

Last Week In Innovative Mobility

August 21 - August 27, 2017



MICROTRANSIT

Colorado city partners with Uber to evolve microtransit service.

Shuttles have connected the city's rail line to major employer buildings for years along a fixed route. Some of the shuttles will now operate flexible routes on-demand, powered by the Uber app, to allow pickups and dropoffs anywhere within the city limits.



COURIER NETWORK SERVICES

Walmart and Uber expand their grocery delivery service pilot, entering the Dallas and Orlando markets. Consumers can shop for groceries online and pay \$9.95 for delivery, which relies on Uber's service. The companies are also testing this service in Tampa and Phoenix.



RIDESOURCING/TNCs

Uber and five Florida cities form a public-private partnership to subsidize Uber rides. The cities will cover 20 percent of the cost of Uber rides within city limits and subsidize 25 percent for rides to or from a public transit station. Cities aim to integrate ridesourcing and public transit, while lowering operating costs, but dissenters warn of unnecessary privatization.

UBER



RIDESHARING

Google Maps lists BlaBlaCar as a transportation option in Europe. The app now displays the cost and travel time of a ride booked through BlaBlaCar, a carpooling service that matches drivers with potential riders for inter-city trips. Users can book a BlaBlaCar ride through the Google Maps app directly.



RIDESOURCING/TNCs

Federal judge upholds Seattle law that allows ridesourcing company drivers to unionize. The 2015 law requires ridesourcing and taxi companies to bargain with contracted drivers, if a majority want to be represented. Though opposition claims that this law contradicts labor law and the right to free association, federal authorities call these claims speculative.

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Innovative Mobility Research (IMR) focuses on the future of mobility and is based at the Transportation Sustainability Research Center at the University of California, Berkeley

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