



**PRESS RELEASE
FOR IMMEDIATE RELEASE
February 9, 2020**

**Contact: Nick Binzoni
nbinzoni@cityofpleasantonca.gov
(925) 200-4902**

City of Pleasanton and Black Tie Transportation Launch “Pleasanton Rides”

Pleasanton Paratransit Service Rebranded Through Partnership with Black Tie Transportation

PLEASANTON, Calif. — The City of Pleasanton and Pleasanton-based Black Tie Transportation together announced the launch of “Pleasanton Rides”— formerly Pleasanton Paratransit Service (PPS). The newly rebranded service began operations on February 1, providing transportation for area seniors.

At their December 1, 2020 meeting, the Pleasanton City Council unanimously awarded a multi-year operator agreement to Black Tie Transportation for the management and day-to-day operations of PPS. Under the management of Black Tie Transportation, the Pleasanton Rides fleet of vans have been upgraded with a new vinyl branding wrap of the Pleasanton ridgeline, and each vehicle has been detailed and maintained to meet the high standards Black Tie Transportation has for providing excellent customer service.

“We are honored to have the opportunity to serve the Seniors of Pleasanton,” said Bill Wheeler, Owner of Black Tie Transportation. “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. Our launch of Pleasanton Rides on February 1, 2021 was highly successful. The frequent riders were very pleased and excited with the new look and feel of the equipment and the care, concern and service provided by Black Tie’s seasoned professional drivers.”

Pleasanton Rides services will remain the same under Black Tie Transportation’s management. Service during the COVID-19 restrictions will continue Mondays,

Wednesdays, and Fridays from 8 a.m. to 5 p.m., and will be provided at the same rate of service. Application information and current processes have been transferred to and are administered by Black Tie Transportation.

“The City of Pleasanton is excited to continue serving our seniors through our senior transportation program now called Pleasanton Rides, said Nelson Fialho, City Manager for the City of Pleasanton. “We are pleased to partner with Black Tie, a homegrown Pleasanton business, to provide the best quality of service to our residents.”

New and existing riders can contact Pleasanton Rides at the new phone number, (925) 398-1045, and can find more information and request rides online on the new website, at www.blacktietrans.com/pleasanton-rides/. Rider eligibility and the rider application can be found online at www.blacktietrans.com/pleasanton-rides/pleasanton-rides-info/.

Follow us on Facebook <https://www.facebook.com/PleasantonLibraryandRecreation> and Instagram @PleasantonLibandRec.

###