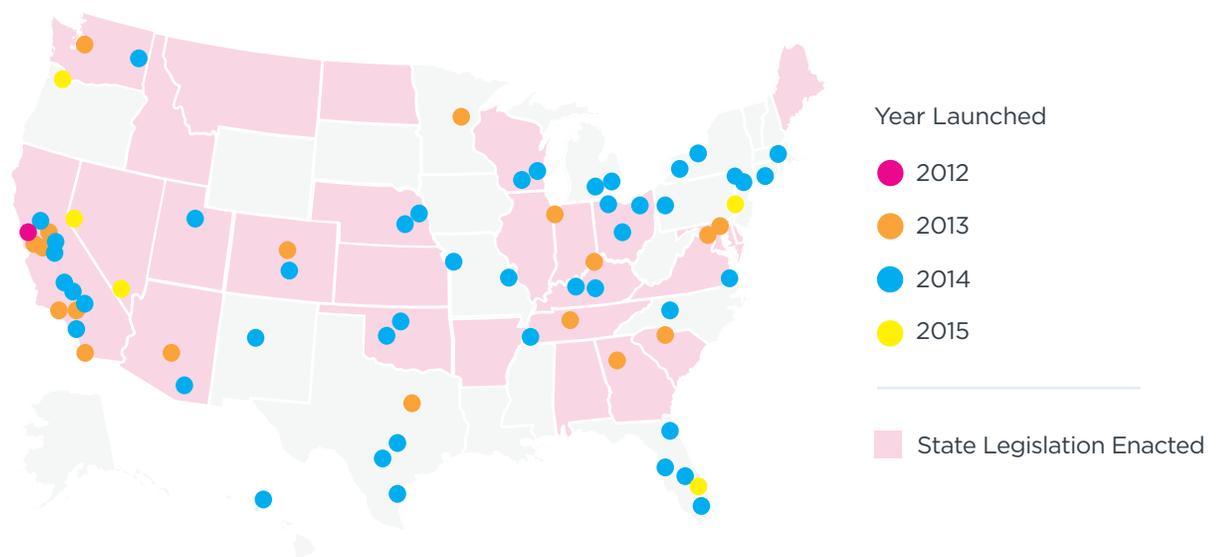


# What is Lyft?

**Lyft introduced on-demand ridesharing in 2012** – a friendly, safe, and affordable transportation option that fills empty seats in passenger vehicles already on the road by matching drivers and riders via a smartphone application.

**Lyft now matches over 2M rides per month** across 60+ cities from San Diego to Boston.

**Staying true to our initial vision and long-term goal**, the 2014 launch of **Lyft Line** enables multiple parties traveling separately to be matched with a common driver to maximize route and fuel efficiency. Drivers can also indicate their intended destination before accepting a ride request to maximize vehicle occupancy during incidental rides.



**Mayor Eric Garcetti  
(Los Angeles)**

**“This is an exciting moment for Los Angeles** as we work to embrace technology to improve our transportation options and save people money. This decision allows new, cost-effective solutions while protecting public safety through common sense regulations.”

**Senator Cory Booker  
(New Jersey)**

“There are all these [collaborative consumption] companies starting up. It’s actually helping all of us enter a world of entrepreneurial interaction in a way that is so democratic that **people are now given the tools to control their economic destiny.**”

**Governor Doug Ducey  
(Arizona)**

**“I’m proud to sign common sense legislation** that further reduces limitations to success while supporting enterprise and job growth in our state.”

**Michigan State House  
Republicans  
(2015 Action Plan)**

**“As new transportation services like [Lyft] emerge**, legislation is needed to welcome entrepreneurial opportunities. We can provide uniform and predictable pathways to conduct business in Michigan and provide employment opportunities for Michigan residents.”

# Impact

## for Drivers

- **Drivers earn meaningful, supplemental income** — a recent survey shows 66% of driver earnings are used to cover primary expenses like food, housing, and medical expenses.
- **Drivers require an extremely flexible schedule that adjusts to their personal obligations and availability** — 95% of drivers feel flexible hours are very/extremely important.
- **This combination of income and flexibility empowers drivers to start or maintain their own business** — In a recent survey, over 25% of drivers also own a business and 70% of those business owners say earnings from Lyft driving allow them to continue operating their business.
- **Drivers and passengers make lasting connections** — 3 out of 5 drivers say they are matched with a neighbor at least once a week and more than half say a ride resulted in a professional or business connection.

