



Public Utilities Commission
STATE OF CALIFORNIA

CITATION FOR VIOLATION
OF PUBLIC UTILITIES CODE

To: Lyft, Inc.

File: TNC 32513-A

Date: September 16, 2025

Citation #: T.2025-09-010

Case #: CSE-441

VIOLATIONS

You are hereby cited with having violated section(s) of the Public Utilities Code (P.U. Code) and California Public Utilities Commission (CPUC) General Order (G.O.) as described below. These violations occurred on August 23, 2025.

- (1) Failure to display a Transportation Network Company (TNC) identifiable trade dress on the vehicle, in violation of Pub. Util. Code Sections 5381, 5430, and G.O. 157-E, Part 11.19 [4 counts].

STATEMENT OF FACTS

The above violations are documented in the attached Investigation Report, which consists of carrier's records and substantiating documents obtained from other sources.

RESPONSE

TEB used the Penalty Assessment Methodology adopted in Resolution M-4846 and considered mitigating and exacerbating factors in setting the fine.

You are hereby called upon to answer this citation on or before October 7, 2025. By way of such answer, you may either:

- (1) Pay a fine of \$4,000 pursuant to P.U. Code Section 5378. Submit your check or money order payable to California Public Utilities Commission using the attached *Citation Agreement*. Upon payment, the fine will be deposited in the State Treasury to the credit of the General Fund and the Commission staff will deem the matter closed, **or**
- (2) Contact the Supervisor below to make payment arrangements, **or**
- (3) Contest this Citation by filing an Appeal. See attached document "*How to File an Appeal and Instructions for Filing a Notice of Appeal and Certificate of Service for a Citation Appeal.*"

If you fail to respond by October 7, 2025, you will be in default and will have forfeited your right to appeal the Citation. In addition, your operating authority will be immediately suspended and may be subsequently revoked pursuant to Resolution ALJ-187. The Commission may also act through a civil or criminal proceeding to recover any unpaid fine and ensure compliance with applicable statutes and Commission orders.

Rahmon Momoh

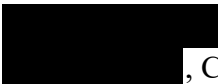
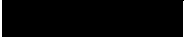
Rahmon Momoh, Program and Project Supervisor
Consumer Protection and Enforcement Division
Transportation Enforcement Branch
Telephone number (415) 703-1725
E-mail address rahmon.momoh@cpuc.ca.gov

Attachments

File No.: TNC 32513-A
Citation: T.2025-09-010
Date: September 16, 2025
Case: CSE-441

CITATION COMPLIANCE AGREEMENT

I (we) hereby agree to comply with this citation dated September 16, 2025, and herewith pay the fine of \$4,000.

, Senior Counsel
, CA

(Signature) (Title)

(Date)

Payment (cashier's check or money order) should be made payable to *California Public Utilities Commission* and sent to:

California Public Utilities Commission
Attn: Fiscal Office
505 Van Ness Avenue
San Francisco, CA 94102-3298

INVESTIGATION REPORT

CARRIER: Lyft, Inc.
Corporation No. 3181802

OFFICERS:

[REDACTED]

AUTHORITY: Transportation Network Company (TNC) 32513-A

ADDRESS:

[REDACTED]

PHONE/EMAIL:

[REDACTED]

VEHICLES: None

DRIVERS: None

PL&PD

INSURANCE:

[REDACTED]
Policy #: [REDACTED]
Effective Date: [REDACTED]

**COMMERCIAL
LIABILITY:**

[REDACTED]
Policy #: [REDACTED]
Effective Date: [REDACTED]

**WORKERS'
COMPENSATION
INSURANCE:**

Self-Insured

**DRUG
CONSORTIUM:**

None

INTRODUCTION

Transportation Enforcement Branch (TEB) of the Consumer Protection & Enforcement Division (CPED) of the California Public Utilities Commission (Commission) conducted a joint operation with Los Angeles Department of Transportation (LADOT) and Los Angeles Port Police (LAPP) on February 8, 2025 and observed four (4) Lyft, Inc.'s (hereinafter referred to as Lyft) vehicles operating without displaying its trade dress, in violation of Public Utilities (Pub. Util.) Code 5381, 5430, and General Order (G.O.) 157-E, Part 11.19.

