

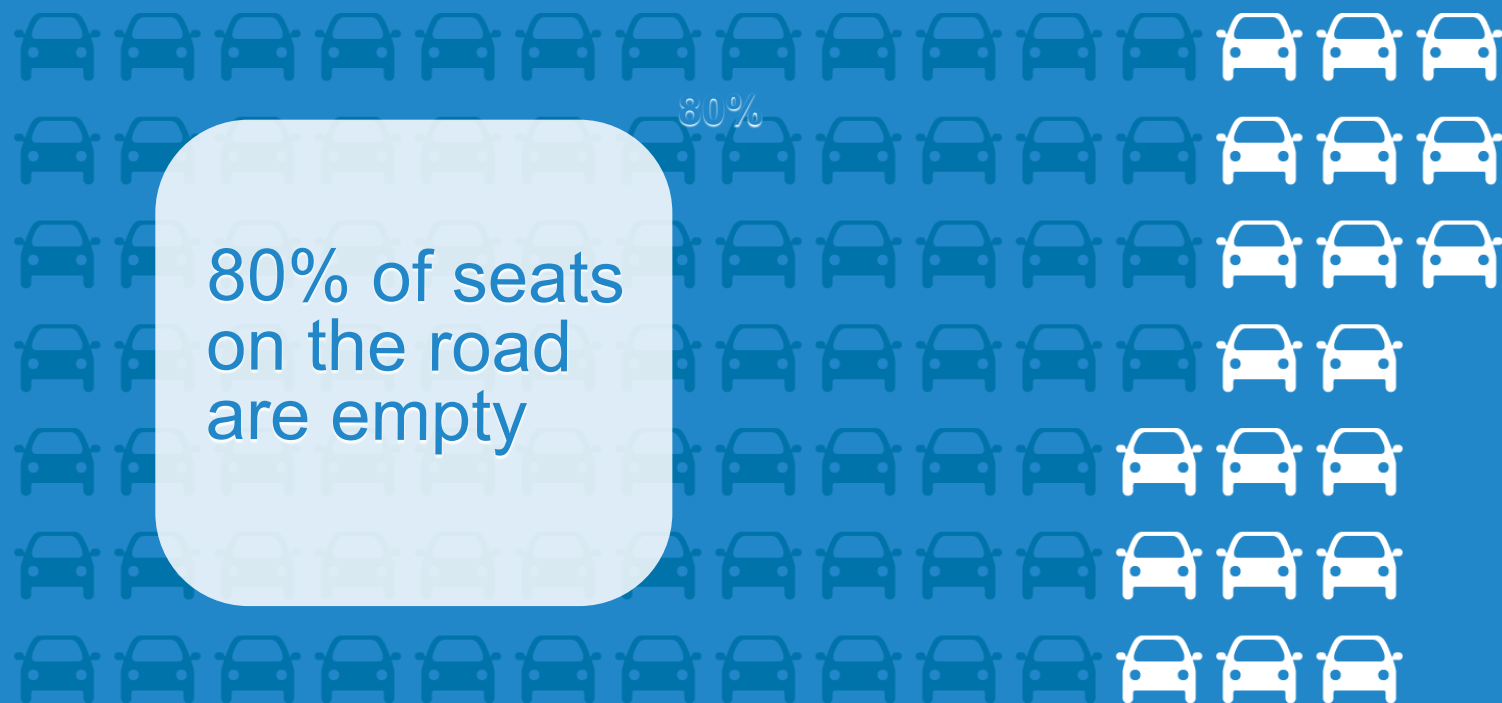


Lyft Accessibility

Alameda County Transportation Commission Mobility Workshop

Emily Castor, Director of Community Relations

How did we get here?





Our infrastructure
is impacted



Casual Carpools

- Transport thousands of commuters every day
- No safety regulations

Government Programs

- Local governments are spending millions of dollars on traffic mitigation and ridesharing pilot programs
- Minimal safety regulations

