



Los Angeles County
Metropolitan Transportation Authority

Metro News

January 23, 2019
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FOR IMMEDIATE RELEASE

Media Advisory

- WHAT:** The Los Angeles County Metropolitan Transportation Authority (Metro) and private partner Via will be announcing the launch of a new on-demand ride-sharing pilot program to and from three Metro stations — Artesia, El Monte and North Hollywood within a predefined area. Riders can summon rides with Via's smartphone app or by calling Via's call center. Fares will be \$1.75 for those who register with their TAP cards.
- WHEN:** 10:30 a.m., Monday, January 28, 2019
- WHERE:** El Monte Station, 3501 Santa Anita Ave., El Monte, CA 91731
- WHO:** John Fasana, Board of Directors, Metro
Joshua Schank, Chief Innovation Officer, Metro
Dillon Twombly, Chief Revenue Officer, Via
- VISUALS:** In addition to the press event, there will be a photo op and demonstrations of how the new ride-hailing service works.

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