

(UP) Lyft

MALI M. DANDRIDGE

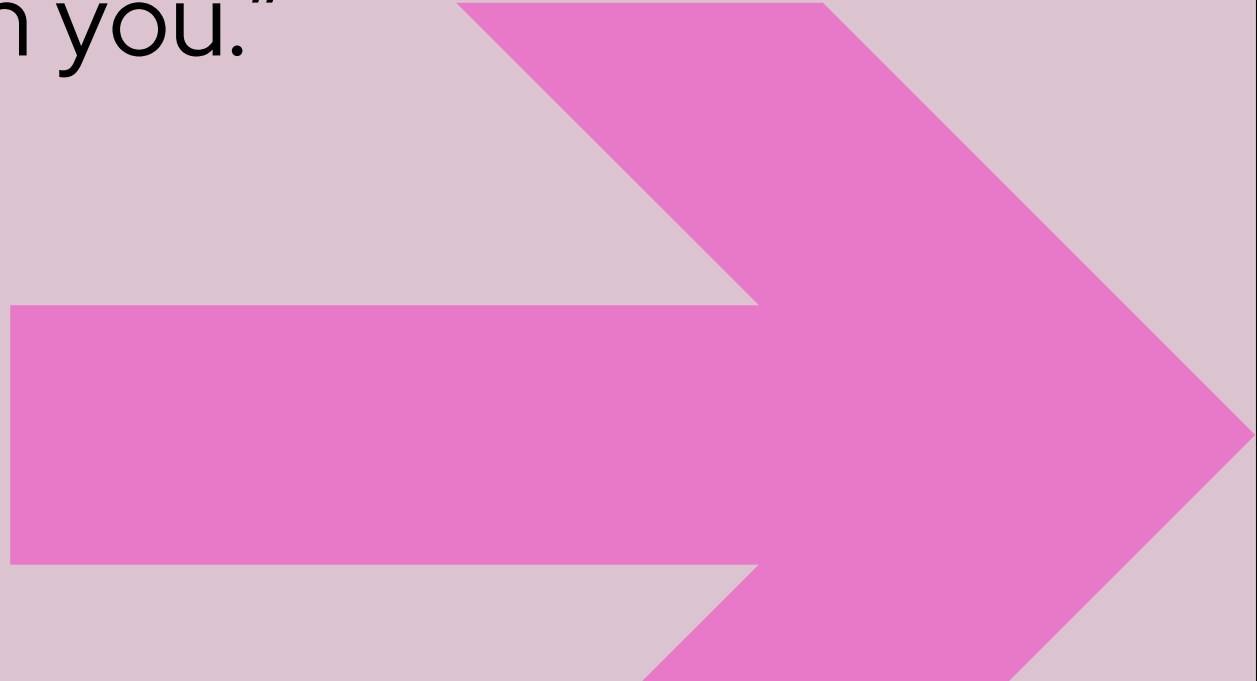
CREATIVE PR STUNT BRIEF

3 MARCH 2023

Preview of the brand's defining values:

Lyft's Vision Statement

"Ride by ride, we're changing the way our world works. We imagine a world where cities feel small again. Where transportation and tech bring people together, instead of apart. We see the future is community driven, and it starts with you."



Be Yourself

"Live authentically and trust your voice. You belong here."

Uplift Others

"Take care of each other — no matter which seat you're sitting in."

Make it happen

"Own the work. Focus on impact. Reimagine what's possible."

Company Reputation

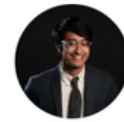
Lyft was initially dubbed the safer ride-share option when it launched; while there is still lore around it, the esteem of the "safe and woke" ride-share platform has waned.

The following initiative allows Lyft to regain its reputation of being a safe and ethical rideshare brand.

TECHNOLOGY

How Lyft lost the trust of #DeleteUber women who thought it was 'woke'

Lyft markets itself as a safe, progressive alternative. These women say it's the same as everything else.



By [Faiz Siddiqui](#)

August 2, 2019 at 12:49 p.m. EDT



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BUSINESS

New lawsuits say Lyft failed to protect its users from physical and sexual assault

September 1, 2022 · 5:30 AM ET

JOSH PECK

FROM



ig request...

