Lyft and the Last Mile

Ridesharing's Role in Reducing Vehicle Miles Traveled

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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

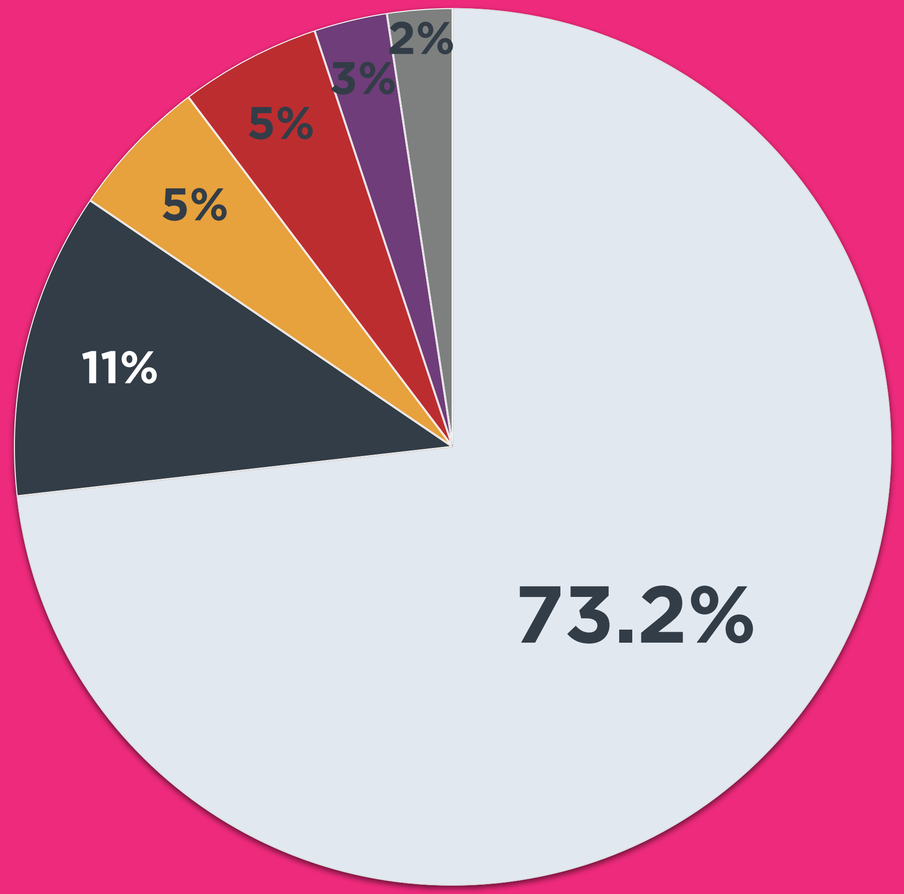
Texas A&M Transportation Institute

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

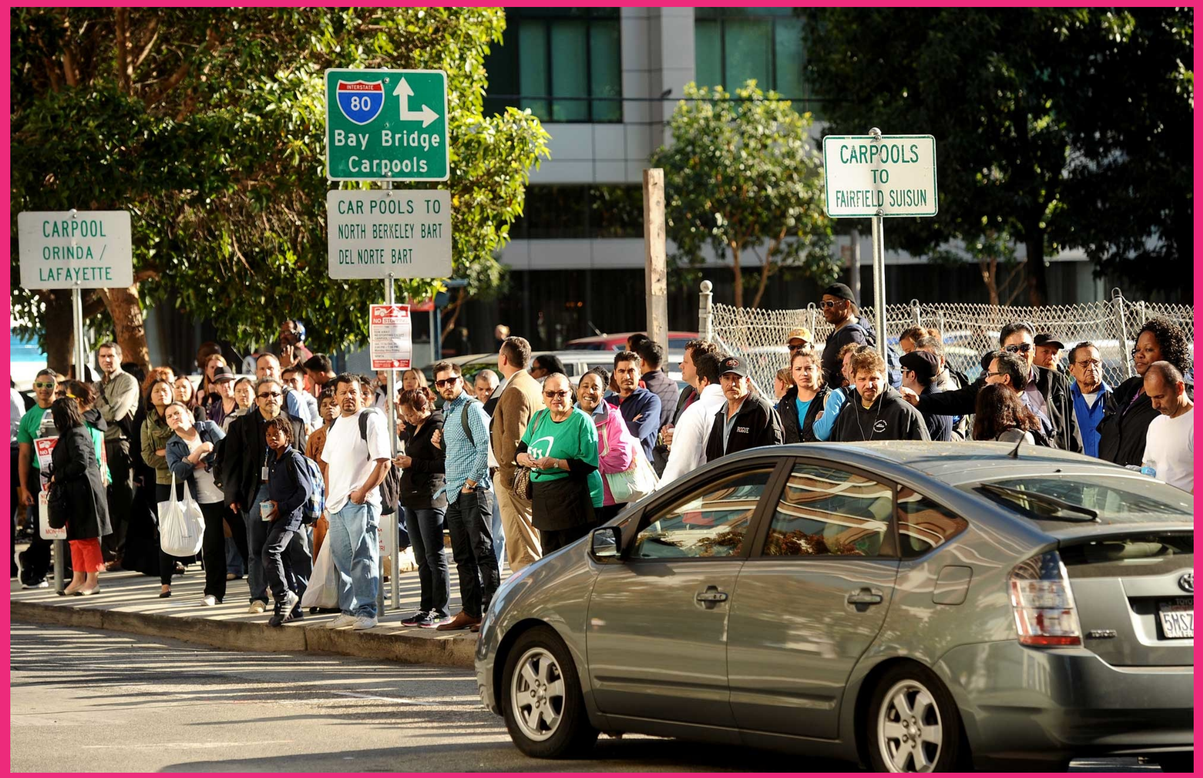


Most Californians drive alone

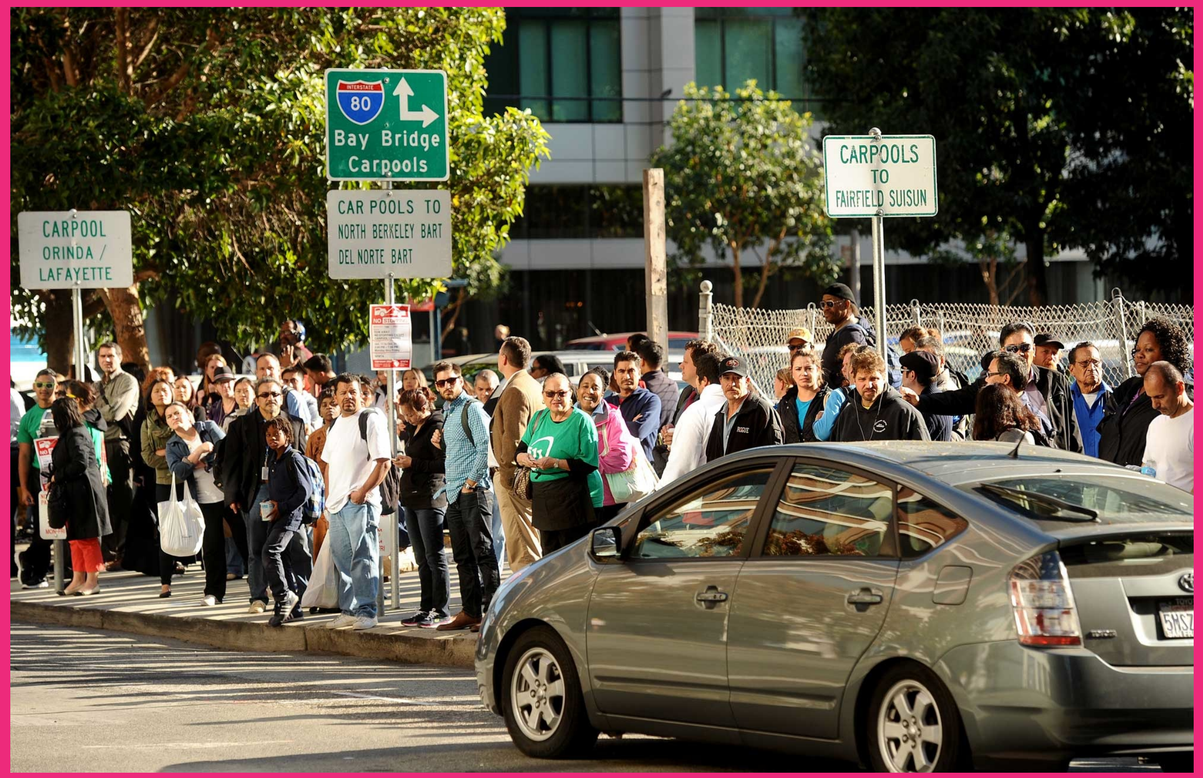
American Community Survey, 2013

a simple
vision

Humanity
+
Technology
2:30 PM
lyft
Line
Lyft
Plus
736 Divisadero Street
2 MIN
Request Lyft



