

Access for All Program Outreach Workshop



Meet the WAV Outreach Support Team



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Annual Outreach Plan Overview

Joint Plan for San Francisco County and Los Angeles County:

- Executive Summary
- Outreach Methodology
- Outreach Targets
- Outreach Goals and Metrics (by quarter)
- Amplifying Awareness of Lyft's WAV Service
- Outreach Effectiveness
- Successes & Lessons Learned



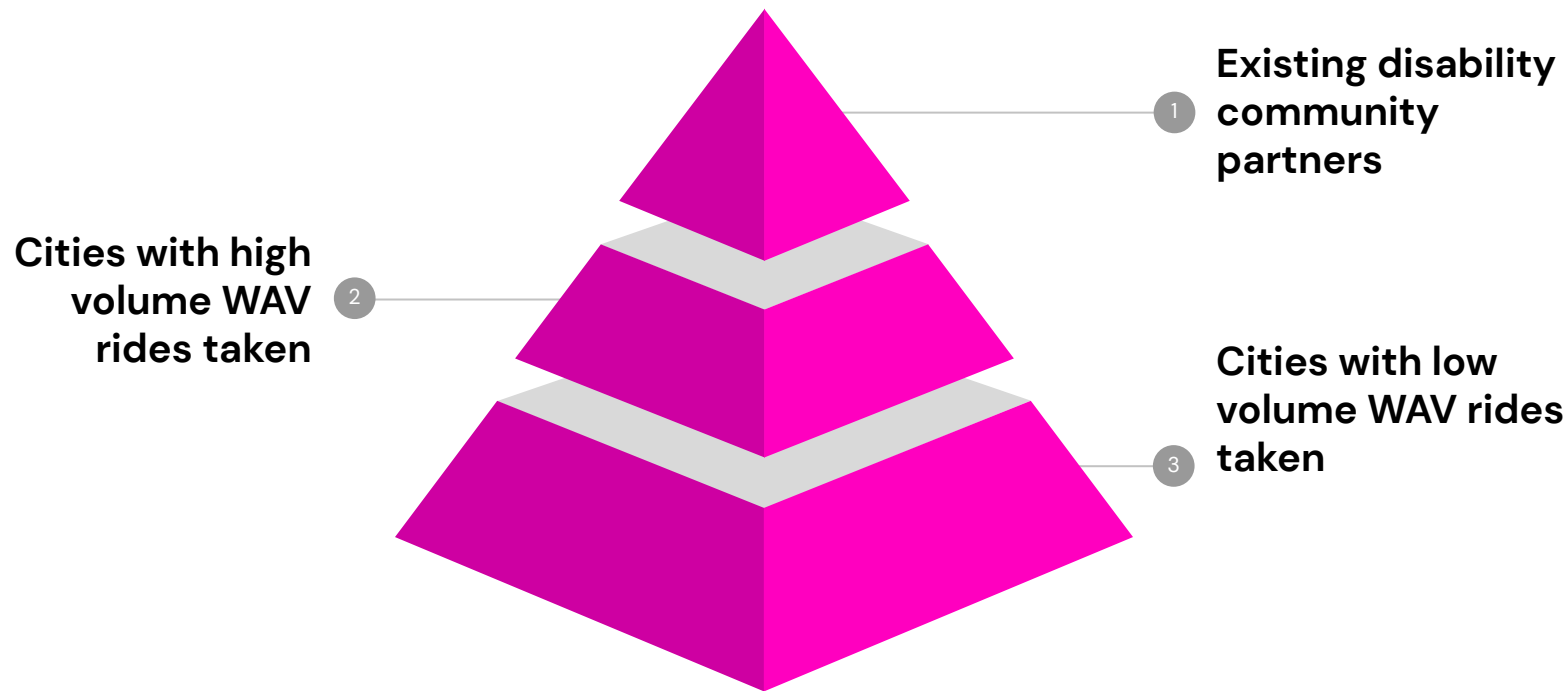
Outreach Methodology

Educate and Build Awareness

- Prioritize outreach and increase awareness of Lyft's WAV service in cities within Los Angeles and San Francisco county's, respectively, with the lowest volume of WAV rides taken.
- Rank cities from highest to lowest volume of WAV rides taken to assess where gaps in community and marketing outreach exist and investigate the factors that contribute to cities with high volume WAV rides taken.

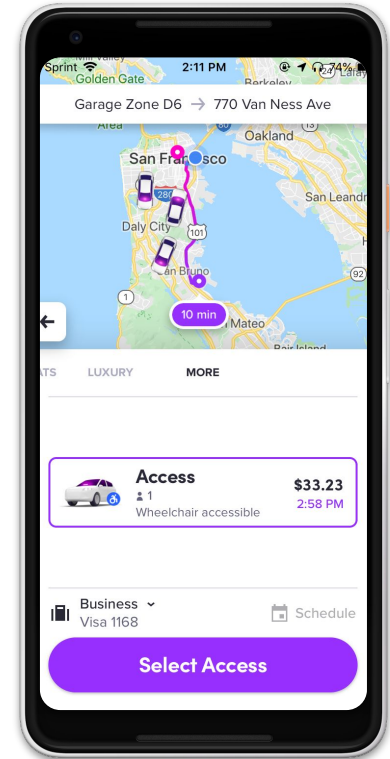


Outreach Targets: Tiered Approach

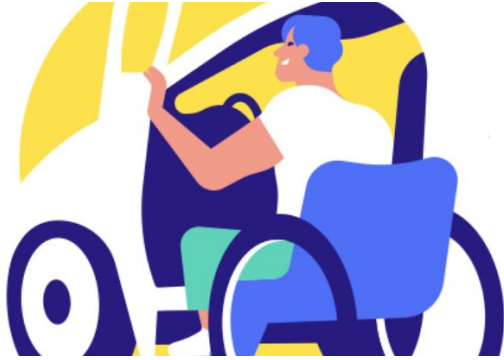


Amplifying Awareness of Lyft's WAV Service

1. Identify who on Lyft's Social Media Team can help share positive stories, with the goal to promote positive stories on social media about WAV ride users' experiences and to amplify WAV service offerings.
2. Share quarterly outreach email to existing disability community partners and underserved multi-ethnic communities, including ESL community groups.
3. Continue building rapport with existing disability community partners. Solicit and collate their recommendations for additional disability groups to engage with.



Self Assessment



Outreach Goals, Metrics & Timeline:

- New partnerships formed
- Number of entities contacted for purposes of outreach



Outreach Effectiveness:

- Quarterly assessment of outreach tactics and targets
- Successes & lessons learned

Thank you

6.21.23

