



Inclusion, Diversity, and Racial Equity

2020 Report



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A Note from Logan Green and John Zimmer

Co-Founders and CEO and President



This was a hard year for Black and Brown Americans, and an important time of self-reflection for all of us. As two white founders, we feel a deep commitment to our inclusion and diversity efforts — it is our responsibility to listen and lead with humility, and most importantly to take action.

We took meaningful action as a company this year, which you'll see in this report. To that end, we're thankful for the leadership of Monica Poindexter, Heather Foster, Anthony Foxx, and Nilka Thomas, all leaders of color who are driving our racial equity work internally and externally.

This year brought many opportunities to affect change through real allyship, from cementing Juneteenth as a company holiday, to facilitating rides to protests and donating the proceeds to racial justice organizations — work we could only have done with our partners.

2020 also brought changes to our business that no one planned for, and this impacted our ability to achieve our workforce representation aspirations. We'll cover the ways we are still working to make progress, despite these headwinds.

We recognize our role as leaders and allies, and we are committed to leading and inspiring others to do the same. Thank you for your interest in this important work.

Logan & John
Lyft co-founders

A Note from Monica Poindexter

Head of Inclusion & Diversity/Employee Relations



A year ago, we made commitments to invest in strategies, programs, and initiatives that focused on the hiring, retention, development, and progression of diverse team members. In December 2019, when we laid out our ambitious 2020 Inclusion & Diversity agenda, we could not have imagined that a global public health crisis would soon confront the world with these incredibly challenging headwinds.

The impact of the COVID pandemic is reflected in the lived experiences of our team members, drivers, riders, and partners — and it has also taken a toll on our Inclusion & Diversity goals. Accountability has always been at the core of our commitment, and while we are proud of the progress we have made, we are not yet where we want to be.

This work has taken on new meaning this year, as the senseless killings of Breonna Taylor, Ahmaud Arbery, and George Floyd have forced us all to confront the reality of systemic racism. Challenging the status quo is never easy — especially when doing so requires you to challenge your own vulnerability first. We have had some difficult conversations within our Lyft family, and those conversations have been critical in aligning our entire organization towards a common North Star that empowers everyone to “Be The Change.”

We leaned into the painful moment to create an uplifting movement within Lyft. We began with our leaders and people managers to provide them with the right resources and tools to uphold a safe culture — including how to model empathy, allyship, and inclusive leadership. We set a goal for all people managers to

complete our Unconscious Bias Training. We encouraged all team members to speak candidly about the societal inequities they experienced and how the tragedies were impacting them. Our co-founders led by being vulnerable, sharing their own experiences and learnings, and making Juneteenth an official company holiday.

We know that the work of making Lyft more diverse and inclusive is completely aligned with the work of rebuilding after this crisis. And while this report is, in part, about the important work we have done and are doing to deliver on our commitments, it's also about setting a continued, ambitious course for 2021 and beyond. We are publishing it today to make our efforts transparent, hold ourselves accountable for our progress, and continue the open conversation between our senior leadership and the broader Lyft community that has inspired and guided our work from the start.

2020 has reminded me of the importance of maintaining an "attitude of gratitude," and I am grateful that John, Logan, and our entire executive leadership team have proven willing to do this difficult, important work. I am also grateful that our team members are so committed to making our company more inclusive and making the biggest positive impact we can on the communities we serve. We will all continue to navigate an unpredictable economic, environmental, and political landscape, but I know that our core values of inclusion, diversity, respect, and equity will continue to be woven into everything we do.

Introduction

Our Approach to Inclusion and Diversity

From day one, our approach to inclusion and diversity at Lyft has been designed to be holistic. We want to be intentional about weaving these values into every aspect of our operations and thoughtful about designing initiatives that will make the greatest possible impact.

OUR FOUR I&D PILLARS:



Workforce



Workplace



Marketplace



Accountability

Our work starts with our workforce. Our team members are our greatest strength and most valuable resource, and we believe that achieving more **diversity in workforce representation** is an important priority. We are a company with a diverse customer base, and the more our workforce reflects that diversity, the better we can serve our customers, ultimately making our business stronger.

That's why we work to recruit, develop, retain, and promote Women, Black, and Latinx team members and executives, providing them with as many opportunities as we can to begin and advance their careers here at Lyft.

And it's why, even during one of the most difficult years we've faced, we prioritized elements of our I&D work like our diverse internship program and our partnerships with organizations supporting emerging talent in communities of color.

We also want to be a great place to work — *for everyone*. So **workplace equity** is not just a value, but a core policy commitment, one to which we hold leaders at every level accountable. We've worked hard to foster a **culture of inclusion**, and empowered team members to drive the conversation through impact-driven Employee Resource Groups.

Looking outward, we try to bring these same values to **our presence in the marketplace**. It's important to us that we be a trusted brand for riders, drivers, business partners, potential hires, and the communities where we operate. We always want to interact with the world in a way that communicates clearly the importance we place on these priorities.

This year, in particular, we've found ourselves confronting the question of what it means to be a successful, responsible company in a world where injustice is still far too prevalent. How can we take these core values — inclusion, diversity, respect — and **apply them to the world outside our organization?**

To help answer this question, we've endeavored in 2020 to focus more attention on our **external efforts to promote racial equity**. We see ourselves as part of the communities we serve, and we feel we cannot, and must not, shy away from being part of the solution to systemic racism.

These are our intentions — and we must measure ourselves by our impact. That's why, whether it's within our workplace or out in the community, **accountability is always at the core of our commitment**. We continue to build accountability metrics to ensure we are delivering on hiring, and making our I&D work not just a core value, but a formal element of our business plan.

2020 Report Highlights

This report is part of our commitment to accountability, as we update you — our team members, our investors, and the communities we are proud to serve — on Lyft's progress in 2020.

