



FACT SHEET

YOU DRINK. WE DRIVE.

City of Seattle and Lyft Partner to Curb Drinking and Driving

December 2015

WHAT IS THIS PARTNERSHIP ABOUT?

The City of Seattle is collaborating with rideshare company, Lyft, to provide ride vouchers to bar patrons throughout Seattle. This first of its kind partnership for Seattle will begin on December 30 and extend throughout 2016. The City also expects to partner with other transportation providers to expand this program in the future.

The goal of the partnership is to encourage people over 21 to use safe travel options if and when they plan to drink at bars and clubs in Seattle. This partnership is part of Vision Zero – Seattle’s plan to end traffic deaths and serious injuries by 2030.

Lyft provides a safe and convenient option for people to get home, especially if they’ve been drinking.

HOW WILL IT WORK?

Seattle Department of Transportation (SDOT) and Seattle Police Department (SPD) will be at the Comet Tavern (922 E Pike St) on Wednesday, December 30, from 4:00 PM – 5:00 PM to kick off the partnership and hand out discounted ride cards from Lyft with a special URL (lyft.com/invited/SafeSeattle) to redeem the discount, which will provide \$10 off each of 5 rides in targeted areas from 5PM to 3AM. The discounted ride cards will be in effect beginning December 30, 2015 (targeting New Year’s Eve) and throughout 2016. In addition to ride vouchers, Lyft offers a 200% cap on Prime Time Pricing, ensuring New Year’s revelers won’t be surprised by unexpected price hikes.

The cards will also be distributed to bar patrons in Ballard, Belltown, Capitol Hill, Fremont, Pioneer Square, South Lake Union, and the University District. These neighborhoods were selected based on collision data showing higher frequencies of impairment-related collisions over the past five years. Lyft will also actively contact existing riders in these areas to help curb drunk driving and encourage them to get a safe ride home.

Following the launch of this partnership, the City of Seattle will be reviewing data before and after to evaluate the program’s success. We will share that data in the first part of 2016.

WHY IS THIS SO IMPORTANT?

While Seattle is consistently recognized as one of the safest cities in the country, we’ve had more than 35,000 crashes in the last three years. Each year, close to 20 people die on our streets. And in a typical year, 30 to 50 percent of fatal crashes are due to impairment. We’re taking action to reverse this trend.

WHY IS IT LAUNCHING DURING THE HOLIDAYS?

This time of year, unfortunately, is when many serious injuries and fatalities happen due to people driving under the influence. Two people were killed early on January 1, 2013 in an impairment-related crash. Collisions involving alcohol or drugs occur every year over the New Year’s holiday. The City of Seattle is proud to partner with Lyft to get people home safely this holiday season.

WHAT DOES THIS MEAN FOR SEATTLE’S STREETS?

We’re in this together. If you drink, let someone else drive. Help make Seattle’s streets safer for everyone, because one life lost is one too many.

seattle.gov/visionzero #VisionZeroSEA

GET INVOLVED

We’re committed to ending impairment-related tragedies on our streets and could use your help.

Contact us if you’re interested in partnering with us on this effort:

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