

September 12, 2019

# Mequon Business Park





OUR VISION:

# IMPROVE PEOPLE'S LIVES WITH THE WORLD'S BEST TRANSPORTATION

LOGAN GREEN & JOHN ZIMMER

# Lyft's Values & Social Impact

- Safety
- Diversity & Inclusion
- Collaboration
- Sustainability

# Relevant Experience

# Trusted by leading organizations



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**Thousands** of organizations partner with Lyft to move their people

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**Over 50%** of the Business Travel News 100, including the top 10%

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**Top 5** health systems & **Top 10** NEMT brokers

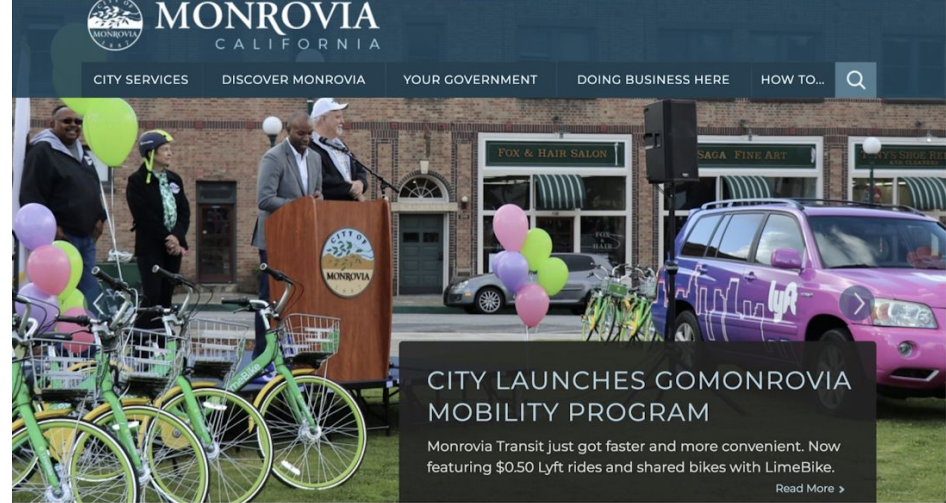
## City Sustainability Case Study

# City of Monrovia

Lyft entered into a Public-Private Partnership with the City of Monrovia and launched a new sustainable transportation model for Monrovia residents:

## GoMonrovia Mobility Program

- Residents can take subsidized rides in and around Monrovia
  - \$1.00 for Shared Rides
  - \$3.50 for Classic Rides
  - \$0.50 for Shared to transit depot/city center
- Integrated approach where rideshare is supplemented with bikeshare
- Carbon neutral rides replacing existing high emission transit options

