

Lyft and the Last Mile

Ridesharing's Role in Reducing Vehicle Miles Traveled



**Our roads are filled
with too many cars**

We Must Take Action to Reduce Driving

***Transportation generates 37%
of CA greenhouse gas emissions***

CA Air Resources Board, 2015

***Traffic cost Americans \$160 billion
and 3.1 billion gallons of gas in 2014***

Texas A&M Transportation Institute

How Can Lyft Reduce VMT?

Direct



Increase vehicle occupancy

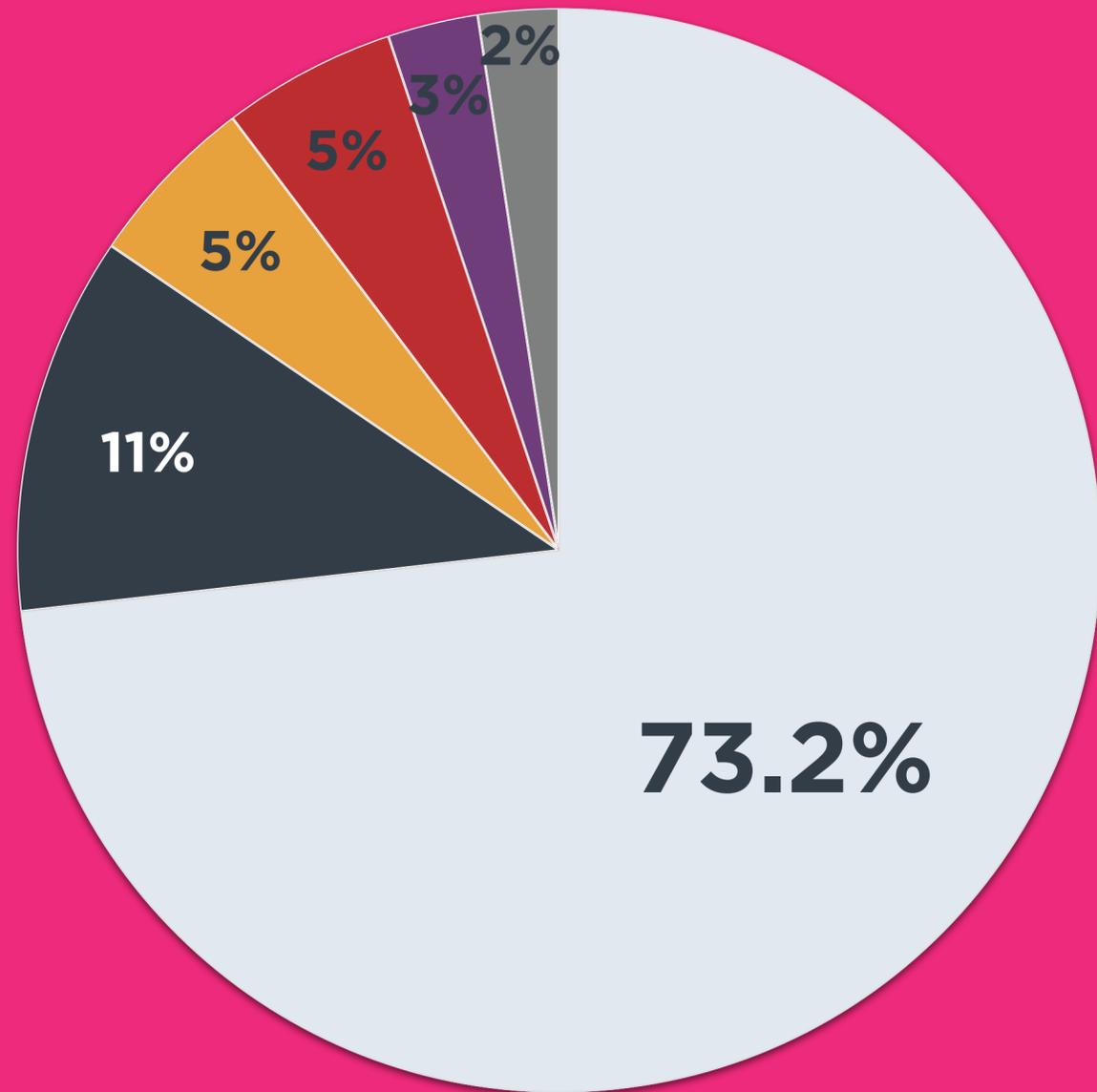
Indirect



Reduce car ownership, increasing use of alternative modes

80%

**of seats on
the road are
empty**



Most Californians drive alone

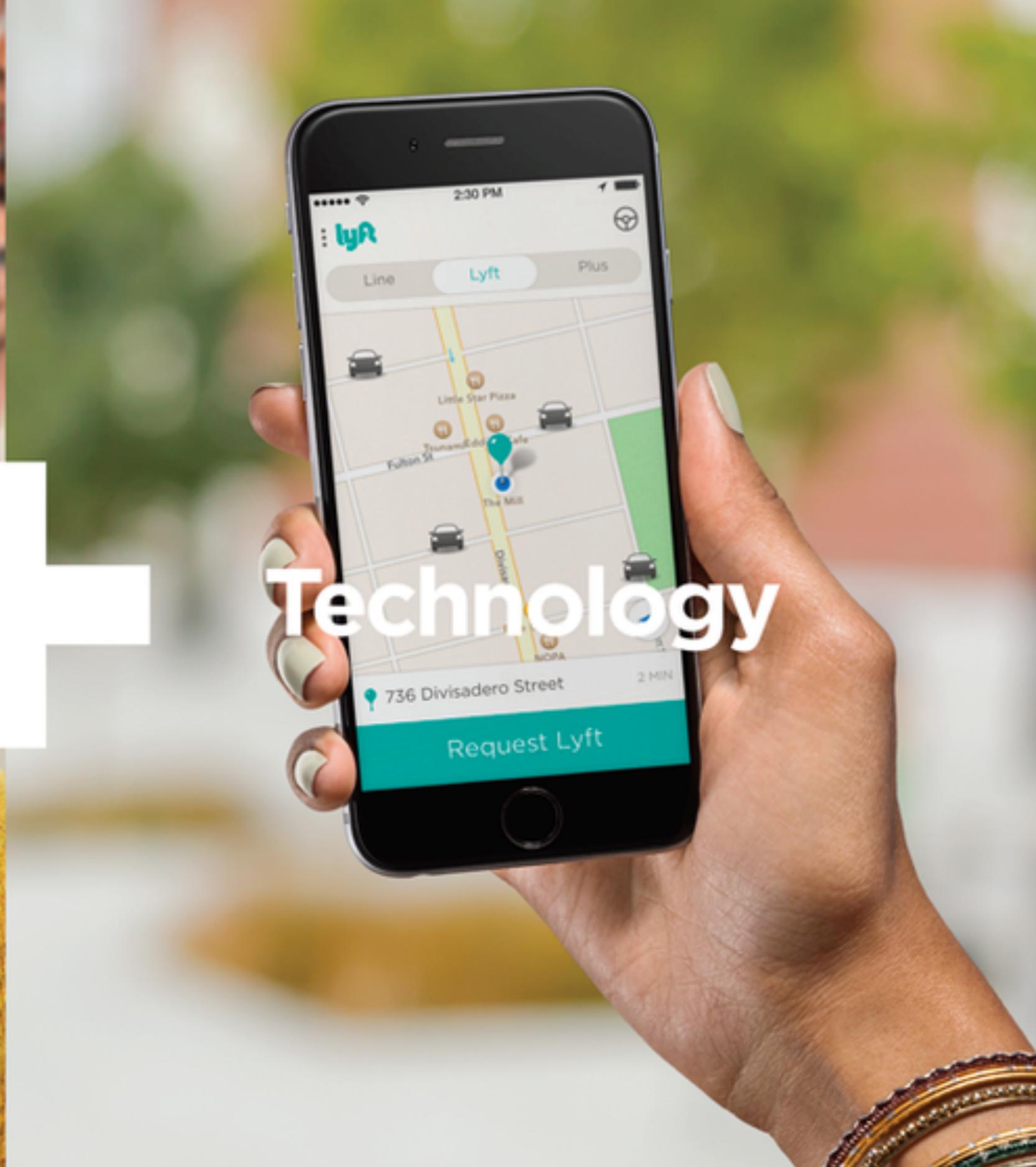
American Community Survey, 2013

**a simple
vision**





Humanity



Technology



**carpooling
isn't new**



**but it isn't
mainstream**

Why do people drive alone?

- Difficulty identifying carpool matches
- Difficulty setting up ride logistics and shared payment for gas and other costs
- Lack of trust and reliability in carpooling
- Need for flexibility to change schedule

Carpooling needs to be...

