

DOWNTOWN EMPLOYERS

Car-Pooling 'Recipe Offered

Downtown Denver employers were given the "recipe for a car pool" Tuesday to conserve gasoline, reduce air pollution and abolish rush-hour traffic congestion.

The employer representatives at luncheon meeting sponsored by Downtown Denver, Inc., (DDI) were briefed on a computerized plan developed by George Washington High School students and faculty.

The "only out-of-pocket" cost of joining in the car pooling effort, the business representa-

tives were told, is \$3.50 for a special map and 15 cents per employee in computer time.

The map is used in compiling information about the employee—location of his home and place of employment, work hours, etc.—for use by the computer in matching commuters for car pools.

Dr. Irwin Hoffman, George Washington faculty advisor to the student creators of the scheme, said 44 firms already have been briefed on the use of the system.

"Great Western (Sugar Co.),"

he said, "has been able to 'un-rent' one of its parking lots for a saving of \$250 a month."

SHARING RIDES

Great Western, which joined in the car pooling effort a month ago, reports 36 per cent of its employees now are sharing rides.

DDI and the Rocky Mountain AAA Auto Club have joined forces to implement the George Washington plan.

Employers interested in joining in the car-pooling program were urged to call either AAA at 756-8811 or DDI at 534-6161.