## for Passengers

- **Passengers have additional transportation options** — especially when public transit is not available or does not service an area of interest. Lyft passengers in California saved 3 million hours in 2014 compared to their alternate mode of transportation.
- **Passengers say because of Lyft** they are more likely to travel on their own schedule (80%), avoid the hassle of parking (81%), spend less time commuting (68%), and feel empowered to visit areas of their city that are not easily accessible (63%).
- **Passengers often use Lyft** for commuting, errands, medical appointments, and connecting to public transportation. Recent analysis shows that over 20% of Lyft rides in Silicon Valley start or end at a Caltrain station.
- **Cashless transactions enhance safety** for passengers as well as drivers. 94% of passengers agree that Lyft's transaction is safer and more convenient than cash.

## for Communities

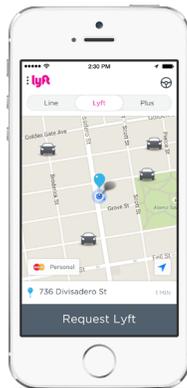
- **78% of passengers spend more money at local businesses because of Lyft.** A recent economic study estimated Lyft added over \$170 million dollars to the California economy in 2014.
- **Passengers chose to travel more safely.** Over 90% of passengers feel they are more likely to avoid driving while impaired because of Lyft.
- **Lyft helps cities develop transportation plans** that appeal to a growing demographic of carless households. In a recent survey, more than half of passengers said they use a personal vehicle less because of Lyft and 40% said they were more likely to avoid owning a personal vehicle entirely.

# Lyft Smartphone App

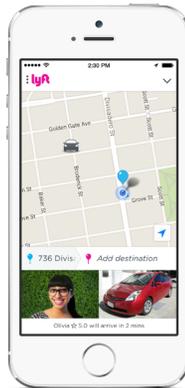
## HOW IT WORKS FOR PASSENGERS



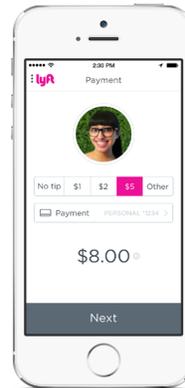
**Download:** Get the app on your smartphone and input your credit card information.



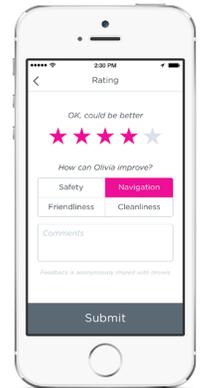
**Request:** Tap a button to request a ride and view estimated time of arrival.



**Get matched:** Based on proximity and ratings, get matched and track driver location in real-time.



**Pay:** When your ride is complete, review fare and submit payment electronically — no cash is exchanged.

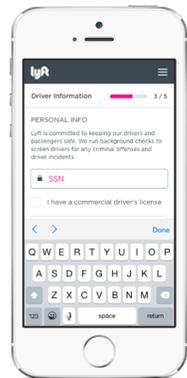


**Rate:** After the ride, rate your driver and leave optional comments based on safety, navigation, friendliness, and cleanliness of car.

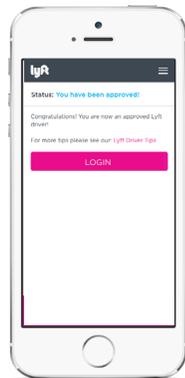
## HOW IT WORKS FOR DRIVERS



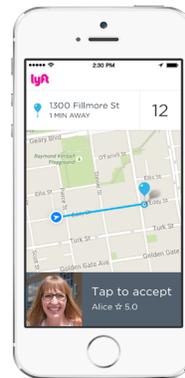
**Download:** Get the app on your smartphone, input your personal car year, make and model.



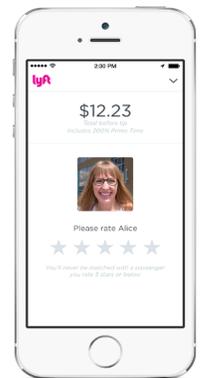
**Get screened:** Move through strict screening process including criminal background and driver record checks.



**Get onboarded:** If approved, complete welcome process. Only approved members can access driver mode.



**Drive:** After reviewing passenger location, photo, and rating, accept rides as they appear on your smartphone.



**Rate:** After the ride, rate your passenger and leave optional comments. Driver is not shown what rider paid.



# Trust & Safety

**Consumers want safer transportation. The Lyft platform was designed with a holistic approach to safety.** A wide range of innovative features keep both drivers and passengers feeling confident, informed, and accountable at all times.

