

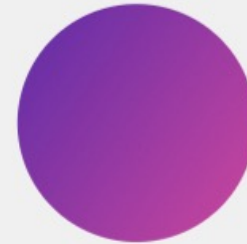


Lyft Project

(WASHINGTON DC)



Nathanael Johnson





TOP INDUSTRIES

TECH
HEALTH CARE
INSURANCE

ECONOMIC DATA

Unemployment rate 4.8%
GDP Per Capita: 176,726

Wholesale & Equipment

VISISTORS

Estimated 19.1 million visitors in 2021





INITIATIVES

Expanding Lyft rental program

Target Industry choice, Corporate
Billboards placement Scale & Equipment

Airport rides

Suburban downtown commute

PROBLEM

Ranking initiatives based on
local market data.

Recommendations of
initiatives

Why each initiatives could
work.

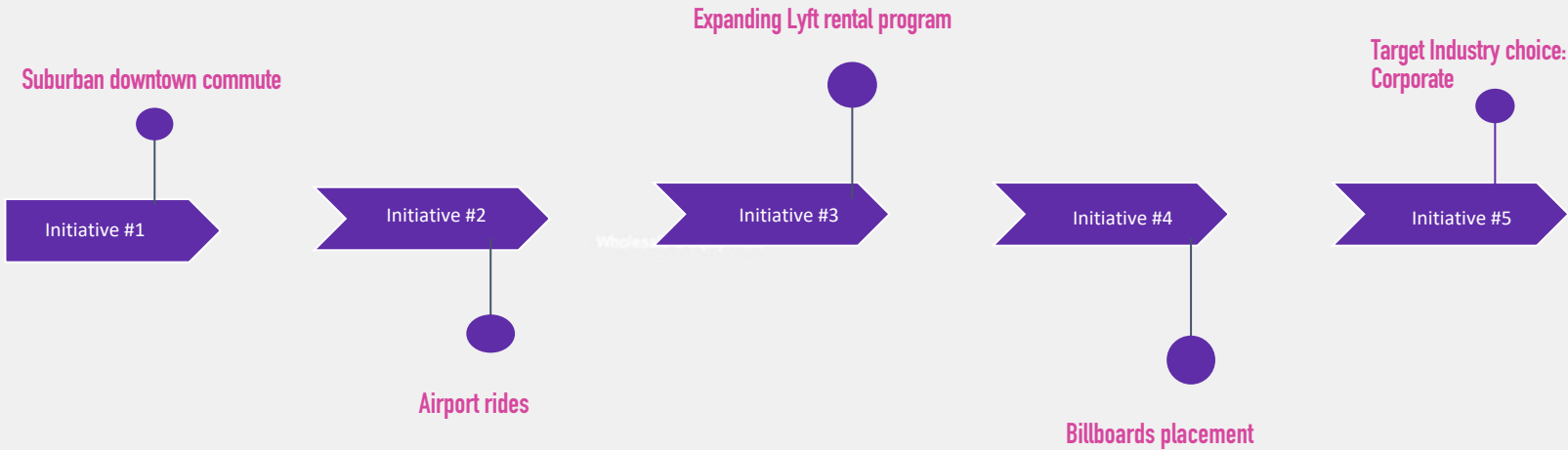




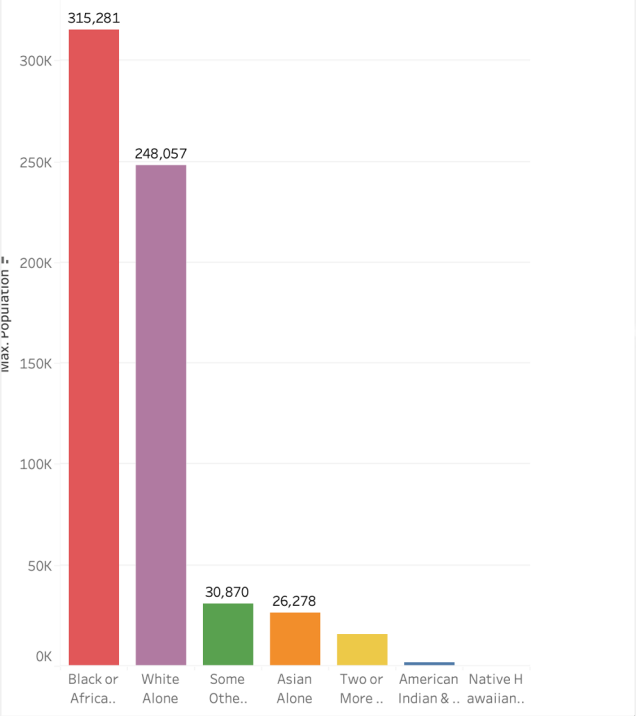
Washington, D.C. Area Ride Costs

Lyft	
Base Fare	\$1.22
Cancel Penalty	‡Varies
Cost Per Mile	\$0.80
Cost Per Minute	\$0.30
Maximum Fare	\$400.00
Minimum Fare	\$5.07
Scheduled Ride Cancel Penalty	\$10.00
Scheduled Ride Minimum Fare	\$5.00
Service Fee	\$3.45
