

# MOBILITY RUSH 31

TRANSIT | MOBILITY ON DEMAND | PARTNERSHIPS



## TAM, LYFT, & WHISTLESTOP PARTNER

*Partnership to increase access to SMART stations in Marin County, CA*

*Launch date: September 12, 2017 (6 month pilot program)*

The Transportation Authority of Marin (TAM) in San Rafael, California has partnered with both Lyft and Whistlestop to make it easier for riders to get to and from Sonoma-Marina Area Rail Transit (SMART) stations in Marin County. Through this six-month pilot program, riders can receive \$5 off Lyft Line rides within the Marin county service area any time during the SMART hours of operation, as long as the ride either starts or ends at an eligible SMART station. Whistlestop will provide ADA service to eligible riders. This partnership, funded by Marin's annual Vehicle Registration Fee, started September 12 and aims to promote shared rides to facilitate convenient, on-demand travel, while also reducing both congestion and parking demand.

(Photo by [Marin Independent Journal](#))

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## Mobility on Demand Workshop



### OVERVIEW

ITS America and the Shared-Use Mobility Center, with support from FTA and in partnership with both the National Center for Mobility Management and APTA, are hosting a two-part workshop to discuss the challenges of Mobility On Demand (MOD) and explore solutions. This free workshop will feature presentations on the latest MOD deployments and include interactive discussion on ways to improve implementation. Participants will address questions such as how can MOD services be better integrated within existing transportation systems, what common challenges have MOD deployments faced, and how can successful MOD partnerships be cultivated across the country?

The workshop immediately follows APTA's Annual Meeting & EXPO at the Georgia World Congress Center in Atlanta, GA.

### WHEN

Wednesday,  
October 11<sup>th</sup>, 2017  
1:00 to 5:30pm EST

### WHERE

Georgia World  
Congress Center,  
Room B313  
285 Andrew Young  
International Boulevard  
Northwest  
Atlanta, GA 30313

### REGISTER

Registration and  
additional information  
can be found [here](#).

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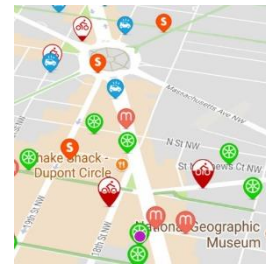
## RELATED NEWS



**Ofo bikeshare launches in Washington D.C.**  
(Photo by [Ofo](#))



**Waymo to launch ride-sharing service this fall**  
(Photo by [Reuters](#))



**Find bikeshare options in D.C. & Seattle via Transit**  
(Photo by [DCist](#))



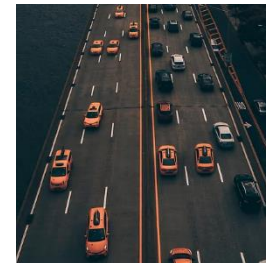
**New bikeshare comes to the University of Georgia**  
(Photo by [University of Georgia](#))



**PSA Group's Free2Move app to launch in Seattle**  
(Photo by [Geek Wire](#))



**Lyft & Trapeze Group partner for paratransit**  
(Photo by [Trapeze Group](#))



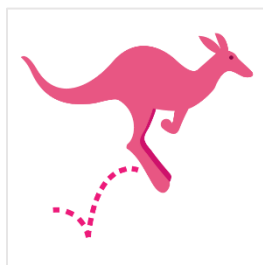
**Taxis in Houston partner for smarter ridesharing**  
(Photo by [KAPTYN](#))



**Tesla to launch one year ride-hailing pilot program**  
(Photo by [Autotrader](#))



**Limebike & Arkansas State University partner**  
(Photo by [A-State](#))



**Kango & Chrysler expand ridesharing service to LA**  
(Photo by [Kango](#))



**Ofo launches bikeshare pilot in the City of Revere**  
(Photo by [WCVB](#))



**Car2Go to upgrade their fleet in Austin this autumn**  
(Photo by [Car2Go](#))