



**Shared Mobility Pilot Program  
Bike Application**

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[http://github.com/CityOfLosAngeles/mobilitv-data-specification.](http://github.com/CityOfLosAngeles/mobilitv-data-specification)

7B. Method of tracking device utilization and availability.

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## 1. INTENT

*Please describe the overall vision for the service.*

July 27, 2018

Peter Dzewaltowski, Transportation Planner  
Mobility Division, Planning and Community Development  
City of Santa Monica  
ATTN: Shared Mobility Pilot Program Application  
1685 Main Street, Room 115  
Santa Monica, CA 90401

### **RE: CITY OF SANTA MONICA SHARED MOBILITY PILOT PROGRAM APPLICATION**

Dear City of Santa Monica Mobility Division:

Lyft was founded with the mission of re-connecting communities through better transportation. At the core of our work is a commitment to providing transportation options that decouple the right to mobility from auto-ownership, encourage more sustainable transportation choices, and ultimately create a new transportation equilibrium that places people, not cars, at the center of our cities.

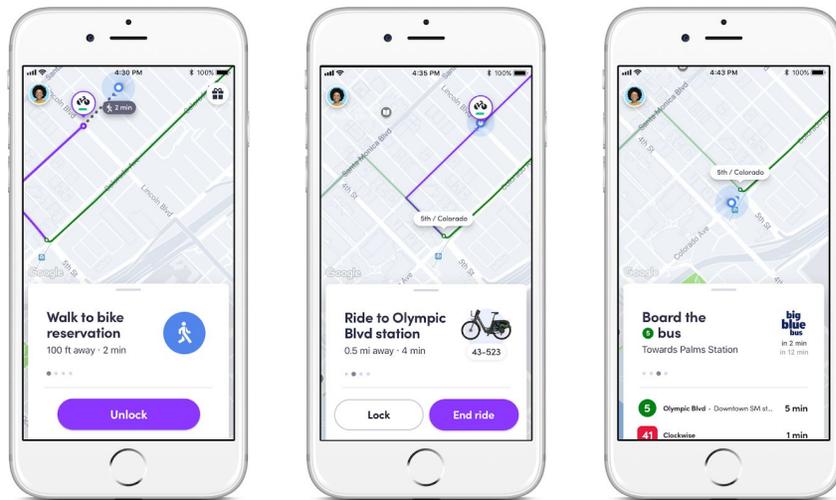
To deliver on our mission, Lyft is committed to working with cities to develop innovative multimodal solutions that enable people to conveniently and reliably get around without owning a vehicle. This commitment to transportation innovation led to the introduction of Lyft Line in 2014, integration of public transit trip planning into the Lyft App, and now the introduction of new transportation options that will help bridge the first-last mile gap to public transportation.

With Santa Monica's booming economy, and associated mobility challenges, we need new ideas, new partnerships, and new modes of transportation to meet the growing needs of our community and support long-term economic sustainability. Emerging, micro-mobility options will play a critical role connecting people to the Expo Line and Big Blue Bus services, which will increase transit ridership, alleviate traffic congestion, and connect people to regional job centers. Building upon the success of the City's downtown revival efforts like the Third Street Promenade project, Lyft believes that new mobility options like bikes and scooters have the potential to further reduce the need for parking and create more people-centered streets. Embracing these new modes will create delightful places that drive customers to retail, dining, entertainment and cultural venues in the community.

Lyft is uniquely positioned to implement a scooter and bike network that positively impacts mobility while limiting nuisances in the Santa Monica community. Lyft intends to leverage the expertise and capabilities of the country's two largest and most experienced bikeshare system operators, Motivate and Bicycle Transit Systems, to maximize the quality of our Santa Monica presence. Lyft is in the process of acquiring Motivate and will therefore soon have the perspective of their talented team guiding our bike and scooters efforts. To further enhance our ability to deliver operational excellence, Lyft will partner with Bicycle Transit Systems to help manage our day-to-day operations in Santa Monica.

In addition, Lyft has a strong history of delivering technology solutions that encourage shared mobility, address pressing equity and environmental issues, and ultimately focus on the larger vision of creating more livable communities. Below we provide a brief summary of our commitment to delivering a unique scooter and bike solution that encourages multimodal travel, invests in equity of access, builds positive urban spaces, and promotes environmental stewardship:

- **Encouraging Transit Usage.** The Lyft App will be unique in its emphasis on helping Santa Monica residents and visitors bridge the first-last mile gap to transit. In addition to providing an incentive program for bike and scooter users connecting to transit, the Lyft App will surface real-time transit data and multimodal trip wayfinding to help bike and scooter riders plan and execute multimodal trips.



### Sample Multi-Modal Feature with Transit Integration

- **Investing in Equitable Access.** Lyft is committed to delivering equitable and inclusive scooter and bike programs. As we begin operations in Los Angeles County, we will work alongside local non-profit organizations and community groups to develop subsidy programs and authentic community outreach efforts to ensure that this high-quality first-last mile connection is accessible and affordable to those that need it most. We will work towards a ridership demographic that reflects the economic and racial diversity of Santa Monica and helps underserved communities use scooters as a tool to gain better access to job opportunities. Lyft has a history of partnering with community organizations and just recently announced an expansion of our Relief Ride program, which provides transportation to those in acute need, by pledging \$1.5 million to the program over the next year. We will incorporate scooters into this important program.

- **Addressing Climate Change and Emissions Impact.** Lyft is committed to reducing the environmental impact of urban transportation. In April of this year, we committed to offsetting the carbon emissions of all Lyft rides. By committing significant financial resources to these offsets, we built into our core business a strong incentive to pursue shared rides and the displacement of gasoline-powered vehicles. We view the introduction of scooters and bikes into the Lyft fleet as the next meaningful step in our commitment to reducing the climate impact of urban transportation. Scooters and bikes will allow us to introduce a fully electric and lower-carbon means of commuting to millions of Lyft users. Our scooter and bike trips will be 100% electric-powered, and we will offset all emissions with renewable energy certificates so that all bike and scooter rides delivered in Santa Monica will be carbon-neutral.
- **Investing in Streets Designed for Biking and Walking.** While our scooters and bikes provide a more sustainable mode of transportation, they can also degrade the quality of the urban environment if not operated and parked properly. To minimize the potential negative impacts of Lyft’s dockless bikes and scooters, Lyft has built robust training and compliance procedures into its operations to ensure that our vehicles do not become a nuisance (outlined in Section 4). We view these operational and product investments as table stakes.

Additionally, Lyft will invest time and financial resources into helping build additional public spaces for sustainable transportation. We are encouraged by the City's recent approval of creating the first parking protected bike lanes on 17th Street, and want to support additional infrastructure that will encourage safe and healthy mobility. Lyft is committed to investing \$1 per scooter/day to support the City’s efforts to expand the protected bike lane network and would look to be an effective community partner for investments in public space.

Finally, given the increasing importance of ensuring scooters and bikes are parked properly and not impeding sidewalks or ADA accessibility at Big Blue Bus bus stops, Lyft proposes to engage City officials in a service planning session to inform our daily scooter deployment plan and explore the designation of shared “mobility hubs” at major transit stations along popular bike and scooter corridors.

- **Commitment to Santa Monica.** Our company has a long history of investing in mission-driven civic partnerships and programs within the City of Santa Monica - a testament to our organization’s commitment to using our platform to connect and support the communities we serve. We have established partnerships with a number of local institutions—both private and public - such as Big Blue Bus, Santa Monica Pier, and the Office of Transportation & Tourism. In partnership with Big Blue Bus, we’ve launched innovative pilots such as MODE and Blue@Night, programs which leverage Lyft’s shared mobility services to expand the capacity of critical Dial-a-Ride services for Santa Monica’s residents as well as provide late night connections to the Expo line. We’ve also entered a unique multi-year partnership with Santa Monica Pier to alleviate congestion and improve passenger pick-up experience at large events.

At Lyft, we recognize that public transit is the foundation of urban mobility, and that shared mobility options play a critical role supporting City of Santa Monica's efforts to improve sustainability and access. We believe the introduction of scooters and bikes to Lyft's ridesharing platform will improve access to local transit and reduce single occupancy vehicle travel. We are excited to have the opportunity to apply for a Pilot Permit and appreciate your time and consideration of our application.

Respectfully submitted,

A handwritten signature in black ink, appearing to read "John Zimmer". The signature is stylized and cursive.

John Zimmer

Lyft

## 2. OPERATOR INFORMATION

In 2012, Lyft introduced its mobile platform for on-demand ridesharing. Since then, Lyft has grown to a team of over 3,300 employees and more than 20 offices across the U.S. Lyft currently operates in over 360 cities with staff dedicated to national and local Customer Experience & Safety, Operations, Marketing, Brand, Communications, and Transit Partnerships & Policy.

Lyft operates a number of locations in the Los Angeles region with our main Operations and Driver Services offices located in downtown Los Angeles. Our Los Angeles area operations are led by General Manager Allen Narcisse and we have a full-time staff of 100 people in Southern California working in Operations, Community Outreach and Marketing.

### Our Values

Lyft is committed to the following mission and values, which we believe set us apart in how we approach partnering with government agencies and the communities they serve:

**Reduced Car Ownership.** Lyft was founded with the purpose of reducing car ownership and single occupancy vehicle trips. That vision led to our 2014 launch of Lyft Line, which enables multiple parties traveling separately to be matched with a common driver to maximize route and fuel efficiency, as well as reduce the cost to increase transportation access. On June 7th, 2018, Lyft set a company wide goal of having more than 50% of trips on the Lyft Platform be shared rides by the end of 2020. As of this Summer, nearly 30% of trips in Santa Monica were Shared Rides. We are excited about the opportunity to quickly reach our 50% goal through the introduction of transit alternatives like Big Blue Bus, bikes, and scooters into the user trip-planning experience.

**Collaboration.** Lyft is committed to collaborating with City governments and local leaders in the communities where we operate to make transportation systems better for the communities we serve. One of our founders previously served on a county transit board, and we believe that public transit is the foundation of urban mobility. We see our role as helping to fill the gaps and improve the efficiency of certain transportation trips. This mission led us to launch our [Friends with Transit](#) initiative in 2014, and is the mindset fueling positive first-last mile, paratransit and on-demand suburban solution partnerships with public agencies from Los Angeles to Boston.

**Equality and Diversity.** Lyft recognizes the importance of equality and diversity both within its workplace and the ridesharing community, along with an environment that embraces all backgrounds and genders. We believe that diverse perspectives are critical in shaping the direction, mission, vision, and values of our company to continue supporting our diverse community of drivers and passengers. We are proud that over 50% of the driver community is made up of racial minorities and 30% is female.

**Climate Commitment.** Announced in April 2018, Lyft has taken action to immediately offset the carbon emissions for all rides globally. This multi-million dollar investment makes Lyft one of the top voluntary purchasers of carbon offsets in the world. In year one alone, Lyft anticipates offsetting over

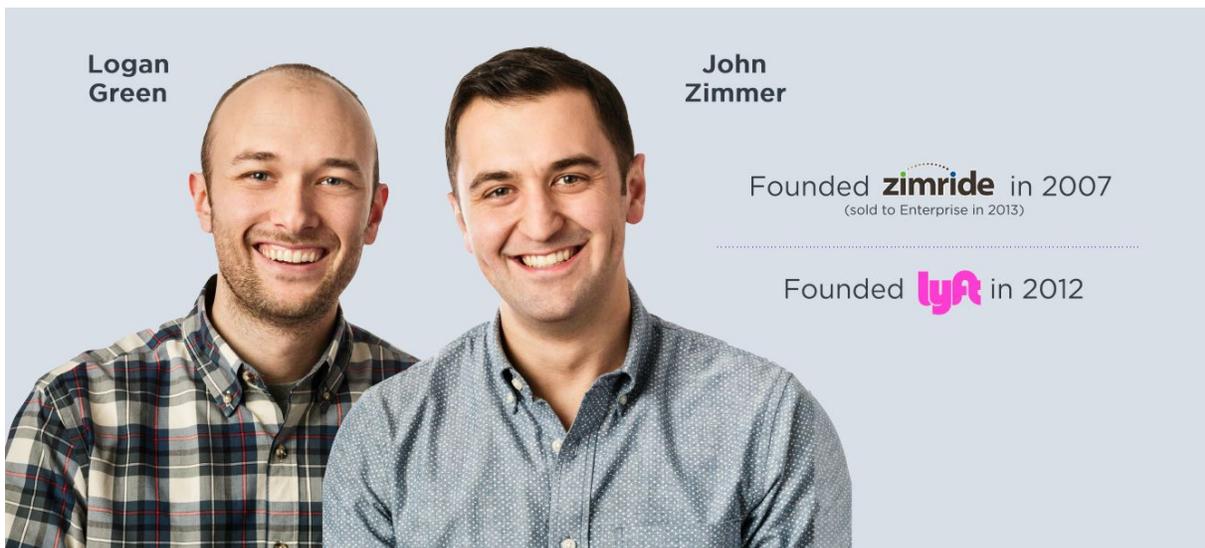
a million metric tons of carbon, equivalent to planting tens of millions of trees or taking hundreds of thousands of cars off the road. Lyft's investment and impact will continue to grow as the company does. This effort also ensures that Lyft is only supporting emission reductions that are new and would not have happened but for Lyft's investment. The majority of these projects will be in close proximity to our largest markets, and all projects will be US-based.

## 2A. Project team.

*Including biographies and qualifications of lead team members. Include an organization chart that includes the entire company as well as the local team.*

### Executive Leadership Team

Lyft's seasoned executive team brings together top talent from technology industry leaders with the shared goal of improving people's lives through the world's best transportation. They have extensive experience building and operating high-impact businesses, and their expertise will be applied to Lyft's efforts to create a comprehensive alternative to car ownership including scooters.





## Santa Monica Scooter & Bikes Operations Team

Lyft bike and scooter operations will be managed by the Santa Monica Bikes and Scooters Operations Team. David Fairbank will serve as the primary market manager, supported by Vipul Patel and Allen Narcisse.

### VIPUL PATEL

#### **General Manager, Lyft Bikes & Scooters**

Vipul joined Lyft in April 2016. Until recently, Vipul served as General Manager of Lyft New York City, leading all aspects of the company's local operations including driver and passenger growth, operations strategy, recruiting and marketing. Vipul joined Lyft from InVision, where he served as Chief Operating Officer overseeing the company's operations through massive scaling and multiple rounds of fundraising. Prior to InVision, Vipul was the Director of Strategy and Analysis at Foursquare responsible for user acquisition, growth strategy, analytics, product development, and partnerships. He received his JD from Harvard Law School and holds his BA in Economics from the University of Chicago. As General Manager, Vipul will oversee Lyft's efforts to launch scooter and bike operations across markets, with a focus on operational excellence and consideration for community and public policy concerns.

### DAVID FAIRBANK

#### **Market Manager, Lyft Bikes & Scooters, Southern California**

David joined Lyft in July 2016. Until recently, David managed the operations, strategy, and P&L for Lyft's XL, Lux, Lux Black, and Lux Black XL business lines. Prior to Lyft, David was based in LA, working at Sony Pictures in Business Development & Strategic Planning, and previously at management consulting firm L.E.K. Consulting. He received his MBA from the Harvard Business

School and holds his MS and BS in Management Science & Engineering from Stanford University. David is a Los Angeles native, and spent most of his life in the West LA area. As Market Manager, David will be located in LA, overseeing local scooter and bike operations, balancing operational, marketing, business, community, and public policy needs.