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

Source: Bay Area Clean Air Plan, 2010

Carpooling needs to be...

flexible

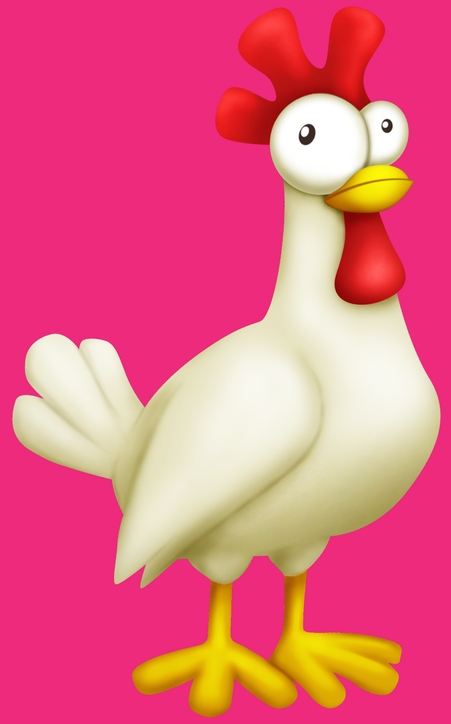
reliable

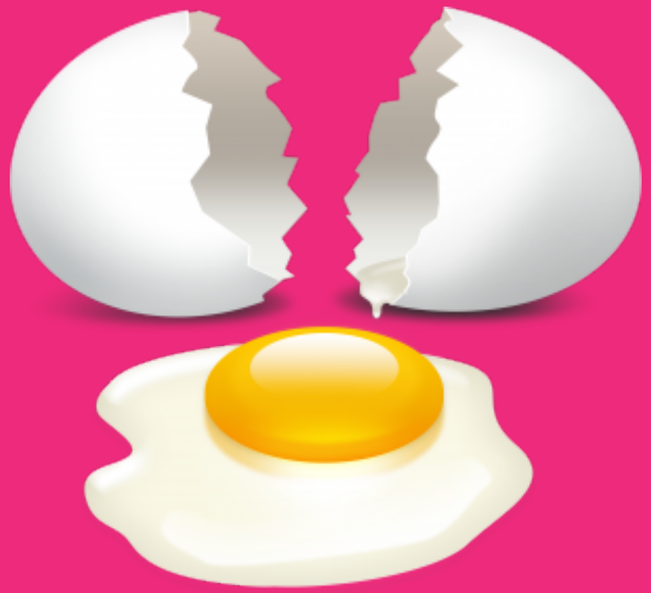
quick

safe

lucrative

awesome



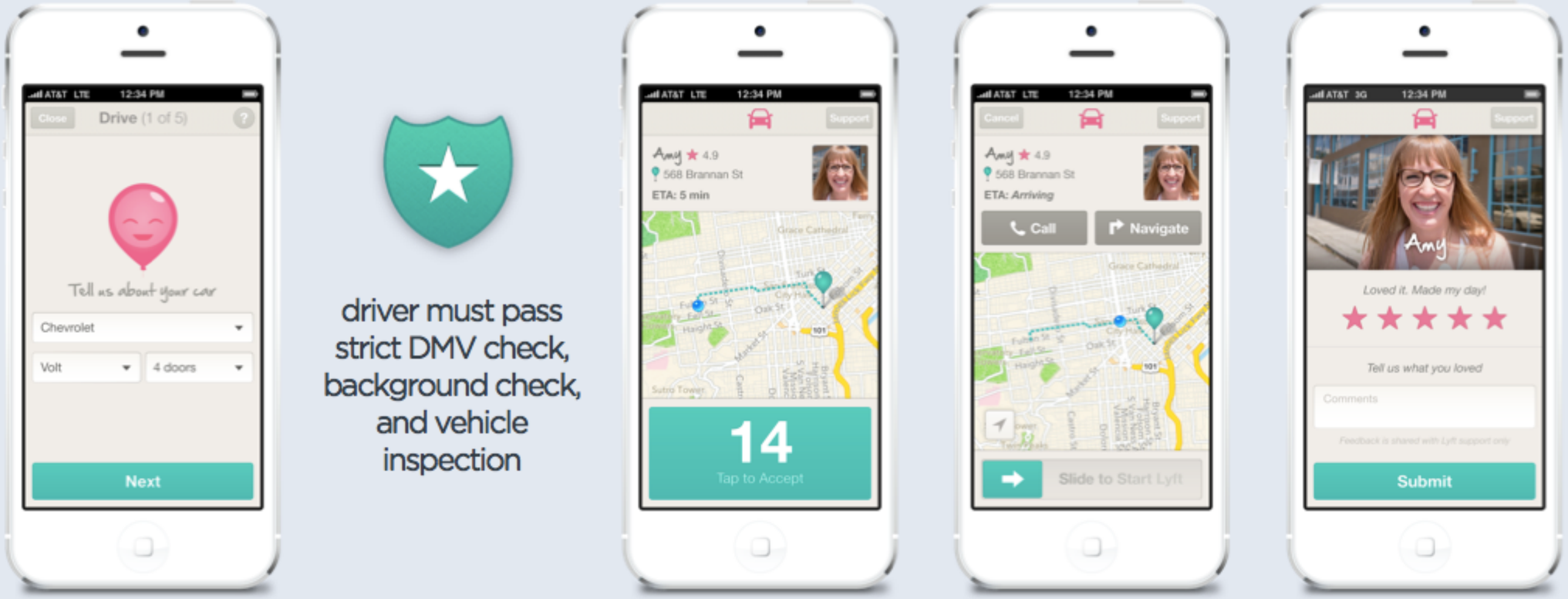


density has to come first

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

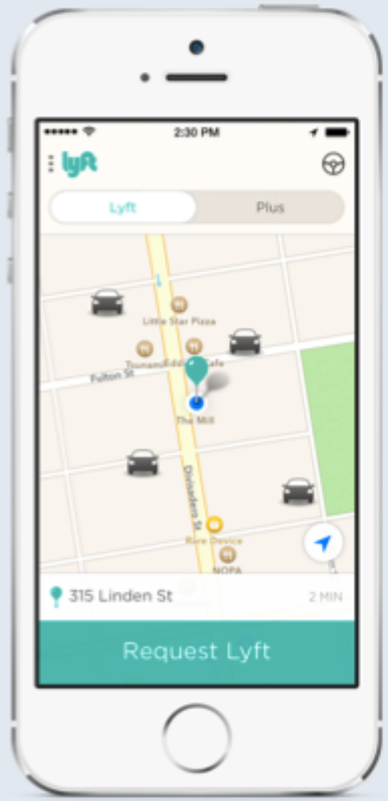
controlling one side of the equation

drivers are everyday people, given proper incentive

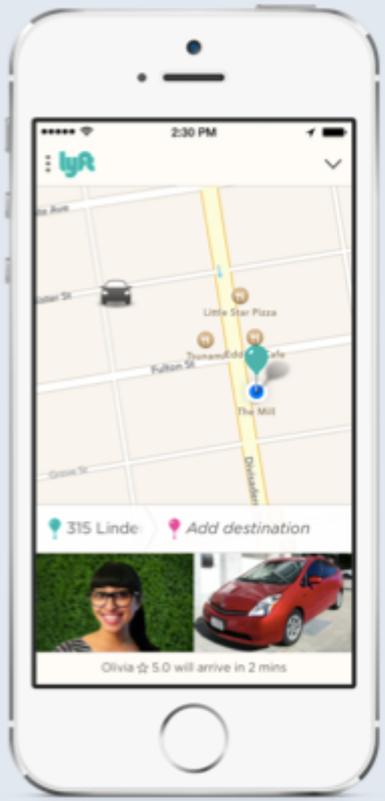


apply screen accept drive rate

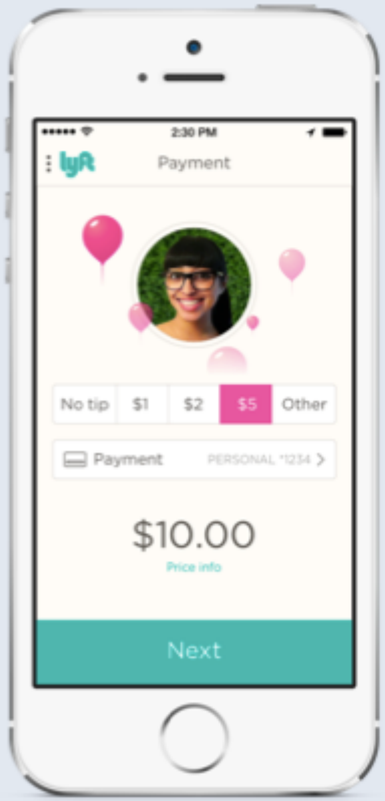
simple, friendly, and reliable for passengers



