



March 7, 2019
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LADOT Transit Launches Demand-Response, Shared Ride Pilot Program in Los Angeles' Westside

LAnow, a mobile application-based, on demand shared-ride pilot program, will offer a transportation alternative on the Westside

Los Angeles—

LADOT Transit announced the launch of an on-demand transportation service pilot program called *LAnow* that will serve the Del Rey, Venice, Mar Vista, and Palms neighborhoods of the City of Los Angeles beginning March 11, 2019. *LAnow* is a shared-ride service that matches passengers traveling to, from, and within Del Rey, Venice, Mar Vista, and Palms service areas. The new service offers residents, visitors, and commuters of these areas the opportunity to hail a ride using a convenient mobile application on their smartphones, on a computer, or by phone.

LAnow will be available to riders five days a week, Monday through Friday, between the hours of 6 a.m. until 7 p.m. during the initial phase of the pilot program. To hail a ride, passengers should download the free *LAnow* mobile application on a personal smartphone, go to ladottransit.com/LAnow on a computer, or call *LAnow* at 818-493-6211. Riders will need to establish an account that allows them to request and pay for a trip using a major credit card or debit card*. Passengers will be instructed how to access the service in the Del Rey, Venice, Mar Vista, or Palms neighborhoods.

LAnow will operate in Los Angeles City Council Districts 5 and 11.

"Finally, neighbors on the Westside have an alternative to being stuck in gridlock," said Councilmember Bonin. "*LAnow* will give people a convenient way to make short trips or get to and from the Expo Line. I'm proud to deliver this pilot program for my district, and I'm confident it will demonstrate that neighborhood shuttles can help us get us around and free us from the misery of traffic congestion. I applaud LADOT and Seleta Reynolds for continuing to move our city forward through innovative efforts like this."

The *LAnow* pilot program has been created for and designed with local communities in mind, through extensive outreach and resident surveys.

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"More than 3,000 residents in the service area participated in LADOT Transit's outreach efforts and provided input that contributes to how the service will operate. That level of public engagement is how public services should be developed and implemented," said Los Angeles City Councilmember Paul Koretz who represents the Fifth District. "It is for that reason that I am confident that our Palms and Westside Village neighborhoods will be happy to have this new, easy to use, affordable option to complete their first mile/last mile connections to the Expo light rail line."

LAnow is a pilot program that is a service of LADOT Transit. LADOT Transit is the largest provider of municipal transit services in Los Angeles, providing commuter bus, first-mile/last-mile and neighborhood circulator services as well as mobility services to seniors and people with disabilities.

"Our focus remains giving our riders the best experience we can - sometimes that's reliable and steady service. Other times, it means flexibility," said LADOT General Manager Seleta Reynolds. "*LAnow* enables transit on demand, when and where people need it most. I am proud that LADOT Transit is pioneering this service as it continues a legacy of providing innovation to those who live, work, and visit Los Angeles."

**About LAnow**

Service Begins:

March 11, 2019

Hours of Service:

6:00 a.m. to 7:00 p.m., Monday through Friday

Creating an LAnow Account:

LAnow app

Online through ladottransit.com/LAnow

By phone at 818-493-6211

Booking an LAnow Trip:

LAnow app

Online through ladottransit.com/LAnow

By phone at 818-493-6211

Fare:

Adults & Children 5 and older: \$1.50

Seniors/Disabled: \$.75

Children 4 and under Free

Paying Your Fare:

Debit card/credit card/Motiv debit card*

*Motiv is a debit card option for those who do not have access to banking services;
for more information, go to www.motivmoney.com



Service Area



LAnow Customer Service: For more information about *LAnow* service, visit ladottransit.com/LAnow or call (818) 493-6211.

About LADOT Transit

LADOT Transit is the largest provider of municipal transit services in Los Angeles, providing commuter bus, first-mile/last-mile and neighborhood circulator services as well as mobility services to seniors and the disabled. LADOT Transit provided over 20 million trips on these services in 2018.

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, Glendale and Burbank, 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.

About LADOT

LADOT leads transportation planning, project delivery, and operations in the City of Los Angeles. We work together and collaborate to deliver a safe, livable, and well-run transportation system in the city and region. Our vision is for all people in Los Angeles to have access to safe and affordable transportation choices that treat everyone with dignity and support vibrant, inclusive communities.

