



FOR IMMEDIATE RELEASE

Transportation Authority of Marin Launches “GETSMART17” Pilot Program Offering Discounted Lyft Rides to and from the SMART Train – Beginning Sept 12

A convenient and affordable way to leave the car at home - Promo Code GETSMART17

SAN RAFAEL, Calif., September 7, 2017 – Transportation Authority of Marin (TAM) announced a partnership with Lyft and Whistlestop to provide discounted rides to passengers using Lyft’s ride sharing service, Lyft Line, to get to and from SMART Stations in Marin County. The promo code “GETSMART17” offering the \$5 discount will be available beginning Tuesday, September 12, 2017.

The program is designed to support new SMART ridership and encourage shared mobility options in order to reduce congestion and pollution. Lyft Line is part of the rideshare company’s application that matches passengers taking a similar route. The technology provides an effective, real-time way to encourage and enable carpooling for first and last-mile access to Marin’s new fixed rail service. TAM has partnered with local nonprofit Whistlestop to ensure this program is available to all users, including providing rides with wheelchair accessible vehicles.

Dianne Steinhauser, TAM’s Executive Director noted, “TAM is always working to improve mobility and expand transportation options in Marin. Our partnership with Lyft and Whistlestop provides travelers a convenient, reliable option to get to and from SMART. The \$5 discount will help nudge people to leave the car at home and try a new way to get to work.”

Paul Davis, Lyft’s Transit Partnership Manager said, “Lyft is excited to be partnering with TAM to provide connection services to the new SMART train, including from regional neighborhoods and job centers. Lyft Line provides a cost-effective and environmentally friendly way to get to the train for residents and employees.” Davis continued, “Users of the program will benefit from not having to look for parking at the station, while also helping reduce emissions through sharing a Lyft Line with a co-worker or neighbor.”

Participants in the program will need to pay the first \$2 fare of their Lyft Line ride to or from SMART, and then TAM will cover up to \$5 for the remaining cost of the ride.

TAM is also partnering with local nonprofit Whistlestop to ensure this 6-month pilot program is accessible to all users. Whistlestop will provide ADA services for individuals with disabilities to participate in this program, and will schedule Lyft rides for individuals to take part in “GETSMART17” but don’t have access to a cell phone. According to John Byers, Whistlestop’s General Manager of Transportation Services, “At Whistlestop, we’re always interested in working with community partners to improve independence and mobility for older adults and those living with disabilities. We are thrilled to be working with TAM and Lyft to make this exciting pilot program accessible and available to all Marin residents.”

The pilot program will be in place for 6 months and will begin service on Tuesday, September 12. The program is funded by Marin’s \$10 annual Vehicle Registration Fee passed by Marin County Voters in 2010 to maintain local streets and pathways, improve transit for seniors and persons with disabilities, and reduce congestion and pollution.

How It Works

To receive the up-to \$5 discount, participants must:

- Download the Lyft App and Register for an Account
- Use Lyft Line option on the Lyft app, allowing passengers on a similar route to share the ride
- Enter the promo code GETSMART17 to receive up-to \$5 credit on up to 40 trips a month
- For those without smart phones or those who need a wheelchair accessible vehicle, call Whistlestop at 415-454-0998 to arrange for your Lyft ride. Rides are encouraged to be scheduled in advance. Be sure to mention the GETSMART17 program.
- Begin or end the ride at a SMART station in Marin County during the SMART hours of operations Monday through Friday
 - Novato North Station
 - Hamilton Station
 - Marin Civic Center
 - Downtown San Rafael
- Passenger must pay for the first \$2 of their Lyft Line ride, and TAM will cover up to the next \$5.

About Transportation Authority of Marin

TAM is dedicated to making the most of Marin county transportation dollars and creating an efficient and effective transportation system that promotes mobility and accessibility by providing a variety of high quality transportation options to all users. TAM administers the expenditure plans for Measure A, the ½ cent sales tax measure passed in 2004 and Measure B, the \$10 Vehicle Registration Fee passed in 2010. TAM also serves as Marin’s Congestion Management Agency and is responsible for coordinating funding for transportation projects and programs to improve mobility, reduce congestion, and provide a transportation system with more options for those living, working, visiting and traveling in Marin County. More information is available at www.tam.ca.gov.

About Lyft

Lyft was founded in June 2012 by Logan Green and John Zimmer to improve people’s lives with the world’s best transportation. Lyft is the fastest growing rideshare company in the U.S and is available in more than 350 cities. Lyft is preferred by drivers and passengers for its safe and friendly experience, and its commitment to effecting positive change for the future of our cities.

About Whistlestop

Founded in 1954 as Marin Senior Coordinating Council, Whistlestop promotes the independence, well-being and quality of life for older adults and people living with disabilities in Marin County. Whistlestop’s Active Aging Center provides meals, educational classes, multicultural gatherings and information and referral services. Whistlestop also provides special needs transportation services through Marin Access, a partnership of Whistlestop, Marin Transit and Golden Gate Transit, and operates Marin’s Meals on Wheels program, serving meals to over 250 homebound seniors each week in the Marin community. For more information about Whistlestop and its classes and services, visit www.whistlestop.org.

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