



185 Berry St  
Suite 5000  
San Francisco, CA 94107

November 4, 2019

James Bennett  
Director  
City of Phoenix - Aviation Department  
2485 E Buckeye Rd  
Phoenix, AZ 85034

Dear Director Bennett:

Lyft was founded on the mission of connecting communities and improving lives with the world's best transportation. Since 2016, when rideshare companies began operating at Phoenix Sky Harbor International Airport ("Sky Harbor"), Lyft has been dedicated to building a strong, positive partnership with airport staff to ensure passengers have the best possible experience at "America's Friendliest Airport."

Together, we have created a more connected and convenient travel experience. We are working to keep single-occupancy vehicles from clogging our streets and adding to congestion while reducing the burden of personal car ownership. This is all part of Lyft's core mission to connect communities and improve lives with the world's best transportation. Our mission goes far beyond the airport—we care deeply about this community. We have approached our partnership with the City of Phoenix in a collaborative manner and have worked hard to establish mutually beneficial relationships based on trust, respect and a common objective of improving people's lives by improving transportation.

In many ways, our vision for the future of transportation is consistent with the future Mayor Kate Gallego envisions for Phoenix—one that places people at the center of our cities, not cars. Through that shared vision, we've built strong partnerships and developed meaningful programs with the city.

This includes our First Mile Last Mile campaign – an effort to help address one of the biggest barriers of utilizing public transportation: completing the last few miles between a transit stop and home – as well as the Grocery Access Program, developed in partnership with Food City and United Way to minimize the negative impacts of food deserts by making it easier, faster, and less expensive for residents in these areas to get to the grocery store.

Given this history of collaboration and our common objective to positively impact this community, we were extremely disappointed that the Mayor and City Council voted on Oct. 16



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to adopt a proposal that singles out ridesharing companies and unfairly burdens our passengers and drivers with budget shortcomings for operating and maintaining the PHX Sky Train.

Because the Lyft passengers and drivers who attended the hearing were prohibited from providing public comments prior to the vote, we would like to take this opportunity to identify some of the key points they intended to address with the Mayor and Council:

- The fee is currently \$2.66 for pick-up only; the new fee will immediately increase to \$4 for pick-up as well as \$4 for drop-off, and ultimately \$5 for pick-up and \$5 for drop off—representing a 200% increase overall.
- The median household income of Lyft riders here in Phoenix is \$55,000, while the median household income of residents in the Phoenix area is \$64,427—some may be able to pay an extra fee for access to rideshare to and from the airport, but there are many price-sensitive passengers who will not.
- The average Lyft fare for a ride to and from the airport is about \$10, with 44% of our rides starting or ending in low-income areas, many of which do not have easy access to public transportation options.

This tax punishes riders who rely on Lyft for affordable and convenient transportation to and from the airport, and unfairly burdens them with a \$26 million price tag tied to the PHX Sky Train—a capital improvement project that is unrelated to their choice of transportation.

We have reviewed our options at Sky Harbor and, without an alternative path forward, we are obligated to prevent the unfair penalization of our drivers and riders by ceasing operations at the airport beginning January 2020.

We understand posting requirements require the Mayor and Council to revoke the ordinance and that the measure will be considered at the Council meeting on December 18, 2019. We welcome the chance to sit down with you in advance of this meeting and discuss alternative options. We look forward to hearing from you and are hopeful that we can arrive at a mutually beneficial resolution for all parties involved.

Thank you,

A handwritten signature in black ink, appearing to read "B. Brock", written over a light blue horizontal line.

Bakari Brock  
Senior Director of Lyft Business

Cc: The Honorable Kate Gallego, Mayor, City of Phoenix  
Leezie Kim, Chair, Phoenix Aviation Advisory Board