County Fee	\$0.25
Airport Fees	‡Varies





DC POPULATION & DEMOGRAPHICS



Black - 46.1% (315,281)

White - 36.2% (248,057)

Asians - 3.84% (26,278)

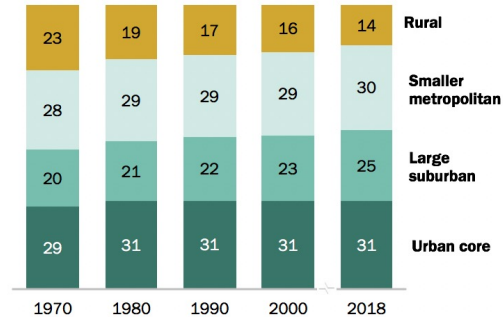
Others - 4.51% (30.870)

Employed population: 382,108



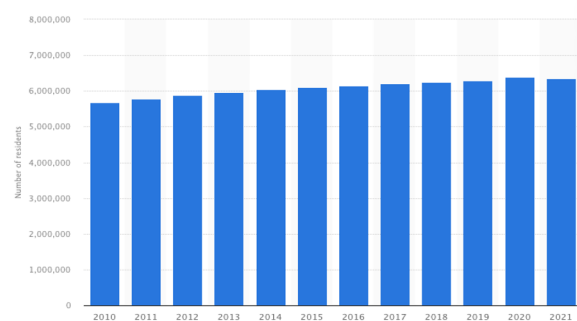
A growing share of the population lives in the suburban counties of large metro areas

% of U.S. population residing in _____ counties



Note: County categories are based on the National Center for Health Statistics Urban-Rural Classification Scheme for Counties. A county's classification remains fixed over the decades. "Smaller metropolitan" refers to counties in metros with fewer than 1 million residents. Source: Pew Research Center analysis of 1970-2018 single year of age county population estimates (SEER). "Prior to COVID-19, Urban Core Counties in the U.S. Were Gaining Vitality on Key Measures"