The first half of this report will cover some of **the internal work** we have successfully driven across our four pillars, as well as places where we have fallen short. Key accomplishments include:

- **Workforce representation:** Despite the overall adjustment to hiring strategies and workforce reduction caused by the COVID-19 pandemic, we avoided disproportionate losses among Women, Black, and Latinx communities, and ultimately met more than half of our pre-pandemic hiring aspirations
- **Pay equity:** Our fourth-annual pay equity audit found no statistically significant pay disparities across gender or race after accounting for legitimate business factors like performance, experience, and location
- **Early talent:** Welcoming the most diverse intern class in Lyft's history, with more than four out of five new hires from the program identifying as Women, Black, or Latinx
- **Partnerships:** Forming or furthering a number of partnerships with organizations supporting emerging Black and Latinx talent as we strengthened our talent pipeline
- **Sponsorship and mentorship:** Creating new sponsorship and mentorship programs for Black and Latinx team members to encourage career development
- **Executive recruitment:** Establishing new programs to develop and recruit executive talent, including a new "Rooney Rule 2.0" to ensure representation in the Director and above candidate slate
- **Improved workplace culture:** Strengthening and growing our internal teams responsible for creating a more inclusive workplace culture and launching a series of initiatives designed to empower employees to speak up and drive change
- **Supplier Inclusion Program:** Launching a new Supplier Inclusion Program to promote and publicize opportunities for diverse and small businesses to partner with us

The second half of this report will cover **the external work** that we were able to accomplish thanks to our diverse internal leadership. Key accomplishments include:

- **A new commitment to our communities:** Committing to providing access to 1.5 million free or discounted bike, scooter, and car rides over the next five years to support under-resourced communities of color through our LyftUp Access Alliance
- **COVID-19 response:** Working with more than 675 partner organizations to donate tens of thousands of rides as part of a \$6.5 million commitment to supporting communities of color during the pandemic
- **Community Grants:** Devoting our Community Grants Program to supporting organizations doing the work on issues related to racial justice across the country
- **Voting Access:** Supporting hundreds of thousands of people with access to rides to the polls
- **Solidarity rides:** Organizing solidarity rides for justice aimed at unifying and amplifying the voices of the Black community in the wake of the murder of George Floyd, and supporting Black Lives Matter solidarity rides by capping overage fees for riders traveling to these events
- **Supporting our partners:** Donating a portion of the proceeds from rides to and from numerous protests to partner organizations like the National Bail Fund Network, the National Action Network, and the National Association for the Advancement of Colored People
- **Taking action against harmful behavior:** Improving policies and processes designed to make our platform safer and more welcoming for drivers and riders

Workforce Representation

We began this year with ambitious plans for continuing to grow and diversify our workforce. But 2020 had other ideas. The COVID-19 pandemic took a heavy toll on the entire economy, and our company, like so many others, felt the impact. We were forced to make difficult decisions, including some that led to us falling short on some of our inclusion and diversity goals. Even in the face of these strong headwinds, our commitment to these values never wavered, and we do have exciting progress to share.

WORKFORCE REPRESENTATION REMAINS A TOP PRIORITY

Increasing Black, Latinx, and Women representation remains at the core of our workforce strategy. Although the restructuring actions we took, which were made necessary by the pandemic, impacted our hiring aspirations, we remained mindful of our commitment to workforce diversity as we navigated the headwinds of this difficult year. Our focus on initiatives that support diverse representation helped to avoid disproportionate losses among key target groups.

We were also proud to host the most diverse intern class in Lyft history, one from which more than four in five new hires identified as Women, Black, or Latinx.

Additionally, many of our initiatives, from our "Rooney Rule 2.0" (Director and above roles have one woman and one Black or Latinx candidate on the candidate slate) to our partnerships with organizations that support emerging talent in communities of color, proved effective even in a difficult business environment. We'll discuss these initiatives in more detail below.

PAY EQUITY

There is no more important commitment we can make than to hold ourselves accountable to the value of equal pay for equal work.

Our fourth-annual pay equity audit found no statistically significant pay disparities across gender or race after accounting for legitimate business factors. Using the data available at the conclusion of our 2020 Winter Check-in, we retained an outside expert to analyze the annual salaries, equity awards, and overall total compensation of roughly 4,400 U.S. based team members. The goal was to identify any statistically significant pay disparities between different demographic (gender and race) groups among team members who perform substantially similar work. Where our analysis identified disparities, we investigated, accounting for a variety of factors including performance, experience, and location.

WHERE WE FELL SHORT IN 2020

We began 2020 with ambitious plans to further grow and diversify our workforce. But COVID-19 and the resulting economic turmoil had a significant impact on our business, and ultimately on our diversity hiring aspirations.

We were forced to adjust our hiring forecasts, meaning we had fewer opportunities to bring in new talent. And the restructuring actions we implemented to reduce operational expenditures led to workforce reductions in areas of our business, like Global Operations, where our efforts towards increasing diverse representation had previously been most effective.

Notwithstanding these significant disruptions to the business landscape, we were intent on minimizing the impact on our long-term workforce representation strategy. Even in the midst of the pandemic and the resulting economic uncertainty, we launched new initiatives like our revised “Rooney Rule 2.0,” hosted opt-in internal focus groups with team members who self-identified as two or more racial identities to inform how we capture and report intersectional workforce data, and formed new partnerships with organizations like Techqueria and Blavity/AfroTech in order to keep the talent pipeline open and flowing.

ROONEY RULE 2.0

DIRECTOR AND ABOVE ROLES HAVE ONE WOMAN AND ONE
BLACK OR LATINX CANDIDATE ON THE CANDIDATE SLATE

The end result was that, while we did not meet the hiring goals we had set before 2020 began, we were able to prevent disproportionate impacts on our key targets, with representation among Women, Black, and Latinx communities, experiencing less than 5% variance from 2019 levels. And we believe that, in what we hope will be a more hospitable business environment in 2021, the initiatives we relied on to weather the storm of 2020, along with others described below, will put us on track to make up for lost time with regard to these hiring aspirations.

ETHNICITY (US ONLY) - 2019 VS 2020 & YEAR-OVER-YEAR CHANGES

	American Indian or Alaska Native, Native Hawaiian or Other Pacific Islander			Asian			Black or African American			Hispanic or Latinx			Two or More Races			White		
	2019	2020	YoY	2019	2020	YoY	2019	2020	YoY	2019	2020	YoY	2019	2020	YoY	2019	2020	YoY
Overall	0.7%	0.7%	0.0%	26.3%	30.2%	3.9%	9.0%	7.6%	-1.4%	9.6%	9.6%	0.0%	4.5%	4.6%	0.1%	49.9%	47.3%	-2.6%
Tech	0.4%	0.4%	0.0%	47.0%	49.6%	2.6%	2.6%	2.1%	-0.5%	5.2%	5.5%	0.3%	3.0%	3.6%	0.6%	41.8%	38.8%	-3.0%
Business	1.0%	0.7%	-0.3%	20.4%	22.6%	2.2%	7.6%	8.6%	1.0%	8.0%	9.1%	1.1%	5.0%	5.9%	0.9%	58.0%	53.1%	-4.9%
Operations	0.9%	1.1%	0.2%	8.2%	8.9%	0.7%	17.6%	14.9%	-2.7%	16.1%	16.6%	0.5%	5.6%	4.6%	-1.0%	51.6%	53.9%	2.3%
Leadership Overall	0.0%	0.7%	0.7%	22.1%	20.2%	-1.9%	4.8%	5.4%	0.6%	2.7%	3.7%	1.0%	1.4%	4.0%	2.6%	69.0%	66.0%	-3.0%
Tech Leadership	0.0%	1.1%	1.1%	27.2%	27.2%	0.0%	0.0%	1.1%	1.1%	3.3%	6.5%	3.2%	2.1%	3.3%	1.2%	67.4%	60.8%	-6.6%

