



## **Centennial Partners with Lyft and Xerox to Provide Commuters Free Rides to and from Rail Station**

CENTENNIAL, Colo., Aug. 17, 2016 – Today, the City of Centennial launched Go Centennial, a streamlined, innovative and tech-savvy approach for people to get to and from the Dry Creek Light Rail Station in Centennial. Go Centennial is a six-month pilot program that combines a multi-modal trip-planning mobile app and a fully-subsidized ridesharing service, providing a solution to the first and last mile challenge of getting to or from transit. This pilot program will test an entirely new platform for seamless door-to-door transit planning that streamlines information across multiple transportation modes. Go Centennial is the first multi-modal app of its kind to feature in-app booking with Lyft.

Go Centennial is the brain child of the Centennial Innovation Team (i-team), funded by Bloomberg Philanthropies. The City's i-team developed the Go Centennial pilot concept and led development of the implementation plan by securing private-public partnerships with Xerox, Lyft, Via and the Denver South Transportation Management Association. Go Centennial is also the first public-private partnership in the nation to fully subsidize Lyft Line rides for transit commuters, and offer multiple ways to book and pay. The program is seamless for multi-modal app users and accessible even for those without smartphones.

"Go Centennial aims to help people who choose not to drive their own car," said Centennial Mayor Cathy Noon. "It delivers on the promise of urban mobility by combining technology and public-private partnerships solving the first-mile-last-mile challenge of taking transit. Our citizens will be able to conveniently and cost effectively get from point A to point B."

Go Centennial is built on a sub-set of the Go Denver smartphone app platform, powered by Xerox. Through this app, eligible users can plan and book free Lyft Line rides that connect with Southeast Light Rail at the Dry Creek Station. Lyft Line rides will be free Monday through Friday, 5:30 a.m. to 7 p.m. In order to receive free Lyft Line rides, passengers must be registered through the Go Denver app, be coming or going from the existing RTD Call-n-Ride service area and be traveling to or from the Dry Creek Light Rail Station.

"Lyft is committed to working with cities and transit to be a first and last mile transportation solution, which is why we are thrilled to partner with Centennial to offer free Lyft Line rides to and from the Dry Creek Light Rail station," said Lyft General Manager Gabe Cohen. "This pilot is the first of its kind in the nation, and we expect many other cities in Colorado and across the country to follow the innovative leadership of the City of Centennial."

The City of Centennial and the Denver South Transportation Management Association have committed \$200,000 each to subsidize the Lyft Line rides for the Go Centennial pilot program.

### **How To Use Go Centennial**

If you have a smartphone, either book a Lyft Line directly through the Lyft app using the promo code GOCENTENNIAL, or download the Go Denver app from Google Play or the Apple Store. When you first open the app, you'll be prompted to create a Go Denver account. Then, click the menu button in the top left corner, and follow the link to Go Centennial. If you don't have a Lyft account you will be prompted to download the app and create one. From the Go Denver Ride Now map screen, just enter your origin and destination, and click "route." If your trip is within the service area, a 'Lyft Line to Light Rail' option will be provided. Click that option and follow the prompts to book your Lyft Line ride. A map of the service area is available on the Go Centennial link. To qualify for a free Lyft Line ride you must be registered through the Go Denver app, use the Go Centennial link, be leaving or going to the Dry Creek Light Rail Station within RTD's existing Call-n-Ride service area, Monday through Friday from 5:30 a.m. to 7 p.m.

If you don't have a smartphone, you may call Centennial's Citizen Response Center at (303) 325-8000 and mention Go Centennial. The citizen responder will help book your Lyft Line ride. If you need assistance planning or booking a trip on RTD, visit [www.GoDenverApp.com](http://www.GoDenverApp.com) or call RTD's Trip Planners directly at (303) 299-6000.

### **Guidance for City Planners**

Users' destination and preferred travel mode data will be anonymously shared with the City to provide insights on how people get around Centennial. This information is helpful for cities as they look to improve transportation infrastructure.

