



## **RPTA Riders Can Now Book Their Rides on the New Mobile App**

River Parishes, July 9th, 2021 – The River Parishes Transit Authority (RPTA) is improving its services with the launch of a new innovative booking platform allowing riders to book their rides on a mobile application (iOS and Android) and on the RPTA website or on the phone with customer service.

The RPTA serves St. John the Baptist and St. Charles Parishes with connecting service to Jefferson and St. James Parishes. RPTA service is a door-to-door service that until now, required riders to book their rides through the customer service reservation line, at least 24 hours in advance (48 hours in advance for the St James Parish service).

Now, riders can book one or more trips in advance up to the night before their trip without having to call a receptionist during office hours. They can choose their pick-up/drop-off location anywhere in the RPTA service area. The system provides riders with real-time information and notifications to confirm their bookings; informs them that their ride is approaching for pick-up; gives them information on the live position of the vehicle on the map; and real-time estimated time of arrival.

This advanced technology platform also helps RPTA with its operations providing real-time navigation to drivers, thus guiding them on the most efficient route to pick-up/drop-off riders. The routing algorithm organizes riders' bookings to provide the quickest trip with less wait time for an improved experience. Overall, this technology provides a much more efficient and on-time service and offers the best user experience, allowing riders to manage their mobility 24/7 through the web or mobile app.

*“The RPTA Board would like to thank Transdev for launching the Cityway program. As a board, we are always exploring ways to increase efficiencies. I’m confident that the deployment of this technology will allow us to add capacity while offering an improved reservation experience for passengers.” – Corey Faucheux, RPTA Board Chairman*

*“Transdev is excited to provide this technology to the citizens of the River Parishes and neighboring communities. Providing a more efficient, safe, and reliable transit service is Transdev’s highest priority.” – Rob Killebrew, RPTA and Jefferson Parish Transit, General Manager*

*“Cityway is pleased to partner with RPTA and Transdev on the deployment of our Microtransit Management Solution to provide riders with new ways to easily manage their mobility services. The solution also provides operations with proven tools to monitor the performance of the Microtransit service and thus ensure the quality of the service provided to RPTA riders. Cityway is Transdev Innovation division, leader in Integrated Mobility Platforms, Microtransit Technology and Smart Mobility Services. Chloe Spano - VP Business Development and Innovation, Cityway”*



Post Office Box 2444, Laplace, LA 70069-2444

[www.rptarolls.org](http://www.rptarolls.org)

## Another Way to RPTA

### Service Area:

St. John the Baptist and St. Charles Parishes with connecting service to Jefferson and St. James Parishes.

### Service Replaced:

Dial-A-Ride service with 24-48 hour booking prior to the ride. Limited by the vehicle capacity and dispatch.

### How to Book RPTA Rides Using This New Service:

On the Link Application App (available on the iOS and Android app stores)

On the RPTA website ([www.rptarolls.org](http://www.rptarolls.org))

Via the reservation line: 985-651-1141 Monday-Friday from 8:30am to 4:30pm

### How to Pay for the RPTA Rides:

A one-way trip on the RPTA is \$2.00. Children 4 and under ride free.

Drivers accept exact cash fare only and do not make change.

### Your Health and Safety are Important to Us:

The system manages the number of riders allowed on board not to exceed a 50% capacity.

Masks are required on board.

Vehicles are cleaned/disinfected daily and disinfectant wipes are provided on board.