### **ALLEN NARCISSE**

#### ***General Manager, Lyft Southern California***

Allen joined Lyft in September 2017 as General Manager of Southern California operations where he leads Lyft's driver operations, retail operations and marketing partnerships for the greater LA, Orange County, and San Diego region. Prior to Lyft, Allen was the first LA-based General Manager for UberEATS, Uber's food delivery operations, where he led the launch of Uber's first standalone app in the US and expansion to San Diego, Orange County, Palm Springs and the Inland Empire. Before joining Uber, Allen co-founded Ebyline, a content marketing start-up, in 2009 and served as Chief Operating Officer. Allen earned a BBA with Distinction from the University of Michigan and an MBA from the Harvard Business School. A long-time resident of Los Angeles, Allen has been actively involved in community-based volunteering, including formerly serving on the KIPP LA Board, and coaching at Ladera Heights Little League.

### **Lyft Scooters & Bikes Team**

The Santa Monica Scooter and Bike Operations Team will be supported by Lyft staff focused on Safety, Sustainability, Public-Private Partnerships, Transit Operations and Community Engagement. Together this team brings decades of experience in multimodal transportation planning, urban sustainability, and community advocacy as well as deep experience managing complex ridesharing operations. The following team members will work hand-in-hand with the local team and City to develop a scooter and bike program that creates positive spaces and experiences for the City and its residents.

### **CAROLINE SAMPONARO**

#### ***Head of Bike & Pedestrian Policy***

Caroline leads scooter, bike, and pedestrian policy and partnerships. She works with cities on policy initiatives like Vision Zero and complete street redesigns, as well as realizing specific goals around bike and scooter shared mobility. Prior to Lyft, Caroline spent 2 months at ofo, and prior to that 12 years as deputy director of Transportation Alternatives in New York City. At TransAlt, Caroline led the advocacy campaigns to bring Vision Zero to the United States, establish the country's largest bike share program, Citi Bike, and set national standards for urban complete street design. In 2013, in partnership with traffic violence victims, Caroline founded Families for Safe Streets, a grassroots, victim-led movement to eradicate reckless driving that now has chapters in cities across the United States. Caroline holds a BA in Anthropology from Columbia University.

**PAUL DAVIS*****National Transit Partnerships Manager***

Paul leads the development, implementation, and management of Lyft's transit partnership programs — including our current local partnerships with Big Blue Bus and the City of Monrovia. Paul has over 15 years of experience in alternative transportation, land-use planning, and sustainability. Paul began his career as a Transit Planner for the San Diego Association of Governments where he co-led service development of Job-Access Reverse Commute routes and the region's first car-sharing program. More recently, he worked for the Natural Resources Defense Council's Urban Solutions team on the financing of urban park and watershed projects. Paul holds a dual Masters in Business Administration and Environmental Science from the University of Michigan.

**LILLY SHOUP*****Senior Director of Transportation Policy***

Lilly Shoup has a background in multimodal transportation planning, performance management, and policy development to re-connect communities through better transportation. Prior to joining Lyft, Lilly was a Principal at Nelson\Nygaard Consulting and served in the Office of Transportation Policy at the US Department of Transportation in Washington, DC where she managed the Partnership for Sustainable Communities. She is author of national publications including the first "Dangerous by Design" report on bicycle and pedestrian safety. Lilly holds a Master in City and Regional Planning from the University of Maryland at College Park and a Bachelor of Arts in Economics and Public Policy from the University of North Carolina at Chapel Hill. She is currently Policy Director of the Los Angeles section of the American Planning Association.

**DEBS SCHRIMMER*****Senior Manager of Transportation Policy***

Debs Schrimmer joined Lyft in 2016 and leads transportation policy initiatives around sustainability, infrastructure, public transportation, and the environment. Prior to Lyft, she worked at Code for America, helping cities use data and technology to redesign how they deliver services, and as a transportation planner at the Sacramento Area Council of Governments. Debs received her B.S. from UC Davis in Community and Regional Development, and is an honoree of the Women's Transportation Seminar. She serves as a Board Member on the California Transportation Foundation.

**CARLOS WHITT*****Director of Technology***

Carlos joined Lyft in 2015 to build up the Core Passenger and Mobile Infrastructure teams to focus on delivering the best passenger experience possible. In this new role as Director of Technology for Bikes & Scooters, he'll be leading the technology team to solve all aspects of bike and scooter mobility with a focus on improving the urban landscape. Prior to Lyft, Carlos founded two companies,

Adku and Camoji. Adku was an ecommerce recommendation engine and was acquired by Groupon in 2012. Camoji was a photo sharing company that was acquired by Lyft in 2015. Carlos also spent 6 years as a Staff Engineer at Google where he won the company's EMG award for his work on the mobile team's location platform. Carlos earned a B.S. double major in Computer Science and Electrical Engineering from Duke University.

## **PROF. GARRETT VAN RYZIN**

### ***Head of Marketplace Labs***

Garrett van Ryzin joined Lyft in 2017 as the Head of Marketplace Labs, where he leading a team of applied scientists and technologists working on enhancing the current ride-sharing experience and better integrating Lyft with public transportation systems. Garrett is a professor of Professor of Operations, Technology and Information Management at Columbia Business School and Cornell Tech, he previously worked at Uber where he was the Head of Marketplace Optimization Advanced Development.

## **2B. Number, type, location and duration of other shared mobility systems operated.**

*Include all current operations, and the operating permitting requirements and history of compliance with permitting, state and local law.*

**Ridesharing.** Founded in 2012, Lyft ridesharing network services now operate in over 360 cities across the US and Canada. Our current operation consists of over 3,000 employees with local operations in many of the largest cities in which we operate. Lyft is currently delivering over a million rides a day across North America. A full list of the cities where Lyft operates can be found at <http://lyft.com/cities>.

As part of its highly regulated ridesharing operations, Lyft is currently licensed in over 70 jurisdictions throughout the U.S. and Canada. Lyft has a dedicated regulatory compliance team that has developed processes to maintain valid licenses and renewals, ensure compliance with regulatory obligations, and promptly respond to requests and inquiries from government authorities.

Lyft has a history of working collaboratively with state and local regulatory authorities to achieve the shared goals of expanding access to affordable transportation options while enhancing the safety of the public and its users. Lyft will build upon its existing expertise and processes to ensure compliance with licensing and regulatory requirements applicable to shared mobility.

**Vehicle Fleets.** Lyft has experience managing large shared vehicle fleets through its Express Drive rental program. We have worked with partner companies to offer a variety of vehicle rental options to drivers across the country since March of 2016. Today, Lyft works with its partners to provide fleet management capabilities, vehicle maintenance, customer experience, and support for tens of thousands of shared rental vehicles across more than 25 markets.

**Bikes and Scooters.** Lyft intends to leverage the planning, execution and operational management expertise of the nation’s two foremost bikeshare companies to assure excellence in our Santa Monica presence. Lyft is in the process of acquiring Motivate, who operates many of the largest bikeshare systems in North America, including Citi Bike (New York), Ford GoBike (San Francisco Bay area), Divvy (Chicago), Blue Bikes (Boston metro area), Capital Bikeshare (Washington, D.C. metro area), BIKETOWN (Portland metro area), CoGo (Columbus, Ohio), and Nice Ride (Minneapolis). In 2017, 80 percent of the bikeshare trips in the United States were on Motivate-operated systems. In addition, we will be partnering with Bicycle Transit Systems to manage and staff day-to-day operations for our Santa Monica presence. Bicycle Transit Systems staff has participated in the majority of major bikeshare systems in the US. The Bike Transit team, led by Alison Cohen, formed the core team that launched most big-city bikeshare systems in the US, including DC, Boston, New York, Chicago and San Francisco. Following those successes, the team formed Bicycle Transit Systems in Philadelphia, in 2013, and have subsequently launched bikeshare in Philadelphia, taken over operation of Oklahoma City, launched Los Angeles Metro Bike Share system in Summer 2016 and Las Vegas’ RTC Bike Share in Fall 2016. The proven expertise of our operating partners, combined with our talented local team, will ensure that Lyft delivers operational excellence to the City of Santa Monica.

## **2C. Length of corporate operation.**

*Include related or ancillary business operations beyond shared mobility systems.*

Lyft, Inc. was founded in 2012 as a shared mobility company. Over the last 6 years Lyft’s operations have grown to provide transportation network company services in over 360 cities across the United States and Canada. See Section 2 intro and 2A for additional details of Lyft’s operation size, experience, management team and history.

## **2D. Equity Ownership**

*Names and addresses of any person or entity that has (i) more than 10 percent equity, participation, or revenue interest in the application or (ii) is a trustee, director, partner, or officer of that entity or of another entity that owns or controls the applicant. Identify the names and addresses of any parent or subsidiary of the application, and describe the nature of any such parent or subsidiary business entity. Identify any subcontractors or other partner organizations.*

### **Equity Ownership**

Below is a list of individuals and entities with over 10% equity participation in the company:

Sparrowhawk Partners, Inc.

### **Subcontractors and Partner Organizations**

As discussed below in Section 4C1, we plan to work with Bicycle Transit Systems and BlueCrew Inc. to manage and staff a portion of our team operations in Santa Monica.

### 3. EQUIPMENT:

*Provide specific details of the proposed equipment and supporting elements.*

#### 3A. Type and specifications of all devices.

*The selection committee may request a device demonstration if desired to clarify or confirm device details or functionality.*

Lyft's Bike network will consist of GenZe Electric Bikes, adapted with custom parts, at the outset of operations. An image of the Lyft Bike is provided below, along with a full detailed specification sheet of the bike. The bikes will be retrofitted with a custom connectivity module.



Dimensions	Approx. 71 x 26.5 x 44 in
Weight	Approx. 67 lbs
Material	Aluminum
Derailleur	8-speed Shimano
Gear Shift	Microshift Thumb Shifter
Wheels	26" x 1.95"
Mode	Pre-programmed pedal assist
Motor Power	350W
Max Speed	20 mph
Range	25 mi
Battery	Removable Samsung 32E Li-Ion Battery; 36V
Braking	Drum (front), Rotor (rear)
Lights	Headlight and Tail-light
Lock	U-lock attached to the bike frame
Connectivity	LTE Cat-1 Cellular Modem + BLE SoC
Location	GPS Module & Antenna
Sensors	Accelerometer & Gyroscope

### **3B. Number of devices proposed at launch, and anticipated at the maximum during the pilot program.**

#### **Scooter Operations.**

Lyft proposes to launch with an initial fleet of 700 scooters throughout the City of Santa Monica, and then scale up or down based on the utilization rates set by the city. We elected 700 scooters as a starting fleet size because we believe that will afford us the fleet density to meet the first-last mile needs of the cities 92,000 residents. The goal of our Scooter program is to help meet residents needs for short distance on-demand commuting trips and improve access to transit.

#### **Bike Operations.**

Lyft proposes to launch with an initial fleet of 300 e-bikes throughout the City of Santa Monica, and then scale up or down based on utilization. We believe this initial fleet size will create a highly utilized yet always available bike network to serve medium distance errand and commute trips (1-3 miles) around the community. Our aim with this program is to provide residents with a low-carbon, and healthy way of meeting their medium distance trip making needs.

#### **Vision.**

We are excited by the potential opportunity to offer the residents, commuters, and tourists of Santa Monica with a mobility services suite that could truly de-couple access to mobility from auto ownership. By offering bikes, scooters, Lyft, as well as Big Blue Bus (through our transit integration), we will provide people with an affordable and convenient network alternative to single occupancy vehicle ownership. Moreover, Lyft's proposed e-fleet and carbon-offset shared mobility services would drive the city closer to ambitious sustainability and climate commitment goals. Finally, operating bike, scooter, rideshare, and transit-integrated mobility services uniquely positions Lyft to optimize fleet size and reduce VMT.

### **3C. Device communications, device location systems, device capabilities, and system data collection details.**

Lyft Scooters and Bikes are retrofitted with a custom connectivity module, which communicates with Lyft services using an LTE cellular modem.

The location of scooters and bikes will be detected using a GPS antenna module. Location, vehicle battery level, and status will be sent back via LTE cellular modem and ingested into Lyft services. Additionally, we will log usage, speed, and trip data; Lyft will use this data to ensure its fleet is frequently available, reliable, compliant with local regulations and well-utilized.

### **3D. Functionality and features of software and operations management systems.**

Lyft has built a number of unique software and operations management systems to ensure delivery of scooter and bike programs that appeal to passengers and are easy to manage with respect to program compliance and rebalancing. These features are discussed in detail throughout the remainder of the application. Please see the following sections on Lyft's software and operations management systems:

- Unique Rebalancing System with routing run by the Lyft algorithm (Section 4D)
- Fleet Management System (4D)
- Lyft App Safety First and Compliance Onboarding Flow (Section 5F)
- In-App Highlights of Safe Corridors for Bikes and Scooters (6B)
- Geofencing Technology to Support Transit Connections (4A3) and encourage proper Parking etiquette (5A)
- Real Time Issue Reporting and Resolution (4G)

### **3E. Identify ability to provide minimum of 250 devices at program launch date.**

Lyft has purchased the requisite number of bikes and scooters necessary to launch in Santa Monica. We anticipate working with the City over the next month on parking, siting, and compliance, and would aim to launch the Scooter and Bike operations as well as the transit integration with the City no later than the end of September.

### **3F. Identify local warehouse or operational centers.**

Lyft is currently working to lease a local warehouse facility with an eye towards limiting the emissions of daily vehicle deployment, maintenance and collection. Facility location will be finalized in the coming weeks with the final location influenced by the Santa Monica permitting outcome.

## **4. OPERATIONS:**

*Provide a system operations overview of daily operations and administration. Also provide the following detailed information.*

### **4A. Fare structure, including any low-income or special fare options.**

Dockless micro-mobility options like bikes and scooters have incredible potential to bring new, affordable transportation options to communities currently underserved by the existing transportation network. To help extend the benefits of shared mobility modes in an equitable way, Lyft is proud to offer a Lyft Community pass, available to pre-qualifying low-income residents and Santa Monica College students.

## 4A1. Base Pricing

Below is the proposed pricing schedule that Lyft would use at the outset of the pilot period. Our schedule consists of a base fare and a per minute fee. Lyft’s offering also includes the option of a small reservation fee that will allow users to book and hold a scooter or bike for up to ten minutes. This reservation feature will provide consumers assurance that their scooter or bike won’t disappear as they walk to it, and limit negative customer interactions with two individuals arguing over one vehicle.

Our basic fare package also includes an out of service area in order to encourage and enforce compliance with the program. Finally, Lyft will also implement a dynamic discounting system that promotes multi-modal trips that include transit, helps rebalance the network to increase service quality, and fosters parking compliance.

### Proposed Pricing Structure for Scooters and Bikes

Type	Proposed Rate	Details
<b>Unlock Fee</b>	\$1	Base Fare of \$1 per trip on a Lyft scooter or bike.
<b>Usage Rate</b>	\$0.15 per minute	Per-minute rate initiating from time of unlock until the scooter or bike is parked, locked and released to the network.  <i>*Users will be able to lock the scooter and put it in standby mode in order for them to go off the scooter temporarily while still being charged the per-minute rate</i>
<b>Out of Service Area Penalty</b>	Distance based Up to \$100	Ride within the lines! If a scooter is left outside the service area (such as parked on the Boardwalk) we will reserve the right to charge the Rider a Service Fee of up to \$100 depending on the distance of the violation.
<b>Reservation Fee</b>	\$0.15 per minute	Users will be able to reserve a scooter for up to 10 minutes in order to ensure the scooter isn’t taken as they walk to their vehicle.
<b>Ride Discounts</b>	0-100%	Lyft will use a broad set of incentives (discussed throughout application) to encourage users to ride safely, link with public transit, park in preferred areas, and reposition scooters to areas in need of supply.

