

# MOBILITY RUSH 38

TRANSIT | MOBILITY ON DEMAND | PARTNERSHIPS



## DCTA & LYFT PARTNER FOR RIDE DISCOUNTS

*Lyft partnership in Highland Village and north Lewisville, Denton County, TX  
Launched on January 15, 2018*

The Denton County Transportation Authority (DCTA) has partnered with Lyft to provide discounted rides in Denton County, Texas. As of January 15, \$2 DCTA-sponsored discounts can be applied to Lyft trips that start or end within Highland Village and Northern Lewisville (the program's service zone), taken within service hours: Monday through Friday, from 5:30am to 7pm. In order to receive a reduced fare, users must first enter the program discount code into the Lyft mobile app. The discount will then be applied to subsequent qualifying trips automatically. This partnership is replacing DCTA's partnership with Uber. It aims to provide an enhanced, efficient transportation option for the community and improve first/last mile travel.

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(Photo by [DCTA Blog: Hop on Board](#))



## MDOT MTA LAUNCHES ZIPCAR PARTNERSHIP

*Zipcars will now be available at a number of rail stations in Baltimore, MD  
Launched on January 22, 2018*

The Maryland Department of Transportation Maryland Transit Administration (MDOT MTA) and Zipcar have partnered to offer car-sharing service at select stations and enhance transportation options in Baltimore, Maryland. Through this partnership, fifteen Zipcars are now available for on-demand use at eight rail stations along the Light RailLink, Metro SubwayLink, and Maryland Area Regional Commuter (MARC) Train lines. Transit riders can reserve vehicles for one hour or up to seven days after joining Zipcar. The reservation cost includes gas, insurance, and maintenance. By partnering with Zipcar and adding a sustainable mobility option at local transit stations, MDOT MTA hopes to increase connectivity and reduce the need for commuters to drive.

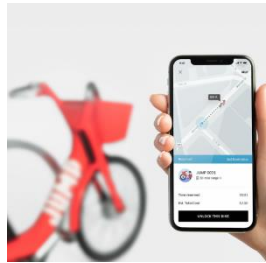
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