Ridesharing is evolving

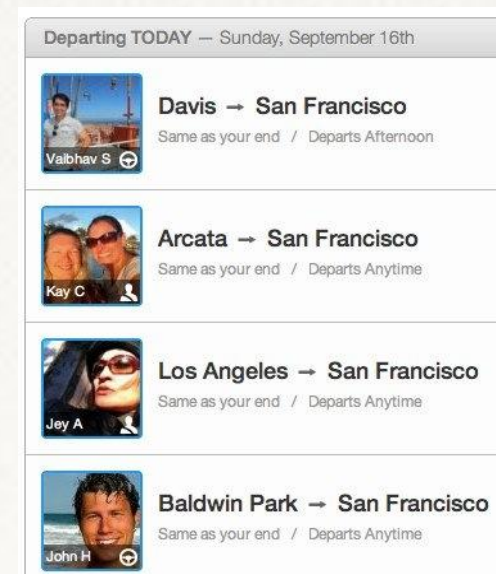
Ride Boards



Craigslist

[Ride needed - SF to LA on Tue 9/18](#) - (SF) [img](#)
[ride wanted: SF to Ukiah fri MORNING 9/21](#)
[SF to SANTA BARBARA](#) - (downtown / civic
[Ride Offer 9/18 SF to LA](#) - (mission district)
[Ride OFFER to Arcata/Humboldt TODAY 9/](#)
[san francisco to Portland](#) - (san francisco)
[SF to Olympia, Wa! Thursday 9/20-Fri9/20 R](#)
[seeking a ride to La today](#) - (cole valley / ashbur
[Driving to Los Angeles \(Downtown\) Friday A](#)
[Ride needed - SF to Southern Oregon Wed 9/](#)
[East Coast Ride...](#) - (Phila)

Zimride



Lyft



Safety & identity improvements

A photograph of a young woman with dark hair and bangs, wearing a white long-sleeved shirt, driving a car. She is smiling and looking towards the camera. A teal dashed line starts at the bottom left, curves around the steering wheel and her arms, and ends near the top right, framing her and the text. The car's interior, including the steering wheel and seats, is visible.

A simple vision



Lyft is a real-time ride-matching community

Our vision: create a community where people who need rides are matched with those offering rides

- *Reduce* **Congestion**
- *Reduce* **Cost** of transportation
- *Reduce* **CO₂** emissions

TIME

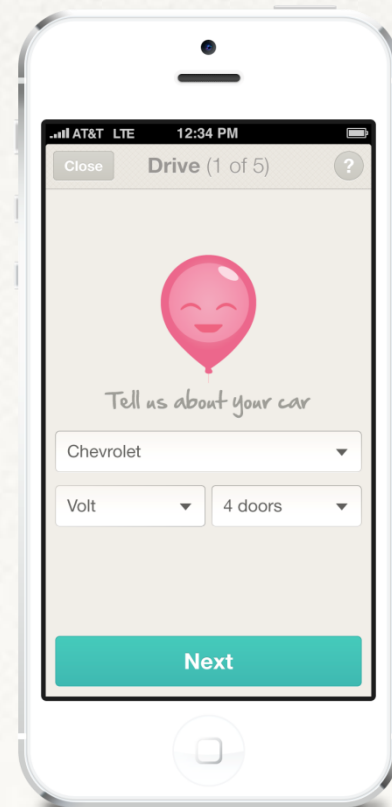
The
Economist

THE WALL STREET JOURNAL.

