



Regional Transportation Authority

1 E. Broadway Blvd., Suite 401, Tucson AZ 85701
Phone: (520) 770-9410 Fax: (520) 620-6981

RTAmobility.com

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Contact: Sheila Storm, (520) 495-1451 or Chris Colemon, (512) 351-2504

Innovative new transportation service in Rita Ranch could pave the way for similar services across the country

AMORE, an innovative new program which could help shape the future of transportation across the country, launches its new *AMORE Ride* mobile app and transportation service today in Rita Ranch, Civano and selected parts of Vail, Arizona, and rides are free for the rest of 2018.

Funded by a Federal Transit Administration (FTA) Mobility on Demand (MOD) Sandbox grant and sponsored by the Regional Transportation Authority (RTA), AMORE (Adaptive Mobility with Reliability and Efficiency) is one of only 11 innovative programs nationwide seeking to find smarter and integrated multimodal solutions to regional mobility and accessibility challenges.

AMORE introduces a unique transit-hailing service which pairs the convenience and innovation of ridesharing services with the affordability and community benefit of public transit. Passengers can travel to and from anywhere within the service area or get a lift to local park-and-ride lots and bus stations to connect to additional locations throughout Tucson.

"One of the exciting aspects about AMORE is the ability to connect," said James McGinnis, Transit Services Manager for Pima Association of Governments, which manages the RTA. "Whether we're talking about people traveling to park-and-ride lots and bus stops to reach other parts of town, or traveling to jobs, schools and other destinations within the service

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area, AMORE makes it easier than ever for people to access local, affordable transportation options.”

Transit-hailing rides are reserved in advance through the *AMORE Ride* app, which can be downloaded for free from the [Apple App Store](#) and [Google Play](#). AMORE’s custom app and dispatching technology, developed by the Tucson-based technical firm Metropia, makes it possible to match passengers into carpools when their routes and travel times closely align. This feature reduces the program’s operating costs and allows the program to cost-effectively serve greater numbers of passengers.

“Metropia’s transit-hailing approach is designed to augment the services provided by transportation agencies and provide convenient, affordable transportation options to communities just like this one,” said Yi-Chang Chiu, CEO and founder of Metropia Inc. “We are very excited to be debuting this service right here in our own backyard.”

AMORE drivers are employees of rideshare partner RubyRide and are hired from within the community, providing local jobs and keeping familiar faces behind the wheel. All drivers undergo fingerprint criminal background checks. “RubyRide began in Arizona as a sustainable, affordable community transportation service,” said RubyRide CEO Jeff Ericson, “so the opportunity to partner on this program is very meaningful to us.”

For more information, visit www.amoretucson.com.

ABOUT RTA

The Regional Transportation Authority is a state-established political subdivision within Pima County that collects a half-cent excise tax from the RTA’s special taxing district. The tax funds the RTA’s 20-year regional transportation plan, which voters in the district approved in May 2006 along with the excise tax. To date, the RTA has invested more than \$1 billion in the region to deliver transportation projects and services that improve our region’s mobility, safety, economic vitality and quality of life. Please visit www.RTAmobility.com for more information.

ABOUT METROPIA

Metropia’s TOTAL MOBILITY platform, powered by AI-based algorithms, data analytics and behavioral economics, provides a multidimensional demand management framework to support transportation system congestion-management strategies and policies. The Metropia app incentivizes commuters to make better travel decisions and is available for free through the Apple App Store and Google Play. To learn more, visit Metropia.info.

ABOUT RUBYRIDE

RubyRide provides local short-trip and first-mile, last-mile community transportation services. Our employee-drivers deliver the convenience of ride-sharing with the reliability and economy of transit. We are the only subscription-based transportation provider in the U.S., offering unlimited access to a local area for a fixed monthly price. RubyRide is based in Pittsburgh, Penn.