

# LAST WEEK IN INNOVATIVE MOBILITY

March 27th - April 2nd, 2017



## RIDESOURCING/TNCS

A new ridesourcing startup called RydenGo launches in 19 cities in the U.S. Instead of paying commission on algorithmically determined fares, RydenGo drivers pay a \$20 monthly subscription fee and set their own rates. When a user requests a ride, drivers in the area respond with rates that they determine themselves. Users then choose which ride to accept and are provided a four-digit verification code that identifies their driver's vehicle.

## RIDESOURCING/TNCS

Lyft launches a fixed-route shuttle pilot in San Francisco and Chicago. Lyft Shuttle operates during commute hours with predetermined pickup and dropoff locations. The Lyft app will show users an estimate of their total travel time, including the walking time to and from the Lyft Shuttle route. Fares will be determined by travel time and distance and will not be impacted by Prime Time pricing during periods of high demand.



## BIKESHARING

Seattle's Pronto bikesharing program shuts down after two and a half years of operation. Launched in Fall 2014, the City of Seattle purchased Pronto in March 2016. In January 2017, Mayor Ed Murray announced that the three million dollars that had been budgeted for Pronto would be reallocated to pedestrian and bike projects. The city plans to store the program's 54 stations and 500 bikes until it can sell the equipment to another municipality.

## CARSHARING

An electric vehicle (EV) carsharing pilot aimed at serving low-income residents launches in Northeast Portland. EV advocates at Drive Oregon partnered with local utility Pacific Power and the Hacienda Community Development Corporation to bring three used Honda Fit EVs and chargers to the Vista de Rosas affordable housing apartment complex. The cars can be accessed via the peer-to-peer carsharing platform Turo.



## BIKESHARING

One of China's leading bikesharing companies, Mobike, launches an incentive program that rewards users for redistributing bicycles. The Mobike app labels "bonus bikes" with red envelopes, which yield a cash gift between one and 100 yuan (between \$0.15 and \$14.55) if ridden for at least ten minutes. Riding the bonus bikes to a location with high traffic, such as a subway stop or business district, increases the size of the cash gift.



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