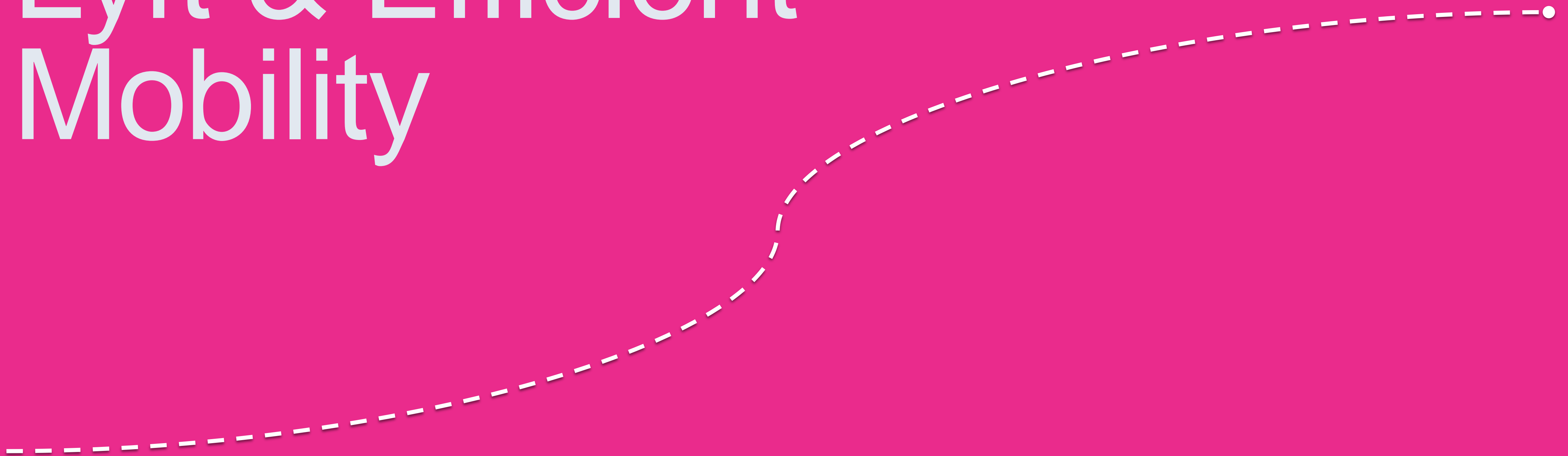


# Lyft & Efficient Mobility



Tommy Hayes, Transportation