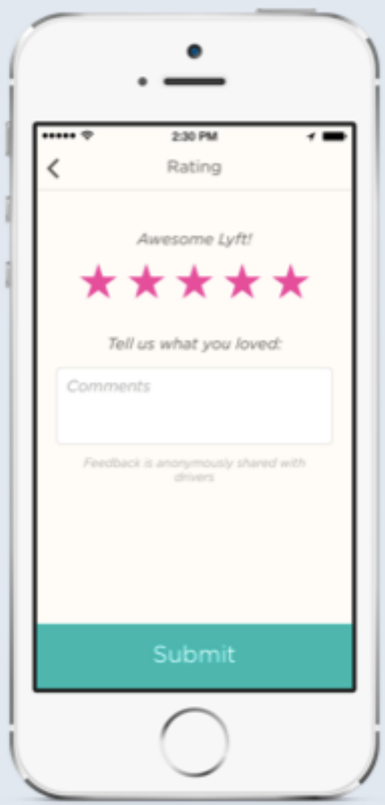
request



match



pay / tip



rate

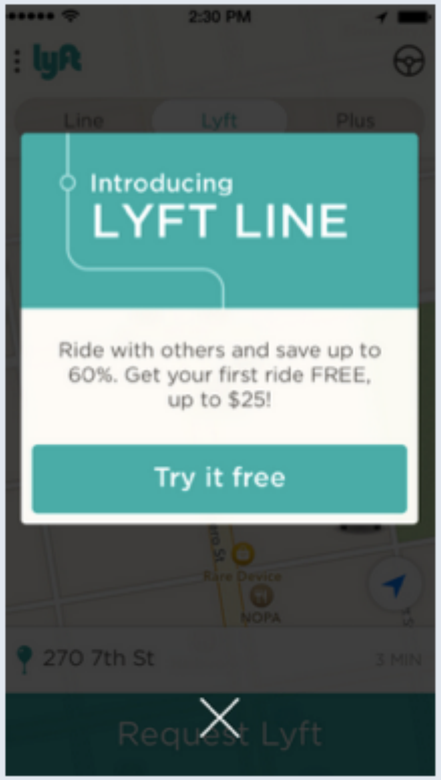
150 cities in the U.S.

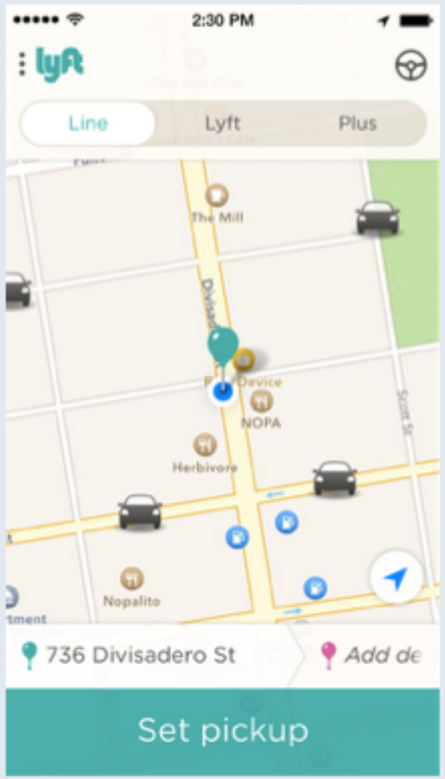
1 MILLION

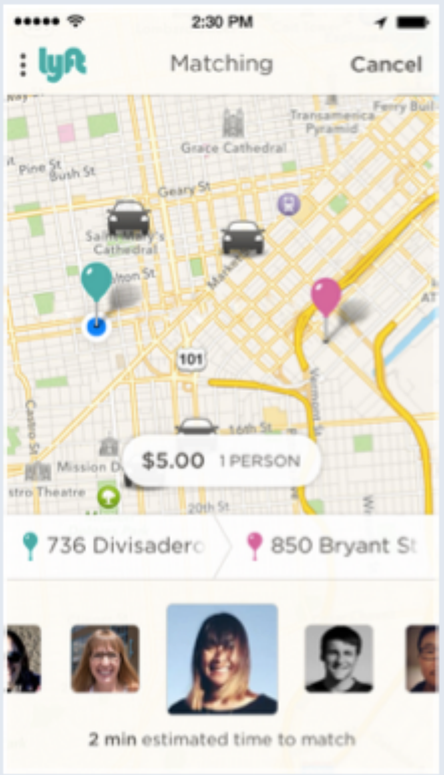
rides per week

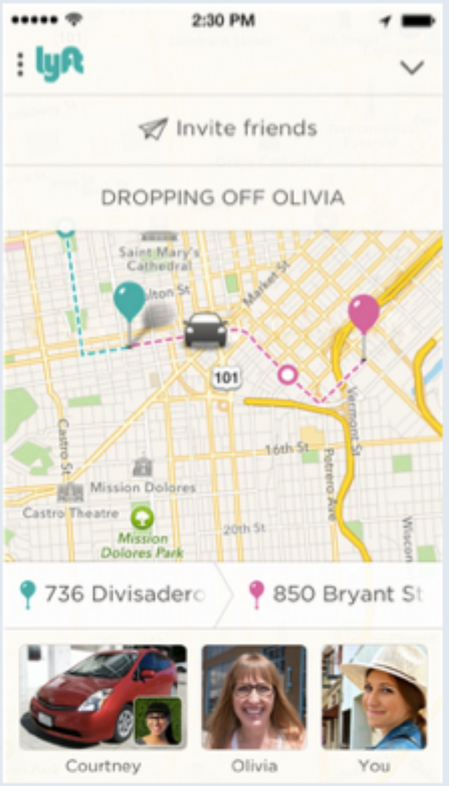
(and counting fast)

