



*Moving Los Angeles Forward*

FOR RELEASE Tuesday, August 5, 2014

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## **City of Los Angeles Department of Transportation Holds Public Hearings for Proposed Electronic Payment Incentive Fares**

Los Angeles, California - The City of Los Angeles Department of Transportation's (LADOT) Transit Services Group will hold six public hearings to address the introduction of new Electronic Payment Incentive Fares as well as LADOT's Disparate Impact and Disproportionate Burden Fare Policies. The hearings will be held from August 12 to August 21, 2014 at six locations throughout Los Angeles. The hearings are in compliance with the requirements of the United States Department of Transportation's Federal Transit Administration as well as those of the City of Los Angeles.

LADOT is proposing to introduce several incentive fares for riders of its popular DASH circulator services that operate in 27 neighborhoods throughout the City of Los Angeles, including Downtown Los Angeles. The Disparate Impact and Disproportionate Burden Fare Policies are supportive of the incentive fares, and also establish criteria for the evaluation of the impact of future fare changes on low-income and minority populations.

The implementation of the Los Angeles Region's TAP smart card system has enabled LADOT to offer new pricing options to riders that were not available with LADOT's existing passes and tickets. LADOT's demonstration of mobile ticketing, through the use of smart phones, will also support these proposed fare options. That mobile ticketing demonstration, called LA Mobile, will take place in Fall 2014.

LADOT is proposing to reduce its DASH single-ride fare from 50 cents to 35 cents if a rider uses a TAP card or LA Mobile to pay his/her fare. By converting to the TAP card or using the LA Mobile payment application, riders receive a 15-cent discount. TAP also has the added benefit of card and balance protection in the event of loss or theft if the card is registered. Through the introduction of the electronic payment incentive fares, LADOT is seeking to reduce rider use of cash to pay fares as LADOT pays a high price to collect, handle and reconcile cash payments. Additionally, when multiple passengers pay their fares using an electronic form of payment, it makes boarding the bus quicker, thereby improving travel times.

The Regular Electronic Payment Incentive Fare will be available on LADOT or Metro TAP smart cards by placing a cash balance on the card. The new 7-Day Rolling Pass can also be purchased on any TAP card. On LA Mobile, the 7-Day pass will be available as well as the Regular Electronic Payment Incentive Fare, but in the form of trip tickets. Senior, Disabled/Medicare, Student, College and Vocational Student fares and passes require an application process to determine eligibility for Reduced Fare TAP cards issued by the Los Angeles County Metropolitan Transportation Authority (MTA). These fare types, requiring eligibility certification, **will** only be available on Reduced Fare MTA TAP cards.

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LADOT General Manager Jon K. Mukri said that the Electronic Payment Incentive Fares were right for riders and right for LADOT, “Riders that pay cash fares pay the highest fares because they receive no discount. Most often these riders are from low income households that can least afford to pay higher fares. These new electronic payment incentive fares will not only offer a discount to all riders who convert to the TAP card to pay their fares, but will also reduce LADOT’s cost to operate our DASH services and have other positive impacts in the process.”

The schedule and location of the LADOT Public Hearings is included in this news release below along with an explanation of the proposed Electronic Payment Incentive Fares. Further information about the hearings and the proposed Electronic Payment Incentive Fares is available on the LADOT Transit website; [www.ladottransit.com](http://www.ladottransit.com).

## LADOT’s Proposed Electronic Incentive Fares

FARE TYPE	CURRENT	PROPOSED
*Cash (Regular)	\$0.50	\$0.50
Electronic <b>Payment</b> Incentive Fare (Regular)	N/A	\$0.35
*Cash (Senior/Disabled/Medicare)	\$0.25	\$0.25
Electronic <b>Payment</b> Incentive Fare (Senior/Disabled/Medicare)	N/A	\$0.15
7-Day Rolling Pass (Regular)	N/A	\$5.00
7-Day Rolling Pass (Senior/Disabled/Medicare)	N/A	\$2.50
*31-Day Rolling Pass (Regular)	\$18.00	\$18.00
31-Day Rolling Pass (K-12 Student)	N/A	\$9.00
31-Day Rolling Pass (College/Vocational Student)	N/A	\$9.00
31-Day Rolling Pass (Senior/Disabled/Medicare)	N/A	\$9.00

*\*Denotes existing fare type/product; all others are new options.*

## Electronic Incentive Fare and Fare Policies Public Hearing Schedule & Locations

Tuesday, August 12<sup>th</sup>, 2014 – 6-7pm  
 West Los Angeles  
 Henry Medina West LA Parking Enforcement Facility  
 11214 West Exposition Boulevard  
 Los Angeles

Wednesday, August 13<sup>th</sup>, 2014 – 6-7pm  
 South Los Angeles  
 South Los Angeles Activity Center  
 7020 South Figueroa  
 Los Angeles

Tuesday, August 19<sup>th</sup>, 2014 – Noon – 1pm  
Central Los Angeles  
Caltrans Community Center, Room 01.040 A  
100 South Main Street  
Los Angeles

Tuesday, August 19<sup>th</sup>, 2014 – 6-7pm  
Harbor Area  
Harbor Commission Board Room  
425 South Palos Verdes, 2<sup>nd</sup> Floor  
San Pedro

Wednesday, August 20<sup>th</sup>, 2014 – 6-7pm  
North and South Valley  
Marvin Braude Constituent Center  
6262 Van Nuys Boulevard  
Van Nuys

Thursday, August 21<sup>st</sup>, 2014 – 6-7pm  
East Los Angeles  
Ramona Hall Community Center, Auditorium  
4580 North Figueroa Street  
Los Angeles

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