



185 Berry Street
Suite 400
San Francisco, CA 94107

July 17, 2023
Lyft, Inc.
Advice Letter No. 18

California Public Utilities Commission
Consumer Protection and Protection Division
Transportation Licensing and Analysis Branch
505 Van Ness Avenue
San Francisco, CA 94102

Re: Lyft, Inc. - Advice Letter No. 18: 2023-2024 Annual WAV Outreach Plan

I. Purpose

Pursuant to Decision (D.) 23-02-024, Ordering Paragraph 16 and Rule 6.1 of General Order 96-B, Lyft, Inc. (“Lyft”) submits its 2023-2024 Annual WAV Outreach Plan via this Information Only Advice Letter No.18.

II. Lyft 2023-2024 Annual WAV Outreach Plan

D.23-02-024 requires any TNC that seeks an offset or an exemption to “submit its annual outreach plan via an Information Only Advice Letter no later than July 1st of each year.”¹ Lyft’s 2023-2024 WAV Outreach Plan, **Attachment A**, consists of an overview of Lyft’s planned implementation of a data driven approach for evaluating Lyft’s WAV outreach program in California. The overall goal of the plan is to leverage existing WAV ride data to target outreach in California zip codes where Lyft currently operates WAV and where a comparatively low volume of WAV rides are taken. In addition to this data driven approach, Lyft outlines how it will continue to utilize the expertise and guidance of its existing WAV partners when conducting outreach to disability advocacy groups and work internally with Lyft’s Marketing team to determine how to best increase disability representation in Lyft’s broader marketing and social media campaigns. Lyft’s Annual Outreach Plan includes “measurable goals, objectives, and benchmarks on outreach to disability communities, including to underserved multi-ethnic communities and where English is not the predominant language” as required under D.23-02-024.²

III. Effective Date

Lyft requests that this Information Only Advice Letter filing become effective on June 30, 2023.

¹ D.23-024-024, Decision on Track 5 Issues, Feb. 27, 2023, at 68 (Ordering Paragraph 16)

² Id. at 67



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I HEREBY CERTIFY UNDER THE PENALTY OF PERJURY UNDER THE LAWS OF THE STATE OF CALIFORNIA THAT THE FOLLOWING ATTACHMENTS HAVE BEEN EXAMINED BY ME AND ARE TRUE, CORRECT AND COMPLETE TO THE BEST OF MY KNOWLEDGE AND BELIEF.

Yours truly,

A handwritten signature in blue ink that reads "Janeé Weaver".

Janeé Weaver
Senior Counsel
Lyft, Inc
Registered In House Counsel - California Bar



ATTACHMENT A
California Public Utilities Commission
WAV Outreach
2023-2024 Annual Plan

Executive Summary: Since 2019, Lyft has collected and analyzed data from WAV rides in California in order to gain a more comprehensive understanding of passenger needs, driver behavior, and vehicle supply needs. Now, in an effort to build awareness of Lyft’s WAV service in Los Angeles and San Francisco counties, Lyft will implement a data driven approach for evaluating the WAV outreach program in California. The goal is to leverage existing WAV ride data to target outreach in California zip codes where Lyft currently operates WAV and where a comparatively low volume of WAV rides are taken. In addition to this data driven approach, Lyft will continue to utilize the expertise and guidance of its existing WAV partners when conducting outreach to disability advocacy groups and work internally with Lyft’s Marketing team to determine how to best increase disability representation in Lyft’s broader marketing and social media campaigns.

Outreach Methodology: Lyft’s outreach methodology will be data driven, with the goal of increasing awareness of Lyft’s WAV service in zip codes where the lowest volume of WAV rides are taken.

Goal: Rank, Educate, and Build Awareness

- Rank cities from highest to lowest volume of WAV rides taken to assess where opportunities for increased community and marketing outreach may exist and investigate the factors that contribute to cities with high volume WAV rides taken.
- Prioritize outreach and increase awareness of Lyft’s WAV service in zip codes within Los Angeles and San Francisco counties where the lowest volume of WAV rides taken.

Outreach Goals and Metrics (by quarter):

Goals: Targeting the organizations outlined below, outreach goals will be centered on the number of entities contacted for purposes of informing about Lyft’s WAV service.

Outreach Quarter	Goal (virtual meeting held with new disability advocacy group in target cities)
Q3 2023	3-5 virtual or in-person WAV program meetings
Q4 2023	4-6 virtual or in-person WAV program meetings
Q1 2024	4-6 virtual or in-person WAV program meetings
Q2 2024	4-6 virtual or in-person WAV program meetings

Initial outreach metrics are based on previous offset request letters, with a goal to increase outreach to form new partnerships.

