

First/Last Mile: Partnerships and Innovations

American Planning Association National Conference | 2018

Building 21st Century Transportation, Together

- Partner with communities to create multimodal networks.
- Drive more users onto regional transit systems.
- Reduce single occupancy vehicle travel and car ownership.
- Reclaim parking spaces for more productive uses

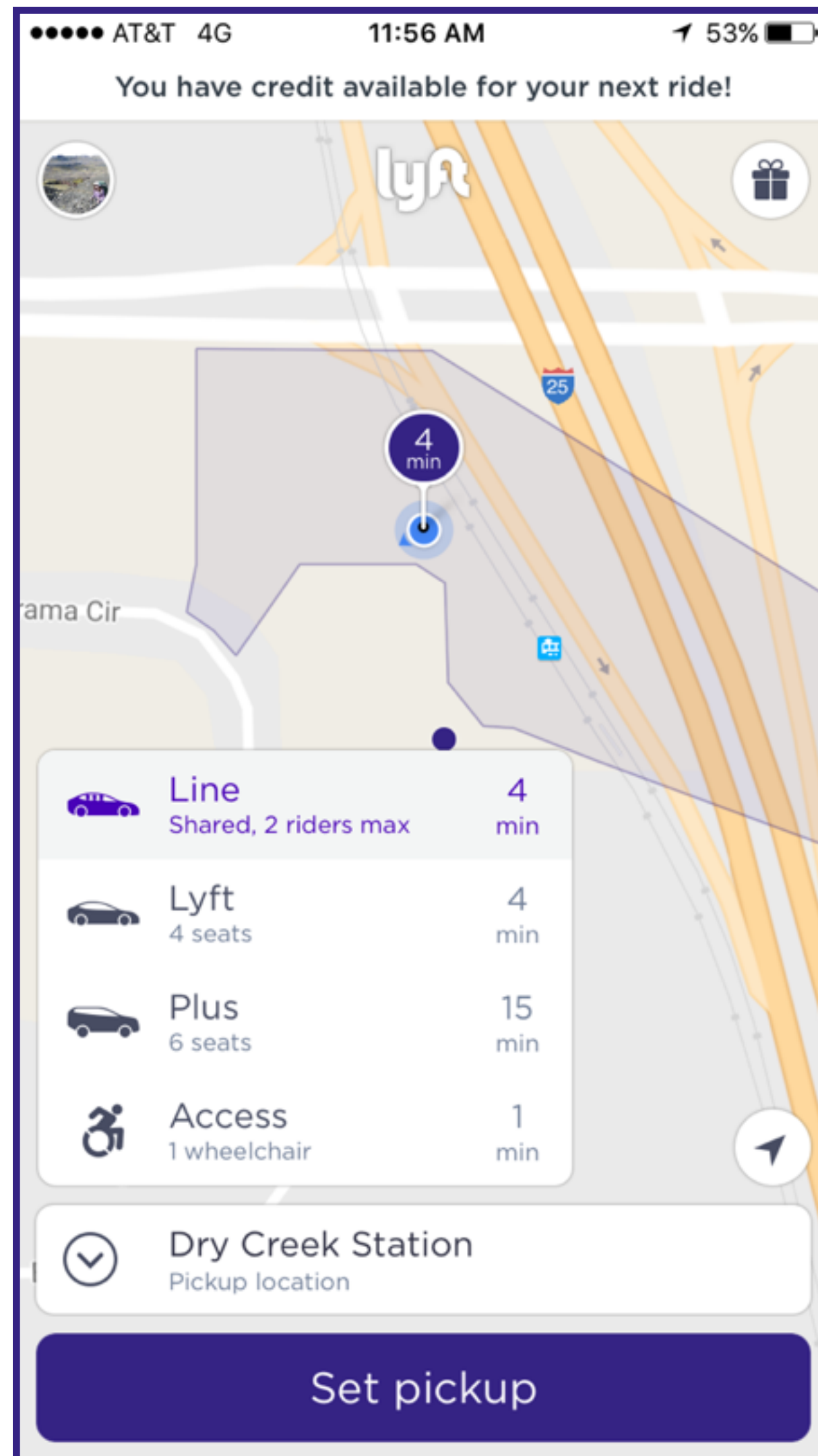


DENVER
THE MILE HIGH CITY

**big
blue
bus**



