

# MOBILITY RUSH 71

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## BATA PARTNERS FOR LATE-NIGHT MOBILITY

*Partnership with Lyft to provide late Bayline route rides in Traverse City, MI  
Launched in June, 2019 (1 year pilot)*

The Bay Area Transportation Authority (BATA) has partnered with Lyft to offer free transportation between 11pm and 1pm every night along the Bayline route in Traverse City, Michigan. Through this 12-month pilot, Bayline riders can use a monthly promotional code for up to \$100 in late-night Lyft rides traveling to/from locations within a 0.2 mile-radius of the Bayline route. The promotional code can be found inside Bayline buses and is valid for a month, after which a new code will be available. Lyft rides can be scheduled through the Lyft app and wheelchair accessible vehicles are available upon request. The program aims to fill gaps in existing public transit service by helping Bayline commuters get home safely after regular bus service has ended.

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(Photo by [BATA](#))



## CITY OF NEWTON AND VIA LAUNCH "NEWMO"

*Partnership for on-demand microtransit service for seniors in Newton, MA  
Launched on June 17, 2019*

The City of Newton has partnered with Via to launch Newton in Motion (NewMo), an on-demand microtransit service for seniors in Newton, Massachusetts. Through this program, locals over the age of 60 can order NewMo rides using the Via app or by calling. After booking, riders will be directed to nearby virtual bus stops where they will be picked up and may share a ride with other passengers traveling similar routes. NewMo service is available from 8am to 5pm on weekdays and from 9am to noon on the weekend. This on-demand service replaces the previous taxi voucher system that required users to book rides at least 72 hours in advance. NewMo aims to offer convenient, reliable mobility to help seniors travel around the city.

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(Photo by [Patch](#))

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(Photo by [City of Edina](#))



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