

97th CML Annual Conference

June 18-21, 2019 • Breckenridge, CO

The "Last Mile" Factor: Making Transit Ridership Convenient
 Miller Nuttle
 Senior Manager, Bike and Pedestrian Policy
 Lyft



Contents of this presentation reflects the view of the presenter, not of CML.


Lyft Bikes & Scooters

Our mission

Improve people's lives with the world's best transportation.

Lyft + Micromobility

Bikes - 29M rides in 2018



Lyft Becomes America's Largest Bikeshare Service


Today, we're excited to share that we are completing the acquisition of America's largest bikeshare service, Minnycycle, headquartered in New York City. The company is responsible for the growth of the country's most ridden bikeshare systems, including Citi Bike (New York), Bari Cyclebar (San Francisco Bay area), DASH (Chicago), Bluebikes (Boston Metro area), Capital Bikeshare (Washington, D.C. metro area), BIKETOWN (Portland), COGO (Columbus, Ohio), and New York Minnycycle.

Scooters - Launched In 2018!

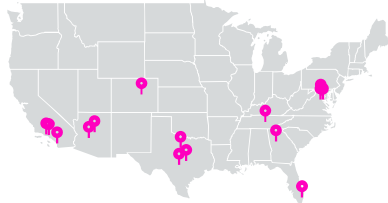
Lyft rolls out its first electric scooters in Denver

The company is playing catch-up in a market, but it believes it can win by its cities.

Santa Monica Regins Shared Mobility Pilot Program



Lyft has launched scooters in 15 cities




Lyft Scooters is currently available in **15** cities:

- Alexandria
- Arlington
- Atlanta
- Austin
- Dallas
- Denver
- Los Angeles
- Mesa
- Miami
- Nashville
- San Antonio
- San Diego
- Santa Monica
- Scottsdale
- Washington D.C.


We are rapidly expanding our footprint.

Lyft Bikes & Scooters Pillars




Transportation Equity

- Increase access to mobility for all members of the community




Safe Streets

- Center cities around people, not cars
- Educate riders how to safely use bikes & scooters
- Help cities build better infrastructure



Transit Integration

- Partner with cities to include public transit
- Fight congestion and help riders better meet their first and last mile needs



Environmental Sustainability

- Offset all carbon emissions for Lyft rides
- Further commitment to the environment through sustainable, emission-free modes like bikes & scooters

Street Safety



NEW & EXPANDED SAFETY INITIATIVES



Transportation equity



LYFT IS ADDING ROCKET FUEL TO CITIES' MOBILITY GOALS



Divvy Expansion

The City of Chicago recently approved Lyft's \$50 million investment in Divvy that will bring bikeshare to to every ward of the city, expand equity and job training programs, and bring to the fleet a brand new model of bike that can be locked to existing infrastructure or docked at a station.

Citi Bike Expansion

In November, Lyft and the City of New York came to an agreement to double the Citi Bike service area by 35 square miles and triple the number of bikes in the fleet.

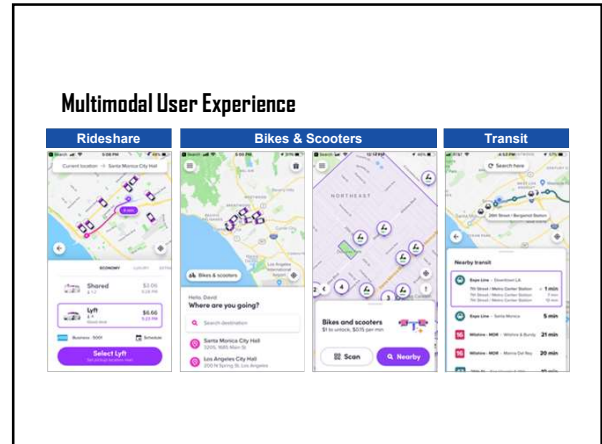
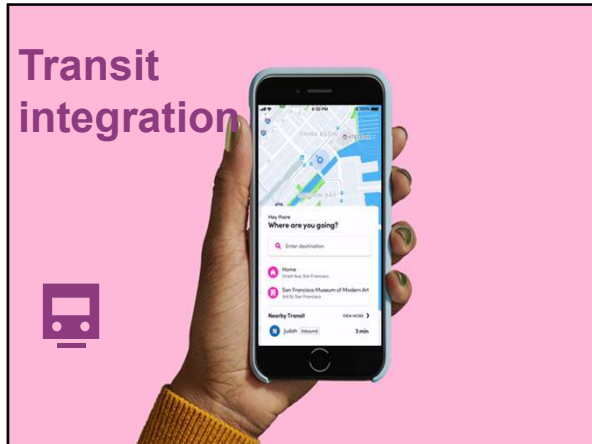
Transform & Bikeshare For All

This multi-pronged program is bringing together government, business, and non-profits to expand affordable transportation options in East Oakland.

Sustainability



Lyft Commits to Full Carbon Neutrality and 100% Renewable Energy



BIKESHARE INTEGRATION INTO LYFT APP

- Platform for the world's best transportation needs to include bikes
- Making it easy for all Lyft users to access bikeshare
- Aim is to open up a world of possibilities for greener, faster urban mobility and get many more people riding bikeshare