Policy Manager

80%

of seats on  
the road are  
empty



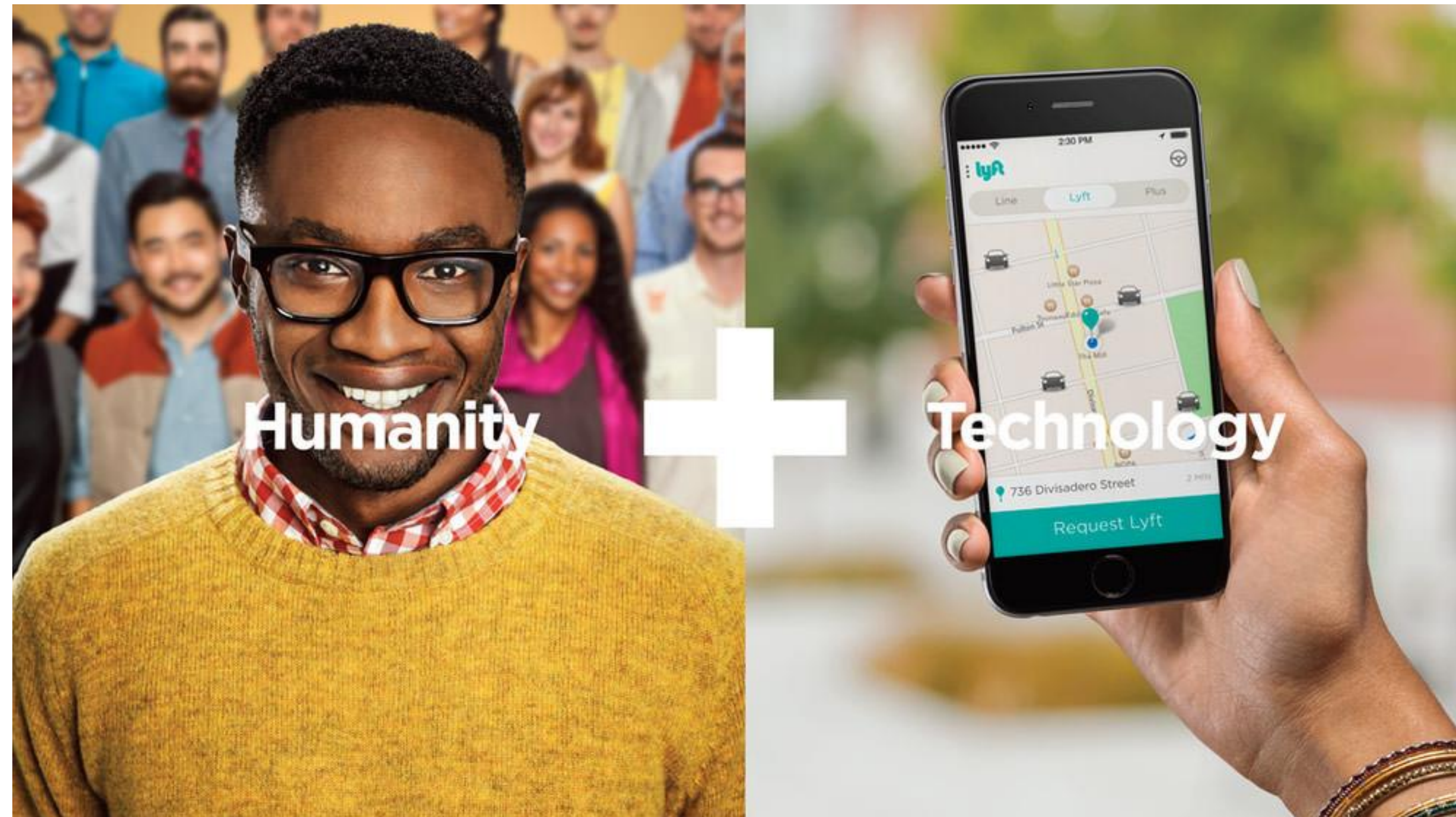
