



Regional Transportation Authority

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Innovative transportation service pilot program seeks participants to help bring new options to Rita Ranch, Civano and Vail residents

Residents of the Rita Ranch and Civano neighborhoods and the Vail community interested in exploring new local transportation services and solutions can start using them for free today through AMORE, the Regional Transportation Authority's grant-funded pilot program.

The AMORE (Adaptive Mobility with Reliability and Efficiency) pilot program allows selected participants to schedule completely free door-to-door transit-hailing service through a convenient smartphone app. Transit-hailing service pairs the convenience and innovation of ridesharing with the affordability and community benefit of public transit. Participants can travel to destinations within the local service area or even use AMORE as a quick connection to other public transit services which serve additional areas of town.

Transit-hailing trips are scheduled in advance through a smartphone app. A driver will be assigned to pick you up and take you to your destination, and if another passenger is found heading in the same direction, you may be paired up for the ride.

The service will be available for free to up to 50 participants during the pilot period over the next three months.

To be considered for the pilot service, interested area residents can sign up and view more details at <https://www.amoretucson.com/pilot-program>.

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Funded by the Federal Transit Administration's mobility-on-demand initiative, AMORE's goal is to increase affordable transportation options throughout the region. To provide the app and ridesharing services in Rita Ranch, Civano and Vail, the RTA partnered with transportation app developer [Metropia](#) and the ridesharing service [RubyRide](#).

Because passengers schedule their trips in advance, drivers may be able to serve more than one rider headed toward a similar destination, maximizing use of the vehicle and reducing the cost of service for all parties. All RubyRide drivers must go undergo background checks and carry professional liability insurance.

"When we're talking about increasing transportation options, we're really talking about increasing opportunity," says James McGinnis, Transit Services Manager for Pima Association of Governments. "Whether you don't have access to a vehicle, would rather get some work done on the way to the office, require a wheelchair-accessible vehicle, or are simply interested in exploring a car-free lifestyle, AMORE solutions are available to meet your needs."

By providing feedback on their experiences during the pilot phase, participants will play a vital role in bringing these much-needed services to the community and contributing to the future of transportation in the region. AMORE may expand services in the coming year, including the launch of a dynamic social-carpooling feature.

About the Regional Transportation Authority

The Regional Transportation Authority is the fiscal manager of the \$2.1 billion regional transportation plan approved by Pima County voters on May 16, 2006. The RTA Board is comprised of elected representatives from the cities of Tucson and South Tucson, Pima County, the towns of Marana, Oro Valley and Sahuarita, the Pascua Yaqui Tribe and the Tohono O'odham Nation. The Pima County representative of the Arizona State Transportation Board also serves on the board. The RTA is managed through Pima Association of Governments, the region's metropolitan planning organization. For more information about the RTA plan, visit www.RTAmobility.com, see RTA Pima County on Facebook, or call (520) 792-1093.

About Metropia

Metropia, headquartered in Tucson, Arizona, is a GovTech 100 company whose mission is to help cities drive better by reducing traffic congestion. The Metropia mobile platform incentivizes commuters to make better travel decisions, whether alone or carpooling. The Metropia app is available for free through the Apple App Store and Google Play. To learn more, visit the Metropia website.