

# **TRANSPAC Transportation Partnership and Cooperation**

Clayton, Concord, Martinez, Pleasant Hill, Walnut Creek and Contra Costa County

## **PROCLAMATION**

### **IN RECOGNITION OF ROGER MATOBA AND THE ICHIVAN, PLEASANT HILL RESIDENT AND CONTRA COSTA COUNTY'S VANPOOL COMMUTER OF THE YEAR IN 2012**

**WHEREAS, Roger Matoba was awarded the Miriam Gholikely Public Service Award by the Metropolitan Transportation Commission in October 2012; and**

**WHEREAS, Roger Matoba first operated the IchiVan Vanpool in 1983; and**

**WHEREAS, Roger Matoba for over 29 years has driven over 100 commuters in the IchiVan Vanpool to work from various locations in the Martinez/Pleasant Hill area to San Francisco, providing commuters with an alternative to the single occupant vehicle; and**

**WHEREAS, Roger Matoba and the IchiVan Vanpool have driven an estimated half million miles with the use of 4 different vans; and**

**WHEREAS, Roger Matoba donated the last IchiVan (with nearly 180,000 miles on it) to the Make a Wish Foundation upon his retirement; and**

**WHEREAS, Roger Matoba created a birthday party policy, offering a free month to any vanpooler that supplied a meal for fellow riders as a celebration; and**

**WHEREAS, TRANSPAC commends Roger Matoba's efforts to commute by vanpool which reduces traffic congestion and improves air quality.**

**NOW THEREFORE BE IT RESOLVED, that TRANSPAC extends its congratulations to Roger Matoba as the 2012 Vanpool Commuter of the Year in Contra Costa County.**

**Presented on February 14, 2013.**

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**JULIE PIERCE, Chair**

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511's Vanpool Hall of Fame!

Carpool. Track. Win! Grand Prize Winner Selected!

Free LEED Workshop for Existing Building Owners

VTA's Comfortable Express Bus Service Expands

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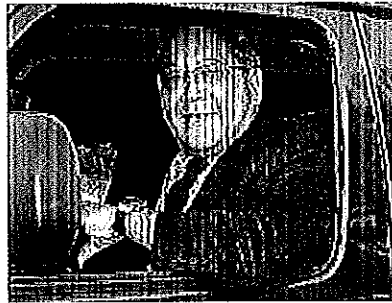
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Register with 511 RideMatch Now



**511's Vanpool Hall of Fame!**



Roger Matoba, IT Specialist at the U.S. General Services Administration in San Francisco, is 511's most steadfast and possibly the most entertaining vanpool driver on the road.

Matoba started his vanpool almost thirty years ago in 1983.

"A neighbor asked me to join his vanpool. He bought a van, distributed flyers, and I was his first rider, as well as his first back-up driver. When he moved out of the area, I bought his van and continued operating the pool."

Over three decades of commuting from Pleasant Hill to San Francisco, the 11-person group has formed long-lasting friendships. Riders have celebrated retirements and birthdays and have met for dinners, weekend barbeques, and other special events, including Matoba's engagement. In a long-standing tradition, riders celebrate birthdays in the van, singing "Happy Birthday" as they cross the San Francisco-Oakland Bay Bridge.

Over the years, Matoba has become a "master vanpooler" and offers some important tips to help others who want to start vanpools of their own:

- Accommodate rider needs by having multiple pick-up and drop-off locations. Matoba has three pick-up and four drop-off spots.
- Collect a monthly rider-fee to support the expense of running the van (for example, maintenance, gas, parking, etc.).
- Try not to raise fees, even when ridership dips. Empty seats may not be an issue because the vanpool receives support from Vanpool Specialists. 511 Vanpool Specialists help by making placement calls to people registered in the 511 RideMatch Service, and provide subsidies for empty seats in order to keep vanpools running.
- Eligible vanpools can cross the Bay Bridge toll-free with FasTrak® during commute rush hour.
- Use pre-tax incentives to help defray costs.

511 commends Matoba's accomplishment of running his vanpool for nearly thirty years, for the cars he's removed from the road to ease congestion, and for the positive impact that he's made on the environment by eliminating several million pounds of emissions.

Way to go Roger Matoba!



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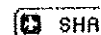
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## TRANSACTIONS NEWSLETTER ONLINE

Fall 2012



## Miriam Gholikely Public Service Award: Roger Matoba's IchiVan Lives Up to "Number One Ride"

When Roger Matoba decided to name his vanpool vehicle, he created a play on the Japanese word Ichiban, meaning Number One. The "IchiVan" has proved to be just that with its riders for the past three decades.

One could say Matoba has been extraordinary for driving over 100 carpoolers to work from various public locations in the Martinez/Pleasant Hill area to San Francisco for 29 years. He drove an estimated half million miles and went through four "IchiVans" before retiring earlier this year. But in the hearts of IchiVan's riders, it was more than just a safe and convenient ride.

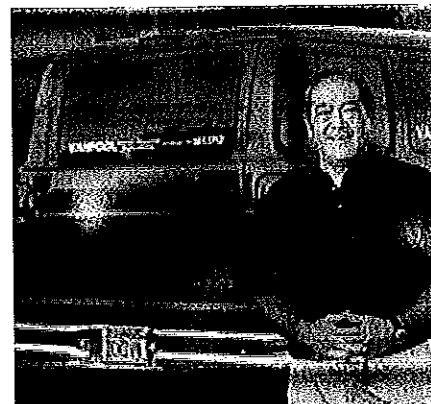
Rider Renee Samii commented, "We were like family or a military platoon no man/woman behind." According to rider Brian Forzani, "Roger is a great vanpool driver and a true gentleman."