Further Context:

As the ride-share market leaders, Lyft and Uber are constantly compared to each other. However, the two companies have extremely different brand identities and reputations.

Uber's long list of scandals, including sexual harassment, sexual assault, ethics concerns, the infamous "boob-er" comment, and the #deleteuber initiative, has historically made Lyft the ethical alternative and "golden child" of the ride-share market (Helling, 2022).



"Lyft positions itself as a cooler alternative to Uber. Most notably, the company makes a point to be more welcoming and community-oriented than its rival.... Lyft's reputation is cleaner than Uber's, and it has a more fun vibe to boot. Also, I'm all in for companies that take a stand and aren't afraid to be outspoken about what they believe in."

(Sabatier, 2023)

What is the Stunt?

Discounted rides for women, femmes, non-binary people, and anyone else who volunteers at select women's rights and/or gender equity organizations.

Implementation of a ride-gifting function that allows men to give to non-men.

"Up-Lyft: Because you shouldn't have to choose between your safety and a social life."



Four Ways to Access "Up-Lyft" discounts during March

01

Automatic 50% off rides for women, femmes, non-binary people, and other non-men in NYC past 8 pm during March using the code "Up-Lyft!"

02

Introduction of a new "ride-gifting model" which enables people to send ride credits to others. Its launch will encourage riders to gift to women, femmes, non-binary people, and other gender-diverse folks who feel unsafe riding the subway at night.

03

Lyft will partner with local community organizations that support women, femmes, non-binary people, and other gender-diverse individuals. Volunteers will be rewarded with a \$20 Lyft credit to their account per session. Open to all genders.

04

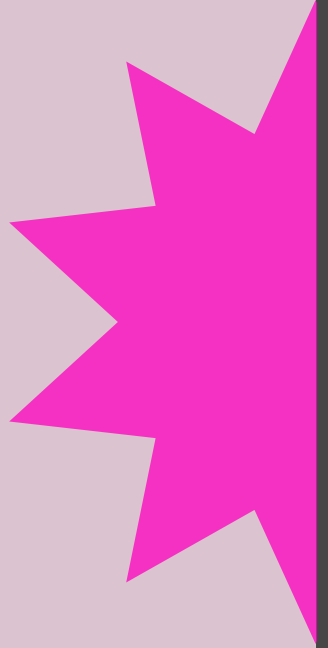
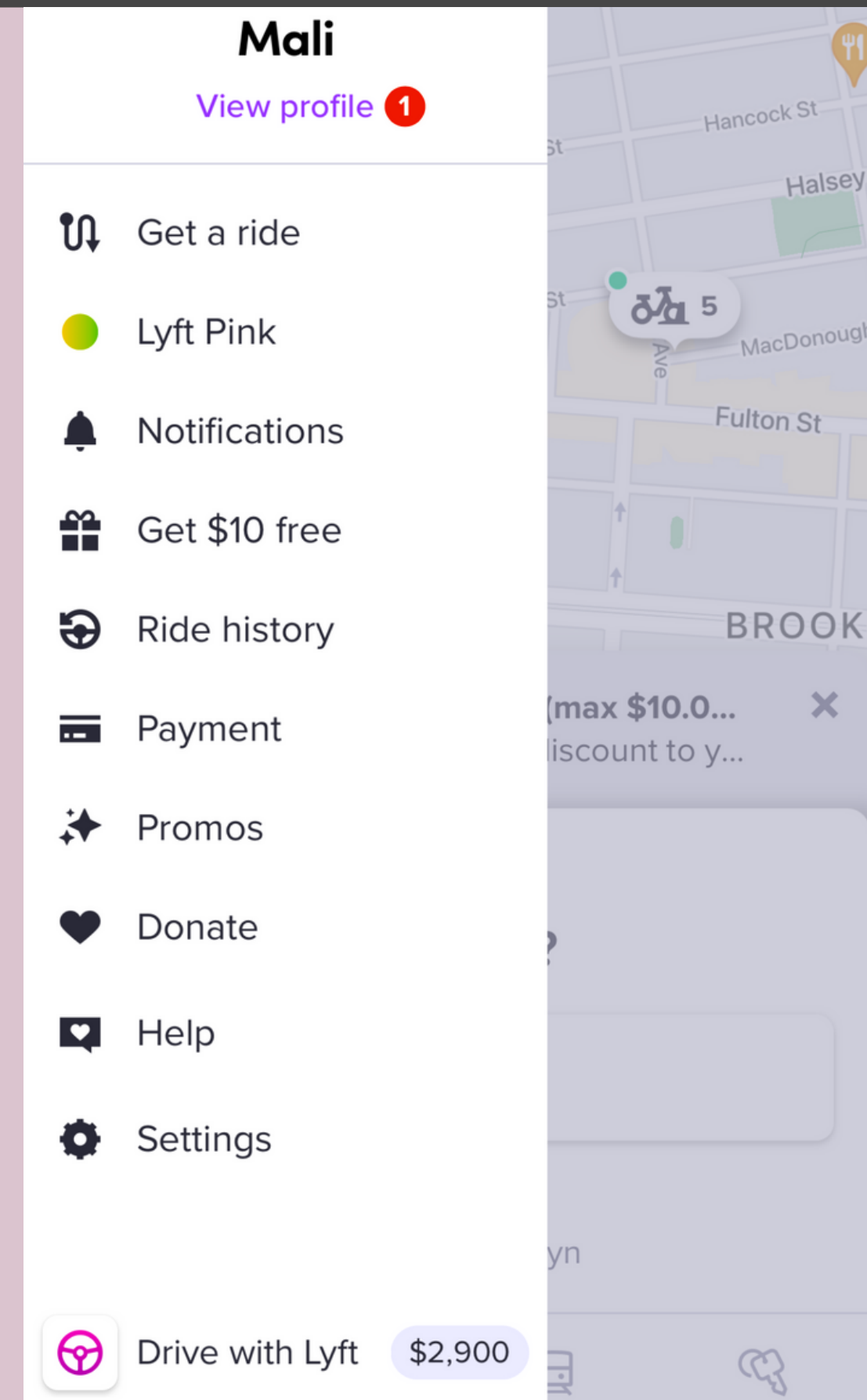
People can sponsor low-income women, femmes, non-binary people, and non-male riders by opting into an automatic fair increase of 5-10% on all rides in March. Lyft will verify people's financial status by cross-referencing request forms using data from NICHA, SNAP, and other government social programs.