Lyft Line for passengers riding the same way

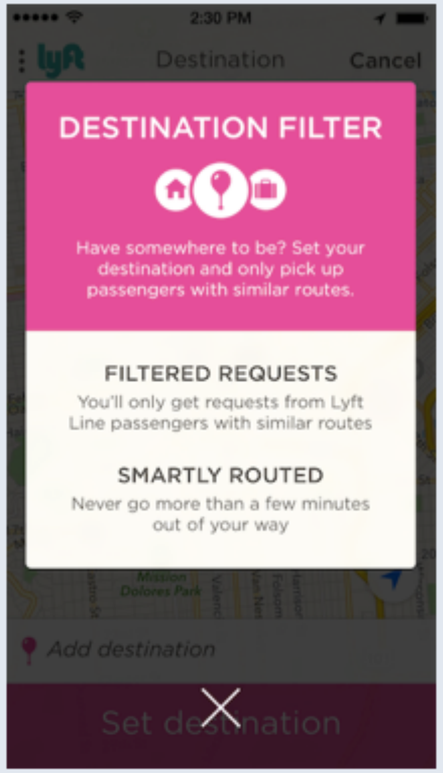


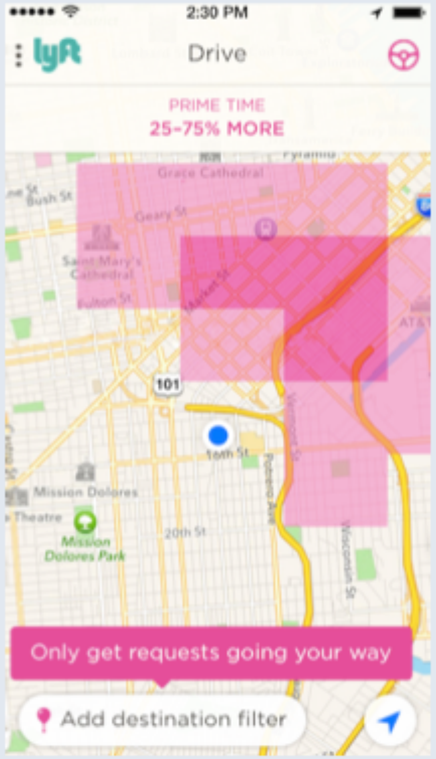


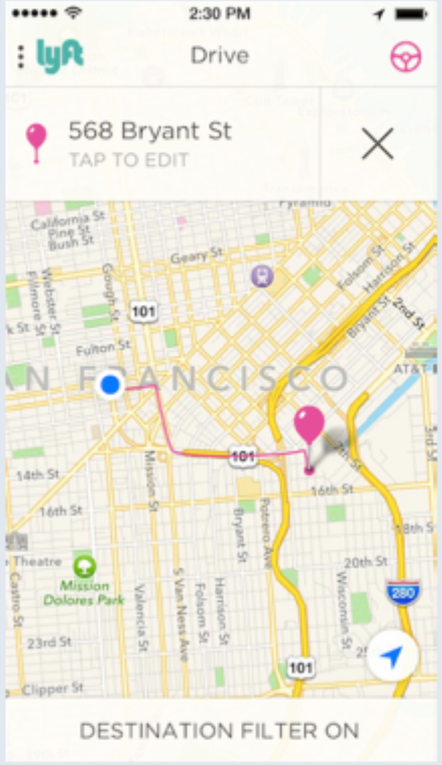


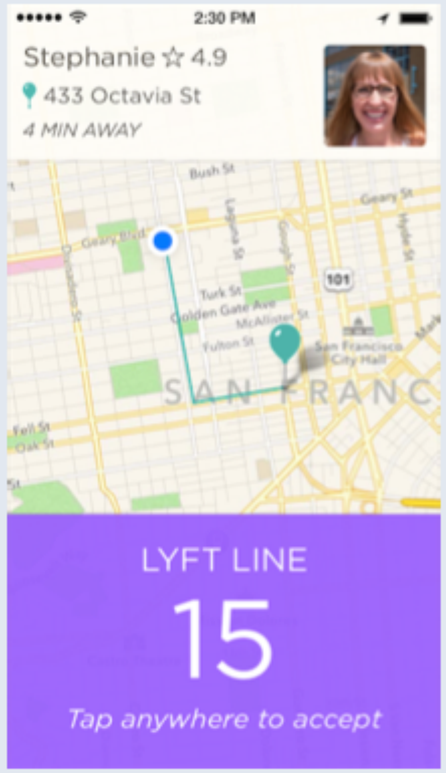


Driver Destination matching commuters with riders on their way





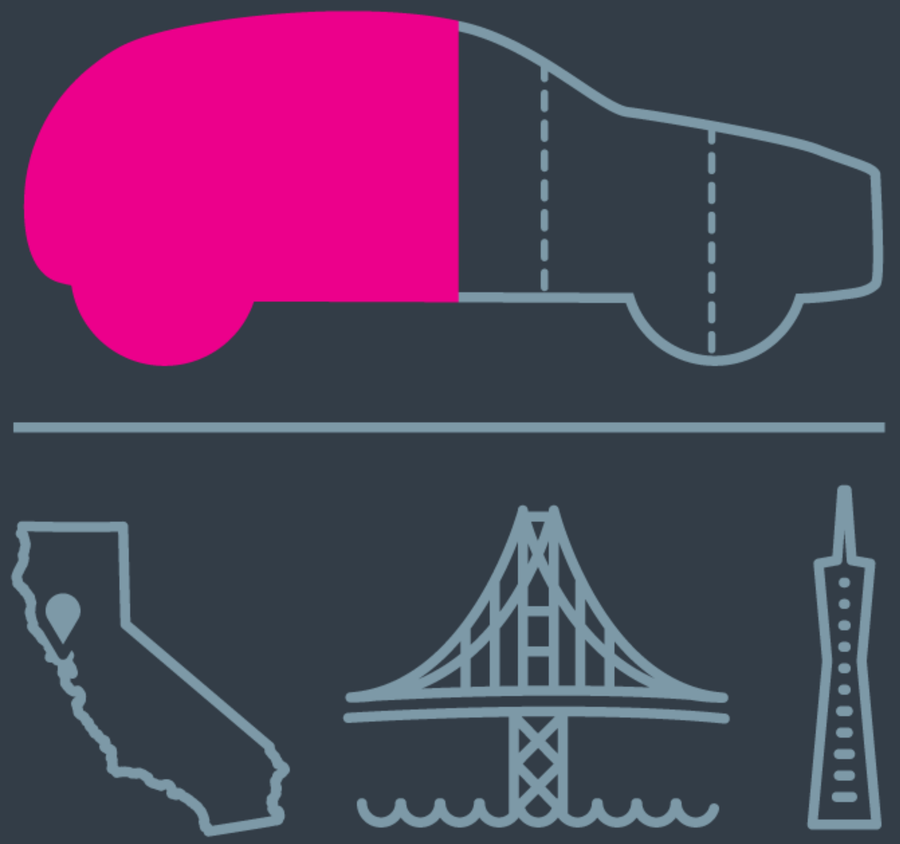




Lyft Lines make up more than

50%

of Lyft rides in San Francisco



What's the Public Sector's role?

