

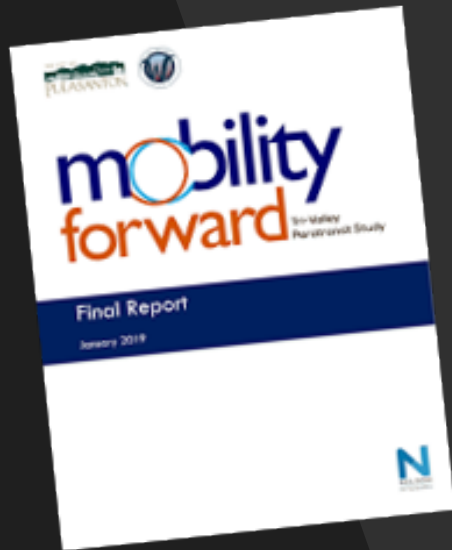
# Pleasanton Rides

Expenditure Plan  
2021/2022



**A Community Partnership**

# Program Update



Fall 2017

- Mobility Forward: Tri-Valley Paratransit Study

May 7, 2109

- Final report adopted by City Council

August 18, 2020

- City Council approved policy direction to contract for services with a transportation service provider

December 1, 2020

- City awarded an Operator Agreement to Black Tie Transportation (BTT)

February 1, 2021

- BTT began providing the senior transportation service, rebranded now called Pleasanton Rides

# Program Changes Due to COVID-19

- Medical and grocery rides
- Demand response – 3 days a week
  - Monday
  - Wednesday
  - Friday
- Group trips suspended

# Program Plan Highlights FY 21/22

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## Specialized Accessible Van

- Pleasanton Rides, Door-to-Door Service
- Expanded service hours 8am-5pm (M-F)
- Online appointment request option
- 24/7 Dispatch line
- 5,000 one-way trips planned



# Program Plan Highlights FY 21/22

## Customer Service/Outreach

- City Website/Black Tie Transportation Website
- Press Release
- Senior Newsletter
- Verbal communication with community partners and senior housing communities
- Expand to in-person outreach as restrictions lift
- WHEELS Dial-A-Ride tickets sold at Senior Center

Pleasanton Weekly.com

News


### Pleasanton Rides vans hit the streets

City paratransit via Black Tie Transportation underway

by Jeremy Walsh / Pleasanton Weekly

Uploaded: Wed, Feb 10, 2021, 5:17 pm

SLIDESHOW



A look at the revamped paratransit vans now operated by Black Tie Transportation under the program name, Pleasanton Rides. (Photo courtesy of city of Pleasanton)

The city's paratransit service has a new look -- and a new operator.

Pleasanton Rides, the rebranded name for city service now provided by Pleasanton-based Black Tie Transportation by contract, launched operations earlier this month with the revamped vans starting to pick up local seniors to help fulfill their short-distance transportation needs.

"We are honored to have the opportunity to serve the Seniors of Pleasanton," Black Tie owner Bill Wheeler said in a statement this week. "The city of Pleasanton takes pride in the senior community, and Black Tie is proud to be the trusted transportation resource behind Pleasanton Rides. Partnering with Trakk for the mobility management technology has provided us a best-in-class contactless reservation and fare-payment experience for our riders and their caregivers."

# Rebranding

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# Program Plan Highlights FY 21/22

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## Means Based Fare Program

- Pleasanton Rides Fee Assistance Program
- 75% subsidy on tickets
- Anticipate serving 70 seniors in FY 20/21

Printable forms,  
flyers and other  
information



Riders  
Guide



Rider  
Application



Pleasanton  
Rides Flyer  
[FAQs]

Apply for Fee  
Assistance

# Program Plan Highlights FY 21/22

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## **Group Trips**

- Program currently suspended due to COVID-19
- September 2021
- Monthly affordable trip
- Socialization, education and recreation
- 60+
- 150 one-way passenger trips planned





# Group Trip Program 2019

# Program Plan Highlights FY 21/22

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## Planned Capital Expenditure

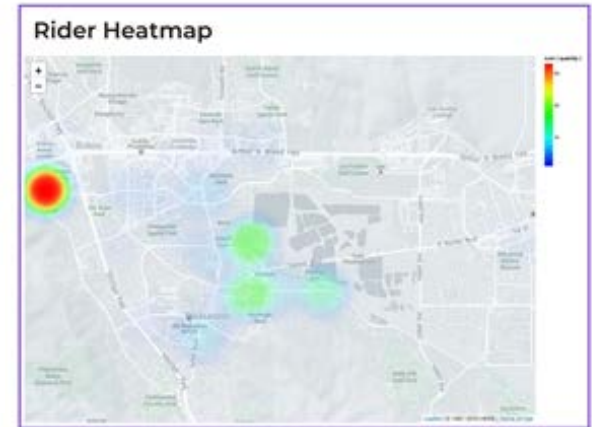
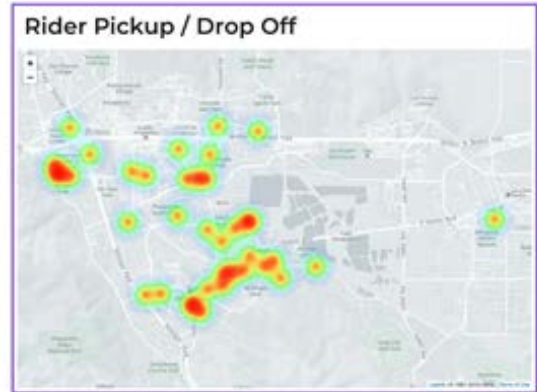
- Purchase one accessible van to meet customer demand