flexible

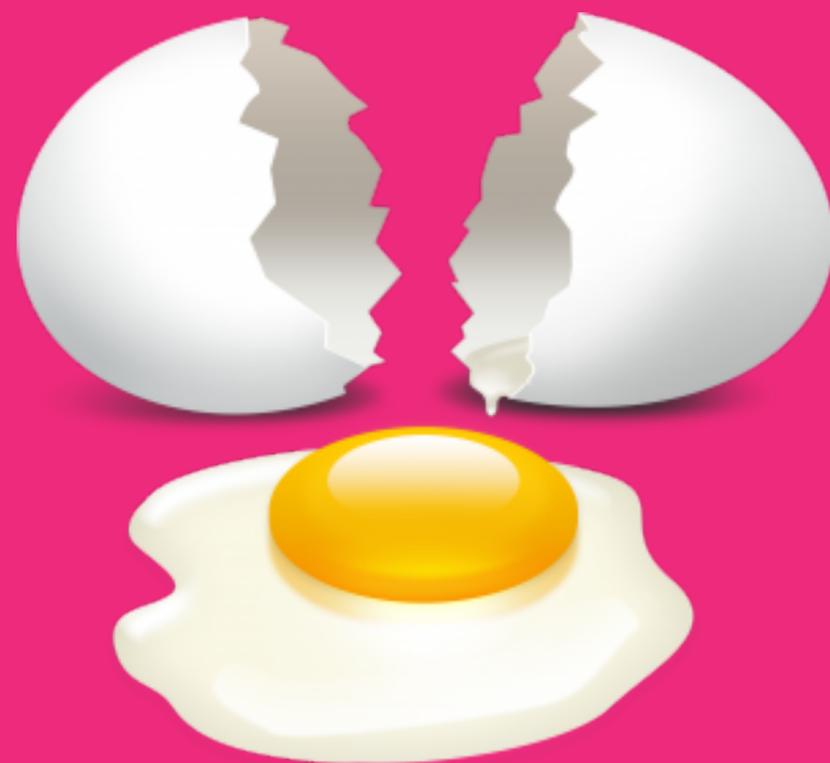
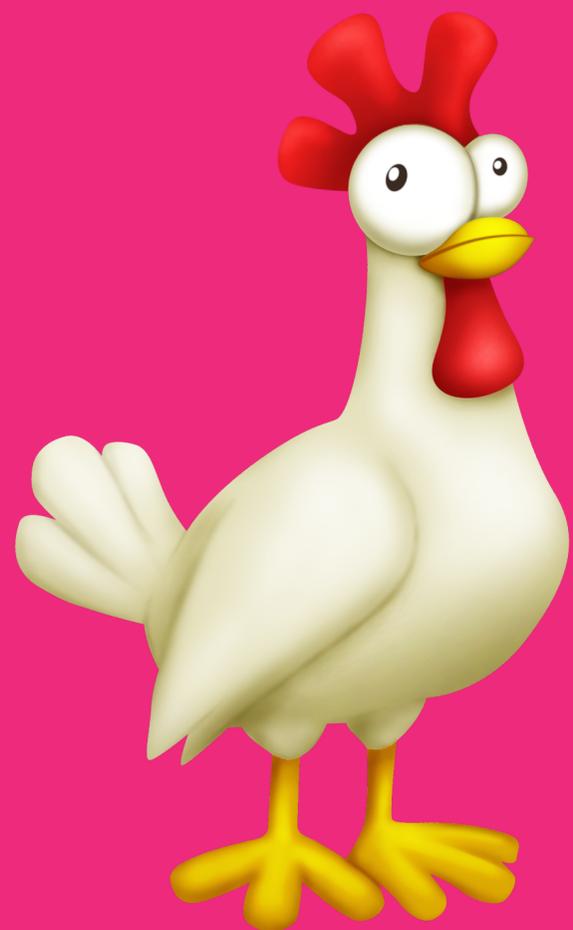
reliable

