



185 Berry Street  
Suite 400  
San Francisco, CA 94107

July 15, 2025

Lyft, Inc.

Advice Letter No. 29

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. 29: 2025-2026 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 2025-2026 Annual WAV Outreach Plan via this Information Only Advice Letter No. 29.

**II. Lyft 2025-2026 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.”<sup>1</sup> Lyft’s 2025-2026 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 an 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.<sup>2</sup>

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,

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

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

<sup>2</sup> Id. at 67



**Attachment A**  
**California Public Utilities Commission**  
**WAV Outreach**  
**2025-2026 Annual Plan**

**Outreach Methodology:** Lyft’s outreach methodology for the upcoming year will be consistent with the same data driven approach used in 2023 and 2024, 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

- Utilizing internal data, rank zip codes 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 and 2024 outcomes, Lyft will attempt outreach to each organization at least three to schedule a WAV program meeting.
- Lyft will also be doubling the total number of organizations targeted for outreach in hopes that this will result in more meetings and presentation being scheduled. This year, Lyft will be targeting a minimum of 116 organizations, compared to the 52 target organizations from Lyft’s 2024/2025 outreach plan.

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**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)
<b>Q3 2025</b>	<b>4-6 virtual or in-person WAV program meetings</b>
<b>Q4 2025</b>	<b>4-6 virtual or in-person WAV program meetings</b>
<b>Q1 2026</b>	<b>4-6 virtual or in-person WAV program meetings</b>
<b>Q2 2026</b>	<b>4-6 virtual or in-person WAV program meetings</b>

**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.

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

**Table 1**

Target Zip Codes	Target Outreach Groups
<b>Los Angeles County</b>	
90212	<ul style="list-style-type: none"> <li>• Be Social Productions – Connecting Hispanics</li> </ul>
90071	<ul style="list-style-type: none"> <li>• i.D.R.E.A.M. for Racial Health Equity</li> </ul>
90008	<ul style="list-style-type: none"> <li>• Center for Healthy Neighborhoods</li> </ul>
90066	<ul style="list-style-type: none"> <li>• Extra Ancestral Company</li> </ul>
91401	<ul style="list-style-type: none"> <li>• Independent Living Center of Southern California (ILCSC)</li> </ul>
90035	<ul style="list-style-type: none"> <li>• Stepping Forward LA</li> </ul>
90064	<ul style="list-style-type: none"> <li>• Voices of Impact</li> </ul>
90065	<ul style="list-style-type: none"> <li>• Benkadi</li> </ul>
90029	<ul style="list-style-type: none"> <li>• The Mend Collaborative</li> </ul>
90032	<ul style="list-style-type: none"> <li>• El Sereno Community Arts</li> </ul>
90031	<ul style="list-style-type: none"> <li>• EL ARCA</li> </ul>
City-wide	<ul style="list-style-type: none"> <li>• People for Mobility Justice</li> <li>• Maternal Mental Health NOW</li> <li>• Mindful Veteran Project</li> <li>• Changeist</li> <li>• Investing in Place</li> <li>• Hospice for Individuals Experiencing Homelessness</li> <li>• Love, Dad: Supporting fathers and families with young children</li> <li>• Rising Tide Educators</li> <li>• Los Angeles Abortion Support</li> </ul>

	Collective
<b>San Francisco County</b>	
94104	<ul style="list-style-type: none"> <li>• Alisa Ann Ruch Burn Foundation</li> <li>• Golden State Opportunity</li> <li>• MobilityVision, Inc.</li> <li>• Tipping Point Community</li> </ul>
94111	<ul style="list-style-type: none"> <li>• Toolworks</li> </ul>
94123	<ul style="list-style-type: none"> <li>• Environmental Traveling Companions</li> </ul>
94118	<ul style="list-style-type: none"> <li>• Richmond Area Multi-Services, Inc.</li> </ul>
94119	<ul style="list-style-type: none"> <li>• Foundation for Filipina Women's Network</li> </ul>
94108	<ul style="list-style-type: none"> <li>• Chinatown Community Development Center</li> </ul>
94105	<ul style="list-style-type: none"> <li>• Equal Rights Advocates</li> </ul>
94129	<ul style="list-style-type: none"> <li>• California Consortium for Urban Indian Health</li> </ul>
94105	<ul style="list-style-type: none"> <li>• Equal Rights Advocates</li> </ul>
94610	<ul style="list-style-type: none"> <li>• Queer Cultural Center</li> </ul>

- 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
<b>Los Angeles County</b>	
90012	<ul style="list-style-type: none"> <li>• The Lavender Effect</li> <li>• Southern California College Attainment Network</li> <li>• Healing Dialogue and Action</li> <li>• Parent Organization Network</li> <li>• Transforming Family</li> </ul>

