

# Lyft Mountain Mobility:

Partnering to improve mobility & provide earning opportunities

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Association of Mountain Towns

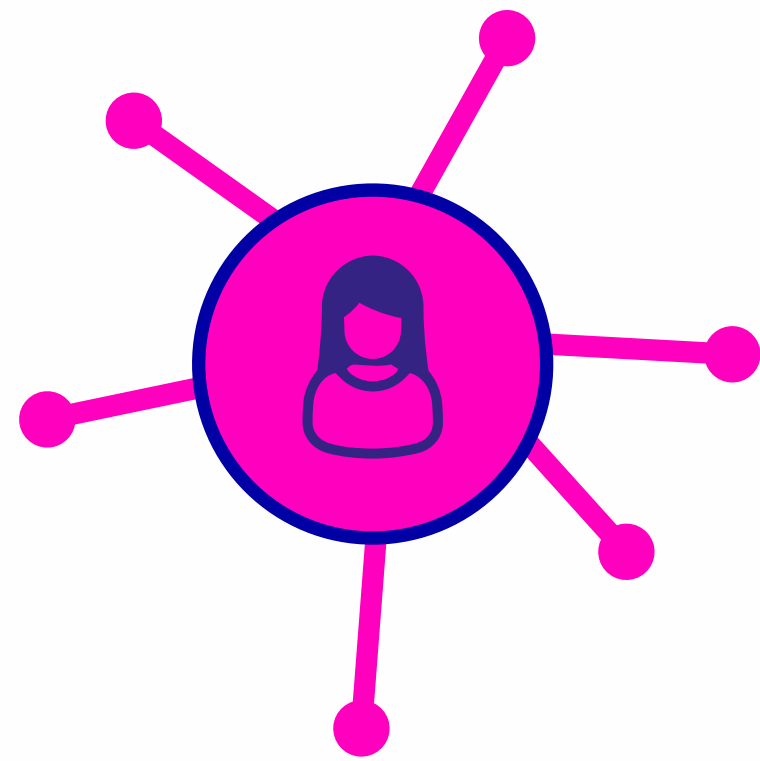
October, 27, 2017



# LYFT'S MISSION

Improve people's lives with the  
world's best transportation.

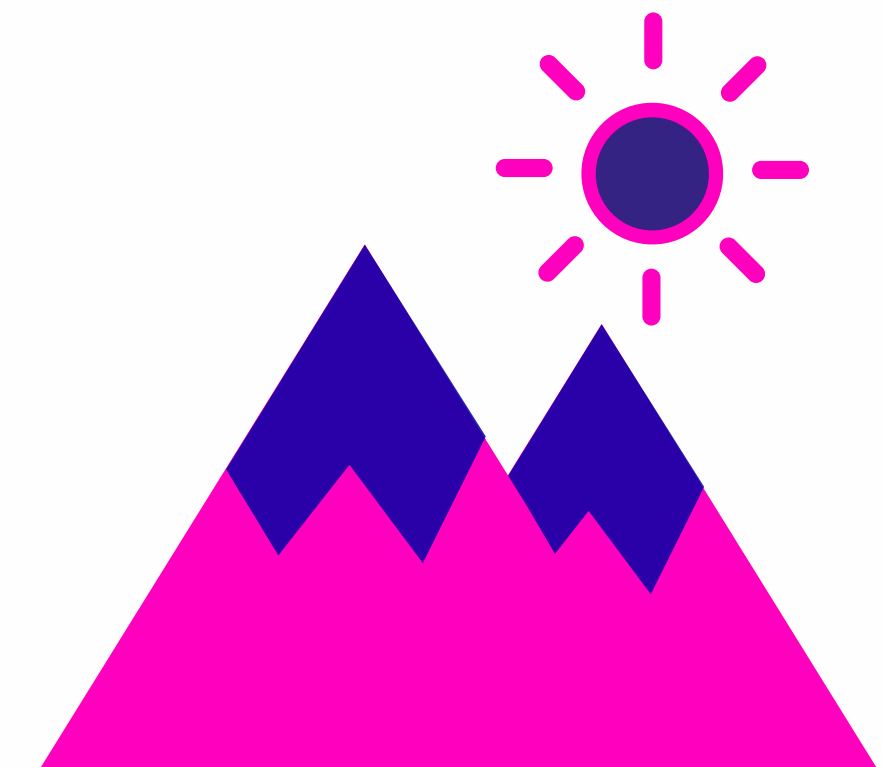
# HOW DO WE IMPROVE LIVES?



Connect people and  
their communities



Increase quality of life  
and reduce inequality



Replace traffic with  
green space and  
eliminate emissions

**Lyft launched in Denver in late 2013 and Colorado became the first state to pass state-wide rideshare legislation in 2014**



# We are hyper-local and partner with many of Colorado's most beloved organizations and brands

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# As well as numerous non-profits



JUNIOR LEAGUE OF  
**DENVER**



**FRIENDS FOUNDATION**  
DENVER PUBLIC LIBRARY

***Special Olympics***  
Colorado

**THIRD  
WAY  
CENTER**

**CULTUREHAUS** DENVER **ART** MUSEUM



Rose Andom Center  
One Place. Immeasurable Hope.