Policy

↓

Planning

↓

Partnership

TNC

transportation network companies

coined by CPUC in 2013

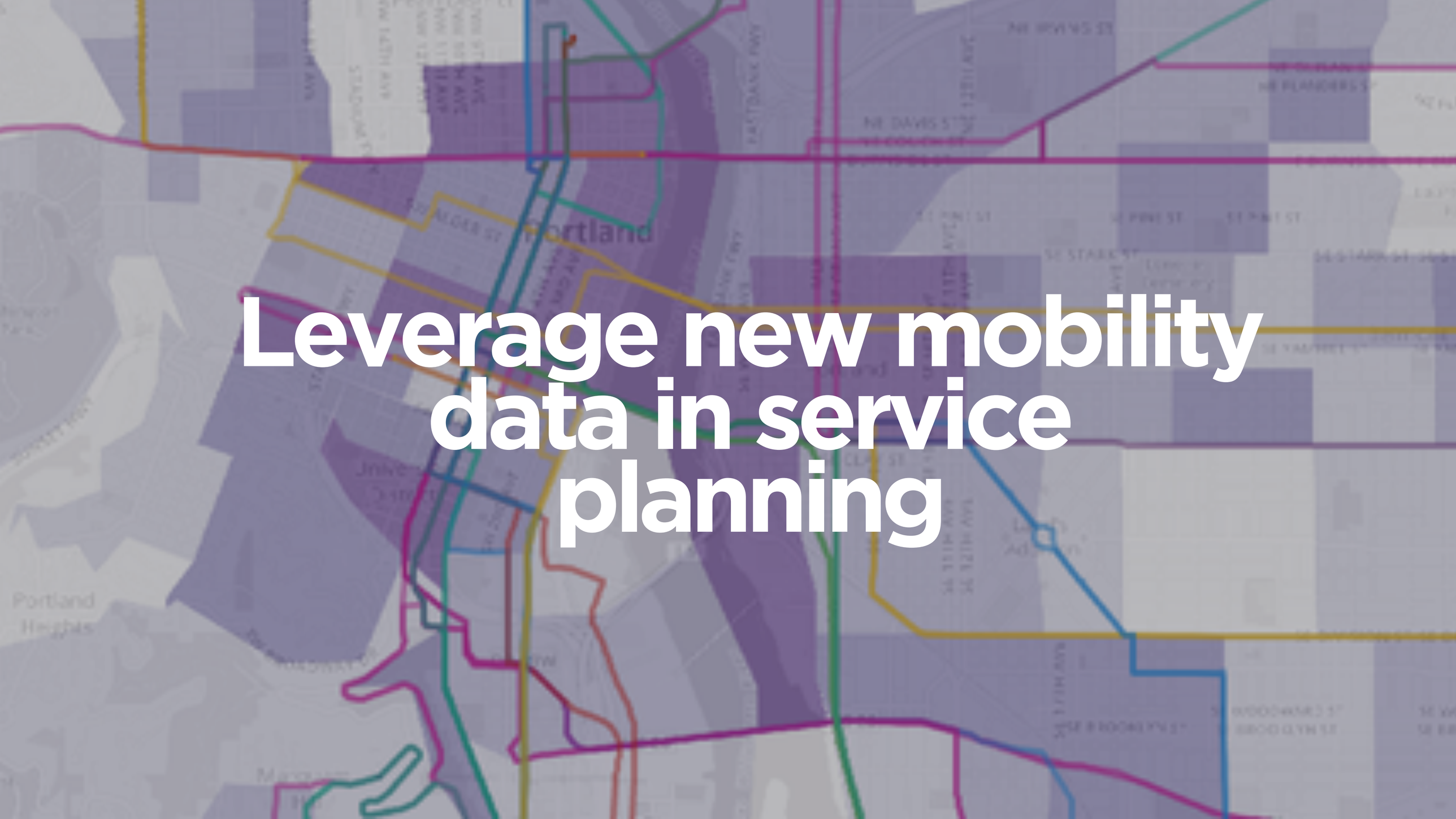
Policy Consensus is Emerging

state law

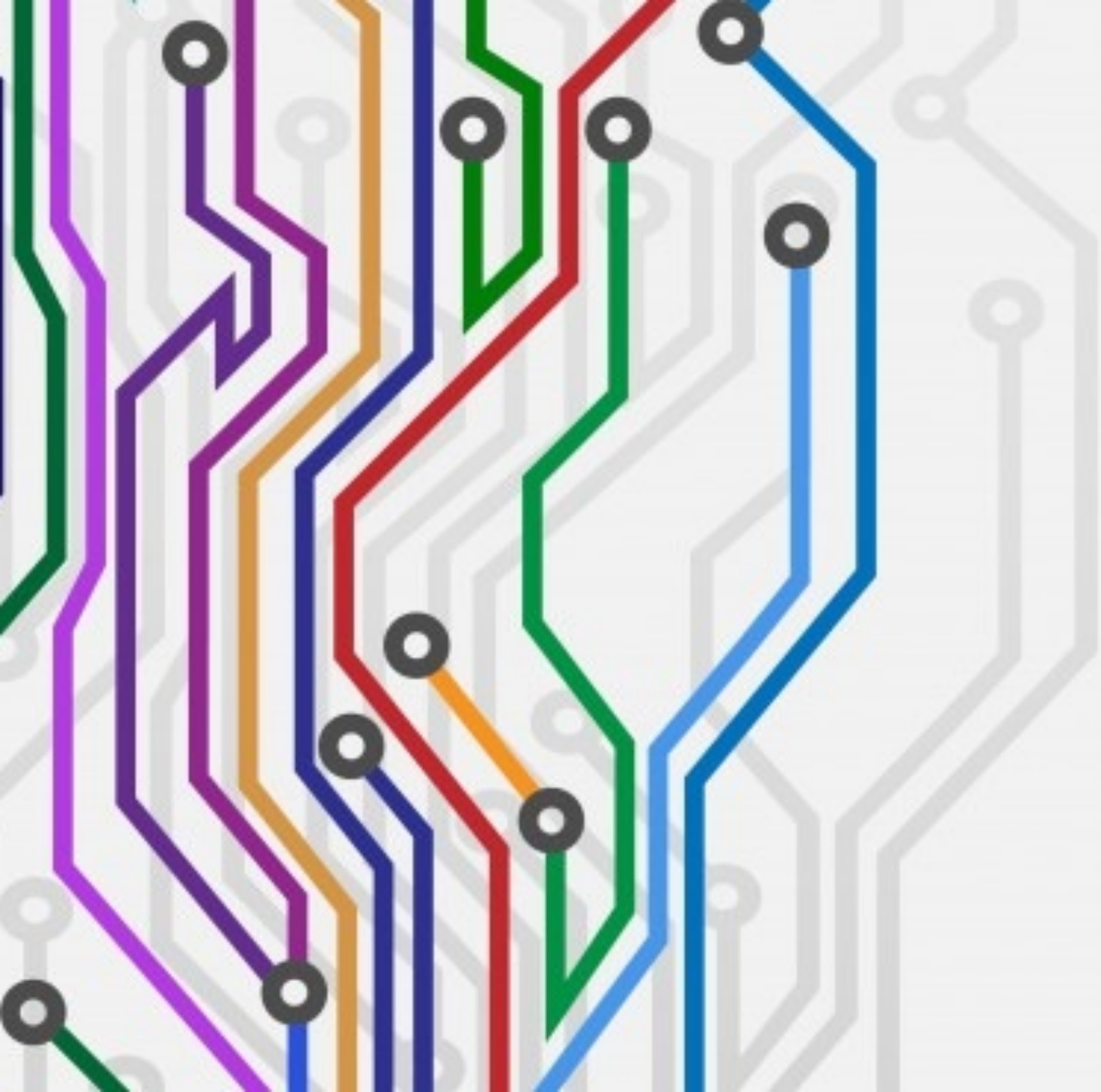
city law

pending legislation

Leverage new mobility data in service planning



Adapt infrastructure



Lyft + transit work together

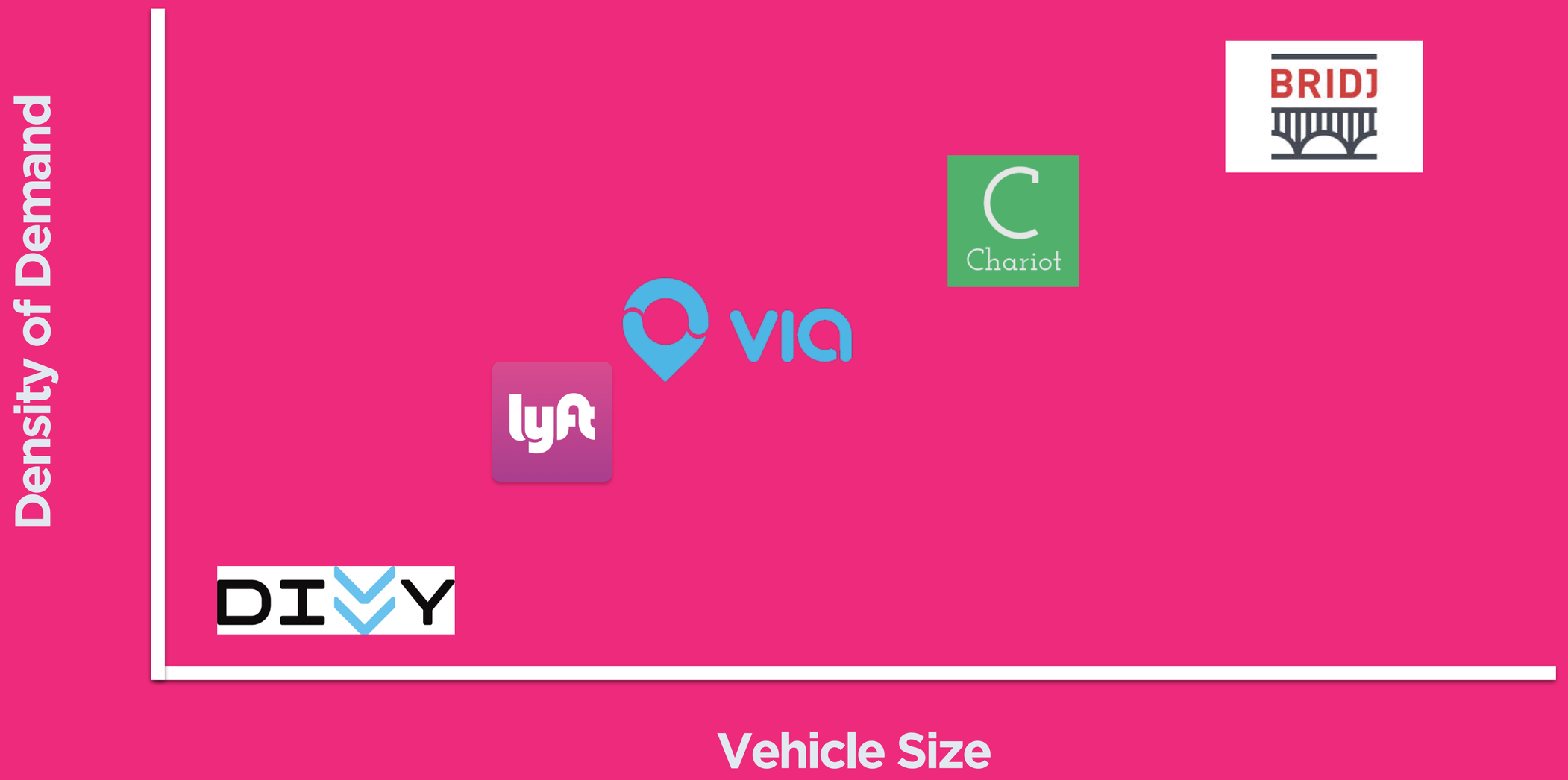
45%