PEW RESEARCH CENTER



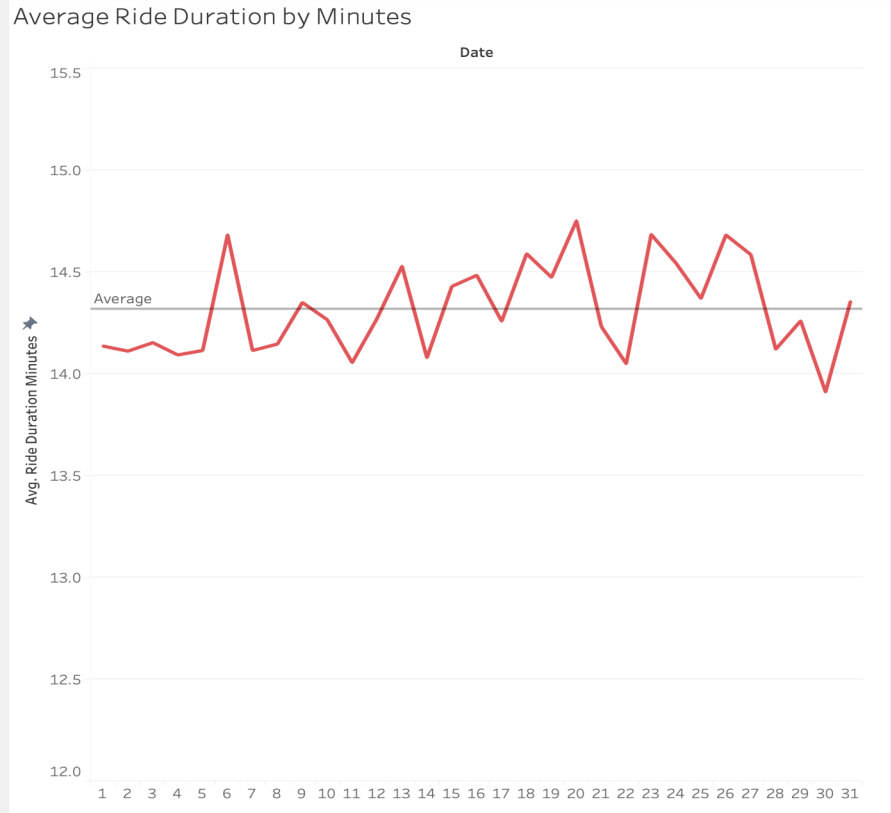
SOLUTION #1

suburban areas in Washington are growing.

Commuting to downtown can take time depending on where you live but the estimated suburban population surrounding Washington, DC is 6,385,714, so this creates interest in those areas.

Solution: focus on rides in that area.





IMPLEMENTATION

By increasing the ride duration to attract more availability to long distances. The suburbs can take full advantage of Lyft by

Accepting distances in suburbs

Implementing the first-mile/last-mile partnership

Targeting towards suburban areas.



