



CITY OF FORT LAUDERDALE

STRATEGIC COMMUNICATIONS

PRESS RELEASE

For Immediate Release

January 8, 2018

Media Contacts:

Monique J. Damiano, Strategic Communications Specialist, City of Fort Lauderdale
(954) 828-5942 / mdamiano@fortlauderdale.gov

Javi Correoso, Public Affairs, Uber
(305) 495-1101 / jcorreoso@uber.com

Amber Van Buren, Las Olas Association
(954) 258-8382 / amberv@lasolasboulevard.com

Scarlett Clarke, Marketing and Client Services Manager, Yellow Cab
(954) 565-8900 ext. 3903 or (954) 849-6115 / Scarlette@yellowcabbroward.com

Campbell Matthews, Communications Manager
Lyft (201) 232-9567 / cmatthews@lyft.com

City of Fort Lauderdale Launches Designated Rideshare Pickup and Drop-off Zones on E. Las Olas Boulevard

Fort Lauderdale, FL – The City of Fort Lauderdale, in partnership with Lyft, Uber, Yellow Cab, and the Las Olas Boulevard Association, has launched a six-month safety demonstration project on E. Las Olas Boulevard to introduce designated rideshare pickup and drop-off zones in three locations during the hours listed below:

Zone 1 – West of S.E. 8th Avenue on the north side of Las Olas Boulevard in front of American Social Restaurant

Hours of Operation: Monday through Thursday, 5 p.m. to 3 a.m. and Friday from 11 a.m. through Sunday at 3 a.m.

Zone 2 – West of S.E. 11th Avenue on the south side of Las Olas Boulevard in front of Louie Bossi's Ristorante and Pizzeria

Hours of Operation: Monday through Thursday, 5 p.m. to 3 a.m. and Friday from 11 a.m. through Monday at 3 a.m.

Zone 3 – East of S.E. 13th Avenue on the north side of Las Olas Boulevard next to Rocco's Tacos and Tequila Bar

Hours of Operation: Monday through Thursday, 5 p.m. to 3 a.m. and Friday from 11 a.m. through Monday at 3 a.m.

“This public-private partnership provides the City of Fort Lauderdale with an excellent opportunity to collaborate with Uber, Lyft, Yellow Cab, and our neighbors to introduce innovative ways that better balance the needs of our residents, businesses, guests, and others who live, work, and play on Las Olas Boulevard,” said Mayor John P. “Jack” Seiler. “As part of our Vision Zero initiative to reduce traffic deaths and serious injuries on our streets, we are committed to

-MORE-

creating a friendlier, safer, healthier, and more sustainable experience for everyone, regardless of travel mode.”

The pickup and drop-off zones were created as part of the Six-Month Safety Improvements Demonstration Project on Las Olas Boulevard to offer safer areas for drivers and those sharing a ride, as well as to prevent unsafe practices such as double parking or stopping in the travel lane to pick up or drop off passengers.

“Public-private partnerships like this one are just one of many ways the Las Olas Association has been working to make Las Olas Boulevard a safer place for everyone, residents and visitors alike. We appreciate all of our partners in this demonstration project and hope that riders embrace the change,” said Luke Moorman, President, The Las Olas Association.

“Lyft was founded with the mission of reducing individual car ownership to effect positive change for the future of our cities. This initiative is proof of that commitment,” said Sam Cohen, General Manager, Lyft Florida. “Through working with the City of Fort Lauderdale, we can not only make it safer and more convenient for drivers and passengers but showcase how public-private partnerships like this can improve city infrastructure and mobility. We are proud to be a part of this partnership and look forward to seeing the value it brings to South Floridians.”

"Uber is excited to partner with the City of Fort Lauderdale to make it easier for everyone to get around," said Kasra Moshkani, General Manager, Uber South Florida. "Working with the city to allow pickups to happen in dedicated lanes makes it safer, quicker, and easier for riders and drivers to find each other and be safely on their way."

"For 60 years Yellow Cab of Broward County has partnered with the City of Fort Lauderdale and other communities in the County to provide safe, reliable transportation options. Whether it's providing logistics for large events such as New Year's Eve or the Boat Show coordinated with the City, or the Safe Ride Home program coordinated with local law enforcement, Yellow Cab remains dedicated to serving Broward residents' and visitors' transportation needs. This new initiative will provide safe entry and exit from for-hire vehicles while alleviating congestion on one of the City's busiest streets. Yellow Cab looks forward to the program's success," said Yellow Cab of Broward's President John Camillo.

The City of Fort Lauderdale will evaluate the designated rideshare pickup and drop-off zones next summer and make any necessary adjustments at that time.

###