

MOBILITY IN THE MAKING

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ABOUT

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



ITS AMERICA



U.S. Department of Transportation



MTA offers weekly fare-capping OMNY program
(Photo by [MTA](#))



TIER Mobility announces acquisition of Spin
(Photo by [TIER](#))



Via & Motional launch on-demand AV taxi service
(Photo by [Motional](#))



City of Kyle to expand accessibility services
(Photo by [City of Kyle](#))



Metrolink announces trip planning partnership
(Photo by [Metrolink](#))



Lyft partnership expands rides for CSM students
(Photo by [College of San Mateo](#))



California issues Cruise & Waymo AV permits
(Photo by [Automotive News](#))



COTA launches account-based discount pilot
(Photo by [Mass Transit](#))



City of Encinitas rolls out bikeshare program
(Photo by [City of Encinitas](#))



(Photo by [MARTA](#))

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.

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(Photo by [Metropia](#))

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.

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