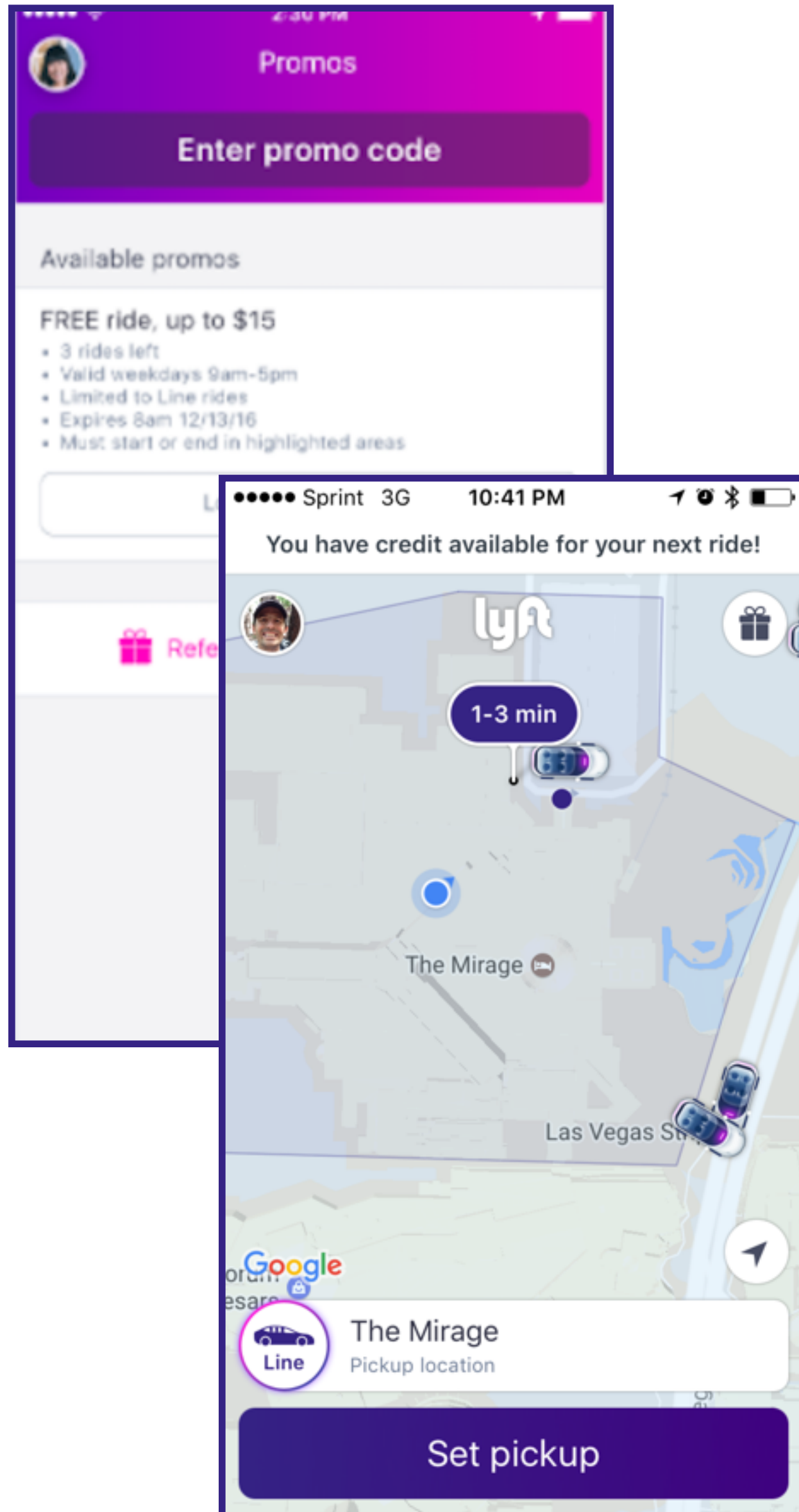
Features to support transit partnerships



- **Geofencing**
Restrict subsidized rides to a specific geographic zone.
- **Timeboxing**
Restrict when subsidies are offered.
- **Concierge: Call Center Booking**
Lyft's Concierge platform allows for telephone based booking for riders with smartphones.
- **Lyft Access Mode**
The ability to book WAV vehicles through the app.
- **Prepaid Debit Cards**
Payment options for unbanked customers.