Solution to Initiative #2

Airport rides

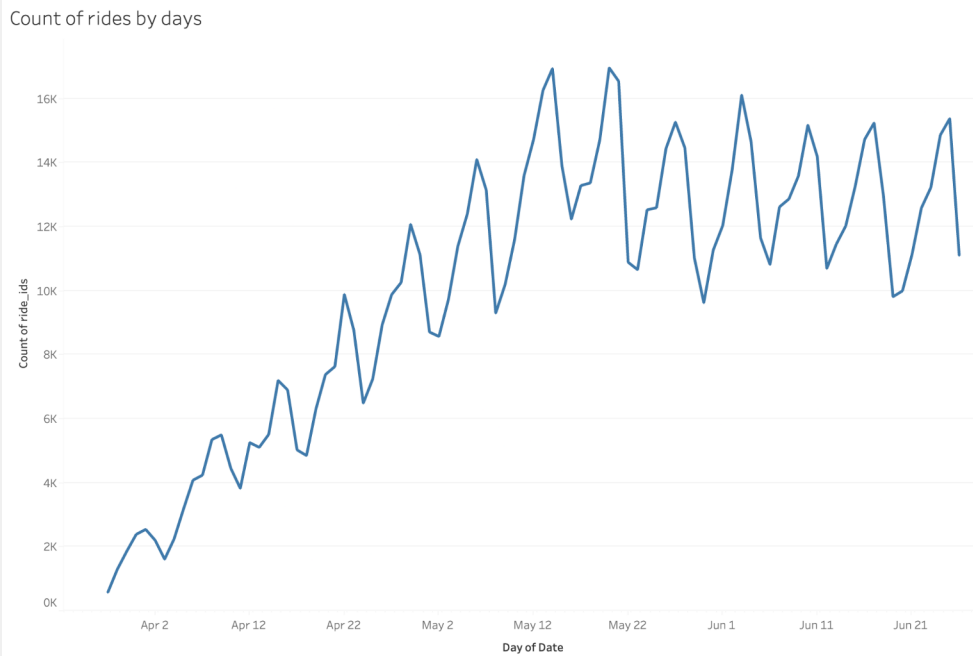


Many people pass through Washington Dulles International Airport yearly.

Yearly people 24.06 million

Target the passengers who come out of the airport who don't have their own transportation with acquiring additional 'staging' area.

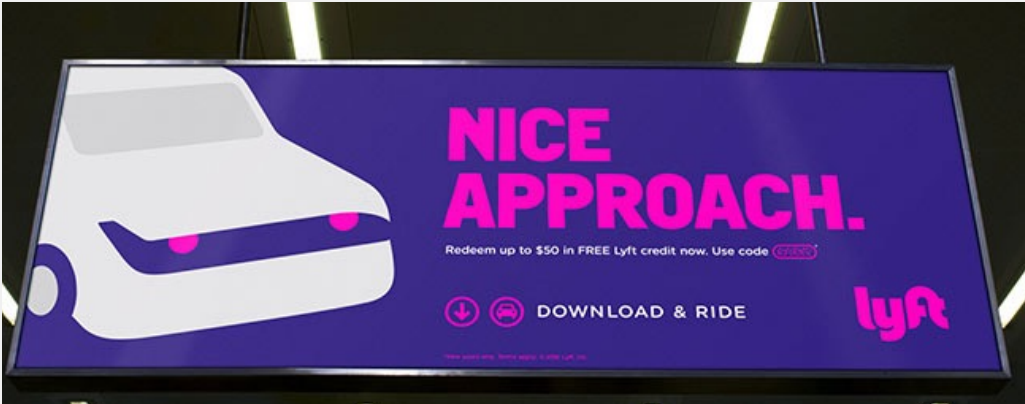




Target customers at airports by

Attracting more customers with marketing

Deals at the airport




Solution to Initiative #3

Expanding Lyft rental program

MOST POPULAR

Flexible pricing

Starting at **\$209/week + tax**



Hyundai Ioniq or similar

- 2018 or newer vehicles
- Change plan every week
- Fuel-efficient vehicles

Continue

200 extra miles
From \$209/wk (+taxes/fees)

275 extra miles
From \$249/wk (+taxes/fees)

Unlimited extra miles
From \$359/wk (+taxes/fees)

