

Civic Partnership Programs



Friends with Transit

Dating back to our origins as a carpooling website almost 10 years ago, Lyft's mission has always been to connect communities through shared transportation, improve transportation efficiency by filling empty seats in cars, and increasing transportation access by decoupling mobility from car ownership.

We're working hard to change transportation for the better and improve the cities we call home. Partnering with public transit agencies is critical to this vision. Our partnerships help transit agencies drive more users onto trunkline transit services, grow their network of shared-ride services and provide convenient on-demand mobility to participants of paratransit and guaranteed ride home programs.

Please reach out to us at transit@lyft.com to learn more about how we can support your city's mobility programs!



Partnership Models

First/last mile connectivity: Filling the gaps between your home and the light rail station.

Suburban solutions: A new tool in the suburban transport tool box.

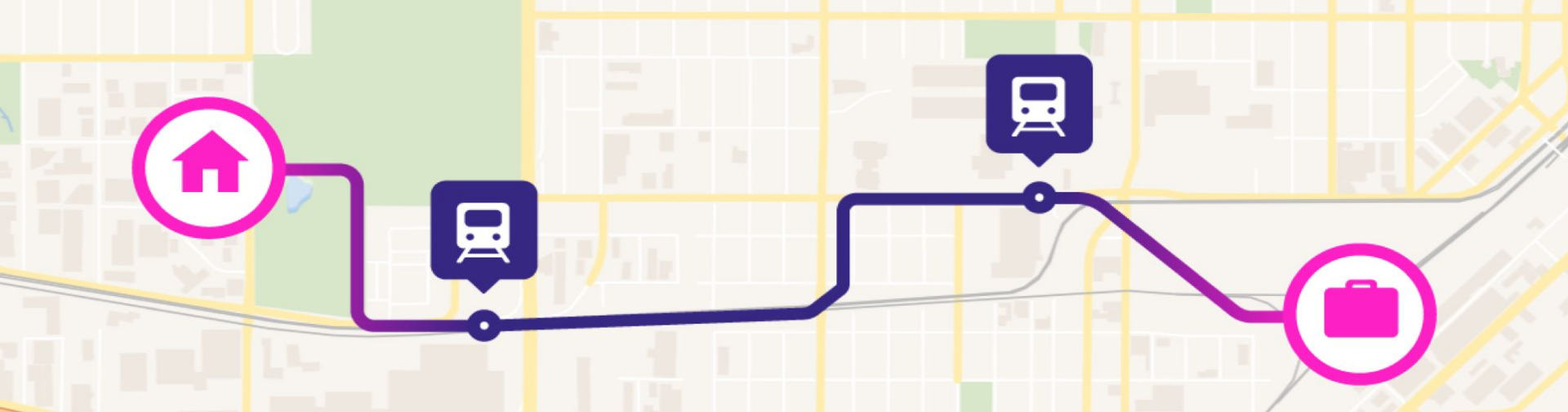
Guaranteed Ride Home programs: The perfect insurance for vanpool/carpool commuters.

Paratransit: Accessible, inclusive, on-demand mobility for those who need it most.

Jobs-Access Reverse Commute: Providing connections from transit to hard to reach job locations.

Late Night Service: Get where you're going when the buses aren't running.

Parking Mitigation: Say goodbye to cars circling parking lots looking for an open spot.



Solving the First and Last Mile Problem

Across the country, nearly a quarter of all Lyft rides start or end near transit stations—highlighting Lyft’s role as an important first and last mile connector. A first/last mile partnership with Lyft has many benefits: including seamless connectivity, increased transit ridership, and the ability to alleviate station parking constraints without constructing additional parking.

In the greater Bay Area, Lyft has partnered with the Transportation Authority of Marin (TAM) to provide subsidized first/last mile Lyftline rides for commuters traveling to and from the new 43-mile light rail system, SMART, which aims to reduce congestion in the North Bay region. This unique commute perk was designed by Lyft and TAM to be accessible to all commuters: providing service to non-smartphone users via Lyft’s telephone-based ride booking platform (Concierge), and offering wheelchair accessible vehicles (WAVs) in partnership with Whistlestop, a local nonprofit that provides accessible transportation options.



Suburban Solutions

Transit agencies often find it challenging to cost-effectively provide service to suburban neighborhoods. By partnering with Lyft to provide subsidized Lyft rides in difficult geographies or time periods, transit agencies can provide a transportation service that better meets the needs of their riders while also reducing cost per rider subsidies.

In the City of San Clemente, CA, Lyft worked with the Orange County Transportation Authority to ensure uninterrupted transportation access as they retired their 191 and 193 bus routes. Through the partnership, commuters can take subsidized Lyft rides along the former routes. Riders enjoy improved headways compared to the previous operating bus service, and the City has lowered service delivery operational costs.



Paratransit

With the population continuing to age, transit agencies around the country grapple with growing demand and costs to provide paratransit service. Lyft's demand-response partnership model can help solve fiscal challenges and provide a better level of service to customers.