## CONFIDENT

- 19-Point vehicle inspections
- Criminal background check
- Driving record check
- Age 21\* or older
- Valid U.S. driver license with at least 1 year of driving history

## TRANSPARENT

- In-app photo identification
- In-app vehicle photo and license plate number
- GPS vehicle tracking
- Trip summary sent to passenger email
- Anonymized voice and text connection for driver/passenger while matched
- Cashless payment transaction

## ACCOUNTABLE

- 24/7 Trust & Safety Team
- Zero-tolerance drug and alcohol policy
- 2-way ratings after each completed ride
- Automatic review of rides ending in low ratings
- Automated lost and found center

**97%**

of passengers feel  
Lyft has high safety  
standards\*\*

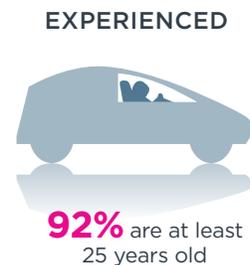
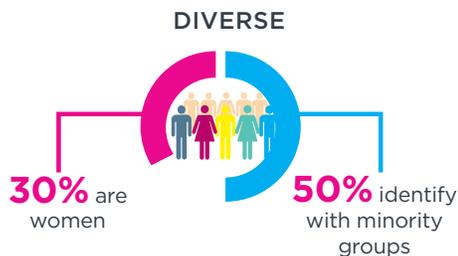
\* 19 and older for drivers in NYC  
\*\* of survey respondents expressing an opinion



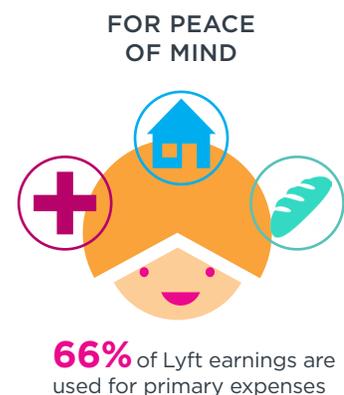
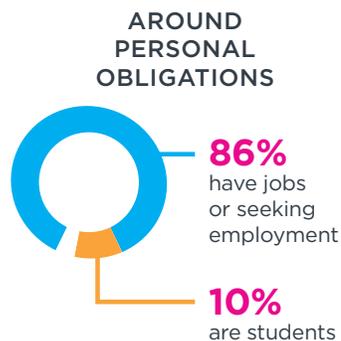
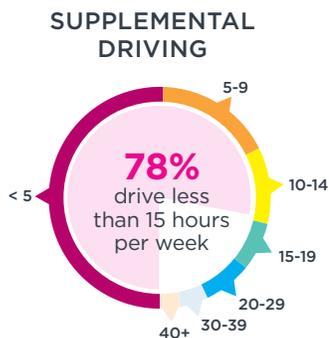
# Lyft Driver Community

## Driver Profile

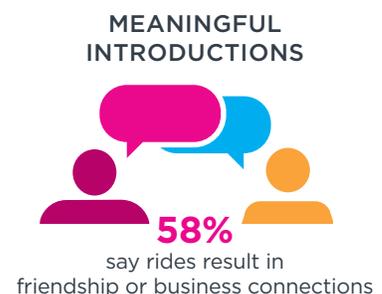
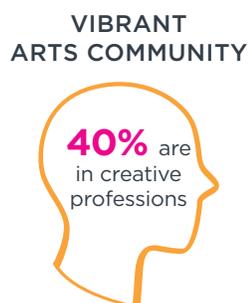
Drivers undergo a rigorous screening process prior to approval and high standards are enforced via real-time passenger ratings after each ride.