GENDER - 2019 VS 2020 & YEAR-OVER-YEAR CHANGES

	Gender (US Only)						Gender (Global)					
	Female			Male			Female			Male		
	2019	2020	YoY	2019	2020	YoY	2019	2020	YoY	2019	2020	YoY
Overall	39.7%	39.2%	-0.5%	60.3%	60.8%	0.5%	39.1%	38.9%	-0.2%	60.9%	61.1%	0.2%
Tech	22.8%	24.8%	2.0%	77.2%	75.2%	-2.0%	22.8%	24.3%	1.5%	77.2%	75.7%	-1.5%
Business	57.3%	55.7%	-1.6%	42.7%	44.3%	1.6%	57.0%	55.6%	-1.4%	43.0%	44.4%	1.4%
Operations	42.4%	41.9%	-0.5%	57.6%	58.1%	0.5%	42.3%	41.8%	-0.5%	57.7%	58.2%	0.5%
Leadership Overall	36.7%	36.4%	-0.3%	63.3%	63.6%	0.3%	35.9%	36.3%	0.4%	64.1%	63.7%	-0.4%
Tech Leadership	16.3%	12.0%	-4.3%	83.7%	88.0%	4.3%	15.8%	12.0%	-3.8%	84.2%	88.0%	3.8%

1. Data is from November 2019 and November 2020, respectively.
2. Only US workforce, except for Gender Global
3. Leadership data includes IC level 8+ and director-level and above.
4. Tech org includes the following functions: Engineering, Data Security and Privacy, Design, Product, Science, and Technical Program Management.
5. Business org includes the following functions: Business Development, Communications, Executive Leadership Support, Finance, Global Supply Management, Growth Marketing, IT, Legal, Marketing, Office, People, Program & Project Management, Public Policy, Risk Solutions, Sales, Talent Acquisition
6. Operations org includes the following functions: Safety and Customer Care, Data Analytics & BI, Operations, Growth Operations and Service & Mechanics
7. Data points have been rounded to the nearest tenth of a percentage point.
8. Employees who selected 'Not Disclosed' have been excluded from this table. As of November 2020, Ethnicities 'Not Disclosed' is less than 2% of total US Employees and Gender 'Not Disclosed' is less than 1%. Internationally, Gender 'Not Disclosed' is approximately 15%, not including US Employees.
9. Ethnicity aligns with EEO-1 categories. While these categorizations are limiting, we're using them for reporting purposes because they comply with US government requirements. See our [EEO-1 report](#) for more information.
10. Gender aligns with EEO-1 categories. We acknowledge that these categorizations are limiting, but encourage all employees who identify as gender non-conforming or non-binary to self-identify as such. This data provides key information, which directly informs our I&D policies. See our [Gender Inclusion & Affirmation Policy](#) for more information.

A RENEWED FOCUS HEADING INTO 2021

We are hopeful that 2021 will offer a less challenging overall business landscape. But no matter what comes, we are committed to centering these values in our workforce development strategy. We will continue to be intentional about recruiting and developing Women, Black, and Latinx talent. We will continue to build more pipelines for advancement within our company. And we will continue to hold ourselves accountable to the specific aspirations we set, even — especially — when the business climate makes those goals more difficult to achieve. In the end, we believe that our focus on building a more diverse workforce is not a niche effort — it is at the core of our strategy to build a stronger company.



Building a Diverse Talent Pipeline

Building a more representative workforce requires an intentional and comprehensive effort to reach and recruit outstanding candidates, develop talent internally, and open up pathways for advancement. This year, we developed and launched several programs to support those goals:

EARLY TALENT ACCESS (ETA) PROGRAM

The ETA Program, launched in 2019, is a multi-step interview preparedness program conducted in partnership with Historically Black Colleges and Universities (HBCUs) and Hispanic-Serving Institutions (HSIs). Conducted entirely virtually, the program is aimed at giving underrepresented students in tech the tools necessary to successfully complete the Lyft internship interview process. Each month, students attend a virtual information session, followed by a mock interview and a Q&A/feedback session, both with a Lyft engineer. The success of this program is reflected not just in the experiences of the students who participated, but in the data: record diversity among our classes of interns and new hires.

INTERNSHIPS

Early on in the pandemic, as businesses trimmed their sails against the incoming headwinds, we made it a priority to protect one of our most effective tools in building a more diverse talent pipeline: our Internship Program.

Working with our partners at HBCUs and HSIs, we scrambled to convert the program into an entirely virtual one on almost no notice. We shipped 177 laptops across the US and around the world to ensure that our interns would be ready to go on Day 1. And we found new projects for those whose teams were impacted by our workforce reduction.

In 2020, 65% of our interns identified as Women, Black, and/or Latinx — the most diverse intern class in Lyft's history. Meanwhile, our focus on increasing diversity in our internship program paid dividends when it came to new hires: 81% of hires from the internship identify as Women, Black, and/or Latinx.

PARTNERSHIPS FOR CANDIDATE PREPARATION

To help candidates from diverse backgrounds advance through our interview process from technical phone screens to onsite interviews, we've expanded our interview prep materials. In some tech departments, we're recording mock interviews between Lyft employees and sharing externally so candidates can effectively prepare for their technical phone screens, with the goal of supporting diverse talent within the interview process.

Such efforts to build a diverse talent pipeline require collaboration and cooperation. This year, we partnered with organizations like **Techqueria**, **Latinas in Tech**, **Nextplay**, **SHPE**, **Anita B**, **Blavity / AfroTech**, and **Pursuit**, working alongside them to offer Black and Latinx professionals networking and mentorship opportunities. These partnerships have led not just to a number of successful events, **but to more applications from Black and Latinx candidates and better interview readiness scores.**

OUR PARTNERS



EXECUTIVE RECRUITING

Although many of our efforts focus on building a pipeline for future leaders, we have also made an intentional effort to recruit outstanding candidates from diverse backgrounds for executive positions. We established a "Rooney Rule" — borrowed from the world of professional sports — which states that we should aim to have at least one Woman or one Black/Latinx candidate included in every on-site interview slate. This was a good first step — but in 2020, we doubled down, establishing the "Rooney Rule 2.0." **Our new policy: We will interview at least one Woman and one Black/Latinx candidate for each Director and above position.**

Meanwhile, our Executive Recruiting team worked with Black and Latinx leaders at the Director level and above to improve our efforts at nurturing and tracking executive talent over the long term. The result: a **high-touch executive referrals process** designed to make sure that executives of color have access to referrals, networking opportunities, and other resources to support them as they further develop their careers.