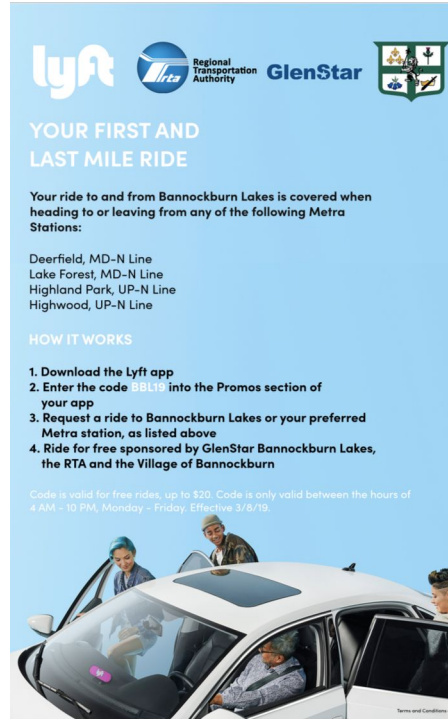


# First & Last Mile Partnerships in IL

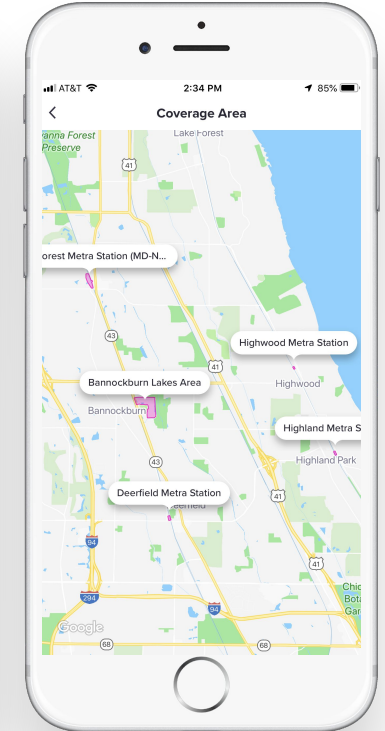
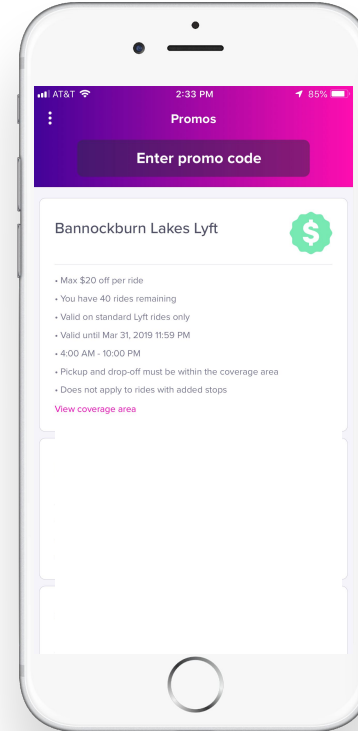
Currently engaged in transit partnerships with Bannockburn, IL and Oak Brook, IL via the RTA

## PROGRAM DESIGN

- Lyft Monthly FMLM Pass
- Encourage Metra usage for corporate campus employees
- Jointly subsidized by RTA and corporate campus partners up to \$20 per ride



The poster features the Lyft logo, the Regional Transportation Authority (RTA) logo, and the GlenStar logo. The text reads: "YOUR FIRST AND LAST MILE RIDE" and "Your ride to and from Bannockburn Lakes is covered when heading to or leaving from any of the following Metra Stations: Deerfield, MD-N Line; Lake Forest, MD-N Line; Highland Park, UP-N Line; Highland, UP-N Line." It also includes a "HOW IT WORKS" section with four steps: 1. Download the Lyft app; 2. Enter the code BALS into the Promos section of your app; 3. Request a ride to Bannockburn Lakes or your preferred Metra station, as listed above; 4. Ride for free sponsored by GlenStar Bannockburn Lakes, the RTA and the Village of Bannockburn. A note at the bottom states: "Code is valid for free rides, up to \$20. Code is only valid between the hours of 4 AM - 10 PM, Monday - Friday. Effective 3/8/19." The bottom of the poster shows a white Lyft car with passengers.