quick

safe

lucrative

awesome



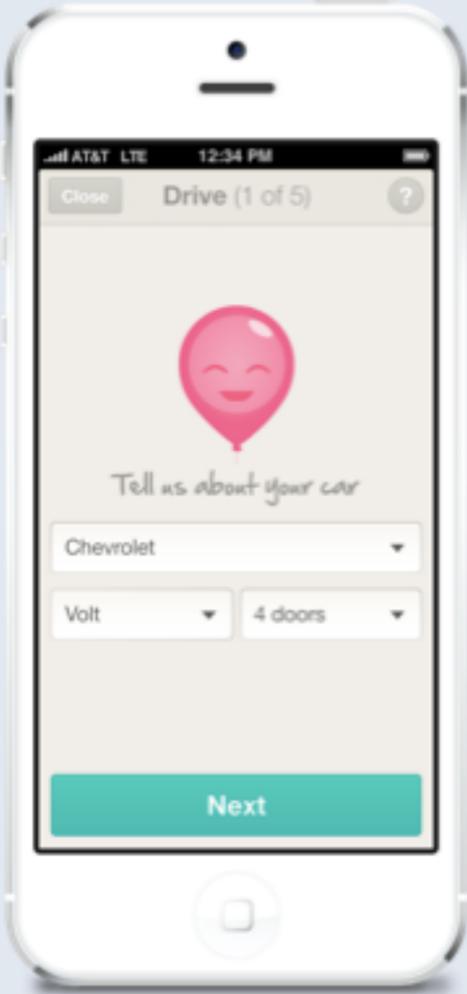
density has to come first

supply and demand
density must be
present before
on-demand
carpooling will work

**controlling one
side of the
equation**



drivers are everyday people, given proper incentive

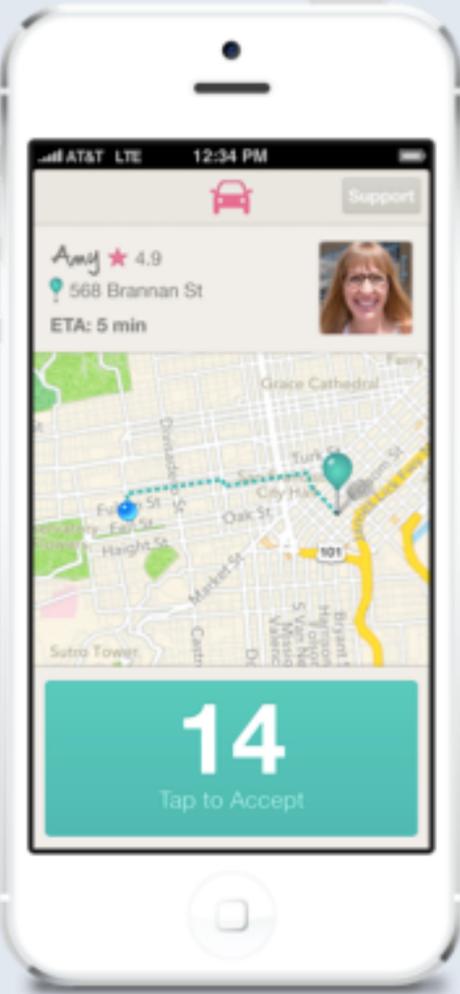


apply

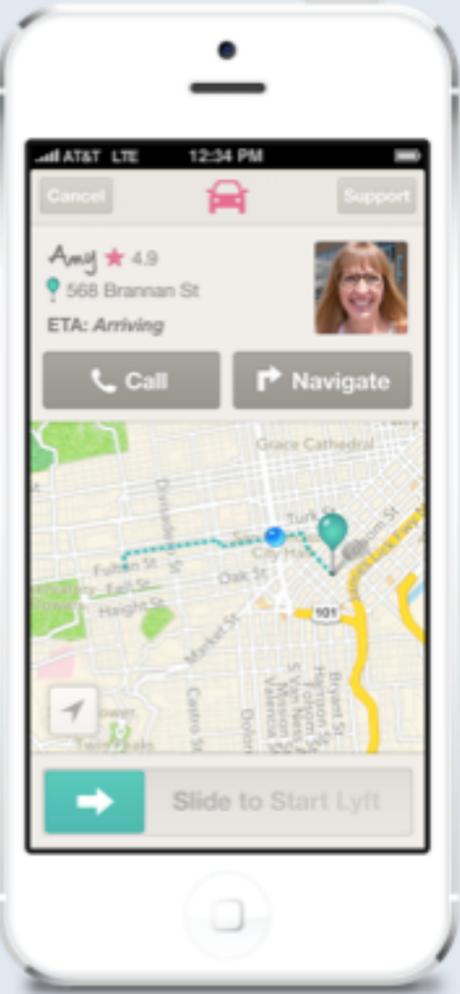


driver must pass strict DMV check, background check, and vehicle inspection

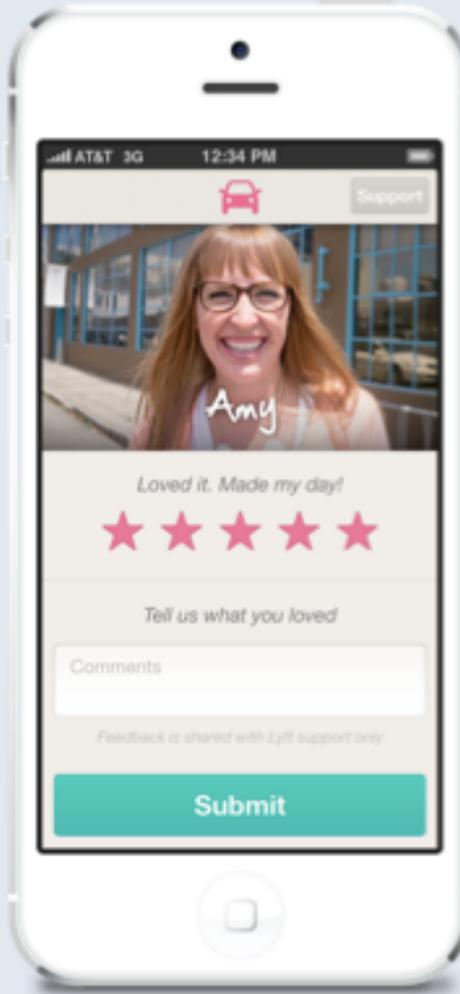
screen



accept

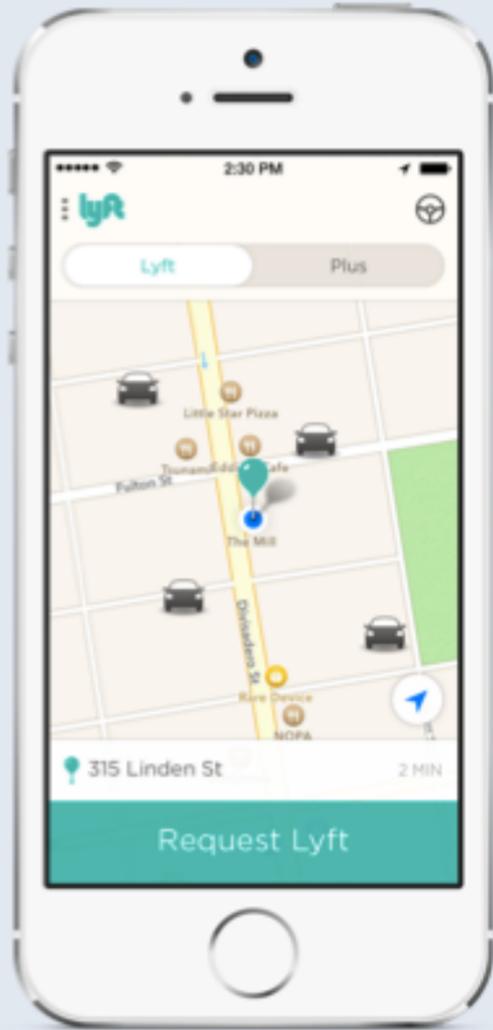


drive

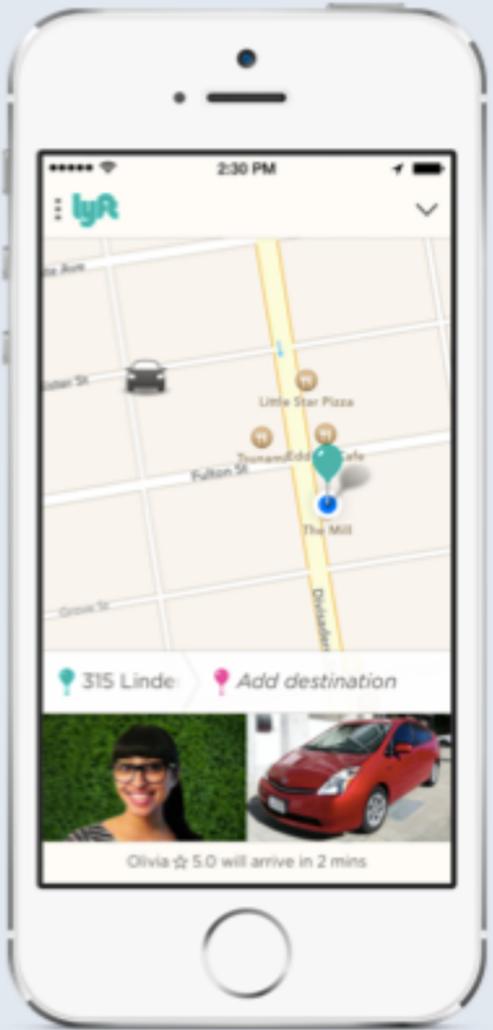


