

CALIFORNIA PUBLIC UTILITIES COMMISSION
Consumer Protection and Enforcement Division
Advice Letter Summary Form

TNC & AL FILER INFORMATION

Date of Submission: 4/15/2024	Date of Service: 4/15/2024
TNC Name: Lyft, Inc.	PSG #: 0032513
DBA Name: Lyft	
Address: 185 Berry St., Suite 400	
City: San Francisco	State: CA ZIP Code: 94107
Filer's Name: Janee Weaver	
Filer's Email: jweaver@lyft.com	Filer's Phone: 415-475-8459

AL INFORMATION

Advice Letter #: WAV-021	AL Type: <input checked="" type="checkbox"/> Offset <input type="checkbox"/> Exemption
Geographic Area(s): Los Angeles and San Francisco Counties	
Offset Amount: \$1,233,812.44	Quarter: Q1 Year: 2024
Documents Included: <input checked="" type="checkbox"/> Cover letter <input checked="" type="checkbox"/> Service List <input checked="" type="checkbox"/> Training Declaration <input checked="" type="checkbox"/> Marketing Materials <input checked="" type="checkbox"/> Signed Accounting of Funds <input checked="" type="checkbox"/> Inspection Declaration <input checked="" type="checkbox"/> Data Reports (CSV)	
Reason (if not all document boxes above are marked): Submission of corrected Cover Letter and Summary Form	

SUBMISSION INFORMATION

Combine (in this order) AL summary form, cover letter, service list, marketing materials, TNC WAV training declaration, TNC vehicle inspection declaration, and signed Accounting of Funds Expended, into a single PDF file. The completed data reports must be in separate CSV files. A complete advice letter submission will consist of the following attachments: the PDF and CSV files. Submit the advice letter via email with the attachments to TNCAccess@cpuc.ca.gov and to the [R.19-02-012 service list](#).

The cut off time to be considered filed the same day as submitted is 5:00 PM (Pacific Standard Time). Files submitted after 5:00 PM or on a non-business day will be considered filed on the following business day.

FOR CPUC USE ONLY

Analyst:	30-Day Due Date:
Completion Date:	Disposition:
Approved Offset/Retroactive Amount:	AL Effective Date:
Supervisor:	Supervisor Review Date:



185 Berry Street
 Suite 400
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April 15, 2024
 Lyft, Inc.
 Advice Letter No. WAV-021

California Public Utilities Commission
 Consumer Protection and Protection Division
 Transportation Licensing and Analysis Branch
 505 Van Ness Avenue
 San Francisco, CA 94102

Pursuant to Decision (D.) 20-03-007, D.21-03-005, D.21-11-004, and D.23-02-024, Lyft, Inc. submits this Advice Letter No. WAV-021 to request an offset, against the quarterly Access Fund payments due, the amounts spent by Lyft, Inc. to improve wheelchair accessible vehicle (WAV) service in Quarter 1 of 2024. The requested effective date is May 15, 2024 (30 days from date of filing).

The offset amounts requested by county are as follows:

County	Offset Expenses (\$)	Percent Allowed (%)¹	Offset Requested (\$)
LOS ANGELES	\$987,480.20	99.85%	\$985,958.42
Subtotal:			\$985,958.42
SAN FRANCISCO			
SAN FRANCISCO	\$250,523.90	98.93%	\$247,854.02
Subtotal:			\$247,854.02
Total Offset Request			
	\$1,238,004.10		\$1,233,812.44

¹ D.23-02-024 OP6.



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Per D.20-03-007, D.21-03-005, D.21-11-004, and D.23-02-024, Lyft, Inc. provides the following documents in support of its request as indicated in the summary table below (including all counties for which the TNC seeks offsets):

Criteria	Must Demonstrate	Documentation Included (Y/N)
1. Presence and availability of on-demand and pre-scheduled WAVs²	(a) the number of WAVs in operation - by quarter and aggregated by hour of the day and day of the week; and (b) the unique number of WAVs in operation – by quarter and by hour of the day and day of the week; and (c) the number and percentage of WAV trips completed, not accepted, cancelled by passenger, cancelled due to passenger no-show, and cancelled by driver – by quarter and aggregated by hour of the day and day of the week; (d) the total WAV trips requested and completed broken out by Census Tract; and (e) operating hours for each geographic area	Y ³
2a. Improved level of service (on-demand WAVs)⁴	Both the Offset Time and the Trip Completion Standards are satisfied: (a)(1) Offset Time Standard & WAV Response Times ⁵ : Meet or exceed both the relevant Level 1 and Level 2 Response Time Benchmarks for a given quarter in a given geographic area within the Offset Response Time Benchmarks (ORTB). The schedule shall advance each quarter, regardless of whether a TNC submits an Offset Request in that quarter (see Table A) (b.1) Trip Completion Standard ⁶ : Meet or exceed the applicable minimum percentage of trip requests completed (see Table B), and (b.2) Either (i) a greater number of completed trips than in the immediately prior quarter, or (ii) a greater number of completed trips than in the immediately prior year’s same quarter, if sufficient data is available. A TNC may elect to be compared to this prior quarter or prior year’s same quarter, if applicable (see Table C). The schedule shall advance each quarter, regardless of whether a TNC submits an Offset Request.	Y

² D.20-03-007 Ordering Paragraph 1; D.23-02-024 Ordering Paragraph 11 and 12

³ “Trip_Requested_Tract,” and “Trips_Completed_Tract” require 12 degrees of precision. In order to avoid data corruption, Lyft has added “#” at the end of the values.

⁴ D.21-11-004 Ordering Paragraph 1-3, 6, and 7

⁵ D.21-11-004 Ordering Paragraph 1, 2, and 3

⁶ D.21-11-004 Ordering Paragraph 6 and 7



Criteria	Must Demonstrate	Documentation Included (Y/N)
2b. Improved level of service (pre-scheduled WAVs)⁷	Both the Pickup Delay Benchmark and the Trip Completion Standards are satisfied: (a) Pickup Delay Standard within the Pickup Delay Benchmark ⁸ : Meet or exceed both the relevant Response Time Benchmarks for a given quarter in a given geographic area within the Pre-scheduled Pickup Delay Benchmarks (PDB). The schedule shall advance each quarter, regardless of whether a TNC submits an Offset Request in that quarter (see Table D) (b.1) Pre-scheduled Trip Completion Standard ⁹ : Meet or exceed the applicable minimum percentage of trip requests completed (see Table E), and (b.2) Either (i) a greater number of completed trips than in the immediately prior quarter, or (ii) a greater number of completed trips than in the immediately prior year's same quarter, if sufficient data is available. A TNC may elect to be compared to this prior quarter or prior year's same quarter, if applicable (see Table F). The schedule shall advance each quarter, regardless of whether a TNC submits an Offset Request.	N

⁷ D.23-02-024 Ordering Paragraph 1-5

⁸ D.23-02-024 Ordering Paragraph 4

⁹ D.23-02-024 Ordering Paragraph 5



Criteria	Must Demonstrate	Documentation Included (Y/N)
3. Efforts to publicize and promote available WAV services¹⁰	<p>Evidence of outreach efforts such as a list of partners from disability communities, how the partnership promoted WAV services, and marketing or promotional materials of those activities including but not limited to:</p> <ul style="list-style-type: none"> (a) Submitted an annual outreach plan (due no later than July 1 of each year), (b) Information about disability access and WAV in general marketing campaigns, (c) Submit a quarterly report for each offset county on the following: Progress made towards implementing the outreach plan; The number of entities contacted; The method, nature, outcome of the contact; the number of partnerships developed; Efforts to publicize and promote WAV service in each offset Los Angeles and whether efforts were accessible to people with disabilities and limited English proficiency; Educational materials developed and distributed; and outcome of TNCs efforts to outreach and engage wheelchair users. <p>Quarterly Report shall also address the following questions:</p> <ul style="list-style-type: none"> 1. What methods of engagement did the TNC find most effective and why? 2. What common concerns/questions came up during the engagement process? 3. What challenges have you encountered? How do you plan to overcome them? 	<p>Y - Please see attached "Outreach Information" document for a detailed explanation of Lyft's outreach efforts.</p>
4. Full accounting of funds expended¹¹	<p>Qualifying offset expenses are:</p> <ul style="list-style-type: none"> (a) reasonable, legitimate costs that improve a TNC's WAV service, and (b) incurred in the quarter for which a TNC requests an offset, and (c) on the list of eligible expenses attached as Appendix A, and (d) net of fare revenues collected from WAV service delivery in the quarter for which a TNC requests an offset¹² 	<p>Y</p>