"As a relatively new City founded just 15 years ago, Centennial is an ideal choice to adopt a mobility program of this kind," said David Cummins, Senior Vice President, Mobility Solutions, Xerox. "Beyond the seamless travel experience for citizens, the program will help the City glean important information it can use to advance its transportation systems."

### **Senior Mobility**

The "Silver Tsunami" is already happening in the City of Centennial – 15 years from now at least 30 percent of the City's population will be over the age of 65. What's more, suburban land development makes it difficult to get citizens on board with mass transit and ridesharing, contributing to the growing nationwide problem of social isolation.

To help address these issues, Centennial has partnered with nonprofit Via to provide accessible transportation services to passengers who are living with disabilities or who require the use of wheelchairs or other mobility devices.

"Via is thrilled to be a part of this pilot project, helping to ensure accessible transportation for people with limited mobility in compliance with the requirements of the Americans With Disabilities Act (ADA)" said Via's executive director, Lenna Kottke.

### **About Innovation Teams (i-teams)**

In 2014, Centennial was selected as one of 12 U.S. cities to participate in the \$45 million expansion of Bloomberg Philanthropies' Innovation Team program, which aims to improve the capacity of cities to effectively design and implement new approaches that improve citizens' lives. Innovation teams function as in-house innovation consultants, moving from one City priority to the next. Using Bloomberg Philanthropies' tested Innovation Delivery approach, i-teams help agency leaders and staff through a data-driven process to assess problems, generate responsive new interventions, develop partnerships, and deliver measurable results.

### **About the app**

Go Centennial is part of a suite of urban mobility apps launched this year by Xerox, including Go LA and Go Denver in the United States, and Go Bangalore in India. Go Centennial is now available for iOS and Android systems in the Apple and Google Play stores, by downloading the Go Denver app and selecting 'Go Centennial' from within the app.

### **About Centennial**

Located in the south metro Denver area, the [City of Centennial](#) is home to more than 107,000 residents. As one of the safest cities in Colorado, Centennial has something for everyone, offering open-space, distinctive recreational activities and advanced business opportunities. The award-winning Littleton Public Schools and Cherry Creek School District are the top school districts in the state and serve the residents of Centennial. USA Today and Money Magazine recently ranked Centennial among the "Best Places to Live" in America. The City is known as an innovative leader in successfully using both public and private partnerships to provide high quality and cost effective municipal services to our community and businesses.

### **About Denver South Transportation Management Association**

We are the coalition of like-minded public and private entities banded to identify and introduce transportation solutions designed to spark mobility, ignite economic development and bolster the positive image the Southeast I-25 Corridor celebrates.

[Denver South Transportation Management Association](#) is comprised of multiple local governments including Arapahoe County, Douglas County, City of Greenwood Village, City of Centennial, City of Denver, City of Lone Tree; the Centennial Airport, along with our allegiance with the Southeast Public Improvement Metropolitan District (SPIMD) and the business community represented by the Denver South Economic Development Partnership (DSEDP).

### **About Lyft**

[Lyft](#) was founded in June 2012 by Logan Green and John Zimmer to reconnect people and communities through better transportation. Lyft is the fastest growing rideshare company in the U.S and is available in more than 200 cities. Lyft is preferred by drivers and passengers for its safe and friendly experience, and its commitment to affecting positive change for the future of our cities.

### **About Xerox**

[Xerox](#) is helping change the way the world works. By applying our expertise in imaging, business process, analytics, automation and user-centric insights, we engineer the flow of work to provide greater productivity, efficiency and personalization. Our employees create meaningful innovations and provide [business process services](#), [printing equipment](#), [software](#) and solutions that make a real difference for

our clients and their customers in a 180 countries. On January 29, 2016, Xerox announced that it plans to separate into two independent, publicly-traded companies: a business process outsourcing company and a document technology company. Xerox expects to complete the separation by year-end 2016.

**About Via**

[Via](#) is a full-spectrum mobility manager offering paratransit, travel training and mobility options information and referral services. Via also provides a wide range of community and group educational resources related to transportation for older adults, people with disabilities and others living with mobility limitations.

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