

**Ridesharing Bylaw – Report Writing
Regina City Council
January 28, 2019**

Good Afternoon Your Worship and Members of Council.

I would like to begin by recognizing we are on the traditional lands of Treaty 4 and the home of the Métis People.

My name is Matt Patton, and I'm pleased to join you as Lyft Canada's Manager of Public Policy.

I appreciate the opportunity to share Lyft's experience and industry expertise as City Council undertakes the necessary research prior to introducing a ridesharing bylaw.

Today I would like to speak to the benefits of peer-to-peer ridesharing for the City of Regina and the people of Saskatchewan.

In 2012, Lyft became *the* first company to establish peer-to-peer, on-demand ridesharing.

Every week, Lyft connects millions of people with efficient, affordable and safe rides in their community.

Ridesharing enhances access to alternative forms of transportation and acts as a complement to the existing transportation infrastructure in communities across the nation.

More than anything, Lyft is about giving people choices.

Lyft's peer-to-peer ride-sharing model aims to enhance access to transportation alternatives, support and supplement existing public transportation services, and reduce single occupancy vehicle trips – assisting Regina and Saskatchewan in reducing greenhouse gas emissions.

Through Lyft's platform, people do not just connect to give and receive rides; they also get to know one another. Lyft is your neighbour with a car.

Lyft now operates in all 50 American states, and recently we began operating in Toronto and Ottawa - our first markets outside the United States.

Wherever we operate, Lyft's number one priority is the safety of its users.

Lyft drivers are extensively pre-screened and have passed a thorough driver record review in addition to having their vehicle pass a comprehensive vehicle inspection.

To do the background checks, Lyft contracts with a company called Sterling Talent Solutions, an international provider used by 25% of Fortune 100 companies.

Our focus on safety and security continues throughout the Lyft experience -- every ride is protected by Lyft's commercial automobile liability coverage, which protects riders and drivers throughout the ride.

What really distinguishes Lyft from traditional for-hire transit services is how we utilize technology to ensure a safe riding experience.

Every Lyft ride is tracked via GPS.

When a rider is matched with a driver via Lyft, the rider receives a picture and the user rating of the driver and the make and model of the vehicle coming to pick them up.

Lyft's user rating system allows a rider to provide instant feedback on safety, navigation, and overall ride experience.

Drivers are also able to rate riders and flag abusive or dangerous situations. That is real time feedback that you won't find with legacy services – and puts safety first and foremost in the experience of our drivers and riders.

Lyft will proudly support additional measures this council may consider to provide drivers and riders – whether rideshare or legacy industry – with additional public education tools and safety information.

We are proud that Lyft is more than just a ridesharing application—it is your friend with a car.

Lyft has the potential to bring the people of Regina together through the medium of ridesharing. Lyft offers the opportunity to earn flexible, supplemental income by using their private vehicle to rideshare with their neighbours.

Two-thirds of Lyft drivers drive less than fifteen hours a week—they are casual drivers who don't fall within the traditional livery or taxi framework.

The Lyft community is made up of retirees, single moms, graduate students, folks trying to get around and families simply trying to make ends meet.

We know that upon launch here in Regina, that would continue to be the case.

Along with these community benefits, we believe that Lyft would contribute to a more sustainable city and province. Over 80% of cars on the road have only one occupant.

By getting a Lyft instead of driving their cars, our riders are not just saving time, they are reducing their carbon footprint and lowering greenhouse gas emissions, an environmental priority that Lyft shares with Regina and Saskatchewan.

The report you are considering proposes a regulatory framework that will allow Lyft to utilize leading background check experts and the latest technology to connect users to safe, affordable and friendly transportation options.

We look forward to working with staff and Councillors as the City proceeds to bylaw drafting, in order to provide additional consultation and introduce Regina to Lyft this year.

Thank you for your time.