rate

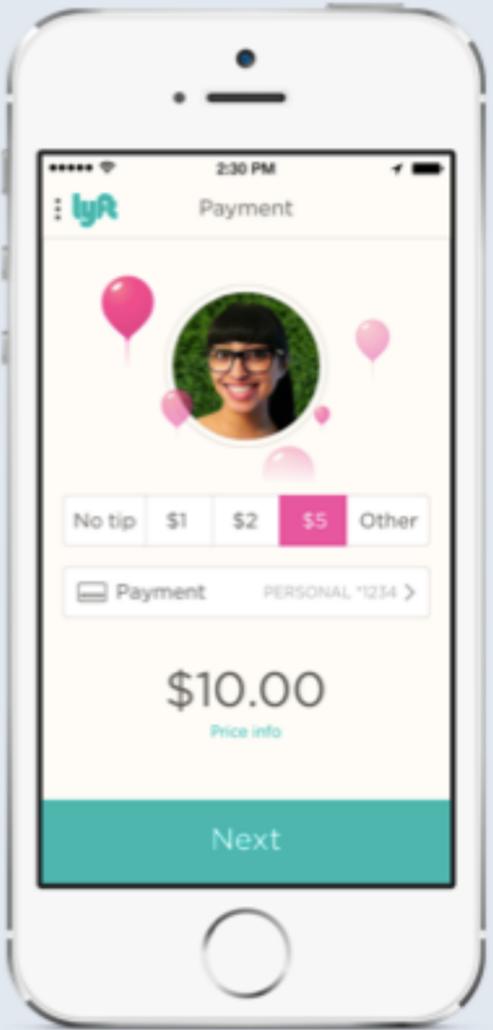
simple, friendly, and reliable for passengers



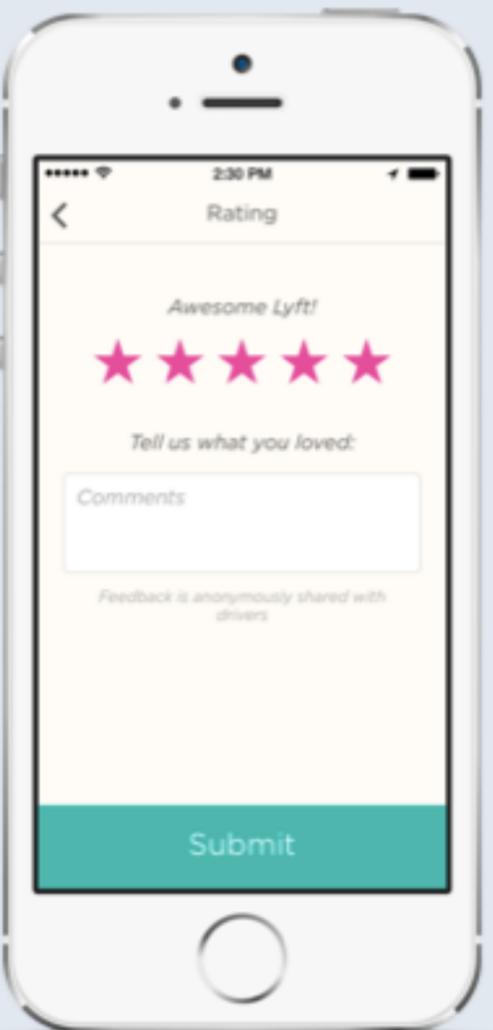
request



match



pay / tip



rate

Bakersfield

Fresno

Inland Empire

Los Angeles

Modesto

Napa and Sonoma County

Orange County

Sacramento

San Diego

San Francisco

Santa Barbara

Silicon Valley

Stockton

**Lyft operates
throughout
California**

Launched June 2012

150

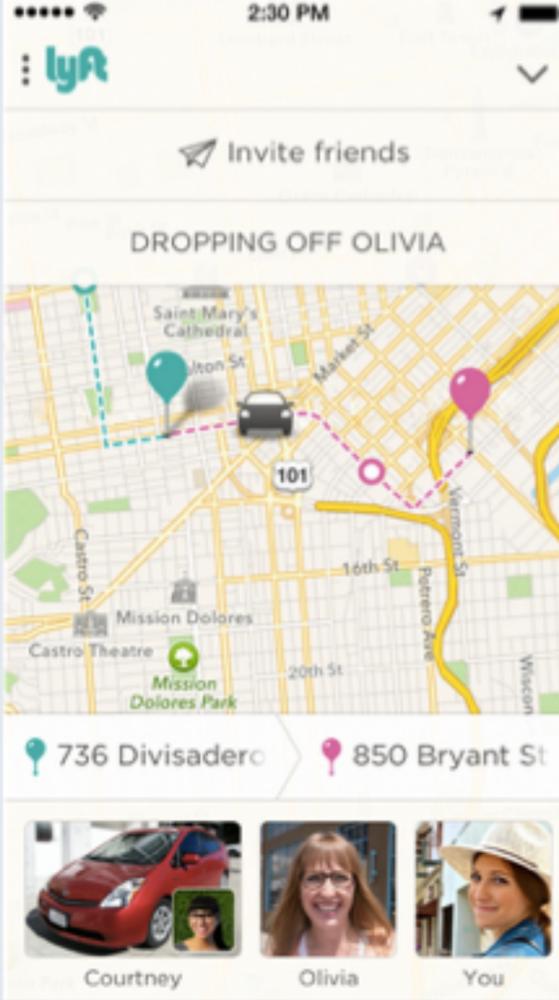
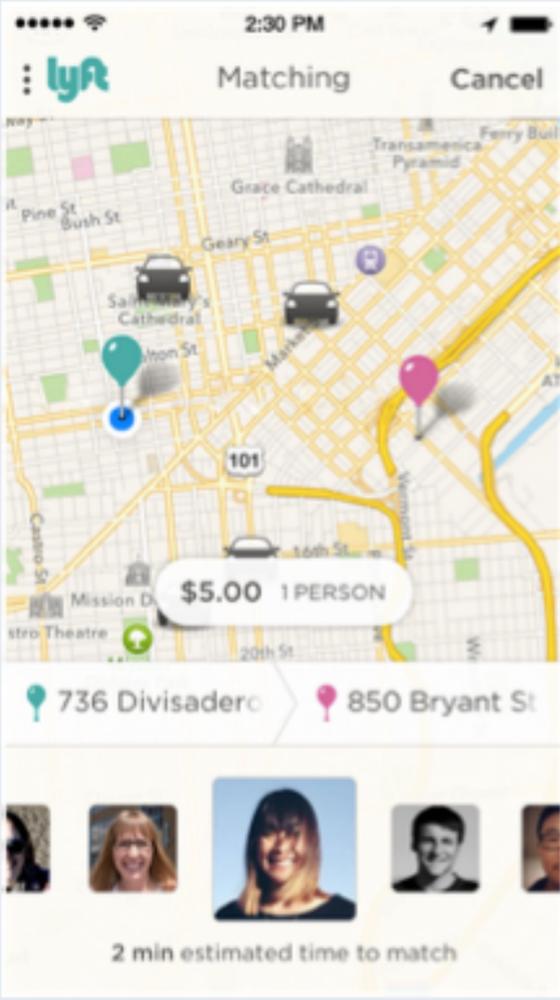
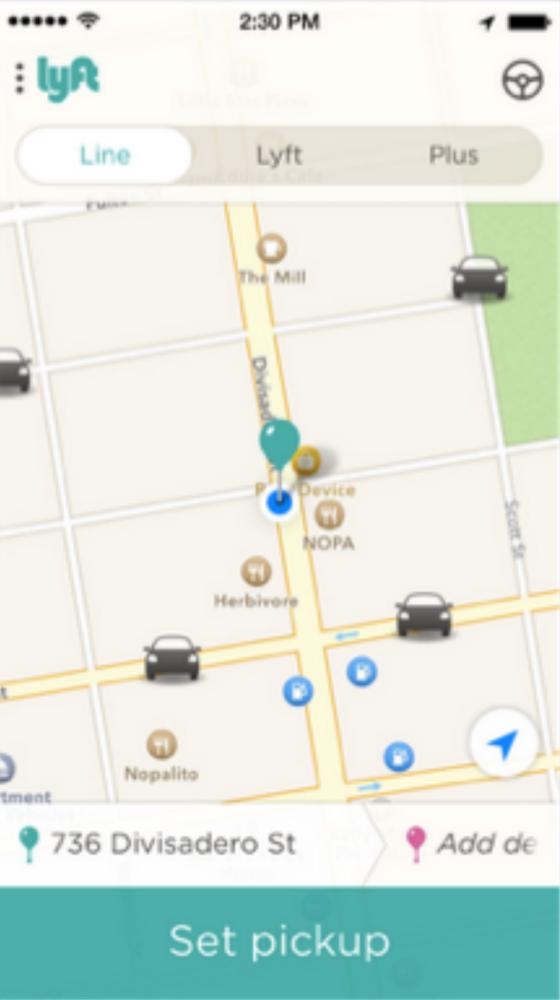
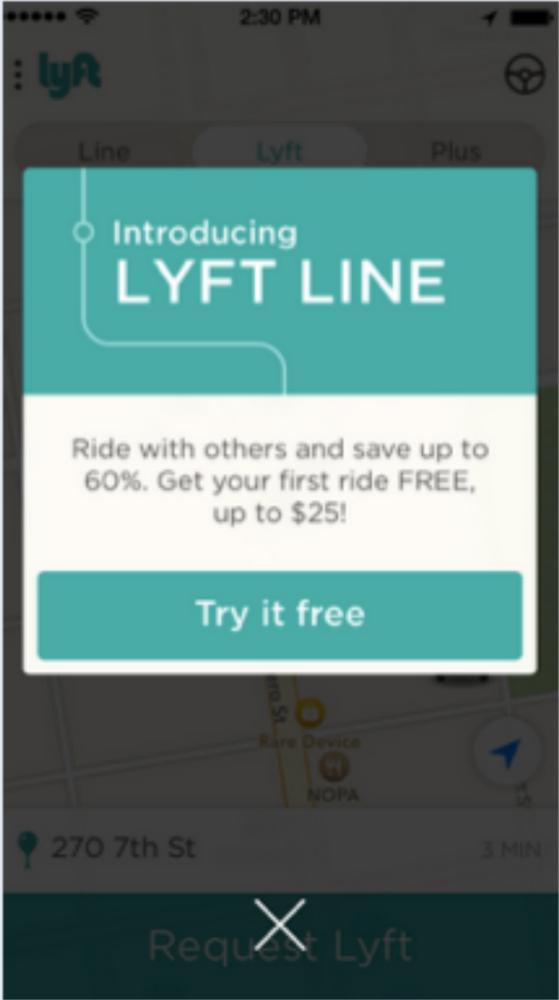
**cities in
the U.S.**

