

LAST WEEK IN INNOVATIVE MOBILITY

September 12th - September 18th, 2016



RIDESOURCING/TNCS

The Massachusetts Bay Transportation Authority announces a pilot to supplement their existing door-to-door paratransit service, The Ride, with subsidized rides from Lyft and Uber. Registered users of The Ride can request a ride from either Lyft or Uber through a smartphone and will only be charged for the first \$2, and MBTA will pay up to \$13 of the remaining costs of the trip.

RIDESOURCING/TNCS

Uber begins testing a fleet of four automated Ford Fusions in and around downtown Pittsburgh. 1,000 customers have been invited to participate in the pilot in which regular ride requests are answered by an automated car with a backup driver and an engineer present in the front seats. In addition to monitoring driving performance, Uber is collecting feedback about the rider experience from passengers.



VEHICLES

Georg Hotz, the famed iPhone hacker, unveils the Comma One, a \$999 add-on that enables cars with level-2 automated driving capability. The beta version of the Comma One is designed to replace the existing rearview mirror in Acura and Honda models equipped with Lane Keeping Assist. Customers will pay a \$24 monthly subscription fee to use the product and receive wireless algorithm and data updates.

BIKESHARING

Zipcar partners with bikesharing company Zagster for the creation of a new bikesharing program on college campuses, called Zipbike. Zipbike will launch on ten college campuses around the U.S. in January 2017, and plans to expand to five more campuses soon after. Students and faculty will be able to access both Zipcar and Zipbike with a single membership.



RIDESOURCING/TNCS

Uber launches a \$2 flat rate for uberPOOL for college students in the greater Boston area. Students requesting an uberPOOL ride from a number of designated campus areas will be eligible for the flat fare. The areas in which the flat rate is available are Kendall, Harvard, and Davis squares, Fenway, Kenmore, Allston, Brighton, and JFK.

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