¹⁰ D.20-03-007 Ordering Paragraph 9, and D.23-02-024 Ordering Paragraph 16

¹¹ D.20-03-007 Ordering Paragraph 10

¹² D.21-11-004 Ordering Paragraph 9



Criteria	Must Demonstrate	Documentation Included (Y/N)
5. Training and inspections¹³	(a) certification of WAV driver training completion within the past 3 years, and (b) WAV driver training programs used per geographic area, and the number of WAV drivers that completed WAV training in that quarter, and (c) Certification of WAV inspection and approval	Y
6. Reporting complaints¹⁴	Number of complaints related to WAV drivers or services – by quarter and geographic area, and broken out by category: Securement Issues; Driver Training; Vehicle Safety and Comfort; Service Animal; Stranded Passenger, Pickup, Drop Off, and Other issues.	Y

Table A: Level 1 and Level 2 Offset Time Standards (percent) and ORTB (minutes) by County

County	Q1 2024					TNC claims the data demonstrates meeting or exceeding % of completed trips and within ORTB for Level 1 and 2?
	# Quarter Submission (1 st , 2 nd , 3 rd , ...8 th)	Level 1 (%)	Level 1 (mins)	Level 2 (%)	L Level 2 (mins)	
Los Angeles	8	76.78%	20.62	98.10%	28.89	Yes
San Francisco	8	82.42%	10.8	99.47%	14.85	Yes

Table B: Trip Completion Standard (part b.1)

County	# Quarter Submission (1 st , 2 nd , 3 rd , ...8 th)	County Group A, Group B, or Group C?	Trip Completion Rate (%)	TNC claims the data demonstrates meeting the minimum % of trip requests completed?
Los Angeles	8	B	72.34%	Yes
San Francisco	8	A	87.97%	Yes

Table C: Trip Completion Standard (part b.2)

¹³ D.20-03-007 Ordering Paragraph 13 and 15(f), 15(g), and 15(h)

¹⁴ D.20-03-007 Ordering Paragraph 14



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County	Option 1 or 2 ¹⁵	(1) # of completed trips previous quarter	(2) # of completed trips in the immediately prior year's same quarter	(1) # of completed trips this quarter	(2) # of completed trip this quarter
Los Angeles	2	7,002	4,978	6,489	6,489
San Francisco	2	491	475	563	563

Table D: Pre-scheduled Pickup Delay Standards (PDS) (percent) and Pickup Delay Benchmarks (PDB) (minutes) by County

County	Q1 2024			TNC claims the data demonstrates meeting or exceeding % of completed trips and within PDB?
	# Quarter Submission (1 st , 2 nd , 3 rd , ...8 th)	PDS (%)	PDB (mins)	
Los Angeles	3	80.00%	17.38	No
San Francisco	3	66.67%	9.13	No

Table E: Pre-scheduled Trip Completion Standard (part b.1)

County	# Quarter Submission (1 st , 2 nd , 3 rd , ...8 th)	County Group A, Group B, or Group C?	Pre-scheduled Trip Completion Standard (%)	TNC claims the data demonstrates meeting the minimum % of trip requests completed?
Los Angeles	3	B	52.63%	No
San Francisco	3	A	100.00%	Yes

Table F: Pre-scheduled Trip Completion Standard (part b.2)

County	Option 1 or 2 ¹⁶	(1) # of completed trips previous quarter	(2) # of completed trips in the immediately prior year's same quarter	(1) # of completed trips this quarter	(2) # of completed trip this quarter
Los Angeles	2	20	0	10	10
San Francisco	2	9	0	6	6

¹⁵ See D.21-11-004 Ordering Paragraph 6.

¹⁶ See D.23-02-024 Ordering Paragraph 5.



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Per D.23-02-24¹⁷, Lyft, Inc. submits information on the on-demand and Pre-scheduled Service Mix as indicated in the table below.

Table G: On-demand and Pre-scheduled Service Mix

County	# of On-Demand WAV Trips	# of Pre-scheduled WAV Trips	% of On-Demand WAV trips out of the total Pre-scheduled WAV trips	% of Pre-scheduled WAV trips out of the total on-demand WAV trips
Los Angeles	6,489	10	64890.00%	0.15%
San Francisco	563	6	9383.33%	1.07%

Per D.23-02-24¹⁸, Lyft, Inc. submits information on the Wait and Save Data as indicated in the table below.

Table H: Wait and Save

County	# of WAV Wait & Save Trips	# of On-Demand WAV Trips	% of Wait & Save Trips out of the total on-demand WAV trips
Los Angeles	2,368	6,489	36.49%
San Francisco	192	563	34.10%

In compliance with General Order 96-B, we served a copy of this advice letter via email upon the parties identified on the attached R.19-02-012 service list on April 15, 2024. If there are any questions regarding this advice letter, please contact Janeé Weaver at jweaver@lyft.com.

Any Party can protest or respond to this advice letter by sending a written protest or response via email to CPED at TNCAccess@cpuc.ca.gov. If submitting a protest, the protest must set forth the specific grounds on which it is based, including supporting information or legal arguments. A protest or response to the advice letter must be submitted to CPED within twenty (20) days of the date the advice letter was filed and must be served on the TNC on the same day.

Email a copy of the protest or response to this advice letter to Janeé Weaver at jweaver@lyft.com.

To obtain information about the CPUC's procedures for advice letters and protests, visit CPUC's website at www.cpuc.ca.gov and look for links to General Order 96-B.

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 IS TRUE, CORRECT AND COMPLETE TO THE BEST OF MY KNOWLEDGE AND BELIEF.

¹⁷ See D.23-02-024 Ordering Paragraph 6.

¹⁸ See D.23-02-024 Ordering Paragraph 11.



185 Berry Street
Suite 400
San Francisco, CA 94107

Yours truly,

A handwritten signature in blue ink that reads "Janeé Weaver".

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

Attachments

1. Lyft, Inc._2024Q1_WAVs_In_Operation_1a
2. Lyft, Inc._2024Q1_WAVs_In_Operation_Unique_1b
3. Lyft, Inc._2024Q1_WAV_Trips_2
4. Lyft, Inc._2024Q1_Response_Times_3
5. Lyft, Inc._2024Q1_OTS_Report_4
6. Lyft, Inc._2024Q1_TCS_Report_5
7. Lyft, Inc._2024Q1_Exemption_Response_Times_6
8. Lyft, Inc._2024Q1_Outreach_7
9. Lyft, Inc._2024Q1_Training_and_Inspections_8
10. Lyft, Inc._2024Q1_Complaints_9
11. Lyft, Inc._2024Q1_Funds_Expended_10
12. Lyft, Inc._2024Q1_Contract_Information_11
13. Lyft_2024Q1_AL21 Cover Letter (Marketing Materials and Outreach Information; Signed Training Declaration; and Signed Inspection Declaration)



California
Public Utilities
Commission



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CALIFORNIA PUBLIC UTILITIES COMMISSION

Service Lists

PROCEEDING: R1902012 - CPUC - OIR TO IMPLEM
FILER: CALIFORNIA PUBLIC UTILITIES COMMISSION
LIST NAME: LIST
LAST CHANGED: APRIL 8, 2024

[Download the Comma-delimited File](#)
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[BACK TO INDEX OF SERVICE LISTS](#)

