

Last Week In Innovative Mobility

March 12 - March 18, 2018



RIDESOURCING/TNCs

Lyft pilots subscription payment models, called All-Access Plans, with some of its users. For a monthly price, some Lyft users can take a set number of standard rides costing up to \$15. One option offers 30 rides for \$199 a month, and another option offers 60 rides for \$399. Passengers pay the difference if a ride costs over \$15.

RIDESOURCING/TNCs

Innisfil, Ontario estimates that it is saving \$8 million per year with its Uber partnership compared to what an equivalent public bus service would cost. The program offers flat rates for UberPOOL rides to community centers and public transit stations. There have been over 26,700 trips taken by 3,400 users in the first eight months of the program. Innisfil has subsidized \$5.62 per passenger thus far.

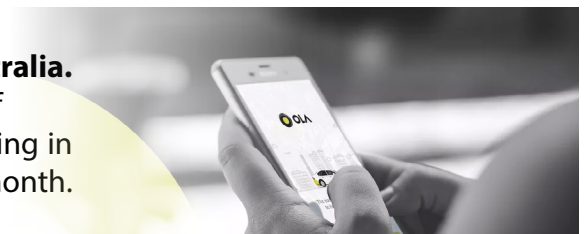


SCOOTER SHARING

LimeBike launches their Juicer program to recharge Lime-S electric scooters. People who sign up as Juicers can get paid to use their personal vehicles to collect and charge depleted scooters. They can then charge the scooters at their home outlets, using charging supplies that LimeBike provides. LimeBike notifies Juicers where to place the charged scooters.

RIDESOURCING/TNCs

Ola, an Indian ridesourcing company/TNC, launches in Sydney, Australia. Ola is offering three free rides up to \$25 to new users, and 50 percent off additional rides during the promotional period. The company is operating in Perth, Australia, and it aims to launch in Melbourne, Australia later this month.



AUTOMATED VEHICLES

Lyft and Magna International, a Canadian-based automotive industry supplier, partner to deploy AV technology to automakers. Lyft will lead the technological development, and Magna will manufacture and sell the systems.



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