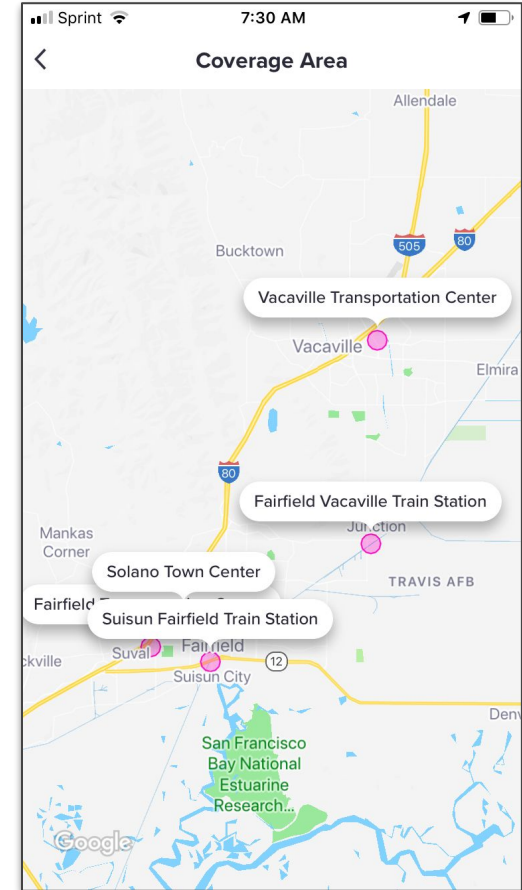


# Commute - Solano, CA



## Highlights

- Enhance access to jobs by providing reliable job connection services to and from all regional transit centers.
- Provides a \$2-3 trip for residents & employees that are using Lyft to connect from truckline transit to their job.
- Restricted to those who sign up with the agency.
- They are cost effectively servicing the commute needs of local employers and encouraging use of local transit.



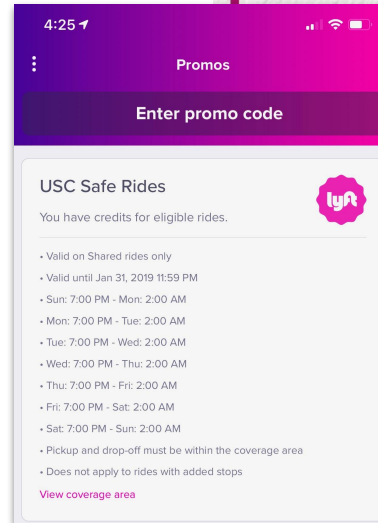




Lyft's Safe Rides Program at USC is the largest such program in the country, helping USC students, faculty and staff get home at peak hours every night

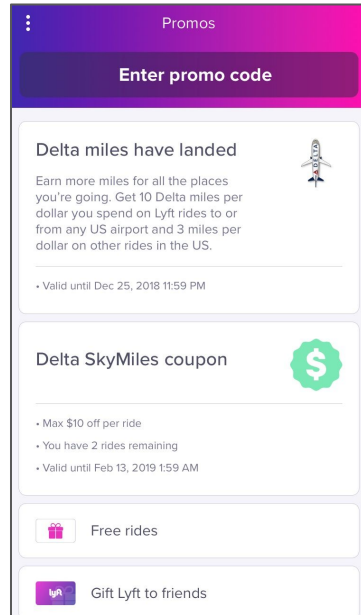
## Highlights

- **Subsidized shared Lyft rides** (up to \$10) in conjunction with USC Campus Cruiser
- Open to all students and faculty from 7PM to 2AM every night the entire school year
- Over 20,000 rides weekly
- Over 40% of USC students, faculty, and staff have taken a program ride since launch