**PUBLIC UTILITIES COMMISSION OF THE STATE OF CALIFORNIA
TNC ACCESS FOR ALL
WHEELCHAIR ACCESSIBLE VEHICLE TRAINING DECLARATION FORM**

Carrier Name: Tower WAV LLC

PSG #: 39427-A

Pursuant to Decision 20-03-007 Ordering Paragraph 14(a) and 16(f), all Wheelchair Accessible Vehicle (WAV) drivers operating on TNCs platform shall have completed WAV driver training within the past three years. The required training shall include, at minimum below:

1. Sensitivity training
2. Passenger assistance techniques
3. Accessibility equipment use
4. Door-to-door service
5. Safety procedures

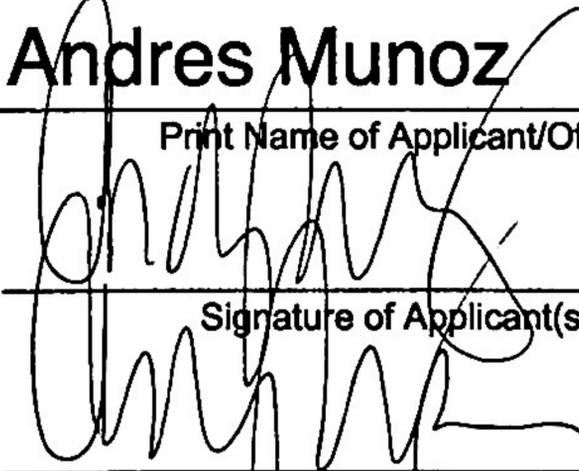
TNCs shall be responsible for ensuring that each of their WAV drivers complies with these requirements and shall maintain records of such compliance for the duration of the program which is scheduled to sunset on January 1, 2026.

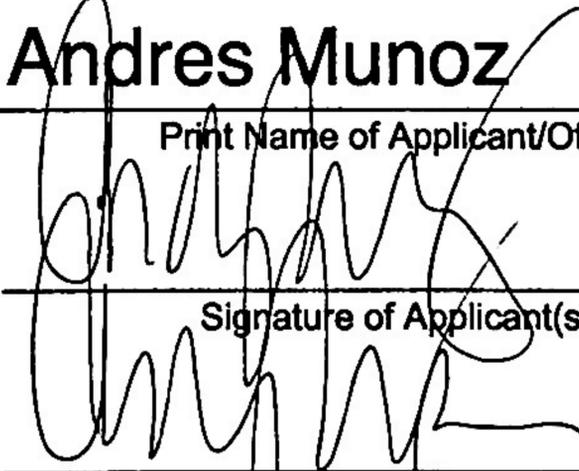
CERTIFICATION

I (we) certify (or declare), under penalty of perjury, that I (we) have read and understand the above requirement that all WAV drivers operating on TNCs platform must have completed WAV driver training within the past three years, and that I (we) am (are) to and will comply with it. I (we) certify (or declare), under penalty of perjury, that the foregoing is true and correct.

Date: 04/02/2024

Andres Munoz
Print Name of Applicant/Officer


Signature of Applicant(s)


Signature of Corporate Officer

Member - Manager
Title of Corporate Officer

**PUBLIC UTILITIES COMMISSION OF THE STATE OF CALIFORNIA
TNC ACCESS FOR ALL
WHEELCHAIR ACCESSIBLE VEHICLE INSPECTION DECLARATION FORM**

Carrier Name: Tower WAV LLC

PSG#: 39427-A

Pursuant to Decision 20-03-007 Ordering Paragraphs 14(c) and 15(h), all Wheelchair Accessible Vehicles (WAVs) operating on a TNC's platform shall be inspected and approved to conform with the Americans with Disabilities Act Accessibility Specifications for Transportation Vehicles within the past year.

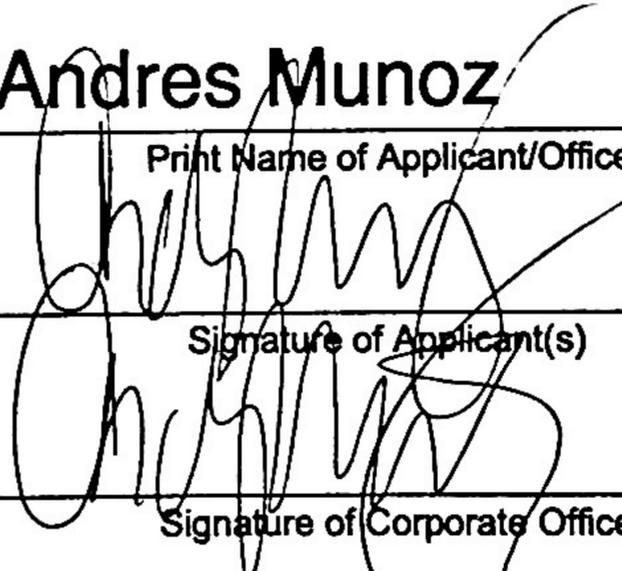
TNCs shall be responsible for ensuring that each of their WAVs complies with this requirement and shall maintain records of such compliance for the duration of the program which is scheduled to sunset on January 1, 2026.

CERTIFICATION

I (we) certify (or declare), under penalty of perjury, that I (we) have read and understand the above requirements that all WAVs operating on the TNC platform be inspected and approved to conform with the Americans with Disabilities Act (ADA) Accessibility Specifications for Transportation Vehicles, and that I (we) am (are) to and will comply with it. I (we) certify (or declare), under penalty of perjury, that the foregoing is true and correct.

Date: 04/02/2024

Andres Munoz
Print Name of Applicant/Officer


Signature of Applicant(s)

Signature of Corporate Officer

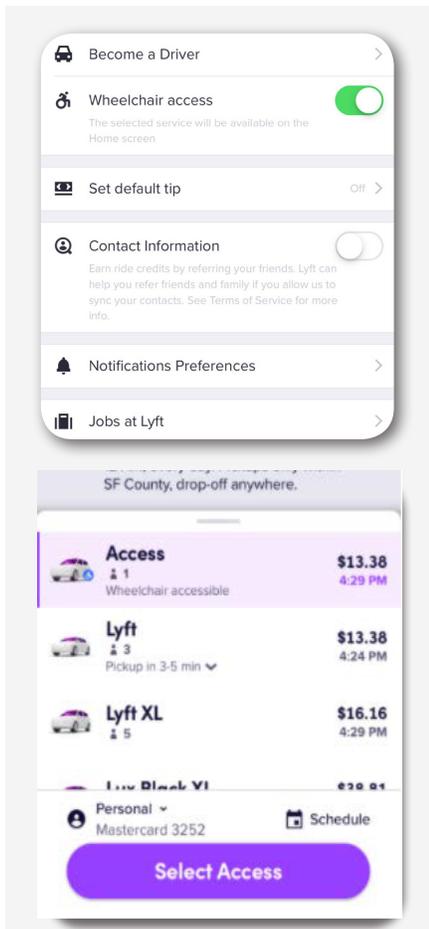
Member - Manager
Title of Corporate Officer

Lyft WAV Service

San Francisco and LA Counties

To support the transportation needs of people who use fixed-frame (non-foldable/non-collapsible) wheelchairs, Lyft provides dedicated WAV service directly through the Lyft app in San Francisco and Los Angeles counties.

How to use Lyft Access Mode



Step 1: Download the Lyft app and set up your account

Step 2: Enable Access Mode (you only have to do this once)

- Tap the Menu icon in the top left corner of the app
- Scroll down and tap Settings
- Find *Wheelchair Access* in the Menu
- Slide the toggle to the right to enable Access Mode so it turns green, indicating enabled

Step 3: Request your ride

- Enter in your destination and then scroll down to find Access within the menu.
- Tap Access to request a wheelchair accessible vehicle outfitted to accommodate fixed-frame wheelchairs.
- Tap "Request Access," confirm your pickup location, and you're all set!