Outreach Targets: Lyft will include underserved multi-ethnic communities and ESL community groups in outreach efforts — first by asking for recommendations from existing community partners, and second by conducting research in the target zip codes and neighborhoods. In addition, Lyft will continue to cultivate partnerships with disability advocacy groups, including those outlined in the Appendix section below. These relationships have been critical as several of these organizations have introduced Lyft to new disability advocacy groups who were not on our radar.

Tiered Approach: Targeted cities and disability advocacy groups by zip code

1) **Outreach Priority:** Zip codes with low volume WAV rides taken (informed by internal data)

Target Cities/Neighborhoods	Target Outreach Groups
Long Beach (LA)	<ul style="list-style-type: none"> • Independent Living Center - Long Beach • Regency Palms Assisted Living • Able Arts Work • Life Steps Foundation • Hillside Enterprises
Glendale (LA)	<ul style="list-style-type: none"> • Independent Living Center - Burbank (LA) • CITY Community Services • Glen Terra • ResCare Community Living • Broadview Residential Care Center
Haight Ashbury (SF)	<ul style="list-style-type: none"> • ILRCSF –Independent Living Resource Center San Francisco • People With Disabilities Foundation
Van Ness (SF)	<ul style="list-style-type: none"> • SF LGBT Center • Centro Latino de San Francisco

2) **Secondary approach:** Focus outreach in high volume WAV ride zip codes to learn what we do well and where we can improve.

Target Cities/Neighborhoods	Target Outreach Groups
Pasadena (LA)	<ul style="list-style-type: none"> • Villa Esperanza Services • Astoria Park Senior Living and Villas • Ability First
South of Market (SF)	<ul style="list-style-type: none"> • Bayview Hunters Point Multipurpose Senior Center • YMCA of San Francisco

	<ul style="list-style-type: none"> Golden Gate Regional Center
Lower Pacific Heights (SF)	<ul style="list-style-type: none"> La Raza Community Resource Center Senior and Disability Action Aging and Disabilities Resource Center

3) **Ongoing outreach:** Continue building rapport with existing disability community partners. The goal is to ensure an ongoing feedback loop to inform Lyft’s outreach to other community groups (outlined in Appendix section below).

Marketing Goals and Metrics (by quarter):

Ramped WAV Marketing Plan:

Channel	Q3 2023 <i>Tentative</i>	Q4 2023 <i>Tentative</i>	Q1 2024 <i>Tentative</i>	Q2 2024 <i>Tentative</i>
Recognition of International Day of Persons with Disabilities: Offer a discounted WAV ride code in LA and SF markets for Dec. 3, encouraging riders to use Lyft’s WAV service. The goal is to pitch this initiative to media as a means of highlighting our support of this population and our partnership with key disability advocacy groups in recognition of International Day of Persons with Disabilities.	Inform key disability advocacy partners and stakeholders of effort	Outreach and launch code		
Paid Search: Bidding on WAV-related terms to ensure that Lyft WAV is a solution that appears when people search for transportation for wheelchair users.	Evaluate potential terms	Launch paid campaign	Evaluate and adjust campaign based on results in Q4	
Paid Content to Highlight Transportation Options for Wheelchair Users: Our Rev team will highlight one or more stories of WAV riders. They will promote this across multiple social platforms to increase reach.	Research; identify potential riders to feature through partner orgs	Develop content	Launch article and paid promotion	

Asset Updates: Inclusion of wheelchair users in broader marketing campaigns/materials		Source individuals with disabilities for Lyft photoshoot	Complete updated Lyft-branded photography	
Social Influencer Campaign: We'll work with an influencer who uses a wheelchair, introduce them to our product, and ask them to share their experience with their followers (who include wheelchair users)			Identify potential influencers and concepts for campaign	Launch campaign with selected influencer

Self Assessment: Successes & Lessons Learned

Outreach Effectiveness

Quarterly assessment of outreach tactics and targets
1. Did we increase low-volume city WAV usage?
2. How many new partnerships were formed?
3. What was the estimated reach for WAV program awareness?

Appendix:

Outreach resources: The Lyft Team has various resources we use when presenting and introducing WAV to new partners, including:

- WAV Overview Deck
- How to Use Access Mode
- How to use the Lyft App - available in English, Spanish and Simplified Chinese

Ongoing Outreach:

Existing Partners	Target Outreach Groups
Southern California Resource Services for Independent Living (LA)	Open House LGBTQ Senior Living (SF)
Self Help for the Elderly (SF)	Community Care Consortium (SF)
Center for Elders' Independence (SF)	Little Brothers Friends of the Elderly (LA)
Community Living Campaign (SF)	Center for Independent Living (SF)
Chinese Community Development Center (SF)	Make-a-Wish (Statewide)
On Lok (SF)	Best Buddies (LA)
Community Living Campaign (SF)	SF In-Home Supportive Care (SF)
High-leverage opportunities (recommendations from existing WAV partners):	
Independent Living Center - Downtown LA	Independent Living Center - West LA
Independent Living Center - Van Nuys	Independent Living Center - Downey