



Moving Los Angeles Forward

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LADOT TRANSIT INCENTIVE FARES

LADOT Transit Announces New Discounted Electronic Payment Incentive Fares and Passes on DASH Buses to Boost Transit Ridership and Speed Up Boardings

Riders get discounts for paying with either the regional TAP smart card or LA Mobile instead of paying with cash

Los Angeles, California: Mayor Eric Garcetti and the Los Angeles City Council approved the request of the City of Los Angeles Department of Transportation's (LADOT) Transit Services Office to offer discounted electronic payment incentive fares and new categories of low cost passes to riders of LADOT Transit's DASH circulator bus services. These will be offered to the public beginning on August 1, 2015. The discounted fares and new passes will only be available on TAP smart cards or LADOT Transit's smartphone payment application, LA Mobile.

To take advantage of the 33% discounted adult DASH fare of \$0.35, riders will have to have an LADOT or Metro issued TAP smart card with stored value (prepaid cash) on it and "tap" on the fare validator when they board the bus. \$0.35 will automatically be deducted from the rider's stored value on their TAP card. Since LA Mobile doesn't accept stored value, adult riders who want to use the LA Mobile app to receive the same discounted DASH fare will have to buy DASH tickets which are placed on their phone before riding DASH. One ticket is deducted each time the user boards a DASH bus. The cash fare on DASH services will remain at 50¢. All riders who pay with cash will still drop 50¢ into the farebox.

LADOT is also offering adult riders a new 7-day rolling DASH pass in addition to the existing 31-day rolling DASH and LADOT passes. The passes must be placed on a TAP smart card and "tapped" when the user boards a DASH bus. Passes issued by other transit services such as Metro are not valid on DASH.

Seniors 65 years old or more, persons with disabilities and Medicare clients are also entitled to a discounted electronic payment DASH fare of \$0.15. To obtain this discounted fare, eligible riders must obtain a Metro Reduced Fare TAP card. Applications for these cards is on the Metro website at metro.net Eligible riders

can also purchase new lower cost 7-day or 31-day rolling DASH passes which are placed on their Metro Reduced Fare TAP card.

Students in kindergarten through 12th grade and college or vocational school can now buy reduced price 31-day rolling DASH passes. Eligible students must obtain a Metro Reduced Fare TAP card to purchase these passes. Application for these cards is on the Metro website at metro.net.

DASH Incentive Fares and New Passes on TAP Effective August 1, 2015

AVAILABLE ON REGULAR TAP CARDS AND LA MOBILE	
FARE TYPE	COST
Single Ride Fare (Regular)	\$0.35
7-Day Rolling Pass (Regular)	\$5.00
AVAILABLE ON METRO ISSUED REDUCED FARE TAP CARDS ONLY*	
FARE TYPE	COST
Single Ride Fare (Senior/Disabled/Medicare)	\$0.15
7-Day Rolling Pass (Senior/Disabled/Medicare)	\$2.50
31-Day Rolling Pass (Senior/Disabled/Medicare)	\$9.00
31-Day Rolling Pass (K-12 Student)	\$9.00
31-Day Rolling Pass (College/Vocational Student)	\$9.00

**Requires an application process to determine eligibility.*

According to an LADOT analysis of fare payment, almost 70% of DASH riders currently pay their fares using cash. This is because the majority of DASH riders are low income, according to LADOT onboard surveys, and TAP cards have not been readily available to them. While a rider could use stored value to pay their DASH fare, the TAP fare and cash fares were the same until the new discounted fares were approved. LADOT is working with METRO to rapidly expand the availability of TAP cards using existing METRO retail outlets in neighborhoods with DASH service. To supplement the METRO network, LADOT is also developing mobile sales capability similar to that used successfully by the New York Metropolitan Transportation Authority to expand use of that agency's MetroCard.

LADOT General Manager Seleta Reynolds said "We are excited to offer people real savings when they ride our DASH buses. We want to provide excellent customer service and thank people for taking transit."

Information about the outlets that will sell these new fare products can be obtained on the LADOT Transit website, ladottransit.com, by calling the LADOT Customer Service Center at (213, 310, 323 or 818) 808-2273, or by visiting the Customer Service Center in the LA Mall located at 201 North Los Angeles Street in Downtown Los Angeles across from City Hall. The Customer Service Center

hours are from 6:30 AM to 7:00 PM Monday through Friday. For those who do not have a TAP card, LADOT fare products can be purchased online at ladottransit.com with debit, MasterCard or VISA credit cards. LA Mobile is available in the Apple App Store or in Google Play for Android using the one word search term, LAMOBILE.

About LADOT Transit

LADOT Transit is the second largest provider of transit services in Los Angeles County providing commuter bus and neighborhood circulator services as well as mobility services to seniors and the disabled. LADOT Transit provided 26,619,777 trips on these services in 2013. LADOT provides Commuter Express, point-to-point bus service, from the San Fernando Valley, Thousand Oaks, Calabasas, the Beach Cities, El Segundo, and the Westside to Downtown Los Angeles as well as between Pasadena and Glendale, San Pedro and Long Beach and from the San Fernando Valley to the Westside and South Bay. DASH circulator bus services operate in Downtown Los Angeles and 26 other neighborhoods in the City of Los Angeles. Cityride is the largest voluntary paratransit program of its kind in the nation, offering essential transportation services to seniors and the mobility challenged.

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