Features

All rides in Access Mode offer the same features as the traditional Lyft app:

- In-app photos
- Digital receipts
- Real-time ride tracking that can be shared with a loved one
- 2-way rating system
- 24/7 Critical Response Line to report any safety concerns to our dedicated Trust & Safety team

Pricing

Pricing is the same as Lyft Standard Rides and with upfront pricing, riders see the exact price for their ride before they make the request.

Safety

Before giving a ride on the Lyft platform, all driver applicants are screened for criminal offenses and driving incidents. Our annual criminal background checks are provided by a third-party expert, and include a Social Security number trace, a nationwide criminal search, a county court records search, a federal criminal court records search as well as a U.S. Department of Justice 50-state sex offender registry search. We also conduct continuous criminal monitoring, which includes daily monitoring and immediate notification of any disqualifying criminal convictions. Any driver who does not pass both the annual and continuous screenings is barred from our platform.

Feedback

All Riders are encouraged to use our two-way rating feature. Passengers and drivers rate each other anonymously after every ride. Riders rating their experience less than four stars are automatically prompted to give more feedback about what could have gone better. Lyft takes user ratings and driver feedback very seriously, and reviews all rides with low ratings and concerning feedback to determine if action should be taken for the rider or driver involved.

Alternative formats available upon request.

Access for All Program Outreach Workshop



Meet the WAV Outreach Support Team



Brian McClure,
Campaign Manager



Nicholas
Johnson, Public
Policy Director



Malcolm McFarland
II, Public Policy
Manager

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



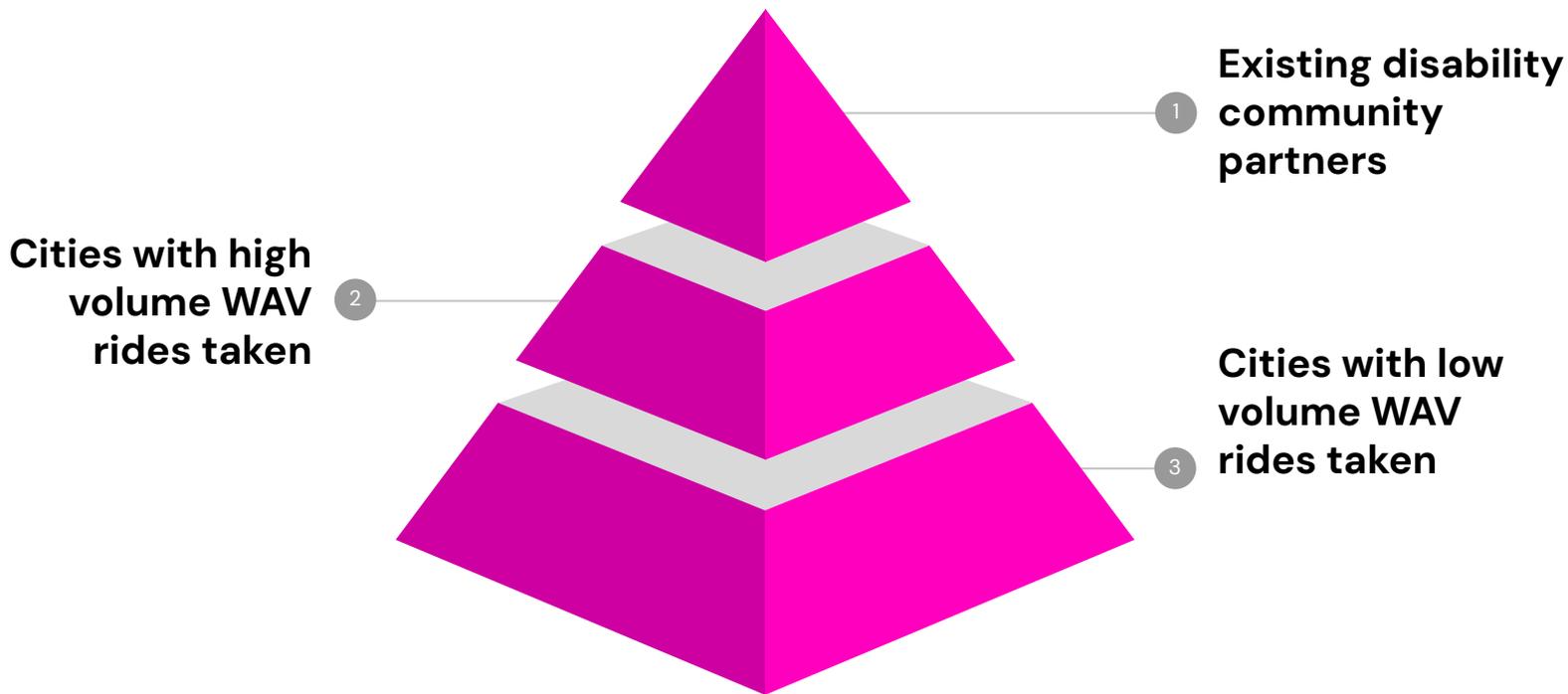
Outreach Methodology

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.

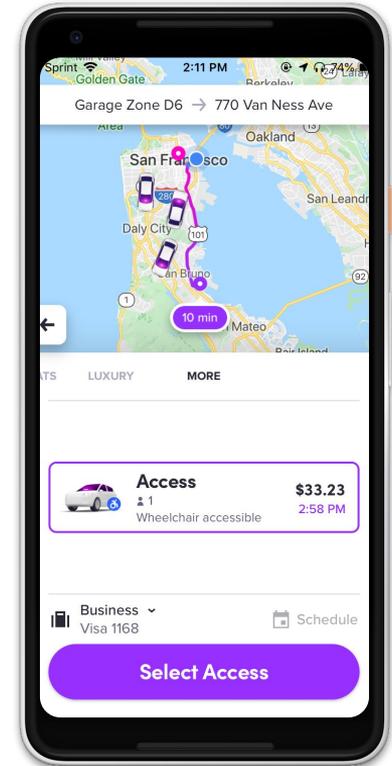


Outreach Targets: Tiered Approach



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





Lyft Promo Code Overview

How to Use Lyft Promo Codes

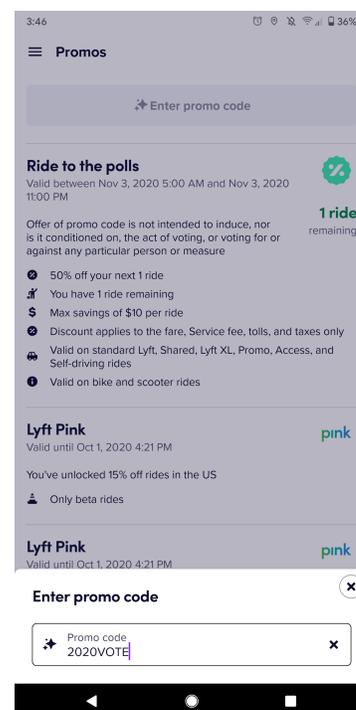
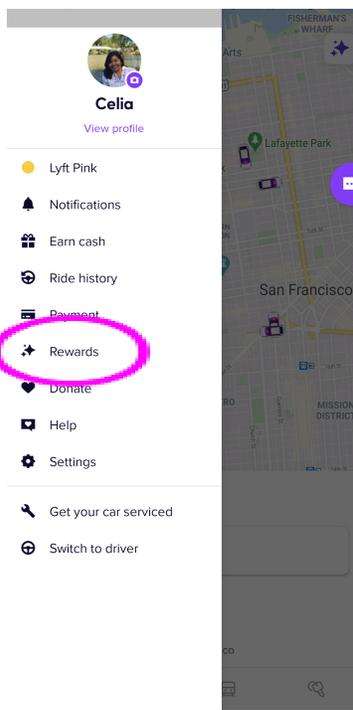
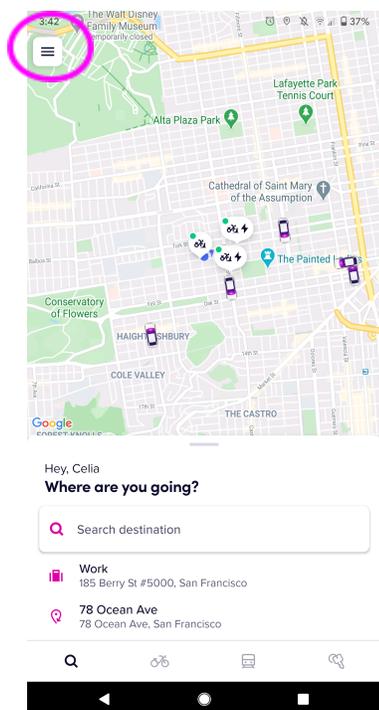
Outlined below are instructions to use Lyft promo codes from start to finish.

