

# MyBlue™ App-based On-demand Rideshare Service

North Central RTD has started “MyBlue™,” a revolutionary on-demand ridesharing system currently serving Taos and Española, New Mexico. With the MyBlue™ app, you can book rides from your smartphone, track your journey in real-time, and make hassle-free payments – all for just \$1.00 from origin to destination.



SCAN ME

Download the MyBlue™  
North Central RTD App Today!



## MyBlue™

Monday - Friday  
6:00 a.m. to 6:00 p.m.

CURRENT ZONES:

Española  
Taos  
Pojoaque-Nambé

## Potential Future Edgewood MyBlue™ Zone



# MyBlue™ FAQ's

## What is MyBlue™?

MyBlue™ service offers app-based shared rides, like Uber or Lyft, on a first-come, first-served basis. Your ride may be a minivan or a bus. As many as three people may be picked up during a MyBlue™ trip.

## Where Does MyBlue™ Go?

MyBlue™ zones currently serve the Española and Taos areas:

- Taos Zone: Within a 2-mile radius of the 340 Chile Line in Taos
- Española Zone: Within a 15-mile radius of the Española Transit Center
- Pojoaque/Nambé Zone: Within Nambé Pueblo, the Pueblo of Pojoaque and the Pojoaque Valley Schools Jacona Campus

## When Does MyBlue™ Operate?

6:00 a.m. to 6:00 p.m. Monday through Friday

## How Much Does MyBlue™ Cost?

Trips are \$1.00 one-way. Pay in-app or with the driver who picks you up.

## Is MyBlue™ Accessible?

Yes. Vehicles are available to accommodate wheelchairs and other mobility devices.

## Can I Use MyBlue™ To Connect to a Regular Bus Route?

Yes. Just indicate the location of the bus stop where you want to connect. Be sure to check the bus schedule to time your arrival to meet your bus at least 15 minutes in advance.

## How Do I Book a Trip?

To use the app, download the “MyBlue™ North Central RTD” app from Google Play or the App Store on your mobile device.

1. Download & Sign Up: Sign up, verify your email, and activate your account.
2. Log In & Create Profile: Sign in and create a profile with your contact information.
3. Navigate to Home: Access the main screen in the app to book trips and get notifications.
4. Request a Ride: Specify drop-off & pick-up locations, date, time, passengers, and accessibility needs. Submit your request.
5. Accept Booking: Review and accept the updated booking request before it expires.  
Note: Pick-up and drop-off times may change based on availability.

Don't have a mobile device? Call North Central RTD main office to book your trip at 866-206-0754, ext. 1. Tell us your drop-off & pick-up location addresses, date, time, passengers, and accessibility needs.