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## **RTC to launch innovative ‘ride on demand’ Paratransit service**

*Board approval paves way for Feb. 12 launch of six-month pilot with Lyft service*

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LAS VEGAS - As another means to expand and improve transportation services for all residents, the Regional Transportation Commission of Southern Nevada (RTC) today announced it is launching a six-month pilot program with Lyft, the fastest growing rideshare company in the U.S., for Southern Nevada Transit Coalition (SNTC) Paratransit riders beginning Monday, Feb. 12.

Here's how it works:

- Pilot participants can request a ride via the Lyft app. Those without access to a smartphone or require a wheelchair accessible vehicle can call the RTC Customer Care at 702-478-2400 (option 4) seven days a week from 7 a.m. to 6 p.m.
- Customers are in control and don't have to schedule rides in advance, unless they want to. They can get a ride on-demand and be picked up within minutes.
- Customers will continue to pay \$3 one way. The RTC will subsidize the ride up to \$15 each way, and if the ride costs more than \$18 total, the client has the option to pay the remaining balance or cancel the ride and use their existing service. In setting the subsidy cost, the RTC determined the average Paratransit ride is 10 miles one-way.

“We are always looking for innovative ways to improve service and move customers around the valley more efficiently and effectively. This partnership with Lyft provides an efficient solution and option for Paratransit customers,” said RTC General Manager Tina Quigley, who noted transit agencies in Boston, Washington D.C., and Orange County, Calif., have launched similar programs with great success. “Through this partnership and pilot, Paratransit customers can expect more flexible service and the ability to be more spontaneous by scheduling rides on demand, something they previously could not do.”

“We're excited to be partnering with RTC on this innovative new program, which for the first time will provide seniors and individuals with disabilities the freedom to book rides in real time, expanding their access to employment, education, healthcare and social activities,” said Yacob Girma, Lyft's Las Vegas general manager. “Partnering with agencies such as RTC to support critical rider programs is a crucial step towards improving access to transportation in the communities we serve.”

A Transportation Network Company (TNC) such as Lyft can provide same-day, on-demand and/or advance scheduled transportation as an alternative to available conventional public transportation.

Both ADA (Americans with Disabilities Act) and non-ADA service will be provided. For the first time, the pilot program will provide the traditional Paratransit customer with a same-day transportation option while also being cost-efficient for the RTC.

“Our learning from this pilot may lead to using TNCs such as Lyft to complement our other services,” Quigley explained. “Meanwhile, Lyft is educating its drivers on the pilot and how to assist passengers with wheelchairs, the visually impaired, hard of hearing or deaf.”

The RTC’s award-winning climate controlled Mobility Training Center (MTC), opened in 2016 as the first of its kind in the West, is another example of the transit agency’s focus on helping ensure senior citizens and residents with disabilities can learn to ride public transit with confidence and provide greater freedom of movement. Visit the MTC page on the [RTC website](#) for more information.

### **About Lyft**

Lyft was founded in June 2012 by Logan Green and John Zimmer to improve people’s lives with the world’s best transportation. Lyft is the fastest growing rideshare company in the U.S. and is available to 95 percent of the U.S. population and Toronto, Canada. Lyft is preferred by drivers and passengers for its safe and friendly experience, and its commitment to effecting positive change for the future of our cities.

### **About the RTC**

The RTC is the transit authority, transportation planning organization, regional traffic management agency and administrator of Southern Nevada Strong, the regional planning effort for the Las Vegas valley. The RTC’s vision is to provide a safe, convenient and effective regional transportation system that enhances mobility and air quality for citizens and visitors. The RTC encourages residents and visitors to use a variety of transportation choices to help reduce traffic congestion, clean the air and improve the quality of life in Southern Nevada. For more information about the RTC and its major initiatives or to download its transit app rideRTC, visit [rtcsonv.com](http://rtcsonv.com).

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