## Flexible Supplemental Earnings



## Community Benefits





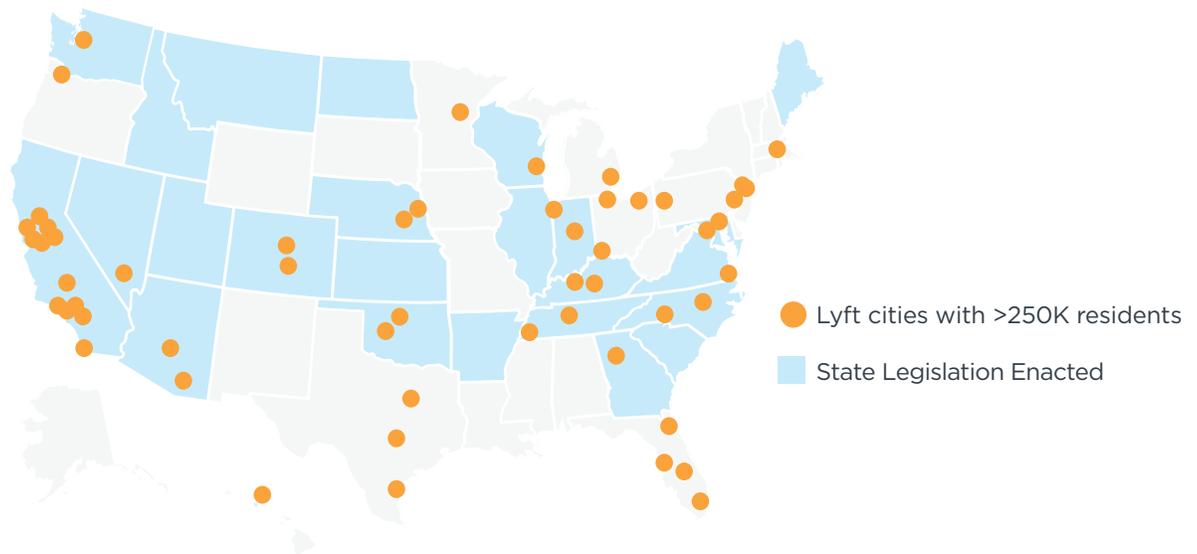
# Background Check Reports

**Safety is our biggest contribution** - Innovative features like in-app driver and vehicle identification, GPS ride tracking, two-way ratings, electronic trip summaries and a 24/7 Trust & Safety team add an unprecedented level of transparency and accountability on top of driver background checks.

**Lyft relies on background screening experts** - To provide quality background checks using a trace of an applicant's social security number, name, and address. These background checks access county court records directly for the most up-to-date information.

**Expert background checks access records from all 50 states** - Law enforcement record checks of a single state is of limited value as people move easily between states.<sup>1</sup>

**Expert background checks are conducted in real time from up-to-date court record** - FBI law enforcement records may not reflect arrest information for up to 24 days or court disposition information for up to a month, if at all.<sup>1</sup>



More than half of states now regulate Lyft as a Transportation Network Company (TNC), a category distinct from all other private passenger transportation services.

States with signed TNC safety legislation: **25**  
States requiring TNC driver fingerprints: **zero**

Cities (>250K) with Lyft TNC service: **56**  
Lyft cities requiring TNC driver fingerprints: **zero**

**“If you look at what’s being done as far as the regulation of drivers... is there room for a private entity to do those background investigations? I think there [is].<sup>2</sup>”**

**Maj. Johnny Jones**  
Commanding Officer,  
Motor Carrier Compliance,  
Georgia State Dept of Public Safety

1. Consumer Data Industry Association. (2015) “Points in Support of Name-Based and Private Sector Criminal Background Checks.”

2. Georgia House of Representatives, Study Committee on For-Hire Transportation Services. Hearing, December 16, 2015



# Driver Background Checks

**Every driver who applies to become a part of the Lyft community is screened for criminal offenses and driving incidents.**

Each background check includes:



**A social security number trace** — searches against a database of over 400 different sources such as property deeds/mortgages, vehicle registrations, licenses and permits, US Postal Mail Forwarding Service, utility company billing records, and other resources where the individual has used the social security number along with a name and an address. This search generates a history of past and present addresses and a list of names associated with those addresses, including aliases, maiden names, nicknames and names misspelled or variously transliterated across languages.



**An enhanced nationwide criminal search** — searches against hundreds of millions of records collected from all over the country, including state Department of Corrections, most wanted lists, and outstanding warrants as a part of SterlingBackCheck criminal background screening services.



**County court records** — directly searches criminal records from courts within any U.S. counties that the prior searches have identified as linked to the applicant. This search reveals any felony or misdemeanor cases and their final outcome, or current status if the matter is still pending.<sup>1</sup>



**Federal criminal court records** — This search identifies criminal case details and outcomes from any of the 94 U.S. federal district courts.



