

TPC 03.12.14  
ITEM 6.1.  
HAND-OUT

**Benishek-Clark, Anne**

---

**From:** Gary Poulson [garypoulson@gmail.com]  
**Sent:** Wednesday, March 12, 2014 9:00 AM  
**To:** Benishek-Clark, Anne  
**Subject:** Fwd: I'm Justin, And I'm A Lyft Driver

I don't know if every tpc member received this or not. please send out. Thanks gary

----- Forwarded message -----

**From:** Justin Kibbel <justinkibbel@gmail.com>  
**Date:** Wed, Mar 12, 2014 at 8:27 AM  
**Subject:** I'm Justin, And I'm A Lyft Driver  
**To:**

My name is Justin Kibbel, and I have been a Lyft driver for about two weeks as well as a Lyft mentor for a few weeks before that where I was in charge of certifying our initial group of drivers. I realize that there has been scrutiny and criticism in each city that Lyft has entered, and I didn't expect Madison to be any different. Being a citizen of Madison for over 10 years, what drew me to Madison was its forward thinking and innovation. Madison is a city that is not afraid to innovate, try new things, and push for advancement.

Being a part of the Lyft team for a few short weeks I know that we are not just driving for a company in California, but you are part of a **community**. Taking a Lyft is like "riding in a car with a friend." That couldn't be closer to the truth. In just a few short weeks I have met hundreds of people, a lot of them repeat passengers. I have had passengers recognize me on the street, invite me along for brunch when I recommended my favorite spot, and there have been other stories of passengers even bringing cookies for their favorite Lyft driver. Out of close to 100 Lyfts I have given, I have not heard a single disparaging comment from a passenger. In fact, almost every single person has enthusiastically proclaimed to me how much they love Lyft and are glad to have its services in Madison.

One of the main reasons for such overwhelmingly positive comments has been **reliability**. When a passenger initially opens the app, they see all available drivers and how far away the nearest driver is. In one quick tap of a button they are connected with the closest available driver, and know that the car is on it's way to pick them up (usually in less than 5 minutes). The great thing is they can watch the car the entire time on their screen as it approaches. They no longer have to wait on a freezing cold street corner with uncertainty.

Lastly, I just want to touch on **safety**. Lyft has a 4-star gold safety rating and does not take it's drivers' and passengers' safety lightly. When one expresses interest in becoming a driver, Lyft performs an in-depth background check, driver record check, and lastly a face-to-face car inspection and training Lyft. When one requests a Lyft, both driver and passenger see a picture of each other and their rating. If a passenger is dissatisfied with their driver or vice versa, a rating of 3 stars or less ensures that you will never be matched up again. Also, working at a bar for my full-time job, I can tell you the frustrations that occur when a patron or bartender is trying to arrange a safe ride home. They are often met with busy signals and uncertainty on whether their ride is on its way.

As you are taking in information about Lyft and figuring out where it can fit in our community, I encourage you to think about the innovation and idea-forward thinking that has made Madison a wonderful and unique place to live.

Sincerely,

Justin Kibbel