Setting up a Lyft account

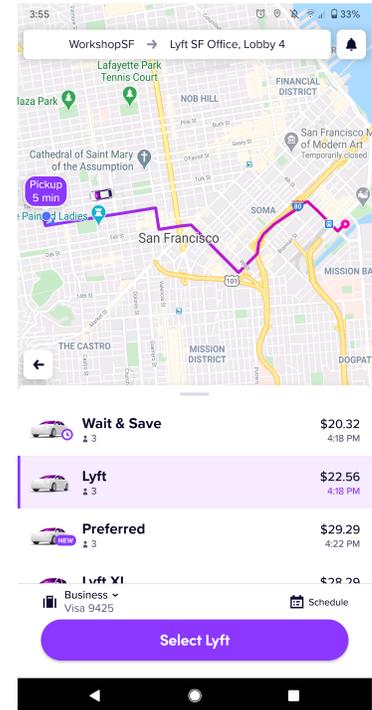
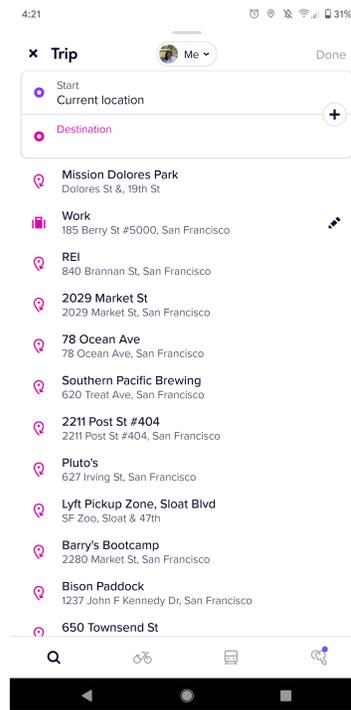
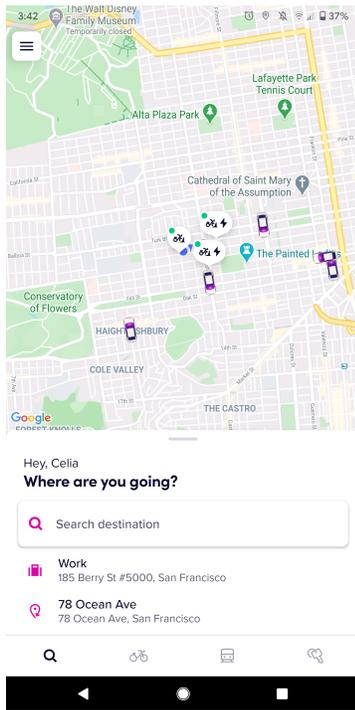
1. Download the Lyft app in the App Store or Google Play Store
2. Tap 'Get Started' on the main screen and follow the prompts to create your account
3. After entering in your cell phone number, you'll receive a verification code through an SMS text message
4. Enter this verification code into the app to log into your new account
5. Type in your name, email address, and take a selfie so your driver knows who to pick up
6. That's it! Your account has been created and you're ready to request a ride

Applying a Lyft promo code

1. Open the Lyft app
2. Tap the Menu icon in the upper lefthand corner
3. Tap 'Rewards'
4. Enter the specific promo code.
5. That's it! Once the code has been entered the value of the promo will automatically be applied to your next ride(s)



Requesting a Ride



For additional steps or guidance on how to request a Lyft ride, visit our [Help page](#).

Code Details + Terms

- Code details to include when distributing ride codes:
 - The codes have a value of **\$25** and are valid **until 9/30/22**.
 - The code can only be claimed one time per Lyft user but can be applied to multiple rides until the **\$25** value is reached
 - Fares (up to \$25 or more) are covered by Lyft but tips are not
 - Subject to Lyft's [Terms of Service](#)

Why isn't the promo code working?

Here are the most common reasons a promo code wasn't applied to your ride:

- It's expired:** Most codes expire on a certain date. For reference, the expiration date and time are specified in the 'Promos' tab.
- It's a business ride:** Currently, ride credits won't apply by default to Business Profile rides because your employer typically reimburses you for these. On the rate and pay screen after your ride has ended, you can manually apply a specific promo code by tapping on your payment method (just above where it says either 'Business' or

'Personal'). From there, tap on 'Change applied promos' to enter a promo code or select the promo you would like to use.

For general support, please check out our [Help Center](#)

Lyft Guidelines

For more information about Lyft's response to COVID-19, including the health and safety tips given to drivers, visit our dedicated page: <https://www.lyft.com/safety/coronavirus>

Descripción de los códigos promocionales

Cómo usar los códigos promocionales de Lyft

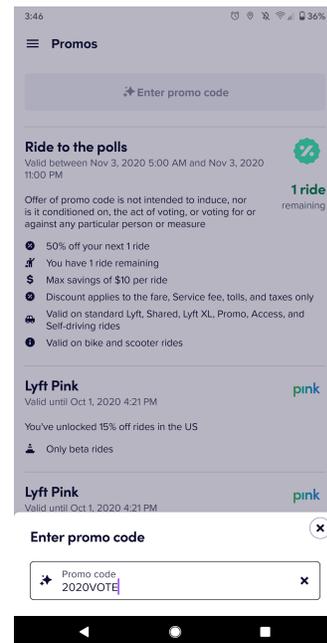
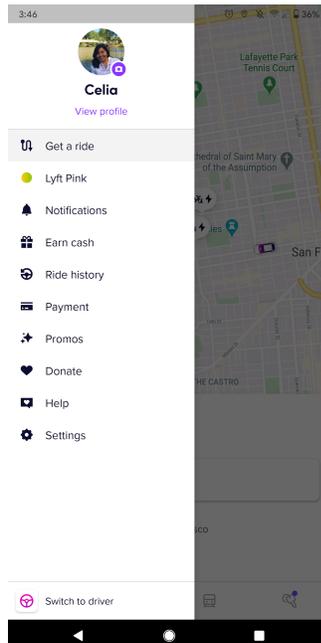
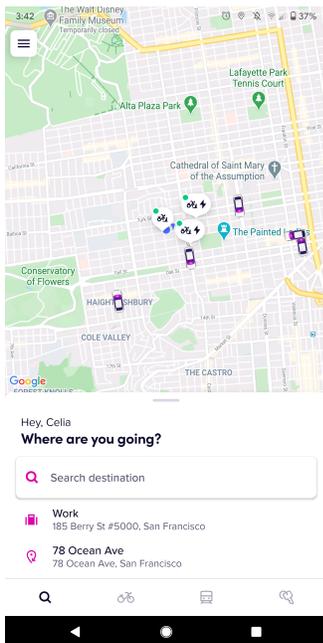
Las instrucciones a continuación te ayudarán a usar los códigos promocionales de Lyft de principio a fin.