## Current Fleet

2018	Dodge BraunAbility	Passenger Van
2017	Ford Transit	Passenger Bus
2006	Ford E350	Passenger Bus

# Technology Enhancements

- Custom Reservations
- Streamlined Ticket Sales and Distribution
- Detailed Reporting and Data Recording

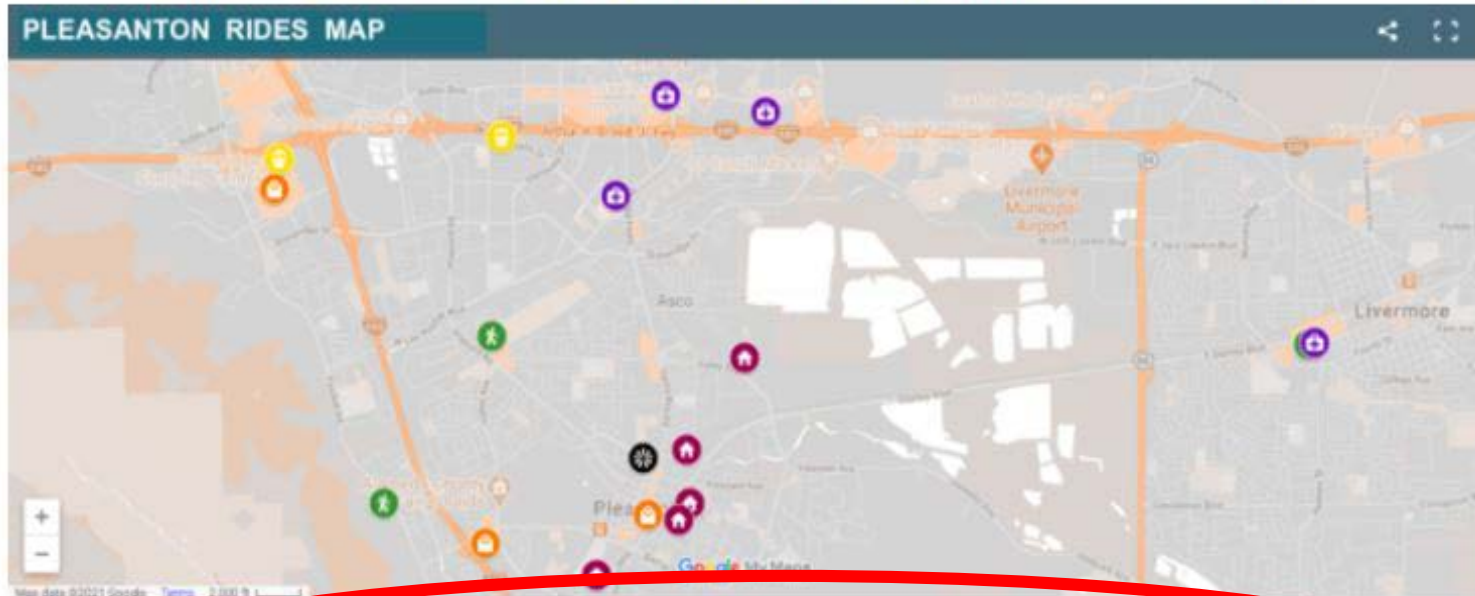


For reservations and information, call 925-398-1045.

Click [HERE](#) for details on services, schedule, locations, fares and guidelines.

View the online Rider's Guide [HERE](#).

Providing rides to Pleasanton Seniors anywhere within Pleasanton and to select locations in Dublin, Livermore, and San Ramon.



CLICK to Request a Ride with PLEASANTON RIDES

## Your Details

Please enter your information below. Include any pickup/date/times in the notes.

First Name	<input type="text" value="Bob"/>
Last Name	<input type="text" value="Ross"/>
Email	<input type="text" value="email@example.com"/>
Phone	<input type="text" value="+1-(000)-123-1234"/>
Note	<input type="text" value="Notes... E.g. Pickup address/date/time"/>
Contact Device Type	<input type="text" value="(Optional)"/>
Home Address	<input type="text" value="(Optional)"/>
Birth Date	<input type="text" value="(Optional)"/>
M/F	<input type="text" value="(Optional)"/>
	<input type="text"/>



*Thank you for your continued support!*