DENVER MUSEUM OF  
**NATURE & SCIENCE**



 **unreasonable**  
institute  
giving high-impact entrepreneurs wings



Confidential



# Our 320 campaign with Colorado Department of Transportation has raised awareness around the dangers of driving high



*“Though it’s said driving high is safer than driving drunk, it’s still much safer to drive sober, so take a damn Lyft instead of risking people’s lives.” - 420Times*



Colorado Department of Transportation

18 hrs · 🌐

420 is this Thursday, are you planning ahead? The Colorado Department of Transportation and Lyft have partnered to remind you to plan a ride before you're high. To retrieve a Lyft discount code, visit [320movement.com](https://320movement.com)-- and if you're lucky, you might get picked up by one of our 320 Movement Lyft vehicles! #320movement



### Get a Lyft Discount!

Visit [320movement.com](https://320movement.com) now to snag a Lyft discount code until 4/20 hits.

[320MOVEMENT.COM](https://320movement.com)

[Learn More](#)

## This Is What Lyft Is Doing To Keep People From Driving High In Colorado

Campaign urges that you 'plan a ride before you're high.'

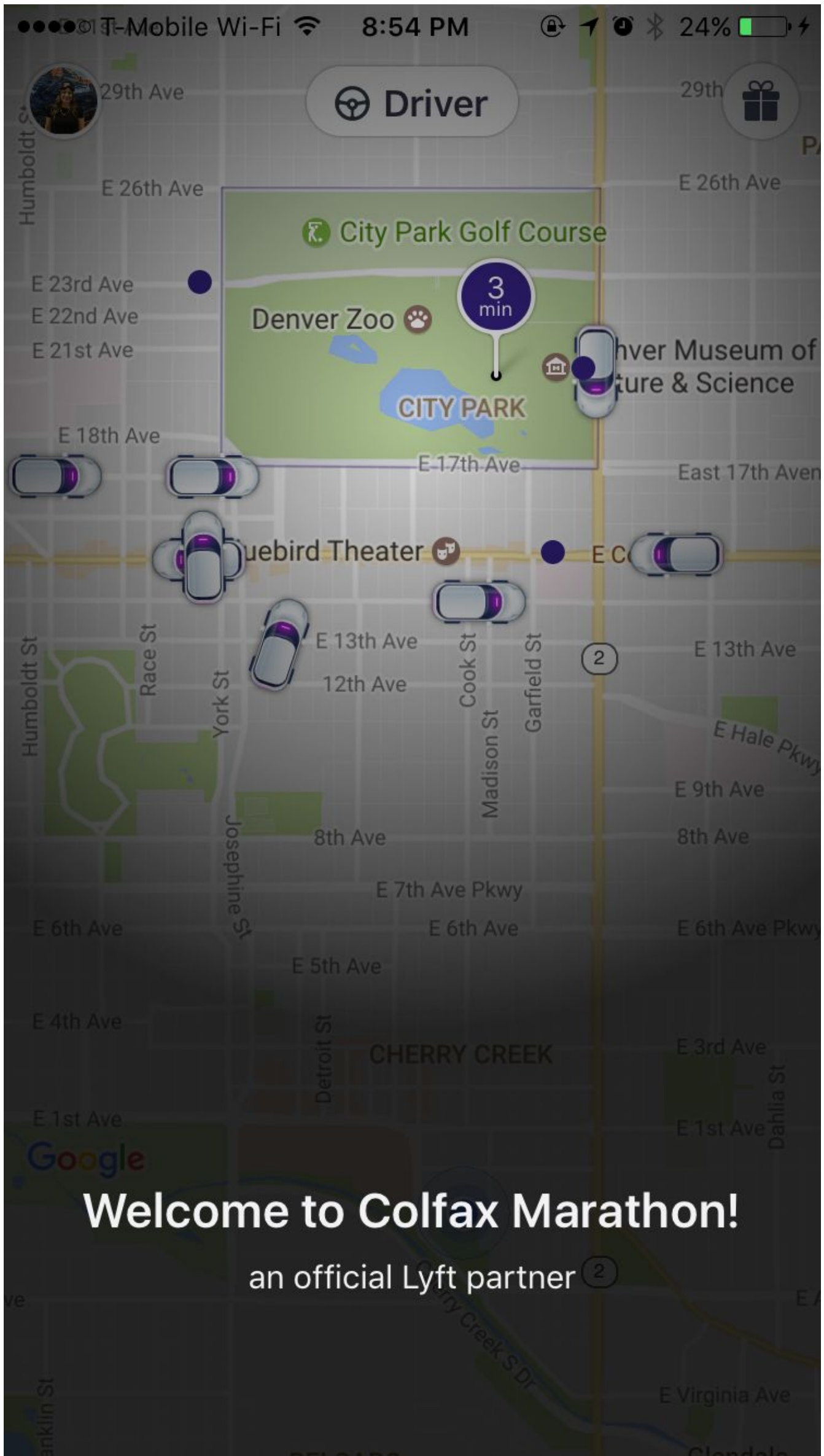
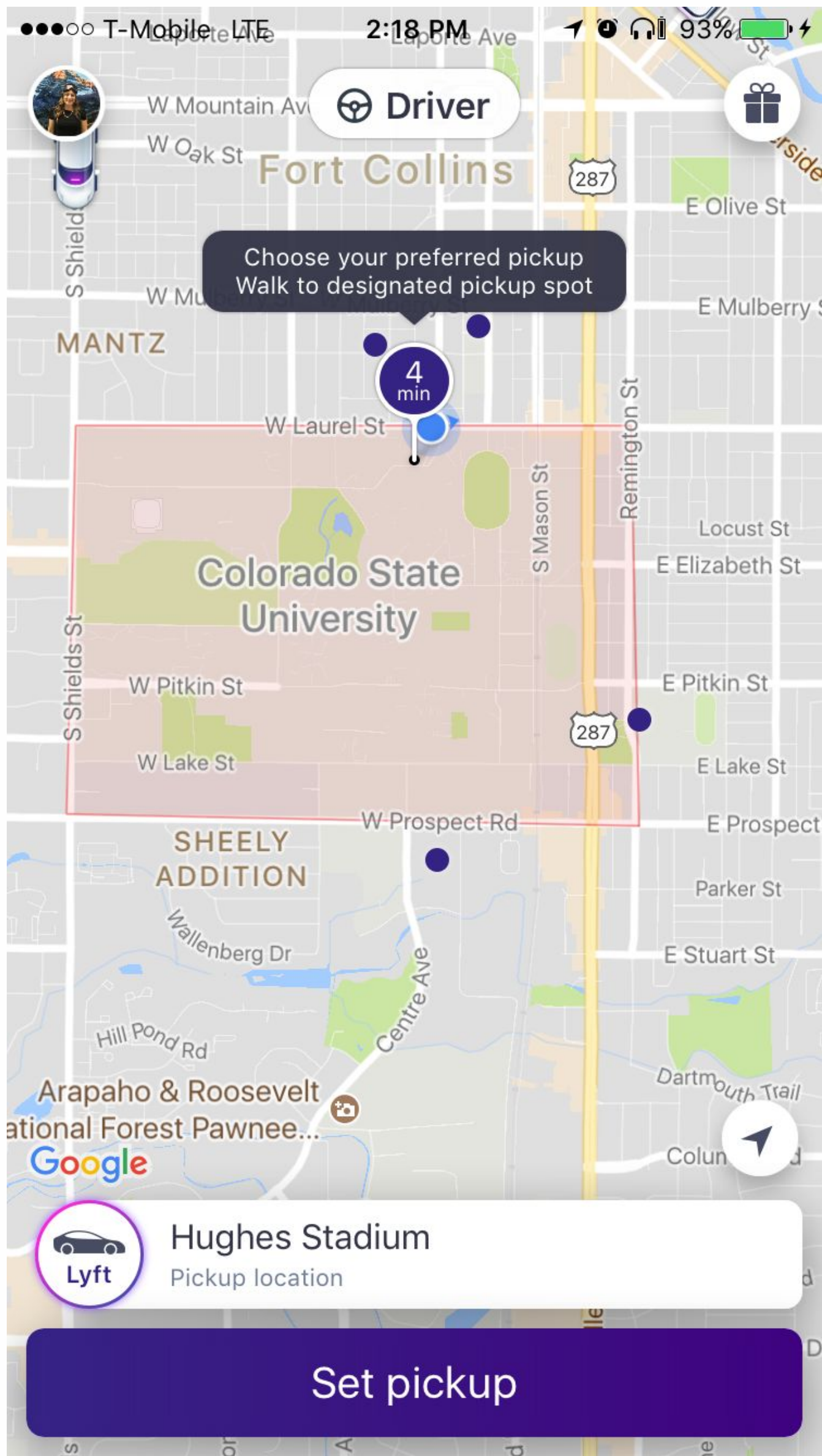