1 MILLION

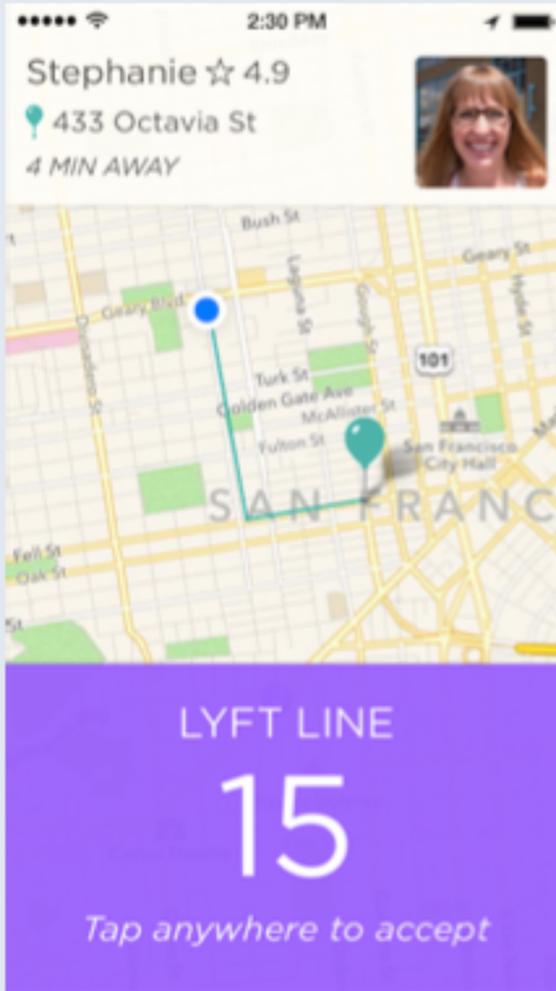
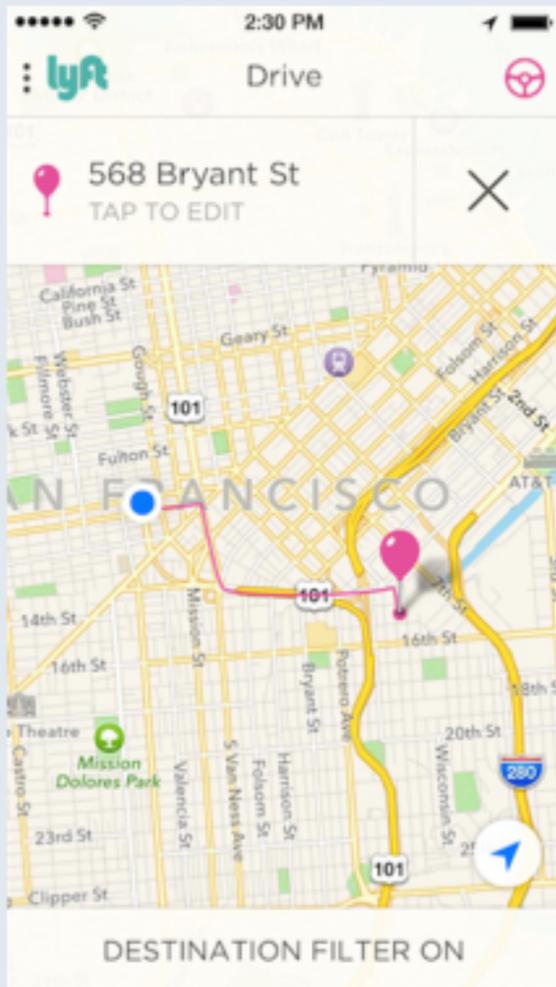
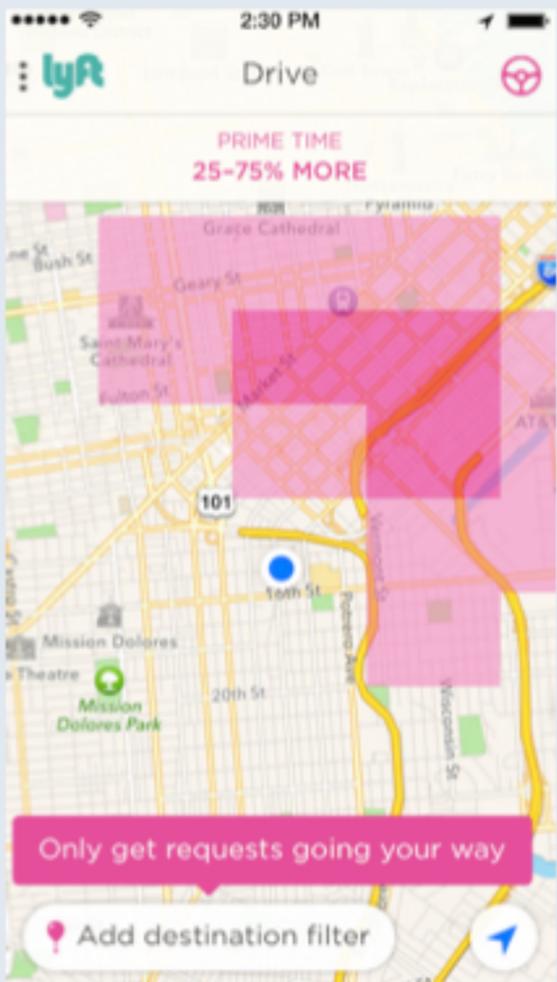
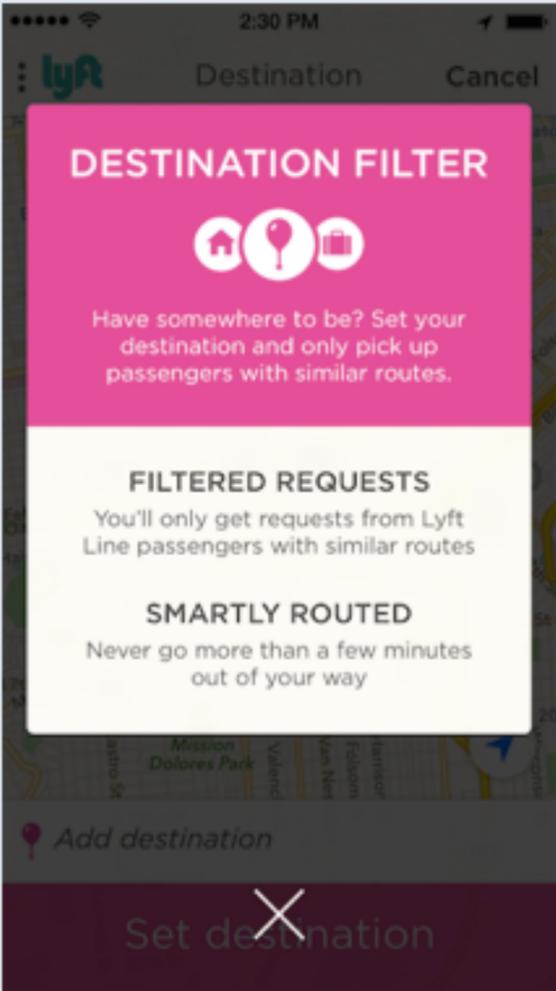
rides per week

(and counting fast)

Lyft Line for passengers riding the same way



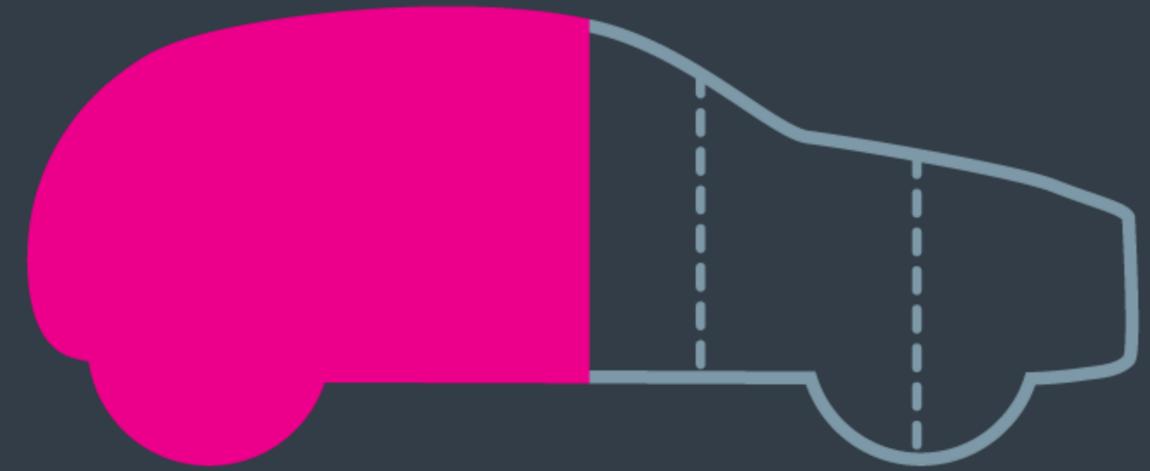
Driver Destination matching commuters with riders on their way



**Lyft Lines make
up more than**

50%

**of Lyft rides in
San Francisco**



What's the Public Sector's role?