In-app Modifications:

The initiative will require the creation of a new tab: the "gift-giving" tab. The icon will look like the following:



"Up-Lyft: Give the gift of safety to a woman [or person] you care about."



Charity and Commitment beyond March

Lyft already funnels donations to select organizations that align with its cooperative values. The current model allows riders to select one charity to donate to by rounding up each ride. None of the pre-selected charities currently focus on women's rights or gender equality.

Adding a national women's rights or gender equality initiative to donate to enables Lyft to show commitment to gender-diverse causes year-round.



Start donating today

Round up your ride payment and donate to a worthy organization.



American Cancer Society

Every cancer. Every life.



American Red Cross

American Red Cross

The Red Cross helps in emergencies.



Environmental Defense Fund

Protect people and nature.

Stunt's Alignment with Values

Lyft is hyper-focused on providing a positive customer experience. That commitment, coupled with its key tenet of "take care of each other," earnestly provides community members safety and peace of mind.

This is a thoughtful initiative that improves women's safety and psyches in material ways, not just a random PR stunt.

Supporting women, femmes, and gender-diverse folks is already in Lyft's DNA--we're just publicizing it!

A new Oklahoma law, SB1503, threatens to punish drivers for getting people where they need to go — specifically, women exercising their right to choose and to access the healthcare they need.

This law is incompatible with people's basic rights to privacy, our community guidelines, the spirit of rideshare, and our values as a company. We are taking action on three fronts:

- For drivers sued under Oklahoma SB 1503 and Texas SB 8 while driving on our platform, Lyft will ensure that they are covered for 100% of legal fees.
- For women in Oklahoma and Texas seeking out-of-state abortion care, we're working with healthcare partners to create a "safe state" program to cover costs of transportation to airports and clinics.
- For Lyft employees enrolled in our U.S. medical benefits, which include coverage for elective abortion, we'll cover the travel costs if these laws require travel outside of Texas and Oklahoma to find a provider.

