

MOBILITY RUSH 16

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tools for MOBILITY-ON-DEMAND PARTNERSHIPS



It is with pleasure that ITS America and the Federal Transit Administration's Mobility-on-Demand (MOD) team announce our collaboration with the Shared-Use Mobility Center (SUMC). The Mapping Tool and Policy Database of SUMC's Shared Mobility Toolkit now include data on public-private partnerships between MOD providers and both transit agencies and local organizations. Click below to access the tools.



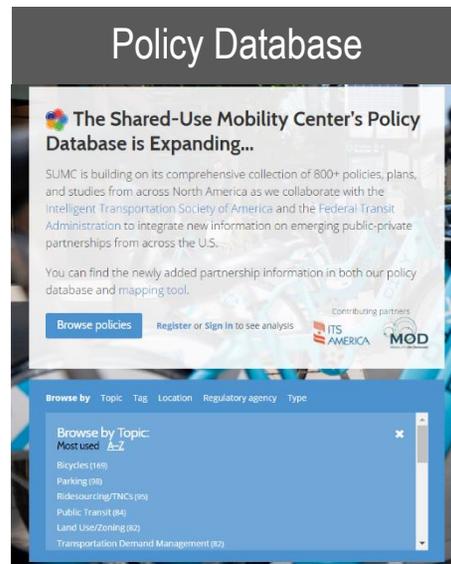
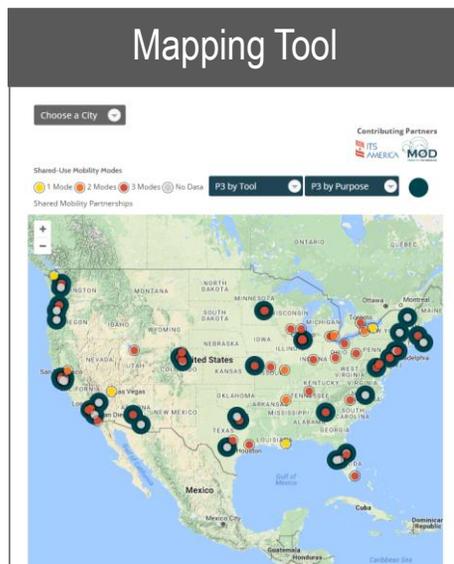
LYFT IS DC'S NEW SOBERRIDE PARTNER

*The Washington Regional Alcohol Program partners with Lyft in DC
Launching on March 17, 2017*

The Washington Regional Alcohol Program (WRAP) has partnered with Lyft to provide free rides through its anti-DUI program, SoberRide. The partnership, which will kick off on St. Patrick's Day, will provide residents of ages 21 and over free rides up to \$20 in the Washington, DC coverage area. The free St. Patrick's Day Lyft rides begin at 4 p.m. on March 17 and continue until 4 a.m. on March 18. Lyft will also donate \$1 to WRAP for each new Lyft customer that uses the SoberRide promo code. In the past, SoberRide provided free rides via taxis. Lyft will work with SoberRide for major holidays in 2017, including Cinco de Mayo, Independence Day, Halloween and between December 15 and New Year's Day, to help DC residents get home safely.

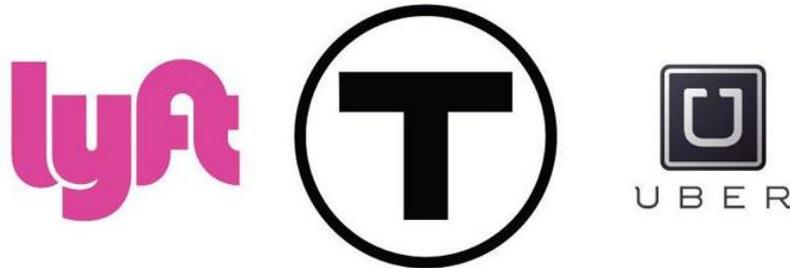
(Photo by [Lyft](#))

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MBTA'S ON-DEMAND PARATRANSIT EXPANDS

The RIDE On-Demand Paratransit Pilot with Uber and Lyft expands in MA Effective March 1, 2017

In celebration of 10,000 rides taken during their initial pilot, the Massachusetts Bay Transportation Authority (MBTA) announced that the partnership between their paratransit program, The RIDE, and ride-share companies Uber and Lyft is being expanded. While the initial pilot was open to 400 customers, as of March 1st, the pilot is now open to all eligible users of The Ride. It is anticipated that expanding the pilot will save both time and money for travelers with disabilities, as well as lower expenses for MBTA – as on-demand trips in the initial pilot were found to be both faster and cheaper than traditional paratransit service options. On-demand RIDE trips will cost customers \$2, with MBTA subsidizing the next \$13, and additional costs are assumed by the customer.

(Photo by [Twitter/@MassGovernor](https://twitter.com/MassGovernor))

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METROLINK LAUNCHES TRANSLOC APP

Quad Cities MetroLINK partners with TransLoc in IL Launched on March 7, 2017

Quad Cities MetroLINK and TransLoc have partnered to offer the Illinois Quad Cities community a new rider app. As of March 7th, Metro bus riders can use the TransLoc Rider app to look up bus schedules, access route information, and receive trip notifications and other service alerts. With this app, riders will be able to get real-time bus information to better know when and where the bus they need will arrive.

(Photo by [TransLoc](https://www.transloc.com))

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Bikesharing in US: 2010-2016

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