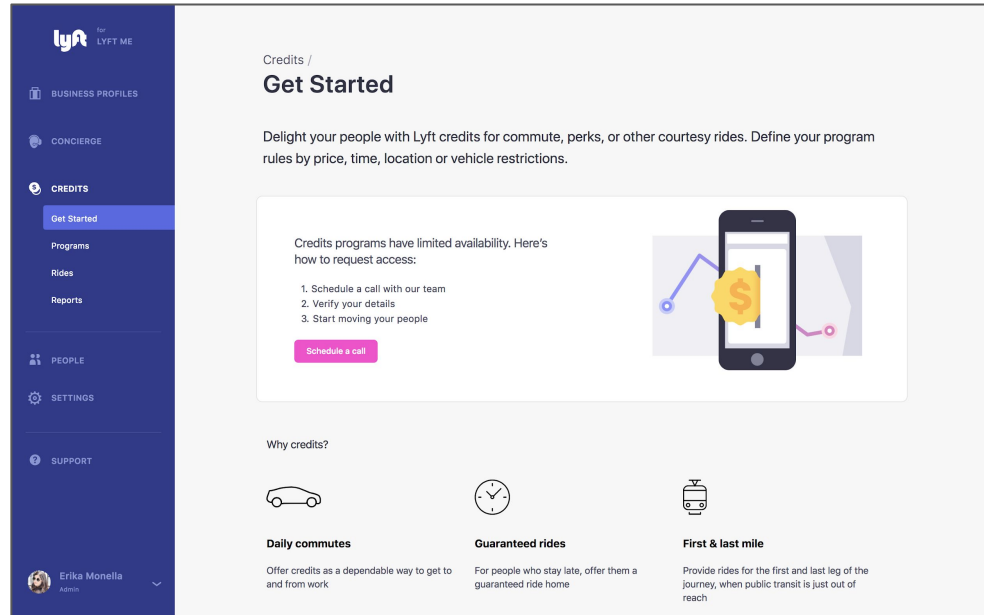


# Program Management

# Program Admin



Coupons

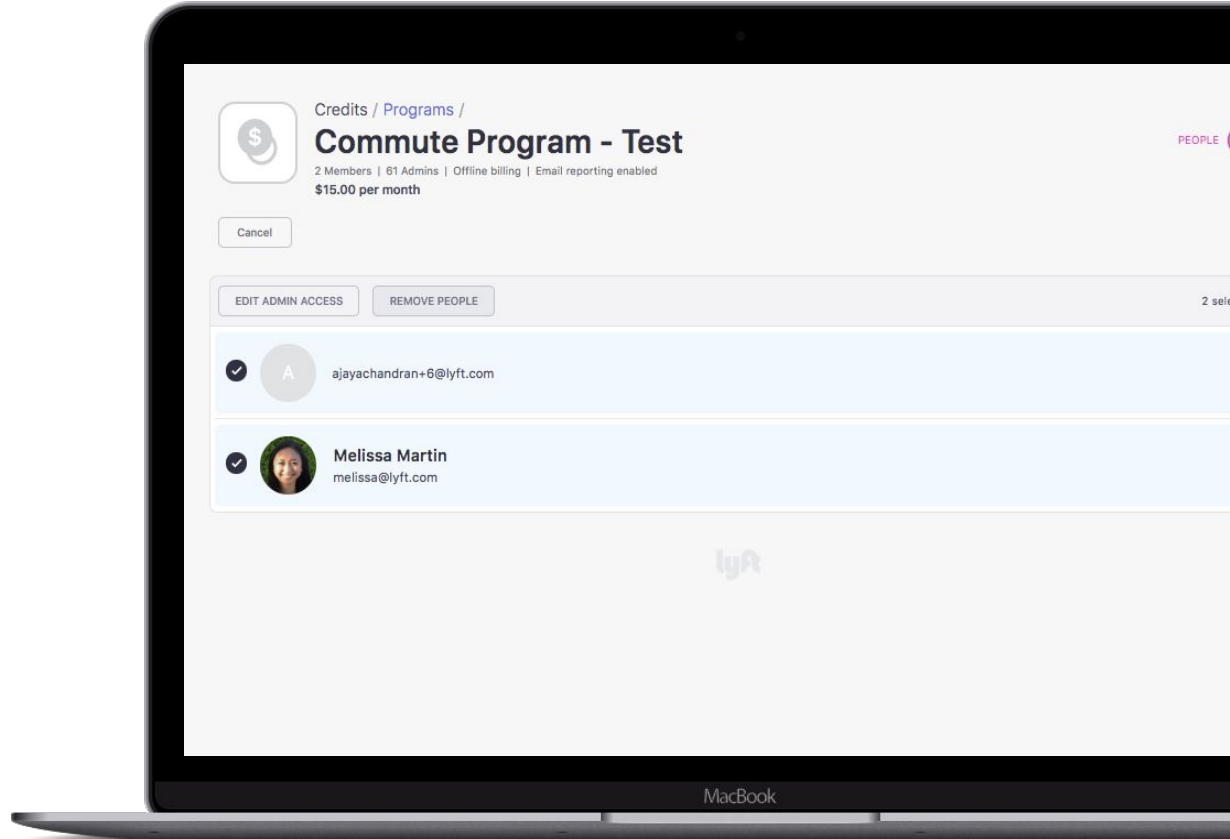


Concierge

# Lyft Admin Dashboard