SPONSORSHIP AND MENTORSHIP

This year, we officially built mentorship into the workflow of our people managers. Our workforce is a critically important resource, and we want to protect our investment in our people by making sure every team member has the opportunity, and proactive support from their manager, to plan their career path and develop relationships with senior leaders.

We have made a special effort to focus our development initiatives on Black and Latinx team members with targeted opt-in **sponsorship and mentorship programs**:



Black and Latinx leaders at the Director level and above can participate in a new 9-month sponsorship program launched by the executive leadership team.



All other team members are paired with mentors at the Manager level.



Team members immediately below the Director level are personally sponsored by a Director or Vice President.

This is a multi-year effort to accelerate the progression of diverse talent, and we expect to see significant impact over time.

OTHER RETENTION AND DEVELOPMENT INITIATIVES

While many of these programs are company-wide, we are also encouraging the various elements of our business to take the initiative in developing programs of their own. For example, in May, our Engineering operation launched a pilot program called the **Equitable Development Initiative (EDI)**, which offers sponsorship, coaching, and other career development resources to Women, Black, and Latinx engineering team members.

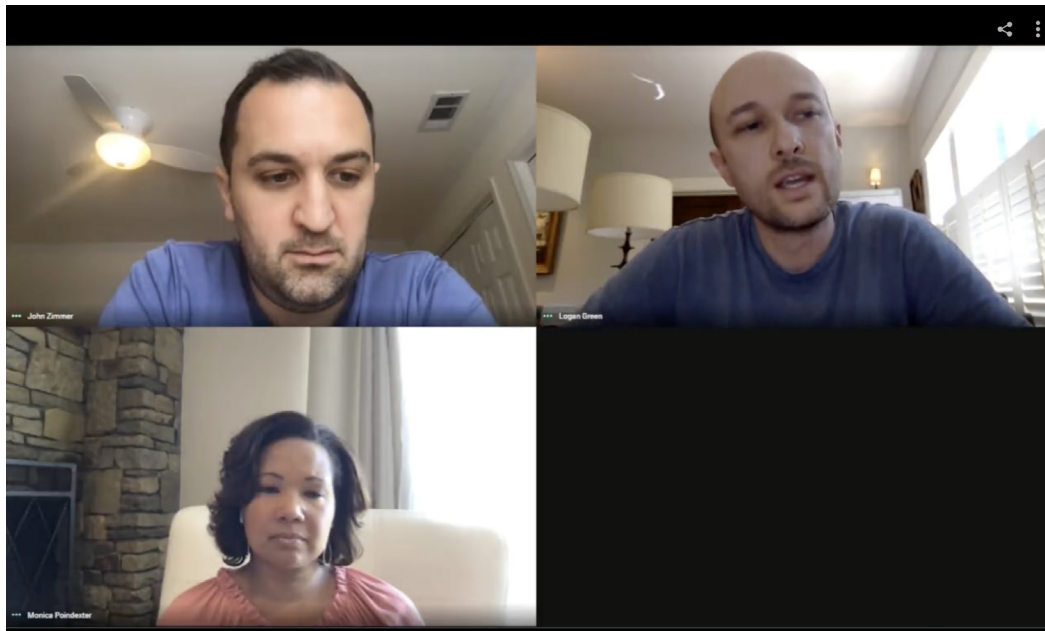
We look forward to more such programs coming online in 2021, and we will continue looking to our team members for creative, impactful ideas. This summer, we hosted a series of **listening sessions and inclusion circles** for various segments of our workforce, accelerating these efforts to develop and launch targeted initiatives. We'll keep listening — and acting.

Cultivating a Culture of Inclusion in our Workplace

How do you build a more inclusive workplace culture — one where every team member feels not just accepted, but welcomed, and where diverse voices are not just heard, but amplified?

For us, it starts with being intentional about listening. This summer, as our entire nation faced a long-overdue reckoning with the reality of systemic racism, we made it a priority to foster inclusive conversations and promote allyship at every level of our business.

Our co-founders, along with our Head of Inclusion & Diversity, participated in a series of company-wide conversations, which continue to this day via email and Slack. We organized more than 30 inclusion circles, along with a number of listening sessions to ensure open communication across every level of our business, with particular focus on lifting up the voices of Black and Latinx leaders within our company. We asked the people who make Lyft strong to help us make it stronger — and we are grateful that so many team members at every level responded to the challenge.



Our discussions led us to embed a more inclusive leadership style into our peer coaching efforts. The discussions also created opportunities for the executive leadership team and senior leadership to share how they model empathy and inclusion, which then sparked a series of immediate and long-term efforts to make Lyft a more inclusive and welcoming place to work.

For example: Many of our team members stressed the need for us to align our internal and external strategies. They reminded us of the importance of standing for the values of inclusion and diversity not just within our operations, but out in the communities we serve. This insight led directly to the creation of a Racial Justice Rapid Response team tasked with coordinating our internal I&D and racial equity efforts.

With gratitude for everyone in our organization, and with the humility that comes with knowing how much work remains, we will continue to listen — and act — in the months and years ahead.

IMPROVED INFRASTRUCTURE, PROCESSES, AND POLICIES

This year, we **strengthened our Employee Relations (ER) and Equal Employment Opportunity / Affirmative Action Program (EEO/AAP) teams**, hiring more team members and aligning this function under our I&D umbrella. This investment has already paid off in several ways:

- We have implemented a new Corrective Action 2.0 policy, providing clearer guidance for managers addressing performance and disciplinary issues
- We have built a series of new processes to amplify employee voices and highlight concerns, including engagement and exit surveys
- We have established new training resources to help our People Business Partners and leaders stay current on trends in employee relations
- We have made it easier to share data with leadership and with our Diversity Business Partners so we can better collaborate on issues related to inclusion and diversity

EMPLOYEE RESOURCE GROUPS (ERGS)

