

Business Connection



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Black Tie Transportation proud to serve seniors in the Pleasanton community

During the first year of the pandemic, public transportation was deeply affected. Staffing of qualified individuals was difficult. More than ever, people needed a reliable solution to get to doctor's appointments, dialysis, get prescriptions filled and even go grocery shopping.

The City of Pleasanton operated a fairly robust transportation network for seniors over the age of 70 in the community pre-pandemic. However, with all the challenges brought on by COVID-19, the city found it difficult to maintain. Pleasanton knew that it was critical for this particular community to find a solution and produced a Request for Proposal (RFP) to contract with a local transportation partner.

"Based on our ability to blend most of the operations with current operating systems, the city selected us,"



said Bill Wheeler, President/CEO of Black Tie Transportation. "We were able to reduce the cost to the city by up to \$300,000 annually," he said, referencing use of Black Tie's proprietary software solution, combined with the fact that they re-purposed the equipment that the city owned.

Pleasanton Rides is a door-to-door, shared-ride transportation service for Pleasanton seniors, currently serving an average of 30 clients per day, five days a week. Most of the drivers are transitioned Chauffeurs with Black Tie. "Our clients tell us that service has never been better," said Wheeler. "We call it: Seniors driving Seniors."

Eligible Pleasanton Seniors with transportation needs throughout Pleasanton and to select destinations



Pleasanton Rides is a community partnership between Black Tie Transportation, the City of Pleasanton and the Alameda County Transportation Commission.

in the Tri-Valley can learn more by visiting www.blacktietrans.com/pleasanton-rides and calling by calling 925-398-1045.

Black Tie Transportation has served the people of Pleasanton for

over 37 years, and Wheeler said he is most proud of serving seniors in our community. "We're truly blessed that the City of Pleasanton recognizes, honors and supports our most valued residents," said Wheeler.



Eligible Pleasanton seniors with transportation needs may use the service Monday through Friday between the hours of 8:00 a.m. and 5:00 p.m.



Ashley Hardy and Chauffeur Karl Steinkamp in the Black Tie dispatch center that manages and coordinates the Pleasanton Rides reservations.



Black Tie
TRANSPORTATION WORLDWIDE