Improving Ridesharing Operations Through Data Use
Agenda

- Company Background
- Lyft Line
- GPS & Mobile Integration
- Data Sharing
Lyft Overview
Our Vision
To reconnect people and communities through better transportation.

Our Mission
Uniting humanity and technology to make everyday rides welcoming, affordable and memorable.
Exceptional Growth, Massive Scale, Global Expansion

- $1B+ revenue run-rate
- 200+ cities in the USA
- Global expansion in Asia
- Millions of rides per week
- Bigger fleet than FedEx
- 70% growth YoY
How Lyft Works For Passengers

On average, Lyft drivers arrive within **3 minutes** of ride requests.
Lyft Line
Our Product Offerings

Lyft Classic + Plus
On-demand personal rides at the tap of a button

Lyft Line
Shared rides with others going the same way

Enterprise
Commuter benefits for employees
80% of seats on the road are empty
Every day, 90% of Lyft rides have someone else taking the same trip within 5 minutes.
Lyft Line Matching System

Matchmaking

- Ridesharing product that automatically pairs riders together with overlapping routes
- Utilizes geohashing to bucket latitude and longitude coordinates
Lyft and Google Maps

Google Maps offers a new way for people to find and compare the fastest ways to get around town.

It allows you to compare the fastest, most affordable ride near you.

Say you’re looking to get from Fed Hill to Canton. When typing these locations into the Google Maps app, you’ll see a ride services tab appear alongside driving, transit and walking directions.

Just tap the icon and you’ll find fare estimates and pick up times from multiple ride service partners, depending on driver availability.
Transforming Urban Transportation

- First ridesharing company in the United States to integrate Waze’s Transport SDK.
- Route updating on both iOS and Android, Lyft can now update a driver’s route real-time in Waze.
- ‘Return to Lyft’ button for drivers when navigating with Waze, drivers will be able to press a “Return to Lyft” button that immediately resurfaces the Lyft app.
- Default navigation.
Data Sharing
Friends with Transit

The intersection of Lyft and public transportation:

- Today, 45% of Americans lack access to public transit and 76% drive to work alone.
- 25% of Lyft passengers say they use Lyft to connect to public transit, and 46% would avoid owning a car entirely because of Lyft.
Improving Communities Together

- A number of relationships with regional planning agencies that are new and evolving
- Share data with agencies anonymously aggregated by zip codes
Thank You!
Safety and Support Focus

DMV & Background Checks  Critical Response Line  Vehicle Inspections

$1M Insurance Protection  Two-way Ratings  Zero Tolerance
Drug & Alcohol Policy