

# LAST WEEK IN INNOVATIVE MOBILITY

August 8th - August 14th, 2016



## RIDESOURCING/TNCS

Centennial, a suburb of Denver, Colorado, launches a pilot program providing free Lyft rides to and from the Dry Creek light rail station as a first-mile, last-mile solution for residents. The six-month pilot is the result of a three-year grant of \$1.5 million from Bloomberg Philanthropies for the creation of an "innovation team" to focus on improving mobility in the suburb.

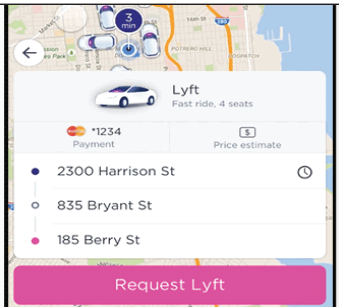
## BIKESHARING

West Hollywood, California opens four bikesharing stations in a soft-launch of its new WeHo Pedal bikesharing program. Once the program fully launches at the end of August, 150 bicycles will be available at a total of 20 stations throughout West Hollywood. Riders can rent the bicycles at an hourly rate or purchase monthly or annual memberships that include 90 minutes of riding time a day.



## RIDESOURCING/TNCS

Lyft rolls out a new feature that allows passengers to program multiple stops into ride requests. A Lyft spokesman revealed that five percent of Lyft rides involve a change of destination midway through the ride due to passengers wanting to make multiple stops along their journey. Lyft hopes to improve the accuracy and efficiency of their ride matching algorithm with the implementation of this new feature.



## RIDESOURCING/TNCS

A federal judge rules to uphold Seattle's landmark collective bargaining ordinance, which will allow ridesourcing drivers to unionize beginning in September 2016. The ruling states that it is too early to sue, as the ordinance has not yet taken effect, and the U.S. Chamber of Commerce, which filed the lawsuit, does not have legal standing to sue since it has not been directly impacted by the law. Both Uber and Lyft opposed the ordinance.



## VEHICLES

Cruise Automation begins testing automated 2017 Chevrolet Bolt EVs in Scottsdale, Arizona. Acquired by GM earlier this year, Cruise has been performing public tests of the automated Bolt on the streets of San Francisco since May. GM has hinted that the Cruise automated driving technology may be applied to a GM-supplied fleet of automated Lyft cars in the future.

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