Lyft is teaming up with Baltimore’s bike-share system



Lyft announced today that it was teaming up with the city of Baltimore and Baltimore Bike Share to add bike-sharing to Lyft’s app, as well as transform a handful of bike-share stations into Lyft pickup and drop-off locations.

Under the agreement, Lyft gets to plaster its logo on five bike-share stations, transforming them into “co-located transportation hubs” that offer both bikes and ride-sharing pickups. The partnership, which also is supported by Baltimore’s department of transportation, entails a $270,000 investment from Lyft to sponsor these new hubs for three years.

Multimodal transportation comes to Baltimore

“Whether someone is taking a Lyft ride from the suburbs to the city and hopping on a bike around downtown, or taking a bike to one of these hubs and meeting a Lyft driver for a trip to the other side of town, the multimodal transportation future is very bright for Baltimore,” said Mike Heslin, Lyft’s Baltimore Market Manager, in a statement.

The partnership also includes integration in both the Lyft app and the Baltimore bike-share app. But Lyft users cannot reserve a bike from Lyft’s app, or vice-versa. They can, however, get 50 percent off up to two rides to or from any of the Lyft-branded stations between now and February 28th, 2018.

Bike-sharing is all the rage right now, especially among tech startups. Uber recently announced its own partnership in San Francisco with Jump, a dockless bike-share service. The main difference: Uber users can reserve and pay for a bike without leaving the Uber app.

https://www.theverge.com/2018/2/15/17018036/lyft-baltimore-bike-share-partnership