Prices are based on midsize cars

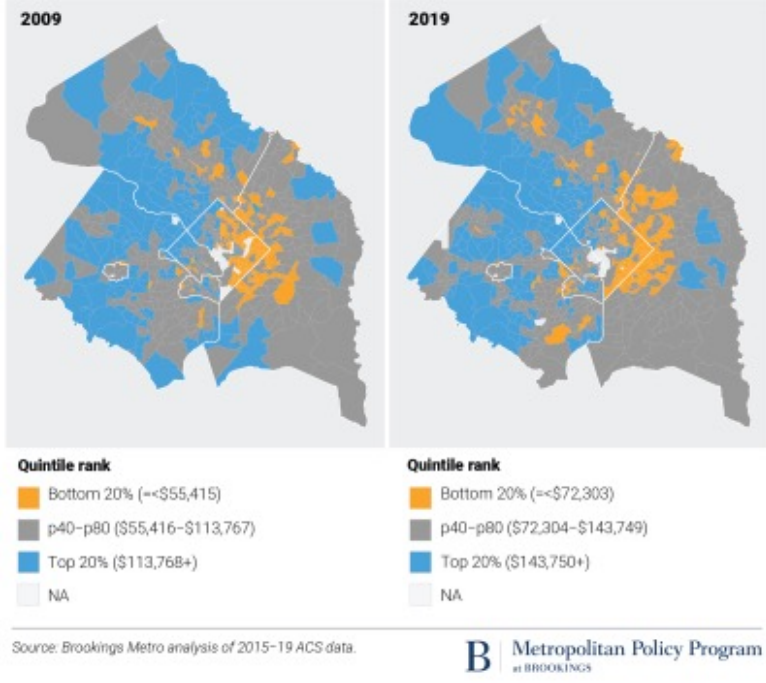
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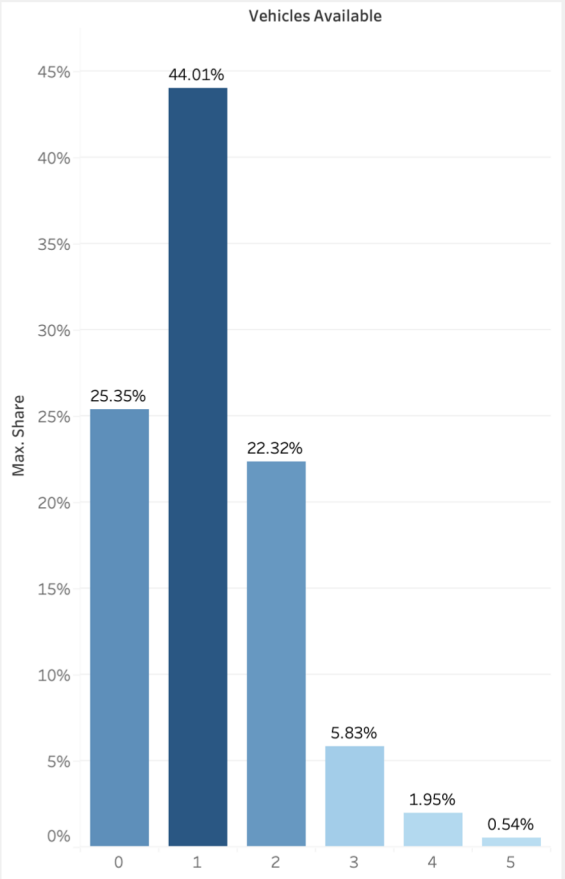


IMPLEMENTATION

Figure 1. In the Washington, DC metro area, wealthy neighborhoods remained concentrated to the west and low-income neighborhoods spread to the east in the 2010s

Geographic distribution of median household income, Washington, DC metropolitan area, 2009 and 2019