## **4A2. Ensuring Equitable Access**

Shared scooters and bikes have the potential to add tremendous value to the transportation network in Santa Monica. In order to do so, however, they must improve access and affordability for all residents. Lyft's scooter and bike program will launch with a strong equity program aimed at addressing affordability concerns as well as structural barriers to shared mobility use.

We recognize that cost can be a barrier to shared mobility access for traditionally underserved and low income communities. Below we have laid out a series of discount programs that we plan to offer during our pilot to meet expected demand and ensure equitable access. While low-income cost plans have been an important step in broadening bike share ridership, greater impacts have been realized when discount plans are coupled with strong community partnerships and outreach. Therefore we intend to work hand-in-hand with community partners to ensure that equitable access is a core component of our operational approach. Most notably, we will sign a formal partnership agreement with one or more community-based organizations that have the capacity to support us in the rollout of our shared mobility pilot program, and ensure that equity is considered at every stage of our operations, including:

- Developing membership options and marketing materials that empower local communities;
- Engaging in community outreach that leads to ridership demographics which reflect the diversity of the local communities we serve; and
- Recommending locations for scooters and bikes that help solve issues around access to public transportation, as well as other local transportation needs.

### **4A2.1 Lyft Community Pass | Low income discount program**

Lyft's low-income discount program, the Lyft Community Pass program, costs \$5 per year and includes unlimited free 30 minute rides. Access is available to Santa Monica residents ages 18 and older who qualify for the Big Blue Bus Low Income Fare is Easy (LIFE) program, CalFresh, Medicaid, SNAP or the SCE Energy Savings Assistance Program, as well as qualifying students at Santa Monica College. Qualifying participants can sign up on Lyft's website or in-person at select locations.

In order to ensure that we make the Lyft Community Pass program available to as many residents as possible, Lyft will partner with community based organizations to develop a robust outreach strategy built on engaging and taking direction from trusted leaders who are accountable to communities that have too often been left out of planning decisions. Our collaboration has several key objectives:

- Ensure socioeconomic diversity is central to the deployment of Lyft's program, striving towards ridership demographics that are representative of the the City of Santa Monica community.
- Increase first and last mile connectivity to transit.

- Ensure Lyft’s scooters and bikes become a fundamental tool to help residents gain better access to opportunities and to public transit.
- Reduce congestion, greenhouse gas emissions and vehicle miles traveled.

With these goals in mind, our approach will be to:

- Reach out, listen to, partner with, and respond to what the community says they need
- Seek guidance from a group of representatives from traditionally underrepresented communities.
- Meet the community where they are, in local settings they have ownership of and by trusting community leaders to help lead difficult conversations with residents
- Create culturally sensitive and multilingual marketing tools

#### **4A2.2 Serving Unbanked Populations**

New mobility options have tremendous potential to improve regional mobility, but only if they are an option for every Santa Monica resident. Lyft has enabled payment solutions to ensure that cities and transit agencies that utilize Lyft can meet Title VI requirements to provide unbanked passengers access to the Lyft network. For passengers without a credit card or checking account, Lyft will work with community partners to allow individuals to purchase coupon vouchers with cash. Additionally, rides can be paid for using prepaid debit cards. Prepaid debit cards can be purchased at most grocery store, convenience store and pharmacy chains including CVS, Walgreens, Kroger, 7-Eleven, etc.

In addition, we are exploring ways in which cash payments can be accepted through our community partnerships program and would allow individuals to purchase coupon vouchers with unique codes to unlock scooters and bikes. We will be leveraging the expertise of Bicycle Transit Systems and their work on implementing innovative cash payment programs for bikeshare programs around the US.

#### **4A2.3 Serving Non-Smartphone Users**

We will support customers who do not have access to a smartphone, by providing support signup via the web and enabling our scooters and bikes to be unlocked/locked via SMS text messaging that all basic cell phones support.

#### **4A2.4 Serving Multiple Languages.**

We will support Spanish and Chinese speakers via a localized website on lyft.com and online help. We will work to make the app experience equally accessible to English, Spanish, and Chinese speakers, as well as offer Lyft support in both English, Spanish and Mandarin.

### **4A3. Transit Zone Discounts**

Lyft believes bike and scooter sharing is a key first-last mile solution to bridge the gap between Santa Monica’s core bus and rail networks and a traveler’s final destination. To support higher transit

utilization, Lyft will identify transit zones that will offer users up to a 100% discount on rides that start or end at designated transit stops such as designated Big Blue Bus transit hubs and LA Metro Expo Line rail stations.

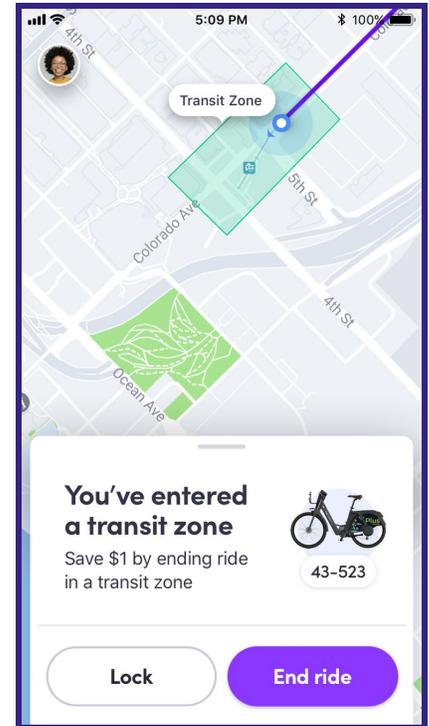
As a second phase, Lyft would like to work with the City to leverage Bicycle Transit Systems' experience integrating with TAP to offer multimodal fare passes that will encourage first-last mile bike and scooter trips to transit.

#### 4A4. Student Discount Program

Lyft is committed to providing sustainable transportation solutions that reduce single-occupancy vehicle trips at colleges and universities. By providing Lyft Shared ride solutions to educational institutions, Lyft is helping reduce campus congestion, improve traffic flows and reduce the need to build additional parking structures.

In the upcoming school year, Lyft is partnering with the University of California, Los Angeles (UCLA) to provide subsidized Shared Rides for UCLA affiliates to commute to and from campus. The program will reduce the number of single-occupancy vehicles on campus, reduce congestion, and help the University meet its sustainability goals through offsetting carbon emissions. Upon launching our scooter program, we aim to explore adding scooter and bike options to the program to provide affordable first-last mile connections for students to and from the major transit lines serving the university.

In addition, Lyft also plans to make our low-income Lyft Community Pass available to pre-qualifying students at Santa Monica College and UCLA.



#### 4B. Hours of device availability, hours of customer service support, and hours of field support (i.e. outreach, rebalancing and maintenance).

##### 4B1. Hours of Device Availability.

**Bike Hours.** Lyft's initial bike hours will be 24/7, 365 days a year.

**Scooter Hours.** Lyft's initial hours of scooter operation will vary depending on the time of year in order to offer scooter availability from approximately 2 hours before the morning commute until 2 hours after sunset.

**Proposed Winter Hours (October - February):** 4 AM - 8 PM

**Proposed Summer Hours (March - September):** 4 AM - 10 PM

This initial operating plan is flexible, as we would work with the City of Santa Monica to modify hours based on the City's preferences, demand, and safety conditions. As our hardware, technology, and operations evolve we will periodically revisit these operating hours in close coordination with the City.

#### **4B2. Hours of Customer Service Support and Outreach.**

Lyft is committed to bringing timely and convenient support to the program's customers. To achieve our goals of always being available to resolve customer concerns, Lyft will provide customer service and support through four channels: Lyft's Critical Response Line, our Local Scooter and Bike Operations Hub, our Online Help Center and Social media. Customers can reach the first three channels through our In-app support portal.

##### **1. LYFT HELP AND CRITICAL RESPONSE LINE (24/7).**

Lyft's Trust & Safety team will be available around the clock to support Lyft users. A Help Center agent is available 24 hours a day, 7 days a week and responds to any accidents, safety incidents, and citations that may occur through the scooter program. The help center can be accessed through the Lyft App at any time through our report an issue feature.

##### **2. LYFT SCOOTER OPERATIONS HUB.**

Lyft Scooter and Bike Operations Hub will be open 24/7 to resolve critical local customer and City issues such as parking compliance, vehicle operations, and accidents. Critical local user issues will be relayed to local Lyft staff, where customers will be able to have their issue resolved over phone or email.

##### **3. ONLINE HELP CENTER OF FAQs.**

Lyft's Support team manages an online Help Center (<https://help.lyft.com/hc/en-us>) with how-tos and responses to frequently asked questions, as well as a robust contact form so the Lyft Customer Experience team can process and respond to individual issues that may arise. Depending on the question and support needed, both phone and email support are available in the Help Center.

##### **4. SOCIAL MEDIA.**

The Lyft support team has dedicated staffing to address customer concerns over social media. The Twitter handle is @AskLyft.

#### **4B3. Hours of Field Support (Rebalancing, Maintenance).**

Lyft's unique scooter and bike rebalancing plan and preventative maintenance program is outlined in detail in Section D below. Lyft's Fleet Management team will be working on rebalancing and maintenance during business hours outlined in Section B1 above.

#### 4C. Staffing plan and responsibilities for Santa Monica Scooter and Bike Operations.

Lyft has had a shared mobility presence in the Los Angeles region for over 5 years and worked hard to develop strong relationships throughout the region. Our Santa Monica Scooter and Bike Operations Team is led by staff with experience leading shared mobility operations and supported by the following team members responsive to the unique needs of the City of Santa Monica.

- **Market Manager:** This business leader will work closely with the City and Lyft's technology teams to maximize scooter usage, serve the most possible riders and communities, and deliver a reliable and safe experience for all users. The Market Manager will oversee bike and scooter operations in the local market, balancing operational, marketing, business, community, and public policy needs.
- **Operations Manager.** The Operations Manager will manage all operational processes and activities, ensuring compliance with all regulations and operational excellence. They will work with the Market Manager and Operations Leads to understand areas of improvement and implement enhanced processes.
- **Operations Leads.** Lyft will employ Operations Leads to directly manage all Mechanic and Operations Associate activities. In addition to directing the overall distribution, rebalancing, and pick-up efforts, they will be on-call to direct Operations Associates to any issues in a timely manner.
- **Mechanics.** Lyft will utilize trained mechanics to inspect and service the fleet and ensure all active scooters are fully functional, reliable, and safe. These mechanics will work closely with Lyft's hardware team and vendors to continuously improve the durability of scooter hardware.
- **Operations Associates.** Lyft will utilize a trained team of Operations Associates to distribute, reposition, pick up, and charge scooters. These Associates will respond to any issues reported by users or the City and ensure timely action is taken.

These staffing plans may change over time as the program develops and we gain experience operating in Santa Monica.

##### 4C1. Hiring Plan

A key differentiator of Lyft's scooter plan is to utilize W-2 staff to operate and grow our Santa Monica bike and scooter business. The roles stated in 4c above will be on the payroll of Lyft, Bicycle Transit Systems, or BlueCrew, a platform that recruits and staffs light industrial workers that Lyft will utilize to source operational staff for warehouse, field and mechanic roles.

Equal opportunity and fair wages are central tenets to Lyft's culture, which is why we've publicly committed to annual pay equity audits and annual diversity audits amongst Lyft's employees, and actively seek a diverse workforce through diverse recruiting channels and outreach to and support of

diverse communities. We are also proud of our strong anti-discrimination and anti-harassment policies, and our employee resource groups (ERGs), all of which advance equal opportunity and fair wages.

Lyft will comply with all applicable federal, state and local laws with respect to its hiring and employment practices.

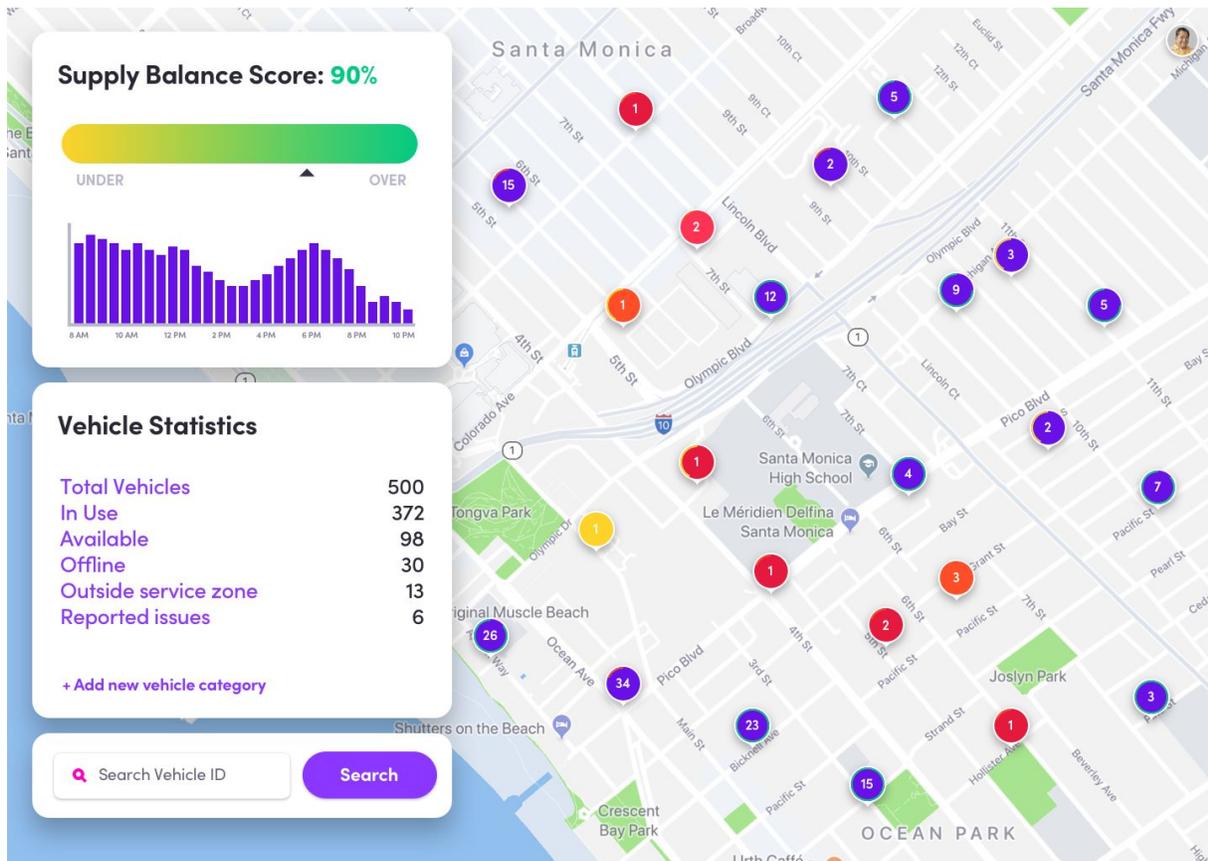
#### **4D. Plan for achieving citywide coverage and balancing.**

*Including the nature and frequency of rebalancing throughout the day to provide availability and avoid overconcentration of devices in the Downtown/Civic Center/Beach & Beach-adjacent areas.*

##### **4D.1 Rebalancing Methods**

Lyft will use a proprietary back-end fleet management tool to track the location of scooters and bikes in need of repositioning, recharging, or replacement to maximize fleet availability and quality. As imbalances in equipment arise, vehicle charge is depleted, and usage violations occur, Lyft's software will deploy Lyft's Scooter and Bike Fleet Management team to redistribute or replace its fleet.

Lyft's Scooter and Bike Fleet Management team will be trained to inspect and test scooter functionality in the field. Lyft's scooters and bikes will be assessed in the field to determine if they need to be repaired or returned to the warehouse for inspection and charging. If a scooter or bike is removed from service, it will be replaced immediately with a fully functional vehicle.