Policy



Planning



Partnership

TNOC

**transportation
network
companies**

coined by CPUC in 2013

Transportation Network Companies

CPUC Regulations

Drivers



Passengers



Insurance

- DMV checks
- AB 1422: Pull-notice
- Background checks
- Ratings
- Feedback
- GPS tracking
- Vehicle inspections
- Zero tolerance drug and alcohol policy

- Email, phone number, and credit card verification
- GPS tracking
- Ratings
- Feedback
- 24-hour critical response team

- \$1 Million primary liability insurance whenever a ride is booked
- AB 2293: Period 1
- \$50K/\$100K/\$30K primary liability
- \$200K excess liability

California Legislative Needs

Carpooling



AB 1360: clarify authority to charge individual fares, allowing shared rides

Registration

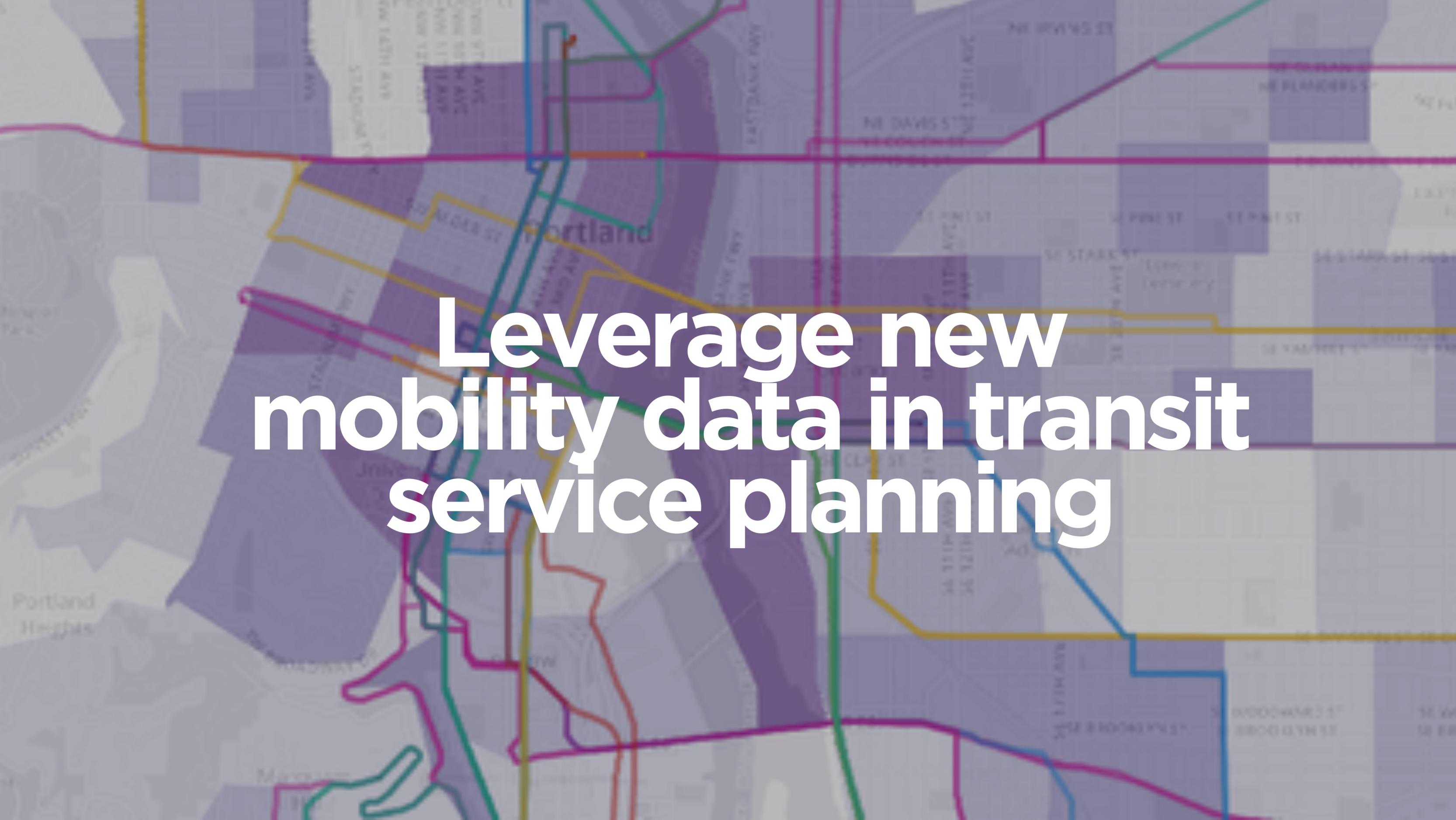


AB 828: clarify commercial registration is not needed for TNC drivers

Policy Consensus is Emerging



- ★ state law
- ★ city law
- ★ pending legislation



Leverage new mobility data in transit service planning

An aerial photograph of a complex multi-level highway interchange. The roads are filled with cars, and there are green trees and grassy areas between the levels of the interchange. The text is overlaid in the center of the image.