**U.S. Department of Justice 50-state sex offender registry search** — searches the publicly available Federal Department of Justice (DOJ) Sex Offender Registry which includes real-time listings of registered sex offenders and other violent offenders in all 50 states.<sup>2</sup>



## Background Check

Screens for the following crimes as reported by credit reporting agency<sup>1</sup>:

- Violence
- Sexual Offenses in the publicly available sex offender registry
- Felonies
- Drug-related Offenses



## Driving Record Check

Screens for the following as reported by credit reporting agency:

- Age 21+ with 1 year or more of driving history<sup>3</sup>
- Valid personal auto insurance that meets or exceeds state requirements
- No more than three minor violations in the past 3 years
- No major or severe violations in the past 3 years (e.g. reckless driving)

<sup>1</sup>Only the most recent 7 years of criminal conviction records are reviewed for convictions recorded in CA, CO, KS, MA, MD, MT, NH, NM, NV, NY, TX, & WA.

<sup>2</sup>except Nevada, which currently has an injunction in place.

<sup>3</sup>19 or older for drivers in NYC



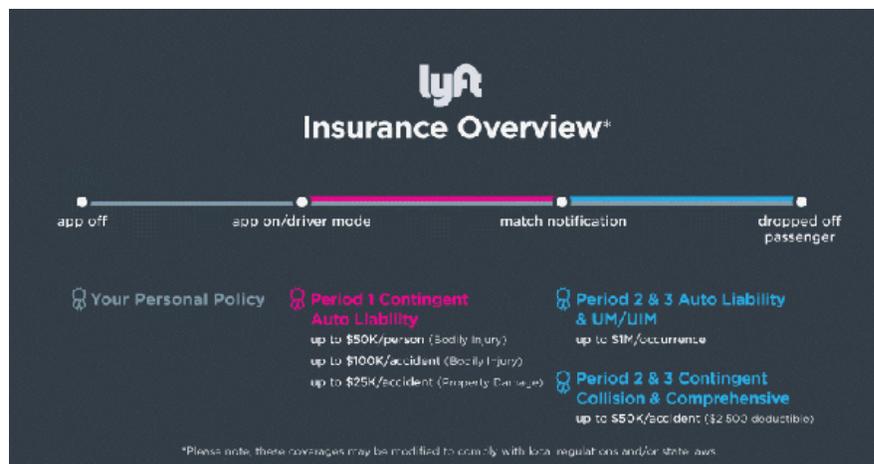
# Insurance Overview

**Insurers across America are moving quickly** to respond to consumer demand and bring new ridesharing insurance products to market. Lyft currently provides insurance coverage at all parts of a ride to ensure a safe trip.

## How Do Lyft's Policies Work?

The subject of insurance can be a complicated one, but it's important to know how and when Lyft's policies respond in the event of an incident. The following is an overview of Lyft's insurance policies. There are four coverages included. Unless otherwise noted, these coverages are in effect from the time a driver accepts a ride request until the time the ride has ended in the app.

- Contingent Liability (coverage only when available to accept a ride request)
- Primary Automobile Liability
- Contingent Comprehensive & Collision
- Uninsured/Underinsured Motorist (UM/UIM)



## How Does Lyft's Liability Coverage Work?

Lyft's liability insurance is designed to act as the primary coverage from the time drivers accept a ride request until the time the ride has ended in the app. Note: *If a driver has commercial insurance or a Transportation Network Company endorsed policy, Lyft's policy remains excess.*

Here's how it works:

- **DRIVER MODE OFF**  
A driver's personal insurance is the insurance policy.
- **DRIVER MODE ON BUT NOT YET ACCEPTED A RIDE**  
Lyft provides Contingent Liability protection if personal insurance doesn't.
- **RIDE REQUEST ACCEPTED THROUGH THE END OF LYFT RIDE**  
Lyft's liability coverage is primary to a driver's personal insurance. It's designed to cover a driver's liability for property damage and bodily injury to passengers and/or third parties.

“The emergence of these new options should serve as a caution to regulators not to get too far ahead of the market when it comes to crafting regulatory solutions to the TNC “problem.”

A draft white paper authored by California Insurance Commissioner Dave Jones ... [is] based on the assumption that personal insurers simply weren't interested in providing coverage... **Even in these early days, the market is quite clearly proving those assumptions dead wrong.**<sup>1</sup>

— Insurance Journal

### How Does Contingent Liability Coverage\* Work?

Lyft's contingent liability policy is designed to provide coverage **when the app is in Driver Mode before a driver receives a ride request** in the event personal insurance does not respond. The policy has a \$50,000 maximum per person, \$100,000 maximum per accident, and a \$25,000 maximum for property damage. There is **no deductible** under this policy.

*\*Coverage in this period may be modified by city or state specific requirements.*

### How Does Contingent Collision Coverage Work?

Lyft's contingent collision policy is designed to cover physical damage to a driver's vehicle resulting from an accident as long **as a driver has obtained collision coverage on a personal automobile policy**. The policy has a \$2,500 deductible and a \$50,000 maximum for physical damage to the driver's vehicle.