# Carpooling's Challenges



+



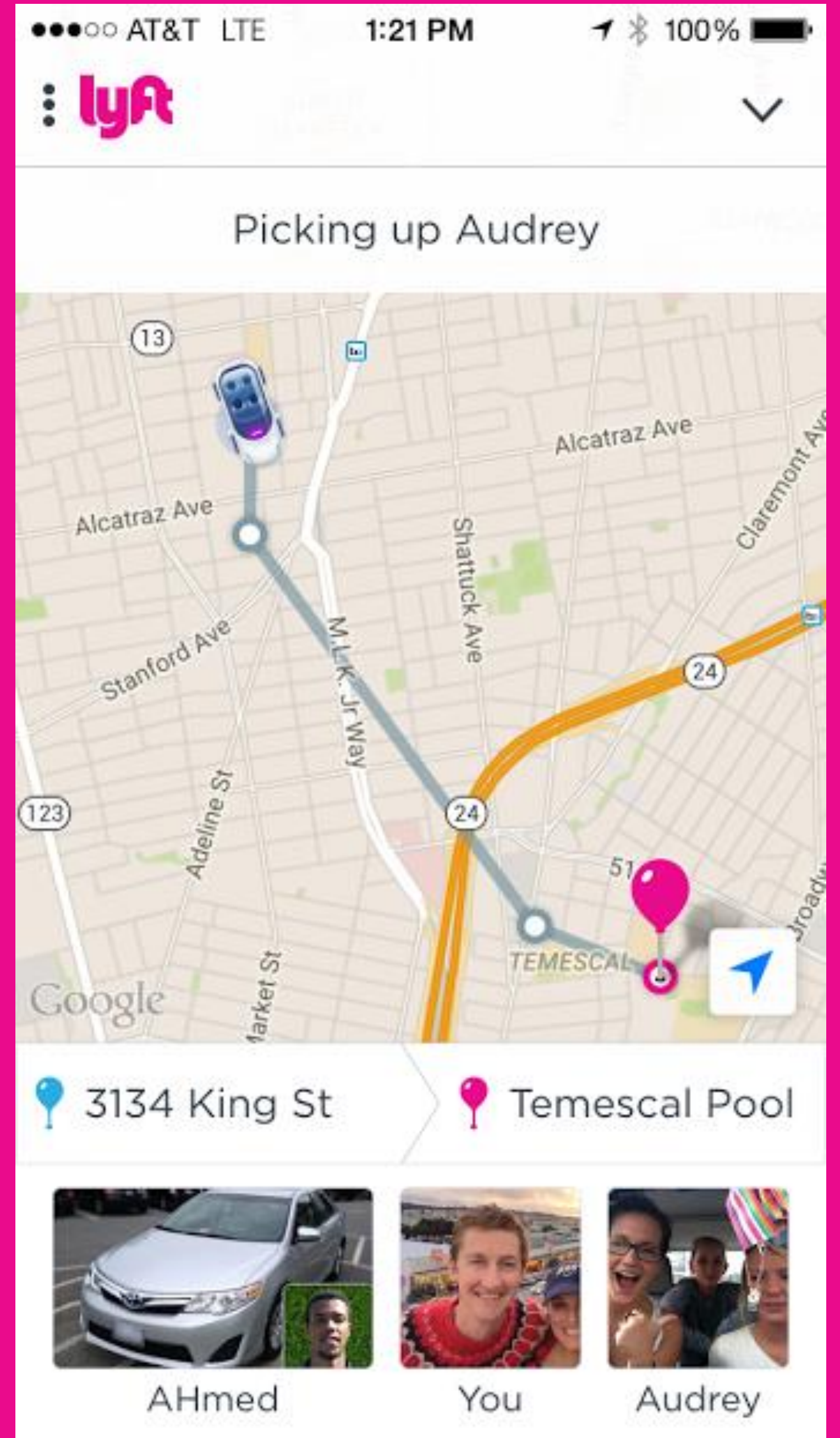
