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Suite 400
San Francisco, CA 94107

July 15, 2024
Lyft, Inc.
Advice Letter No. 24

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. 24: 2024-2025 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 2024-2025 Annual WAV Outreach Plan via this Information Only Advice Letter No.24.

II. Lyft 2024-2025 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.”¹ Lyft’s 2024-2025 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 continue 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 continue to increase in 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

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.

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

² Id. at 67

Yours truly,

A handwritten signature in blue ink that reads "Janeé Weaver". The signature is written in a cursive style with a large, stylized initial "J".

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



Attachment A
California Public Utilities Commission
WAV Outreach
2024-2025 Annual Plan

Executive Summary: Since 2019, Lyft has collected and analyzed data from WAV rides in California to gain a more comprehensive understanding of passenger needs, driver behavior, and vehicle supply needs. Following the successful implementation of Lyft’s 2023-2024 outreach plan, Lyft plans to implement a similar data driven approach to evaluate the WAV outreach program in California for the remainder of 2024 and for the first half of 2025, in an effort to continue to build awareness of Lyft’s WAV service in Los Angeles and San Francisco counties. As in 2023, Lyft will 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. Lyft will also 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: Due to Lyft’s outreach success in 2023, Lyft’s outreach methodology for the upcoming year will be consistent with the same data driven approach used in 2023, with the goal of increasing awareness of Lyft’s WAV service in zip codes where the lowest volume of WAV rides are taken. To enhance our previous approach, we are targeting a larger list of adjacent zip codes and neighborhoods. Our aim is to increase impact by expanding the geographical areas included in outreach.

Goal: Rank, Educate, and Build Awareness

- Utilizing internal data, 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 to 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.
- In light of 2023 outcomes, Lyft will attempt outreach to each organization at least twice to schedule a WAV program meeting.
- Lyft will target meeting with at least two organizations in person by the end of Q2 2025.

Outreach Goals and Metrics (by quarter):

Goals: Targeting the organizations outlined in Table 1 below, outreach goals will be centered on the number of virtual meetings held to inform them about Lyft’s WAV service.

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



Q1 2025	4-6 virtual or in-person WAV program meetings
Q2 2025	4-6 virtual or in-person WAV program meetings

Outreach Targets: Lyft will continue to 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)

Table 1

Target Cities/Neighborhoods	Target Outreach Groups
Torrance (LA)	<ul style="list-style-type: none"> ● Torrance VITAS Hospice Office ● Agape Hospice & Palliative Care ● ICAN California Abilities Network - Torrance ● Easterseals - Carson Torrance
Carson (LA)	<ul style="list-style-type: none"> ● South Bay Senior Living ● Gardena-Carson Family YMCA
Ladera Heights (LA)	<ul style="list-style-type: none"> ● Westchester Family YMCA
Vernon (LA)	<ul style="list-style-type: none"> ● Parenthood Partners and Family Services ● All People’s Community Center
Willowbrook (LA)	<ul style="list-style-type: none"> ● Watts Labor Community Action Committee (WLCAC)
Chinatown (SF)	<ul style="list-style-type: none"> ● Chinatown Community Development Center ● Self-Help for the Elderly - Chinatown
Visitacion Valley (SF)	<ul style="list-style-type: none"> ● John King Senior Community ● Portola Gardens
Saint Francis Wood (SF)	<ul style="list-style-type: none"> ● Arosa

- 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
Inglewood (LA)	<ul style="list-style-type: none"> • US Vets Inglewood • Community Resource Center Inglewood
Santa Monica (LA)	<ul style="list-style-type: none"> • Santa Monica Home & Care • Community Corporation of Santa Monica
South of Market (SF) <i>Lyft will continue to target this neighborhood after doing so in 2023, as this continues to be a very high volume area for WAV rides.</i>	<ul style="list-style-type: none"> • Swords to Plowshares • IN: SAN FRANCISCO • Canon Kip Senior Center
Mission District (SF)	<ul style="list-style-type: none"> • Southeast Asian Community Center • New Door Ventures

- 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):

Tentative WAV Marketing Plan:

Channel	Q3 2024 <i>Tentative</i>	Q4 2024 <i>Tentative</i>	Q1 2025 <i>Tentative</i>	Q2 2025 <i>Tentative</i>
Recognition of International Day of Persons with Disabilities: As in 2023, if resourcing allows, Lyft will offer a discounted WAV ride code in LA and SF markets on Dec. 3, encouraging riders to use Lyft’s WAV service. The goal is to pitch this initiative to the media as a means of highlighting Lyft’s support of this population and partnership with key disability advocacy groups, including new	<p>Identify new disability advocacy partners.</p> <p>Inform partners and stakeholders of effort</p>	<p>Outreach and launch code</p> <p>Pitch op-ed to media outlets and public advocates</p>		



groups that were not included in the 2023 initiative, in recognition of International Day of Persons with Disabilities.				
<p>Asset Updates: Inclusion of wheelchair users in broader marketing campaigns/materials¹</p> <p>Potential Blockers: Budget, uncertain timeline for Lyft brand updates</p>	<p>Acquire new photo assets for library whether AI or through live action shoot.</p> <p>Revise casting specs for all upcoming production shoots to include showing populations with physical differences and wheelchair bound populations</p>	Update .com and other owned channels with assets		
<p>Social Influencer Campaign: We will work with an influencer who is eligible for Lyft WAV services, introduce them to our product, and ask them to share their experience with their followers (who include wheelchair users)</p>			<p>Identify potential influencers and concepts for campaign</p> <p>Launch campaign with selected influencer</p>	
<p>Plan an additional 1-2 marketing campaigns: These final components are TBD. They may involve incorporating WAV marketing into an existing Lyft marketing campaign, or they may be specific / exclusive to WAV. More details will be provided in future updates.</p>		Finalize plans for additional campaign(s)		Finish implementing additional campaign(s)

¹ Originally scheduled for Q2 2024, but now proposed for 2025.



Self Assessment: Successes & Lessons Learned

Outreach Effectiveness

Quarterly assessment of outreach tactics and targets
1. Were the organizations we contacted already aware of Lyft's WAV service? If so, what was their experience?
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 Wheelchair Mode
- How to use the Lyft App - available in English, Spanish and Simplified Chinese

Ongoing Outreach:

Existing Partners	Target Outreach Groups
Blind Children's Center	Epilepsy Foundation
Epilepsy Foundation Los Angeles	Los Angeles Department of Transportation
The Arc San Francisco	Epilepsy Foundation Los Angeles
Senior and Disability Action	LightHouse for the Blind and Visually Impaired
Hector Ochoa - Southern California Resources for Independent Living	KEEN Los Angeles (Kids Enjoy Exercise Now)
People With Disabilities Foundation	Angel City Sports
La Raza Community Resource Center	Ability First - East Los Angeles Center
Senior and Disability Action	Southern California Resources for Independent Living
Disability Community Resource Center	
National Alliance on Mental Illness (NAMI-) GIAC	
Ability First	
Villa Esperanza Services	
LightHouse for the Blind and Visually Impaired	
Los Angeles Department of Transportation	
LA28	
KEEN (Kids Enjoy Exercise Now)	
Angel City Sports	
San Francisco Dept of Public Health	