Solution to Initiative #4

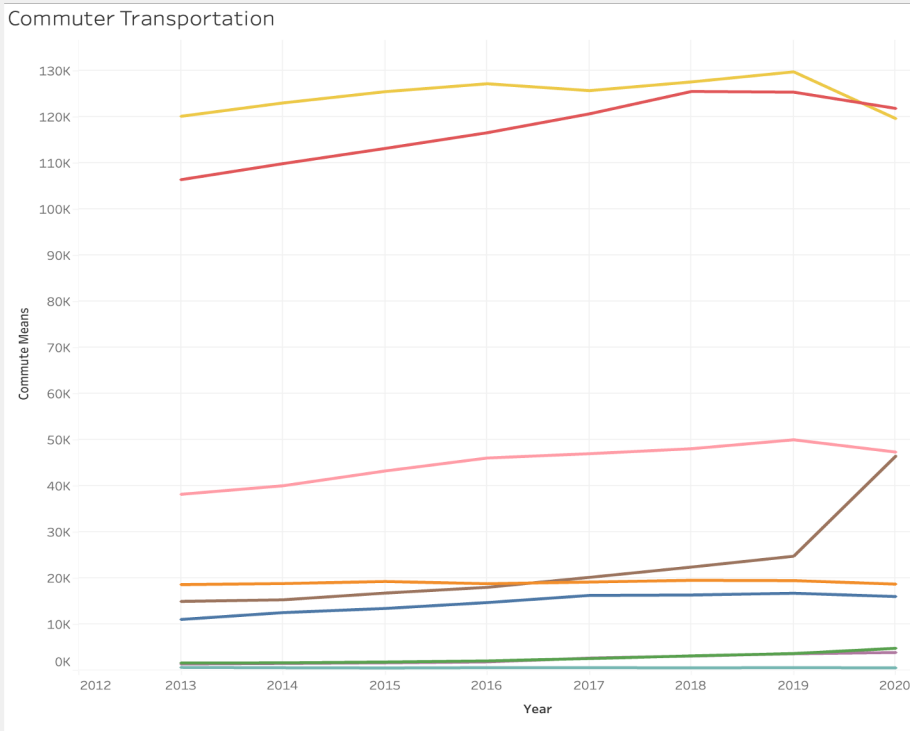
Billboards placement and Advertising

Drivers in Washington DC -

According to the DC Department of Motor Vehicles (DC DMV), there are almost 450,000 active drivers registered in the District.



Implementation

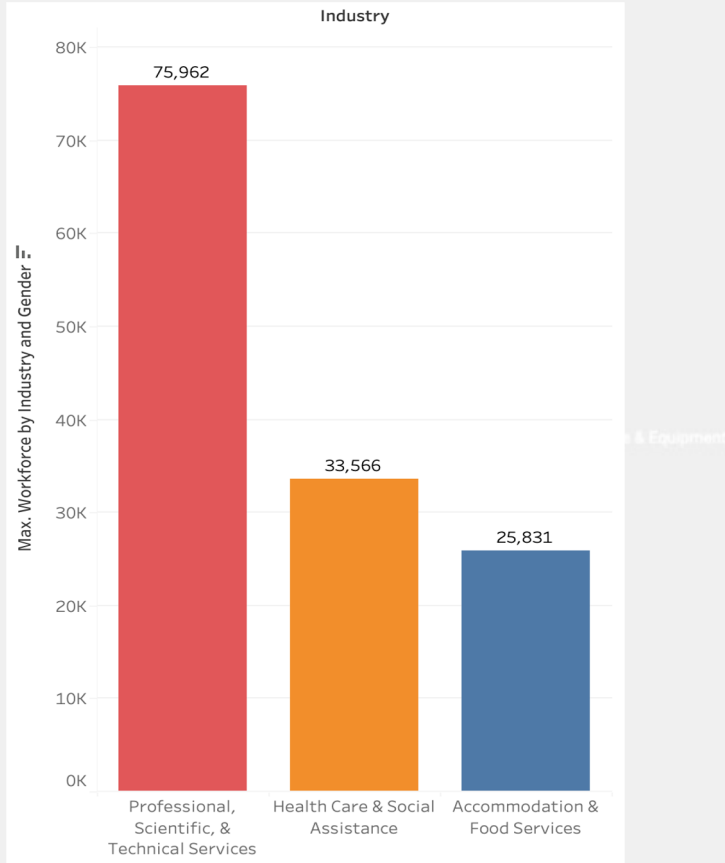


Graph - Commuter types by people (yearly)

Target Audience:

- Car owners
- Commuters
- Public Transportation
- Walk ways
- Bicycle paths





Solution to Initiative #5

Target Industry choice: Corporate

Chart - Industry by workforce (people)

Compared to the rest of the industries, Corporate known as the Professional, Scientific, & Technical Services top the other industries at 19.9% overall workforce share.

Healthcare - 8.78%

Hyperlocal (Accommodation) - 6.4%



Implementation



- Focus on targeting workforce of corporate industries.
- Since there's an workforce overall of 75,692 people in the industry.
- Industry workers are more likely to purchase rides on Lyft since they're employed.
- Some companies even have an allowance for transportation

Sources

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