

The West Hollywood Taxi Coupon Program is getting an upgrade!

BEGINNING JULY 1st, 2013 the West Hollywood Taxi Coupon Program will convert to an electronic fare card system similar to those used by the City of Los Angeles Cityride program and the Access Services Card. From July 1, you will use this card instead of coupons, and all remaining coupons will be expired.

HOW DOES THE CARD WORK?

Instead of paying with coupons, you will have fare value deposited on your card, and you will use this to pay for taxi trips. When you take a taxi trip, the fare will be automatically deducted from your Taxi Program account.

WHAT DOES THE CARD LOOK LIKE?

The card will be a plastic card with your name on it, which will look like this:



HOW DO I USE THE CARD?

- At the **beginning** of the trip, hand the Taxi Program Card to the driver. The card will be returned to you at the end of trip, once the fare is processed.
- The card is for fare only. You may not use it to tip the driver.
- Keep your card – you will need it every time you take a taxi.
- Please note that the driver may ask for a photo ID.

HOW DO I KNOW HOW MUCH MONEY IS ON MY CARD?

- After your trip, you will receive a receipt from the driver showing the amount of your trip and the amount left on your card.
- If you are not sure, you can **call (310)981-9303** to check your balance.

WHAT ELSE WILL BE DIFFERENT WITH THE NEW PROGRAM?

Nothing. The program will work the same way as before.

- Make your \$8 check or money order payable to the West Hollywood Taxi Program.
- \$28 of fare value will be added to your Taxi Coupon Card on July 1st, 2013.
- Write your code ID on the check memo line.
- Send to P.O. Box 74487, Los Angeles, California, 90004
- The maximum amount per trip shall in no case exceed \$14 for a single passenger. Two cards can be used to share a fare of up to \$28.
- You will still call the same taxi companies as before. The drivers will be familiar with the new program. Please be sure to ask for a “West Hollywood” cab.