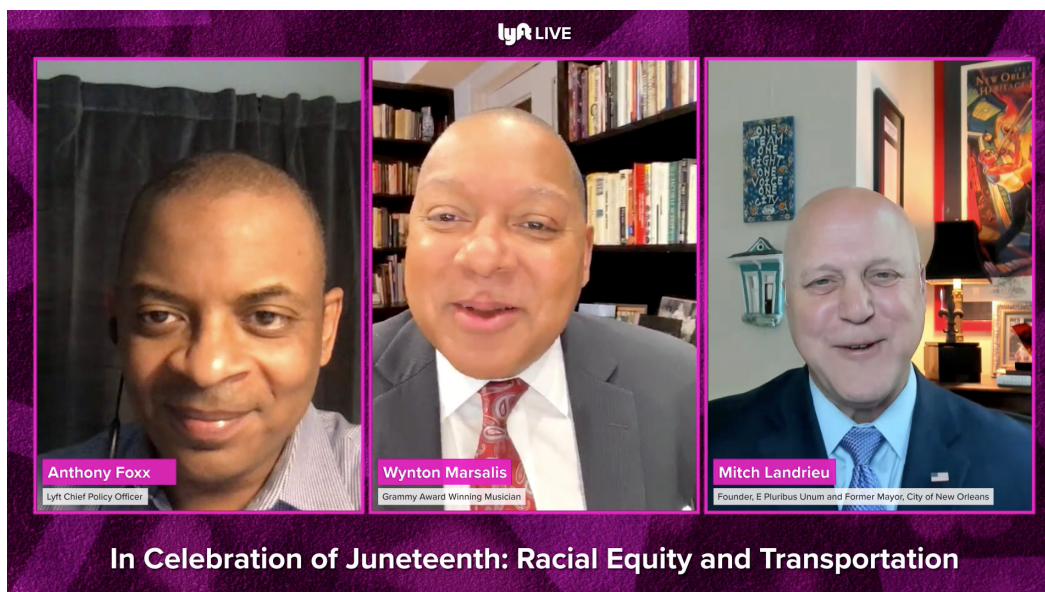
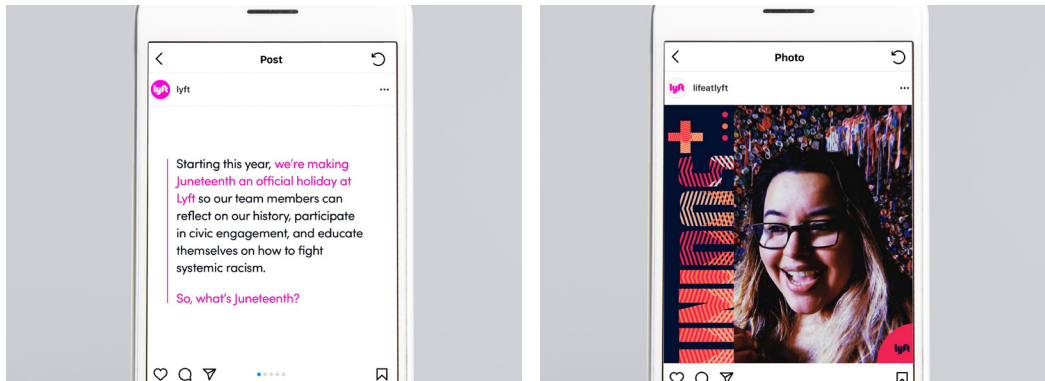
Culture influencers, strategic partners, and incubators for emerging talent:

Employee Resource Groups (ERGs) are critical assets in our Inclusion & Diversity work. Despite the challenges imposed by the move to virtual events, ERGs were able to lean on our internal communications platforms to help tell their stories, amplifying their impact while creating the opportunity to strengthen and build meaningful connections.

This year, one of the overarching themes for ERG events was to **intentionally highlight intersectionality within each community**. For example: We hosted inclusion circles that talked about the Afro-Latinx experience. We invited an external speaker to talk about what it's like to be a parent with a disability. We held a panel that highlighted the diverse experiences of Asian communities in the age of COVID-19 and unpacked anti-Asian racism and xenophobia. We will continue to hold these events — virtually and, eventually, in person again — in 2021 and beyond.

TELLING OUR STORY

This year, we've used social platforms more aggressively to increase the visibility of team members from diverse backgrounds. Our **Life at Lyft Instagram** has experienced significant growth since March, giving us a new pathway to reach prospective talent and illustrate our culture. Affinity months and other cultural moments offered us opportunities to highlight team member stories and celebrate our ongoing efforts to achieve greater equity and inclusion. The pandemic prevented us from capturing images of office life and in-person events, but gave us a chance to illustrate the resilience and creativity of our team members, drivers, and riders.



Lyft Chief Policy Officer Anthony Foxx hosts a public discussion about Juneteenth

Taking Action in the Marketplace

EQUITY AND INCLUSION IN PRODUCT DESIGN

At Lyft, we endeavor to weave the values of inclusion and diversity into every aspect of our operations — including product design. That process starts with understanding the lived experiences of our users.

For example: Our Transit, Bikes, and Scooters team is piloting an Equity & Inclusion Review in its development process to serve as a gate — allowing the team to think through whether a new feature may cause disparate outcomes among users and identify opportunities to advance equity by better serving under-resourced users and communities.

This work goes beyond simply striving to avoid discrimination on the basis of gender, race, age, or other characteristics. The team — including product managers, designers, scientists, engineers, and others — proactively works to identify vulnerable audiences who might face different constraints and difficulties.

This helps us to ask questions like:

- How can we better serve the millions of Americans who don't have a bank account, or a credit card, or a smartphone?
- How can we improve the experience for a rider from a low-income community who struggles to plan trips on her phone because features like map loading are difficult to use on her limited and low-speed data plan?
- How can we be more inclusive of riders with different body types — for example, a rider who is smaller and often finds bikes too large and uncomfortable to ride?

The ultimate goal of this process is to turn our values of equity and inclusion into tangible solutions — and, to do so, team members across our company are developing innovative ways to weave our values of equity and inclusion into their work.

“Affordable and accessible transit solutions help create a more equitable society (not to mention a greener one). As an engineer, this feels like one of the most important things I can contribute to. At Lyft Bikes & Scooters we hold ourselves accountable for creating transit equity within the communities we serve — not as a side effect, but as a primary goal we continuously measure, iterate on and strive for.”

— MARTIN KESS, STAFF SOFTWARE ENGINEER

TAKING A STAND AGAINST HARMFUL BEHAVIOR

We have worked to become more purposeful in recognizing racist or discriminatory behaviors that occur off-platform or on social media. That behavior makes our platform less safe, and we are taking necessary action to remove members of the community who engage in it. Additionally, in July, we kicked off a Community Equity Council to identify and improve or replace customer support and safety policies that may unfairly impact underrepresented communities.

SUPPLIER INCLUSION

As we look ahead to 2021, we are planning a series of new marketplace initiatives.

We recognize the power of our supplier spend and the potential to provide opportunities to diverse (Minority, Woman, LGBTQ, Veteran, and Disabled-owned) and small businesses. We have always viewed our suppliers as an extension of our team, so it's important that the suppliers we work with reflect our company values and the communities where we operate.

We launched a new Supplier Inclusion Program designed to bring more diverse and small businesses into our supplier portfolio. We want to provide equal footing for these businesses and equal opportunities to partner with us as we procure goods and services. We believe this initiative will not just help bring different perspectives to our work, but also promote innovation and drive competition while directly supporting a more diverse group of business partners.