Ride Delivery: Smartphone App



- **Offer Subsidized Rides through Restricted Codes**
Direct in-app distribution of codes to eligible users.
- **Service Parameters**
Restrict subsidized rides to specific times or geographic zones.
- **Subsidy Structures**
 - Free Rides up to \$X;
 - % Discount up to \$Y; or
 - Split Fare Offerings.
- **Limit Utilization by Time Period**
 - Ability to restrict # of rides taken within a time period.
- **Limit Access**
 - Lyft can automate distribution to only eligible participants.

Ride Delivery: Call Center



New request

HistoryIssuesUpcomingSearch

Dan Trigub

7:17 AM

Picking up

Walmart Delivery

Sep 3 at 7:37 PM

Completed

Walmart Deliver

Sep 3 at 7:20 PM

Driver canceled

Jane Doe

Sep 2 at 12:07 PM

Canceled

Nadir Vissanjy

Sep 2 at 11:16 AM

Canceled

Nadir Vissanjy

Sep 2 at 10:14 AM

Canceled

Charlie Yuan

Sep 1 at 12:11 PM

Canceled

test test

Aug 29 at 2:06 PM

Canceled

Jane Doe

Aug 29 at 1:24 PM

Canceled

Dan

Sign Out

<Page1>

Cancel

Passenger

Dan Trigub

(415) 216-9292

Status

Picking up

ETA is 13 min

Pickup

2235 Carmelita Dr, San Carlos, California 94070, United States

Dropoff

185 Berry St, San Francisco, California 94107, United States

Driver

David

(925) 304-4473

Car

Toyota Corolla • Red


7RIJ953

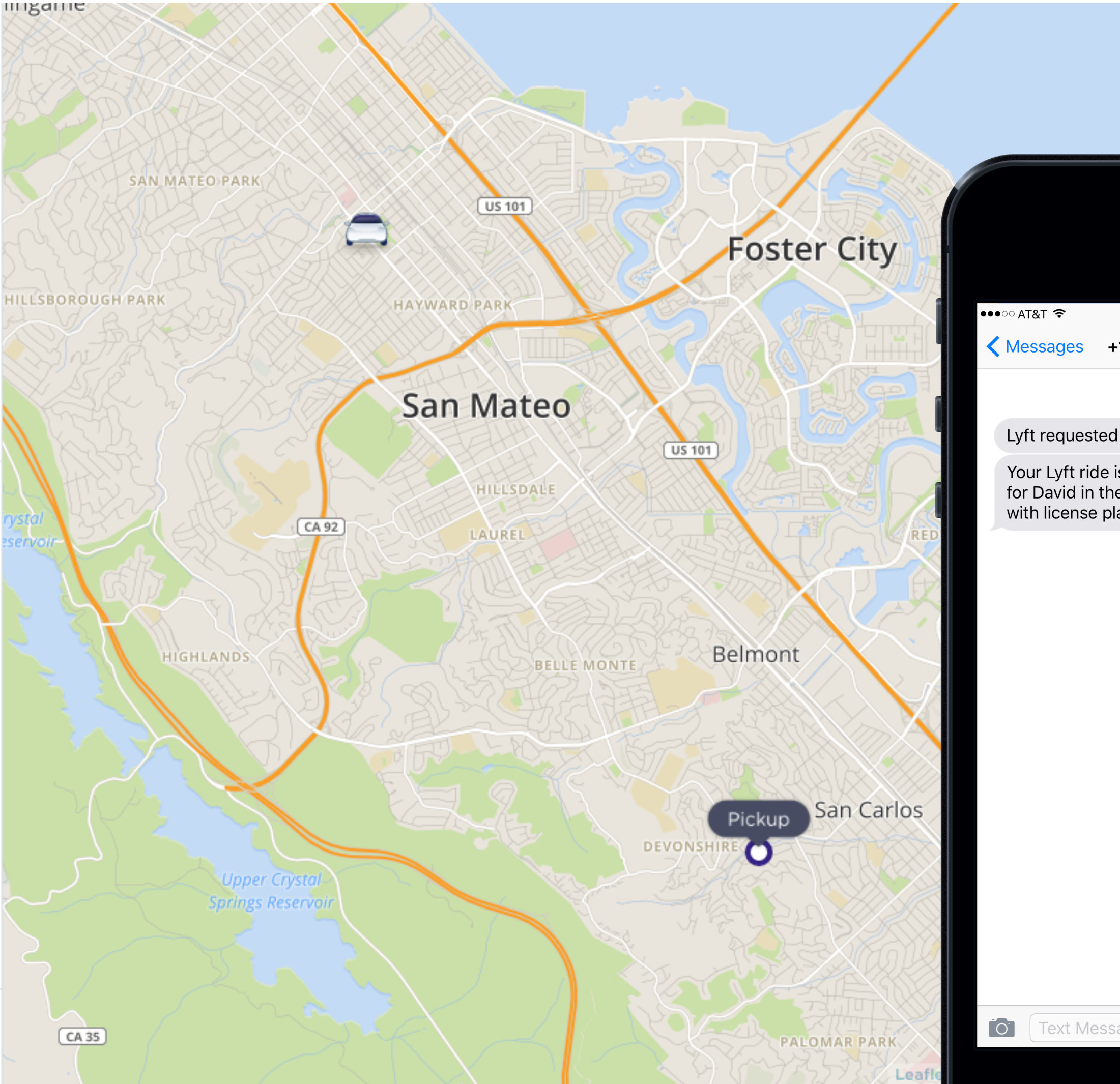
Dispatched by

Dan Trigub

Note

Billing Code: XYZ





AT&T9:00 PM47%

Messages

+1 (918) 675-0426

Details

Text Message


Today 7:17 AM

Lyft requested a Lyft ride for you!

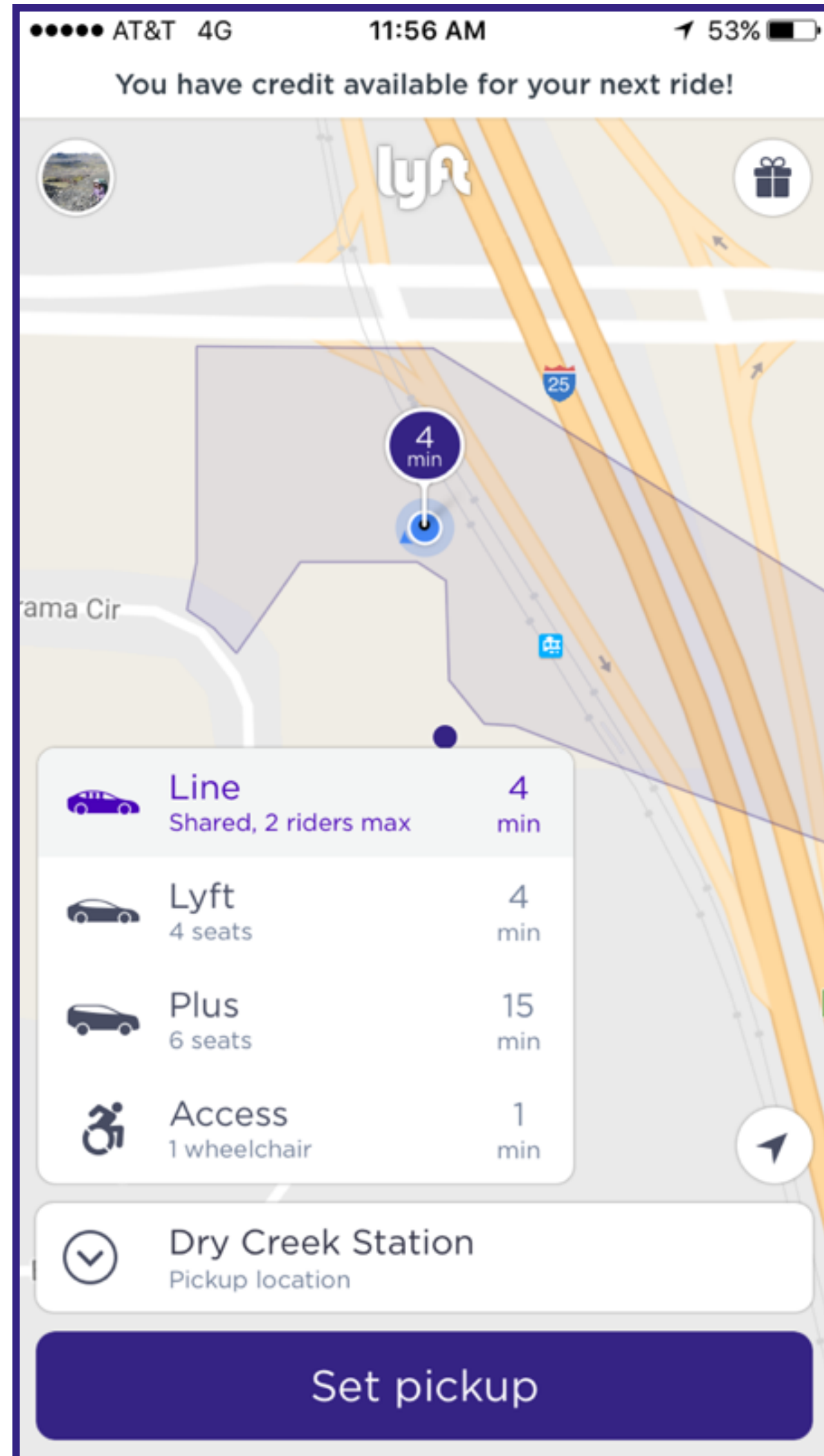
Your Lyft ride is arriving soon! Look for David in the Red Toyota Corolla with license plate 7RIJ953.