And former IchiVan rider Jessica Waters stated, "I was very sad when I had to leave my ... fun way home. I am still searching for another vanpool. I'm sure I will never find another one like Roger's van."

So what created this family? Roger himself was the key.

Matoba ran his van every work day and kept the fees (for gas, bridge toll, maintenance) below BART ticket prices. Even when sick, he made sure other riders drove the van for that day. While the maximum number of riders was 15, Matoba put comfort first by keeping the average at about 12. "Effort to spread out, and as we all got older, the seat space seemed to diminish. I kept the ridership down a little bit," he explained. As the van owner, Matoba installed special overhead lights for reading. And he picked up or dropped riders at home if it was raining, waited if someone was late, or adjusted to help a rider with a special need.

Roger created a birthday party policy. Any rider who supplied a meal in



*Roger Matoba not only drove a vanpool for 29 years, he created of fun and camaraderie among with holiday music and birthday celebrations. (Photo: Noah Ber*

celebration of his or her birthday rode free for a month. The rolling part singing of "Happy Birthday" created a spirit of fun during the ride. In ad Matoba played holiday music in the van from Thanksgiving until Christ With this camaraderie, the riders couldn't help but feel more like a fami mere commute acquaintances.

Surprised that his riders nominated him for an MTC award, Roger resp was not expecting it ... not at all." It's that humbleness and his caring th Matoba the perfect candidate for MTC's Miriam Gholikely Service Award named for a long-serving Bay Area transportation advisor and given in i of transportation community service. And in this spirit, Matoba donated IchiVan (with nearly 180,000 miles on it) to the Make a Wish Foundation — *Pam Grove*

- [Video profile: Roger Matoba](#)

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Deputy Executive Director, Operations

July 13, 2012

Mr. Roger Matoba  
1809 Morello Avenue  
Pleasant Hill, CA 94523

Dear Mr. Matoba:

Congratulations! I am pleased to inform you that you have been selected to receive the Miriam Gholikely Public Service Award as part of MTC's 2012 "Excellence in Motion" program. The Gholikely award celebrates accomplishments in the areas of community service, volunteerism, advocacy, leadership and/or minority affairs. The awards jury deliberated last month and decided that your 30-year service as the operator and driver of the Ichivan Vanpool, the accolades of your passengers, and your contribution to creating a transit option while taking cars off the road merited your recognition with the Gholikely award. Your nomination was submitted by Kerri Brock-Williams, Project Outreach Supervisor of 511 Contra Costa.

This year the MTC awards winners were chosen by a six-member jury -- representing business, the environment, the Commission and MTC staff -- from some 97 nominations. Awards will be presented at a ceremony preceding the MTC Commission meeting on the morning of Wednesday, October 24, 2012, at Nile Hall in Preservation Park in downtown Oakland. You will receive a formal invitation as the ceremony approaches.

MTC will document the work of the award winners in a short video to be shown at the ceremony. Terry Lee of my staff will contact you in the near future about the logistics for the videotaping, which we anticipate will take place sometime in August or September. All of the winners also will be featured on MTC's web site. We ask that no announcement be made to the general public or the media until we get closer to the date of the awards ceremony.

2-6 Mr. Roger Matoba – IchiVan Vanpool  
July 13, 2012  
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Again, congratulations on being honored for the great work you have done to improve Bay Area transportation. Please contact Terry Lee (510.817.5952 or tlee@mtc.ca.gov) or Pam Grove (510.817.5706 or pgrove@mtc.ca.gov) of our public information office if you have any questions.

Sincerely,



Ann Flémer  
Députy Executive Director, Policy

cc: Kerri Bock-Willmes, Project Outreach Supervisor, 511 Contra Costa

# *Excellence in Motion*



Metropolitan Transportation Commission

## **AWARDS CEREMONY**

October 24, 2012

*Nile Hall in Preservation Park  
Oakland, California*



METROPOLITAN  
TRANSPORTATION  
COMMISSION

Joseph P. Bort MetroCenter  
101 Eighth Street  
Oakland, California 94607

# Excellence in Motion



## PROGRAM

RECEPTION

8:30 a.m. – 9:00 a.m.

PRESENTATION OF AWARDS

9:00 a.m. – 10:00 a.m.

### AWARDS OF MERIT

Top Tech Firms Embrace Commute Alternatives

Genentech – gRide Program

Google – Transportation Services

Oracle – Bay Area Commute Program

New Ways to Park and Play:  
SFpark and San Francisco's Sunday Streets

Livable City

San Francisco Municipal Transportation Agency

Sunol Grade Express Lane Project

Alameda County Transportation Commission

California Department of Transportation, District 4

Santa Clara Valley Transportation Authority

Steven Grover

President of eLock Technologies

### MIRIAM L. GHOLIKELY SERVICE AWARD

Roger Matoba

IchiVan Vanpool

### GRETA ERICSON DISTINGUISHED SERVICE AWARD

Dorothy Dugger

Former General Manager  
Bay Area Rapid Transit District

### DAVID TANNEHILL SPECIAL EMPLOYEE AWARD

Chloe Cook

Director of Volunteers  
West Marin Senior Services

### JOHN F. FORAN LEGISLATIVE AWARD

United States Senator Barbara Boxer

### GRAND AWARD

Ed Roberts Campus

Note: The awards ceremony will end approximately at 10 a.m. to allow the Commission meeting to start at the Metro Center promptly at 10:30 a.m.