## Dashboard Highlights

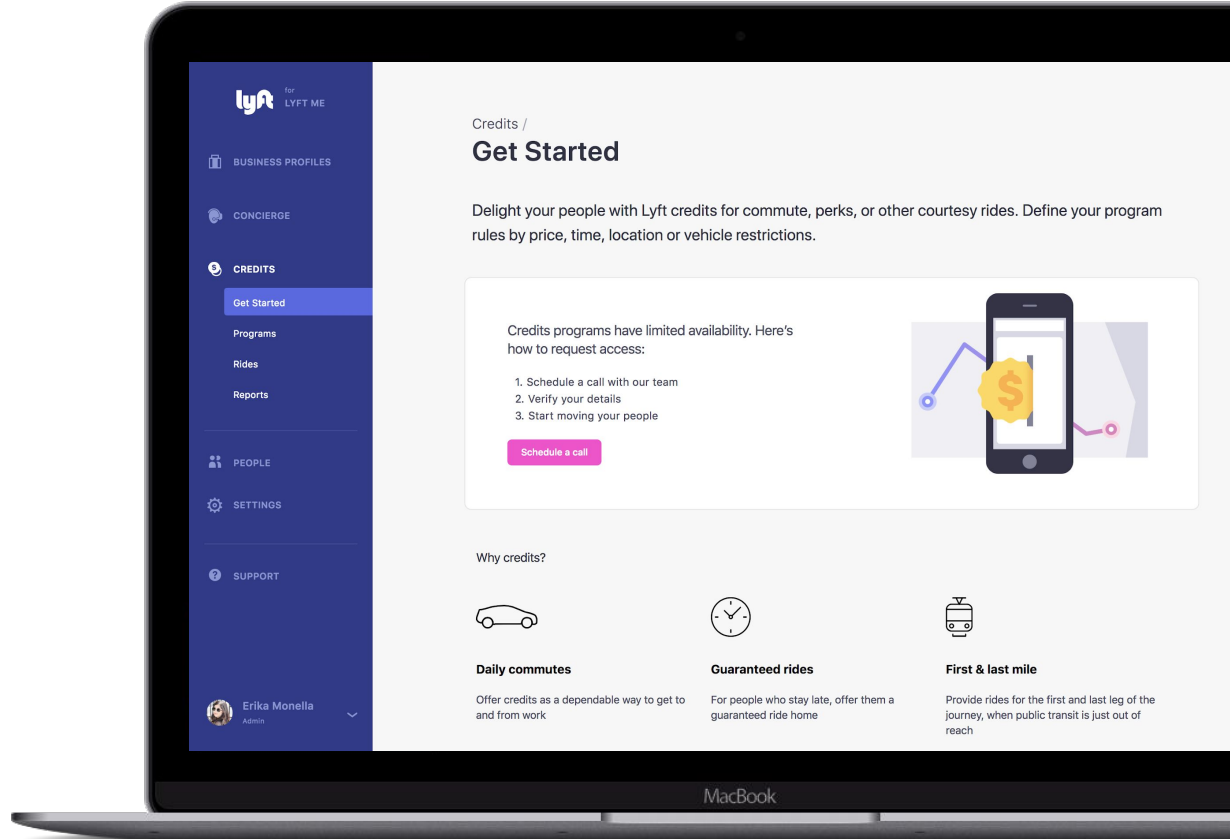
- Upload all participants with a .CSV file
- Simple employee activation
- Easily manage and monitor permissions