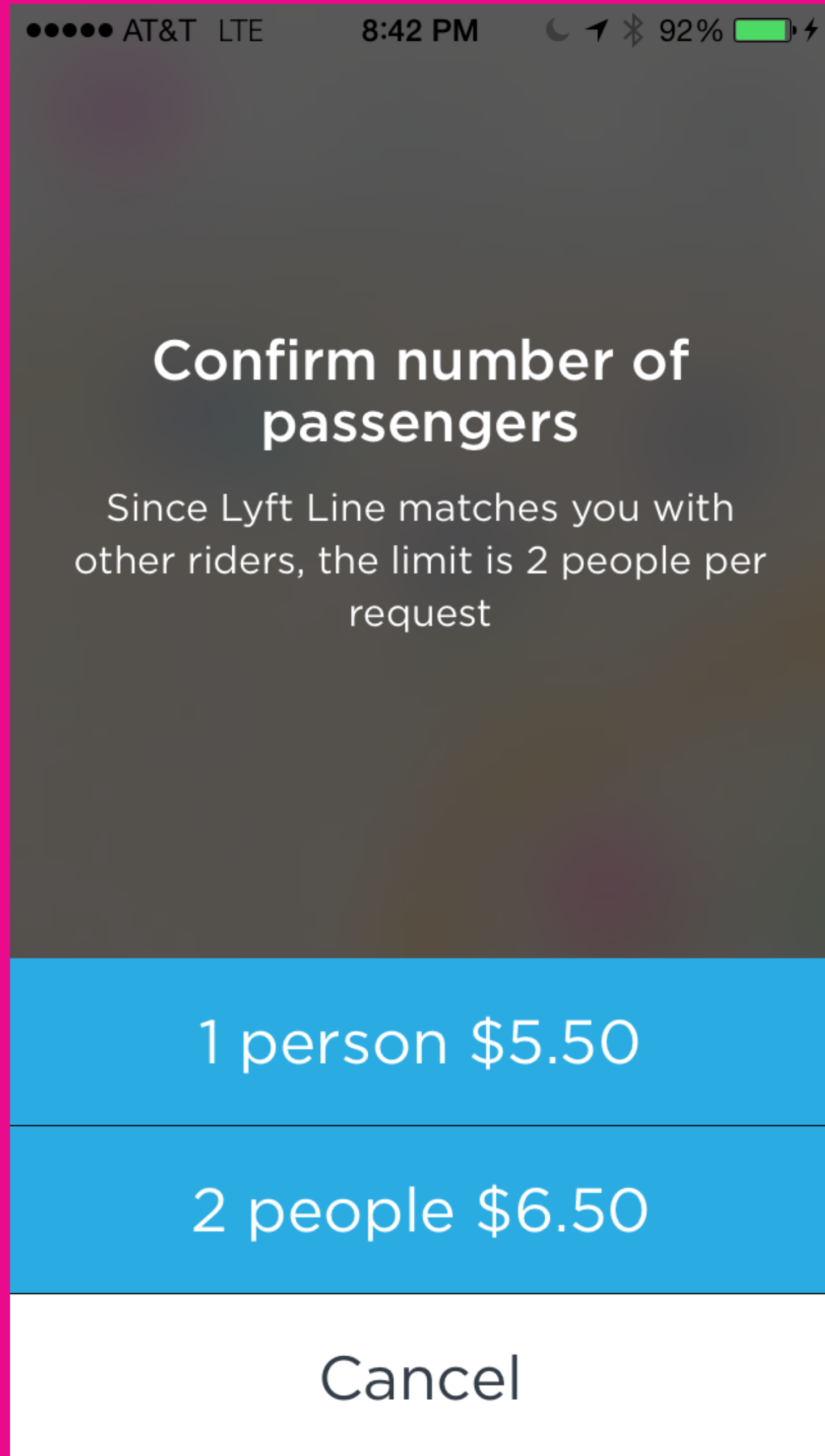
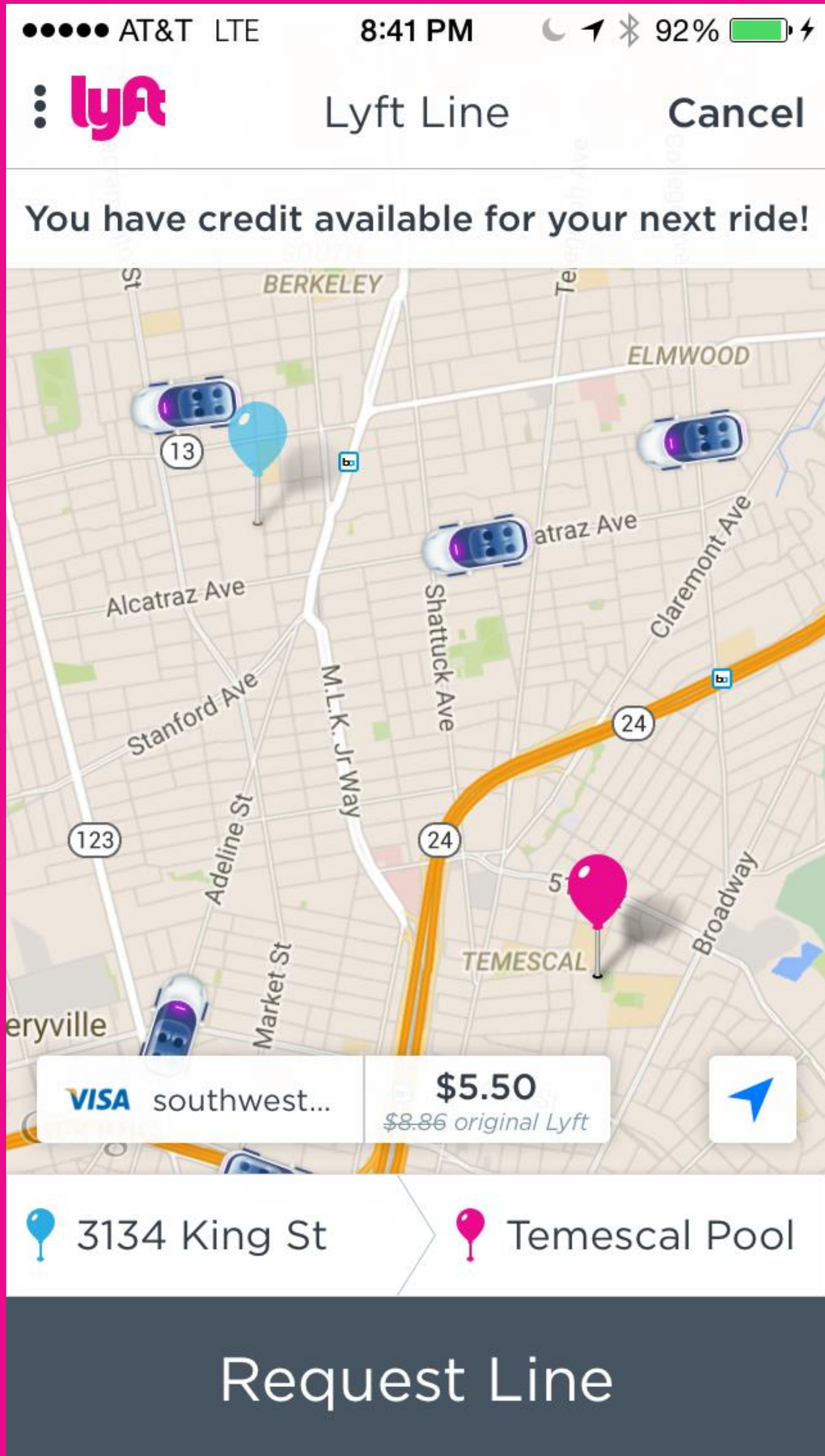
# Lyft's Answers



