

# Lyft Partnership Program

TAM Board of Commissioners Meeting  
December 1st, 2016



# Background

- TDM AD-Hoc Committee
- July Board action on ERH Program
- September 2016 Ex Comm Discussion
- November 2016 Ex Comm Committee



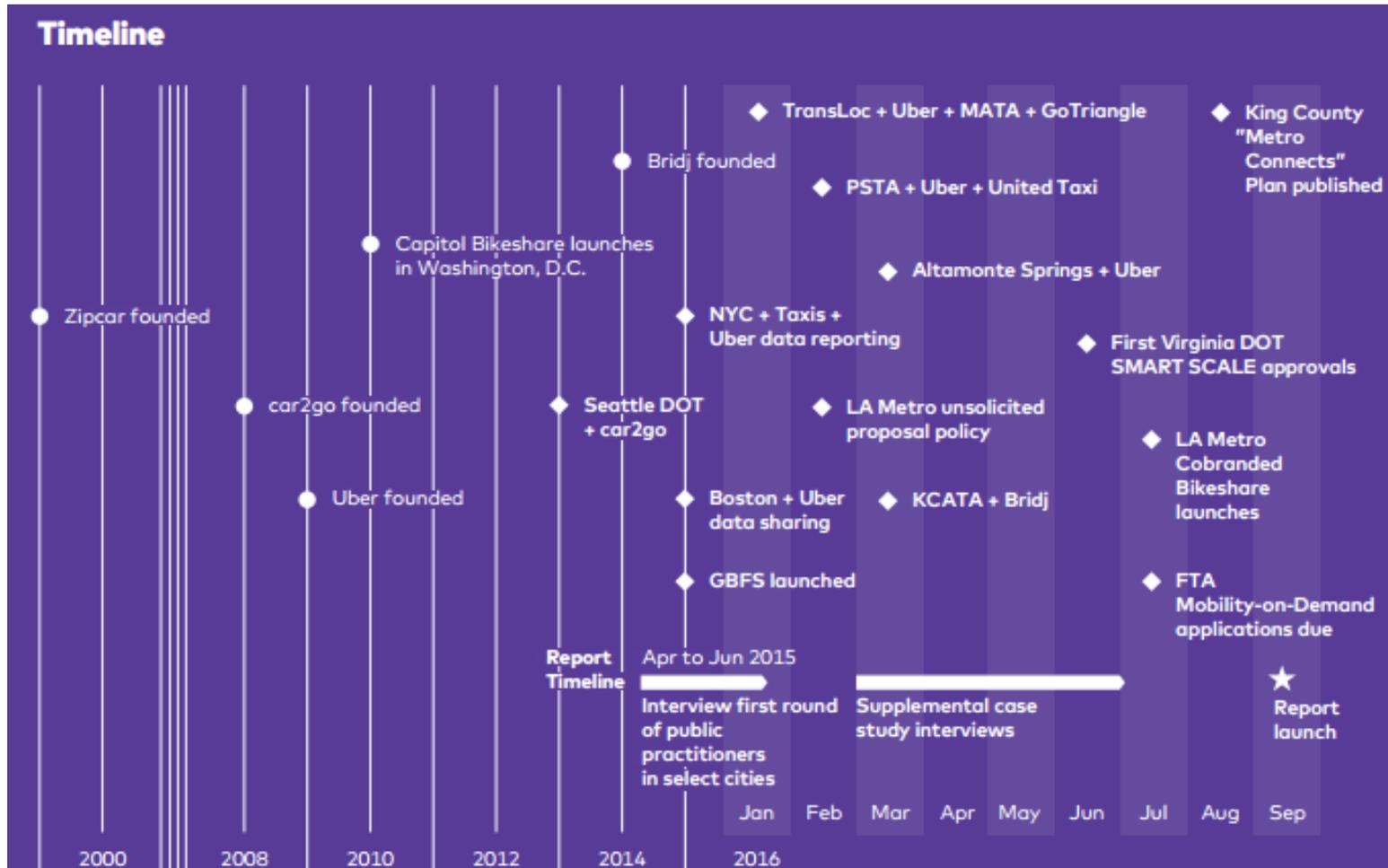
# First/Last Mile Considerations

- MTC Integration Plan – Sept 2016
- SMART Shuttle White Paper/Workshop
- Shuttle costs estimated at \$85-125/hour