#### 4D.2 Rebalancing and Collection Fleet

Lyft will use a variety of means to redistribute scooters with the intent of both maximizing service availability and minimizing the VMTs and GHGs of redistribution. Lyft will utilize a combination of cyclists with trailers, electric bike rangers, and vans to redistribute vehicles.

The Lyft rebalancing fleet team will consist of the following:

- Cyclists with Trailers.** To minimize the GHG emissions and VMT, Lyft intends to use cyclists with trailers for distribution, pickup, and rebalancing of bikes and scooters. We want our operations team to add value to the neighborhoods in which they work by providing low-impact trips and personal interactions and service. Operations trips by bike during peak periods will also be able to more quickly respond to issues and community questions.

#### LYFT'S RIDEABILITY SCORE

We will generate a score in real-time for each scooter's rideability to identify scooters in need of repositioning, recharging, repair, or replacement; this score will be used by the operations team to dispatch rebalancers.

#### Score will be based on:

- Scooters reported as damaged / lost or impeding public right of way
- Charge level
- Outside of service area
- Location relative to rider demand

- **Electric Bike Rangers.** Electric bicycle rangers will allow the Lyft team to quickly pick up and clear blockages or damaged scooters and bikes during congested time periods without creating new vehicle trips.
- **Distribution Vans.** Lyft will utilize cargo vans that will mainly be used for early morning scooter and bike distribution/redistribution and late evening pickups. We will prioritize efficiency using Lyft’s existing routing algorithms to minimize unnecessary VMT from van trips. Lyft will also purchase carbon offsets for all VMT as part of its existing commitment to be carbon-neutral.

#### **4E. Plan for resolution of on-going issues, daily complaints and emergencies.**

*Provide details of how you will move devices that are parked incorrectly, are reported as complaints, or are out of service.*

All Lyft scooters and bikes are equipped with GPS devices that provide the real time location of all Lyft vehicles. In addition, onboard sensors will provide an indication of battery health. If a vehicle is identified to be outside the service area or low on charge using Lyft’s back-end fleet management tool outlined in Section 4D1 above, the Fleet management team will deploy the nearest Operations Associate to retrieve the vehicle. As outlined above, Lyft will aim to use low impact vehicles such as scooters and bikes wherever possible to redistribute vehicles.

City Services will have a direct line to the local operations management team to resolve complaints and concerns quickly. If City services identifies vehicle parked incorrectly, sidewalk blockages or other nuisance issues they can report them to the Lyft team directly for immediate resolution by our in-field operations team.

Finally all issues reported via the app or website will be routed to the 24/7 customer support team outlined in Section 4H. Any on the ground operations issues such as a fallen or tipped scooter will be relayed to the local team for resolution.

#### **4F. Plan for regular device maintenance.**

Lyft will ensure it always maintains a fully operable and reliable fleet by adhering to rigorous maintenance standards and industry-leading hardware monitoring approaches.

**Maintenance and Repair.** Lyft’s Fleet Management team will have trained mechanics to service our scooter and bike fleet. These mechanics will have direct lines of communication to the Lyft hardware team and suppliers to receive maintenance guidelines, and provide field reports on common hardware issues. All vehicle maintenance events will be tracked in Lyft’s operations tool on an individual vehicle and part basis, allowing for easy identification of trends and development of real-world serviceable life metrics.

**Cleaning.** Lyft scooters and bikes will be visually inspected daily and will be required to adhere to a minimum cleanliness standard prior to being redeployed. The Lyft Fleet Management team will clean and refurbish bikes and scooters that fall below our cleanliness threshold.

**Scooter and Battery Lifespan.** Lyft’s operations tool will individually track miles operated by each bike and scooter, allowing preventative maintenance for typical wear components such as brakes and tires. Preventive maintenance estimates will continuously improve based on vehicle history. Sensor data indicating a potential tip or fall will be tracked to monitor usage that may shorten the lifespan of a bike or scooter. Charge state and historical record of charge cycles will be tracked to estimate battery lifespan remaining compared to an independently generated battery lifetime model.

**Overnight Charging.** During the pilot, all scooters will be collected and fully recharged each night at the Lyft Scooter Operations Facility. Our Lyft operations team members will inspect and run diagnostics on any scooters that were reported by users as having battery issues, as well as implement protocols for identifying and replacing batteries that have reached suboptimal points on their efficiency curves by monitoring voltage, charge cycles, and distance traveled per charge.

**Daytime Charging.** We will receive real-time charge level information through our operations tool that will flag any scooter charge level that falls below an acceptable level and/or has been reported as having low battery by a user. These scooters will be picked up, inspected, and if necessary replaced by our operations team with a fully charged scooter. The low-battery scooter will be returned to the Operations facility for recharging.

#### **4F1. Process for Identifying Scooter’s Needing Maintenance**

Lyft will utilize multiple redundancies to identify any bike or scooter needing maintenance:

- **Daily visual inspection by Lyft Scooter Team.** Lyft’s Scooter Operations Associates will visually inspect each scooter during collection at the end of each day for both cleanliness and operability.
- **Monthly multi-point inspection and diagnostic test.** Every month each scooter will undergo a preventative maintenance inspection and sensor diagnostic test by a trained mechanic.
- **User ability to report damaged or broken scooters.** The Lyft app provides users the ability to report mechanical or operational issues with their scooter at any point during their ride.
- **Onboard diagnostics.** Lyft’s scooters have a variety of sensors to monitor scooter performance (such as battery health) and flag scooters operating below minimum performance thresholds.

#### **4G. Define how customers can communicate issues.**

*How you will respond and the timeframe for response. Define how customer communications will be tracked and reported.*

##### **4G1. Communicating Issues**

Lyft is committed to bringing timely and convenient support to the program’s customers. To achieve our goals of always being available to resolve customer concerns, Lyft will provide customer

service and support through three channels: the Lyft App, Lyft’s Online Help Center, and Social media. Customers can reach the first three channels through our in-app support portal. We discuss each of these channels in greater detail below.

### **APP BASED FEEDBACK AND RESPONSE.**

Lyft Scooter and Bike users will be able to provide feedback and receive support at any point during the ride. This will enable the Lyft team to get an accurate real-time read on rider experiences as well as the condition of equipment in the field. Bikes and Scooters flagged by users with mechanical, battery, or safety issues will be collected and replaced by our operations team.

### **ONLINE HELP CENTER AND REQUEST PHONE SUPPORT**

Lyft’s Support team manages an online Help Center (<https://help.lyft.com/hc/en-us>) with how-tos and responses to frequently asked questions, as well as a robust contact form so the Lyft Customer Experience team can process and respond to individual issues that may arise.

Depending on the question and support needed, both phone and email support will be made available.

### **SOCIAL MEDIA**

The Lyft support team has dedicated staffing to address customer concerns over social media. The Twitter handle is @AskLyft.

### **4G2. Lyft Responsiveness**

All the above channels discussed in Section G1 will flow first to Lyft’s Trust & Safety team, which is available around the clock to support Lyft users. A Help Center agent is available 24 hours a day, 7 days a week and responds to any accidents, safety incidents, and citations that may occur through the scooter and bike program. Customers will be able to have their issue resolved over phone, email, SMS/text or social media with local Lyft staff.

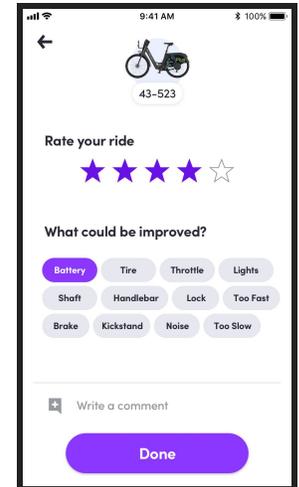
All critical local matters in need of resolution will flow immediately to Lyft’s Scooter and Bike Operations Team. Lyft local Operations will be open 24/7 to resolve critical local customer and City issues such as parking compliance, vehicle operations, and accidents.

### **4G3. Customer Complaint Tracking, Resolution and Reporting.**

Lyft will track all customer communications and issue resolution using Zendesk. The Lyft team would like to discuss with the City how best to report relevant metrics to the City that informs their goals of creating a well-received program (for both users and non-users).

### **4H. Details of customer service system to be provided, including staffing, wait time or availability, languages, and medium (text, phone, twitter, etc.).**

The Customer Service Team supporting the Scooter and Bike program will consist of a team of



**Report an Issue**

over 20 agents managed by two supervisors. Support will be available across the following channels: Phone, Email, Chat/SMS, and Social (Twitter / FB monitoring). Lyft will provide support across multiple languages including English, Spanish and Chinese). We expect response times of under 30 minutes for issues of operational concern, and less than 2 hours for non-urgent issues (“I was charged \$5 instead of \$3.50,” “My promo code didn’t apply,” etc.). The Local Scooter and Bike operations team will also have a member on call to resolve any critical issues that may arise. The on-call staff member will also serve as the on-call point of contact for the City’s Program manager.

#### **4I. Ability to offer service to customers without a credit card or smart phone.**

New mobility options have tremendous potential to improve regional mobility, but only if they are an option for every Santa Monica resident. Lyft has enabled payment solutions to ensure that unbanked passengers can access to the Lyft network. For passengers without a credit card or checking account, Lyft will work with community partners to allow individuals to purchase coupon vouchers with cash. Additionally, rides can be paid for using prepaid debit cards. Prepaid debit cards can be purchased with cash at most grocery store, convenience store and pharmacy chains including CVS, Walgreens, Kroger, 7-Eleven, etc.

#### **4J. Capacity to meet insurance and indemnification requirements.**

Lyft’s COI is attached in Attachment B meeting the insurance requirements of the bid. Lyft requests the opportunity to discuss the exact terms of the indemnification through the permitting process. We have agreed to and signed similar indemnification terms in our contract with Big Blue Bus.

### **5. PARKING, HELMETS & ROADWAY SAFETY COMPLIANCE:**

#### **5A. Describe Parking Management Plan**

*Describe your plan and approach to parking devices in a manner that is safe, legal, and complies with local and state law. Include both charger deployment and customer use. Describe the technology and equipment you will utilize to manage parking. Describe geo-fencing and virtual station capabilities, and willingness to comply with required parking hubs for chargers and customers.*

We believe a comprehensive parking management strategy is critical to creating a dockless scooter and bike program that does not negatively impact our sidewalks, bike paths and roadways. To ensure that our bikeshare system adds value to Santa Monica’s public rights of way, we have decided to equip our bicycles with lock-to technology. Lyft bikes users will be instructed to lock their vehicle to a bike rack, post, or similar object when ending the ride, and the ride will not end unless the lock is engaged. We are eager to work with the City to ensure that we help create adequate bike parking options, whether that be new bike racks, bike corrals, or mobility hubs near transit locations.

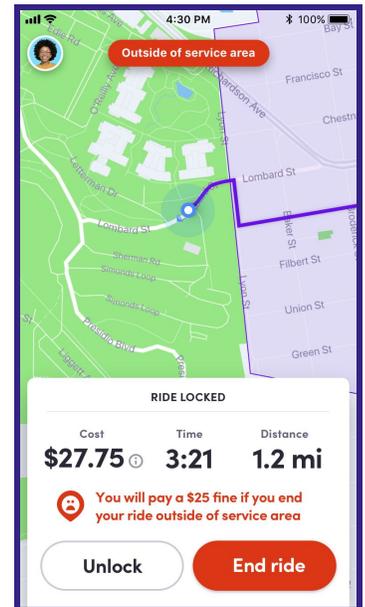
In addition to providing lock-to bikes, we are committed to working with the City to create a comprehensive and coordinated parking management plan that spans education, technological features, community outreach and adequate infrastructure.

**Education.** Properly educating users as they start using our services will be critical to creating a culture of proper riding and parking etiquette. Lyft’s onboarding flow (outlined in Section 6B below), as well as our local program Microsite (see Section X) include specific instructions on how to park a bike and scooter, noting that they must not block sidewalks, intersections, bus stops or ADA ramps.

**Technological features.** Through Airport and Venue partnerships in cities across the country, we’ve learned that surfacing a **geofence boundary** within our app can play an important role in reinforcing compliance with local parking laws. Lyft looks forward to working with the City to identify high-traffic areas that may benefit from geofencing technology that either encourages or prevents scooter or Bike parking. For example, we recommend the City’s Beach Bike Path as a potential area for using Lyft’s geofencing features to make sure that people are not parking or riding in areas they should not be. In fact, Lyft proposes to send technological signals and impose fines when riders park in illegal areas like the Beach Bike Path.

**Community Outreach.** Consistent reminders will help reinforce proper parking etiquette. We plan to leverage communication channels like email, in-app notifications, and social media to help convey important messages about how and where to safely ride and park Lyft’s new bike and scooter services. We also plan to conduct grassroots community outreach via our Ambassador program by participating in local events such as Farmer’s Markets.

**Supportive Infrastructure.** Lyft proposes to work with the City of Santa Monica, Santa Monica merchants and groups like the Main Street Business Improvement Association to identify areas where “mobility hubs” or preferred parking zones could be installed to support these new popular shared mobility modes. As Santa Monica’s Main Street Parklet Pilot Program has demonstrated, parklets and corral bike parking, can drive more foot traffic and better place-making for local merchants. The next page shows a concept image of what a mobility hub could look like along a commercial corridor.



**Out of Zone Parking Notification and Fee**

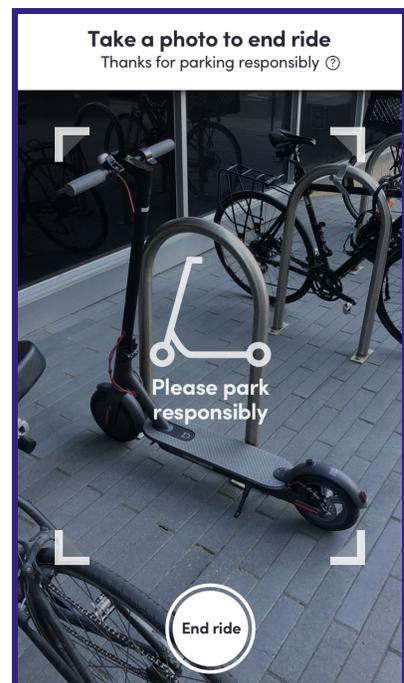


## 5B. Describe strategies to influence customer riding and parking behavior

*Be specific about what will be offered and at what time. Describe how you will engage with users who repeatedly violate rules or otherwise misuse the system.*

Lyft's Scooters and Bikes system is developing and implementing a variety of technology solutions to encourage compliance as well as track non-compliant events. These technology solutions will enable us to quickly identify issues that arise around non-compliant and nuisance parking events, service area violations, and fallen scooters:

- **Park and Pic.** We will periodically ask users to submit a photo of where they locked their scooter.
- **Tilt sensors.** Sensors within the scooter will be tracked to determine if a scooter has fallen and could be blocking a sidewalk or pathway. We will message users when we detect that the scooter has tipped <1 min after they locked it and ask that they assist with ensuring the vehicle is properly parked.



- **Points system.** Aside from our dynamic pricing to promote good use, our product plans to gradually rollout a user points system, where users will be able to gain points by providing photos of where they left the scooter or bike (and if it's well positioned), drive on streets with bike lanes, rebalance the network and frequently use the service from Transit hubs.
- **Virtual parking.** Lyft will work with the city to highlight geofenced preferred parking areas around the City to encourage parking in accordance with parking regulations. Lyft will work with the City to identify such spots.
- **Strike policy against non-compliant users.** Based on the feedback we will get about valid parking (either by our operation team, the City, or provided by other users) we will identify users whose scooters or bikes are frequently flagged as non-compliant and reserve the right to suspend their use of our platform.
- **Lock-to bicycles.** All Lyft bikes will be equipped with u-locks and required to be locked to an object such as a bike rack or post to end a ride. This will ensure bikes are not left blocking the public right of way.