HISTORY OF ENFORCEMENT ACTIONS

- **Prior Case (Citation T.24-03-003):** On March 15, 2024, TEB served Lyft a \$20,000 fine for:
 - (1) Failure to maintain records on all drivers for the required retention period, in violation of G.O. 157-E, Part 6.01 **[1 count]**;
 - (2) Utilized drivers who had not completed a criminal background check in violation of Pub. Util. Code Section 5445.2, and G.O. 157-E, Part 11.03 **[1 count]**;
 - (3) Failure to obtain a driver's Department of Motor Vehicles driving records and ensure a compliant driving history, in violation of Pub. Util. Code Section 5445.3, subdivision (a)(2)(B) and G. O. 157-E, Part 11.06 **[1 count]**;
 - (4) Failure to notify a driver with required training, in violation of G.O. 157-E, Part 11.07 **[1 count]**;
 - (5) Failure to ensure that drivers possessed a valid California Driver's License, in violation of Pub. Util. Code Section 5445.3, subdivision (a)(1)(2) and G.O. 157-E, Part 11.08 **[1 count]**;
 - (6) Conducted operations using unauthorized drivers' unauthorized vehicles, resulting in drivers operating vehicles not compliant with the required 19-point vehicle inspection, in violation of G.O. 157-E, Part 11.09 **[1 count]**;
 - (7) Failure to maintain required records of driver's personal insurance, in violation of G.O. 157-E, Part 11.18 **[1 count]**;
 - (8) Failure to provide passengers with proper driver information disclosures, in violation of Pub. Util. Code Section 5445.1 **[1 count]**;
 - (9) Conducting airport operations on the property of or into any airport unless such operations are authorized by the airport authority involved, in violation of G.O. 157-E, Part 11.23 **[1 count]**.

VIOLATIONS

The investigation for Lyft disclosed violations of the following provisions of Pub. Util. Code and G.O.:

- **Failure to display a Transportation Network Company (TNC) identifiable trade dress on the vehicle, in violation of Pub. Util. Code Sections 5381, 5430, and G.O. 157-E, Part 11.19 [4 counts].**

G.O. 157-E Part 11.19 states in part, “TNC vehicles shall display consistent trade dress in the front and rear of the vehicle (i.e., distinctive signage or display on the vehicle) when providing TNC services that is sufficiently large, and color contrasted as to be readable during daylight hours at a distance of at least 50 feet”.

During the Ports America joint operation with LADOT and LAPP, TEB observed four (4) vehicles with license plates [REDACTED], [REDACTED], [REDACTED], and [REDACTED] operating without displaying full or only displaying partial trade dress [Table 1]. On April 16, 2025, Enforcement Analyst Steve Esguerra emailed Lyft representative [REDACTED] at [REDACTED] and requested waybills for the four (4) vehicles in question [Attachment 2]. On April 30, 2025, Lyft, Inc. provided a response to a Data Request from TEB showing the four (4) listed vehicles operated on the Lyft platform on February 8, 2025 [Attachment 3]. The investigation revealed that four (4) Lyft drivers operated on February 8, 2025, without correctly displaying the required trade dress on their vehicles [Table 1].

Table 1. Lyft’s Driver Operated without Trade Dress

Lyft's Driver Operated without displaying Trade Dress				
Date of Operation	License Plate No.		Location	Violation
2/8/2025	[REDACTED]	[REDACTED]	Ports America	No Trade Dress
2/8/2025	[REDACTED]	[REDACTED]	Ports America	No Trade Dress
2/8/2025	[REDACTED]	[REDACTED]	Ports America	No Rear Trade Dress
2/8/2025	[REDACTED]	[REDACTED]	Ports America	No Rear Trade Dress

DECLARATION

I have read the foregoing and know the contents thereof and I declare that the foregoing is true and correct, except as to those matters stated on information and belief, and as to those matters, I believe to be true.

Executed on September 16, 2025, in San Francisco, California.

Steve Esguerra, Sr. Enforcement Analyst
Consumer Protection and Enforcement Division
Transportation Enforcement Branch

List of Attachments

Attachment 1 -- Four vehicles, not correctly displaying Trade Dress on February 8, 2025

Attachment 2 -- Lyft Data Request sent on April 16, 2025

Attachment 3 -- Lyft's Data Response received on April 30, 2025

ATTACHMENT 1







ATTACHMENT 2

PUBLIC UTILITIES COMMISSION
505 VAN NESS AVENUE
SAN FRANCISCO, CA 94102-3298



April 16, 2025

TNC: 32513-A

Lyft, Inc.