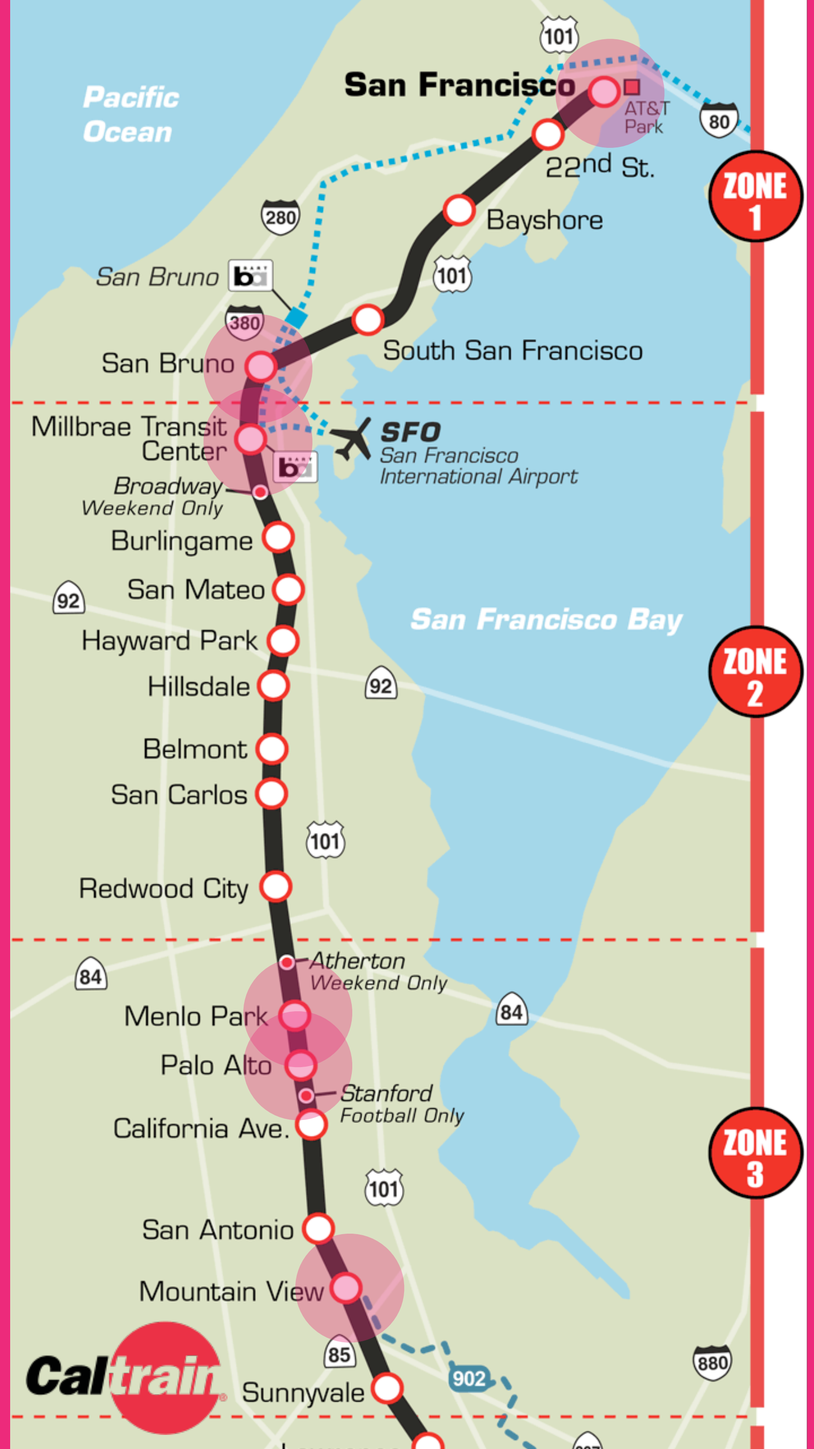
lack access to transit

U.S. Department of Transportation

One-size
doesn’t fit all
densities

The Microtransit Spectrum





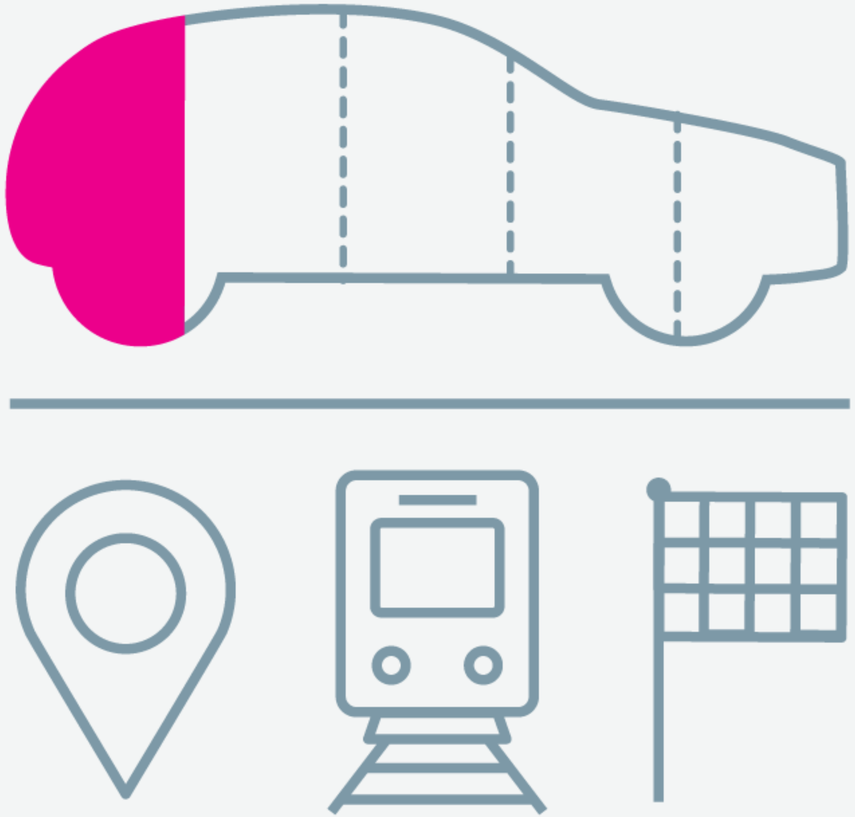
Solving the last-three-miles problem

Ridesharing connects commuters to rail, expanding station catchment areas

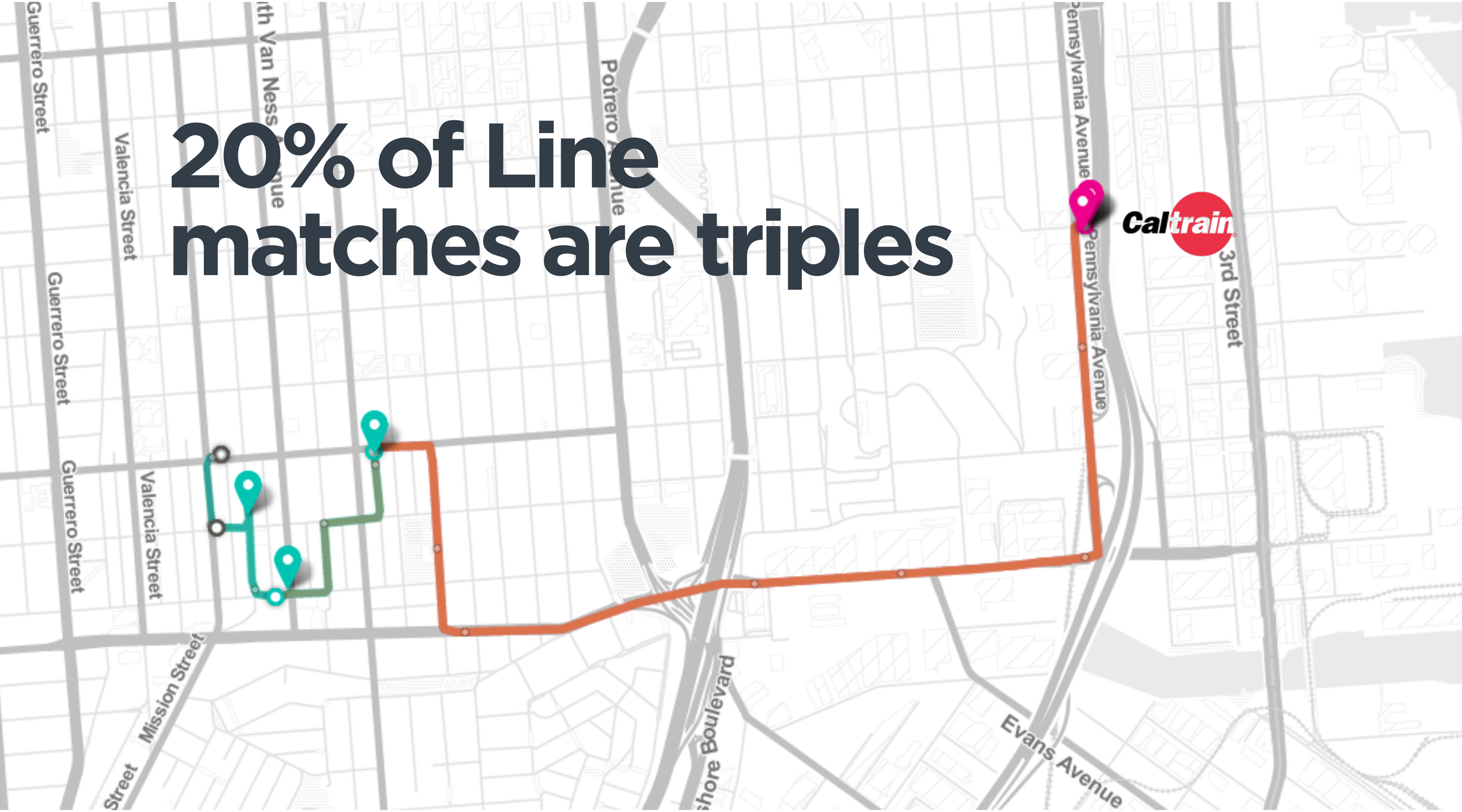
More than

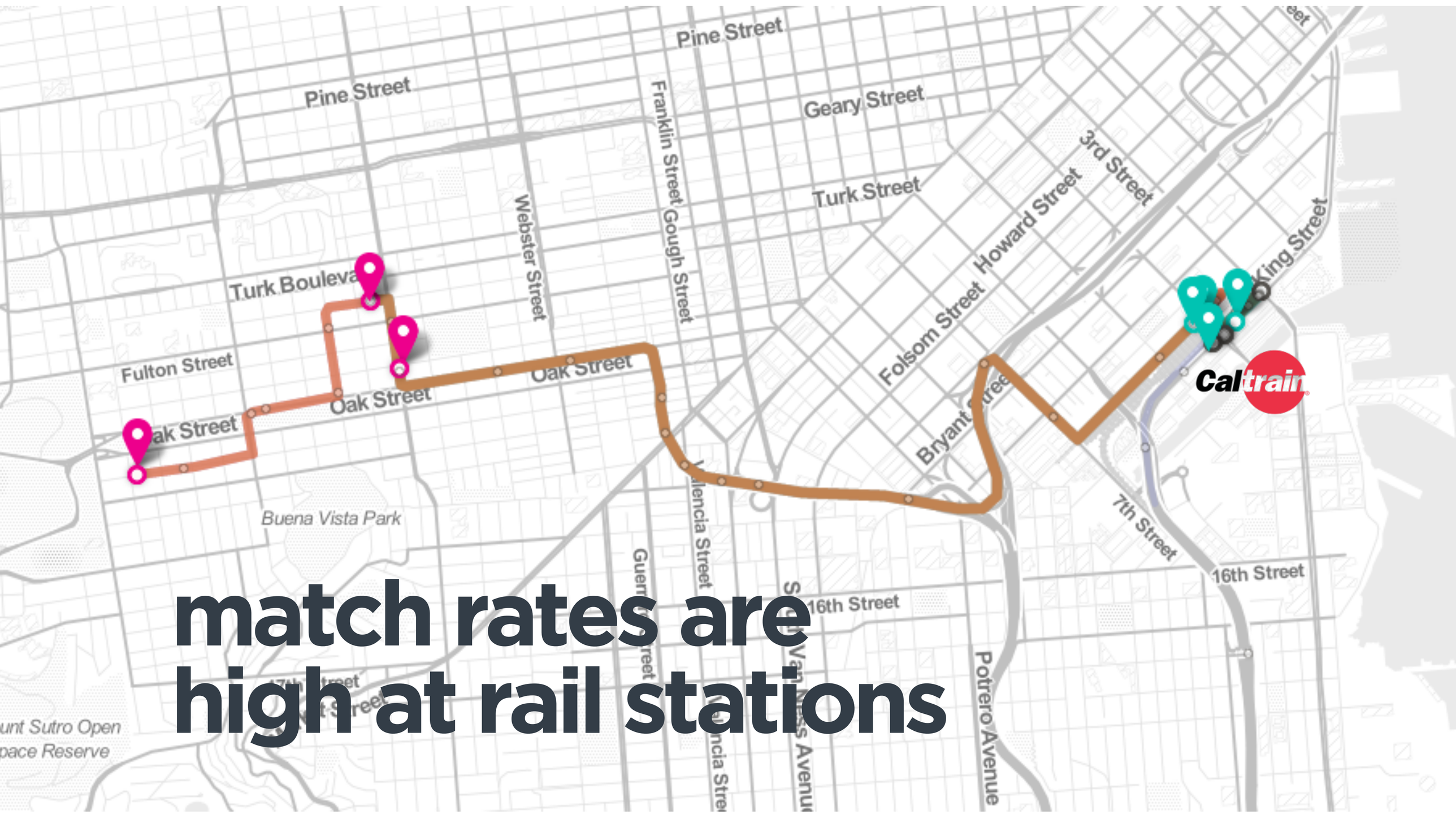