Configurar una cuenta de Lyft

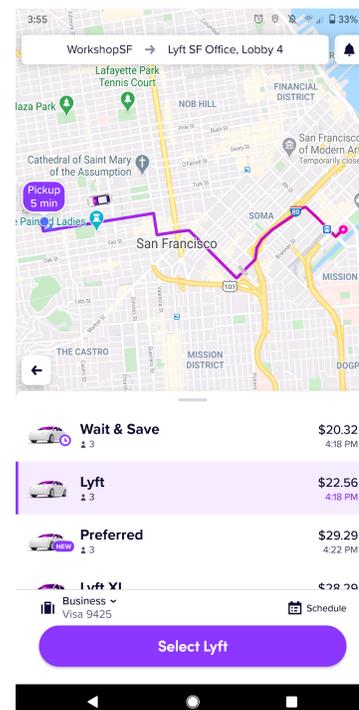
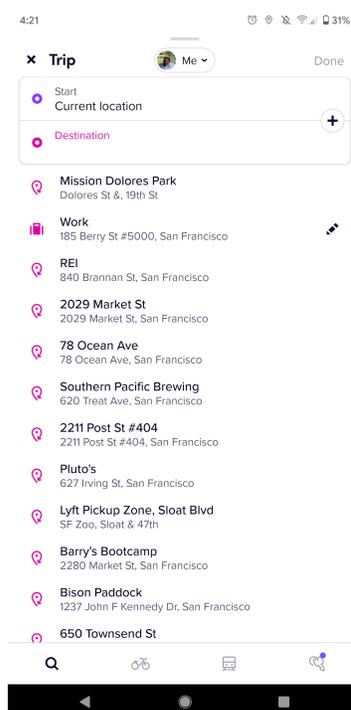
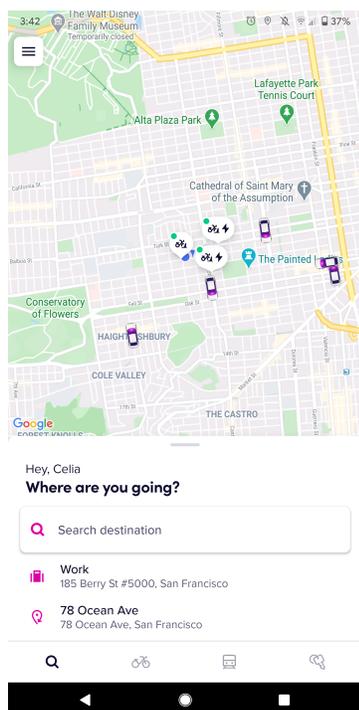
1. Descarga la app de Lyft en la App Store o Google Play Store
2. Toca "Comenzar" en la pantalla principal y sigue las instrucciones para crear tu cuenta
3. Después de ingresar tu número de teléfono celular, recibirás un código de verificación en un mensaje de texto SMS
4. Ingresa este código de verificación en la app para iniciar sesión en tu nueva cuenta
5. Ingresa tu nombre, dirección de e-mail, y tómate una foto para que el conductor sepa a quién recoger
6. ¡Listo! Se ha creado tu cuenta y ya puedes pedir un viaje

Aplicar un código promocional de Lyft

1. Abre la app de Lyft.
2. Toca el ícono de menú en la esquina superior izquierda
3. Toca "Recompensas"
4. Ingresa el código promocional específico.
5. ¡Listo! Una vez que ingreses el código, el valor de la promoción se aplicará automáticamente a tu(s) próximo(s) viaje(s)



Pedir un viaje



Para más información o instrucciones sobre cómo pedir un viaje de Lyft, visita nuestra [Página de ayuda](#).

¿Por qué no funciona el código promocional?

Estas son las razones más comunes por las que un código promocional no se aplicó a tu viaje:

- **Está vencido:** La mayoría de los códigos se vencen en una fecha determinada. Como referencia, la fecha y la hora de vencimiento están especificadas en la pestaña "Promociones".
- **Es un viaje de negocios:** actualmente, los créditos de viajes no se aplican de forma predeterminada a los viajes del perfil de negocios debido a que tu empleador generalmente te los reembolsa. Una vez finalizado el viaje, en la pantalla para calificar y pagar, puedes aplicar manualmente un código promocional específico tocando en tu método de pago (justo encima de donde dice "Negocios" o "Personal"). Desde allí, toca en "Cambiar promociones aplicadas" para ingresar un código promocional o seleccionar la promoción que quieras usar.

Para obtener ayuda, consulta nuestro [Centro de asistencia](#)

Normas de Lyft

Para más información sobre la respuesta de Lyft al COVID-19, que incluye los consejos de salud y seguridad que se dan a los conductores, visita nuestra página destinada para este tema:

<https://www.lyft.com/safety/coronavirus>

Lyft 优惠代码概述

如何使用 Lyft 优惠代码

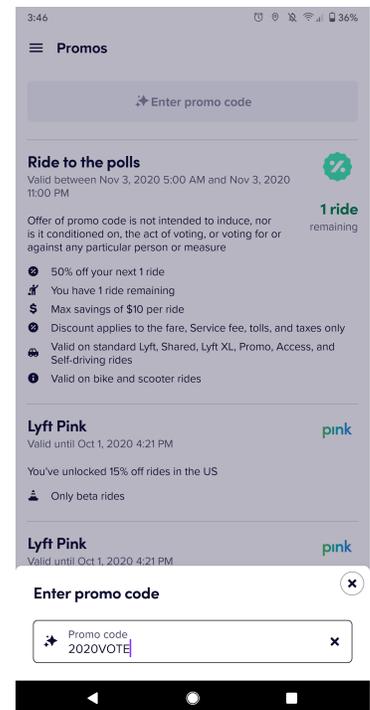
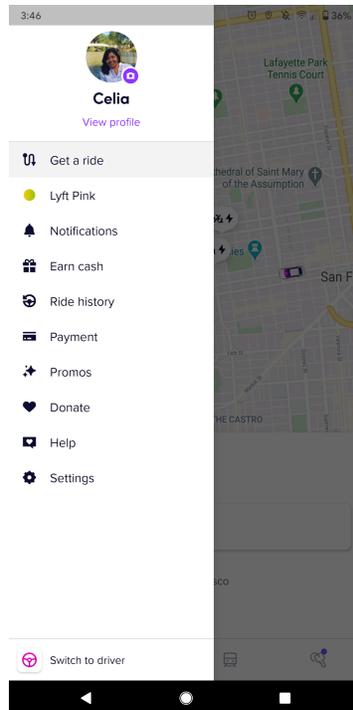
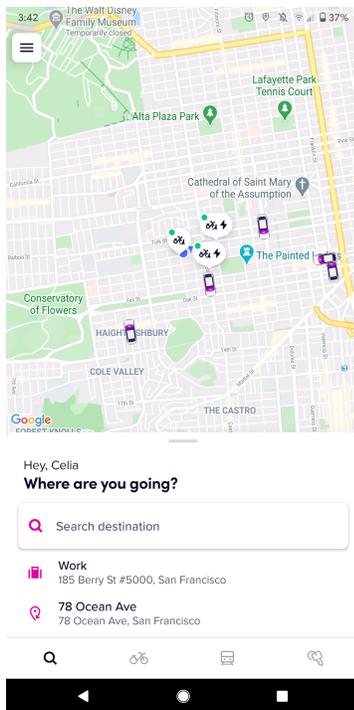
以下我们将为您全程详解 Lyft 优惠代码的使用方式。