TODAY

The New York Times

How it works *for drivers*

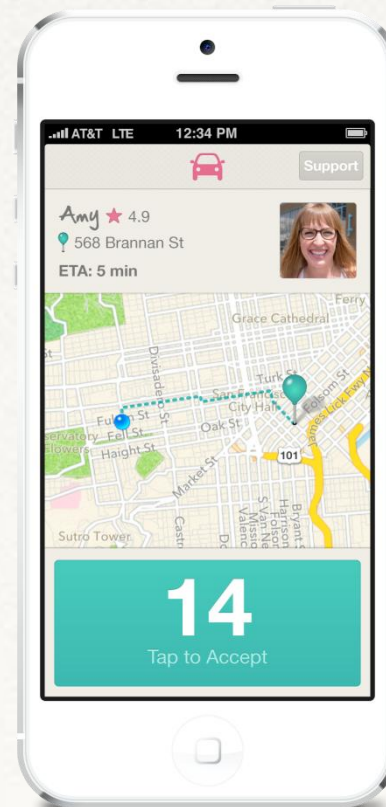


Apply

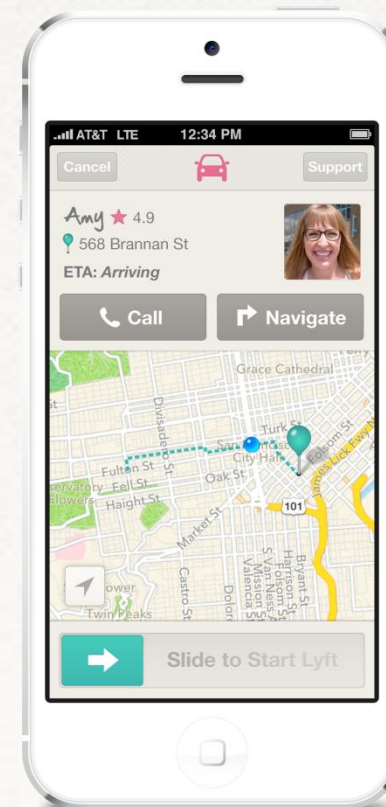


Potential driver
must pass strict
screening before
being approved to
drive

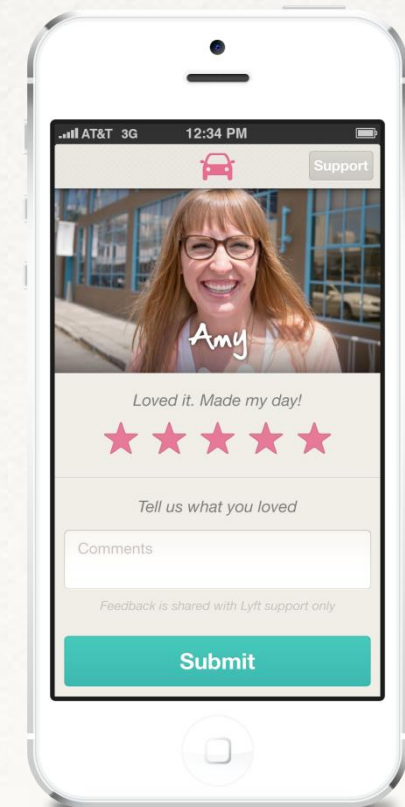
Onboard



Accept

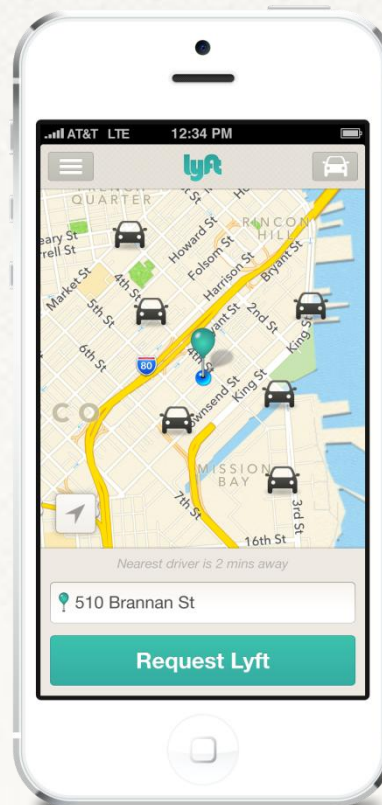


Drive

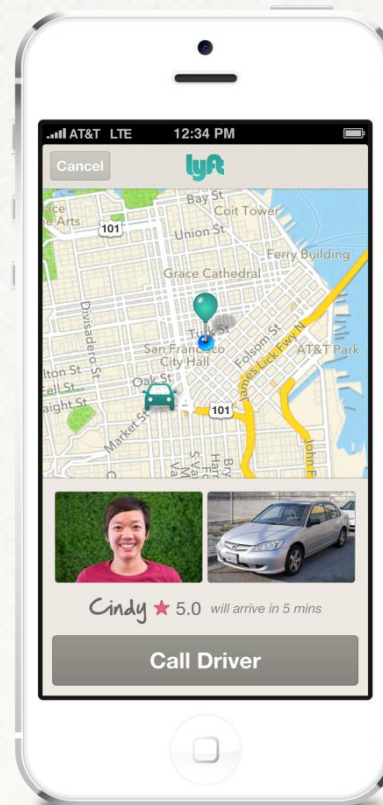


Rate

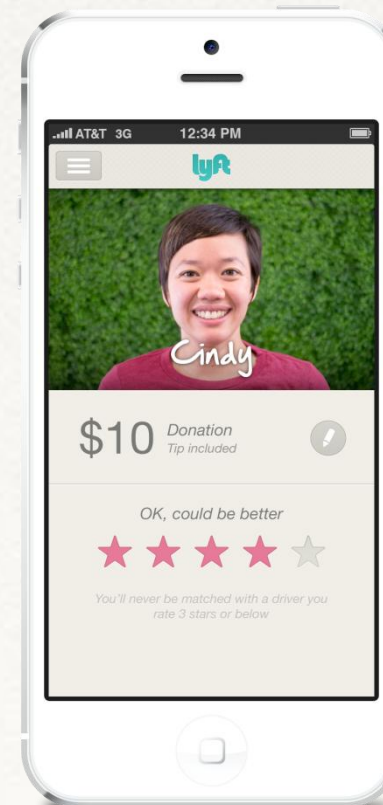
How it works *for passengers*