By: Al Olson



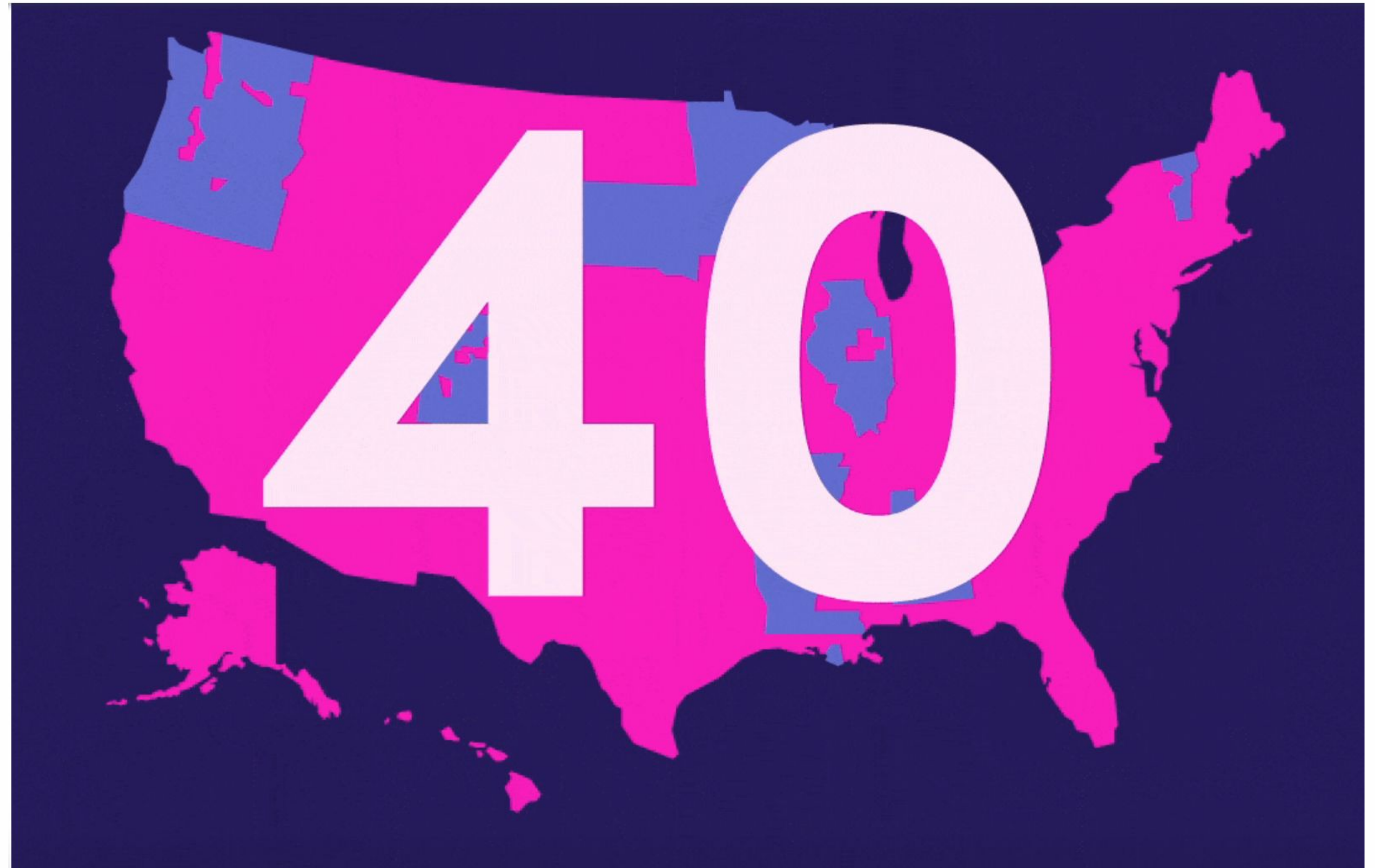