We launched lyft.com/suppliers and lyft.com/suppliers/inclusion, creating a new pipeline for companies interested in becoming Lyft suppliers. We aim to use this pipeline to grow our database of small and diverse-owned businesses, with the goal of creating a database of 1,000 companies by the end of 2021 and 2,500 by the end of 2022.

Accountability in Action

Anthony Foxx, Chief Policy Officer



Commitments without action are just words. And action without accountability is doomed to fail. Something I learned working in government is that you can't manage what you can't measure, let alone improve it. That's why an important piece of our work to advance our values of inclusion and diversity has always been focused on developing metrics to measure our progress — and using those metrics to assess with a clear eye what's working and what's not.

Earlier in this report, you read about one of our key metrics: **Diversity Hiring Aspirations**. The pandemic caused a major disruption to our overall hiring and workforce plans, but it's still important to hold ourselves accountable to the goals we set. Below the surface, our team has developed a number of other metrics, such as a series of **Workforce Diversity Dashboards** that help us measure our progress in real time. And when we establish a new initiative, such as our Supplier Inclusion Program, we aim to set, and achieve, specific goals to determine whether we're on track.

When we look back at the accountability measures we had in place going into 2020, we're better able to celebrate our successes — such as **achieving 92% participation in our new 9-month executive sponsorship program** or **approaching 100% people manager participation in our Unconscious Bias Education program** — as well as be honest with ourselves and transparent with you when we come up short.

But accountability isn't just about looking back. As we increased our focus on contributing to the cause of racial equity beyond the confines of our company, we wanted to take the same approach: thoughtful, intentional, and accountable. We launched a **Racial Equity Working Group** with leads from across the company — not just to develop a holistic strategy, but to help hold ourselves and each other accountable.

Their work helped us break a new frontier. One key element of our accountability strategy is our **Racial Equity Commitments**, and part of our 2020 I&D plan was to include elements of our workforce, workplace, and marketplace pillars in the commitments of every member of the executive leadership team. We achieved that goal — but we also, for the very first time, set commitments specifically focused on advancing racial equity **externally**, too. In other words: We officially made it our business to serve as change agents in the communities we serve.

As this important work progresses, we will continue to review these objectives on a quarterly basis. As our external racial equity work continues to evolve, we will keep looking for opportunities to build accountability metrics into everything we do. And we will continue to be transparent, including by updating you on our efforts in future reports like this one. It may seem like bureaucracy, but this is how accountability happens — and how real change happens.

Our Approach to Advancing Racial Equity

Heather Foster, Senior Director of Public Engagement & Strategic Partnerships



The death of George Floyd rattled the American conscience and sparked a long-overdue reckoning with the reality of systemic racism. And like so many in our country, we found ourselves asking a simple question: **What can we do?**

As someone who has spent much of my career focused on how public policy affects issues of race, I felt that our company was especially called to examine our impact because we have always been driven by a set of core values. The work we have done to support inclusion and diversity within our operations is at the heart of who we are, and from our founding, we have stood for the same values in the communities where we operate.

But as we listened to our team members, to drivers and riders, and to our partners in communities of color across the country, it became clear that we needed to play a bigger role in driving meaningful change. At this inflection point in history, we recognized that each of us would be measured not by the beliefs we held or even the words we spoke, but by the impact we made.

We know that providing access to reliable transportation is a uniquely powerful tool for lifting up those in need, and so this summer, we expanded our LyftUp program, which we established to help provide access to free rides in places where they can make the biggest impact, to make racial equity a central focus.

What that means: Over the next five years, we will provide access to 1.5 million free or discounted bike, scooter, or car rides to support communities of color. And even as we planned this strategy, we have found ways to make a meaningful difference in the short term: organizing solidarity rides to support this summer's protests, investing millions in the response to the COVID-19 pandemic that has disproportionately affected communities of color, providing hundreds of thousands of Americans with a ride to the polls in this year's elections, and more. We expand on some of this work in the following pages.

We are eager to continue expanding our racial equity efforts in 2021 and beyond. Just as we have looked to improve the lives of people across the country through our various modes of transportation, we want to use the thing we do best to break down systemic racism wherever we can.

But we won't do it alone. Indeed, because we have always sought to be active participants in the communities we serve, we know the importance of partnership, and we have rooted much of our work in forming or furthering working relationships with a variety of national and local organizations already doing the work at ground level.

There is important, difficult work ahead. But we will keep listening. We will keep acting. We will continue to hold ourselves accountable. And we will keep the values that have inspired so many this year at the heart of everything we do.

LyftUp

Expanding Transportation Access

Millions of people are deprived of basic needs for one simple, inexcusable reason: they can't get a ride. That's why expanding access to reliable transportation is one of the most effective tools for increasing social and economic mobility.

Through our [LyftUp](#) initiative, we're working to expand access to affordable, reliable transportation so that as many people as possible can get where they need to go — no matter their income, zip, or postal code. LyftUp provides access to free and discounted rides across our entire network of cars, bikes, and scooters. To do so, we partner closely with leading nonprofits to connect us with people and communities who need these services the most.

Today, LyftUp encompasses numerous flagship programs supported by thousands of nonprofit partners across the US. These programs include: [Grocery Access](#), [COVID Response Food Delivery](#), [Jobs Access](#), [Voting Access](#), [Disaster Response](#), and our local [Community Grants Program](#).

All of these initiatives directly support communities of color; however, we felt the need to do more. After all, the transportation gap in underserved communities, which was only exacerbated during the pandemic, doesn't just make it harder for people of color to buy groceries or get to a job interview — it perpetuates the same systemic inequality and racism that created that gap in the first place.

We are committed to helping close that gap once and for all.

FOR MORE INFORMATION ON OUR LYFTUP WORK

AND OTHER COMMUNITY IMPACT INITIATIVES, CHECK OUT OUR FULL ["ENVIRONMENTAL, SOCIAL, & GOVERNANCE REPORT"](#) RELEASED IN JULY 2020.

THE LYFTUP ACCESS ALLIANCE

Communities of color have historically been under-served by existing transportation networks, and, as a result, they're often disconnected from critical resources and services. That's why our work to expand transportation access has always been inherently inclusive, and why we built the LyftUp program to provide access to free and discounted rides to communities where they can do the most good.

This year, as we confronted the reality of systemic racism, we recognized that our expertise in transportation gives us a special opportunity — and responsibility — to act. We decided that the relationship between expanding access to transportation

and eradicating systemic racism should be made explicit. We made racial equity |a core public component of our LyftUp framework, and made clear our commitment to bridging transportation gaps that were caused by, and which continue to perpetuate, systemic racism.