In the wake of the Supreme Court decision on *Dobbs v. Jackson Women's Health Organization*, we're committed to providing team members with uninterrupted access to safe and critical healthcare services. Lyft's U.S. medical benefits plan includes coverage for elective abortion and reimbursement for travel costs if an employee must travel more than 100 miles for an in-network provider.

This decision will hurt millions of women by taking away access to safe, and private reproductive healthcare services. Lyft supports organizations that preserve access to choice for women across the country, including the National Women's Law Center and the ACLU. In September 2021, we donated \$1 million to Planned Parenthood, and are partnering with them to pilot a Women's Transportation Access program.

Lyft has an extensive history of aiding women's access to healthcare, including providing drivers and riders support amid Texas SB88, Oklahoma's SB1503, and the Supreme Court's *Dobbs v. Jackson Women's Health Organization* (Source: Lyft blog)



Why it matters?

It's not just a PR stunt. It's about safety & solidarity

"Overall, since 2019, the rate of violent crimes – murder, rape, felony assault and robbery – has **more than doubled** in the New York City system as ridership has decreased. There were **10 killings on the subway last year**, compared with an average of two annually in the five years before the pandemic."

"**Nearly 3/4** of respondents of a poll of 9,400 working New Yorkers commissioned by the New York Partnership and published last March said **they believed safety on public transit had gotten worse since the pandemic began.**"

(Ley, 2023 via the New York Times)

The NYC Subway is unsafe and feels unsafe late at night.

New York

Analysis

New York's subways are safe statistically - but that's not the full story

Victoria Bekiempis
in New York

Harassment often goes unreported, meaning metrics don't always convey experiences - especially for women and people of color

"Many female New Yorkers say the statistics don't tell the whole story. 'No, I don't feel safe,' said Tanya Murphy, a 40-year-old massage therapy student. 'Tragedies of people being pushed, you know, these just reinforce feeling unsafe, and ... my friends, or people I know, they're always like, 'Hey, be careful in the subway.'"

"Harassment often goes unreported, especially if it doesn't rise to a criminal level, meaning official metrics don't always accurately convey experiences - and women, especially women of color, are disproportionately affected by inappropriate encounters."

(Bekiempis, 2022 via The Guardian)

As Subway Ridership Rebounds, Some Women Are Reluctant to Return

Long wary on public transit, women who found other ways to get around New York during the pandemic could prove hard for the M.T.A. to win back.

Give this article



400

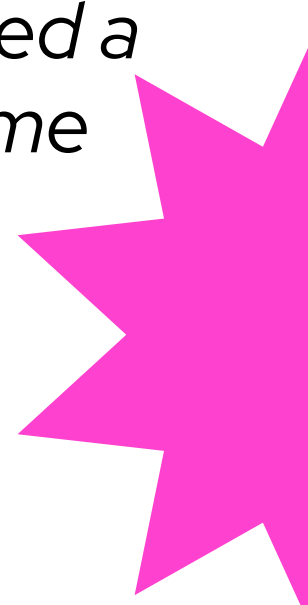


"Many women riding New York's subway have stories of being leered at or harassed and have become used to raising their guard on public transit."

"The most cautious among them have shunned mass transit altogether. Those who can afford taxis take them, while others ride bicycles. Some travel only in daylight or with a companion."

"But interviews with a dozen women, community leaders and transportation experts suggested that an uptick in subway crime during the pandemic has only deepened a longstanding wariness that is second nature for some women on public transit."