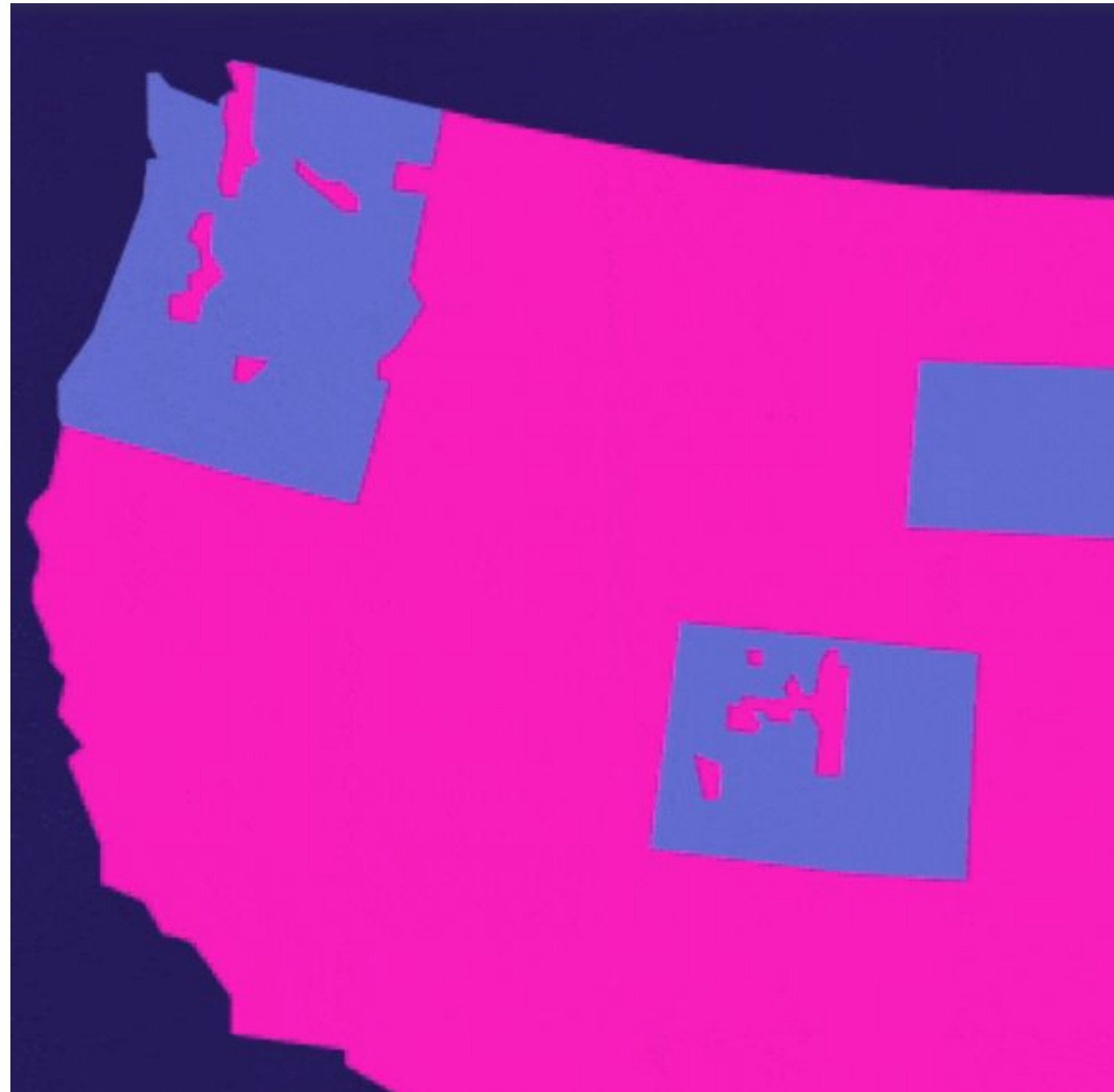