**Incorporate
ridesharing in state
and regional plans**



Ride Sharing



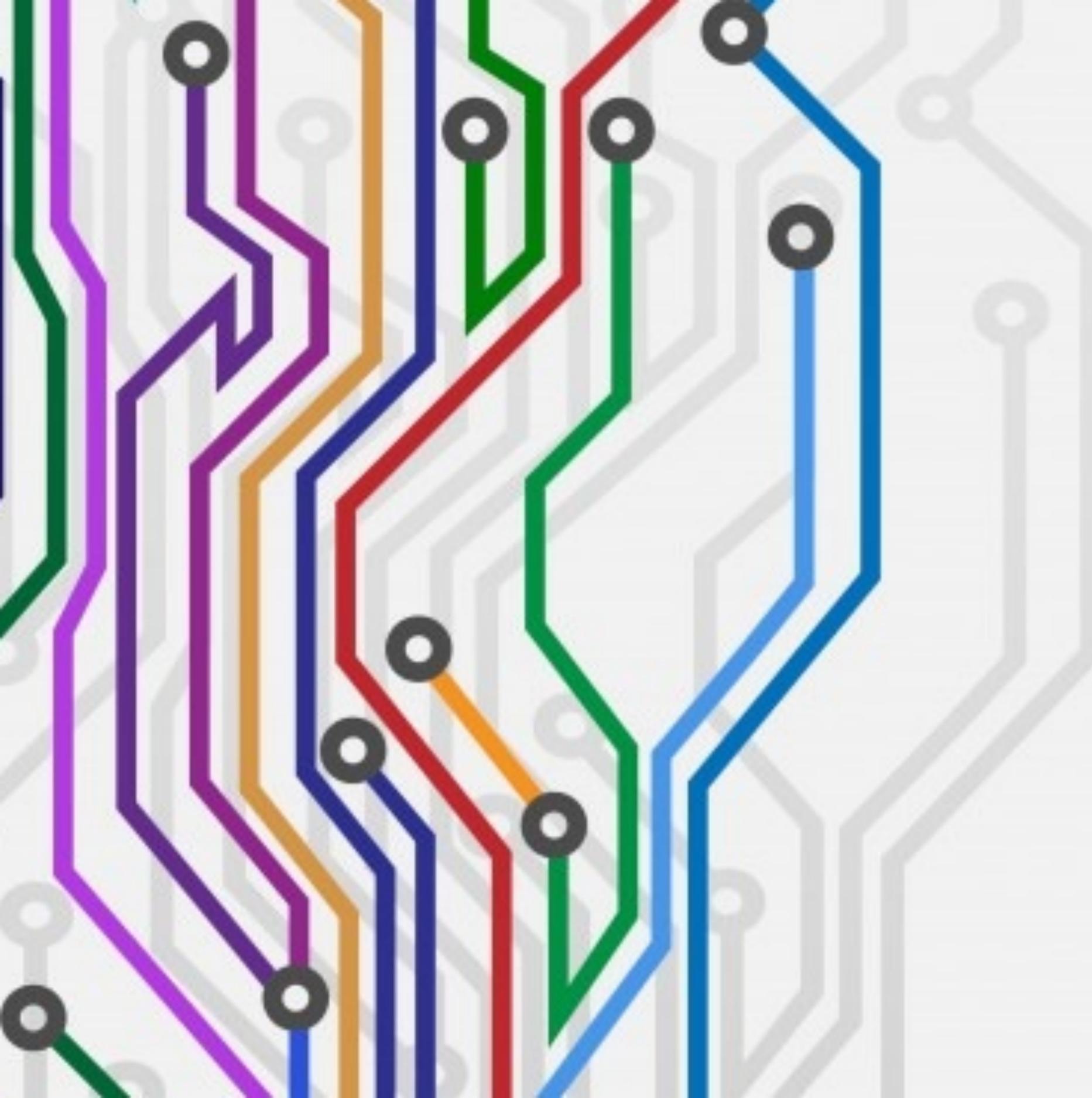
Adapt infrastructure



Ride Sharing



NO
PARKING
COMMERCIAL
VEHICLES
WITH PERMIT
ONLY



**Lyft +
transit
work
together**

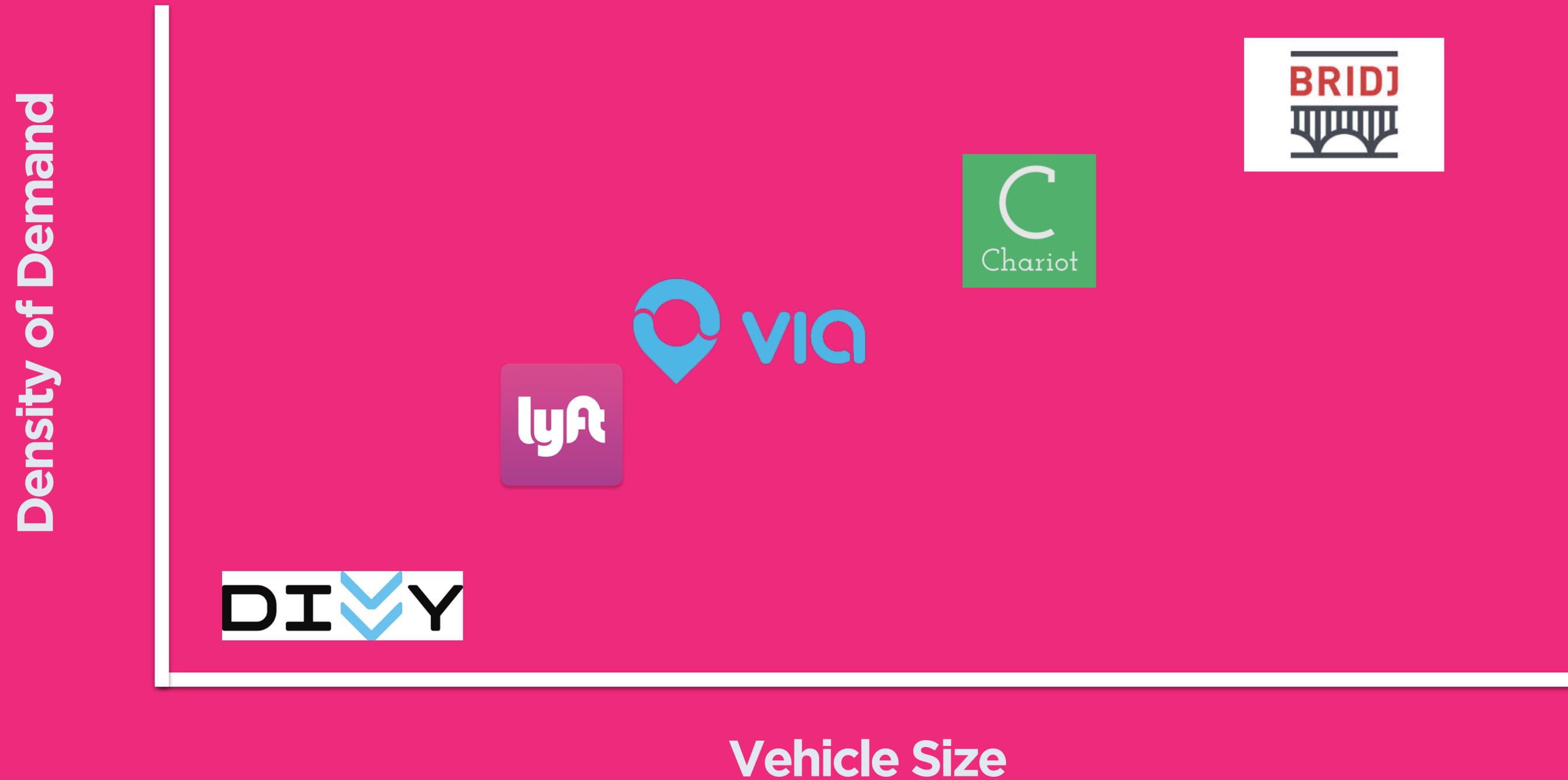
45%

**lack access
to transit**

A photograph of the interior of a bus. The bus is moving, as indicated by the blurred city buildings visible through the large windows. There are three passengers: a man in a dark jacket sitting on the left, a woman in a pink shirt sitting in the middle, and a woman in a bright yellow jacket standing on the right. A black bag is on the floor in the foreground. The text "One-size doesn't fit all densities" is overlaid in the center in a large, white, sans-serif font.

**One-size
doesn't fit all
densities**

The Microtransit Spectrum

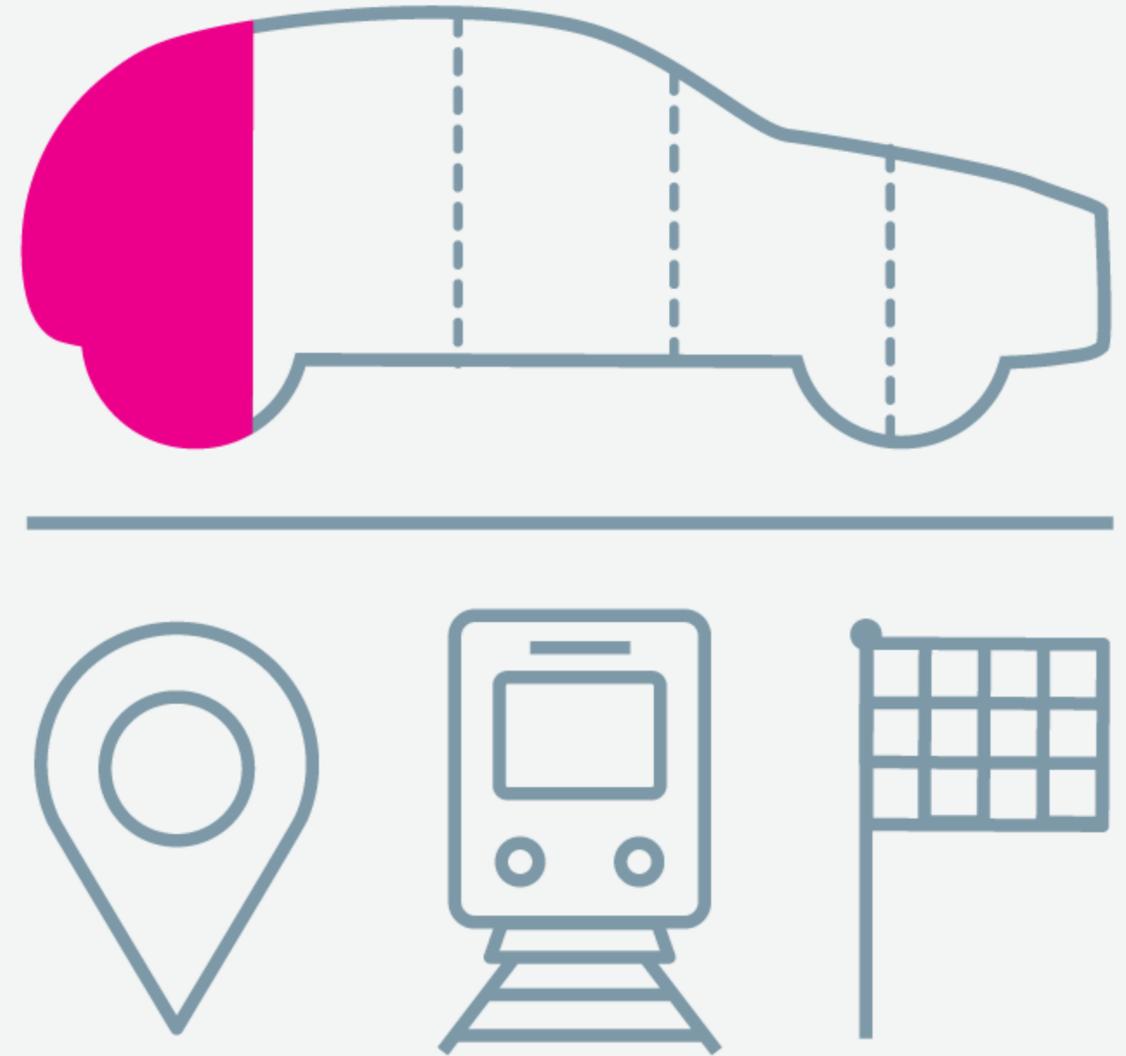




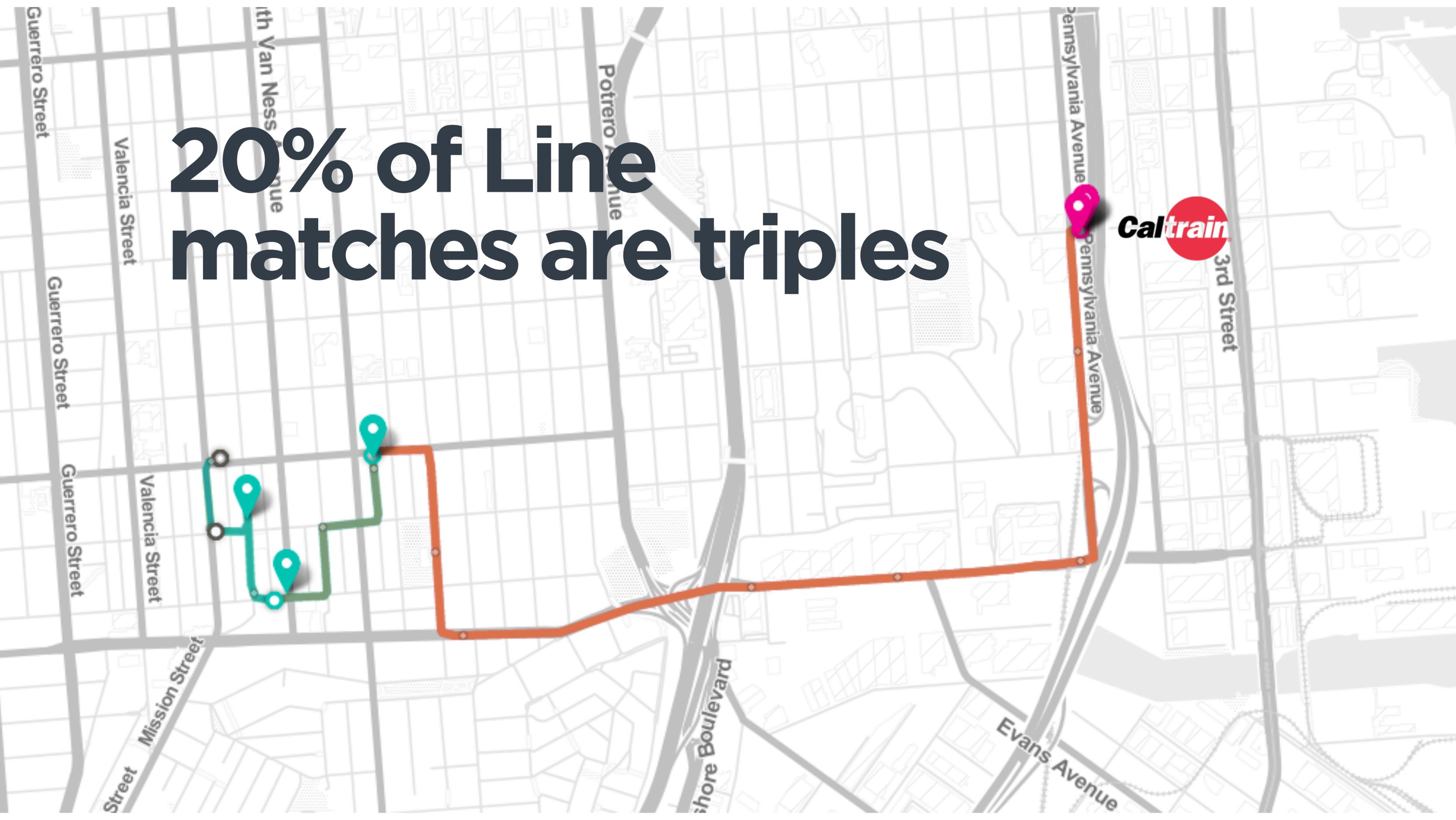
Solving the last-three-miles problem

Ridesharing connects commuters to rail, expanding station catchment areas

More than
20%
of Lyft rides in the
SF Bay Area start
or end near a BART
or Caltrain stop