Text Message

Send



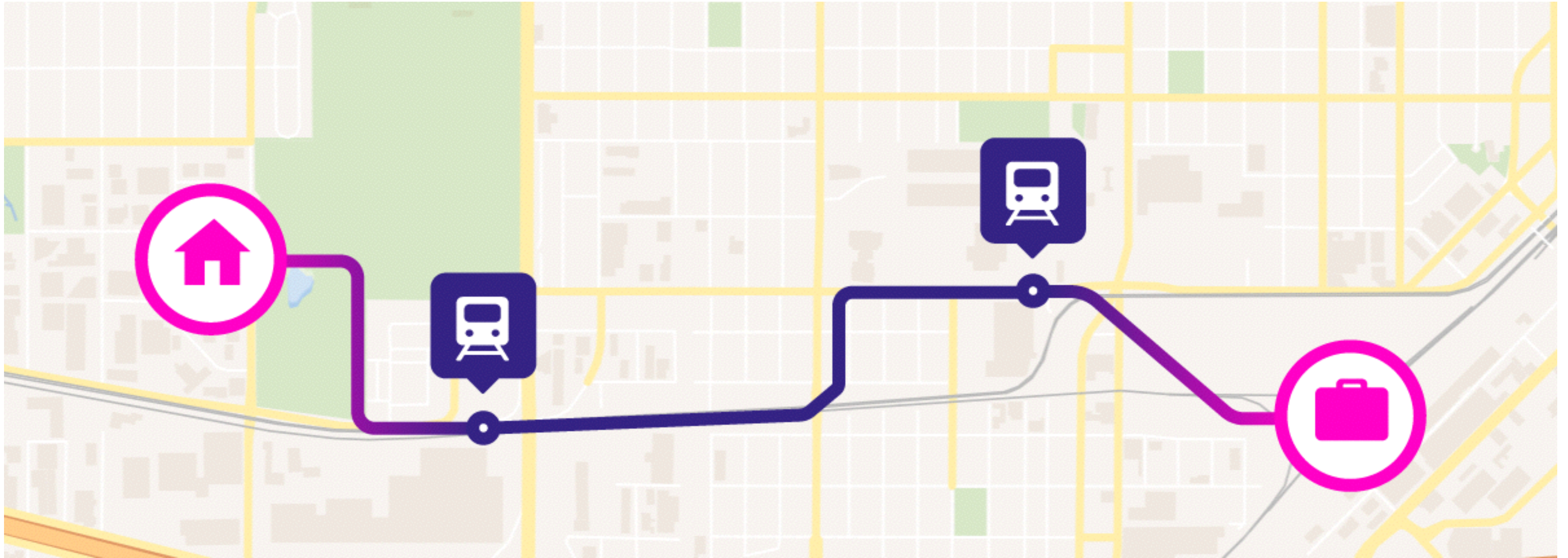
WAV Vehicle Mode and Service



- **Lyft Access Mode**
 - Additional Mode to view/book lift-equipped vehicles
 - Same user experience as other Lyft Modes
- **Vehicle Supply through partnerships**
 - WAV Taxi Cabs
 - Non-profit Provider
 - Agency Vehicles NEMT Providers
 - Overflow supply from Paratransit
- **Additional Subsidy for WAV rides**
 - Trip premium offered to cover cost of WAV trips
 - MBTA offering per trip premium
 - Billed at the end of month