We began by setting an ambitious goal: Providing access to **1.5 million free or discounted bike, scooter, and car rides over the next five years** to support communities of color.

To achieve the greatest impact, we did what we have always done as part of our LyftUp work: we looked to our partners. Building on the network we have established working in communities across the country, we identified organizations leading the push for racial equity to help us better understand the obstacles faced by communities of color and focus our efforts on knocking them down.

We call it the **Lyftup Access Alliance**, and we are honored to have as founding partners some of the nation’s most effective civil rights groups:



“The pandemic and racial justice protests have brought into sharper focus the existing racial disparities in our country, which can no longer be ignored. Lyft and The National Urban League have partnered since 2017 and we’re proud to be a founding partner of the LyftUp Access Alliance. By coming together, we’re empowering our communities and our affiliate members across the country to tackle the transportation barriers to upward mobility. United, we will provide Black communities with access to the resources and the means they need to succeed.”

— MARC MORIAL, PRESIDENT AND CEO, NATIONAL URBAN LEAGUE

“Throughout this past month we have been able to successfully provide over 2,000 home deliveries to senior citizens throughout New York City. Our scope and reach have expanded far beyond our ability prior to your support.”

— KEVIN LIVINGSTON, FOUNDER, PRESIDENT, AND CEO, 100 SUITS FOR 100 MEN

In addition to major national organizations, we recognize the importance of local organizations in providing important insight into the needs of their specific communities. With that in mind, we committed the remainder of this year’s [LyftUp Community Grants](#) to local organizations directly supporting communities of color in cities such as Austin, Washington, D.C., Chicago, Denver, Honolulu, Los Angeles, Miami, New York City, Portland, Seattle, San Francisco, and Sacramento.

Through both our Community Grants and on-the-ground relationships across the country, we built partnerships with more than 70 local organizations that focus on racial equity or related topics, such as criminal justice reform and affordable housing.

The LyftUp Access Alliance represents a first step in thinking more directly about how we can help eliminate barriers for communities of color across America. In 2021 and beyond, we will build on this progress: researching core transportation needs, determining the use cases where our efforts can make the biggest difference, and, most of all, continuing to listen to our local and national partners who are doing the work on issues affecting racial equity.

“GSUL’s partnership with Lyft empowers mobility throughout the neighborhoods and communities we serve despite these pandemic times.”

— CASSANDRA JENNINGS, PRESIDENT AND CEO, GREATER SACRAMENTO URBAN LEAGUE

LyftUp Community Grant Profile:



Boston Uncornered provides mentorship, college-focused education, and a weekly stipend to help former gang members pursue college degrees and help neighborhoods break cycles of poverty and violence. We partnered with the non-profit, awarding them a LyftUp Community Grant and providing free ride credits to students and staff during the pandemic.

"I'm always thinking about health first. The Lyft codes help me go shopping and take my kids to appointments. Thanks to Lyft and Boston Uncornered I can do those things knowing I'm safe."

— PARIS CABRAL, BOSTON UNCORNERED STUDENT

"The pandemic has made transportation even more difficult for our students. Rides are harder for them to afford now. There are health measures they need to take to avoid becoming infected and some have concerns about their safety because of their personal history. We have to take the extra steps to provide access to resources and we're grateful to Lyft for giving us the opportunity to do that."

— MICHELLE CALDEIRA, BOSTON UNCORNERED CO-FOUNDER AND SENIOR VICE PRESIDENT

"The pandemic has had a disproportionate impact on the young people who Boston Uncornered serves. I am grateful to Lyft and Boston Uncornered for opening up a pathway to help them continue to pursue college degrees that can uplift themselves, their families and their community."

— STATE REP. LIZ MIRANDA (D — MA 5TH SUFFOLK)

Supporting Communities of Color During COVID-19

Communities of color are being disproportionately affected by the pandemic and resulting economic crisis. For many, **lack of access to transportation is a key aggravating factor**, affecting front-line workers, patients needing rides to critical healthcare appointments, volunteers helping deliver items to the most vulnerable, and families buying groceries and other essential items.

That's why, in the early days of the pandemic, we activated our LyftUp network, **providing free ride credits** in communities across the country to help more people get to work at essential jobs, buy groceries and prescriptions, and travel to medical appointments. In addition to building on our existing LyftUp work with organizations around North America, we also launched new partnerships with leading national organizations that promote equity and economic opportunity for communities of color.

Our COVID-19 response, by the numbers:

- We worked with **more than 675 partner organizations** to donate **tens of thousands of rides** as part of a **\$6.5 million commitment**.
- More than **40%** of our LyftUp partners have provided ride credits to support communities with food insecurity.
- More than **30%** of our LyftUp partners have provided ride credits for essential workers (both general and healthcare).

Just a few of our partnerships across the country:

During the pandemic, we partnered with a variety of leading national organizations:

- The **National Association for the Advancement of Colored People (NAACP)**, **US Hispanic Chamber of Commerce**, **National Asian American/Pacific Islander Chamber of Commerce & Entrepreneurship**, **National Asian American Coalition**, and **Black Women's Roundtable** distributed ride codes to help their members who are essential front-line workers get to work at businesses and medical centers.
- **National Urban League** and **League of United Latin American Citizens** provided their members with free ride credits to get to the grocery store, pharmacy, medical centers, and meet other essential needs.
- **National Action Network**, **OCA Asian Pacific American Advocates**, and **National Asian Pacific Center on Aging** used ride codes to help volunteers deliver critical items like groceries and warm meals to those in need.

Meanwhile, we worked with local organizations in communities across the country. A few examples:

- In Sacramento, we partnered with the **California Black Chamber of Commerce** to provide free ride credits for network, staff and community members in need to get essential services and **National Action Network Sacramento** to provide free ride credits for employees and community members seeking a range of support services.
- In Chicago, we partnered with **My Block My Hood My City** to provide access to rides for low income families and individuals on the South Side and **ChiGivesBack** to provide transportation for first responders, essential personnel and low-income communities in Chicago.
- In Seattle, we partnered with **Mother Africa** to provide access to rides for people to access essential services and **Tacoma Urban League** and **Urban League of Seattle** to provide rides for community members needing to get to essential work.
- In New York, we partnered with the **Asian American Federation** to provide access to rides to Asian American seniors, essential workers and vulnerable community members.

Voting Access

In the 2016 presidential election, it's estimated that more than 15 million eligible voters did not go to the polls in large part because they lacked a way to get there.