**Lyft Line**

An aerial photograph of a city, likely San Francisco, showing a dense urban grid, a winding river, and several major highways. The image is darkened to serve as a background for the text.

Every day, **90% of Lyft rides** have someone else taking **the same trip** within 5 minutes.





**Lyft Lines make  
up more than**

**50%**

**of Lyft rides in  
San Francisco**



# Transit Challenges, Traffic Woes, Limited Resources

**< 50%**

Americans living within 1/4 mi of a transit stop

**5.5 Billion**

hours wasted by urban Americans each year due to road congestion

**\$533 Billion**

Estimated cost to expand roads and relieve severe congestion in US urban areas

# Last Mile Solution to Transit

**STOPS THAT JUST  
WON'T STOP.**



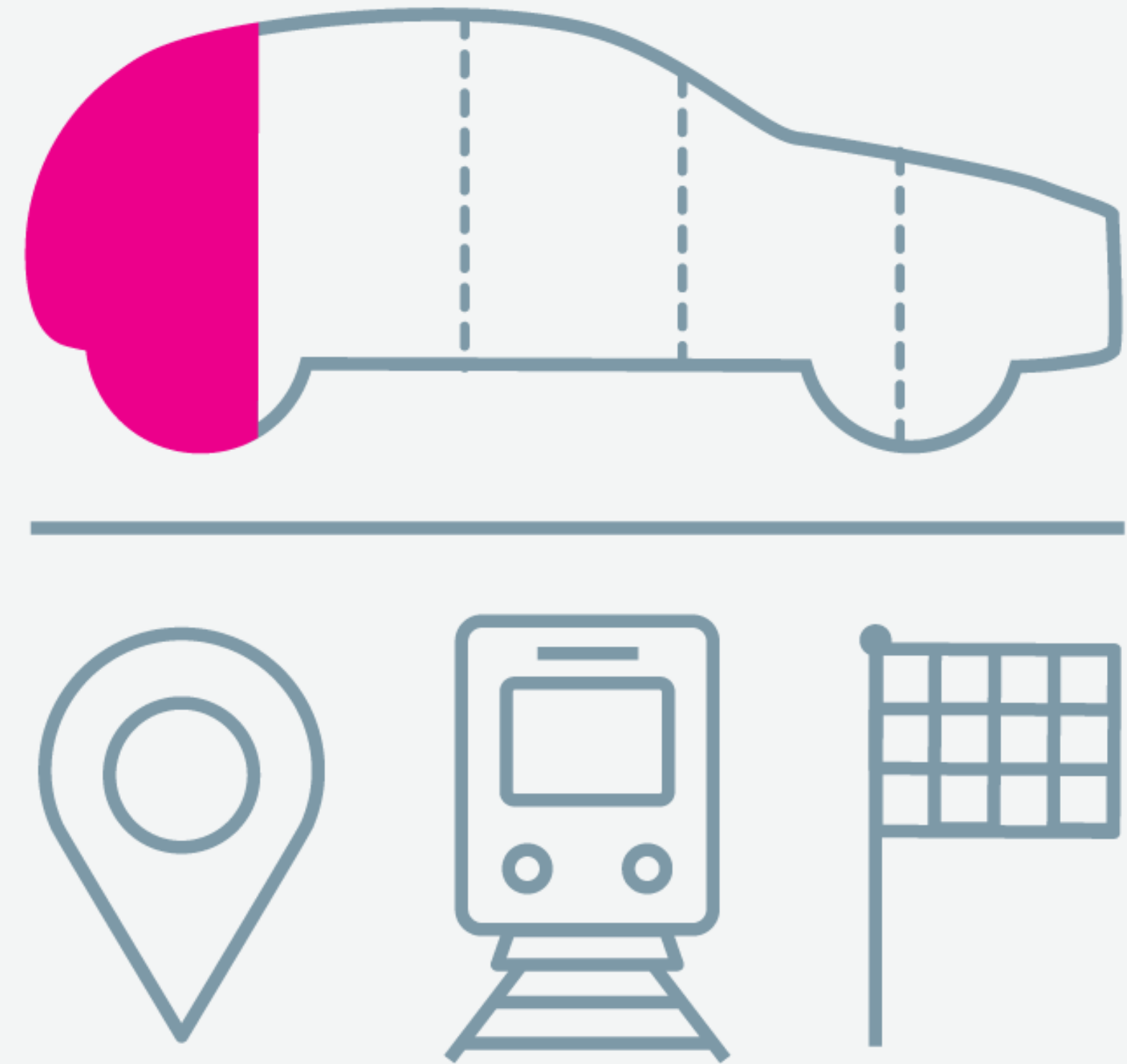
  **DOWNLOAD & RIDE**

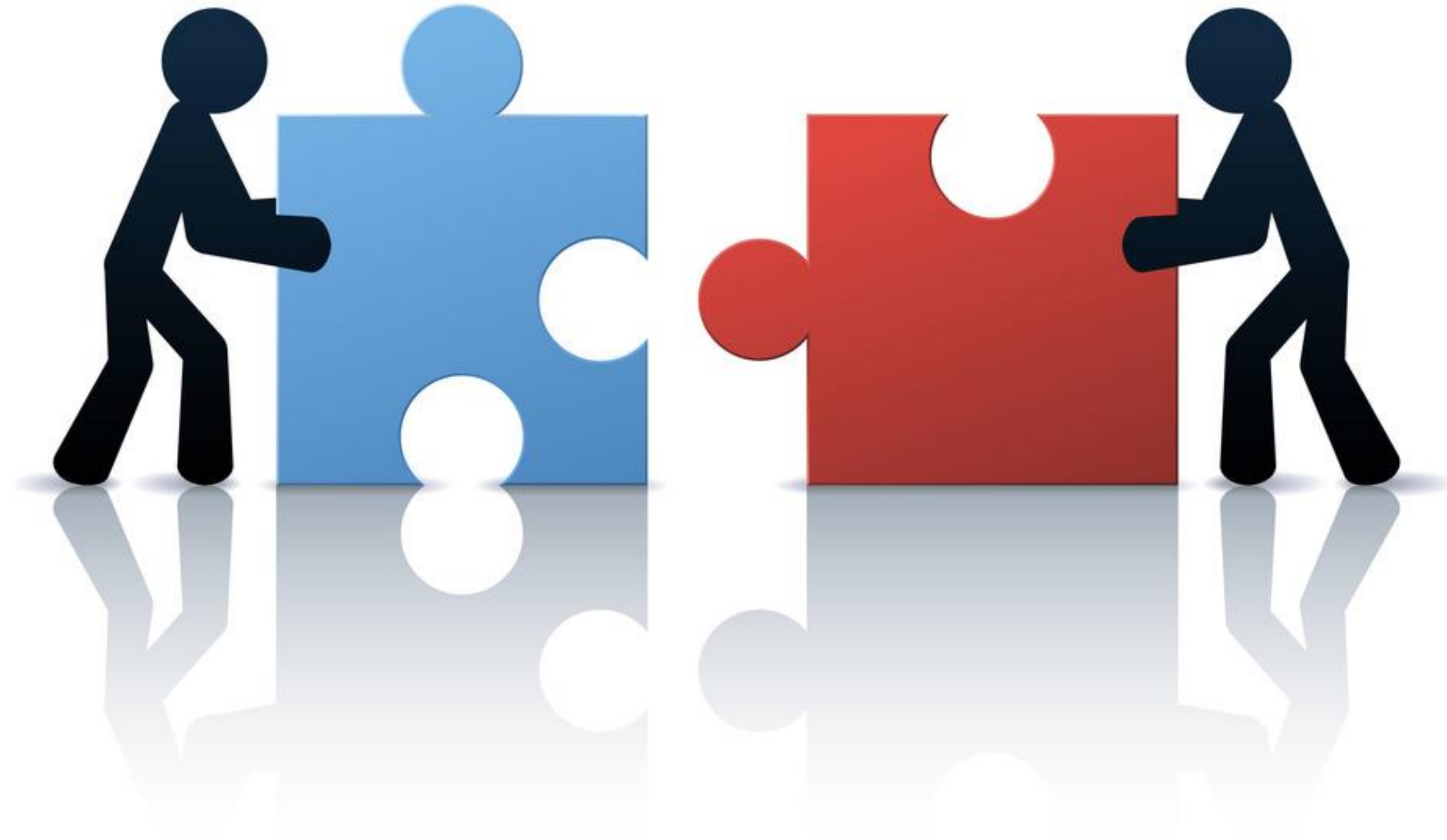


*Chater*

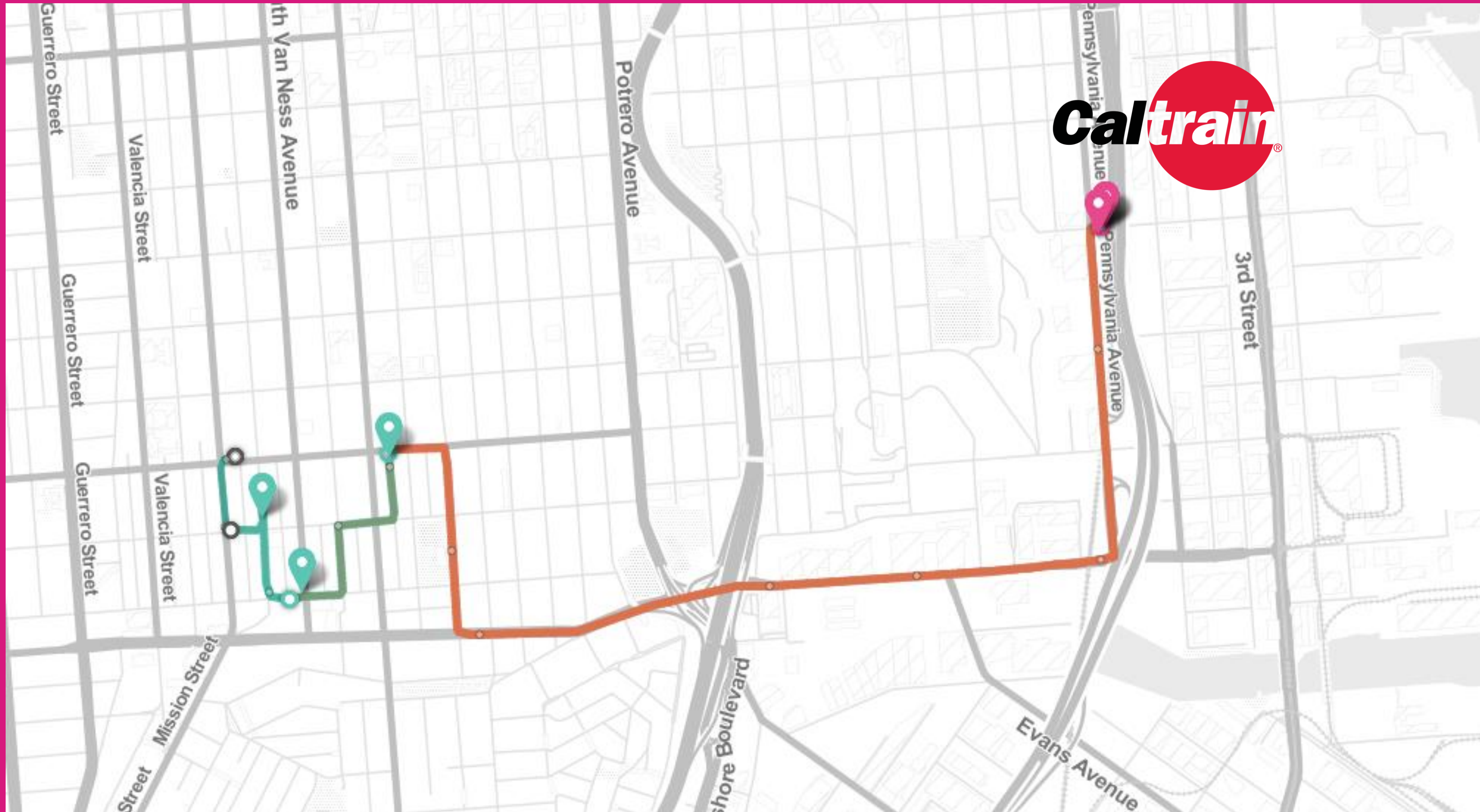
*[Illegible graffiti]*

More than  
**20%**  
of Lyft rides in the  
SF Bay Area start  
or end near a BART  
or Caltrain stop

