



WEBINAR

# Connect Your Community: Breaking Barriers with Accessible Transportation

DECEMBER 15, 2020 | 10:00 A.M.



Megan Sirjane-Samples  
Senior Public Policy  
Manager, Southeast  
*Lyft*

Anthony Foxx  
Former Charlotte mayor and United  
States Secretary of Transportation  
under President Obama

Current Chief Policy Officer and  
Senior Advisor to President and CEO,  
*Lyft*

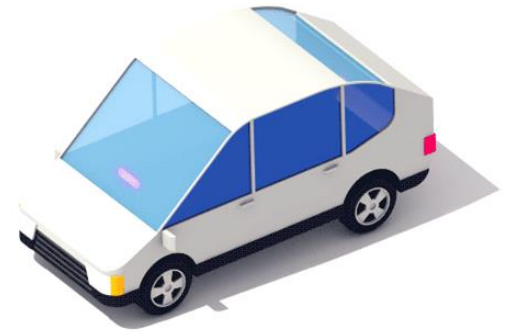


John Stoddard  
Community Organizer  
*Lyft*



# Agenda

- **LyftUp Community Programs Overview**
- **Local Partnerships**
- **A Conversation with Anthony Foxx**
- **Q & A**



# LyftUp Community Programs

**Lyft's mission is to improve  
people's lives with the world's  
best transportation.**



LyftUp is our comprehensive effort to expand transportation access to those who need it most. We partner with leading nonprofits to help provide free and discounted rides to individuals and families who lack affordable, reliable transportation.

## Food Access



Gain access to healthy food for those who live in areas limited in grocery options

## Jobs Access



Get a ride to job interviews, job training, and the first few weeks of work

## Civic Access



Participate meaningfully in civic life — especially voting

## Disaster Response



Connect with critical resources in the aftermath of natural disasters

## Bikeshare Access



Use bikeshare systems seamlessly in every neighborhood

## Community Grants & Councils



Invest in local grassroots transportation initiatives

# In North Carolina, this has looked like...



**COVID 19 Relief:** Helping workers get where they need to go to provide medical care, deliver food, staff shelters, and perform other essential services.



**Jobs Access:** Helps provide opportunity to those lacking transportation by giving them access to both jobs and trainings getting them into the workforce.



**Grocery Access:** Helps connect those with limited grocery options to healthy food sources while also providing driver earning opportunities. Loaves & Fishes



# LyftUp Access Alliance

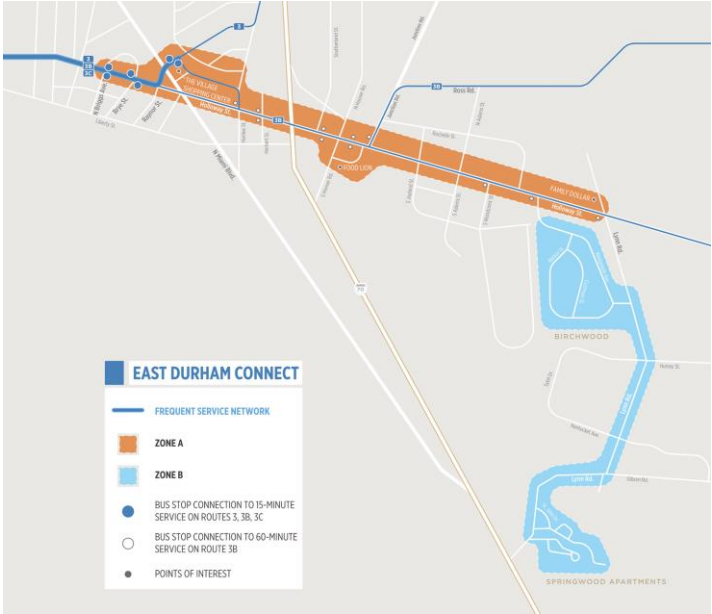
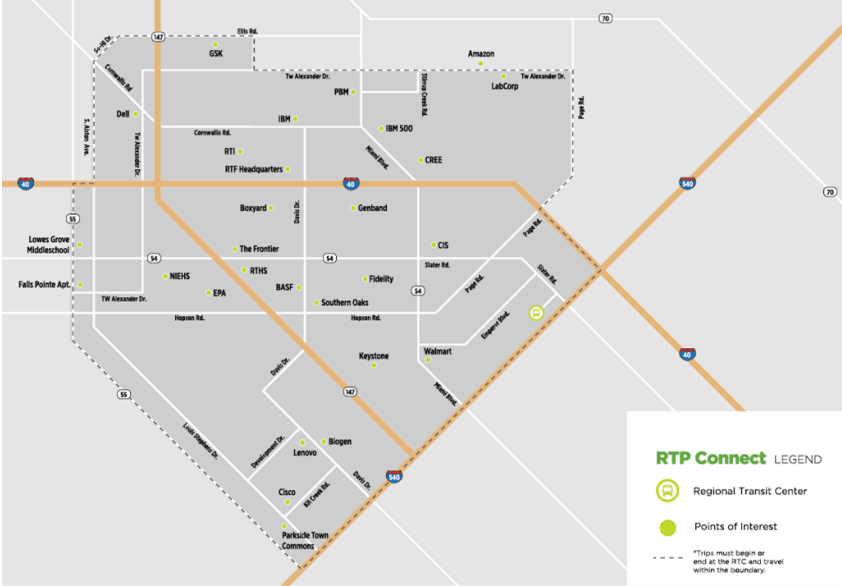


**Founding Partners Include:** My Brother's Keeper Alliance, National Urban League, NAACP, NAACP Legal Defense Fund, Lawyers Committee for Civil Rights, National Bail Fund Network, National Action Network, Black Women's Roundtable, and US Black Chamber of Commerce.

## Example Use Cases

- Essential rides to the grocery store, food bank, or pharmacy
- Rides to critical healthcare appointments
- Rides for caregivers to deliver essential goods, such as to the elderly
- Rides to work for essential workers
- Rides to shelters or safety for those facing domestic or intimate partner violence
- Rides for individuals released on bail to get home, or to get to court/ legal appointments
- Rides to voting polls

# North Carolina: Transit Partnerships



# Public Safety campaigns

- The Governors Highway Safety Association (GHSA) and Lyft have awarded the [State Highway Safety Offices](#) in Colorado, Illinois, New Mexico, North Carolina and Texas nearly \$100,000 in grant funds and Lyft ride credits to support campaigns to help prevent impaired driving this holiday season.
- North Carolina Governor's Highway Safety Program (GHSP) will partner with Atrium Health, Charlotte Department of Transportation, Vision Zero Coalition, Charlotte Mecklenburg Police Department, and other local law enforcement agencies to encourage people to use Lyft as an alternative to driving after drinking. The effort is part of GHSP's holiday [Booze It and Lose It](#) campaign, which will feature discounted Lyft rides and the distribution of campaign face coverings to restaurants, bars and grocery stores.



# Public Safety campaigns

- Lyft Driver Amp Distribution Event



**Conversation:  
Lyft Chief Policy Officer  
Anthony Foxx**

# Virtual Roundtable

## Question 1

What transportation barriers do you see with the communities you serve?



## Question 2

How are businesses and economic development efforts impacted by transportation access?



## Question 3

What works/doesn't work about corporate partnerships that you have had in other contexts? What should we keep in mind as we build upon and expand our programming throughout North Carolina?



## Anything else?



**THANK YOU FOR ATTENDING!**

**WEBINAR**

**Connect Your Community: Breaking  
Barriers with Accessible Transportation**

DECEMBER 15, 2020 | 10:00 A.M.