In addition to providing transportation solutions, we can also assist in solving major traffic problems.

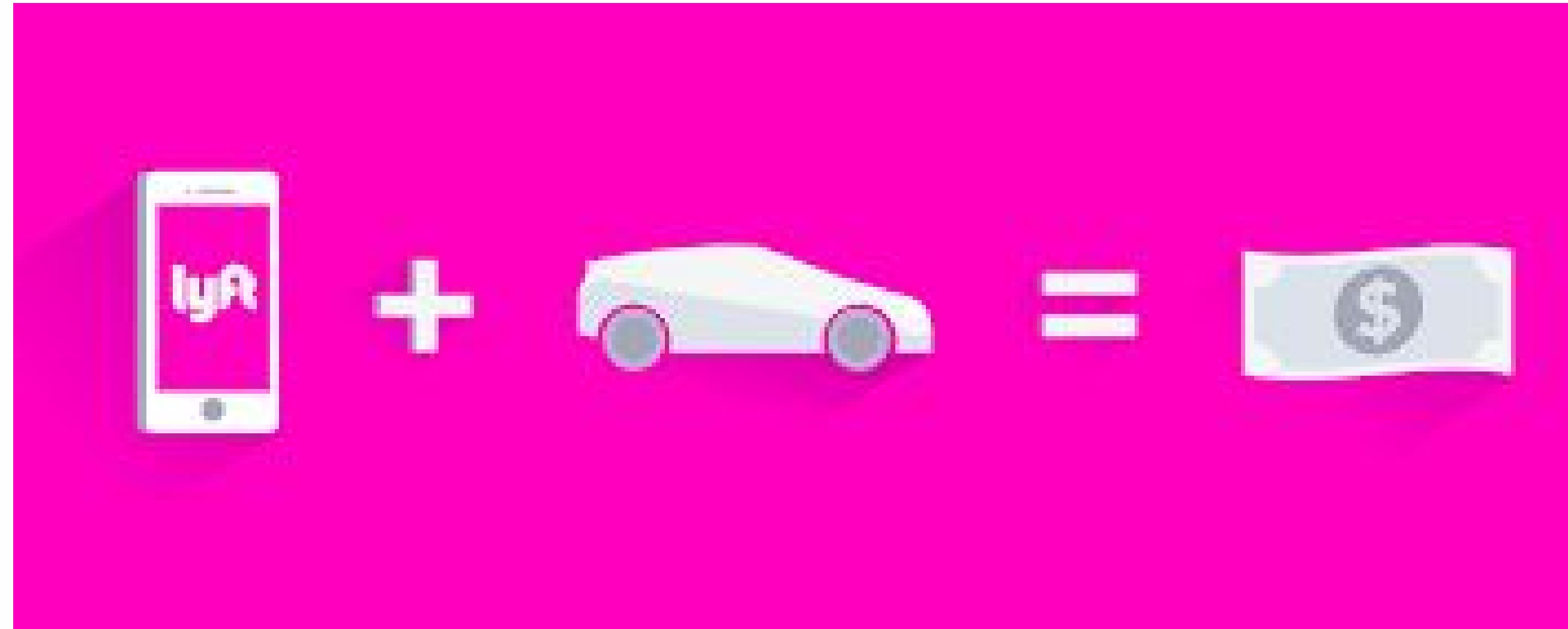




**Lyft isn't an urban only solution.**

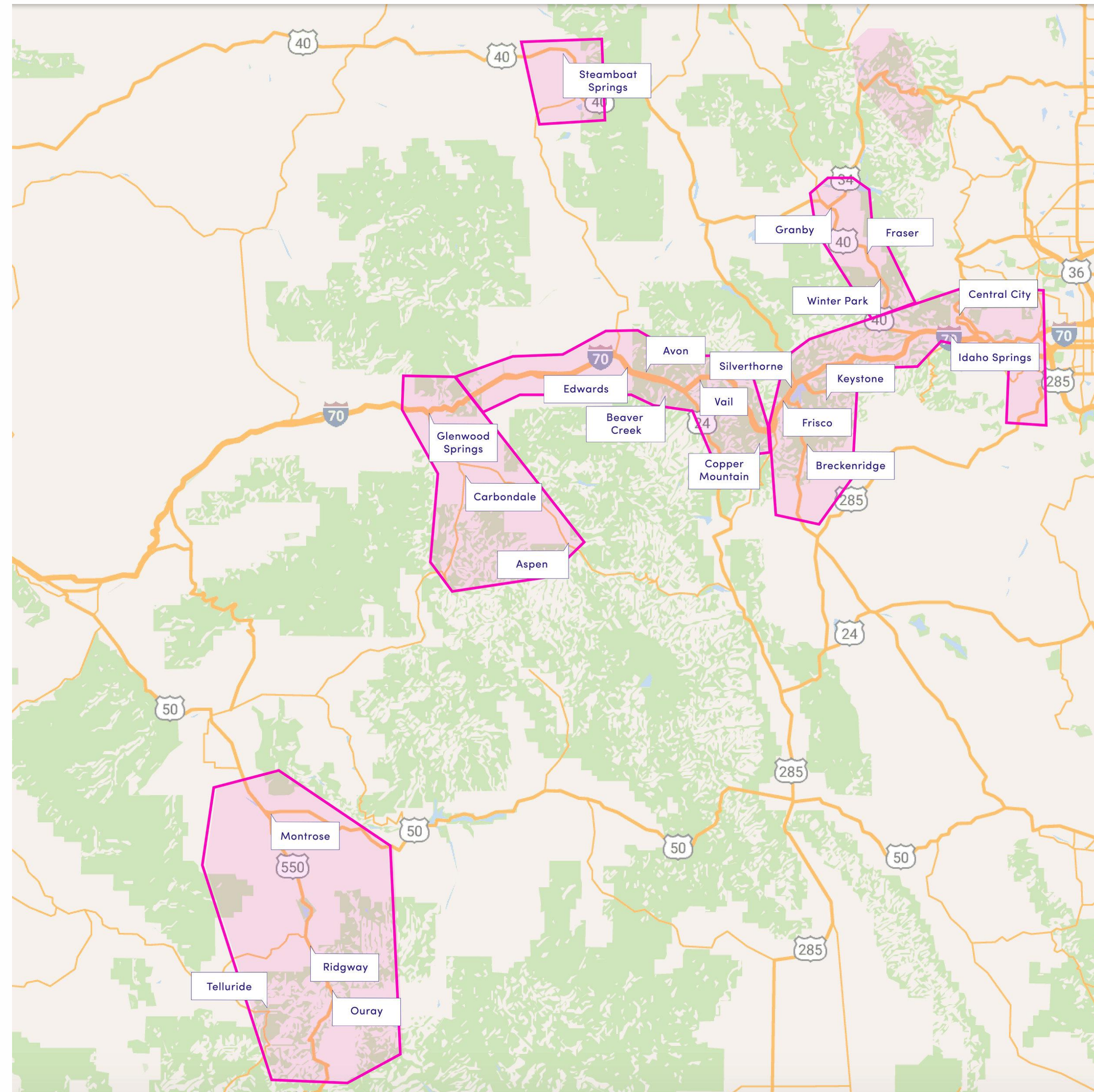


**Lyft launched in some areas of the mountains to provide ongoing earning opportunities and transportation options for locals and tourists.**