### **5C. Strategy for avoiding underage use of e-scooters, or use without a driver's license.**

When a user first tries to unlock a scooter via the app, the app will prompt them to confirm they have a valid Driver's License and will require a picture of the Driver's License for verification purposes. Lyft has an existing solution to verify users Driver's Licenses within our Driver app and we will utilize similar capabilities for our scooter and bike service.

### **5D. Plan for making helmets available to customers of e-scooters and e-bikes.**

To promote safety and encourage the required use of helmets, Lyft will make free helmets available to active riders on our mobile app. We will also include information about helmet use in the new rider safety prompts required during onboarding.

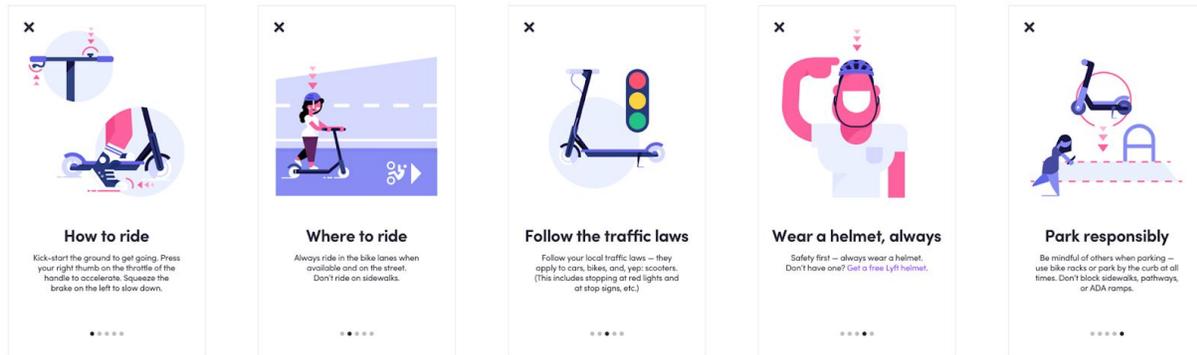
Lyft will offer one helmet per passenger who requests one. We will distribute through one or more potential mechanisms to be discussed with the City, including mailing the helmets and/or enabling local pick-up at local stores or transit centers.

### **5E. Plan for making customers aware of e-scooter and e-bike helmet laws and providing resources for compliance.**

Lyft will educate riders about the helmet laws for e-scooters and e-bikes through the onboarding sign-up flow in our app (See 5F for screenshots) and on our website. In addition, the Santa Monica program microsite discussed in Section 6C below will provide ongoing education materials and callouts regarding helmet laws and passenger safety. Finally as discussed in section 5D above, Lyft will offer one helmet per passenger to users.

## 5F. Plan for educating users about rules of the road, including illegal sidewalk riding.

Educating scooter and bike riders about the rules of the road is critical to the safety of both the scooter rider as well as the greater community they share our streets and sidewalks with. Lyft has developed a comprehensive onboarding flow that introduces passengers to scooter operations, required personal safety measures (helmets), as well as required etiquette for sharing the roadway both when operating and parking the vehicle.



In addition, each scooter and bike will have an informational decal on them with instructions regarding riding and parking etiquette.

## 5G. Strategies for incorporating features into system functionality to address parking, helmet use and roadway safety.

Lyft believes that a comprehensive onboarding process (Section 5F), combined with recurring communications via channels like our local program website (Section 6C), email and social media can help ensure ongoing compliance with regards to parking, helmet use, and roadway safety. Additionally, Lyft plans to leverage its geofencing capability to create a digital barrier within the app at strategic locations to help address ongoing parking issues (See Section 5A). We believe that geofencing and asking users to submit a photo of their vehicle at the end of their ride, combined with out-of-service fees for leaving bikes and scooters in non-compliant areas will create a self-regulating design that encourages good behavior on the Lyft platform.

## 6. ENGAGEMENT.

*Describe the outreach and engagement program for Santa Monica. Include marketing, education, safety outreach; and education regarding applicable local and state laws.*

### 6A. Plan for community engagement and investment.

#### 6A1. Bike and Pedestrian Outreach

If Lyft is chosen as an operator, we will work hard to foster safe bike and scooter riding and bring value to the public realm with this new transportation option. We will develop partnerships with local bike and pedestrian advocacy organizations, like Los Angeles Walks and the Los Angeles County Bicycle Coalition, that are already working daily to build a positive street safety culture in the region.

Given that pedestrian safety is paramount to the success of bike and scooter share, we also intend to begin conversations with the Santa Monica Police Department and Chamber of Commerce regarding how we might work together to educate bike and scooter riders and proactively address community safety concerns. In addition, we will look to find ways to support the City's Department of Planning and Community Development on efforts around Santa Monica's Vision Zero policy and bike lane initiatives.

## **6A2. Equity Outreach and Implementation**

Lyft is committed to delivering an equitable and inclusive scooter and bike program. We will work alongside local non-profit organizations and community groups to develop subsidy programs and authentic community outreach efforts to ensure that this high-quality first- and last-mile connection is accessible and affordable to those that need it most. We will work towards creating ridership demographics that reflect the economic and racial diversity of Santa Monica, and help underserved communities use our scooter and bike system as a tool to gain better access to job opportunities and economic earning opportunities.

Lyft has a history of partnering with community organizations to improve mobility for those that need it most. As we look to expand our outreach to the community and implement equity programs, such as our Lyft Community Pass program, to ensure access to affordable transportation for underserved communities, we will look to organizations such as Investing in Place, Santa Monica Forward and the Urban League to inform and guide in this process.

As Lyft works closely with these community leaders and organizations to ensure that equity remains a central pillar to our approach and day-to-day operations should we be granted a permit to operate in Santa Monica. Specifically, we hope to partner with local organizations to:

- Situate bikes and scooters in locations that help solve issues around access to public transportation, as well as other local transportation needs;
- Engage in community outreach that empowers communities and leads to ridership demographics reflective of the true racial makeup of the local communities we serve;
- Develop membership options and marketing materials that empower local communities;
- Launch a Lyft low-income discount program for ridership to underserved communities; and
- Increase first/last mile operational connectivity in transit poor communities.

With these goals in mind, our approach will be to:

- Reach out, listen to, partner with, and respond to the needs of the community;
- Meet the community where they are, and seek guidance from a group of representatives from traditionally underserved communities; and
- Create culturally sensitive and multilingual marketing pieces.

### **6A3. Lyft's Scooter Driven investment in Safe Streets**

Lyft is committed to a future where communities and streets are redesigned to better accommodate biking, scootering and walking. Streets with adequate infrastructure attract a more diverse ridership, and make daily bicycling a safe and appealing transportation option, supporting citywide mobility goals and reductions in single-occupancy vehicle trips in Santa Monica.. Increasingly, scooter riders will benefit from livable streets designs. In an effort to support the development and maintenance of sustainable transportation infrastructure, Lyft will explore partnerships with established organizations focused on sustainable streets to donate \$1 per vehicle per day. We are encouraged by the City's recent approval of creating the first parking protected bike lanes on 17th Street, and want to support additional infrastructure that will encourage safe and healthy mobility. We look forward to working with the City as they prioritize strategic corridors for additional bike lane improvements and other features like green paint that can increase visibility for people on bikes and scooters in high-conflict traffic intersections.

### **6B. Plan to implement safety programs.**

Promoting and ensuring safety throughout our multimodal platform is a top priority for Lyft. As an organization we will expand upon our existing suite of safety offerings - including a 24/7 critical response line and a share your ride feature - to include scooter specific education and safety features. Below we provide an overview of our safety and education programs:

#### **CORE LYFT SAFETY FEATURES**

##### **LYFT HELP AND CRITICAL RESPONSE LINE (24/7)**

Our Trust & Safety team is available 24 hours a day, 7 days a week and to respond to any accidents, safety incidents, and citations that may occur through the scooter and bike program. The help center can be accessed through the Lyft App at any time through our report an issue feature.

##### **SHARE YOUR TRIP**

Our app allows riders to share their current location and ETAs with friends and families. Riders simply choose a recipient from their contacts, and Lyft will send a text message with a link providing information regarding the rider's location and arrival time. In addition, friends and family will receive a confirmation text when the rider arrives at their final destination.

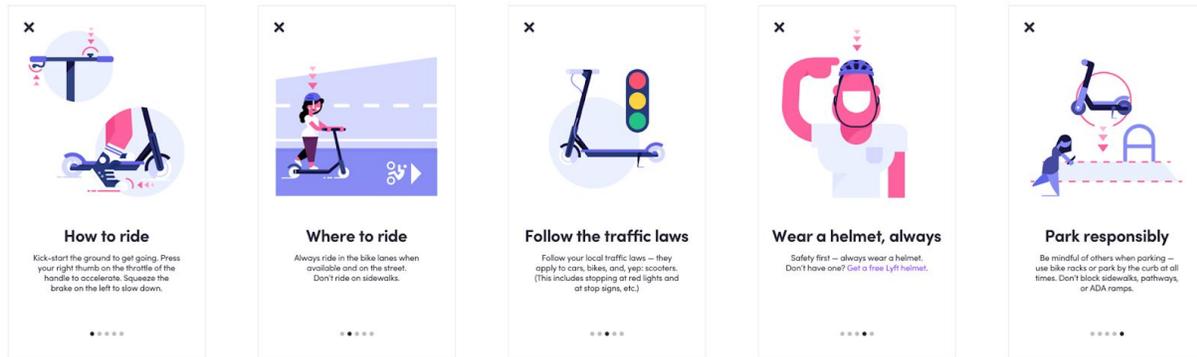
#### **EXPANDED SCOOTER SAFETY OFFERINGS**

In addition to the core Lyft safety programs discussed above that serve the entire Lyft mobility network, Lyft has added the following additional features to ensure the safety of our scooter passengers:

##### **IN-APP BIKE AND SCOOTER SAFETY AND ETIQUETTE TRAINING.**

Learning how to use a bike and scooter is critical to the safety of both the rider as well as the greater community they share our streets and sidewalks with. Lyft has developed a comprehensive onboarding flow that introduces passengers to scooter and bike operations, required personal safety

measures (helmets), as well required etiquette for sharing the roadway both when operating and parking the vehicle.



### **FEEDBACK ON EVERY RIDE**

Scooter and bike users will be able to receive support and provide feedback on equipment experience at any point during the ride. This will enable the Lyft team to get an accurate real-time read on rider experiences as well as the condition of scooters and bikes in the field. Scooters and bikes flagged by users with mechanical, battery, or safety issues will be collected and replaced by our operations team.

### **ON-BOARD SAFETY FEATURES.**

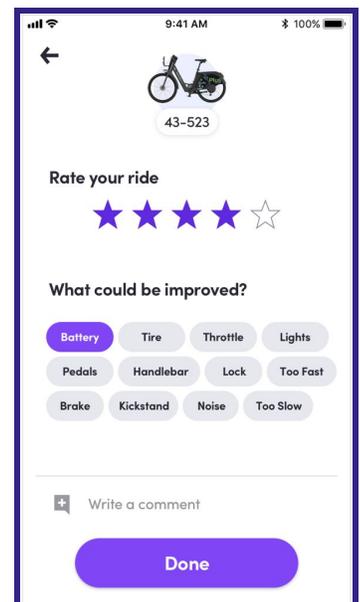
At the outset of the program, Lyft has elected to use a combination of Xiaomi M365 and GenZe Electric Bikes in our fleet. These vehicles were selected due to their quality safety features including, reflective markings, lights on the front, back, and sides as well as a bell.

### **FREE HELMETS**

To promote safety and encourage the required use of helmets, Lyft will make one free helmet available to all active riders on our mobile app. We will also include information about helmet use in the new rider safety prompts required during onboarding.

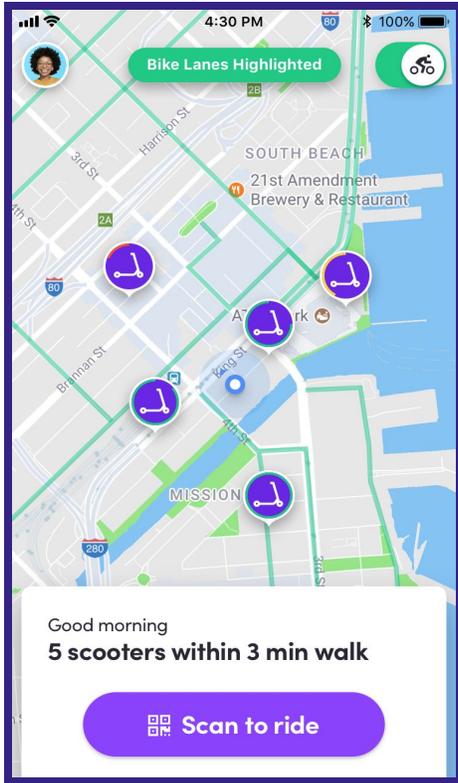
### **DISPLAYING BIKE LANES IN-APP**

To help users identify the safest travel corridors for riding scooters, Lyft will prominently display all bike lanes within the Lyft App. This feature will encourage passengers to travel down safer corridors, which should lead to less sidewalk travel violations.



## LOOK FOR CYCLIST & SCOOTER STICKERS

Lyft will provide “look for cyclist & scooter” stickers for use on passenger vehicle doors within the core Lyft network. The aim of this introduction is to encourage better visibility of all users on the road and reduce conflicts such as dooring.



**Bike Lanes Highlighted in App.**



**Look for Bikes/Scooters Concept Sticker**

### 6C. Plan for public information and education to users and non-users.

Lyft recognizes that outreach in the City of Santa Monica needs to appeal to a wide audience: including commuters, residents, and the thousands of visitors who come from all over the world to enjoy the city’s beaches, shopping, and entertainment. Depending on the demographic, we will need to leverage different tactics, as residents and commuters will be more habitual users familiar with our program and the city, while visitors may be less familiar with local laws around helmets and staying off of the Beach Bike Path. Lyft intends to reach user and non-users through the following four approaches and media:

- **Program Website.** Lyft will launch a Santa Monica program website that will include an overview of Lyft’s Scooter and Bike program, instructions on how to ride, details on how to sign-up for Lyft’s Community Pass program, and a snapshot of local Dos and Donts (Do wear a helmet, Don’t park on the Beach Bike Path).

- **In App.** As discussed in Section 6B above Lyft will educate users about the program, where they can ride and proper etiquette via the Lyft App onboarding education flow.
- **Out of Home in Concert with City.** This will incorporate outreach to major employers, as well as out-of-home marketing opportunities, as described in section 6D below.
- **Events.** Finally, we hope to tap into the City's strong approach of fostering community through local events, and using this as an opportunity to educate the broader community about our bike and scooter services. We aim to work with the City and the community at large to identify events where the Lyft Scooter and Bike team can provide education and answer questions such as Farmers Markets, Summer SOULstice, or organized group rides with Mayor Winterer and Santa Monica Spoke.

## 6D. Marketing program.

We look forward to partnering with local community groups to help provide a comprehensive marketing program. By working closely with the City's Transportation Management Association, Commute SM, our goal will be to work on targeted outreach to the City's commuters and major employers about all available transportation options, including our scooter and bike programs. We also plan to work closely with the Santa Monica Chamber of Commerce on implementing their "Access and Circulation" policy pillar by co-creating marketing resources that educate their members and city visitors about sustainable transportation alternatives within the City.

