Lyft Accessibility

Alameda County Transportation Commission Mobility Workshop

Emily Castor, Director of Community Relations
How did we get here?

80% of seats on the road are empty.
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) ing ride wanted: SF to Ukiah fit 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-Fri 9/20 R
seeking a ride to LA today - (cole valley / ashbar
Driving to Los Angeles (Downtown) Friday
Ride needed - SF to Southern Oregon Wed 9/
East Coast Ride... - (phi)

Zimride

Lyft

Safety & identity improvements
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
How it works **for drivers**

Potential driver must pass strict screening before being approved to drive

- **Apply**
- **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

The selected service will be available on the Home screen

Text Message
Yesterday 7:22 PM

Your Lyft driver, Don, is here! Look for the silver Toyota Prius.

FREE with your friends code: 933819
Learn more at http://lyft.com/fwf

Today 9:11 AM

Lyft accommodates service animals and foldable wheelchairs. Call your driver about your mobility needs. For wheelchair accessible services http://lyft.to/access
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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