Uber is Metra’s official rideshare partner

A marketing partnership between Uber and Chicago’s commuter rail agency Anticipated to launch in February, 2017

Metra has announced its three-year agreement with Uber to serve as the agency’s official rideshare partner. Metra will receive $900,000 in exchange for providing Uber with marketing opportunities to communicate with its customer base of 150,000 daily riders. According to Metra, this marketing partnership is the first-of-its-kind and is anticipated to not only generate non-fare revenue but also drive ridership by assisting customers who need a first/last-mile connection. This partnership is a result of Metra’s invitation for bids in July.

(Photo by A. Dorsey Jr.)

MOD SANDBOX 2.0

listening session

OVERVIEW
The Mobility on Demand (MOD) Sandbox is a program of the Federal Transit Administration (FTA), which supports transit agencies and communities as they integrate MOD solutions to enhance the quality, accessibility, and equity of mobility in their communities. In October 2016, FTA announced 11 MOD Sandbox 1.0 projects totaling $8M. Join the listening session to hear about the lessons learned from MOD Sandbox 1.0, and to discuss how to shape MOD Sandbox 2.0.

AGENDA
- Welcome
- Opening Remarks
- Lessons Learned from 2016 MOD Sandbox Applications
- Key MOD Activities
- Shaping MOD Sandbox 2.0
- Q&A

WHEN
Wednesday, January 11th, 2017
2:30 to 4:30 PM

WHERE
Renaissance DC
Downtown
999 9th Street NW
Washington, DC
Mt. Vernon Square Rm
Volkswagen announces mobility company, MOIA
(Photo by VW)

Denver Union Station partners with Uber
(Photo by J. Kim)

City of Berkeley looking for one-way carshare
(Photo by City of Berkeley)

Lyft’s economic impact report
(Photo by Lyft)

Lyft proposes to provide MBTA Late Night Service
(Photo by Lyft)

TNCs causing congestion in San Francisco?
(Photo by Boston Magazine)

Self-Driving Ubers hit roads in San Francisco
(Photo by Uber)

Uber & WMATA enters first/last-mile partnership
(Photo by A. Stiller)

uberSKI – room for you and your gear
(Photo by Uber)

To contribute a news item, please contact Annie Chang via achang@itsa.org