We also believe that out-of-home marketing resources can help promote the City's New Mobility program. If selected, we look forward to the opportunity to work with the City as well as the Big Blue Bus department on marketing and branding campaigns that leverage public assets such as mobility hubs and light posts to promote the new multimodal program and access to transit in a way that is consistent with City goals and policies. Below is an example of out-of-home advertising for the City of Monrovia's GoMonrovia mobility program which has led to thousands of residents electing to use shared mobility instead of a personal automobile for their commuting needs.



**Example marking and branding from Lyft's partnership with Monrovia.**

**E. Ability to achieve interoperability or integration with other modes of transportation.**

**E1. Interoperability: Public Transit, Scooters, Bikes and Ridesharing in one.**

On June 7th, Lyft announced the release of a new version of our app. The new app interface is designed to encourage the adoption of shared mobility services regardless of the mode - be it a Shared Lyft Ride, a Bike, a Scooter or the **extensive network of public transit services** operating in cities.

The new version of the app integrates real-time public transit data in an effort to help more commuters seamlessly connect to the core transit networks in the communities we serve.

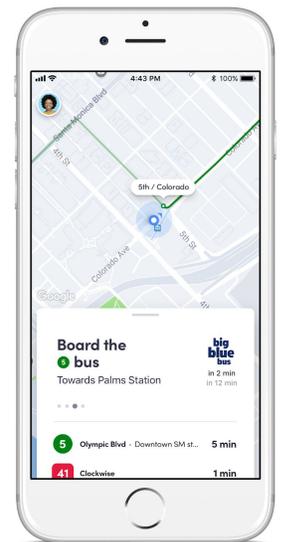
In the coming weeks, Lyft will be rolling out its inaugural real-time transit integration with the Big Blue Bus. Through this application, our intent and hope is to expand the number of modes and means that commuters can use to access Big Blue Bus and LA Metro services.

As detailed in the the letter at the outset of this application, our goal is to offer multimodal wayfinding and payments that helps commuters seamlessly use scooters and e-bikes to connect to transit - providing commuters with a convenient shared mobility alternative to driving alone.

Our hope is that this interconnected multi-mode network further decouples the right to mobility and access from auto ownership.

**E2. Commitment and History Building Public-Private Partnerships**

Lyft is committed to collaborating with city and regional governments to expand the shared mobility



options available for their residents. We believe that public transit is the foundation of urban mobility, and that our role is to help fill the gaps and improve the efficiency of certain transportation trips. This mission led us to launch our [Friends with Transit](#) initiative in November 2014, and is the mindset fueling positive first-last mile, paratransit, and on-demand suburban solution partnerships with public agencies from Los Angeles to Boston.

Over the last three years, Lyft has built partnerships with over 30 US transit agencies and cities to enhance community mobility and improve access to regional public transportation networks. Below is a brief overview of a couple of Lyft's existing public sector partnerships in and around Santa Monica, including links to relevant articles and program pages celebrating how these partnerships are positively impacting people's lives through improved mobility:

### **Santa Monica's Big Blue Bus**

Santa Monica's Big Blue Bus (BBB) partnered with Lyft to provide a new on-demand transportation service to older adults and people with disabilities living in Santa Monica. The new service called MODE, Mobility On-Demand Every Day, launched July 1 and provides real-time transportation services to the City's existing Dial-a-Ride customers. Lyft's flexible transportation service allows users to book rides themselves through a smartphone app while the Lyft network enables the City to meet the service requests of passengers during peak times. This innovation addresses a long-standing issue with Dial-A-Ride, where members often encountered challenges booking a ride during high demand periods.

"This partnership is reflective of the changing mobility landscape and how transit agencies can adopt new technology to enhance the travel experience for MODE members throughout our City. Continuing to understand customer needs and meeting those needs through quick and innovative service delivery is critical to our success in providing outstanding and efficient service," said Ed King, Director of Transit Services.

### **Big Blue Bus Press Release:**

<https://www.bigbluebus.com/Newsroom/Press/Big-Blue-Bus-Partners-with-Lyft-to-Transform-Dial-A-Ride-Program-to-On-Demand-Service-for-Older-Adults-Living-in-Santa-Monica.aspx?type=Press>

### **ABC7 Los Angeles - Big Blue Bus partners with Lyft for new deal in Santa Monica:**

<http://abc7.com/traffic/big-blue-bus-partners-with-lyft-in-santa-monica-/3748823/>

### **City of Monrovia, CA - GoMonrovia Suburban Mobility Program**

In response to the evolving transportation needs of suburban communities, the City of Monrovia, in partnership with Lyft launched the GoMonrovia suburban mobility program on March 17, 2018. Through the GoMonrovia program, the public can access a Lyft ride anywhere in the GoMonrovia service area for just \$0.50. This unique and innovative public-private partnership was designed to provide the community with enhanced and affordable shared-mobility options that leverage the

strengths of Lyft. “As the Southern California population continues to grow, suburban communities are becoming denser and more congested,” said City Manager Oliver Chi. “Through the GoMonrovia program, we have worked to develop a new transportation program that will provide greatly improved mobility options for the suburban user. The City Manager added “The team at Lyft operates with the civic-minded ethos that their ride-sharing platform should exist to complement existing public transportation services, not replace them.”

**City of Monrovia Webpage:**

<http://www.cityofmonrovia.org/Home/Components/News/News/2229/785?backlist=%2F>

**ABC7 Los Angeles.**

<http://abc7.com/business/monrovia-partners-with-lyft-limebike-to-create-transport-program/3236808/>

## **7. DATA:**

*Describe in detail the front and back-end technology. Include data availability, specifications, and content.*

### **7A. Scope and specifications of data available. Including ability to meet the LADOT Mobility Data Specifications**

Lyft’s data sharing is well-aligned with the LADOT Mobility Data Specifications. Lyft proposes to use the widely adopted [General Bikeshare Feed Specification \(GBFS\)](#) with a modification that each scooter and bike ID would be randomly regenerated each time a user stops a ride to protect the personal travel privacy of riders. At the outset and throughout the pilot, Lyft is committed to working with the City of Santa Monica to explore this data sharing framework and any desired changes to the approach.

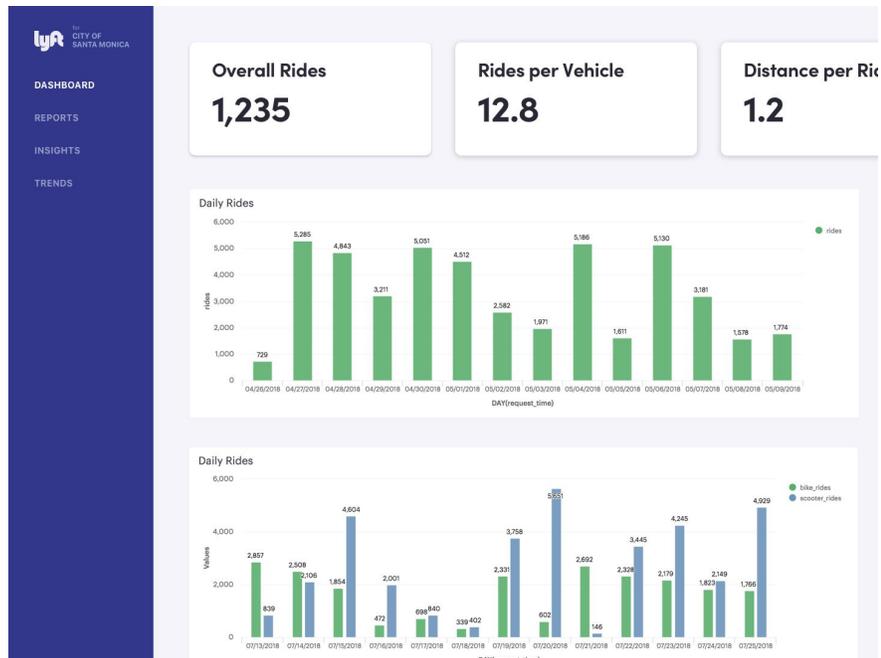
### **7B. Method of tracking device utilization and availability.**

Each Lyft Scooter is equipped with a GPS device enabling the real-time tracking of the vehicle while it is in use in the field. Unit availability will be surfaced to the user via the Lyft App and API as soon as a vehicle trip has ended and the unit is locked by a user.

Device utilization is captured by Lyft’s back-end fleet management tool discussed in Section 4D1 and utilization rates in terms of trips and miles ridden will be surfaced to the City through the reports discussed in Section 7C below.

**7C. Method of making data available to the City, including components/details of a data dashboard. Include screenshots, and provide examples of any similar monthly reports.**

Lyft will provide an API for municipality to access that will include access to data that aligns with the GBFS framework (<https://github.com/NABSA/gbfs>). We also aim to provide aggregate data to the City of Santa Monica through an easy to navigate report and later a dashboard. Lyft’s reports would provide insights into total trip making, vehicle utilization, and popular corridors - with the aim of assisting planning and program evaluation efforts, while maintaining individual passenger privacy. Our team will meet with City of Santa Monica to discuss data needs and additional dashboard desires over the course of the project to inform future iterations of the dashboard product.



**7D. Plan for monitoring system effectiveness, customer satisfaction, and municipal relationships over time.**

Lyft will provide monthly rollup data reports to the City that includes total trips, device utilization, and agreed upon customer service metrics (such as issue response) to measure usability and community response. By closely monitoring and communicating the increases in utilization and reported issue volume, we can work with the City to ensure that we are maximizing the benefit and limiting the nuisances created by our scooter and bike programs.

**7E. Plan to comply with financial privacy laws and best practices. Provide your most recent third-party PCI audit. Plan to protect personal customer data.**

Our latest PCI Audit is included in Attachment A.

Lyft maintains security and data privacy teams in service of information security at Lyft, including a Chief Information Security Officer (“CISO”) who manages and maintains Lyft’s security program.

Lyft implements appropriate technical and organizational security measures to protect personal data. Lyft implements logical access security software, infrastructure, and architectures which support the identification and authentication of authorized internal and external users. Users accessing the

system are required to log on to servers, applications, and other system components using unique user credentials. The use of shared or generic accounts for system administration purposes is forbidden. Lyft maintains policies and trains employees on responsible use of data, including how to properly store, access, and transport data electronically. Lyft employees who fail to comply with responsible use of data are subject to appropriate discipline, including, but not limited to, warnings, removal from specific projects, reduction of responsibilities, suspension, or termination.

Lyft deploys system level monitoring tools to help ensure operating systems, applications, and virtual infrastructure performance and other relevant metrics are monitored on an ongoing basis by system administrators. Monitoring tools are configured to alert system administrators if any pre-defined system level thresholds are met, to help ensure adherence to relevant service level agreements and/or customer commitments.

**7F. Describe what, if any, user data you intend to collect and sell; and if so how this will be communicated to users and how they will be able to opt-out.**

Lyft's data collection and processing practices will be as set forth in our Terms of Service (<https://www.lyft.com/terms>) and Privacy Policy (<https://www.lyft.com/terms>) which is acknowledged by users when they create a Lyft account. The Terms of Service and Privacy Policy are available in our app and online. Lyft does not sell personal data of its users.

**8. Non-Discrimination Policy Acknowledgment (Exhibit A)**

## EXHIBIT A



# City of Santa Monica Non-Discrimination Policy Acknowledgment

### A. Discrimination.

Discrimination in the provision of services may include, but not be limited to the following:

- (a) Denying any person any service, or benefit or the availability of a facility.
  - (b) Providing any service, or benefit to any person which is not equivalent, or in a non-equivalent manner or at a non-equivalent time, from that provided to others.
  - (c) Subjecting any persons to segregation or separate treatment in any manner related to the receipt of any service.
  - (d) Restricting any person in any way in the enjoyment of any advantage or privilege enjoyed by others receiving any service or benefit.
  - (e) Treating any person differently from others in determining admission, enrollment, quota, eligibility, membership, or any other requirement or condition which persons must meet in order to be provided any service or benefit.
- (1) Consultant shall take affirmative action to ensure that intended beneficiaries of this Agreement are provided services without regard to race, color, religion, national origin, ancestry, sex, age, sexual orientation, marital status, AIDS or disability.
- (2) Consultant shall further establish and maintain written procedures under which any person applying for or receiving services hereunder, may seek resolution from Consultant of a complaint with respect to any alleged discrimination in the provision of services by Consultant's personnel.

At any time any person applies for services under this Agreement, he or she shall be advised by Consultant of these procedures. A copy of these procedures shall be posted by Consultant in a conspicuous place, available and open to the public, in each of Consultant's facilities where services are provided hereunder.

### B. Non-discrimination in Employment

- (1) Consultant certifies and agrees that it will not discriminate against any employee or applicant for employment because of race, color, religion, national origin, ancestry, sex, age, sexual orientation, marital status, AIDS or disability in accordance with the requirements of City, State or Federal law. Consultant shall take affirmative action to ensure that qualified applicants are employed, and that employees are treated during employment, without regard to race, color, religion, national origin, ancestry, sex, age, sexual orientation, marital status, AIDS or disability, in accordance with the requirements of City, State and Federal law. Such shall include, but not be limited to, the following:
- (a) Employment, upgrading, demotion, transfer, recruitment or recruitment advertising, layoff or termination, rates of pay or other forms of compensation.
  - (b) Selection for training, including apprenticeship.

- (2) Consultant agrees to post in conspicuous places in each of Consultant's facilities providing services hereunder, available and open to employees and applicants for employment, notices setting forth the provisions of this non-discrimination policy.
- (3) Consultant shall, in all solicitations or advertisements for employees placed by or on behalf of Consultant, state that all qualified applicants will receive consideration for employment without regard to race, color, religion, national origin, ancestry, sex, age, sexual orientation, marital status, AIDS or disability, in accordance with the requirements of City, State or Federal law.
- (4) Consultant shall send to each labor union or representative coworkers with which it has a collective bargaining agreement or other contract or understanding a notice advising the labor union or workers' representative of Consultant's commitments under this non-discrimination policy.
- (5) Consultant certifies and agrees that it will deal with its sub-consultants, bidders, or vendors without regard to race, color, religion, national origin, ancestry, sex, age, sexual orientation, marital status, AIDS or disability, in accordance with the requirements of City, State and Federal law.
- (6) In accordance with applicable State and Federal law, Consultant shall allow duly authorized representatives of the County, State, and Federal government access to its employment records during regular business hours in order to verify compliance with this non-discrimination policy. Consultant shall provide other information and records as the representatives may require in order to verify compliance with this non-discrimination policy.
- (7) If City finds that any of the provisions of this non-discrimination policy have been violated, the same shall constitute a material breach of agreement upon which City may determine to cancel, terminate, or suspend this Agreement. While City reserves the right to determine independently that this nondiscrimination policy has been violated, in addition, a determination by the California Fair Employment and Housing Commission or the Federal Equal Employment Opportunity Commission that Consultant has violated State or Federal non-discrimination laws shall constitute a finding by City that Consultant has violated the provisions of this non-discrimination policy.
- (8) The parties agree that in the event Consultant violates any of the non-discrimination policies set forth herein, City shall be entitled, at its option, to the sum of five hundred dollars (\$500) pursuant to Civil Code Section 1671 as liquidated damages in lieu of canceling, terminating or suspending this Agreement.
- (9) Consultant hereby agrees that it will comply with Section 504 of the Rehabilitation Act of 1973, as amended (29 U.S.C. 794), all requirements imposed by applicable Federal Regulations, and all guidelines and interpretations issued pursuant thereto, to the end that no qualified disabled person shall, on the basis of disability, be excluded from participation in, be denied the benefits of, or otherwise be subjected to discrimination under any program or activity of the Consultant receiving Federal Financial Assistance.