### How Does Contingent Comprehensive Coverage Work?

Similar to Lyft's contingent collision policy, contingent comprehensive coverage is designed to cover physical damage to a driver's vehicle resulting from a non-collision event (for example, a fire, vandalism, a natural disaster, etc.) **as long as the driver has obtained comprehensive coverage on a personal automobile policy**. The policy has a \$2,500 deductible and a \$50,000 maximum for physical damage to the driver's vehicle.

### What Does UM/UIM Mean And How Does This Coverage Work?

UM stands for uninsured motorist and UIM stands for underinsured motorist. In the event of an accident during a Lyft ride with an uninsured or underinsured motorist who is at fault, Lyft's \$1M UM/UIM policy will provide coverage for bodily injury to drivers and passengers. There is no deductible on UM/UIM claims.

### What States Are Covered By These Policies?

Our policy is available in all states in the U.S, except New York state. Some regions may have specific requirements that modify the described coverage.

1. Lehmann, R. (2015, March 11) "Progressive is Rolling Out TNC Coverage in Pennsylvania" Insurance Journal Right Street Blog. Retrieved from <http://www.insurancejournal.com/blogs/right-street/2015/03/11/360170.htm>

# Zero Tolerance Policy

## ISSUE IDENTIFICATION

Passengers are encouraged to call or email Lyft Support if they suspect a driver is under the influence of drugs or alcohol.

Lyft will immediately suspend the driver's access to the app pending an investigation.

Lyft also actively monitors passenger feedback for indicators of a zero tolerance policy violation.

Less than 0.004% of Lyft rides to date have resulted in zero tolerance investigations.

## FEEDBACK MONITORING

Lyft automatically monitors passenger feedback for keywords that may indicate a violation of the zero tolerance policy. The Lyft Trust & Safety team reviews concerning comments. If a violation of the zero tolerance policy is suspected, the driver is suspended while the Trust & Safety team conducts an investigation.

The monitoring parameters are intentionally broad to ensure that Lyft errs on the side of caution. For example, passenger feedback containing the phrase "drug store" would trigger a Trust & Safety review because the word "drug" was used.

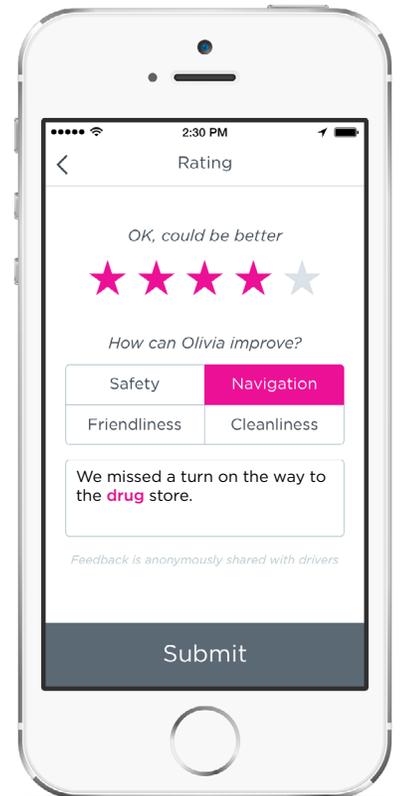
As a result, the overwhelming majority of the monitoring alerts prove to be non-actionable.

## INVESTIGATION AND CONCLUSION

In the course of a zero tolerance investigation, Lyft will contact the passenger for further details relating to a suspected zero tolerance policy violation.

Prior passengers of a driver under investigation will be contacted if necessary.

If an investigation results in definitive evidence or even a strong suspicion of a zero tolerance policy violation, the driver will be permanently deactivated.



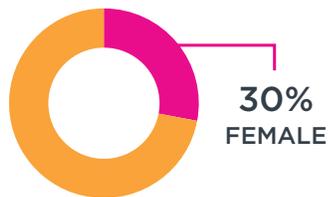


# A Welcoming Space

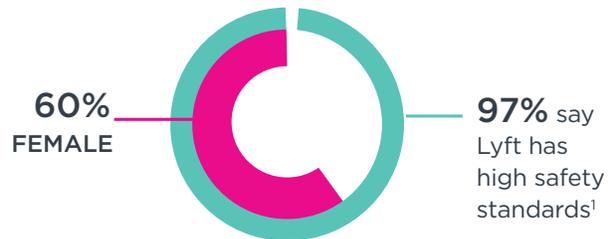
## Women Across America Feel Safer With Lyft.

