Growth and Impacts of Mobility On-Demand

Why Ridesharing and Microtransit Matter

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Our roads are filled with too many cars.
Almost everyone drives alone

76.3%

American Community Survey, August 2013
45% lack access to transit

U.S. Department of Transportation
One-size doesn’t fit all
80% of seats on the road are empty
a simple vision
Carpooling isn’t new.
but it isn’t mainstream
Why do people drive alone?

- Difficulty identifying carpool matches
- Difficulty setting up ride logistics and shared payment for gas and other costs
- Lack of trust and reliability in carpooling
- Need for flexibility to change schedule

Source: Bay Area Clean Air Plan, 2010
Carpooling needs to be:

- flexible
- quick
- lucrative
- reliable
- safe
- awesome
supply and demand

density must be present before on-demand carpooling will work
controlling one side of the equation
Drivers are everyday people, given proper incentive.

- **Apply**
- **Screen**
- **Accept**
- **Drive**
- **Rate**

Driver must pass strict DMV check, background check, and vehicle inspection.
simple, friendly, and reliable for passengers
65 cities across the U.S.
5X ride growth on platform in 2014
MILLIONS of rides per month
What’s Next?
aggregation of demand
Lyft Line for passengers riding the same way
**Driver Destination** matching commuters with riders on their way
Lyft Lines make up more than 50% of Lyft rides in San Francisco
The Microtransit Spectrum

Vehicle Size

Density of Demand

DIVY
lyft
VIA
Chariot
BRIDJ
What’s the Public Sector’s role?

Policy

Planning

Partnership
TNC transportation network companies

coined by CPUC in 2013
Wave of Ridesharing Reform

Map showing states with state law, city law, and pending legislation.
How will this impact VMT?
Solving the last-three-miles problem

Ridesharing connects commuters to rail, expanding station catchment areas
More than 20% of Lyft rides in the SF Bay Area start or end near a BART or Caltrain stop
60% of passengers report driving less due to Lyft

46% are likely to avoid buying a car due to Lyft

Lyft 7-city survey conducted by Land Econ Group
Q: How can ridesharing help electrify the fleet?

A: Faster fleet turnover, new economic levers.
We see a future with fewer drivers, all of them carpoolers.
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