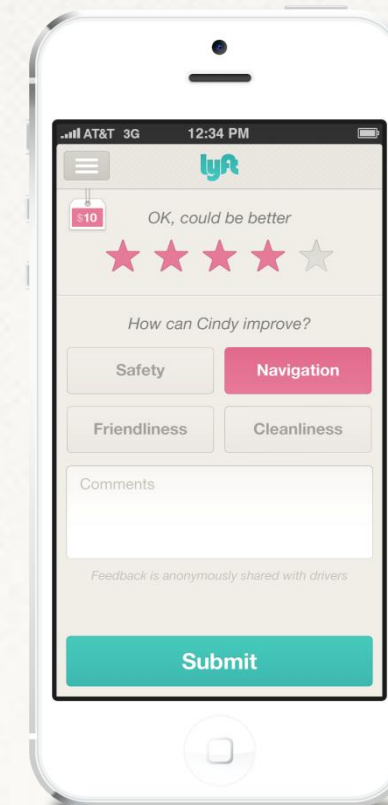
Request



Match



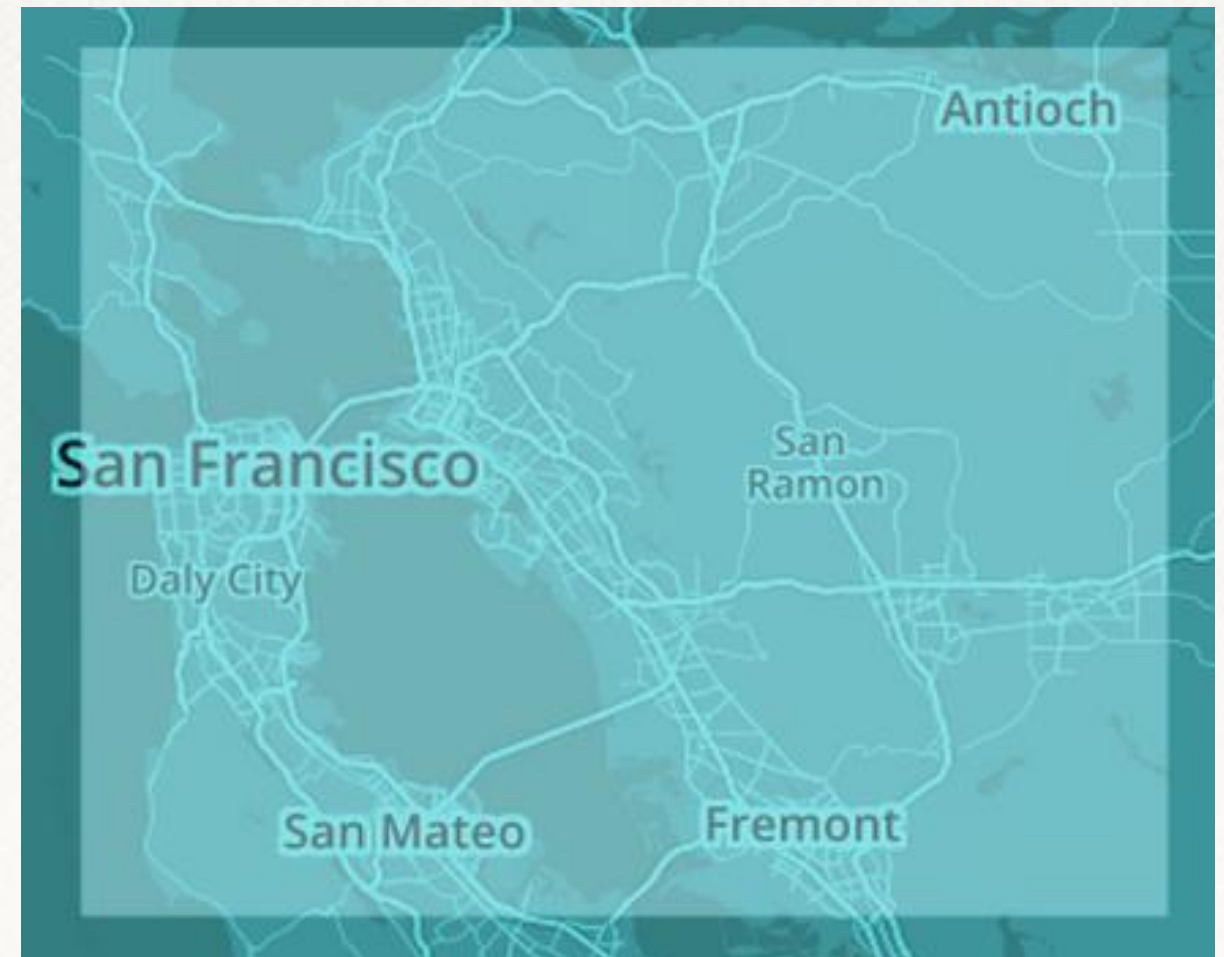
Pay



Rate

Lyft in the Bay Area

Launched June 2012



Lyft Accessibility



Serving a broad range of needs and abilities

- No advance booking needed; driver arrives in minutes
- If driver is able, he/she can assist with vehicle entry and exit
- No need to stand or walk on the street to hail a vehicle
- Short trips gladly welcomed
- All vehicles can accommodate foldable wheelchairs

Lyft Accessibility



Serving a broad range of needs and abilities

- Voiceover capability for ease of use by blind passengers
- Drivers required to accommodate service animals
- Cashless payments and ride receipt ensure fair charges
- Passenger can phone driver to provide pickup instructions
- Relieves volume from paratransit by serving elderly and disabled passengers who don't require ramp or lift vehicles