# Lyft Admin Dashboard

## Dashboard Highlights

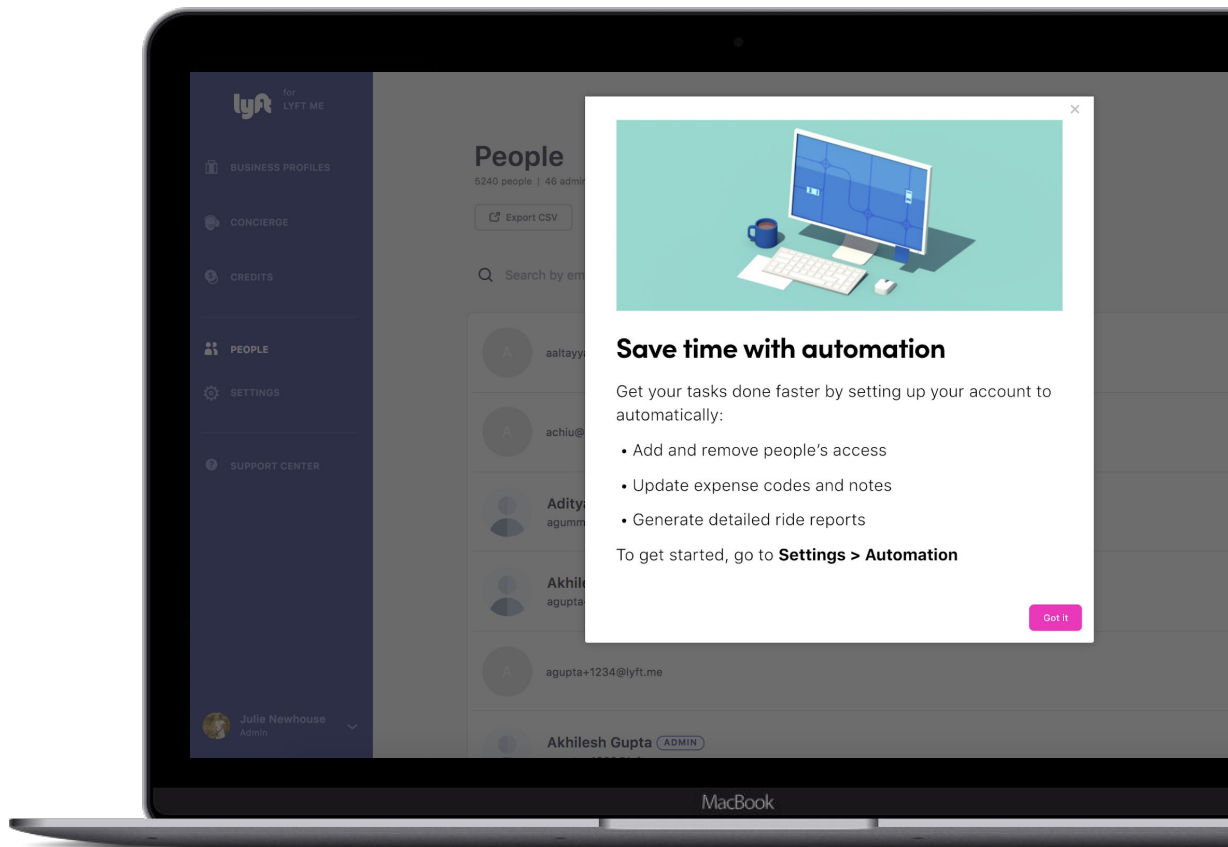
- Visibility into Program Spend
- Quick reference for Pick-Up and Drop-Off
- Manage Geofences
- Set Program Hours



# People Sync

## Features

- Secure connection to Lyft's server
- Manage student roster via a .CSV (Excel) file
- Integrate in your employee roster system
- Daily syncing with Lyft's server
- Customize reporting data with up to five custom fields per employee



# Options for Unbanked Riders



## Autopay with Restrictions

- Rider directly bills organization under certain restrictions
- Rider visibility into ride restrictions so they know when they can use the program



## Prepaid Debit Cards:

- You can sign up for Lyft without a credit card today.
- Prepaid debit cards can be purchased at any supermarket or convenience store.
- Notable % of rides on Lyft occur on prepaid instruments.

