

Written Testimony of Chris Massey, Director of Government Relations, Lyft

Submitted to the City of Madison's Parking and Transit Commission

March 12, 2014

I appreciate the opportunity to submit written testimony for tonight's meeting. As the City of Madison begins to have a conversation about mobile-based ridesharing apps, I would like to share some information with you about the key issues surrounding ridesharing and ridesharing platforms.

First, some history on how Lyft became the latest evolution of mobile app-based ridesharing:

- Lyft was founded as an innovative platform to address the 80% of seats that go empty on roadways every day;
- While we all would likely support the concept of ridesharing, we found that proactive participation in offering a ride to strangers is unlikely without some form of incentive;
- The Lyft platform was created to allow the safest, most responsible drivers to offer rides in their personal vehicles, and
- What developed was a friendly, fun, safe, and inexpensive transportation alternative.
- Since launching in 2012, Lyft has expanded to and been embraced by a total of 22 markets across the country.

Lyft has been a popular transportation alternative in cities across the country. We believe that Lyft will build on Madison's reputation as a cutting edge, innovation friendly city. Our goal is to promote new transportation solutions for the residents of Madison residents.

- By using existing resources, platforms like Lyft provide a popular alternative to car ownership, while reducing the need for government spending on additional parking and roadway infrastructure as populations increase.
- Lyft is a tool for economic empowerment and micro-entrepreneurship, with 80% of the funds staying in the community.
- Lyft is a friendly, safe transportation alternative for many with few transportation options, including in underserved communities.
- Lyft is increasing the use of public transportation by facilitating travel to and from transportation hubs.
- Lyft can provide a way home for people after a night on the town, thus reducing incidents of drunk driving.

Finally, I want to make clear what we are NOT. Lyft is not a taxi service. Though you can recognize our vehicles by the pink moustaches, you can't hail a Lyft car. Simply put we are a platform that puts passengers who need a ride with a vetted driver willing to provide one.

Again, I appreciate the opportunity to provide you with some background information as Madison begins to look at transportation networking companies. Lyft looks forward to continuing to participate in this conversation moving forward.