



MEDIA ADVISORY — For Immediate Release

Calexico Mayor Ureña, Imperial County Transportation Commission, and state policymakers convene to advocate for city’s new tech-enabled public transit program

Imperial County Transportation Commission (ICTC) will host an event on Thursday, May 11 to reflect on the success to-date of [Calexico On Demand](#), Calexico’s tech-enabled, on-demand public transit service. Calexico On Demand launched in January and uses intelligent software to expand access to efficient, equitable, and sustainable public transportation in the city, which has been historically challenged by poor air quality.

The event will include a ride along, during which Mayor Raul Ureña and officials from ICTC stakeholders and the California Air Resources Board (CARB), will book a ride and take a journey in a Calexico On Demand vehicle and share reactions and answer questions afterward.

When and where:

Thursday, May 11 from 11 a.m. to 12 p.m. at Calexico City Hall (608 Heber Ave. Calexico, CA 92231). Remarks will take place inside City Hall, and vehicle ridealong/photo opportunities will take place outside.

Tentative run of show

- **11:00 a.m.** - Arrive at Calexico City Hall
- **11:00 a.m.** - Introductions
- **11:05 a.m.** - Remarks
- **11:15 a.m.** - Calexico On Demand app walk-through and order a ride
- **11:20 a.m. to 11:40 a.m.** - Local ridealong (press is welcome to follow)
- **11:40 to 11:50 p.m.** - Q&A and press
- **11:50 a.m. to 12 p.m.** - Additional photos/videos with vehicle, etc
- **12 p.m.** - Event concludes

About Calexico On Demand

Key benefits of Calexico On Demand include:

- **Accessibility:** Each ride costs only \$2 each (or less for qualifying citizens), and the service is designed to fill “transportation access gaps” – making it easier for people to reach opportunities without needing a car.
- **Sustainability:** The service uses intelligent technology to match riders headed in the same direction into one vehicle to create efficient trips. The fleet includes hybrid electric vehicles to reduce carbon emissions.
- **Flexibility:** Riders can book a ride at a moment’s notice through the Calexico On Demand app or by calling 760-350-3414. The result is an efficient mobility option that provides more flexibility than traditional mass transit options.

Calexico On Demand is funded by a nearly \$1 million Clean Mobility Options (CMO) grant, which is part of California Climate Investments (CCI), a statewide initiative that puts billions of Cap-and-Trade dollars to work reducing greenhouse gas emissions, strengthening the economy, and improving public health and the environment, particularly in disadvantaged communities.

Who:

- Calexico Mayor Raul Ureña
- Tomas Oliva, Congressman Raul Ruiz’s Office
- David Aguirre, Executive Director of ICTC
- Krista Glotzbach, Head of Western U.S. Partnerships at Via (TransitTech provider for Calexico On Demand)
- Joey Juhasz-Lukomski, Clean Mobility Options

Social and environmental impacts:

Calexico On Demand has served more than 12,000 rides since launching three months ago. Many of the most popular destinations include shopping centers, schools, green spaces, and the Downtown Calexico Port of Entry.

- 53% of Calexico On Demand trips would have been taken in a private vehicle or taxi if the service did not exist.
- Per passenger mile, Calexico On Demand reduces emissions by 51%.
- 40% of people within the Calexico service zone earn less than \$40,000.

Calexico On Demand has received feedback that illustrates how the service is filling a crucial transportation need for many residents, who use the service multiple times per week to travel to essential and leisure destinations. Recent riders have left comments such as:

- *“Keep these prices to help my family in this economy.”*
- *“It’s a great help for us riders who cross over to Calexico – thank you.”*
- *“This is a necessary transportation opportunity.”*

The service is powered by Via, the global leader in TransitTech. Via’s software is used in 600+ communities globally, including 50+ in California. Via can arrange vehicle ride-alongs for press at a future date. If interested, please contact Sara-Jessica Dilks (sarajessica@ridewithvia.com).

More information about Calexico On Demand:

PRICING & PAYMENT	\$2 per ride, +\$1 per extra passenger \$1 per ride for seniors and people with disabilities Pay by credit card, debit card through app or phone, or by cash on board (exact fare only)
FEATURES	Wheelchair accessible vehicles are available upon request.
BOOKING OPTIONS	Book by app: Download the Calexico On Demand app, set up an account, and book your on-demand ride. Book by phone: Call 760-350-3414 to request your pick-up time/location and drop-off location.
HOURS OF SERVICE	Monday to Friday, 6 a.m. to 6 p.m.

Contact:

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Clean Mobility Options is part of [California Climate Investments](#), a statewide initiative that puts billions of Cap-and-Trade dollars to work reducing greenhouse gas emissions, strengthening the economy, and improving public health and the environment — particularly in under-served communities, and California Energy Commission's [Clean Transportation Program](#), which is investing more than \$1 billion to accelerate the deployment of zero-emission transportation infrastructure and support in-state manufacturing and workforce training and development.