

Regulatory Advocacy at Lyft



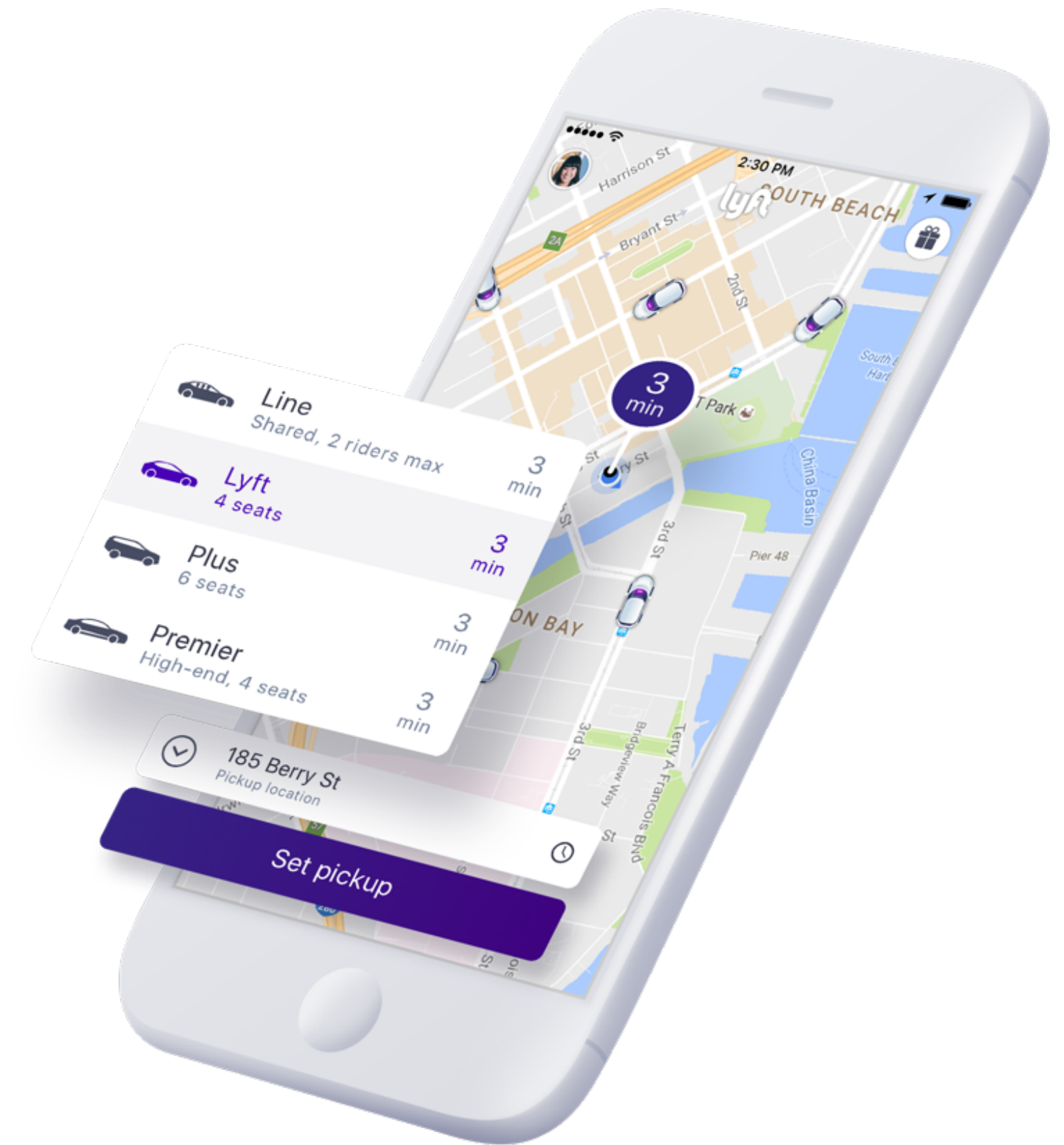
January 24, 2017

What is Lyft?

