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LADOT TRANSIT DEBUTS RESPONSIVE WEBSITE

LOS ANGELES, CA (March 18, 2014) — The City of Los Angeles Department of Transportation's LADOT Transit Division has rolled out a new and significantly improved version of its ladottransit.com website. The enhanced website uses responsive web design, a new design technique that provides for optimal viewing across a range of devices from computers to tablets to smart phones. LADOT Transit is one of the first transit agencies in the nation to update its website to responsive design.

"The LADOT is bringing real-time bus information to the people who need it, when they need it, and how they need it. This new mobile-friendly website with a touch-enabled interface is part of our overall strategy to make city services accessible via many of the ways people use to communicate today, whether it is with a smartphone, a tweet, a text message, or over a classic voice call," said Mayor Eric Garcetti.

Under Mayor Eric Garcetti's initiative to make all City of Los Angeles services more customer focused, LADOT Transit has added to its existing technological initiatives; real time bus information, the use of the regional TAP smart card system, the online Transit Store that allows riders to securely purchase passes and tickets and an interactive online customer complaint system, with a demonstration of mobile ticketing, to begin later in 2014, the current demonstration of pure electric bus technology on the DASH Downtown LA bus service and its responsive website design.

"Technology and innovation are powerful forces that help connect people with multi-modal transportation alternatives in neighborhoods throughout Los Angeles," said Councilmember Mike Bonin, chair of the council's Transportation Committee and a member of Metro Board of Directors. "Quick and easy access to transit information and services provides the public with a high level of flexibility and predictability in planning their trips, making public transportation an even more convenient and attractive option for Angelenos."

"LADOT Transit embraces technology in every part of our operations, especially our customer service functions," said LADOT Transit Executive James Lefton. "Almost two million people visit the ladottransit.com website every year and we anticipate that more riders will be moving to mobile devices to access their bus information. Our new website design senses the size of the device a rider is using and adapts itself to properly display

our information on that device. This convenience allows LADOT Transit to better serve existing riders as well as potential riders.”

LADOT is the second largest provider of transit services in Los Angeles County, second only to Metro. LADOT provides three types of transit services:

1. Commuter Express Services: Weekday commuter services from points across the San Fernando Valley, the Beach Communities, Thousand Oaks and the West Side to Downtown Los Angeles; service within Long Beach and between Pasadena, Glendale and Burbank.
2. DASH Circulator Services: Local bus services that circulate in 27 neighborhoods throughout the City and in Downtown Los Angeles.
3. Cityride: A program that provides transportation solutions to seniors and the mobility challenged with dial-a-ride, taxi and discounted monthly passes.

The City of Los Angeles began its transit services program in 1985 when the then Southern California Rapid Transit District, now Metro, abandoned its Miniride Program in Downtown Los Angeles. The Los Angeles City Council voted to have LADOT assume responsibility for that service, and since then has voted to support the expansion of LADOT’s transit service program that now carries more than 26,000,000 riders annually.

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