设置 Lyft 帐户

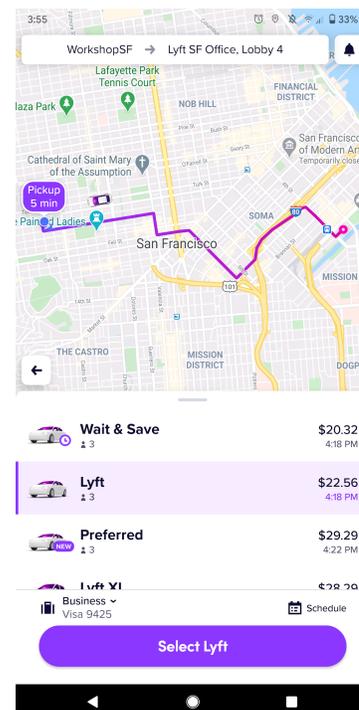
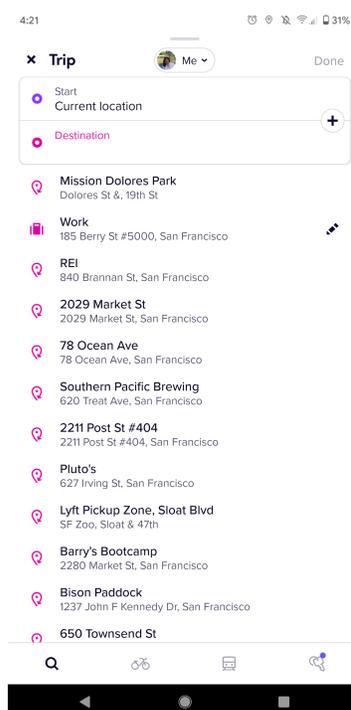
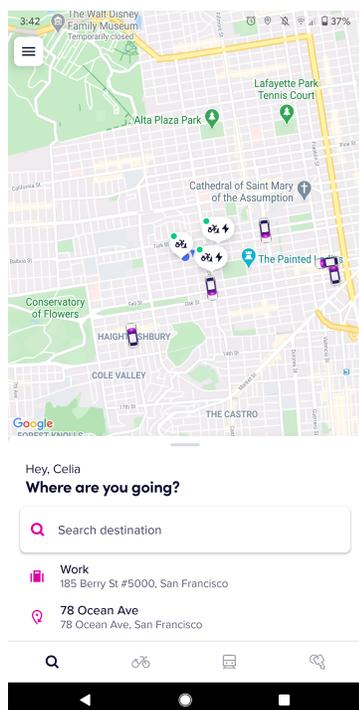
1. 在 App Store 或 Google Play 商店中下载 Lyft app
2. 轻触主屏幕上的“开始”，然后按照提示创建您的账号
3. 输入手机号码后，您将通过短信收到验证码
4. 在 app 中输入此验证码以登录您的新账号
5. 输入您的姓名、电子邮件地址并自拍照片，让司机能够知道要接载的乘客是谁
6. 成功！您的账号已创建，接下来就可以叫车了

使用 Lyft 优惠代码

1. 打开 Lyft app
2. 轻触左上角的“菜单”标志
3. 轻触“Rewards”（优惠）
4. 输入相应的优惠代码
5. 成功！输入优惠代码后，您下一次行程将自动享受相应优惠折扣



如何叫车



如需了解更多关于如何通过 Lyft 叫车的步骤或指南，请访问我们的[帮助页面](#)。

优惠代码详情和条款

- 优惠代码数量有限，且该代码仅适用于[合作伙伴]。如果优惠代码泄漏，则多人可申领代码更有可能遭遇欺诈。例如，如果有人人在社交媒体上公布了某优惠代码，而其他人开始使用它，我们将无法停止欺诈性使用，也无法为此分配更多资金。
- 分发乘车代码时需包含的代码详情：
 - 代码 [代码名称] 的数值为 **\$[X]**，且至 [日期] 有效
 - 每个 Lyft 用户只能申领一次该代码，但可以将其应用于多次行程，直到达到 **\$[X]** 数值
 - 车费（不超过 **\$[X]**）由 Lyft 承担，但小费不适用
 - 需遵守 Lyft [服务条款](#)

为什么优惠代码不能用？

以下是优惠代码不适用于行程的最常见原因：

- 优惠代码已过期：大多数代码会在特定日期过期。到期日期和时间一般会在“优惠”选项卡中注明。
- 此为商务行程：根据当前的默认规则，行程抵用金无法用于企业账号的行程，因为雇主通常会为您报销这些行程费用。行程结束后，您可以在评分和付款屏幕轻触“付款方式”



，即上方显示“个人”或“企业”的位置，手动应用特定优惠代码。然后轻触“更改已使用的优惠”，输入优惠代码或选择您要使用的优惠。

如需一般支持，请查看我们的[帮助中心](#)

Lyft 准则

欲了解 Lyft 关于 COVID-19 的应对政策详情，包括针对司机的健康和安全提示，请访问我们的专用页面：<https://www.lyft.com/safety/coronavirus>



Outreach Information

Lyft's Q1 2024 WAV outreach efforts continued to follow Lyft's 2023-2024 outreach plan. Lyft focused on emailing organizations, 18 organizations, in surrounding zip codes where a comparatively low volume of WAV rides were taken, hosted 4 virtual meetings, and provided additional information related to Lyft's Access Mode feature (WAV rides) to 14 organizations who didn't respond to our introduction emails. Additionally, Lyft's Brand and Social Teams, respectively, and the Lyft Marketing Team have taken steps to ensure the outreach metrics outlined in Lyft's 2023-2024 outreach plan (Table 2) were completed by the end of Q1 2024.

Regarding marketing outreach, Lyft reshuffled the objectives below to be complete by the end of Q2 2024. Lyft will focus on:

1. Asset Updates: Inclusion of wheelchair users in broader marketing
 - a. Status: Lyft's Brand Team is currently identifying individuals that would be eligible for WAV to participate in a Lyft-branded photoshoot; and identifying existing approved iconographs and photos that can be used in Lyft general marketing efforts.
2. Social Influencer Campaign: We'll work with an influencer who would be eligible for WAV services, introduce them to our product, and ask them to share their experience with their followers (who would also be eligible for WAV services)
 - a. Status: Lyft's Social Team is in progress of identifying influencers for WAV campaign

Q1 2024 Community Groups Contacted:

Table 1

Southern California Resources for Independent Living	Disabilities Expo CEO
Support for Families of Children with Disabilities	People With Disabilities Foundation
People With Disabilities Foundation	La Raza Community Resource Center
La Raza Community Resource Center	Senior and Disability Action
Senior and Disability Action	National Alliance on Mental Illness (NAMI-) GIAC
Disability Community Resource Center	Ability First
National Alliance on Mental Illness (NAMI-) GIAC	Villa Esperanza Services
Ability First	Avenue Greenlight
Villa Esperanza Services	BeChinaTown



Marketing Goals Achieved and Remaining Metrics (by quarter):

Table 2

Channel	Q3 2023 <i>Tentative</i>	Q4 2023 <i>Tentative</i>	Q1 2024 <i>Tentative</i>	Q2 2024 <i>Tentative</i>
<p>Recognition of International Day of Persons with Disabilities: Offer a discounted WAV ride code in LA and SF markets for Dec. 3, encouraging riders to use Lyft's WAV service. The goal is to pitch this initiative to media as a means of highlighting our support of this population and our partnership with key disability advocacy groups in recognition of International Day of Persons with Disabilities.</p>	<p>Inform key disability advocacy partners and stakeholders of effort (Completed)</p>	<p>Outreach and launch code (Completed)</p> <p>Pitch op-ed to media outlets and public advocates (Completed)</p>		
<p>Paid Search: Bidding on WAV-related terms to ensure that Lyft WAV is a solution that appears when people search for transportation for wheelchair users.</p>	<p>Evaluate potential terms (Completed)</p>	<p>Launch paid campaign (Completed)</p>	<p>Evaluate and adjust campaign based on results in Q4 (Completed)</p>	
<p>Paid Content to Highlight Transportation Options for Wheelchair Users: Our Rev team will highlight one or more stories of WAV riders. They will promote this across multiple social platforms to increase reach.</p>	<p>Research; identify potential riders to feature through partner orgs (Completed)</p>	<p>Develop content (Completed)</p>	<p>Launch article and paid promotion (Completed)</p>	
<p>Asset Updates: Inclusion of wheelchair users in broader marketing campaigns/materials</p>				<p>Source individuals eligible for Lyft's WAV services for Lyft photoshoot (in-progress)</p>



				Complete updated Lyft-branded photography (TBD)
<p>Social Influencer Campaign: 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)</p>				<p>Identify potential influencers and concepts for campaign (in-progress)</p> <p>Launch campaign with selected influencer (in-progress)</p>

1. What methods of engagement did the TNC find most effective and why?

The most effective method of engagement continues to be through email to organizations recommended by community groups with whom we have relationships with. We also request assistance from our Los Angeles and San Francisco Policy Consultants to help inform our outreach. This is best exemplified by the Southern California Resources for Independent Living, which introduced us to Lew Shomer, the CEO of Disabilities Expo. From this introduction, we were able to have a virtual meeting with Lew Shomer and share our WAV program. Moving forward, we are working on partnering with Disabilities Expo to explore how we can assist their organization in the near future.