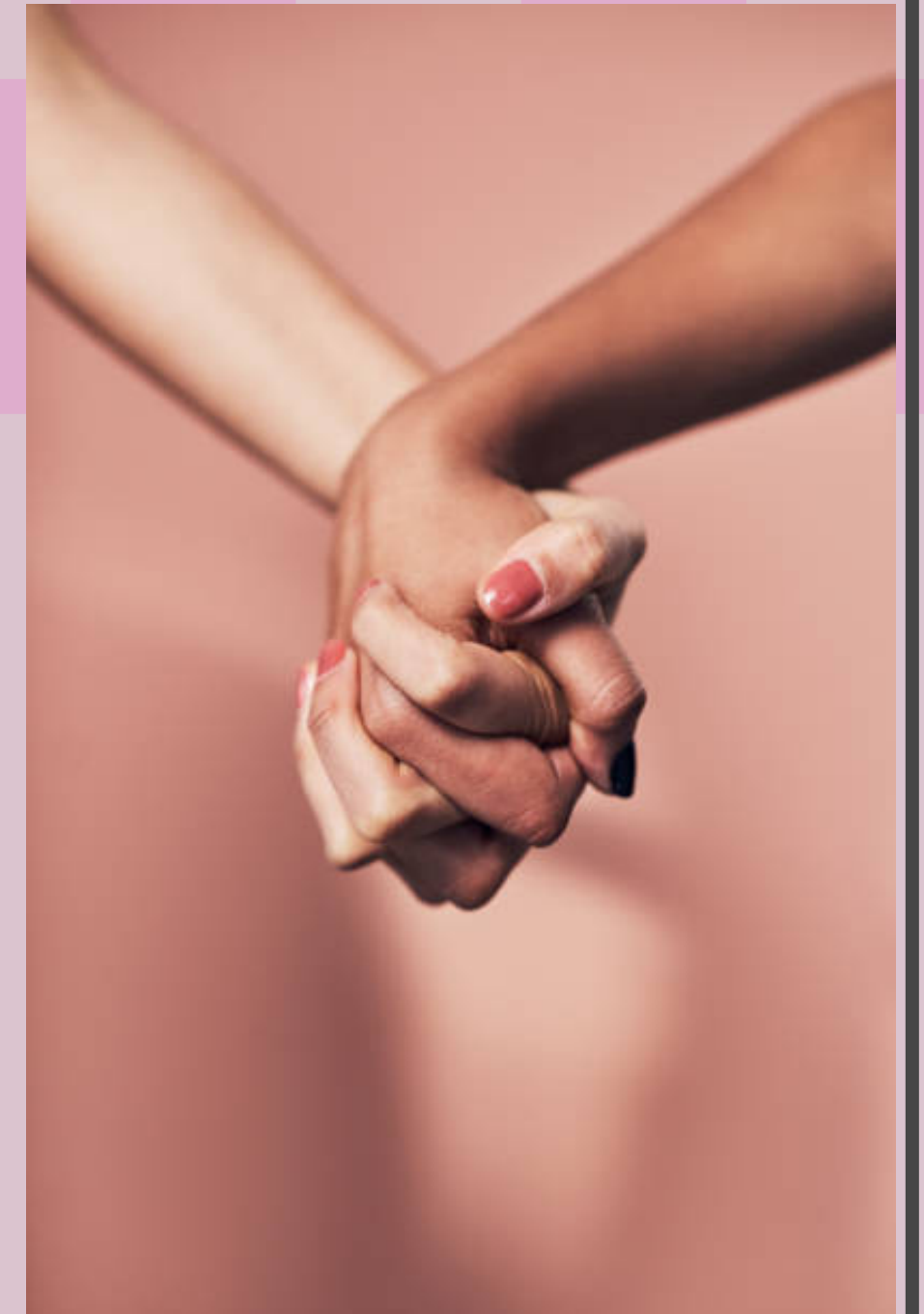
(Ley, 2023 via the New York Times)



Who is the target audience?

For the benefit of: women who live in New York City, lead very social lives, and are often out on the town late.

Meant to engage: feminists, aspiring feminists, men with male guilt, and, honestly, anyone who cares about women's safety.



Media outlets to target :