  
 Caroline Samponaro (Jul 27, 2018)

\_\_\_\_\_  
 Signature/Date

Lyft

\_\_\_\_\_  
 Name of Proposer

## 9. Non-Collusion Affidavit (Exhibit B)



EXHIBIT B

**NON-COLLUSION DECLARATION TO ACCOMPANY PROPOSALS OR BIDS**

STATE OF CALIFORNIA        }  
COUNTY OF LOS ANGELES   }

Caroline Samponaro, being first duly sworn, deposes, and says: that He/She is:

Head of Bike and Pedestrian Policy

(Insert "Sole Owner," "A Partner", "President," "Secretary," or other proper title)

of Lyft

(Insert name of proposer)

Who submits herewith to the City of Santa Monica the attached proposal; that He, She, It, or They is (are) the person(s) whose name(s) is (are) (strike out words not appropriate) signed to the hereto attached proposal; that said proposal is genuine; that the same is not sham or collusive; that all statements of fact therein are true; that such proposal was not made in the interest or on behalf of any person, partnership, company, association, organization or corporation not therein named or disclosed.

Declarant further deposes and says: that the proposer has not directly or indirectly by agreement, communication or conference with anyone attempted to induce action prejudicial to the interests of the public body which is to award the contract or of any other proposer, or anyone else interested in the proposed contract; that the proposer has not in any manner sought by collusion to secure for himself, herself, itself, or themselves, an advantage over any other proposer. (strike out words not appropriate)

Declarant further deposes and says that prior to the public opening and recording of proposals the said proposer:

- (a) Did not, directly or indirectly, induce or solicit anyone else to submit a false or sham Proposal;
- (b) Did not, directly or indirectly, collude, conspire, connive or agree with anyone else that said proposer or anyone else would submit a false or sham proposal, or that anyone should refrain from proposing or withdraw his/her proposal;
- (c) Did not, in any manner, directly or indirectly, seek by agreement, communication or conference with anyone to raise or fix any overhead, profit or cost element of his, her, its, their price, or of that of anyone else; and
- (d) Did not, directly or indirectly, submit his, her, its, or their proposal price or any breakdown thereof, or the contents thereof, or divulge information or data relative thereto, to any corporation, partnership, company, association, organization, depository, or to any member or agent thereof, or to any individual or group of individuals, except to the awarding authority or to any person or persons who have a partnership or other financial interest with said proposal in his, her, its, or their business. (strike out words not appropriate)

I declare under penalty of perjury that the foregoing is true and correct.

  
Caroline Samponaro (Jul 27, 2018)  
Signature/Date

**Lyft**  
Name of Proposer

**10. Oaks Initiative Disclosure Form (Exhibit C)**



## EXHIBIT C

### **CITY OF SANTA MONICA OAKS INITIATIVE NOTICE**

#### **NOTICE TO APPLICANTS, BIDDERS, PROPOSERS AND OTHERS SEEKING DISCRETIONARY PERMITS, CONTRACTS, OR OTHER BENEFITS FROM THE CITY OF SANTA MONICA**

Santa Monica’s voters adopted a City Charter amendment commonly known as the Oaks Initiative. The Oaks Initiative requires the City to provide this notice and information about the Initiative’s requirements. You may obtain a full copy of the Initiative’s text from the City Clerk.

This information is required by City Charter Article XXII—Taxpayer Protection. It prohibits a public official from receiving, and a person or entity from conferring, specified personal benefits or campaign advantages from a person or entity after the official votes, or otherwise takes official action, to award a “public benefit” to that person or entity. The prohibition applies within and outside of the geographical boundaries of Santa Monica.

All persons or entities applying or receiving public benefits from the City of Santa Monica shall provide the names of trustees, directors, partners, and officers, and names of persons with more than a 10% equity, participation or revenue interest. An exception exists for persons serving in those capacities as volunteers, without compensation, for organizations exempt from income taxes under Section 501(c)(3), (4), or (6), of the Internal Revenue Code. However, this exception does not apply if the organization is a political committee or controls political committees. Examples of a “public benefit” include public contracts to provide goods or services worth more than \$25,000 or a land use approval worth more than \$25,000 over a 12-month period.

In order to facilitate compliance with the requirements of the Oaks Initiative, the City compiles and maintains certain information. That information includes the name of any person or persons who is seeking a “public benefit.” If the “public benefit” is sought by an entity, rather than an individual person, the information includes the name of every person who is: (a) trustee, (b) director, (c) partner, (d) officer, or has (e) more than a ten percent interest in the entity. Therefore, if you are seeking a “public benefit” covered by the Oaks Initiative, you must supply that information on the Oaks Initiative Disclosure Form. This information must be updated and supplied every 12 months.



CITY OF SANTA MONICA
OAKS INITIATIVE DISCLOSURE FORM

In order to facilitate compliance with the requirements of the Oaks Initiative, the City compiles and maintains certain information. That information includes the name of any person or persons who is seeking a "public benefit." If the "public benefit" is sought by an entity, rather than an individual person, the information includes the name of every person who is: (a) trustee, (b) director, (c) partner, (d) officer, or has (e) more than a ten percent interest in the entity.

Public benefits include:

- 1. Personal services contracts in excess of \$25,000 over any 12-month period;
2. Sale of material, equipment or supplies to the City in excess of \$25,000 over a 12-month period;
3. Purchase, sale or lease of real property to or from the City in excess of \$25,000 over a 12-month period;
4. Non-competitive franchise awards with gross revenue of \$50,000 or more in any 12-month period;
5. Land use variance, special use permit, or other exception to an established land use plan, where the decision has a value in excess of \$25,000;
6. Tax "abatement, exception, or benefit" of a value in excess of \$5,000 in any 12-month period; or
7. Payment of "cash or specie" of a net value to the recipient of \$10,000 in any 12-month period.

Name(s) of persons or entities receiving public benefit:

See Exhibit A

Name(s) of trustees, directors, partners, and officers:

See Exhibit A

Name(s) of persons with more than a 10% equity, participation, or revenue interest:

See Exhibit A

Prepared by: Caroline Samponaro Title: Head of Bike and Pedestrian Policy

Signature: Caroline Samponaro (Jul 27, 2018) Date: 7/27/18

Email: csamponaro@lyft.com Phone: 718-753-6843

FOR CITY USE ONLY: Bid/PO/Contract # Permit #

**EXHIBIT A**

**DIRECTORS:**

John Zimmer  
Logan Green  
Sean Aggarwal  
Ann Miura-Ko  
Ben Horowitz  
Hiroshi Mikitani  
Jonathan Christodoro  
Maggie Wilderotter  
Valerie Jarrett  
David Lawee

**OFFICERS:**

John Zimmer, President  
Logan Green, CEO  
Brian Roberts, CFO  
Kristin Sverchek, Secretary  
Matthew Reagan, Assistant Secretary

**10%**

Sparrowhawk Partners, Inc.

## ATTACHMENT A



# **Payment Card Industry (PCI) Data Security Standard**

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## **Attestation of Compliance for Onsite Assessments – Merchants**

**Version 3.2**

April 2016

## Section 1: Assessment Information

### Instructions for Submission

This Attestation of Compliance must be completed as a declaration of the results of the merchant's assessment with the *Payment Card Industry Data Security Standard Requirements and Security Assessment Procedures (PCI DSS)*. Complete all sections: The merchant is responsible for ensuring that each section is completed by the relevant parties, as applicable. Contact your acquirer (merchant bank) or the payment brands for reporting and submission procedures.

### Part 1. Merchant and Qualified Security Assessor Information

#### Part 1a. Merchant Organization Information

Company Name:	Lyft, Inc.	DBA (doing business as):	
Contact Name:	Claire Harman	Title:	Sr. Manager, Payements
Telephone:	855-695-9553	E-mail:	charman@lyft.com
Business Address:	185 Berry St	City:	San Francisco
State/Province:	CA	Country:	USA
		Zip:	94107
URL:	https://www.lyft.com		

#### Part 1b. Qualified Security Assessor Company Information (if applicable)

Company Name:	Securisea, Inc.		
Lead QSA Contact Name:	Josh Daymont	Title:	Principal
Telephone:	415-494-8215	E-mail:	joshd@securisea.com
Business Address:	10 Glenlake Pkwy	City:	Suite 130
State/Province:	Atlanta	Country:	GA
		Zip:	30328
URL:	https://www.securisea.com		

### Part 2. Executive Summary

#### Part 2a. Type of Merchant Business (check all that apply)

<input type="checkbox"/> Retailer	<input type="checkbox"/> Telecommunication	<input type="checkbox"/> Grocery and Supermarkets
<input type="checkbox"/> Petroleum	<input checked="" type="checkbox"/> E-Commerce	<input type="checkbox"/> Mail order/telephone order (MOTO)
<input checked="" type="checkbox"/> Others (please specify): Ride hailing		

What types of payment channels does your business serve? <input type="checkbox"/> Mail order/telephone order (MOTO) <input checked="" type="checkbox"/> E-Commerce <input type="checkbox"/> Card-present (face-to-face)	Which payment channels are covered by this assessment? <input type="checkbox"/> Mail order/telephone order (MOTO) <input checked="" type="checkbox"/> E-Commerce <input type="checkbox"/> Card-present (face-to-face)
--	--

**Note:** If your organization has a payment channel or process that is not covered by this assessment, consult your acquirer or payment brand about validation for the other channels.

### Part 2b. Description of Payment Card Business

How and in what capacity does your business store, process and/or transmit cardholder data?

Lyft does not directly store, process, or transmit payment card data.

Lyft outsources handling of cardholder data to Stripe, a PCI Level 1 validated service provider and also Braintree, a similar PCI Level 1 service provider. Payments are sent from the cardholder directly to these service providers via either the Lyft mobile application or the Stripe Hosted Payment Field for e-commerce.

### Part 2c. Locations

List types of facilities (for example, retail outlets, corporate offices, data centers, call centers, etc.) and a summary of locations included in the PCI DSS review.

Type of facility	Number of facilities of this type	Location(s) of facility (city, country)
<i>Example: Retail outlets</i>	3	Boston, MA, USA
Corporate offices	1	San Francisco, CA

### Part 2d. Payment Application

Does the organization use one or more Payment Applications?  Yes  No

Provide the following information regarding the Payment Applications your organization uses:

Payment Application Name	Version Number	Application Vendor	Is application PA-DSS Listed?	PA-DSS Listing Expiry date (if applicable)
			<input type="checkbox"/> Yes <input type="checkbox"/> No	
			<input type="checkbox"/> Yes <input type="checkbox"/> No	
			<input type="checkbox"/> Yes <input type="checkbox"/> No	
			<input type="checkbox"/> Yes <input type="checkbox"/> No	
			<input type="checkbox"/> Yes <input type="checkbox"/> No	

### Part 2e. Description of Environment

Provide a **high-level** description of the environment covered by this assessment.

*For example:*

- Connections into and out of the cardholder data environment (CDE).
- Critical system components within the CDE, such as POS

The CDE includes Lyft's people, processes and procedures around the utilization of fully outsourced tokenization solutions.

devices, databases, web servers, etc., and any other necessary payment components, as applicable.

Does your business use network segmentation to affect the scope of your PCI DSS environment? <i>(Refer to "Network Segmentation" section of PCI DSS for guidance on network segmentation)</i>	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
--	---

**Part 2f. Third-Party Service Providers**

Does your company use a Qualified Integrator & Reseller (QIR)? If Yes: Name of QIR Company: QIR Individual Name: Description of services provided by QIR:	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
---	---

Does your company share cardholder data with any third-party service providers (for example, Qualified Integrator & Resellers (QIR), gateways, payment processors, payment service providers (PSP), web-hosting companies, airline booking agents, loyalty program agents, etc.)?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
---	---

**If Yes:**

Name of service provider:	Description of services provided:
Stripe	Payment processing
Braintree	Payment processing
AWS	IT hosting

**Note:** Requirement 12.8 applies to all entities in this list.

## Section 2: Report on Compliance

This Attestation of Compliance reflects the results of an onsite assessment, which is documented in an accompanying Report on Compliance (ROC).

The assessment documented in this attestation and in the ROC was completed on:	7/31/2017	
Have compensating controls been used to meet any requirement in the ROC?	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
Were any requirements in the ROC identified as being not applicable (N/A)?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
Were any requirements not tested?	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
Were any requirements in the ROC unable to be met due to a legal constraint?	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No

## Section 3: Validation and Attestation Details

### Part 3. PCI DSS Validation

This AOC is based on results noted in the ROC dated 7/31/2017.

Based on the results documented in the ROC noted above, the signatories identified in Parts 3b-3d, as applicable, assert(s) the following compliance status for the entity identified in Part 2 of this document (*check one*):

<input checked="" type="checkbox"/>	<p><b>Compliant:</b> All sections of the PCI DSS ROC are complete, all questions answered affirmatively, resulting in an overall <b>COMPLIANT</b> rating; thereby <i>Lyft</i> has demonstrated full compliance with the PCI DSS.</p>						
<input type="checkbox"/>	<p><b>Non-Compliant:</b> Not all sections of the PCI DSS ROC are complete, or not all questions are answered affirmatively, resulting in an overall <b>NON-COMPLIANT</b> rating, thereby (<i>Merchant Company Name</i>) has not demonstrated full compliance with the PCI DSS.</p> <p><b>Target Date for Compliance:</b></p> <p>An entity submitting this form with a status of Non-Compliant may be required to complete the Action Plan in Part 4 of this document. <i>Check with your acquirer or the payment brand(s) before completing Part 4.</i></p>						
<input type="checkbox"/>	<p><b>Compliant but with Legal exception:</b> One or more requirements are marked "Not in Place" due to a legal restriction that prevents the requirement from being met. This option requires additional review from acquirer or payment brand.</p> <p><i>If checked, complete the following:</i></p> <table border="1"> <thead> <tr> <th>Affected Requirement</th> <th>Details of how legal constraint prevents requirement being met</th> </tr> </thead> <tbody> <tr> <td> </td> <td> </td> </tr> <tr> <td> </td> <td> </td> </tr> </tbody> </table>	Affected Requirement	Details of how legal constraint prevents requirement being met				
Affected Requirement	Details of how legal constraint prevents requirement being met						

### Part 3a. Acknowledgement of Status

Signatory(s) confirms:

(*Check all that apply*)

<input checked="" type="checkbox"/>	The ROC was completed according to the <i>PCI DSS Requirements and Security Assessment Procedures, Version 3.2</i> , and was completed according to the instructions therein.
<input checked="" type="checkbox"/>	All information within the above-referenced ROC and in this attestation fairly represents the results of my assessment in all material respects.
<input checked="" type="checkbox"/>	I have confirmed with my payment application vendor that my payment system does not store sensitive authentication data after authorization.
<input checked="" type="checkbox"/>	I have read the PCI DSS and I recognize that I must maintain PCI DSS compliance, as applicable to my environment, at all times.
<input checked="" type="checkbox"/>	If my environment changes, I recognize I must reassess my environment and implement any additional PCI DSS requirements that apply.

**Part 3a. Acknowledgement of Status (continued)**

<input checked="" type="checkbox"/>	No evidence of full track data <sup>1</sup> , CAV2, CVC2, CID, or CVV2 data <sup>2</sup> , or PIN data <sup>3</sup> storage after transaction authorization was found on ANY system reviewed during this assessment.
<input type="checkbox"/>	ASV scans are being completed by the PCI SSC Approved Scanning Vendor <i>Qualys</i>

**Part 3b. Merchant Attestation**



Signature of Merchant Executive Officer ↑	Date: <i>8/1/17</i>
Merchant Executive Officer Name: <i>CLAIRE HARMAN</i>	Title: <i>Sr. MANAGER PAYMENTS</i>

**Part 3c. Qualified Security Assessor (QSA) Acknowledgement (if applicable)**

If a QSA was involved or assisted with this assessment, describe the role performed:	<i>A full PCI DSS Assessment was performed and a PCI 3.2 RoC was completed</i>
--	--



Signature of Duly Authorized Officer of QSA Company ↑	Date: <i>8/1/2017</i>
Duly Authorized Officer Name: <i>Josh Daymont</i>	QSA Company: <i>Securisea, Inc.</i>

**Part 3d. Internal Security Assessor (ISA) Involvement (if applicable)**

If an ISA(s) was involved or assisted with this assessment, identify the ISA personnel and describe the role performed:	
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<sup>1</sup> Data encoded in the magnetic stripe or equivalent data on a chip used for authorization during a card-present transaction. Entities may not retain full track data after transaction authorization. The only elements of track data that may be retained are primary account number (PAN), expiration date, and cardholder name.

