Mobility in the Making is a monthly publication that highlights some of the recent updates and news regarding Mobility on Demand (MOD)-related programs, pilots, and partnerships.

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For more information, to read past issues, or to contribute a news story, please visit: www.itsa.org/mobility-in-the-making

MTA offers weekly fare-capping OMNY program  
(Photoby MTA)

TIER Mobility announces acquisition of Spin  
(Photoby TIER)

Via & Motional launch on-demand AV taxi service  
(Photoby Motional)

City of Kyle to expand accessibility services  
(Photoby City of Kyle)

Metrolink announces trip planning partnership  
(Photoby Metrolink)

Lyft partnership expands rides for CSM students  
(Photoby College of San Mateo)

California issues Cruise & Waymo AV permits  
(Photoby Automotive News)

COTA launches account-based discount pilot  
(Photoby Mass Transit)

City of Encinitas rolls out bikeshare program  
(Photoby City of Encinitas)
WEST CONTRA COSTA GETS NEW APP
Multimodal app launches piloted features | February 24, 2022
Multimodal trip planning app, GoEzy, is partnering with the City of Richmond Transportation Department to pilot a carpool feature, available to City employees. This feature will help connect travelers with ridesharing matches for their commute. The pilot is part of the launch of GoEzy’s multimodal navigation app service in West Contra Costa, in Richmond, California. As part of its rollout, GoEzy will also support the Federal Highway Administration’s (FHWA) Smartphone Travel Incentive Study, providing insights into the impact of 511 Contra Costa-funded incentives on travel behavior and choices.

MARTA PARTNERS FOR MARTA REACH
Pilot with Georgia Tech for on-demand rides | February 28, 2022
The Metropolitan Atlanta Rapid Transit Authority (MARTA), the principal public transit operator in the Atlanta metropolitan area, has partnered with Georgia Tech for a six-month on-demand rideshare pilot, MARTA Reach. Through this program, travelers can use the MARTA Reach app to request on-demand shuttle rides to the nearest transportation hub for a flat rate of $2.50. Other passengers may be picked up or dropped off enroute. Rideshare service will run from 6:00am to 7:00pm on weekdays. This pilot, funded by the National Science Foundation, aims to aid first/last mile mobility.