

# LAST WEEK IN INNOVATIVE MOBILITY

April 4th - April 10th, 2016



## CARSHARING

BMW rebrands its DriveNow carsharing program as ReachNow in Seattle. The program will include 370 vehicles for one-way carsharing as well as a chauffeured ride service, similar to ridesourcing services, like Uber and Lyft. ReachNow will also offer to deliver vehicles to customers at their desired time and location. Lastly, Mini owners will be able to rent out their personal vehicles using the ReachNow app.

## RIDESOURCING/TNCS

The California Public Utilities Commission meets to update its original regulations for ridesourcing companies. Under the proposed changes, TNCs will be required to follow stricter guidelines for vehicle inspections, certify fare calculations, and display their logos on both the front and rear of vehicles, among other requirements. Ridesplitting services, such as UberPool and Lyft Line, will also be officially legalized.

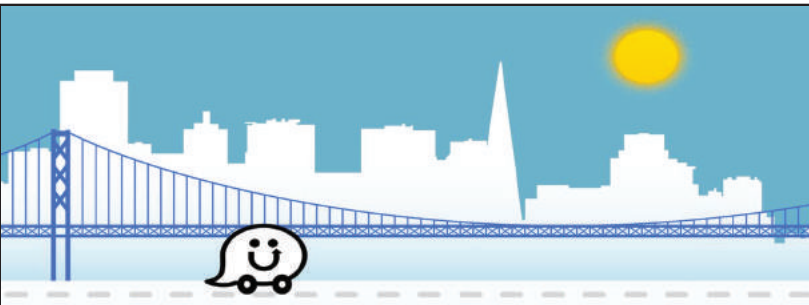
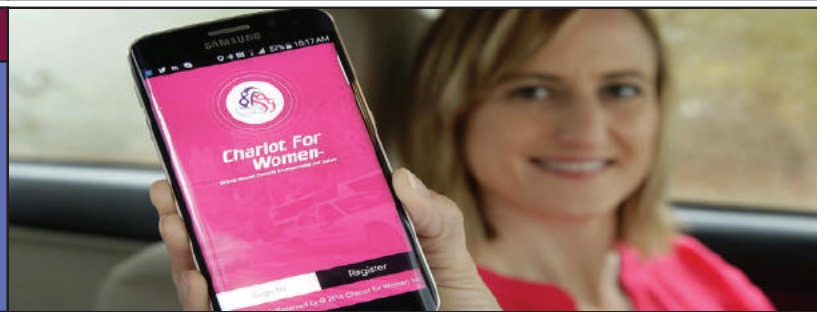


## RIDESOURCING/TNCS

Lyft Line launches in six cities across the U.S. over the course of five days. This is the first time Lyft Line has launched in more than one city at a time. In addition to the nine cities that Lyft Line already operates in, it will expand to Denver, Newark, Philadelphia, San Diego, San Jose, and Seattle.

## RIDESOURCING/TNCS

A new ridesourcing service for women launches in Boston, named Chariot for Women. The service's patent-pending technology provides a safety code to both the passenger and driver to ensure that the passenger does not enter the wrong driver's vehicle. Chariot for Women does not use surge charging and donates two percent of every fare to charity.



## APPS

Caltrans partners with Waze to gain access to the app's real-time traffic and incident report data in exchange for up-to-date information on road closures, construction projects, and other road conditions. Caltrans will publicize the information it receives from Waze on its QuickMap app and on its website.

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Innovative Mobility Research (IMR) is based at the Transportation Sustainability Research Center (TSRC) at the University of California, Berkeley

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