For the Black community, we know that these challenges in accessing the polls are even greater. A study shows that "relative to entirely-white neighborhoods, residents of entirely-black neighborhoods waited 29% longer to vote and were 74% more likely to spend more than 30 minutes at their polling place."¹

Our LyftUp Voting Access Program supported greater access to the polls by:

- **Actively promoting voter registration and transportation planning deadlines to our riders and drivers.** Through our Voting Access Hub and partnerships with When We All Vote and Vote.org, **nearly 30,000 people** made a transportation plan for voting, verified their registration, or registered to vote.
- **Supporting the general population in getting to the polls.** We offered discounts on rides to polling locations and dropboxes — and, for the first time, this offer also included Lyft's network of bikes and scooters in select cities. Hundreds of thousands of voters, of all backgrounds, took a Lyft ride, bike, or scooter ride to the polls.
- **Providing those in need with access to free and discounted transportation to the polls.** Through partnerships with **More Than a Vote, Social Change Fund, HBCU Heroes, Voto Latino Foundation, NAACP, Black Women's Roundtable**, and many others, we provided additional access to free and discounted rides for individuals who have historically had difficulty getting to the polls, including HBCU students and formerly incarcerated individuals.



¹ <https://www.nber.org/papers/w26487>

We're proud that we provided access to hundreds of thousands of rides as part of our effort to make our democracy more accessible. Our voting access work helped break traditional barriers to voting in communities of color.

"Lyft is stepping up to complement the work that More Than A Vote has done to convert sports arenas into safe in-person voting locations in communities that are suffering the most during this pandemic," said Michael Tyler, EVP of Public Affairs for More Than A Vote. "By providing access to free and discounted rides to arena voting sites in Atlanta, Charlotte, Houston, and Milwaukee, Orlando, and Philadelphia, Lyft is making it easier for voters in key population centers to exercise their right to vote this fall."

— MORE THAN A VOTE

Supporting Drivers of Color

67% of drivers on our platform identify as people of color, and we worked hard to ensure that our racial justice and racial equity programming supports the driver community. A group of Black Lyft teammates led the charge on the development of several driver-engagement programs, including:

THE KNOW YOUR RIGHTS CAMPAIGN

For drivers, feeling safe isn't just about encounters with riders or other drivers, but also potential interactions with law enforcement. That's why we partnered with the **National Organization of Black Law Enforcement Executives (NOBLE)** to promote safe policing — and provided drivers with information from the **American Civil Liberties Union (ACLU)** about how to protect their rights in the event they are pulled over by law enforcement.

BLACK DRIVER COMMUNITY CIRCLE

Our Community Engagement Team is piloting this initiative, which will create **space for Black drivers to share the challenges they face and the experiences they've had behind the wheel** and on our platform. We also hope to use this initiative to help build a stronger community among Black drivers to help strengthen their voice.

UPLYFTING BLACK DRIVERS COMMUNITY WORKSHOPS

Our first set of workshops will take place this winter in New York, as we work with partner organizations to engage and include members of the Black driver community. **These workshops will focus on opening up pathways to further employment opportunities and connecting Black drivers who are entrepreneurs with organizations that can provide support** — and the feedback from participants will guide this important initiative as we organize more events.

These programs will continue into 2021, with the goal of putting drivers at the helm of their own programming in new and creative ways.

Standing Together to Fight Systemic Racism

Systemic racism is deeply rooted in our society, and the responsibility of driving meaningful change must be shared by us all. As a company focused on building deep roots in the communities we serve, we felt it important that we show up for this fight — not just with our words, but with direct action.

We will continue to support organizations that have been doing the work at ground level from the beginning. And we will never hesitate to use our voices or our resources to demand change. Our Solidarity Rides and Protest Ride programs were two of the ways we showed up against systemic racism, alongside our communities.

LYFT BIKE & SCOOTER SOLIDARITY RIDES

This summer, we organized and sponsored **29 solidarity rides for justice in Chicago** aimed at unifying and amplifying the voices of the Black community in the wake of the murder of George Floyd.

We coordinated with local elected officials, faith leaders, and community organizations to plan out 10–15 mile bike rides across several diverse neighborhoods on the city's south and west sides. At each event, Lyft provided over 100 free bikes for usage by participants. **In addition, Lyft coordinated on site medical services, COVID-19 testing, voter registration, and U.S. Census collection.**



In New York City, between June and November, **Lyft Citi Bike supported 18 Black Lives Matter solidarity rides** by capping overage fees for all riders renting bikes during posted protest hours. Thousands of people, many of whom wouldn't have been able to participate without bikeshare, were able to join these watershed events in solidarity and pedal for justice.

DONATIONS FOR PROTEST RIDES

This past summer, we wanted to stand with our rider community as they stood up for racial equality. **To support their actions, we donated 15% for every ride taken to and from numerous protests and gave the proceeds to our partner organizations: National Bail Fund Network, National Action Network, NCAAP and NAACP Legal Defense Fund, Black Women's Roundtable, and National Urban League.**

2021

A Look Ahead

As this turbulent year comes to a close, we are recommitting to our core values of inclusion, diversity, equity, and respect — and establishing an ambitious set of priorities for furthering the important work of making our company more inclusive and the communities we serve stronger in the new year.

Here are some of our top priorities as we look ahead to 2021:

- Supporting, enabling, and holding our leaders accountable as we look to reach our remaining 2020 diversity hiring goals while setting more ambitious Black, Latinx, and Women representation goals for 2021 and beyond.
- Widening our recruitment pipeline by executing Lyft-curated and partner events, and scaling the success of our HBCU/HSI and Early Talent Access programs (internship, apprenticeship) programs to increase the volume of diverse prospects, candidates, and hires.
- Continuing to expand our sponsorship and mentorship programs for Black and Latinx team members.
- Expanding our outreach to drivers of color to understand and address discrimination they face as part of the driver experience, with particular focus on expanding our Black community programming to the Latinx community.
- Growing our internal and external initiatives and partnerships designed to empower additional communities, including individuals with disabilities and veterans.
- Following through on the commitments we have made through our LyftUp initiative so that this summer's moment of reckoning with the reality of systemic racism becomes a movement with the power to achieve greater equity.

Most of all, as the calendar turns to 2021, we pledge to keep listening: to our team members, to our partners, and to our communities. The creativity, courage, and compassion of the entire Lyft family provides us with a chance to illustrate what it means to put people first as we envision and build a stronger company and a better world.

FORWARD-LOOKING STATEMENTS

Certain statements contained in this report are “forward-looking statements” within the meaning of the securities laws, including statements about Lyft’s goals, the plans to implement our inclusion and diversity programs and initiatives and the impact of these programs and initiatives. Such statements, which are not of historical fact, involve estimates, assumptions, judgments and uncertainties.

There are a number of factors that could cause actual results or outcomes to differ materially from those addressed in the forward-looking statements. Such factors are detailed in Lyft’s filings with the Securities and Exchange Commission. We do not undertake an obligation to update our forward-looking statements to reflect future events, except as required by applicable law.