# Safety & Security



## DMV/Background Checks

- Criminal Record Check
- Driving Record Check
- SSN Verification



## Critical Response Line

- Open 24/7
- In-app 911 button in testing



## \$1M Insurance Protection

- Offers greater coverage than traditional ride services



## Two-way Ratings

- Passengers will never have a driver more than once if they rate with 3 stars or fewer



## Zero Tolerance Drug & Alcohol Policy

- Lyft has a zero Drug & Alcohol Policy and our incident response team flags and removes drivers who violate this policy



# Start-up and Program Management



## Account Management

Lyft will have a dedicated team managing the program via:

- HQ Enterprise Team
- Local PoC



## On-Site Launch Presence

- Local/HQ Team onsite and see impact to Valley/affiliates during launch



## Post-Launch Monitoring

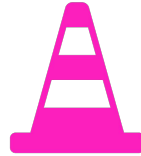
- Check In: Monthly
- Quarterly Business Review

# Program Operational Excellence



## Wayfinding

- Staging of cars in numbered stalls
- Signage to direct drivers and passengers



## On-site Support

- Lyft staff can support to direct traffic and assist passengers to optimize ingress/egress

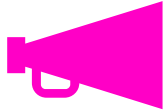


## Elevated Experience

- Lyft mobile lounge at PUDO point
- Seating at passenger pickup
- Charging stations and WiFi

# Program Marketing

# Launch Program



## Public Relations

Press announcement /  
conference

Media outreach with  
partner release



## Lyft Communications

Employee communications and  
program education series

Driver communications  
highlighting partnership &  
driver tips



## Education Series

Host driver & rider  
education sessions

# RTA Launch Case

We executed a robust PR campaign at the launch of the RTA partnership in IL to ensure we have program adoption in Oak Brook, and Bannockburn.

## Campaign Pillars:

- Lyft PR campaign to local media
- Rider/Driver Email Comms
- Print media (posters)

Column: The last mile: A suburban office park turns to Lyft to ferry commuters to transit stations



Anni Kask approaches a Lyft ride from her workplace to a nearby Metra station. Chicago's Wrigleyville neighborhood, often takes Lyft as part of her daily work



By **Mary Wisniewski**  
Chicago Tribune

# Chicago Tribune

# **Our Community Commitment**

# Supporting Milwaukee

## Milwaukee Pride

Milwaukee's commitment to diversity and inclusion aligns with Lyft values. Milwaukee Pride displays this commitment.

## Milwaukee Art Museum

An icon of the Milwaukee skyline and a staple for the local arts community and tourists alike, MAM is our premier partnership in MKE to support underprivileged youth attending the museum to young professionals at MAM After Dark.

## Fiserv Forum

We partnered with Fiserv Forum and the Milwaukee Bucks to lend our operational expertise for fans and event-goers with a dedicated Pick up and Drop-off point at the forum.



# Embedded within the community

5

Local employees based in Milwaukee

1

Office location within the city limits

38%

of riders in MKE take public transit at least once a week\*

50%

of rides in MKE start in a low-income neighborhood\*



HOME NEWS POSTS FROM COMMUNITY COMMUNITY VOICES HOW TO MULTIMEDIA SUBSCRIBE

**MILWAUKEE NEIGHBORHOOD NEWS SERVICE**  
A PROJECT OF  
**DIEDERICH**  
College of Communication  
MARQUETTE UNIVERSITY

Search this

All Events

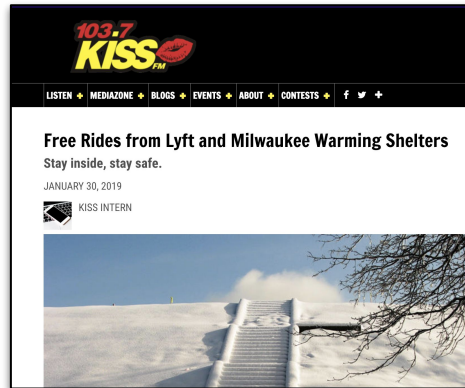
This event has passed.

