Safer Roads
Agenda

- Partnerships for road safety
- Policy frameworks to expand ridesharing
- The rural use case
Partnership:

Better together
Safe roads partnerships

Diverse partnerships expand awareness, trust, impact

Allies include government agencies, law enforcement, cause groups, beverage companies, and more.
Safe roads partnerships

And it’s not just alcohol impaired driving

As states legalize cannabis, we need to educate and encourage safe ride choices regarding drugged driving, as well.
Policy:

Enables ridesharing to thrive
Policy frameworks

State policy crucial to ridesharing availability and affordability

TNC = Transportation Network Company
Rural:

Need (and desire) to serve outside cities
Rural context

Lyft in San Antonio versus Lyft in Lytle is a different animal

Smaller, less dense areas are not as easy for ridesharing to serve the same way as in cities. But rural communities also face serious road safety challenges.
Rural context

Partnerships and community engagement especially helpful in these areas.

Spread word about the benefits and ease of alternatives, encourage people to ride and drive with rideshare.
Rural context

App features can help you plan ahead

Scheduled Rides
Use the clock icon to set up a ride up to a week in advance
Rural context

App features can help you plan ahead
Get there safely

Thank you

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