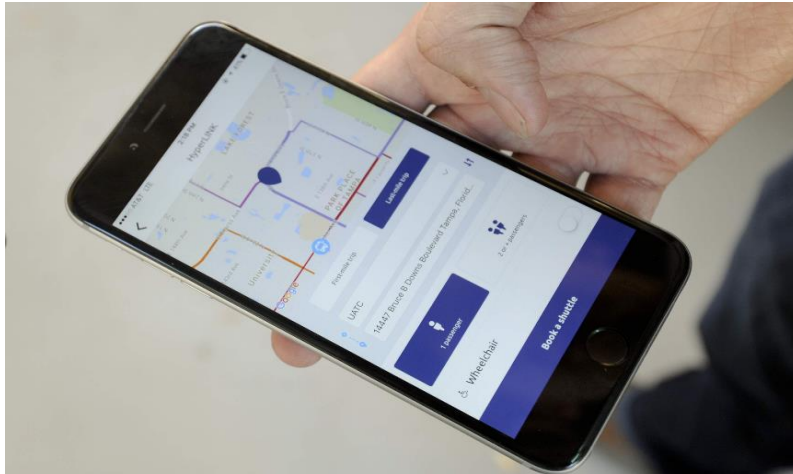


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HART HyperLINK: ON-DEMAND RIDESHARE

HART and Transdev launch an app-based first/last mile solution

Launched on November 14th, 2016

The Hillsborough Area Regional Transit Authority (HART) launched a new ridesharing application, named HyperLINK, in collaboration with Transdev. This application enables users to travel up to 3 miles to or from major bus stations at USF or in Carrollwood for \$3. HART then pays Transdev \$7 per ride in addition to the \$3 fare. Though this service can be accessed through a free smartphone app, customers can also request a ride through a call center and can pay for their ride with credit card or cash. HyperLINK is subsidized using a two-year grant from the Florida Department of Transportation, and is estimated to provide about 100 rides on a typical weekday once it expands to the transit center at Brandon Town Center Mall some time in mid-2017.

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(Photo by [Chris Urso](#))



LYFT & METROLINK TEAM UP

Upcoming deals for Lyft and Metrolink passengers in Southern California

Launched on November 16th, 2016

Lyft and Southern California's Metrolink have teamed up to make commuting easier. Lyft passengers are given two free round-trip rides on Metrolink, and Metrolink passholders are offered up to \$50 in Lyft ride credits for rides to and from Union Station (with a maximum of 2,000 redemptions). This partnership aims to facilitate access to the region's commuter rail network, as not everyone in Southern California lives within close proximity to public transit, and presents the opportunity to explore viable alternatives to car ownership or driving alone.

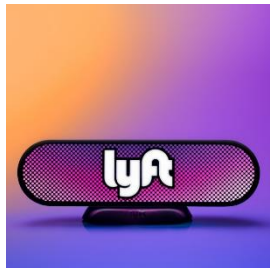
(Photo by [Lyft](#))

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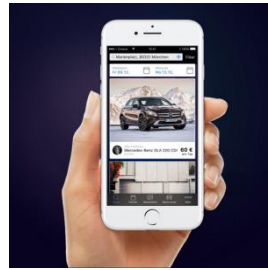
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(Photo by [medium.com](#))



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(Photo by [Croove](#))



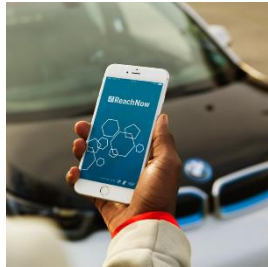
BlindWays – navigation app for vision impaired

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Toyota's Smart Key Box for P2P carsharing

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