20%

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



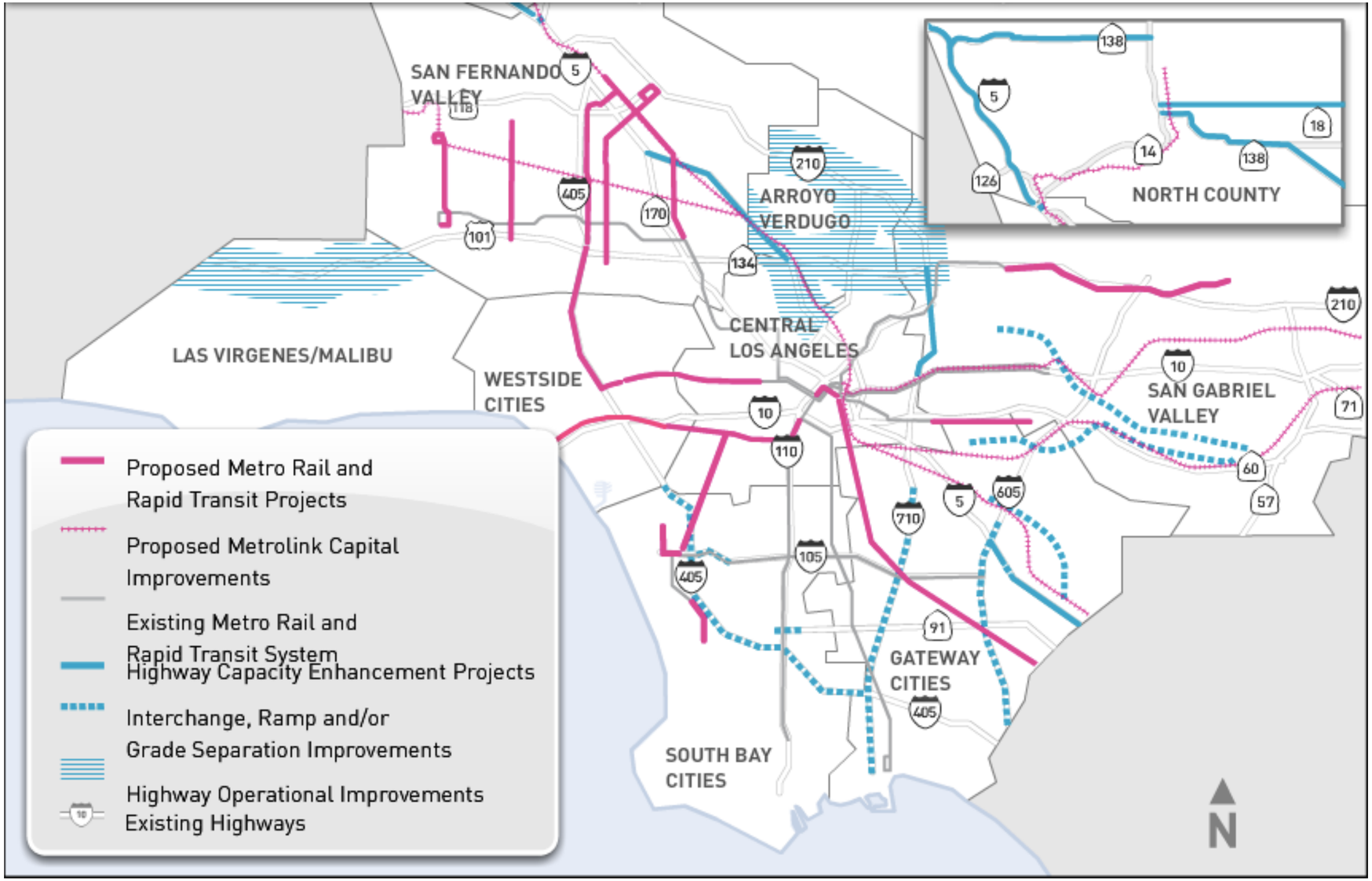
20% of Line matches are triples





match rates are high at rail stations

We Can Recruit New Riders for Rail



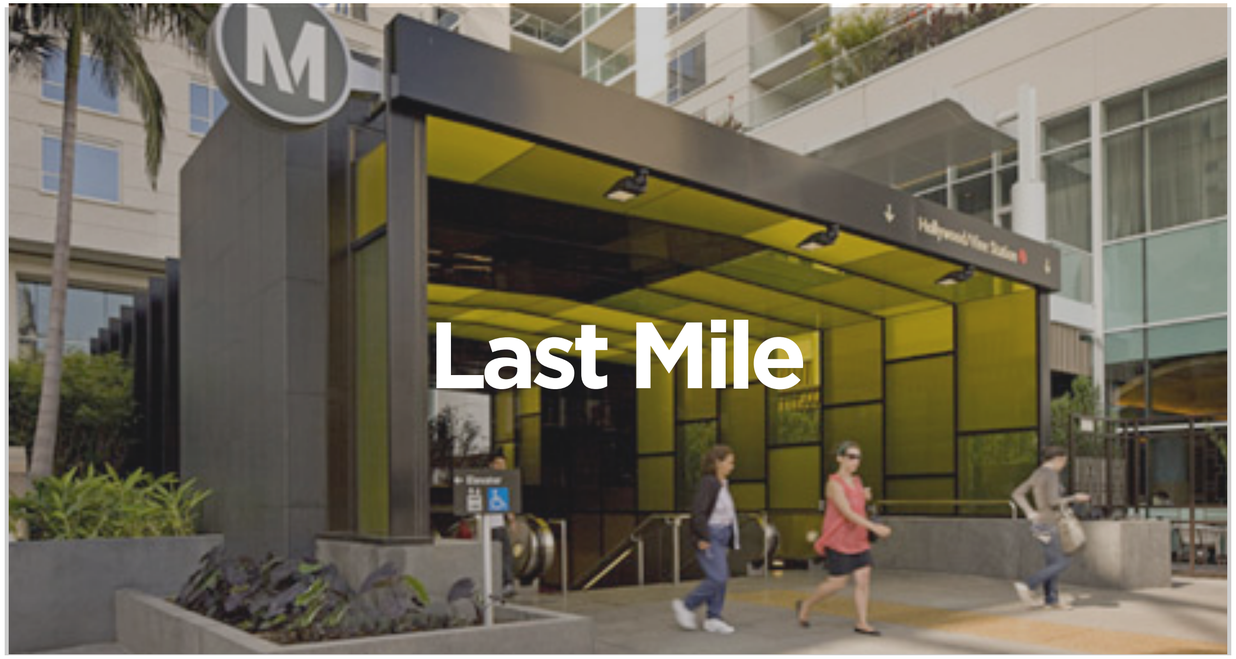
60% of passengers report driving less due to Lyft

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

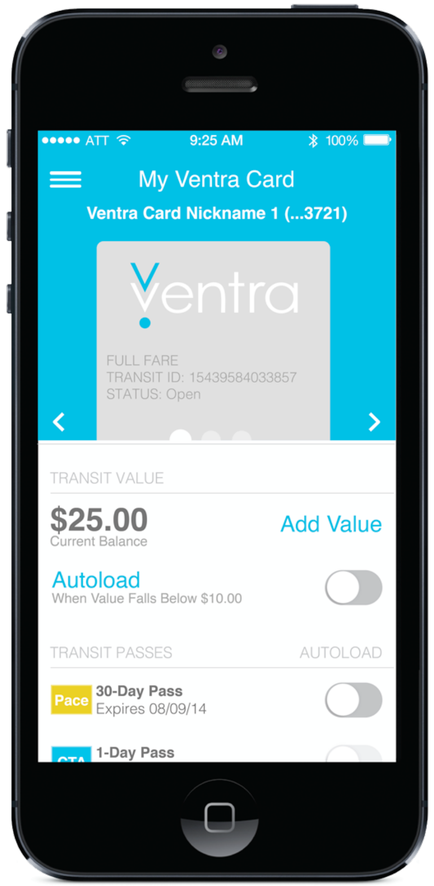