Available in over 250 cities and towns.

Millions of passengers.

Hundreds of thousands of drivers.



162m

rides
in 2016

38

states with
ridesharing
laws

Our Team

Policy (x20)

City and State
Federal
Legal
Transportation
Environment

Public Affairs (x20)

Strategy
Digital
Community
Political
Research



Case Studies



Tampa

Objective: Defeat regulations in the Public Transportation Commission.

Challenge: Opposition very influential with Commission.

Opportunity: Commissioners elected to local offices. Significant support for our service under current rules.

Tampa Tactics

Identify drivers and passengers who are constituents.

Explain why they should care about new regulations.

Mobilize them to email and call their elected officials on Commission.

Tampa Mobilization

Subject: Oppose new rules for Lyft

Dear Commissioner,

Changing the rules will not bet
Bay has been one of the top cit
city safer. Lyft provides so man
and money for passengers and

Alexis W.
Brandon, FL 33510

Subject: Vote No!

Dear Commissioner,

Please understand that the vote on rules that treat Lyft like a traditional taxi service will force me, as well as many Lyft drivers off the road. I am a Lyft driver and I know that my customers find truly superior to the

The new proposed rules will make
ridesharing network is working well
satisfies customer needs from the T

Vernon W.
Trinity, FL 34655

Subject: I support Lyft

Dear Commissioner,

Please keep Lyft in Hillsborough County, I am a disable person whom uses Lyft services this allows me to get out and do my errands while feeling safe with a resident whom is from our area. I love the way Lyft works and it allows my neighbors whom may be driving for this service a way to remain active and useful in today society.

Gerry B.
Ruskin, FL 33570



Tampa Result

"When you see overwhelming response that is positive, you have to do what the people say."

TAMPA CITY COUNCILMAN GUIDO MANISCALCO

Maryland

Objective: Obtain waiver from Maryland Public Services Commission.

Challenge: Commissioners not elected. Process similar to a trial.

Opportunity: Significant support for our service under current rules.

Maryland Tactics

Explain why drivers and passengers should care about new regulations.

Mobilize them to send a message to the Commission.

Highlight support with elected officials, third parties, and media.

Maryland Mobilization

Lyft provides so many of us to e need are rea con will mo hav scr app the you

As a Lyft driver, I find it a safe and easy way to de ad rev we bac ens cus ma ad dri Lea

I've been in Lyft driver for about 8 months I almost have 2000 rides. I started Lyft to earn extra money. Lyft was the best thing that could happen to me I have 2 children at home and my full-time job is overnight. I meet the most exciting people and it's safe. Lyft is a great asset to Maryland.

POSTAGE
INDICIA

EXECUTIVE SECRETARY DAVID J. COLLINS
MARYLAND PUBLIC SERVICE COMMISSION
6 SAINT PAUL STREET 16TH FLOOR
BALTIMORE, MD 21202

The benefits I've had wit nu alr to the pas rec dri rep scr rec

I think ridesharing should definitely be supported w ba th ap ha th Pe er fr al er

I proudly drive for Lyft, in many areas under-served by public transit. Placing additional restrictions on Ridesharing will reduce the number of drivers available to provide transportation to these marginalized State of MD residents. Area drivers are already required to have yearly VA inspections!

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INDICIA

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BALTIMORE, MD 21202



Maryland Highlight Support

Elected officials including the Governor and Mayor of Baltimore.

Third parties including business groups and non-profit organizations.

Media covering process.

Maryland Result

“The Commission notes its consideration of thousands of letters and postcards from consumers, TNOs, elected officials, trade groups, nonprofit organizations, and other entities, for granting the requested waivers.”

MARYLAND PUBLIC SERVICES COMMISSION

Key Takeaways

- 1. Focus on how regulations will affect consumers.**
- 2. Inform and empower your community to weigh in.**
- 3. Make sure elected officials know their constituents care.**

Questions?