



NEWS RELEASE

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For Immediate Release

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City of Seattle and Lyft Team Up to Keep Streets Safe

SEATTLE – Lyft and the Seattle Department of Transportation (SDOT) are working together to help Seattle reach its [Vision Zero](#) goal of ending traffic deaths and serious injuries on city streets by 2030 by promoting safer riding and discouraging impaired driving for marijuana users.

Building off a 2016 pilot focused on reducing drunk driving, SDOT and Lyft are expanding efforts to build even greater awareness of safety while under the influence - whether that be alcohol-related or marijuana-consumption - among Seattleites. In Seattle, impairment contributes to nearly 20% of fatal crashes a year. The expanded partnership will kick-off at the 26th Annual Hempfest, where Lyft and SDOT will engage with attendees on-site and distribute promotional code **HEMPFEST17** for discounted safe rides (\$10 off 2 rides, available to new and existing Lyft riders).

Seattle is the safest city in the country, but on average, nearly 20 people lose their lives as the result of a traffic collision. Another 150 more people are seriously injured. These are our friends, neighbors, and family members whose lives are being cut short or changed forever. Through smarter street design, thoughtful education, and targeted enforcement, Seattle can reach Vision Zero. Partnerships like this are one way we'll get there – we need all hands on deck.

“We look forward to continuing to work with SDOT on this public safety campaign to reduce the number of Seattleites driving under the influence of marijuana,” said Todd Kelsay, Lyft Pacific Northwest General Manager. “Whether it be through educating our drivers, sharing information with our riders, or reaching out to the broader community – safety and contributing to a better city is at the heart of what we do as a company.”

Lyft and SDOT are committed to making sure everyone can get around safely, no matter how they get there. In-person promotions paired with social media, email, and in-app notifications over the next 12+ months will provide a steady stream of safe ride opportunities, elevate Vision Zero awareness, and ultimately prompt safe travel behavior.

“Technology and partnerships like this are key to getting Seattle closer to reaching zero traffic deaths and serious injuries,” said SDOT Director Scott Kubly. “Through partners like Lyft, we can amplify our message and reach more people with critical information and easy to use tools for improving safety on our streets for everyone.”

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Learn more about Seattle's Vision Zero efforts at www.seattle.gov/visionzero. #VisionZeroSEA

About Lyft

Lyft was founded in June 2012 by Logan Green and John Zimmer to improve people's lives through the world's best transportation. Lyft is the fastest growing rideshare company in the U.S. and is available in more than 350 cities. Lyft is preferred by drivers and passengers for its safe and friendly experience, and its commitment to affecting positive change for the future of our cities.

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