The New York Times



Forbes

WWD

REFINERY29

BUSINESS INSIDER

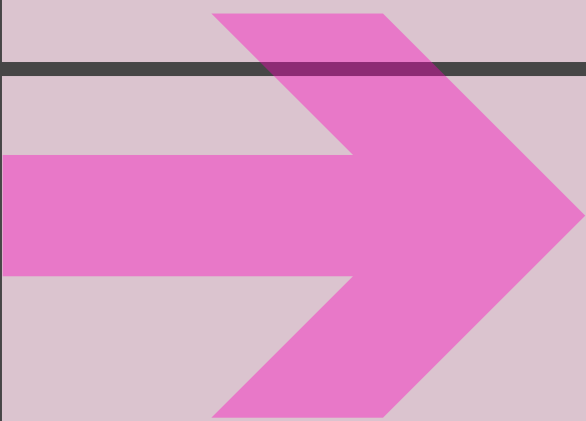
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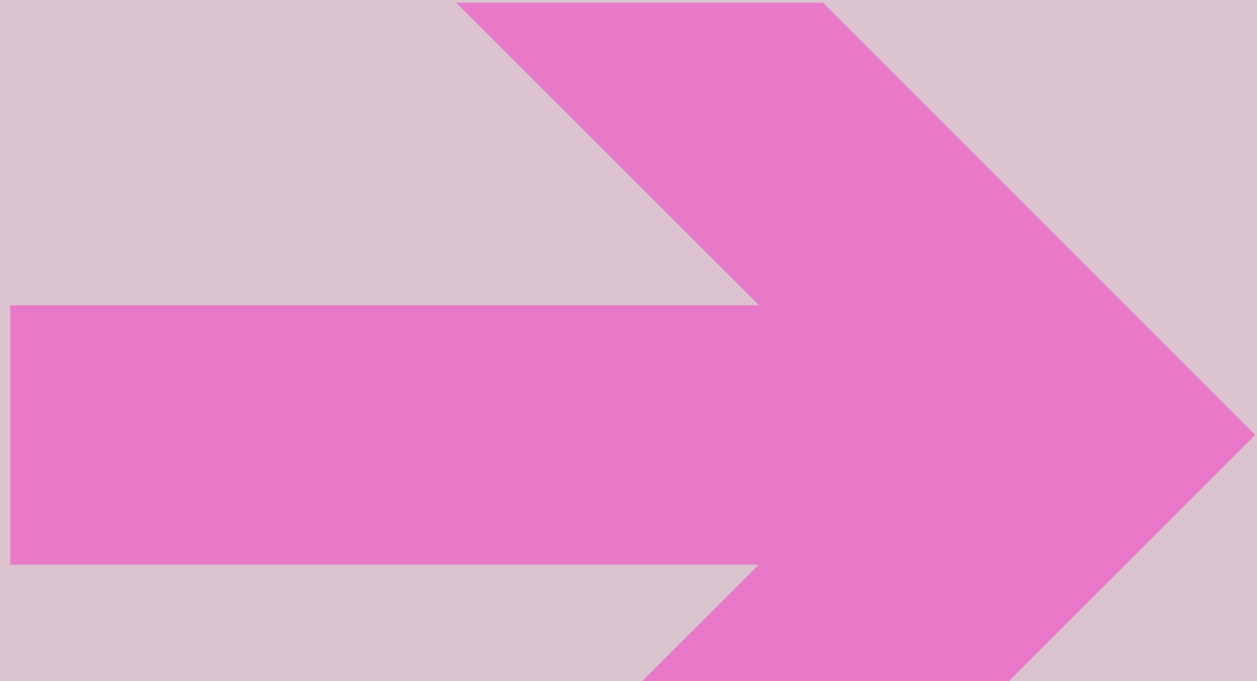
NEW YORK

marie claire





Why do you think the press would be interested?



It's newsworthy:

- It's current because March is women's history month.
- Women's safety is always a hot topic, especially in a big city like NYC.
- Increased public attentiveness about corporate ethics and responsibility.

It taps into the emotional:

- Almost everyone knows a woman, femme, or gender-diverse person who they care deeply about.
- Ultimately, people just want their loved ones to be safe.

Effects



Foster a positive brand identity

Reinforces Lyft's brand as activist-oriented, ethical, and caring.

Increase ridership for the month of March

Counteracts "uber-compulsion" (ie. the tendency for people to "call an Uber" because that's the colloquial phrase)

Most importantly, make women feel at ease


Women won't have to choose between safety and socialization, at least for a month.

Thank You

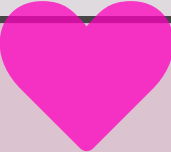


Mali Dandridge

Aspiring SGPR Fellow



I thank you. Your mother thanks you.
Your girlfriend thanks you.
Your best friend thanks you.
Women and gender diverse folks in
the general New York City area all
thank you.



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