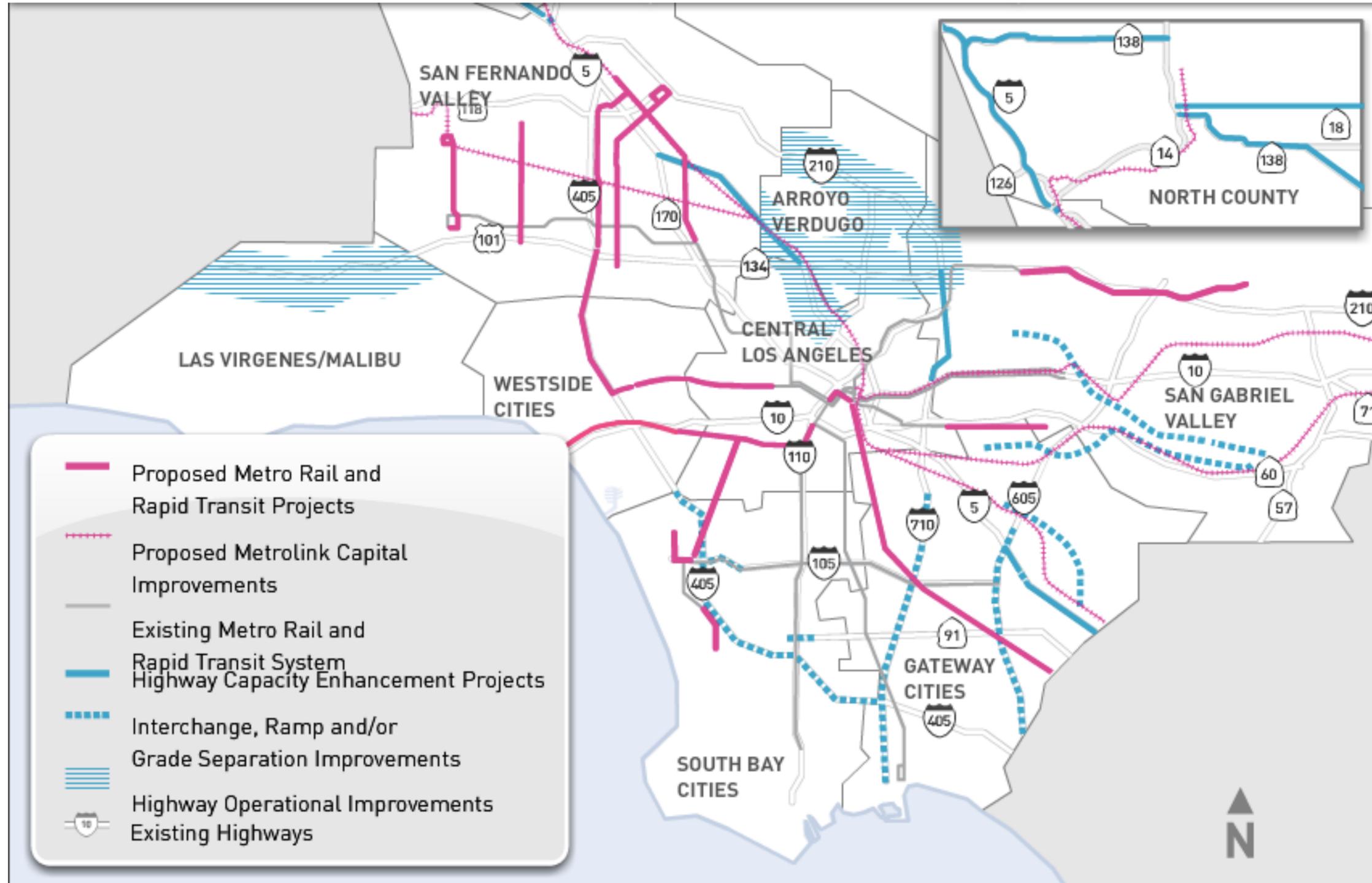
20% of Line matches are triples





match rates are high at rail stations

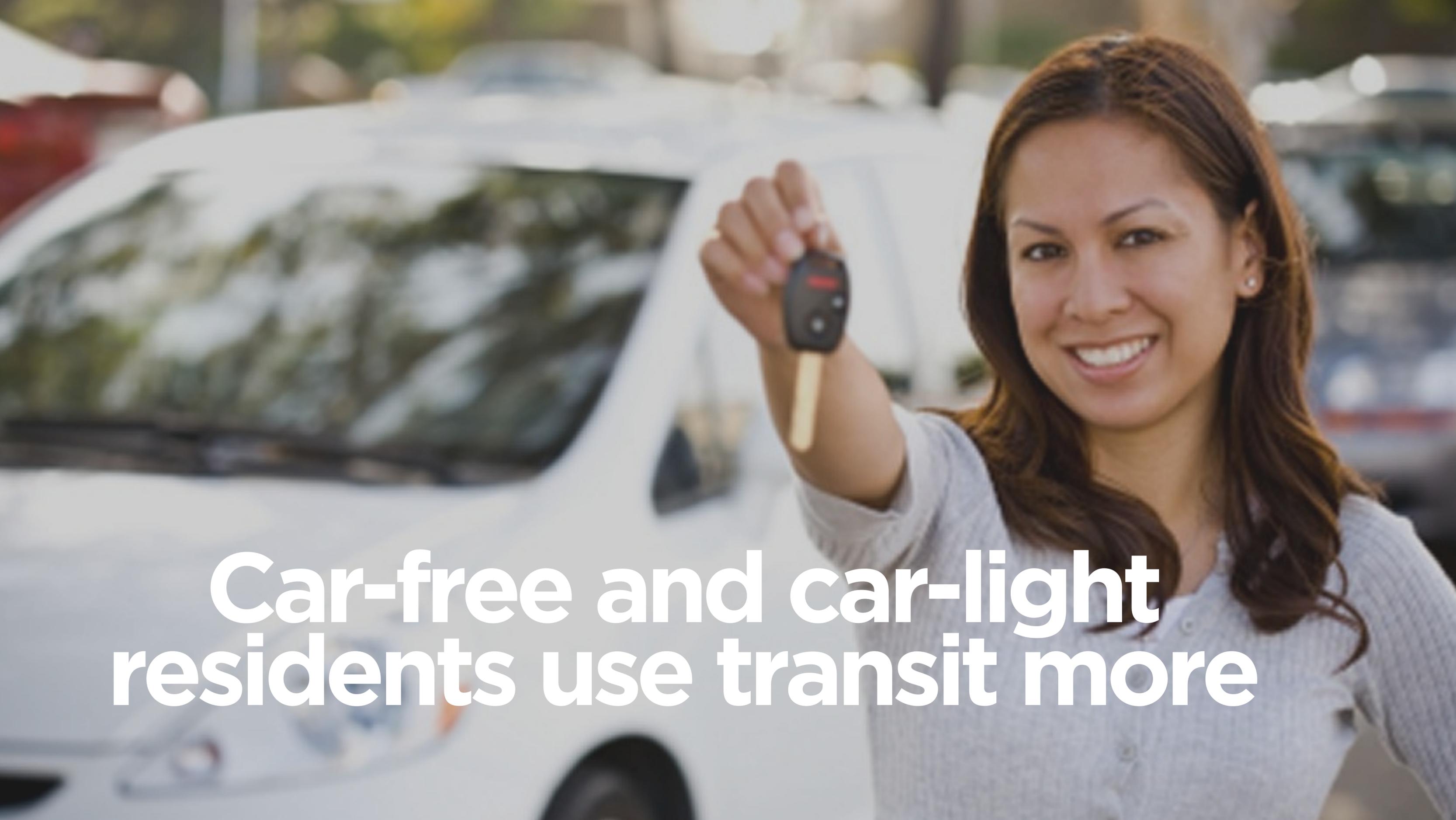
We Can Recruit New Riders for Rail



60% of passengers report driving less due to Lyft

46% are likely to avoid buying a car due to Lyft

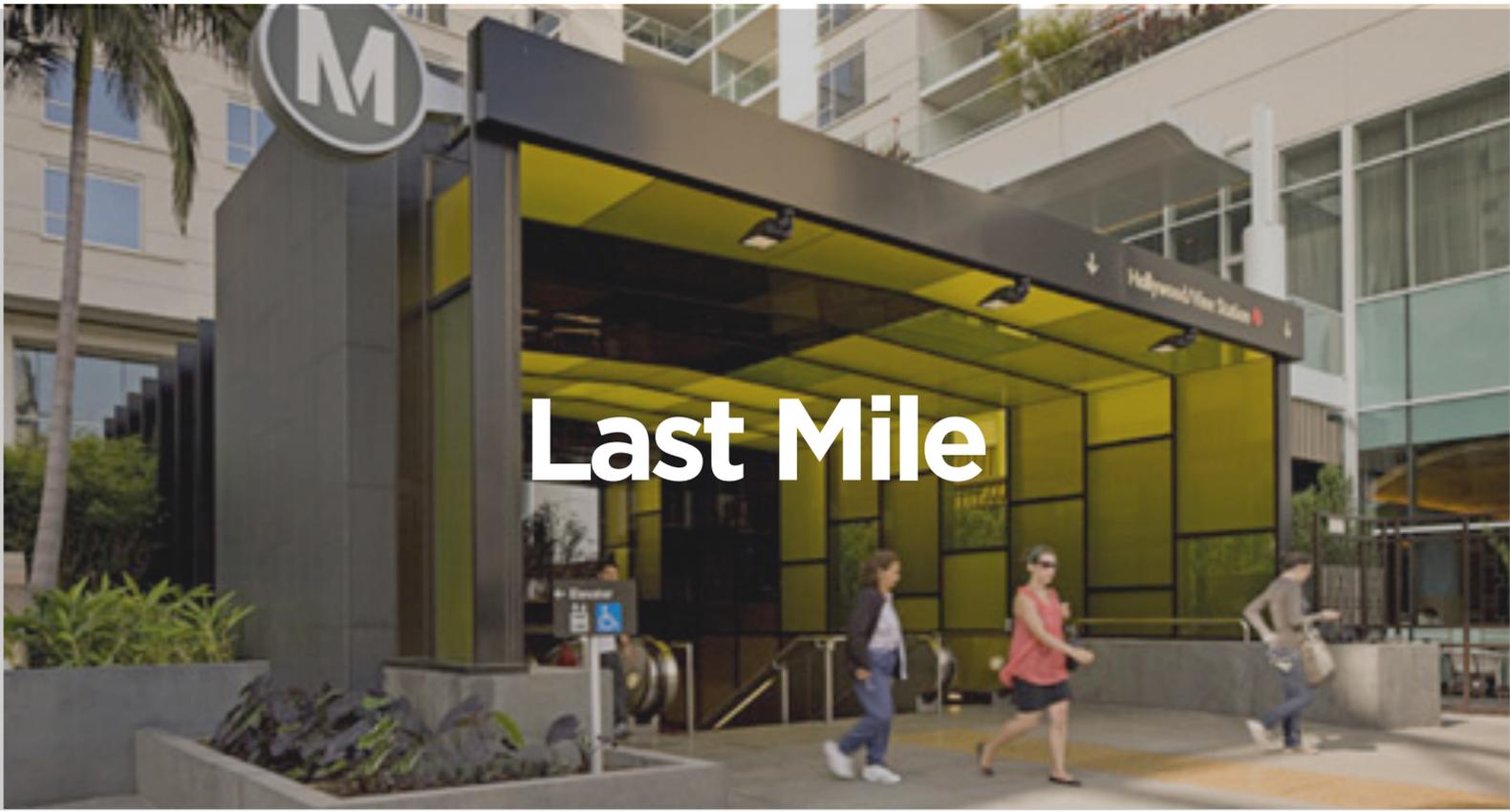
Lyft 7-city survey conducted by Land Econ Group



Car-free and car-light residents use transit more



Low Density



Last Mile



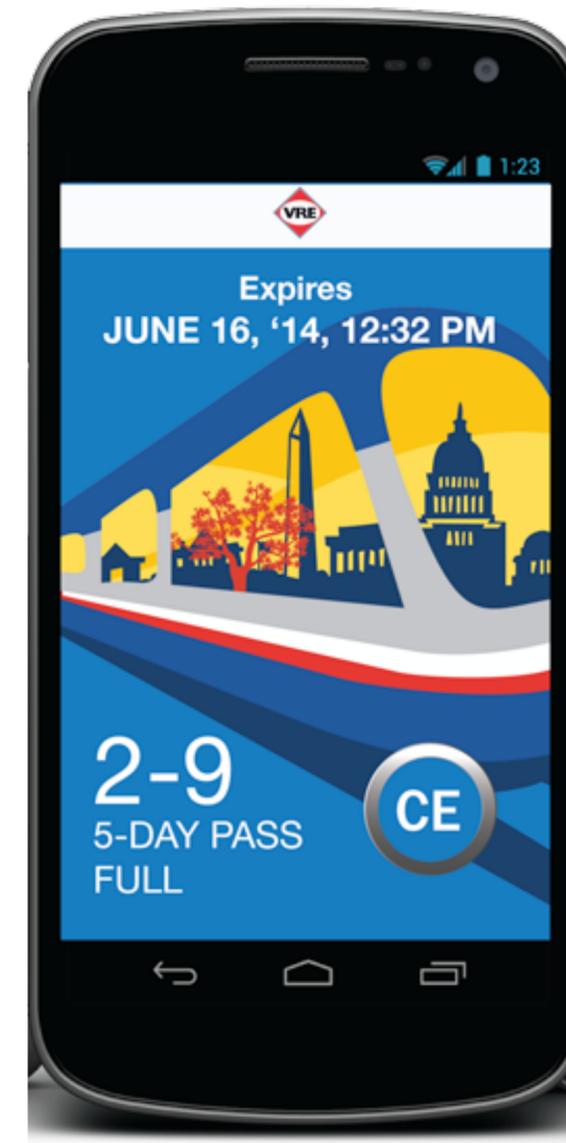
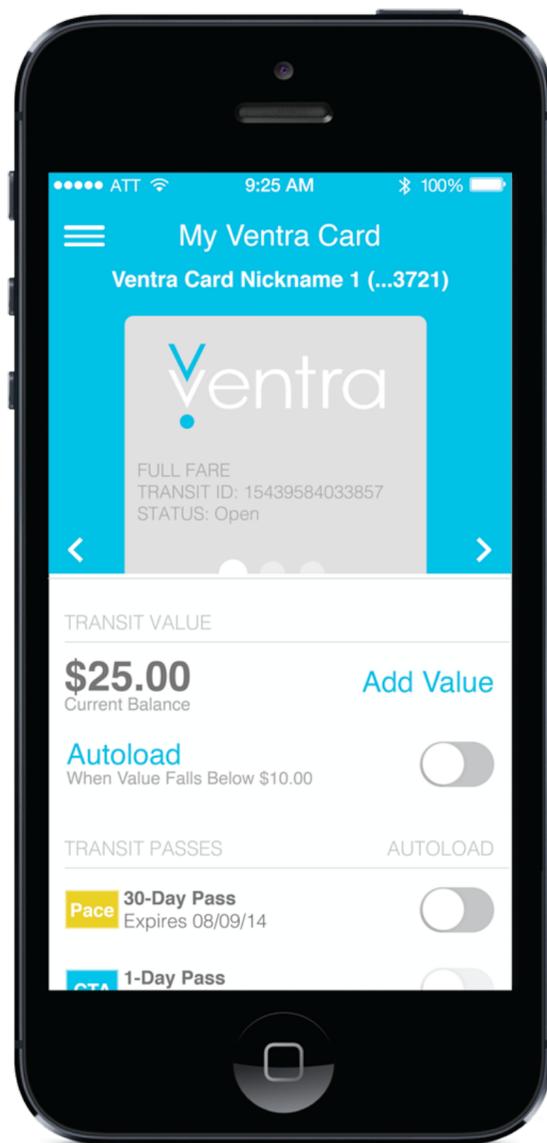
Safe Rides Home

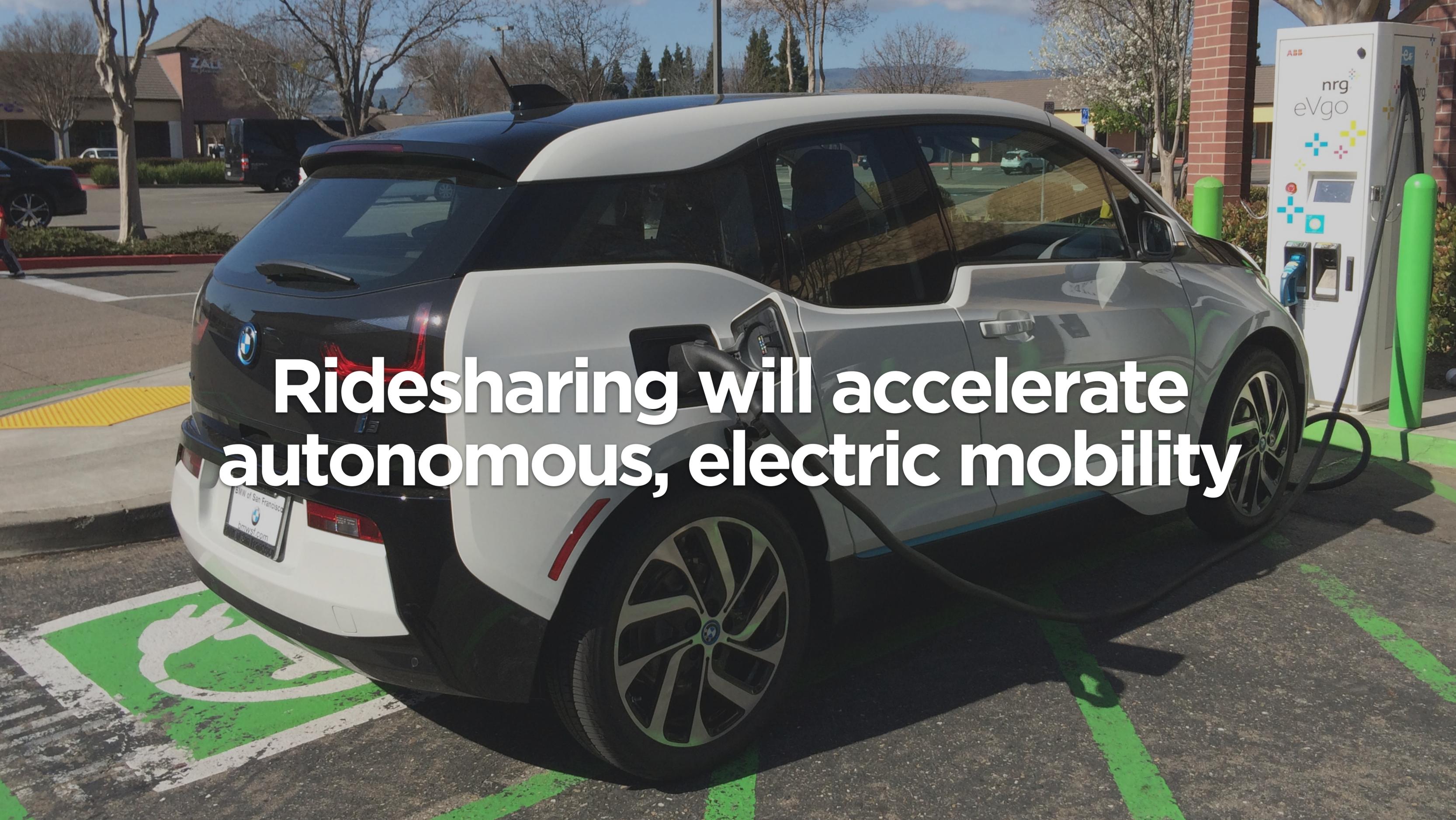


Underserved Communities

What's Next: It's All Digital

Integrate ridesharing to create connectivity.





**Ridesharing will accelerate
autonomous, electric mobility**



**We see a future with
fewer drivers, all of
them carpoolers**

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