Source: [www.bauersit.com/commuter-bus-programs/last-mile-shuttles/](http://www.bauersit.com/commuter-bus-programs/last-mile-shuttles/)

# Emerging Best Practices



Source: <http://transitcenter.org/wp-content/uploads/2016/09/TC-Private-Mobility-Public-Interest-20160909.pdf>

# Partnership Program Framework

- Limited duration pilot program
- Test demand at station locations
- Provide a solution for first and last mile concerns
- Improved data reporting on station access needs
- Provide a low cost option

**CONNECT THE STOPS**

Get \$5 off your first 10 Lyft rides.  
Use code: **GET2TRANSIT**

MIAMI-DADE COUNTY × lyft

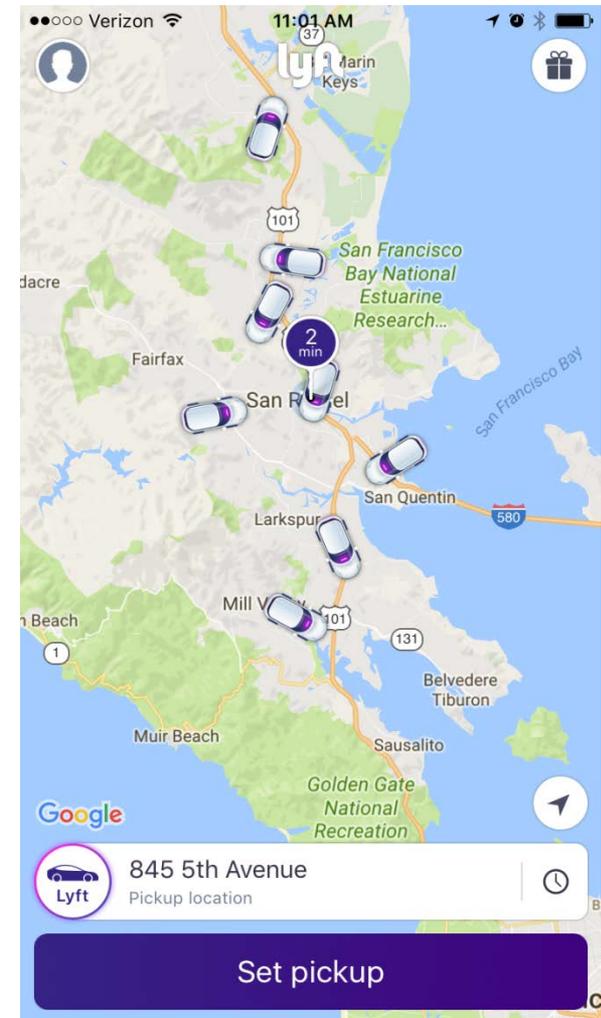
New user code valid for up to \$5 off 10 rides on the Lyft platform. Ride must start and end in the Miami coverage area. Code expires 30 days from redemption. Subject to Lyft's terms.