# Service began 8/9/17





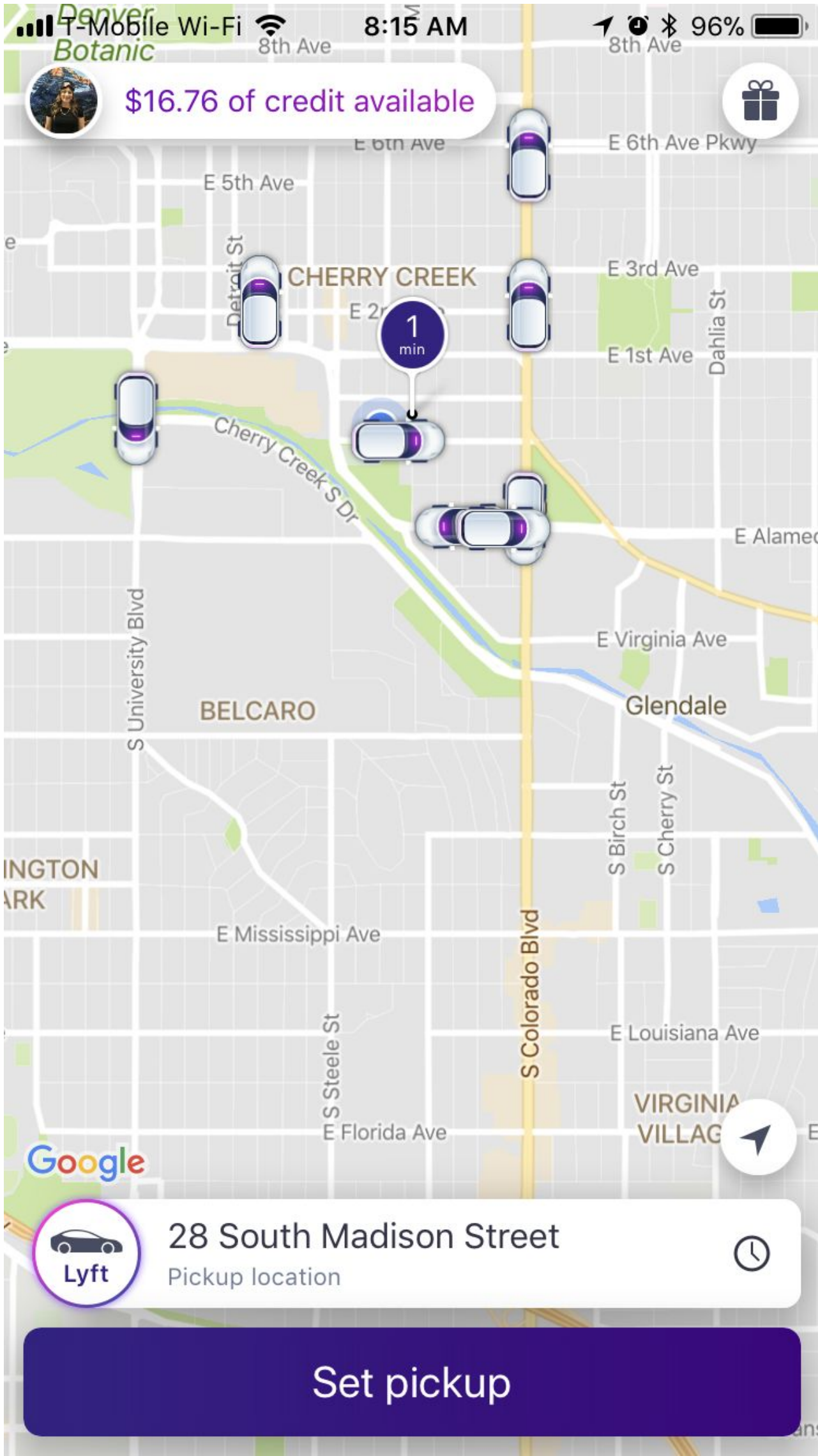
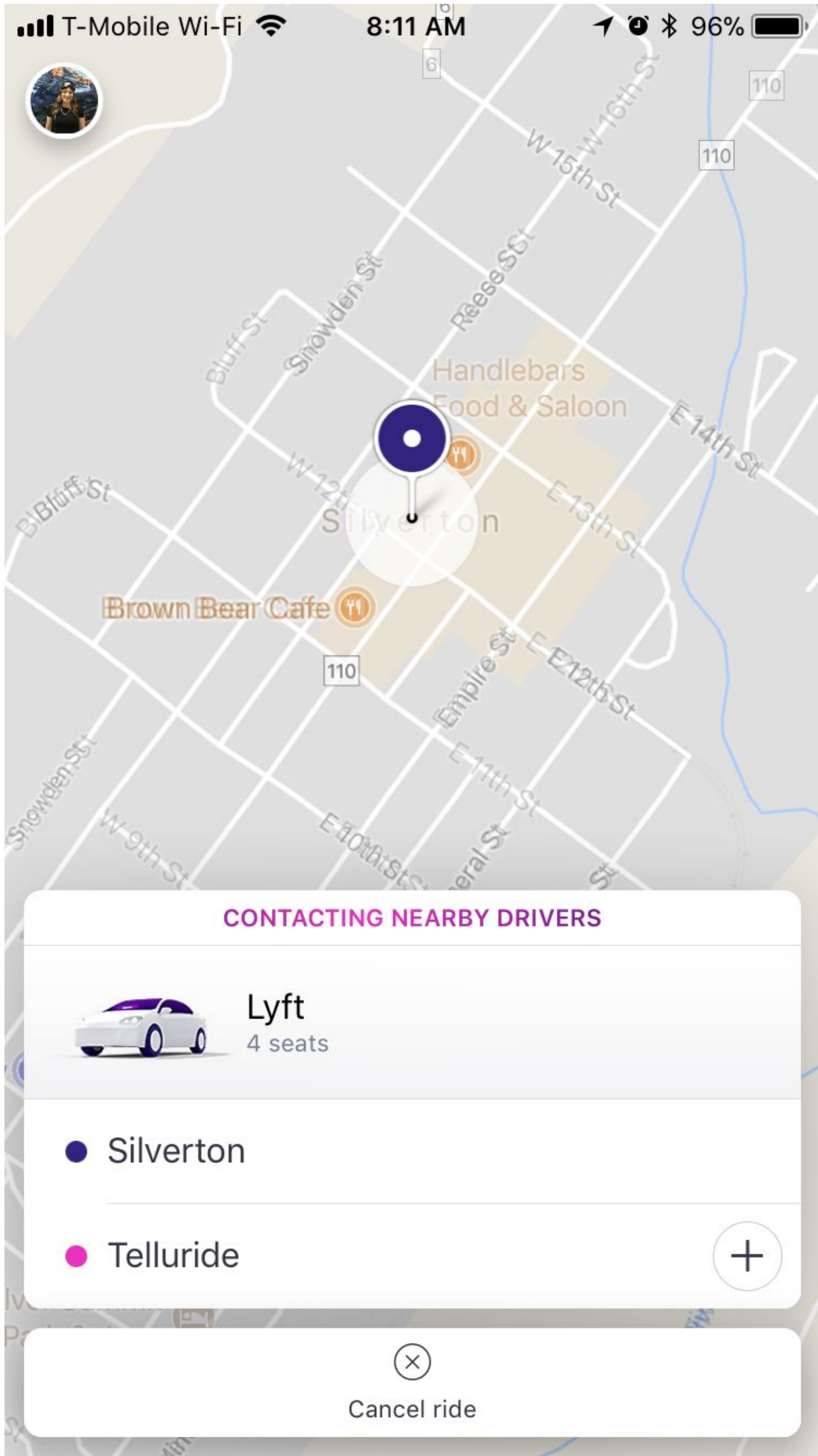
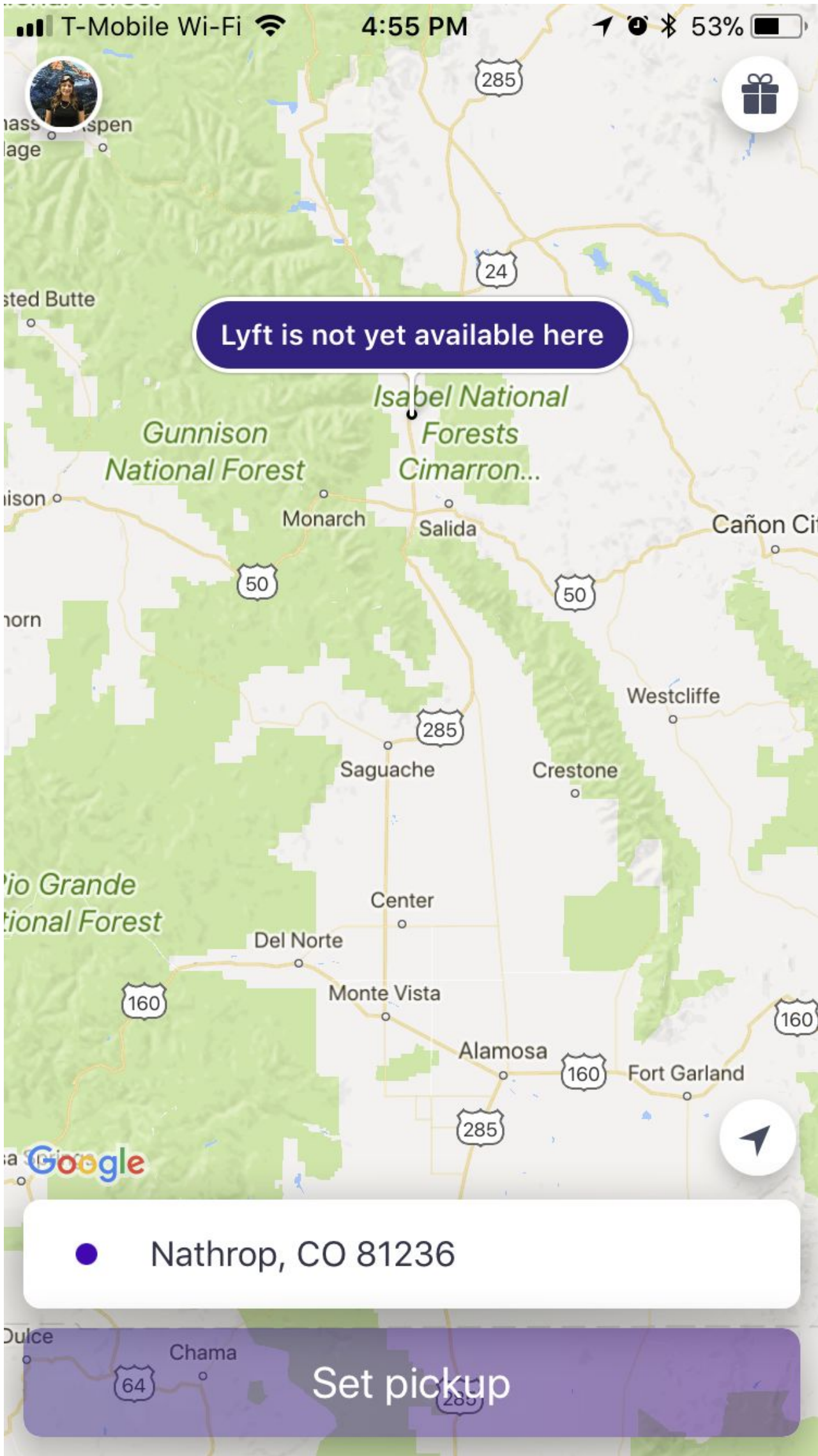
# This winter we are adding ski rack mode

With over 13 million ski tourists a year, there is a need to provide seamless transportation in and around the ski towns without adding congestion to I-70.





# Current challenge is to recruit enough drivers to meet the need of the great interest in the service.





# Many people in your communities can benefit from becoming a part-time Lyft driver.

## Why Lyft?



### Keep Your Tips

Earn tips from your passengers and keep the whole amount — they're yours.



### Make More Money

With increased Prime Time pricing during peak hours, you make more with Lyft.



### Best Community

The Lyft community is full of awesome, friendly people — passengers and drivers alike.



# **There are many ways we can work together to provide the best transportation options for your residents and visitors.**

- Connections to seasonal workers or other residents looking for part-time work.
- Assistance in finding Nurse Practitioners and mechanics to help onboard drivers per state regulations.
- Conversations with your towns to identify key venues and areas where we can support a positive operational experience.
- Providing space for our application events.
- Support for local non-profits.

**Thank you for your time. We are looking forward to  
working with you!**

**Brittany Cameron**  
**Operations Manager, Colorado**  
**BCAMERON@LYFT.COM**