Email: [REDACTED]

Subject: Data Request No. PSG 32513-CPED CSE-441 LYFT (No. 1)
Due Date: April 30, 2025

Dear [REDACTED]:

The California Public Utilities Commission's (CPUC) Consumer Protection and Enforcement Division (CPED) requests the information listed in the attachment. Please provide the information on or before April 30, 2025, to steve.esguerra@cpuc.ca.gov. If you have any questions, do not hesitate to contact me.

If for any reason, you are unable to respond to this data request by April 30, 2025, please provide a written explanation by 5:00 p.m. on April 22, 2025, explaining why you cannot meet the due date, and when you anticipate providing the requested information.

Thank you for your cooperation.

Sincerely,

Steve Esguerra, Senior Enforcement Analyst
California Public Utilities Commission
Consumer Protection and Enforcement Division
Transportation Enforcement Branch (TEB)
Email: steve.esguerra@cpuc.ca.gov
Telephone: (213) 620-2492

cc: Rahmon Momoh, Program and Project Supervisor

Attachment

PUBLIC UTILITIES COMMISSION
505 VAN NESS AVENUE
SAN FRANCISCO, CA 94102-3298

**DATA REQUEST NO. PSG 32513-CPED CSE-441 LYFT (No. 1)**

1. Please verify if each of the following vehicles listed below, which are identified by their license plates, were active on the Lyft platform during the specified date of operation.

Date	License Plate
2/08/2025	[REDACTED]
2/08/2025	[REDACTED]
2/08/2025	[REDACTED]
2/08/2025	[REDACTED]

2. If the vehicles were active on the Uber platform on 2/8/2025, please provide the waybills for the vehicles listed above.

END OF REQUEST

ATTACHMENT 3



April 30, 2025


Attn: Steve Esguerra
California Public Utilities Commission
Consumer Protection and Enforcement Division
Email: steve.esguerra@cpuc.ca.gov
Phone: (213) 620-2492

SENT VIA EMAIL

Re: Data Request No. PSG 32513-CPED CSE-441 LYFT (No. 1)

Dear Mr. Esguerra,

Lyft, Inc. ("Lyft") is in receipt of your April 16, 2025 correspondence regarding the California Public Utilities ("CPUC") Consumer Protection and Enforcement Division's ("CPED") data request. Please see Attachment 1: Lyft Data Request No. PSG 32513-CPED CSE-441 LYFT (No. 1) and Lyft Confidential Response, and Attachment 2: Lyft Waybills.

If you have any questions please feel free to contact me via email at 

Sincerely,



Senior Manager, Regulatory Compliance
Lyft, Inc.

Attachments:


- Attachment 1: Data Request No. PSG 32513-CPED CSE-441 LYFT (No. 1) and Lyft Response
- Attachment 2: Lyft Waybills (CSV Report)
- Attachment 3: Declaration of Jefferey Brandt in Support of Request for Confidential Treatment of Documents

Attachment 1
Data Request No. PSG 32513-CPED CSE-441 LYFT (No. 1) and Lyft's Confidential Response

QUESTION 1: Please verify if each of the following vehicles listed below, which are identified by their license plates, were active on the Lyft platform during the specified date of operation.

LYFT CONFIDENTIAL RESPONSE TO QUESTION 1:

Lyft has reviewed the list of license plate numbers provided by the CPUC and has indicated if the vehicle was active on the Lyft platform on the date specified by noting "Y" for "yes" the vehicle was active on the Lyft platform; and "N" for "no" the vehicle was not active on the Lyft platform in the table below. A vehicle was designated as "Y" if Lyft was able to confirm that the driver associated with the vehicle license plate number was logged onto the Lyft App on the date of operation provided by the CPUC.

Dates Of Operation	License Plate No.	Active on Specified Date of Operation? (Y/N)
2/08/2025		Y
2/08/2025		Y
2/08/2025		Y
2/08/2025		Y

QUESTION 2: If the vehicles were active on the Uber [sic] platform on 2/8/2025, please provide the waybills for the vehicles listed above.

LYFT CONFIDENTIAL RESPONSE TO QUESTION 2:

Please see "Attachment 2."