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Promotion begins next Tuesday, June 4; discount codes can be claimed starting today

San Diego – Commuting on Tuesdays this summer will get a little easier for many San Diego residents thanks to a new partnership between the San Diego Metropolitan Transit System (MTS) and Lyft. The two agencies are partnering up for “Transit Tuesdays” over the summer and will provide commuters with discounts on Lyft trips to and from select MTS transit centers.

“MTS is constantly working to improve the rider experience through technology that makes transit more comfortable, and easier to use,” said Paul Jablonski, MTS chief executive officer. “This Transit Tuesday promotion with Lyft utilizes the convenience of smartphone technology to encourage residents to try transit just one day a week. If everyone rides just one day a week, it will have a tremendous positive impact on traffic and air quality.

“Throughout the summer, Lyft’s partnership with MTS’ Transit Tuesday campaign helps riders who have a few miles to go between transit stops and their final destinations get there easily,” said Lyft San Diego Market Manager Hao Meng. “With one third of Lyft riders using public transit to commute at least once a week, we hope this will make a difference in how San Diegans get around.”



How it works: The first 500 people to claim the discount code 'TRANSITTUESDAY' – which can be claimed beginning today – in the Lyft app will get a 25% discount on rides to and from 50 Trolley Station and Rapid stops across MTS' service territory. The discount codes will be valid for a maximum of two trips per Tuesday between June 4 and August 27. For additional information and the full list of eligible transit centers, visit sdmts.com/Transit-Tuesday.

MTS has been making great strides adapting to evolving technology and smartphone use, which make it more convenient and easier to ride transit. Recent enhancements have included:

- Hiring INIT to deliver a next-generation fare collection system (implementation in 2021)
- Implementing the Compass Cloud mobile ticketing app (100K+ users)
- Introducing the OneBusAway app for real-time arrival information for all buses and Trolleys (27K+ downloads)
- Introducing next-arrival digital displays at all transit centers and Rapid stops

About MTS:

MTS operates 95 bus routes and three Trolley lines on 53 miles of double-tracked railway. Every weekday 300,000 passenger trips are taken on MTS bus and Trolley services in 10 cities and unincorporated areas of the county. In FY 2018, MTS served nearly 86 million riders. For more information on how you can use public transportation and save money, go to www.sdmts.com.

About Lyft:

Lyft was founded in 2012 by Logan Green and John Zimmer to improve people's lives with the world's best transportation, and is available to 95 percent of the United States population as well as select cities in Canada. Lyft is committed to effecting positive change for our cities by offsetting carbon emissions from all rides, and by promoting transportation equity through shared rides, bikeshare systems, electric scooters, and public transit partnerships.

News Category:

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