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RTC, Lyft partner on pilot program to enhance commuting options for Northgate Distribution Center employees, save on transportation costs

[Click to Tweet:](#) .@RTCSONV and @Lyft partner on pilot project to enhance #job #access and encourage #multimodal #travel. Rideshare will get employees from 13 identified bus stops to employer site in North Las Vegas.

LAS VEGAS – The Regional Transportation Commission of Southern Nevada (RTC) is again partnering with transportation network company Lyft, the fastest-growing ridesharing company in the U.S., on an innovative six-month pilot program to enhance job access and encourage multimodal commuting options for Fanatics employees at the Northgate Distribution Center in North Las Vegas.

Under the RTC’s new Workforce Mobility Program (WMP), registered employees of sports merchandise company Fanatics will be able to use Lyft at a reduced rate to the employer for first- and last-mile service to and from 13 specified RTC bus stops along six transit routes. Those routes include 111 (Pecos/Green Valley Pkwy), 113 (Las Vegas Boulevard North), 115 (Nellis/Stephanie), 203 (Spring Mountain/Desert Inn/Lamb), 219 (Craig) and the Downtown & Veterans Medical Center Express (DVX).

“We’re excited to once again work with the RTC to provide a comprehensive transportation solution to residents,” said Jacob Girma, Lyft’s Nevada general manager. “Lyft understands the importance of partnering with transportation agencies on critical programs designed to improve access to jobs.”

Through the partnership program, Lyft is providing the first-/last-mile service at a reduced rate, and the RTC will subsidize \$1 per trip. Fanatics will also subsidize the remaining balance for each employee trip to and from the designated bus stops from its worksite.

“This is another example of the incredible innovation that’s come to define our city,” North Las Vegas Mayor John Lee said. “When government and the private sector come together to collaborate on creative solutions, amazing things happen. I commend the RTC and Fanatics for providing safe, reliable transportation options for our North Las Vegas workforce.”

The Workforce Mobility Program kicked off yesterday for Fanatics, which anticipates about 15 to 20 percent of its employees to take advantage of the opportunity. The program can be extended to other interested companies at Northgate Distribution Center located near Lamb Boulevard/I-15 and Las Vegas Motor Speedway, an area that isn’t served by the RTC fixed-route transit system.

“As a government agency, the RTC has a responsibility to look for ways to partner with private-sector companies in an effort to provide accessible and cost-effective transportation options,” said RTC General

Manager Tina Quigley. “This partnership with Lyft and Fanatics is an innovative move toward creating first-mile/last-mile connections that benefit the employees who use the service and the employer, as well as Lyft and the RTC.”

Following the end of the six-month pilot, the RTC and Lyft will explore the possibility of bundled transit and shared-ride monthly passes for eligible participants.

The RTC and Lyft are currently engaged in another pilot program geared toward paratransit customers. The RTC Ride On-Demand program provides same-day, on-demand and/or advance scheduled transportation as an alternative for a select group of paratransit customers. The program has proven very successful with 150 participants taking more than 5,000 Lyft rides taken in the first few months, with 80 percent of rides booked via the Lyft app. In addition, the new paratransit program yields a 53-percent savings in operating costs for the RTC.

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 to 95 percent of the U.S. population and Toronto, Canada. 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 the RTC

The RTC is the transit authority, transportation planning organization, regional traffic management agency and administrator of Southern Nevada Strong, the regional planning effort for the Las Vegas valley. The RTC’s vision is to provide a safe, convenient and effective regional transportation system that enhances mobility and air quality for citizens and visitors. The RTC encourages residents and visitors to use a variety of transportation choices to help reduce traffic congestion, clean the air and improve the quality of life in Southern Nevada. For more information about the RTC and its major initiatives or to download its transit app rideRTC, visit rtcsnv.com.

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