

BIOGRAPHICAL STATEMENT

Barbara Ladner

Barbara Ladner is the Manager of Business Development for Pace Bus. In that position, she is responsible for overseeing Pace's RideShare Program, managing the private business outreach, TMA partnerships and economic development projects in the region as well as developing programs that support Pace's mission statement and financial goals. The Business Development office focuses heavily on employment transportation and ways to incorporate transit into suburban developments. Under Barbara's direction, Pace's RideShare program has grown from just vanpool opportunities to include also carpool matching and development of a regional Emergency Ride Home Program. Pace's Vanpool Program is the second largest publicly-funded operation in the United States with nearly 700 vans operating daily in the Chicago metro area. In March, 2008, Pace also launched www.PaceRideShare.com, which improves the opportunity for successful carpool matching in the region for the first time.