**Lyft offers rides to Wisconsin Black Historical Society in Milwaukee**  
February 28 @ 8:00 am - 5:00 pm

f t in e

To recognize the importance of Black History Month in Wisconsin, Lyft is providing a free ride up to \$10 to the Wisconsin Black as well as making a donation to Urban Underground. Users can download the code BHMW119 to take part.


f t in e



103.7 KISS FM

LISTEN + MEDIAZONE + BLOGS + EVENTS + ABOUT + CONTESTS + f t +

**Free Rides from Lyft and Milwaukee Warming Shelters**  
Stay inside, stay safe.  
JANUARY 30, 2019  
KISS INTERN



**URBAN MILWAUKEE**

Real Estate Politics Food & Drink

**lyft** PRESS RELEASE  
**Lyft Becomes Exclusive Rideshare Partner of the Milwaukee Art Museum**  
Exploring the Milwaukee Art Museum is now easier via Lyft's exclusive pick-up and drop-off zone

By Lyft - Jul 10th, 2018 08:52 am





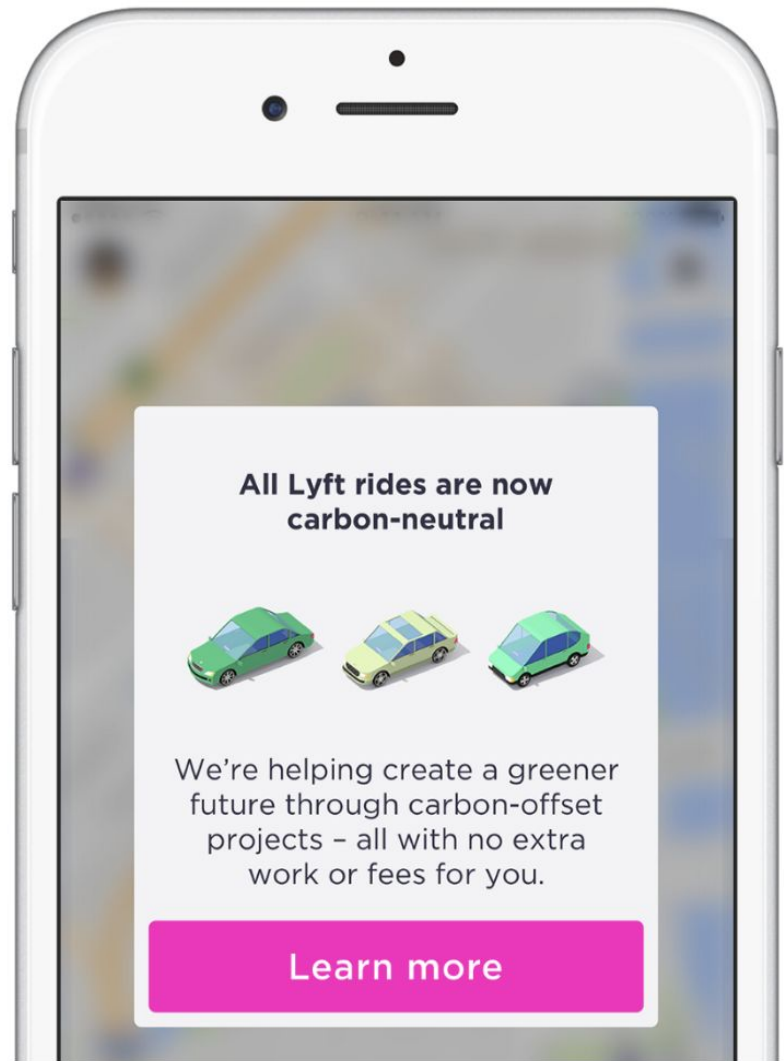
# Carbon Neutral Rides

## Our dedication to sustainable transportation

As announced by Lyft's President, John Zimmer, Lyft rides are now carbon-neutral through the direct funding of:

- Reduction of emissions in the automotive manufacturing process
- Renewable energy programs
- Forestry projects
- Capturing emissions from landfills

**This will directly support Menomonee Valley's goal to achieve carbon neutrality by 2050 per American College and University Presidents Climate Commitment.**



# Next Steps

- Define scope/structure of pilot project
  - Budget
  - Number of employees
  - Structure (coupons/concierge)
  - Operations
- Lyft to set up backend, venues, coupons, training program
- Conduct training programs with team members prior to launch





**Thank You**