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Valley Regional Transit launches "Rideshare to Bogus" program to boost car-pooling to Bogus Basin ski resort

BOISE - (Jan. 24, 2010) - In an effort to make it easier for skiers, snowboarders, snowshoers and cross-country skiers to find people to car-pool with to Bogus Basin Mountain Recreation Area, Valley Regional Transit (VRT) is launching a new "[Rideshare to Bogus](#)" web site and companion social media sites on Facebook and Yahoo, VRT officials announced on Monday.

The new experimental program is the outgrowth of public requests for an active car-pool program. The road to Bogus Basin is frequently congested, parking at the ski resort can be challenging, and car-pooling reduces our carbon footprint and air pollution. A survey conducted by the Community Planning Association (COMPASS) last summer showed that nearly half of the respondents, or about 500 people, said they would car-pool to Bogus Basin more frequently if they had more friends to car-pool with.

Hence, VRT created a new one-stop web site on <http://www.valleyride.org>, which gives skiers, snowboarders, snowshoers and cross-country skiers three options for finding new friends to car-pool with to Bogus Basin.

1. **Option One** is a new rideshare board called www.RidesharetoBogus.org. The rideshare board was created by Snowbomb.com in the Lake Tahoe area, where more than 3,000 skiers and riders use the system. Riders and drivers can search for like-minded people to car-pool with, post the date when they'd like to go, agree on a meeting place, and car-pool. The site allows people to search for snowboarders, tele-skiers, skiers, smokers, non-smokers, men, women, etc.
2. **Option Two** is to go to the [Rideshare to Bogus Facebook page](#) and either offer rides or request a ride. Facebook profiles help people discover more about the new friends they are going to ride with.
3. **Option Three** is to join the [Rideshare to Bogus Yahoo Group](#) and offer or request rides to Bogus.

The Rideshare to Bogus program includes *incentives* in the form of cool prizes that will be awarded to super car-poolers on a monthly basis. For the first month of the program in late January and February, a GoPro HERO HD video camera (\$300 retail value), a Helmet and Skull Candy head phones combo set (\$150 retail value) and a ski/snowboard tune-up (\$45 retail value) will be awarded to the best super car-poolers. Rideshare participants will need to document their trips to be eligible for prizes. See the Rideshare to Bogus web site for more information.

"Bogus Basin officials asked us for help in developing a car-pool program, and we thought it would be a worthwhile public service to do so," said Kelli Fairless, executive director of Valley Regional Transit. "We know that a lot of long-time Treasure Valley residents have been car-pooling to Bogus for years. But the COMPASS public survey certainly showed that a lot of other people need help in meeting new people to car-pool with. That's what this program is all about."

One potential hang up is that people don't want to car-pool with strangers. So, all three options developed for the Rideshare to Bogus program are designed to help people learn more about new people who want to car-pool to Bogus. The rideshare board allows people to select preferences for the people they car-pool with, Facebook allows people to look into the background of new "friends" on their Facebook profile page, and the Yahoo group will likely draw participants who may know each other from other Yahoo groups such as Idaho Outdoors, Boise Women's Hiking Network, or the Idaho Whitewater Group.

For more information, contact Stuebner at 208-484-0295 or visit the rideshare web sites by going to www.valleyride.org.

Note: The Rideshare to Bogus car-pooling program was developed for Bogus Basin Mountain Recreation Area by Valley Regional Transit. Several kiosks/bus shelters have been installed at Bogus Basin where people can wait for car-pool rides. The preferred parking for Rideshare to Bogus participants is at 11th and Bannock Street in downtown Boise (weekends only) and at VRT Park and Ride lots throughout the valley. Rideshare participants also can select a meeting place that works best for them. As Bogus Basin notes on its web site, people should not park in the shopping center parking lot next to the Bogus Basin ticket office or they will get towed.

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