



## CITYRIDE

### Program Overview

- LADOT's Cityride Program provides transportation services to individuals within the City of Los Angeles (and limited County areas) who are 65 years of age or older and/or persons with disabilities.
- Cityride is a voluntary program that supplements the federally mandated paratransit transportation program for person(s) with disabilities in Los Angeles County operated by Access Services Inc. (ASI).
- There are approximately 100,000 registered Cityride clients in the program, and over 44,000 active members.
- Cityride is an innovative user-side subsidy program that allows seniors and person (s) with disabilities to use subsidies provided by the City to purchase trips on franchised taxis and/or City-operated dial-a-ride (DAR) transportation services.
- Funding for the operation of the City's transit services is provided through the Proposition A, Local Transit Assistance (PALTA) funds.
- Cityride transit services are contracted out to MV Transportation Inc. who maintains and operates forty-four (44) City-owned vehicles.
- The Cityride DAR program offers curb-to-curb shared-ride services to eligible clients in City-owned lift equipped vehicles.

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## Benefits to Clients

- LADOT provides curb-to-curb service to medical or all other trips with advance reservations made by the client.
- Cityride offers two semi-fixed service routes in the Via Marisol and Park La Brea areas of the City.
- These routes are designed to serve high activity centers and were developed with the input from the community.
- Primary purpose for the two fixed routes is to provide for grouped trips, improving productivity and cost-effectiveness.
- The program also offers Cityride clients reduced costs for the purchase of City of Los Angeles permitted taxi services.

## Service Hours

- Cityride DAR service operates Monday through Friday from 6:00 A.M. to 6:00 P.M.
- MV Transportation Inc. uses an automated routing and scheduling system called Trapeze.
- Keolis Transit of America provides a call-center service as part of the customer service support offered to all eligible seniors and mobility impaired City residents.
- The call center handles all customer service issues related to Cityride community, including enrollment of all Cityride clients and processing fare collection of the clients.
- Keolis Transit of America also provides a fully automated distribution and accounting application.

## DAR Service Areas

- The DAR component of the Cityride Program operates in three service areas covering the entire City (See attached map). The three service areas include the following:
  - **Area 1** includes all City of Los Angeles communities in the San Fernando Valley north of Mulholland Drive.
  - **Area 2** includes all City of Los Angeles communities located in West Los Angeles, Central and East Los Angeles.
  - **Area 3** includes all City of Los Angeles communities located in the Southwest, Southeast and Harbor areas. Its boundaries are the I-10 to the north, City boundary to the west, east and south.

## Contact Information

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