	<ul style="list-style-type: none"> <li>• African American Board Leadership Institute (AABLI)</li> </ul>
90806	<ul style="list-style-type: none"> <li>• Disabled Resource Center (DRC)</li> </ul>
90014	<ul style="list-style-type: none"> <li>• Communities Actively Living Independent &amp; Free (CALIF)</li> </ul>
90033	<ul style="list-style-type: none"> <li>• Latino Equality Alliance</li> <li>• Las Fotos Project</li> </ul>
90045	<ul style="list-style-type: none"> <li>• Accelerated Housing and Transit Development</li> </ul>
91101	<ul style="list-style-type: none"> <li>• SoCal Alliance Regional Development</li> </ul>
90025	<ul style="list-style-type: none"> <li>• Hoops 4 Justice</li> </ul>
90017	<ul style="list-style-type: none"> <li>• Empowering Pacific Islander Communities (EPIC)</li> </ul>
90007	<ul style="list-style-type: none"> <li>• Wildwoods</li> </ul>
90019	<ul style="list-style-type: none"> <li>• Destination Little Ethiopia</li> </ul>
<b>San Francisco County</b>	
94102	<ul style="list-style-type: none"> <li>• Angel Island Immigration Station Foundation</li> <li>• City Arts and Lectures, Inc.</li> </ul>
94103	<ul style="list-style-type: none"> <li>• Independent Living Resource Center of San Francisco (ILRCSF)</li> <li>• ArtSpan</li> <li>• San Francisco Study Center</li> <li>• Service Providers Working Group</li> </ul>
94110	<ul style="list-style-type: none"> <li>• Asian Women's Shelter</li> <li>• Bernal Heights Neighborhood Center</li> <li>• Central American Resource Center of Northern CA</li> <li>• Mission Cultural Center for Latino Arts</li> <li>• The Women's Building</li> </ul>

94109	<ul style="list-style-type: none"> <li>• Little Brothers-Friends of the Elderly-San Francisco</li> </ul>
94107	<ul style="list-style-type: none"> <li>• Support for Families of Children with Disabilities</li> <li>• Society of California Pioneers</li> </ul>
94115	<ul style="list-style-type: none"> <li>• Japanese Cultural and Community Center of Northern California</li> </ul>
94131	<ul style="list-style-type: none"> <li>• San Francisco Women's Cancer Network</li> </ul>
94117	<ul style="list-style-type: none"> <li>• Maitri Compassionate Care</li> </ul>

- 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).

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#### Marketing Goals and Metrics (by quarter):

#### WAV Marketing Plan:

Channel	Q3 2025	Q4 2025	Q1 2026	Q2 2026
<b>Recognition of International Day of Persons with Disabilities:</b> As in 2023 and 2024, Lyft will offer a discounted WAV ride code in LA and SF markets in December, encouraging riders to use Lyft's WAV service. Lyft will connect with its partner organizations in both markets to distribute the code to riders in their communities.	Identify disability advocacy partners for code distribution	Complete outreach and launch code		
<b>Paid Search:</b> Bidding on WAV-related terms to ensure that Lyft WAV is a solution that appears when people search for transportation for wheelchair users.	Maintain current paid search campaign	Evaluate outcomes of current search campaign and explore options for optimization / increased impact.	Implement updates to campaign.	

<b>Social Influencer Campaign:</b> We'll 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)	Launch campaign with selected influencer	Evaluate outcomes of campaign	Explore opportunities for additional campaigns with the same influencer for an upcoming quarter.	Finish implementing additional influencer posts, if resourcing allows.
<b>Plan an additional 1-2 marketing campaigns:</b> The details of these final components are yet to be determined. They may include integrating WAV marketing into an existing Lyft campaign or developing a campaign specifically for WAV. Further information will be shared in upcoming updates.		Finalize plans for additional campaign(s)		Finish implementing additional campaign(s)

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### 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?

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#### 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 - available in English, and was translated into additional



languages this year, including Simplified Chinese, Korean, Spanish, Tagalog, and Vietnamese

- 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	Epilepsy Foundation Los Angeles
The Arc SF	Impaired-SFO
Hector Ochoa - Southern California Resources for Independent Living	KEEN (Kids Enjoy Exercise Now) - LA
People With Disabilities Foundation	Angel City Sports - LA
La Raza Community Resource Center	Ability First - LA
Disability Community Resource Center	Rebuilding Together San Francisco
National Alliance on Mental Illness (NAMI-) GIAC	Sol Forastero
Villa Esperanza Services	Chrysalis
LightHouse for the Blind and Visually Impaired	J Los Angeles
Los Angeles Department of Transportation	Juma
LA28	Meals on Wheels San Francisco
KEEN (Kids Enjoy Exercise Now)	Richmond Neighborhood Center
San Francisco Dept of Public Health	Vesper Society
LightHouse SF	Coro NorCal
Easterseals	Chances 4 Change
One Treasure Island	COLLECTIVE REMAKE
Self-Help for the Elderly	Community Coalition
	Coro SoCal
	Eastmont Community Center
	Fideicomiso Comunitario Tierra Libre
	Korean Resource Center

	LA Voice
	North Hollywood-Sun Valley FamilySource Center
	Let's Make It Happen
	Little Tokyo Service Center (LTSC)
	Sanctuary of Hope
	Blind Children's Center
	The Arc SF
	Avenue Greenlight
	BeChinaTown
	Senior and Disability Action