



**JAMES MONTOYA  
DISTRICT ATTORNEY  
34TH JUDICIAL DISTRICT  
EL PASO, HUDSPETH, AND CULBERSON COUNTIES**

**NEWS RELEASE: FOR IMMEDIATE RELEASE**

Friday, Sept. 12, 2025

**DISTRICT ATTORNEY TOUTS SUCCESSFUL GRANT-FUNDED RIDESHARE CAMPAIGN**

**EL PASO, Texas (09/12/2025)** – Thanks to the Texas Department of Transportation El Paso District, nearly 600 El Pasoans were able to get a safe ride home in the month of August.

“Pick Your Ride,” a campaign managed by the El Paso District Attorney’s Office and funded by a one-year TXDOT grant, provided El Pasoans a limited number of \$20 vouchers towards an Uber ride each weekend.

With the help of a nearly \$50,000 grant awarded by TXDOT on October 1, 2024, the campaign officially launched during the 2024-2025 winter holiday season with the goal of providing 2,445 rideshares. Thanks to help from state and local law enforcement partners, elected officials in all levels of government, local bar and restaurant establishments, news media, and the community, the District Attorney’s Office far surpassed its goal. As of September 8, the Office provided 3,445 rides and expended its funding only a few weeks before the grant expired.

“The push to keep our streets safe doesn’t end. Making sure El Pasoans get home safely is not a one-time campaign,” said District Attorney James Montoya. “Each member of our community has a responsibility to look out for those friends and family members who should not get behind the wheel. Drinking and driving is a choice, and there are many other options other than driving while intoxicated.”

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