<sup>2</sup> The three- or four-digit value printed by the signature panel or on the face of a payment card used to verify card-not-present transactions.

<sup>3</sup> Personal identification number entered by cardholder during a card-present transaction, and/or encrypted PIN block present within the transaction message.

### Part 4. Action Plan for Non-Compliant Requirements

Select the appropriate response for "Compliant to PCI DSS Requirements" for each requirement. If you answer "No" to any of the requirements, you may be required to provide the date your Company expects to be compliant with the requirement and a brief description of the actions being taken to meet the requirement. *Check with your acquirer or the payment brand(s) before completing Part 4.*

PCI DSS Requirement	Description of Requirement	Compliant to PCI DSS Requirements (Select One)		Remediation Date and Actions (If "NO" selected for any Requirement)
		YES	NO	
1	Install and maintain a firewall configuration to protect cardholder data	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
2	Do not use vendor-supplied defaults for system passwords and other security parameters	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
3	Protect stored cardholder data	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
4	Encrypt transmission of cardholder data across open, public networks	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
5	Protect all systems against malware and regularly update anti-virus software or programs	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
6	Develop and maintain secure systems and applications	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
7	Restrict access to cardholder data by business need to know	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
8	Identify and authenticate access to system components	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
9	Restrict physical access to cardholder data	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
10	Track and monitor all access to network resources and cardholder data	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
11	Regularly test security systems and processes	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
12	Maintain a policy that addresses information security for all personnel	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
Appendix A2	Additional PCI DSS Requirements for Entities using SSL/early TLS	<input checked="" type="checkbox"/>	<input type="checkbox"/>	



## ATTACHMENT B



ENDORSEMENT # 05

This endorsement, effective 12:01 AM 05/01/2018

Forms a part of policy no.: 065463589

Issued to: LYFT, INC.

By: LEXINGTON INSURANCE COMPANY

THIS ENDORSEMENT CHANGES THE POLICY. PLEASE READ IT CAREFULLY.

**ADDITIONAL INSURED REQUIRED BY WRITTEN CONTRACT**

- A. **Section II - Who Is An Insured** is amended to include any person or organization you are required to include as an additional insured on this policy by a written contract or written agreement in effect during this policy period and executed prior to the "occurrence" of the "bodily injury" or "property damage."
- B. The insurance provided to the above described additional insured under this endorsement is limited as follows:
1. COVERAGE A BODILY INJURY AND PROPERTY DAMAGE (Section I - Coverages) only.
  2. The person or organization is only an additional insured with respect to liability arising out of "your work" or "your product" for that additional insured.
  3. In the event that the Limits of Insurance provided by this policy exceed the Limits of Insurance required by the written contract or written agreement, the insurance provided by this endorsement shall be limited to the Limits of Insurance required by the written contract or written agreement. This endorsement shall not increase the Limits of Insurance stated in the Declarations under Item 3. Limits of Insurance pertaining to the coverage provided herein.
  4. The insurance provided to such an additional insured does not apply to "bodily injury" or "property damage" arising out of an architect's, engineer's or surveyor's rendering of or failure to render any professional services including:
    - i The preparing, approving or failing to prepare or approve maps, shop drawings, opinions, reports, surveys, field orders, change orders, or drawings and specifications; and
    - ii Supervisory, inspection, architectural or engineering activities.
  5. This insurance does not apply to "bodily injury" or "property damage" arising out of "your work" or "your product" included in the "products-completed operations hazard" unless you are required to provide such coverage by written contract or written agreement and then only for the period of time required by the written contract or written agreement and in no event beyond the expiration date of the policy.

6. Any coverage provided by this endorsement to an additional insured shall be excess over any other valid and collectible insurance available to the additional insured whether primary, excess, contingent or on any other basis unless a written contract or written agreement specifically requires that this insurance apply on a primary or non-contributory basis.
- C. Subparagraph (1)(a) of the Pollution exclusion paragraph 2.f., Exclusions of COVERAGE A. BODILY INJURY AND PROPERTY DAMAGE LIABILITY (Section I - Coverages) does not apply to you if the "bodily injury" or "property damage" arises out of "your work" or "your product" performed on premises which are owned or rented by the additional insured at the time "your work" or "your product" is performed.
- D. In accordance with the terms and conditions of the policy and as more fully explained in the policy, as soon as practicable, each additional insured must give us prompt notice of any "occurrence" which may result in a claim, forward all legal papers to us, cooperate in the defense of any actions, and otherwise comply with all of the policy's terms and conditions.



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**Authorized Representative OR  
Countersignature (In states where applicable)**

ENDORSEMENT # 26

This endorsement, effective 12:01 AM 05/01/2018

Forms a part of policy no.: 065463589

Issued to: LYFT, INC.

By: LEXINGTON INSURANCE COMPANY

ADVISE OF CANCELLATION TO ENTITIES OTHER THAN THE NAMED  
INSURED ENDORSEMENT

This endorsement modifies insurance provided by the policy:

SCHEDULE

Name of Certificate Holder(s) and Address:

1. As per the list on file with the company

2.

---

If the **Insurer** cancels this policy for any reason other than cancellation for non-payment of premium, notice of cancellation shall be given in accordance with the terms and conditions of the policy to the Certificate Holder(s) shown in the above Schedule.

Other than the right to receive notice of cancellation as set forth herein, this endorsement confers no rights under this policy to the Certificate Holder(s) including, but not limited to, additional insured status or additional Named Insured status.

As used herein, **Insurer** means the insurance company shown in the header on the Declarations Page of this policy.

All other terms and conditions of the policy remain the same.



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Authorized Representative

**ENDORSEMENT # 09**

**This endorsement, effective 12:01 AM 05/01/2018**

**Forms a part of policy no.: 065463589**

**Issued to: LYFT, INC.**

**By: LEXINGTON INSURANCE COMPANY**

**PRIMARY/NON CONTRIBUTORY ENDORSEMENT**

This endorsement modifies insurance provided by the policy:

Notwithstanding any other provision of the policy to the contrary, the insurance afforded by this policy for the benefit of the Additional Insured shall be primary insurance, but only with respect to any claim, loss or liability arising out of the Named Insured's operations; and any insurance maintained by the Additional Insured shall be non-contributing.

All other terms and conditions of the policy remain the same.



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**Authorized Representative OR  
Countersignature (In states where applicable)**

**ENDORSEMENT # 06**

**This endorsement, effective 12:01 AM 05/01/2018**

**Forms a part of policy no.: 065463589**

**Issued to: LYFT, INC.**

**By: LEXINGTON INSURANCE COMPANY**

**WAIVER OF SUBROGATION  
(BLANKET)**

It is agreed that we, in the event of a payment under this policy, waive our right of subrogation against any person or organization where the insured has waived liability of such person or organization as part of a written contractual agreement between the insured and such person or organization entered into prior to the "occurrence" or offense.

All other terms and conditions remain unchanged.



**Authorized Representative OR  
Countersignature (In states where applicable)**

1838 00 1112 (XWC)

ENDORSEMENT

SPECIAL NOTICE OF CANCELLATION SERVICE PROVIDED TO IDENTIFIED THIRD PARTIES

Effective 12:01 A.M., Local Time, July 01, 2018

In consideration of the payment of premium and adherence by both parties to the terms of this Agreement, the following is hereby understood and agreed:

As a special service to the EMPLOYER, if the CORPORATION cancels this Agreement for any reason other than non-payment of premium, within thirty (30) days prior to the effective date of cancellation, the CORPORATION will mail a copy of such written notice of cancellation to all third persons whose name and address have, during the applicable Liability Period, been placed on file with the CORPORATION through the EMPLOYER's broker of record due to third party contractual requirements relating to such notice.

As a special service to EMPLOYER, if the CORPORATION cancels this Agreement for non-payment of premium, within ten (10) days prior to the effective date of cancellation, the CORPORATION will mail a copy of such written notice of cancellation to all third persons whose name and address have, during the applicable Liability Period, been placed on file with the CORPORATION through the EMPLOYER's broker of record due to third party contractual requirements relating to such notice.

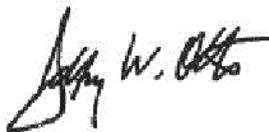
If the CORPORATION has been provided with an electronic address of such third parties, at the CORPORATION's election the CORPORATION may send notice of cancellation to such third parties by electronic mail.

Notice of cancellation of coverage provided to a certificate holder is a courtesy only. Failure to provide such notice will not extend the cancellation date, negate the cancellation of the Agreement, nor confer any rights nor expectations upon the certificate holder nor subject the CORPORATION, its agents nor representatives to liability for failure to provide notice.

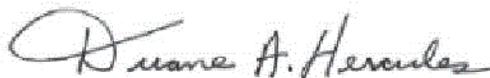
All other terms, conditions, agreements and stipulations remain unchanged.

Attached to and forming a part of Excess Workers' Compensation and Employers' Liability Insurance Agreement No. SP 4058579, issued by SAFETY NATIONAL CASUALTY CORPORATION of St. Louis, Missouri to LYFT, INC., dated July 01, 2018.

SAFETY NATIONAL CASUALTY CORPORATION



Secretary



President

0456 00 0113 (XWC)

ENDORSEMENT

BLANKET WAIVER OF SUBROGATION

Effective 12:01 A.M., Local Time, July 01, 2018

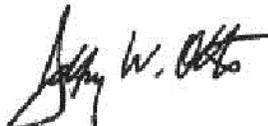
In consideration of the payment of premium and adherence by both parties to the terms of this Agreement, it is hereby understood and agreed that the Recovery From Others section of this Agreement is amended to include the following additional language:

The CORPORATION has the right to pursue subrogation recoveries from anyone liable for an injury covered by this Agreement. The CORPORATION will not enforce its right against any person or organization for whom the EMPLOYER performs work under a written contract that requires the EMPLOYER to obtain this agreement from the CORPORATION.

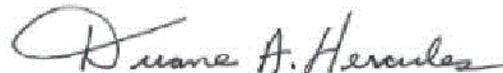
All other terms, conditions, agreements and stipulations remain unchanged.

Attached to and forming a part of Excess Workers' Compensation and Employers' Liability Insurance Agreement No. SP 4058579, issued by SAFETY NATIONAL CASUALTY CORPORATION of St. Louis, Missouri to LYFT, INC., dated July 01, 2018.

SAFETY NATIONAL CASUALTY CORPORATION



Secretary



President

## ATTACHMENT C



7.26.18

Negin Singh  
Santa Monica Pier Corporation

Re: Support of Lyft's Powered Scooter & Bike Share Permit Application

Dear Shared Mobility Pilot Program Selection Committee:

On behalf of The Santa Monica Pier Corporation, I am writing to express our strong support for Lyft's application for the dockless scooter and bike program in the City of Santa Monica. With our year round commitment to providing world-class, free and open to the public programming to our guests, we appreciate that one of the challenges families face is reliable, lower cost modes of transportation to get them to and from work. The shortcomings of our current transportation system continue to fall heaviest on communities struggling financially. Mobility innovations like dockless scooters and bikes have the potential to improve mobility for those with very limited options if they are guided by a strong commitment to focus on equity and complement existing public transit as your pilot program seeks to do.

The Santa Monica Pier Corporation commends the City of Santa Monica for its scooter and bike location requirements for opportunity areas and for facilitating equitable access to these new mobility options. SMPC is a current annual partner with Lyft, and we are working hard with Parking and Transportation officials to create a better overall transportation system for our pier. We believe that the insight gleaned from our many meetings with Lyft and our other city partners (Downtown Santa Monica, Santa Monica Travel and Tourism, and more) will lead to a great program that will be helpful to all.

We have no doubt that Lyft they will be thoughtful and intentional about ensuring that their programs are designed to be a tool that extends opportunities to the broader Santa Monica community. We look forward to working with Lyft to create an equitable model for their scooter and bike programs.

We hope to see City of Santa Monica approve Lyft's permit applications and allow them to provide scooter and bike share services.

Respectfully,

DocuSigned by:  


Negin Singh, Executive Director  
Santa Monica Pier Corporation



July 26, 2018

Peter Dzewaltowski, Transportation Planner, Mobility Division  
Department of Planning & Community Development  
City of Santa Monica

Dear Mr. Dzewaltowski:

**Bicycle Transit Systems, Inc. (Bike Transit)** is pleased to be the operations partner for Lyft for the Shared Mobility Pilot Program for the City of Santa Monica, California. To understand our company, I would like to first share our company's mission and values with you:

*Bicycle Transit System's mission is to help communities become greener, healthier, and more connected by operating highly-utilized, financially sustainable bike share systems. And, it is part of our credo that our employees provide safe, seamless, reliable, and memorable customer experiences, and create mutually-rewarding relationships with our riders, suppliers, and clients.*

*While achieving this mission, Bike Transit will embody the following core values in everything we do:*

***Innovative.*** Customer experience. Management. Solutions.

***Responsible.*** Environmentally. Socially. Financially. Safe.

***Inclusive.*** Working environment. Communication. Implementation.

***Fun.*** We have fun, we create fun.

This mission was not created overnight for this application. This mission was part of the founding tenets of our company, in 2013. The values that we implemented officially in 2017, have been guiderails in the volatile world of bike share in the past two years. We strive to innovate; but we will always be responsible partners to our communities, to the environment, a responsible employer, and ensure that bicycles are safe for our riders, and working conditions are safe for our employees.

It is because of this shared value system that we are extremely excited to be working with Lyft.

Bike Transit brings to the Lyft team deep experience launching and managing bike share for the last 10 years, with an expertise and a passion for operations. Before founding Bike Transit, I was President of Alta Bicycle Share, where I contracted and launched bike share in most major US cities, including Washington DC, Boston and New York. My co-founder, Peter Hoban, led the launches and operations for Alta, and in the summer of 2013, oversaw every station installation for New York City, Chicago, Columbus and San Francisco.

At Bike Transit, we launched and operate Philadelphia's Indego, Los Angeles' Metro Bike Share, Las Vegas' RTC Bike Share and Oklahoma City's Spokies bike share. With the experience of Bike Transit and Alta, we have worked collaboratively with dozens of cities around the nation, and in the Los Angeles metropolitan area, as well as major transit agencies. Notably, we work deeply with LA Metro and are currently implementing integration with the TAP card to be launched in fall 2018.

In addition, we are deeply proud of the work we have done to implement the most equitable and accessible bike share system in the nation, in Philadelphia. The marketing and technical work we have done in coordination with the City has made Indego a leader opening up bike share to riders of all income classes and attracting rider demographics that reflect the demographics of the City.



We look forward to bringing our experience with transit integration and equity, and working with Lyft and the City of Santa Monica to provide a highly-utilized and responsibly implemented mobility program to the City of Santa Monica.

You can reach me at any time regarding this proposal at [acohen@bicycletransit.com](mailto:acohen@bicycletransit.com) or 617.548.8812.

Sincerely,

A handwritten signature in black ink, appearing to read "A M Cohen", written over a light gray rectangular background.

Alison M. Cohen, President and CEO  
Bicycle Transit Systems, Inc.