

Last Week In Innovative Mobility

September 18 - 24, 2017



RIDESOURCING/TNCs

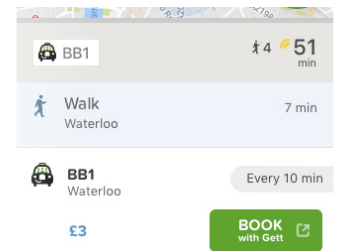
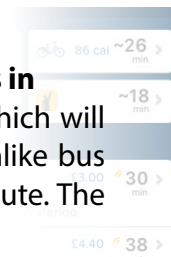
Transport for London (TfL) strips Uber of its license to operate in the city. In London, Uber has 40,000 drivers and 3.5 million users of their service. However, TfL states that the company's approach and conduct are not suitable for its license renewal at the end of September. Uber will contest TfL's decision.



MICROTRANSIT

Citymapper and Gett partner to offer two shared taxi commuter lines in London.

Citymapper used its user location data to design the routes, which will cover areas not easily accessible with existing public transit services. Unlike bus rides, users will be able to exit the shared taxis at any point along the route. The new service, called Black Bus 1, will operate during peak commute hours.



MICROTRANSIT

Los Angeles Metro plans to accept proposals for a microtransit service.

Similar to existing microtransit models, users would be able to hail shared vans running along predetermined routes. The service would cost a flat per-ride fare, which would be slightly more expensive than Metro's base transit fare, but would be substantially cheaper than an Uber, Lyft, or taxi ride.



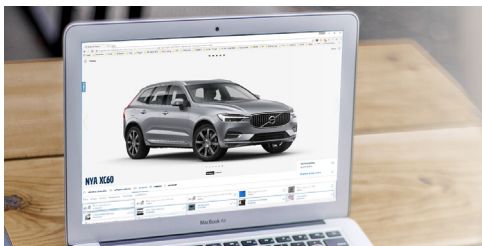
CARSHARING

Zipcar launches in Reykjavik, Iceland, as its first entry into a Nordic market. The carsharing operator aims to assist Reykjavik in becoming a carbon-neutral city in the world by 2040. At present, Zipcar currently operates in over 500 cities and towns across Europe, North America, and the Asia Pacific.



VEHICLES

Volvo creates a subscription service, called Care by Volvo, to simplify car ownership. After placing an order for a vehicle online, subscribers will pay for down payments, insurance, and fees through a flat monthly fee. Depending on regional availability, the service will offer a range of digital concierge services, including e-commerce delivery to the vehicle.



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