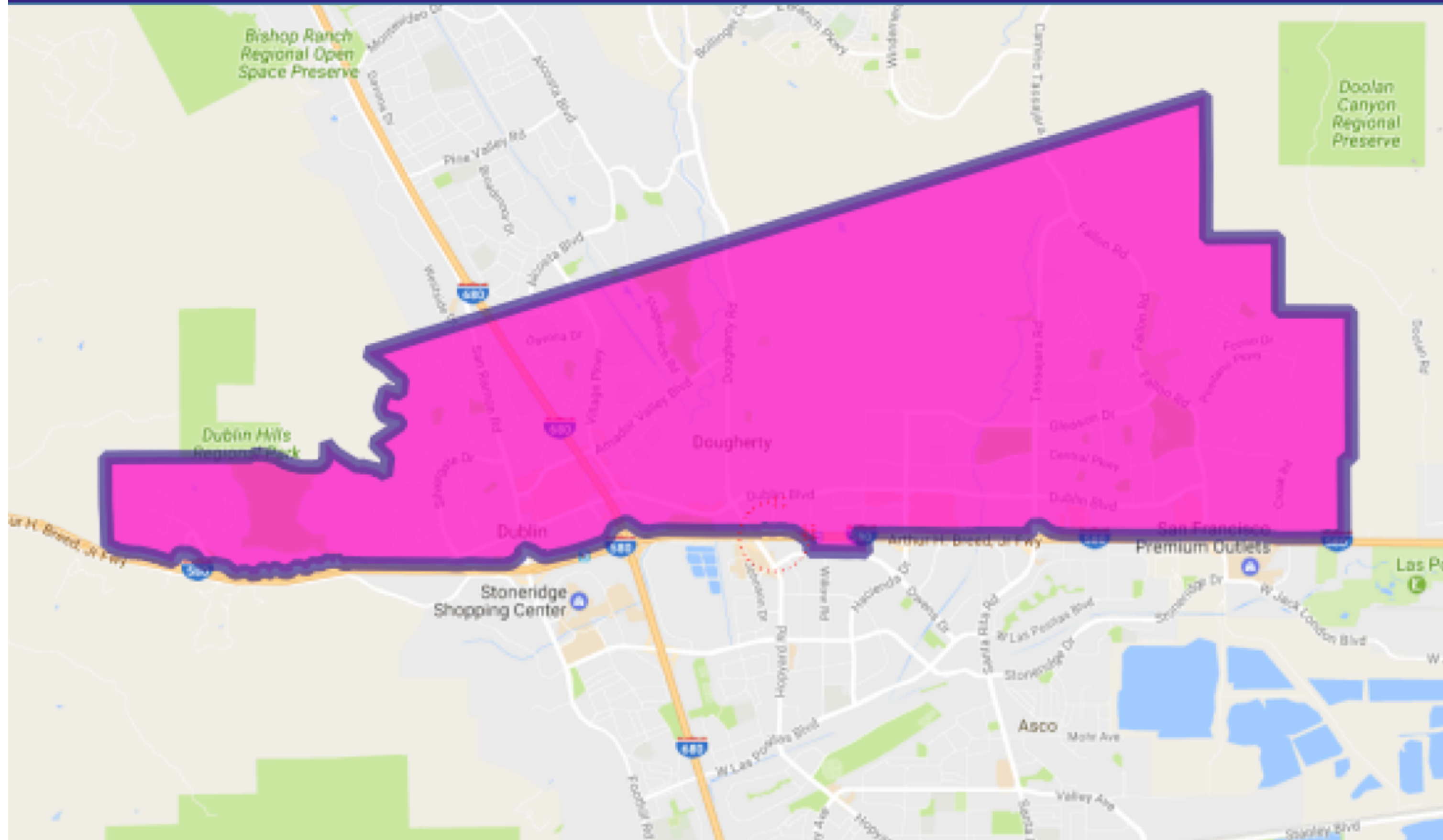
First-Last Mile



Livermore Amador Valley Transit Authority

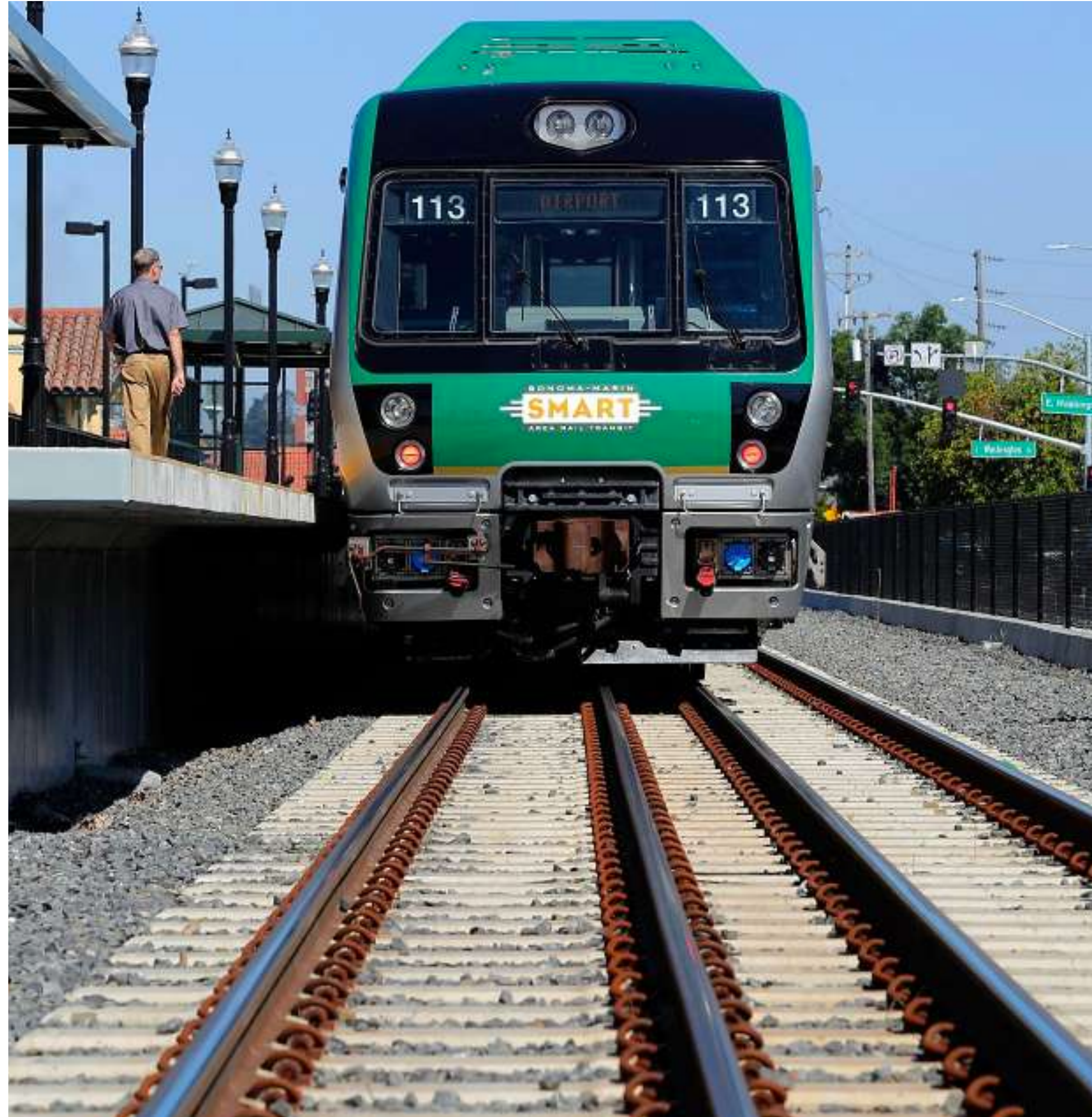
GODUBLIN

50% off up to \$5 for any of your Lyft Line rides in the City of Dublin, CA
Get discounted rides until June 30th or while budget lasts



- Encourage ridesharing to **BART** stations to alleviate parking congestion.
- Drive down costs/Increase convenience of On-Demand services.

