## How MTA's agricultural vanpool program can **BENEFIT YOUR BUSINESS**

Employers can benefit from this new program, too. Here's how:

- **Experience increased employee reliability.**  
Your employees will commute to work in safe and regularly maintained vans. Plus, MTA will cover fuel costs up front, so there will be fewer obstacles for your employees to get to work regularly and on-time.
- **Decrease your potential liability.**  
Have you considered what the occurrence of an on-site accident involving an employee vehicle would cost you? Decrease your liability risks by encouraging your employees to ride MTA insured vanpool vehicles to work.
- **Help keep our roadways safe.**  
Poorly maintained cars can break down on busy roads and pose a hazard to other drivers. Encouraging your workers to ride MTA's agricultural vanpools can help keep these cars off the road.
- **Convenient and flexible transportation.**  
Agricultural worksites can often change. MTA's agricultural vanpool vehicles can travel to any worksite in Mendocino— and with prior approval, even to neighboring counties.
- **Promote GREEN practices.**   
Vanpooling reduces the number of cars on the road. This results in reduced carbon emissions and improved air quality.

## Becoming a participating employer is **FREE**

It costs **nothing** to become a participating employer. As sponsor of the program, MTA covers insurance, routine maintenance, service and even fuel costs upfront. Vanpool riders pay MTA an affordable weekly fee that can be significantly less than what they're paying now for transportation. All we need is your support in sharing the benefits of participating in this program with your employees. It's that simple.

Our approved destinations include agricultural fields, wineries and any other agricultural-related enterprise.

Interested in learning more or scheduling an informational presentation at your work place? Contact our program coordinator or visit our website at [www.4mta.org](http://www.4mta.org) TODAY!

**Maggy Espitia**

**Mobility Management  
Coordinator**

Telephone: (707) 234-6458

E-mail: [maggy@4mta.org](mailto:maggy@4mta.org)

Office: 241 Plant Rd., Ukiah