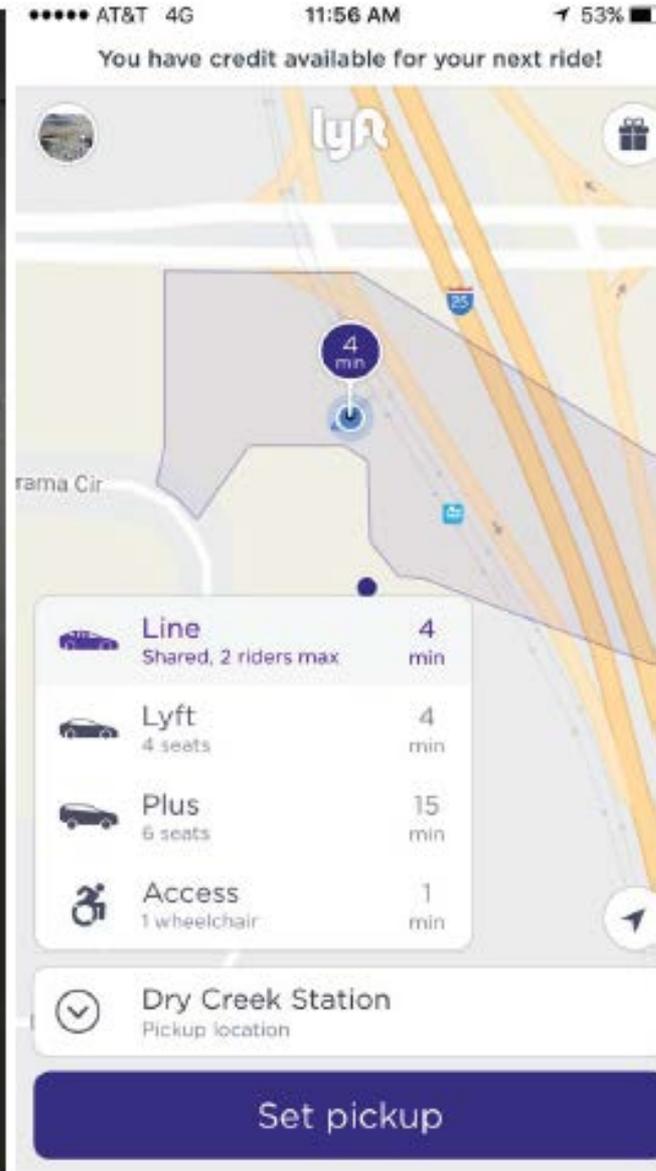
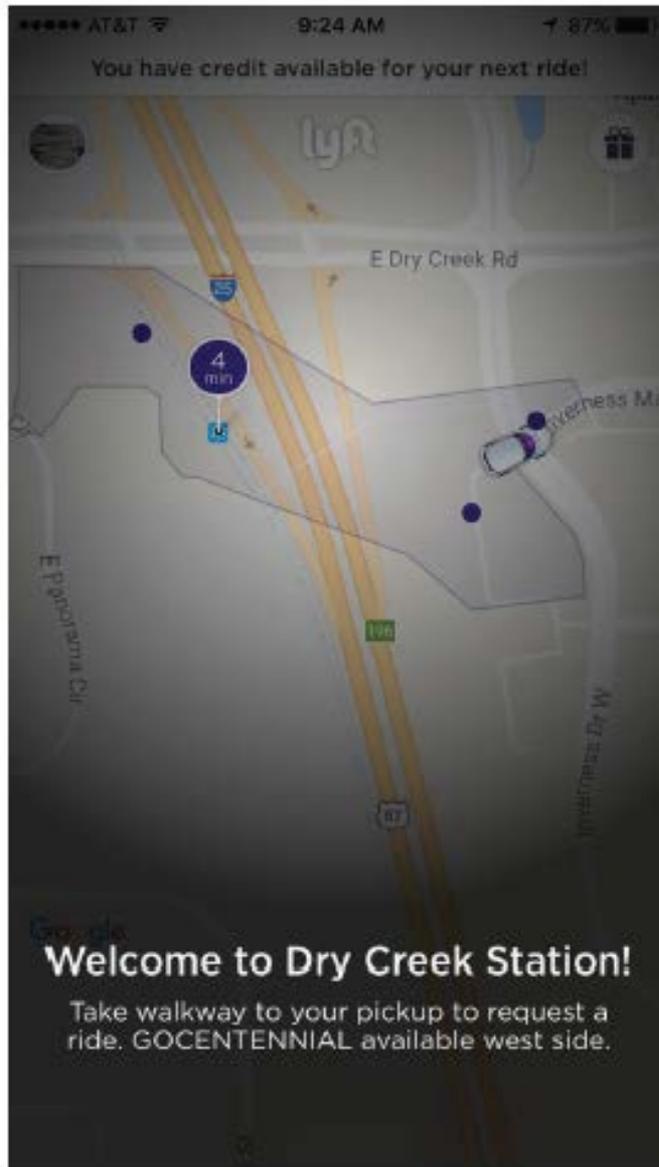
DOWNLOAD & RIDE



# Program Details

- \$5 Off Coupon (after first \$2 charge)
- Riders would use LyftLine Service (ridesharing)
- Lyft would provide:
  - Backend technology changes
  - Administrative services
  - Data reporting services
  - Marketing materials
  - Incentivize drivers to serve stations
- TAM/Lyft would develop a marketing strategy
- TAM would reimburse coupon codes





# Program Details

- Legal Review – County Counsel and Outside Counsel
- CPUC Regulations
- Coordination with Marin Transit and Marin GSA
- SMART Marketing Support/Coordination
  
- **Recommendation: Authorize TAM Executive Director to Enter into a Partnership Agreement with Lyft, Inc. NTE \$70,000**





# Questions and Discussion