

MOBILITY RUSH 73

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COTA LAUNCHES MICROTRANSIT PROGRAM

*Partnership with Via to pilot COTA Plus rideshare service in Grove City, OH
Launched on July 15, 2019 (1-year pilot)*

The Central Ohio Transit Authority (COTA) has partnered with Grove City and Via to launch on-demand microtransit service, [COTA Plus](#). Through this one-year pilot, as of July 15, residents and visitors in Grove City can book local rides on six-passenger vehicles. Rides can be reserved through the COTA Plus app or by calling. The vehicles are operated by COTA drivers and can be used to connect passengers with any destination of their choice within the program service area (for a base fare of \$3) or designated COTA transit lines (for free). Day passes and weekly passes are available. COTA Plus vehicles should arrive within 15 minutes of booking. This pilot aims to improve first/last mile mobility and offer a convenient, affordable transportation option.

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(Photo by [COTA](#))



SALEM PARTNERS FOR E-SCOOTER SERVICE

*City of Salem teams up with Zagster for scooter share program in Salem, MA
Launched on July 18, 2019*

The City of Salem has partnered with micromobility operator, Zagster, to launch an electric scooter (e-scooter) sharing pilot program. Through this partnership, Zagster – which has [partnered](#) with dockless mobility company, Spin – will bring 250 Spin e-scooters to Salem, Massachusetts. Starting July 18, these scooters can be rented via the Spin app, unlocked for \$1, and ridden for \$0.15 per minute. Upon completing a ride, the scooters should be returned to designated parking areas. Zagster hosted two days of workshops on scooter safety following launch. Riders can borrow helmets at City Hall. The City of Salem has an existing [bikeshare](#) program with Zagster and hopes that this scooter share pilot will help to further reduce local congestion.

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(Photo by [Salem News](#))

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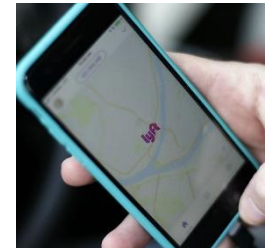
DDOT to launch moped sharing pilot program
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Scooter pilot program launches in Tallahassee
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Optimus Ride rolls out driverless shuttle pilot
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