2. What common concerns/questions came up during the engagement process?

Below are some questions and concerns that arose during the engagement process with Disabilities Expo:

- Will Lyft be at the Expo promoting WAV?
- What policies does Lyft have in place that ensure people with disabilities will not face discrimination when the driver arrives?
- How does Lyft track issues of discrimination related to WAV rides?
- Unpleasant experiences with Uber and Airbnb created mistrust with the broader rideshare industry.



3. What challenges have you encountered? How do you plan to overcome them?

Our overarching goal is to host virtual meetings to introduce Access Mode. However, our attempts to reach out to organizations through cold email or calls have not elicited responses, and this approach has not translated into virtual meetings. Despite this, we have followed up with community groups who did not reply to our initial emails and shared information about Access Mode, even in the absence of a meeting. One particular organization, Disabilities Expo, expressed their sentiment towards rideshare companies. To overcome these challenges, we plan to double down on our outreach efforts, emphasizing our commitment to assisting the disability community and highlighting our WAV program.

Lyft Inc.
Q1 2024

TNC_Name	County	Quarter	Main_Category	Sub_category	Sub_category_Amount
Lyft, Inc.	SAN FRANCISCO	Q1 2024	Vehicle Costs	Lease/Rental Purchase	\$ -
Lyft, Inc.	SAN FRANCISCO	Q1 2024	Vehicle Costs	Rental Subsidies for Driver	\$ -
Lyft, Inc.	SAN FRANCISCO	Q1 2024	Vehicle Costs	Inspections	\$ -
Lyft, Inc.	SAN FRANCISCO	Q1 2024	Vehicle Costs	Maintenance/ Service/ Warranty	\$ -
Lyft, Inc.	SAN FRANCISCO	Q1 2024	Vehicle Costs	Fuel Cost	\$ -
Lyft, Inc.	SAN FRANCISCO	Q1 2024	Vehicle Costs	Cleaning Supplies/ Services	\$ -
Lyft, Inc.	SAN FRANCISCO	Q1 2024	Vehicle Costs	Other	\$ -
Lyft, Inc.	SAN FRANCISCO	Q1 2024	Partnership Costs	Transportation Service Partner Fees / Incentives and/ or Management Fees	383,487.48
Lyft, Inc.	SAN FRANCISCO	Q1 2024	Partnership Costs	Vehicle Subsidies	\$ -
Lyft, Inc.	SAN FRANCISCO	Q1 2024	Partnership Costs	Consultants/Legal	808.50
Lyft, Inc.	SAN FRANCISCO	Q1 2024	Partnership Costs	Other	\$ -
Lyft, Inc.	SAN FRANCISCO	Q1 2024	Marketplace Costs	Recruiting	\$ -
Lyft, Inc.	SAN FRANCISCO	Q1 2024	Marketplace Costs	Driver Onboarding	\$ -
Lyft, Inc.	SAN FRANCISCO	Q1 2024	Marketplace Costs	Training Costs	\$ -
Lyft, Inc.	SAN FRANCISCO	Q1 2024	Marketplace Costs	Driver Incentives	\$ -
Lyft, Inc.	SAN FRANCISCO	Q1 2024	Marketplace Costs	Promo Codes for WAV	0.00
Lyft, Inc.	SAN FRANCISCO	Q1 2024	Marketplace Costs	Other	\$ -
Lyft, Inc.	SAN FRANCISCO	Q1 2024	Operational Costs	Marketing Costs	270.00
Lyft, Inc.	SAN FRANCISCO	Q1 2024	Operational Costs	Technology Investments/ Engineering Costs/ Enhancements	\$ -
Lyft, Inc.	SAN FRANCISCO	Q1 2024	Operational Costs	Community Partnership/ Engagement Costs	\$ -
Lyft, Inc.	SAN FRANCISCO	Q1 2024	Operational Costs	Rental Management	\$ -
Lyft, Inc.	SAN FRANCISCO	Q1 2024	Operational Costs	Pilot Management	\$ -
Lyft, Inc.	SAN FRANCISCO	Q1 2024	Operational Costs	Wages, Salaries and Benefits (non-maintenance personnel)	16,509.56
Lyft, Inc.	SAN FRANCISCO	Q1 2024	Operational Costs	Other	\$ -
Lyft, Inc.	SAN FRANCISCO	Q1 2024	Other	Total Offset Requested	250,523.90
Lyft, Inc.	LOS ANGELES	Q1 2024	Vehicle Costs	Lease/Rental Purchase	\$ -
Lyft, Inc.	LOS ANGELES	Q1 2024	Vehicle Costs	Rental Subsidies for Driver	\$ -
Lyft, Inc.	LOS ANGELES	Q1 2024	Vehicle Costs	Inspections	\$ -
Lyft, Inc.	LOS ANGELES	Q1 2024	Vehicle Costs	Maintenance/ Service/ Warranty	\$ -
Lyft, Inc.	LOS ANGELES	Q1 2024	Vehicle Costs	Fuel Cost	\$ -
Lyft, Inc.	LOS ANGELES	Q1 2024	Vehicle Costs	Cleaning Supplies/ Services	\$ -
Lyft, Inc.	LOS ANGELES	Q1 2024	Vehicle Costs	Other	\$ -
Lyft, Inc.	LOS ANGELES	Q1 2024	Partnership Costs	Transportation Service Partner Fees / Incentives and/ or Management Fees	972,638.38
Lyft, Inc.	LOS ANGELES	Q1 2024	Partnership Costs	Vehicle Subsidies	\$ -
Lyft, Inc.	LOS ANGELES	Q1 2024	Partnership Costs	Consultants/Legal	808.50
Lyft, Inc.	LOS ANGELES	Q1 2024	Partnership Costs	Other	\$ -
Lyft, Inc.	LOS ANGELES	Q1 2024	Marketplace Costs	Recruiting	\$ -
Lyft, Inc.	LOS ANGELES	Q1 2024	Marketplace Costs	Driver Onboarding	\$ -
Lyft, Inc.	LOS ANGELES	Q1 2024	Marketplace Costs	Training Costs	\$ -
Lyft, Inc.	LOS ANGELES	Q1 2024	Marketplace Costs	Driver Incentives	\$ -
Lyft, Inc.	LOS ANGELES	Q1 2024	Marketplace Costs	Promo Codes for WAV	0.00
Lyft, Inc.	LOS ANGELES	Q1 2024	Marketplace Costs	Other	\$ -
Lyft, Inc.	LOS ANGELES	Q1 2024	Operational Costs	Marketing Costs	270.00
Lyft, Inc.	LOS ANGELES	Q1 2024	Operational Costs	Technology Investments/ Engineering Costs/ Enhancements	\$ -
Lyft, Inc.	LOS ANGELES	Q1 2024	Operational Costs	Community Partnership/ Engagement Costs	\$ -
Lyft, Inc.	LOS ANGELES	Q1 2024	Operational Costs	Rental Management	\$ -
Lyft, Inc.	LOS ANGELES	Q1 2024	Operational Costs	Pilot Management	\$ -
Lyft, Inc.	LOS ANGELES	Q1 2024	Operational Costs	Wages, Salaries and Benefits (non-maintenance personnel)	19,066.52
Lyft, Inc.	LOS ANGELES	Q1 2024	Operational Costs	Other	\$ -
Lyft, Inc.	LOS ANGELES	Q1 2024	Other	Total Offset Requested	987,480.20

Signature: 
 Preparer: Janet Siu
 Address: 185 Berry Street Suite 400
 San Francisco CA 94107

Title: Director, Accounting
 Date: 04 / 11 / 2024
 Phone: N/A
 Email: JanetSiu@lyft.com