Cover Letter

To the CPUC's Safety and Enforcement Division,

In response to the reports required by CPUC Decision 13-09-045 (the "Decision"), Lyft, Inc. ("Lyft") hereby provides the attached information regarding Lyft's Transportation Network Company (TNC) platform.

As a California-based company, Lyft appreciates the opportunity to serve the California community.

John Zimmer
Co-Founder, Lyft, Inc.
john@lyft.com
203.912.9600

Accessibility Plan

To ensure compliance with the California Public Utilities Commission Decision, Lyft presents the following accessibility plan:

***Requirement: "A timeline for modifying apps so that they allow passengers to indicate their access needs, including but not limited to the need for a wheelchair accessible vehicle. A passenger should be allowed to state other access needs, either from a drop-down menu with room for comments or through a field requesting information."
(Decision, p. 42)**

1. <u>Feature 1</u>: Accessibility Features in Driver App
   a. *Nov. 11, 2013:* Lyft's mobile and design teams meet to discuss build out
   b. *Dec. 2, 2013:* Lyft's mobile team decides on location and functionality of accessibility features
   c. *Dec. 19, 2013:* First mock up of features from design team complete
   d. *Jan. 20, 2014*: Second mock up of features from design team complete
   e. *Feb. 10, 2014:* Final mock up of features from design team complete
   f. *Apr. 7, 2014:* First build-out of accessibility features in app complete
   g. *May 5, 2014:* Beta test accessibility features in app complete
   h. *May 26, 2014:* Final changes to build out in app complete
   i. *Jun. 6, 2014:* API and backend implementation
   j. *Jun. 20, 2014:* App development complete and shipped to the app stores (iOS & Android)

2. <u>Feature 2</u>: Accessibility Features in Passenger App
   a. *Nov. 18, 2013:* Lyft's mobile and design teams meet to discuss build out
   b. *Dec. 16, 2013:* Lyft's mobile team decides on location and functionality of accessibility features
   c. *Jan. 15, 2014:* First mock up of features from design team complete
   d. *Feb. 19, 2014:* Second mock up of features from design team complete
   e. *Mar. 19, 2014:* Final mock up of features from design team complete
   f. *Apr. 23, 2014:* First build-out of accessibility features in app complete
   g. *May 28, 2014:* Beta test accessibility features in app complete

    h. *Jun. 18, 2014:* Final changes to build out in app complete
    i. *Jul. 3, 2014:* API and backend implementation
    j. *Jul. 18, 2014:* App development complete and shipped to the app stores (iOS & Android)

*Requirement: "A plan for how the TNC will work to provide appropriate vehicles for passengers who specify access needs, including but not limited to a plan to provide incentive to individuals with accessible vehicles to become TNC drivers." (Decision, p. 43)

Lyft plans to accommodate accessibility needs through the following features:

1. <u>Feature 1</u>: In the Profile section of the app, drivers will be able to indicate what, if any, accessibility needs they can accommodate including (but not limited to):
   a. My vehicle is wheelchair accessible: [toggle] Yes/No
   b. I welcome passengers with service animals: [toggle] Yes/No
2. <u>Feature 2</u>: In the Profile section of the app, passengers will have an option to set certain ride preferences including (but not limited to):
   a. Service dog accessible: [toggle] Yes/No
   b. Wheelchair accessible: [toggle] Yes/No
   c. Other accessibility needs: comment box (will go to support so we can collect data on specific accessibility needs not accommodated by the 2 options above)

*Requirement: "A timeline for modifying apps and TNC websites so that they meet accessibility standards. The relevant standard for web access is WCAG 2.0 AA." (Decision, p. 43)

The app and website already comply in part with the accessibility standards required and Lyft will continue to modify the app and website according to the WCAG 2.0 AA standards. This will be complete by June 30, 2014.

*Requirement: "A timeline for modifying apps so that they allow passengers to indicate that they are accompanied by a service animal, and for adopting a policy that service animals will be accommodated." (Decision, p. 43)

See above timeline and action plan.

* Requirement: "A plan for ensuring that drivers' review of customers will not be used in a manner that results in discrimination, including any policies that will be adopted and any monitoring that will take place by the TNC to enforce this requirement." (Decision, p. 43)

Lyft ensures the rating and reviews found within the app are not used in a manner that results in discrimination through the following measures:

1. <u>Rating system</u>: This system does not take into account a one-off rating; rather, it takes into account a driver or passenger's rating over time. Therefore, one poor rating will not impact that user. However, if a user gets a low rating, Lyft's support team will review the low rating and will follow-up to understand why the low rating occurred. If a low rating was given due to discrimination, the case will be passed to Lyft's Trust and Safety team where they will take appropriate action.
2. <u>Comments</u>: Lyft flags key words that indicate inappropriate remarks around discrimination of any kind. When those key words come up, our Trust and Safety team investigate and may coach or off-board a driver or passenger if need be.
3. <u>Escalation policy</u>: If a member of Lyft's support team receives a ticket related to discrimination, there is an escalation policy that requires the ticket be transitioned to the Trust and Safety team to ensure swift action. The Trust and Safety team will follow up directly with the parties involved and take appropriate action.
4. <u>Code of conduct</u>: Lyft has included anti-discrimination language in the Code of Conduct that will be agreed to by all drivers shortly.

Driver Training Program

* Requirement: "TNCs must ensure all drivers are safely operating their vehicle prior to the driver being able to offer service." (Decision, p. 27)

Before a Lyft driver is able to access driver mode through the app, they are required to complete educational sessions focused around safety and training. These safety and training measures include:

1. <u>Proof of personal auto insurance:</u> This requirement ensures drivers provide proof to Lyft of proper insurance coverage for their vehicles.

2. <u>Criminal background check:</u> Lyft confirms each driver's background check complies with CPUC standards before allowing others to share rides with the driver.

3. <u>Driving record check:</u> Lyft confirms each driver's driving record complies with CPUC standards to ensure driver and passenger safety at all times.

4. <u>Driver education:</u> Each driver participates in a training program to learn the fundamentals of Lyft, how the app works, as well as safety and support while on the road. The training program includes comprehensive sessions, videos, and FAQs around:
   a. How Lyft works – Drivers learn about the company, the community, the details of driving, and the Lyft culture.
   b. Technical aspects – Drivers learn how to use the app, how to adjust settings to reflect driver mode, hands-free safety and requirements on the road, confirmation of pickup, ending a Lyft and providing feedback, etc.
   c. Driver/passenger safety and support – Drivers learn tips for ensuring safe trips, how to contact support, etc.

5. <u>In-person mentor pairing:</u> After a driver has completed their driver education, they will be paired with a Lyft mentor and this meeting will include:
   a. Safety ride along – The Lyft mentor will act as a passenger and have the Driver take them on a short distance trip within the city. The Mentor will cover:
      i. Drivers ability to obey traffic laws
      ii. Drivers reactions behind the wheel when dealing with other drivers, bicyclists, pedestrians, etc.
      iii. Drivers ability to focus on the road while holding a conversation
   b. 19-point safety inspection – The Mentor will do a final car inspection where they'll analyze the driver's car to ensure it meets the requirements in the Decision.

6. <u>Driver approval:</u> Driver will receive a pink mustache (company's trade dress), hands-free phone holder for safe driving and navigation, a Lyft welcome packet, and more. They are then able to access driver mode within the Lyft app and can begin driving.

7. <u>On-going training:</u> Drivers have the opportunity to receive continued driver training via webinars, performance tracking, driver coaching, etc.