

**FOR IMMEDIATE RELEASE**

**MEDIA CONTACTS**

Jesse Diaz, RTC, (702) 676-1788 Office, [Diazj@rtcsonv.com](mailto:Diazj@rtcsonv.com)

Allison Goodman, Lyft, [agoodman@lyft.com](mailto:agoodman@lyft.com)



**Lyft and RTC of Southern Nevada partner to add trip options in-app for Las Vegas riders**

*Lyft now shows time, route and price information for RTC*

LAS VEGAS (December 14, 2020) - Lyft, whose mission is to improve people's lives with the world's best transportation, has partnered with the Regional Transportation Commission of Southern Nevada (RTC) to add local public transit information in-app. This new feature allows riders to compare more of their transportation options within the Southern Nevada area in one seamless experience.

The updated app puts mobility options front and center, and makes it easier for riders to make informed decisions about how to get from point A to point B quickly, affordably, and sustainably. The Transit feature allows riders to see upcoming departures nearby for RTC transit routes. Riders can easily see transit lines and approaching vehicles on the map or they can easily enter a destination for a complete itinerary from start to finish.

For nearby destinations, Lyft shows walking directions alongside transit and rideshare options. Lyft's Transit feature is now available in 16 cities across North America, including New York City, Chicago and Portland.

"During these times, it's important for our riders, especially those who don't own a personal vehicle, to be able to access all of their transportation options through the Lyft app, whether that be walking, public transit or rideshare," said Caroline Samponaro, Head of Transit and Microbility Policy, Lyft. "That's why we've made it easier for riders to choose their best route and mode of transportation, integrating the region's transit system and growing our multimodal network in Southern Nevada."

"The ability for our residents and visitors to plan a cost-effective and time-efficient transit commute using the Lyft app is an invaluable resource during these times," said M.J. Maynard, RTC chief executive officer. "Our partnership with Lyft exemplifies one of our agency's initiatives to pursue collaborative efforts to help current and potentially new customers use public transit as a viable means of transportation."

Throughout the pandemic, Lyft has been providing access to free ride credits to more than ten nonprofit organizations in Southern Nevada including the Collaboration Center Foundation, Las Vegas Rescue Mission and Shine A Light, to help offset transportation costs for vulnerable

communities, volunteers and essential workers, while concurrently creating more opportunities for drivers to earn with Lyft. For more information, visit the Lyft [blog](#).

### **About Lyft**

Lyft was founded in 2012 by Logan Green and John Zimmer to improve people's lives with the world's best transportation, and is available to 95 per cent of the United States population as well as select cities in Canada. As the world shifts away from car ownership, Lyft is at the forefront of this massive societal change. Lyft is committed to effecting positive change for our cities and making cities more livable for everyone through initiatives that bridge transportation gaps, and by promoting transportation equity through shared rides, bikeshare systems, electric scooters, and public transit partnerships. We are singularly driven by our mission: to improve people's lives with the world's best transportation.

### **About the Regional Transportation Commission of Southern Nevada (RTC)**

The RTC is the transit authority, transportation planning organization, regional traffic management agency and administrator of Southern Nevada Strong, the regional planning effort for the Las Vegas valley. The RTC's vision is to provide a safe, convenient and effective regional transportation system that enhances mobility and air quality for citizens and visitors. The RTC encourages residents and visitors to use a variety of transportation choices to help reduce traffic congestion, clean the air and improve the quality of life in Southern Nevada. For more information about the RTC and its major initiatives or to download its transit app rideRTC, visit [rtcsnv.com](http://rtcsnv.com) and stay informed by [subscribing](#) to our [blog](#).