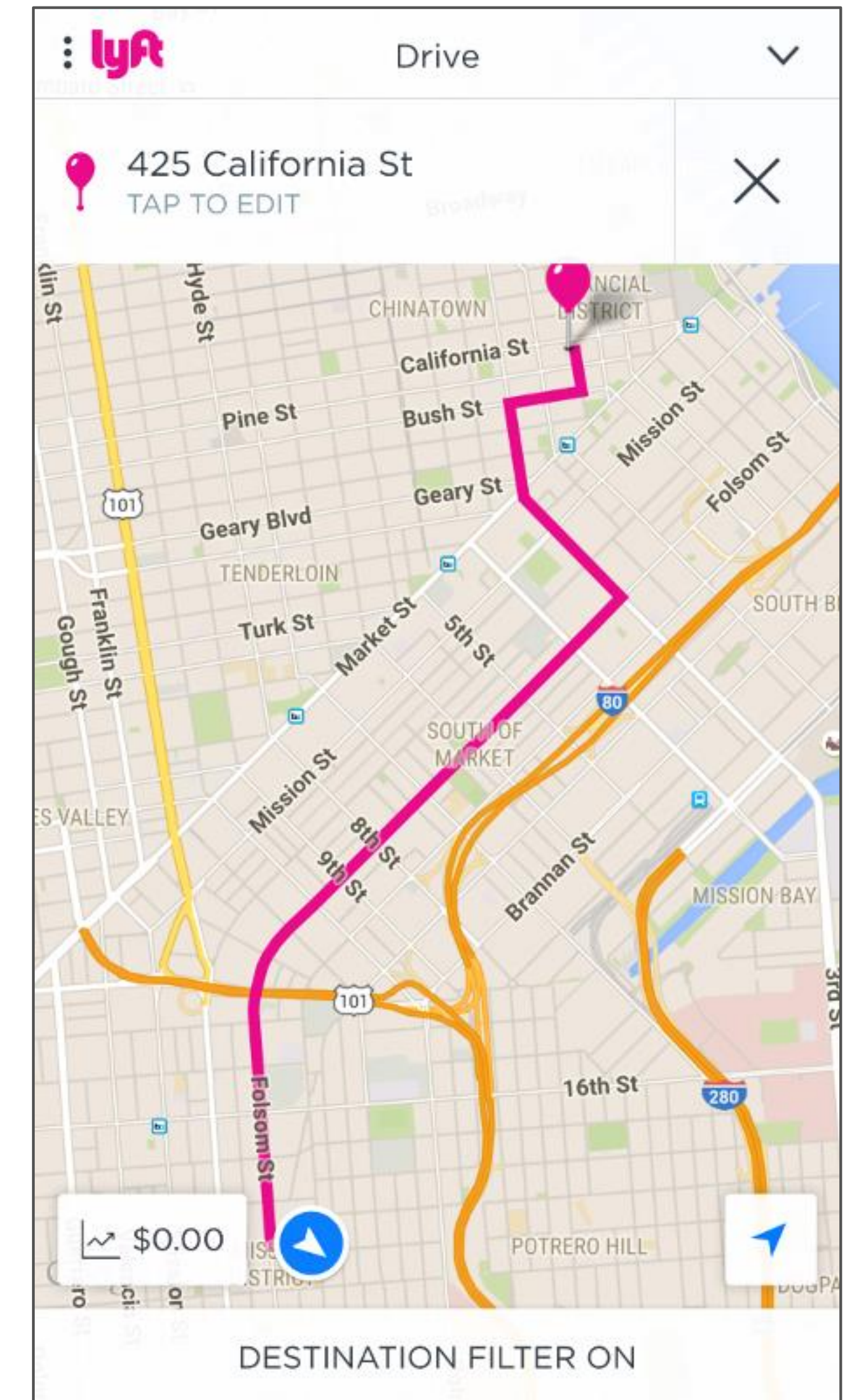




# Triple match to transit!



# Evolution continues

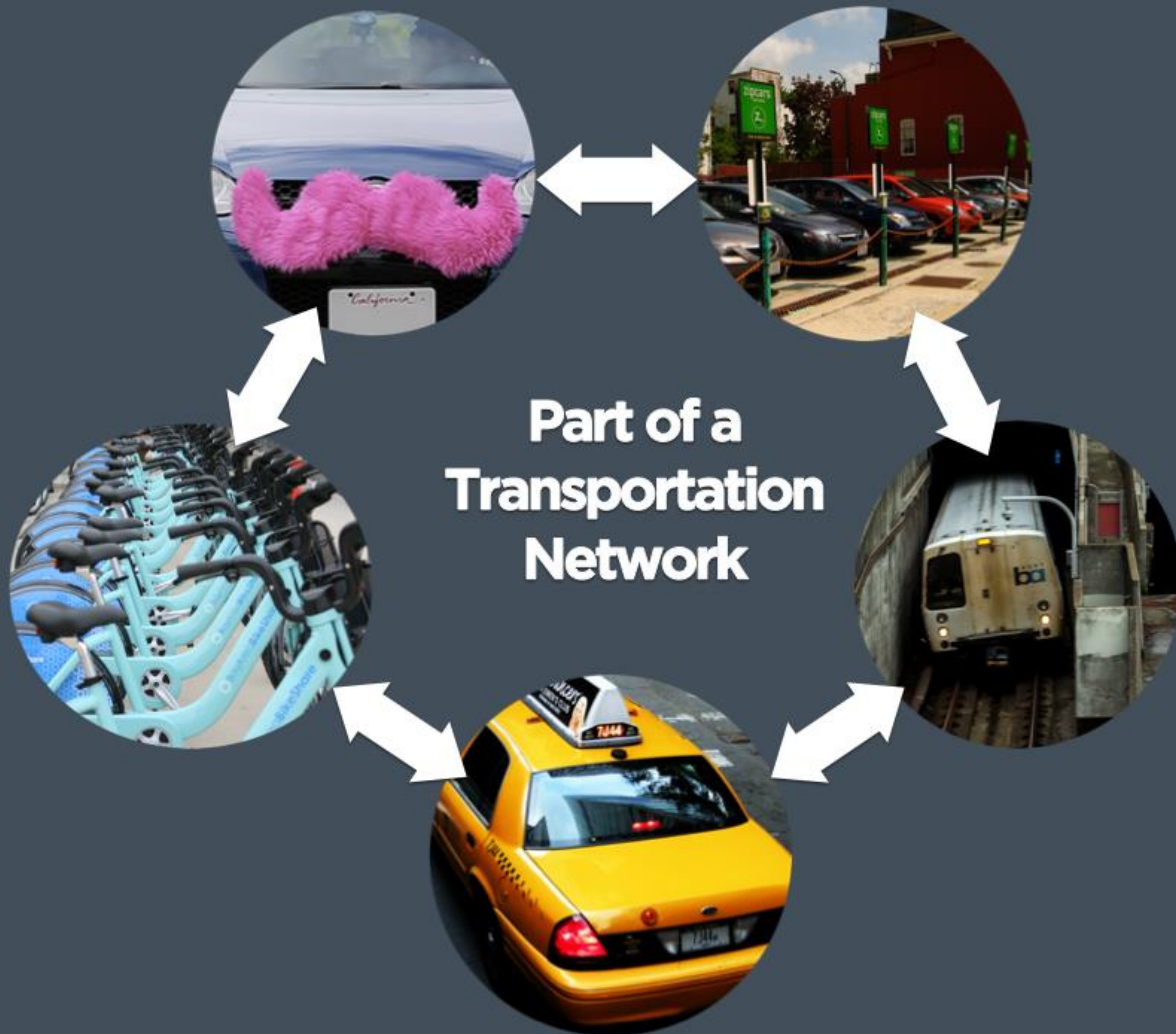






**We see a future with  
fewer drivers, all of  
them carpoolers**

# Measuring Multimodality



# Calculating Aggregate Impact

- 9-month study kicked off in November
- UC Berkeley & NRDC examining occupancy rate, mode shift habits
- Implications for cities

The screenshot shows the top portion of a web browser displaying the Boston Globe website. At the top, there is a navigation bar with "SECTIONS" on the left, "The Boston Globe" logo in the center, and a search icon on the right. Below the navigation bar, the main headline reads "beta | Boston". To the right of the headline, there is a section for "Today's top tech event" featuring a calendar icon with the number "07" and the text "Photoshop Workshop Details" and "More events".

The main content area features a sub-header "RIDE-HAILING" followed by the article title "Outside researchers to probe environmental impact of Uber, Lyft". Below the title is a photograph of a city street map showing several ride-sharing vehicles (Uber and Lyft) clustered in a specific area, likely downtown Boston. The map includes street names such as "100 Centre Street", "Broome St", "Church St", "Little Italy", "Chinatown", and "E Broadway".

At the bottom right of the screenshot, there is a promotional banner for "MERRIER Holidays" with the text "with" and the Merrier logo, which is a red and white stylized 'S' shape.



**Thank you**