Last Mile

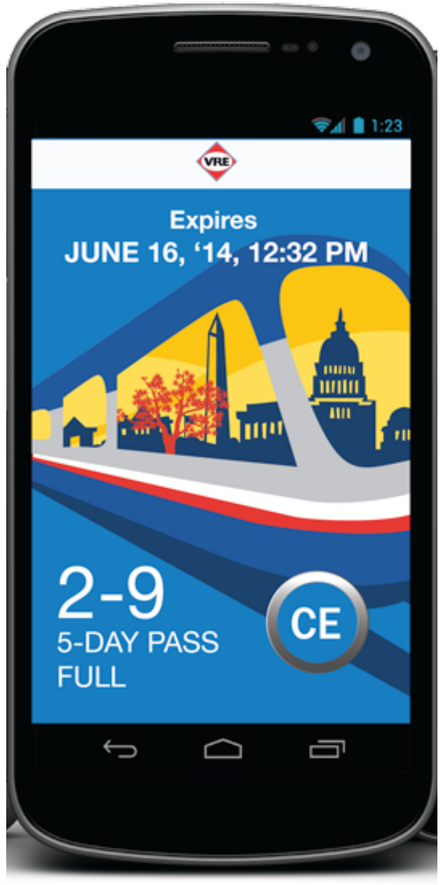
NOT IN SERVICE
5677
V.I.M.
Safe Rides Home

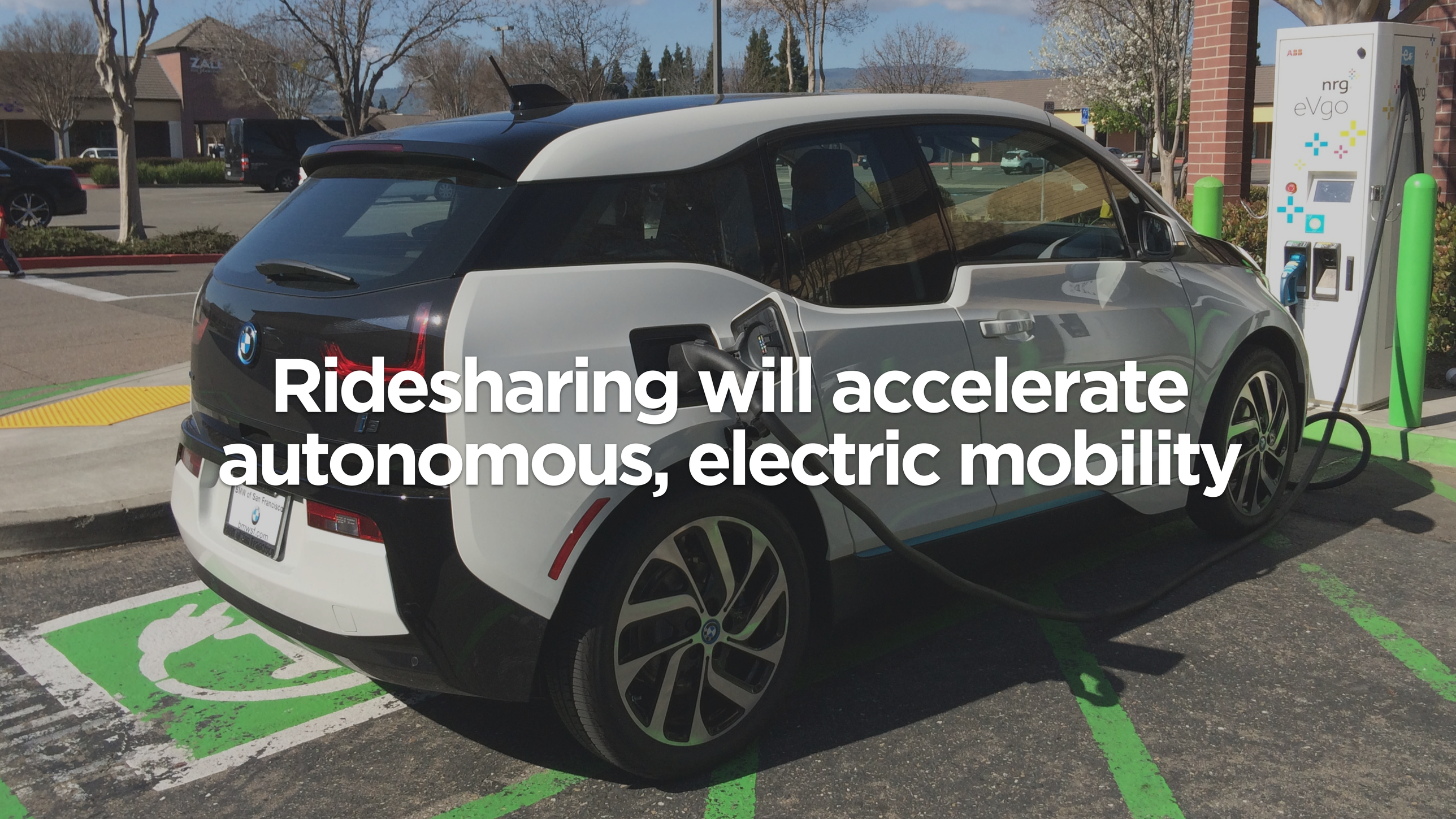
Underserved Communities

What's Next: It's All Digital

Integrate ridesharing to create connectivity.







Ridesharing will accelerate autonomous, electric mobility

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

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