**Lyft places a strong emphasis on safety.** With our strict criminal background and driving record checks for drivers, GPS ride tracking, in-app feedback, 24-hour Trust & Safety team, and two-way rating system, it's no surprise that women across the country trust Lyft.

### DRIVERS



### PASSENGERS



### Women leading at Lyft:

**When making decisions** that affect driver and passenger safety, women at Lyft are leading the way.

<b>Mary Winfield</b>	VP of Trust
<b>Tali Rapaport</b>	VP of Product
<b>Kelly Kay</b>	VP of Compliance
<b>Kira Wampler</b>	Chief Marketing Officer
<b>Kristin Sverchek</b>	General Counsel

**“Keeping women safe is a key focus,** one that is at the forefront of every decision we make. We are constantly working to ensure every ride is a comfortable ride by providing comprehensive emergency support for our drivers and passengers at any time.”

**Mary Winfield,** VP of Trust

¹of survey respondents expressing an opinion



# Community **Solutions**

Lyft is a community-powered ridesharing platform. Through the Lyft mobile app, locals who need rides are connected with nearby neighbors who can provide rides. We believe every community deserves access to safe, reliable, and affordable transportation.

## Transportation Deficit

**Millions of Americans lack access to a car or have difficulty accessing public transit.**

Underserved individuals may include the elderly, people with disabilities, or those with low incomes.<sup>1</sup> Innovations like Lyft can help close the gap.

- Fewer than 50% of Americans report living within ¼ mile of a transit stop.
- The average American household spends roughly 18% of its income on transportation. Lower-income families spend as much as 33%.
- Studies show that people who live within walking distance of transit stops or are able to ride to them have a better chance of finding employment.
- Transit services rarely accommodate the atypical schedules of low-income employees working outside of the 9 a.m. - 5 p.m. commute pattern.
- Only 4% of the lowest paid workers report access to workplace flexibility, compared to 41% of the highest paid workers.<sup>2</sup>

**63%** of Chicago Lyft rides start and/or end in areas underserved by existing transportation

**2x** Lyft rides in the District of Columbia underserved areas have kept pace with the rest of the district, doubling since April 2014

## Commitment to Change

Lyft is committed to continued development in underserved areas, and is guided by these core values:

1

### Empowerment

Empower communities by providing an innovative platform centered around neighbors helping neighbors

2

### Opportunity

Create new economic opportunities through ridesharing and increase overall transportation access

3

### Partnership

Partner with local organizations representing underserved areas to advance both our missions

1 U.S. Federal Transit Administration. Transportation Needs of Disadvantaged Populations. FTA Report No. 0030, February 2013  
2 U.S. Department of Health & Human Services ASPE Report. "Work-Family Supports for Low-Income Families" March 2014



Are you a community leader interested in partnering with Lyft?  
Know a local organization or cause interested in expanding mobility  
and economic opportunity in underserved communities?

Let us know at [lyft.com/community-solutions](http://lyft.com/community-solutions)

COMMUNITY SOLUTIONS



# Lyft Access

Lyft expands transportation access. **We believe everyone benefits from ridesharing innovation.**

Ridesharing allows people in our communities to get around conveniently and affordably, expanding independence for the elderly and thousands with disabilities. And Lyft has been designed with accessibility in mind:

“Of the nearly 2 million people with disabilities who never leave their homes, 560,000 never leave home because of transportation difficulties.”

American Association of People with Disabilities

- **Request a ride from wherever you are.** Real-time arrival estimates and alerts mean no difficult street hailing or uncertain wait times.
- **Voiceover capability** in the app makes it easy for those who are blind or have low vision to request a Lyft ride.
- **Cashless payments and ride summary emails** eliminate the possibility of blind or cognitively disabled passengers receiving incorrect change or unknowingly being charged.
- **All Lyft vehicles are accessible to individuals who can enter a standard vehicle with assistance,** and those using foldable wheelchairs who can transfer to a standard seat while drivers stow their devices in the back seat or trunk. Lyft drivers are more than happy to provide this assistance.
- **Lyft's anti-discrimination policy** strictly prohibits discrimination based on disability or the presence of service animals.

“Lyft gives people with Down syndrome and other intellectual and developmental disabilities additional transportation options, which enables them to become more independent. For people with disabilities, Lyft is a great resource and service.”