In Boston, Lyft launched a pilot program with the Massachusetts Bay Transportation Authority to help bring on-demand mobility to customers of their paratransit program, THE RIDE. Previously, trips with THE RIDE were required to be booked a day in advance. The partnership helps bring a new mobility option to those who need it most. Key equity features like wheelchair accessible vehicles and alternative pathways to request a ride allow all paratransit customers to access this new On-Demand program.



Jobs Access and Reverse Commute Services

For decades now, the suburbanization of jobs has been impacting transit's ability to connect workers to regional job opportunities. In 2012, the Brookings Institute found that any given job was only accessible to 27% of residents by transit in 90 minutes or less. Needless to say, for many citizens across America transportation barriers impact their access to desirable employment opportunities. Lyft is partnering with transit agencies to bridge this job access divide by providing convenient on-demand connections between trunkline transit and major job centers.

In Northern California, we have formed a unique partnership with the Solano Transportation Authority, where commuters to local food manufacturing, social service and medical facilities lacked reliable access between the region's major rail station and their place of work. Lyft's partnership with STA provides a bridge between these jobs which lie 2-5 miles from the rail line, enabling convenient access to employment for regional residents.



Late Night Service

Frequent, fixed route transit can be particularly challenging to provide during late-night or early-morning hours. Lower ridership volumes make this service costly to provide, but it is a critical lifeline for many people working second-and third-shift jobs. Sometimes a commuter has access to traditional transit services for the start of their shift, but then no reliable transit service alternative to get home at the end of their shift.

In 2016, the Massachusetts Bay Transportation Authority cut its extended hour service in the Boston region. Following the cuts, the agency began soliciting new and cost-effective ideas to ensure mobility for employees in the entertainment, healthcare, service, and hospitality industries. Currently, Lyft is working with the MBTA to explore how its Lyft Line service could help provide a solution.



Guaranteed Ride Home Programs

Let us be your knight in shining armor. Often touted as “commuter insurance”- GRH programs offer reassurance to bikers, vanpoolers, and transit riders that they have a timely and inexpensive way to leave work in the event of a personal or family emergency, illness, or unexpected job-related delay.

In California, Lyft has worked with Metrolink to provide Guaranteed Rides Home for Metrolink users in the case that their train breaks down or they are left without a means to get home. The program provides commuters the ability to catch an on-demand ride. Through this partnership, eligible commuters can take a Lyft ride (subsidized by Metrolink) in the event that their Metrolink commute can’t fulfill their travel needs.



Parking Mitigation

In too many cities across the country, parking congestion makes getting to and from downtown an expensive and time-consuming hassle. Ridesharing can alleviate strained parking resources by rewarding residents for leaving their cars at home, or deciding not to own cars at all. It's a win-win-win for cities: less idling vehicles, fewer emissions, and less space allocated to parking.

Lyft teamed up with the City of Boulder, CO, the Downtown Boulder Partnership, the Rocky Mountain Institute, and Commutifi to provide Boulder residents a better downtown experience during the holiday season. Riders could enjoy up to \$5 of 5 Lyft rides into downtown Boulder for their shopping and dining needs - without having to worry about parking.



Lyft's Features to Support Transit Partnerships

Geofencing Technology

Geofencing is a capability that defines a service boundary or area where trips must occur within to be eligible for a subsidy. Geofencing service boundaries can be created in a variety of ways:

- A contained location (i.e. a transit station)
- Along a street network (i.e. a bus route that is going out of service)
- An entire zone (a neighborhood that is underserved by transit)

Concierge

Our Concierge software provides an alternative pathway for customers without smartphones. Concierge is made available to a transit agency's Call Center staff, and allows them to book Lyft rides on another individual's behalf.

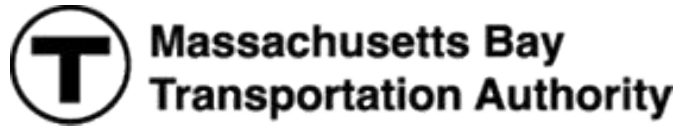
Wheelchair Accessible Vehicle Strategy

We work with partners to onboard third party Wheelchair Accessible Vehicle fleet operators onto the Lyft platform. With Lyft Access Mode, users can request a vehicle with a ramp.

Datasharing

Our monthly invoicing provides relevant information for transportation planning purposes and meets reporting needs for the Federal Transit Administration's National Transit Database.

Building **New Mobility Solutions** Together





lyft

A close-up photograph of a Lyft logo mounted on a car's rearview mirror. The logo is a white, stylized 'lyft' font with a black outline, set against a purple background with a halftone dot pattern. The mirror is mounted on a dark dashboard, and the background is dark with some blurred lights.



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A close-up photograph of a Lyft logo mounted on a car's dashboard. The logo is a white, stylized 'lyft' font with a black outline, set against a purple background with a halftone dot pattern. The logo is mounted on a dark surface, and the background is dark with some blurred lights.