Transportation Authority of Marin



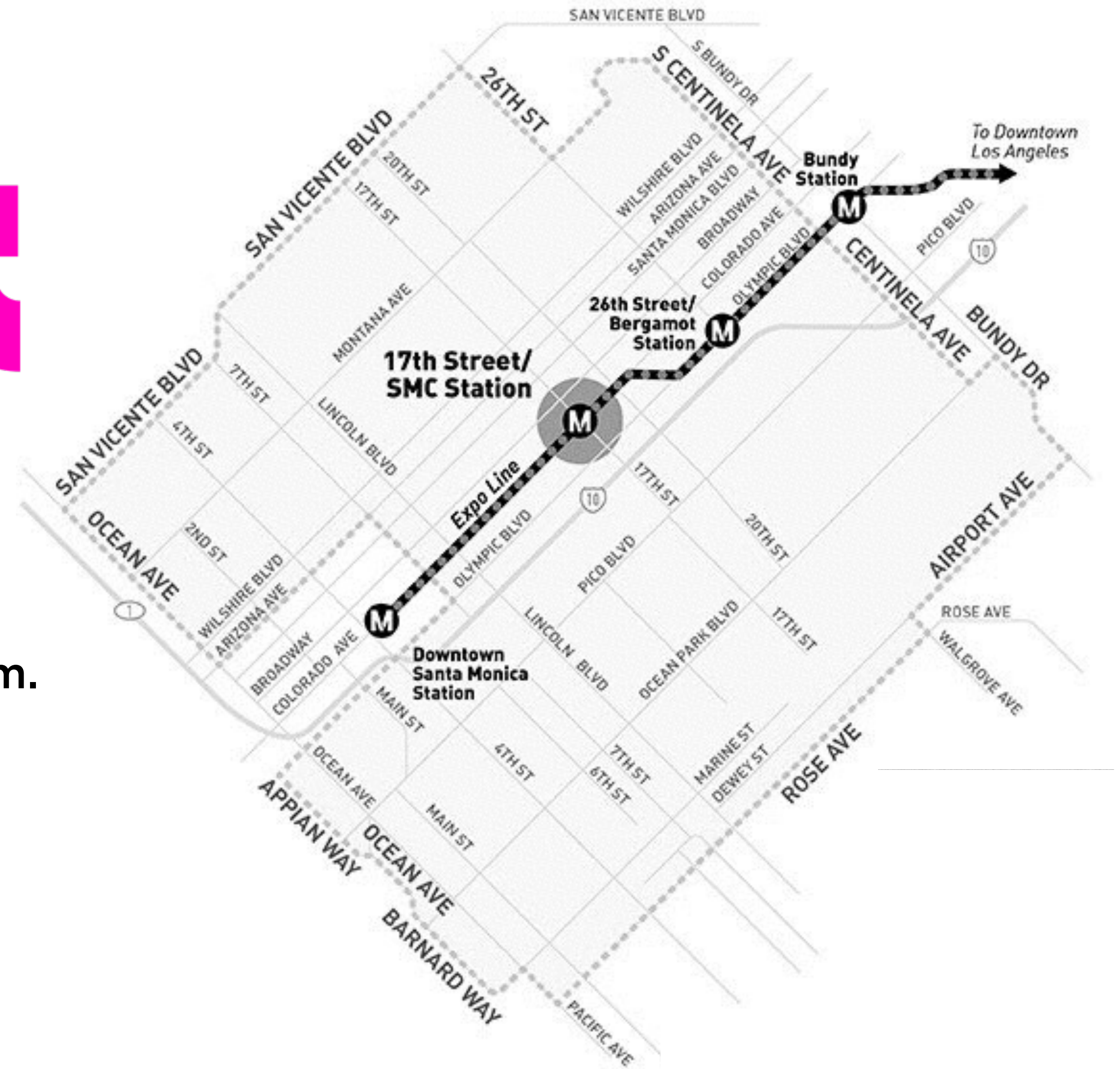
- First mile-last mile provider to multiple stations along new SMART train line.
- Aimed at attracting ridership and driving more users onto public transit
- Restricted to Lyft Line to encourage ridesharing and reduce congestion.
- In-station advertising to ease on boarding into the program.

Santa Monica - “Blue at Night”

**big
blue
bus** & **lyft**

**Your Late Night
Connection to Expo**

\$3 every Friday and Saturday, 8:00 pm - 3:00 am.



Transit Partnership Program Types



First-Last Mile



Suburban Solutions



Paratransit



**Guaranteed
Ride Home**



Parking Congestion



**Jobs Access
Services**



MONROVIA

CALIFORNIA

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CITY LAUNCHES GOMONROVIA MOBILITY PROGRAM

Monrovia Transit just got faster and more convenient. Now featuring \$0.50 Lyft rides and shared bikes with LimeBike.

[Read More >](#)

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