Sara Hart Weir, President of the National Down Syndrome Society



# Lyft **Line**

Lyft Line connects neighbors traveling in the same direction through a mobile-based application. Line is efficient, affordable, and scalable shared transit that comes to you.

## Line Basics

In the US, vehicle occupancy on work commutes is the lowest in nearly 40 years<sup>1</sup> with nearly 80% of commuters traveling by car alone.<sup>2</sup> Road congestion wastes over 2.9 billion gallons of fuel, adds 56 billion pounds of greenhouse gases to the atmosphere, and results in 5.5 billion hours of productivity lost to traffic at an average annual cost of \$818 per commuter.<sup>3</sup>

MIT researchers recently estimated that if NYC riders were willing to wait an extra five minutes per trip to pick up other passengers, almost 95% of trips could be shared and travel time could be reduced by more than 30%.<sup>4</sup>

Every day, 90% of Lyft rides in San Francisco have someone else taking the same trip within five minutes so we connected them and created a new way to ride.

## How Lyft Line Works

1. Passengers input pick-up and drop-off locations and the Lyft app will match them with another passenger traveling in the same direction.
2. Because the drop-off destination is pre-set, Lyft Line calculates a fee up to 60% less than a private Lyft.
3. Passengers can enjoy the ride and chat with members of their own community.

## Highlights

**1/2** of all Lyft rides in San Francisco use Lyft Line.

**700 Million** Gallons of fuel saved annually by a modest 3% increase in rideshare usage.<sup>5</sup>



1. Santos, A. et al. (2009) U.S. D.O.T. Federal Highway Administration, National Household Travel Survey

2. U.S. Census, American Community Survey 1-Year Estimates (2013) S0802, *Means of Transportation to Work by Selected Characteristics*

3. Schrank, D. et al. (2012) Texas A&M Transportation Institute *Urban Mobility Report*

4. Santi, P. et al. (2014) *Quantifying the benefits of vehicle pooling with shareability networks*. III Proc. Nat'l. Acad. Sci. 37

5. Matute, J. & Pincetl, S. (2013) "Compensated and Real-time Rideshare" in *Unraveling Ties to Petroleum*. California Center for Sustainable Communities at UCLA.



# Environmental Impact

Ridesharing delivers reliable transportation, reduced emissions.

**Ridesharing is transforming mobility – Lyft is supporting a car-free lifestyle, reducing traffic congestion, and curbing air pollution.**

**Lyft Line** matches riders with other passengers going in the same direction, enabling two or more parties to share a ride and save up to 60% on their fares. Launched in August 2014, Lyft Line now accounts for over 50% of Lyft rides in cities like San Francisco, resulting in higher vehicle occupancies and reduced vehicle miles traveled (VMT).

**Driver Destination** allows drivers to set their own destination and pick up passengers along the way, earning extra money and taking cars off the road.

**Lyft for Work** enables employers to give workers Lyft credits for carpooling programs that complement public transit. For example, employers can tailor their Lyft service to connect employees with local rail or transit stops during commute hours.

Shared rides  
make a big  
impact

**SAVES  
700 Million**  
gallons of fuel <sup>1</sup>



**13 Million  
FEWER**  
vehicle miles  
traveled <sup>1</sup>

Lyft Line reduces  
pollution, traffic,  
and cost

**95%**  
rides can be  
shared <sup>2</sup>



**40%**  
reduction in  
miles driven <sup>2</sup>

Ridesharing  
changes driving  
behavior



**50%** Can now avoid owning a vehicle

**70%** Use personal vehicle less

Ridesharing  
complements  
public transit



**20%** Lyft rides begin or end at Bay Area CalTrain or BART stations

**“Enabling people who were already driving somewhere to seamlessly pick up a passenger gets us one step closer to real-time, dynamic ride-sharing. This will not only help reduce the number of cars on our congested roads, it will also cut our oil demand and carbon pollution.”**

**Amanda Eaken**  
Deputy Director of Urban  
Solutions  
Natural Resources  
Defense Council

<sup>1</sup>Matute, J. & Pincetl, S. (2013) “Compensated and Real-time Rideshare” in Unraveling Ties to Petroleum. California Center for Sustainable Communities at UCLA.

<sup>2</sup>Paolo Santia, Giovanni Restab, Michael Szella, Stanislav Sobolevskya, Steven H. Strogatz, and Carlo Rattia, *Quantifying the benefits of vehicle pooling with shareability networks*, Proceedings of the National Academy of Sciences, July 25, 2014