Lyft Accessibility



Providing new independence and reliability

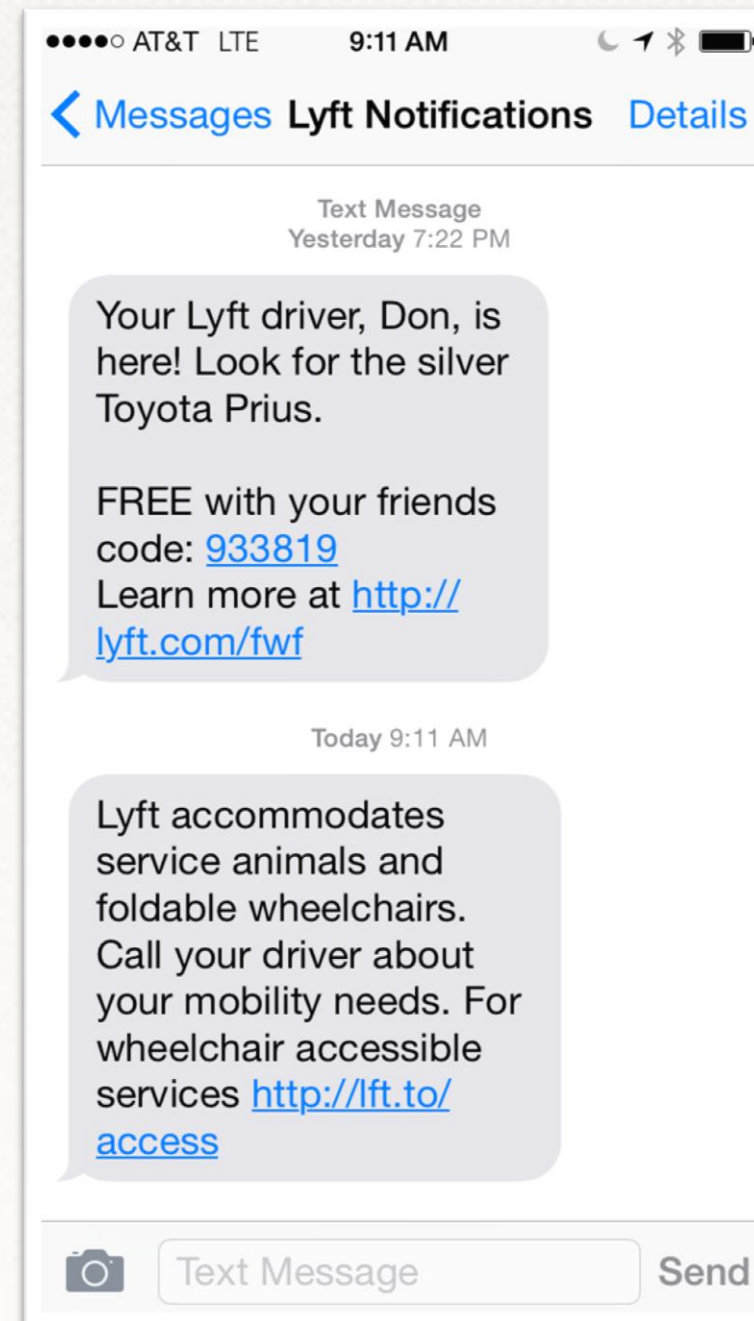
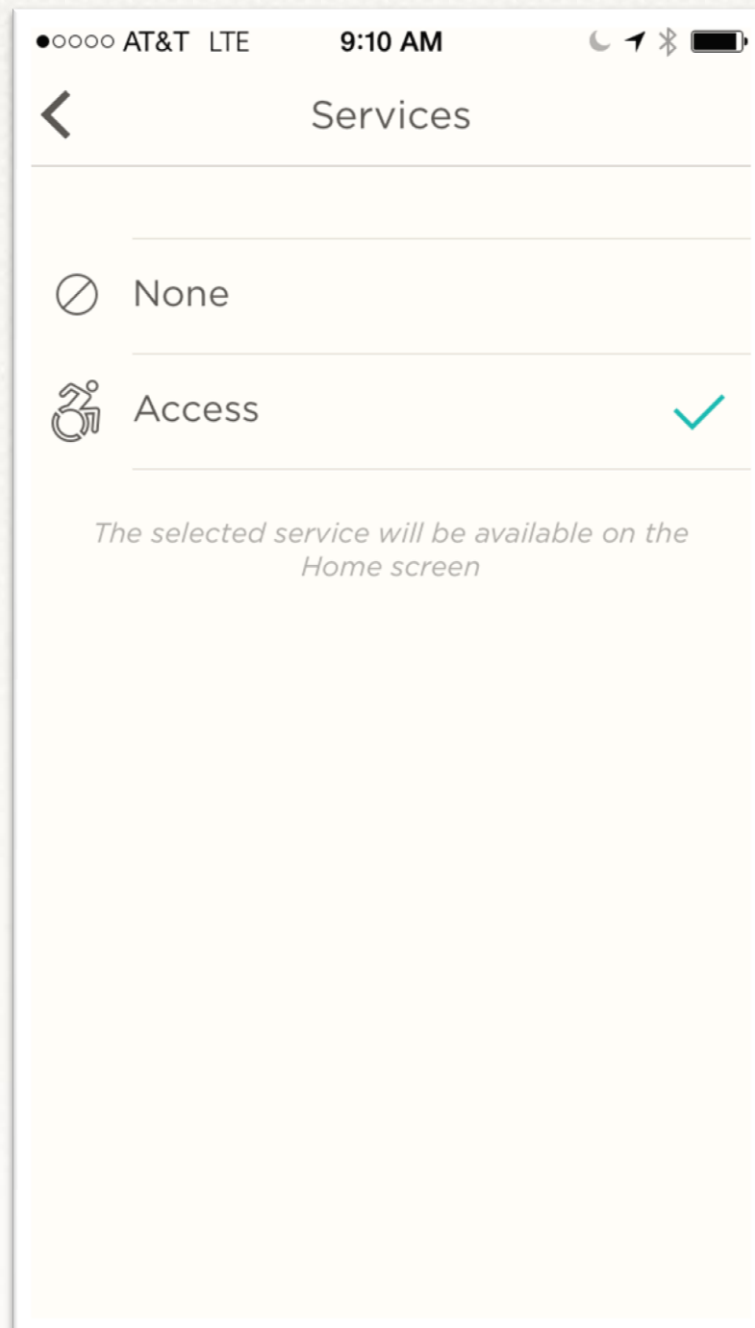


- “I’ve never known the luxury of owning my own car and being able to come and go as I please. Lyft and Uber have brought me as close to that reality as I probably ever will be. It truly is the next best thing to driving myself.” – Annette Lutz

Lyft Accessibility



App now incorporates accessibility messaging



Partnering to Expand Access



What if I need a vehicle with a ramp or lift?

- As a peer-to-peer service, Lyft doesn't own a fleet
- Supply / consistency of personal accessible vehicles is lacking
- Partnership / referral model will ensure safety and reliability
- Phase 1: Refer passengers to existing services
- Phase 2: Partner with WAV fleets to fulfill seamlessly
- Supporting existing services through accessibility funds



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