



FOR IMMEDIATE RELEASE

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Lyft Pilots Education Program Promoting Scooter Corrals in City of San Diego

SAN DIEGO (February 25, 2021) – Today Lyft and Circulate San Diego launched a temporary Scooter Corral Parking Education program emphasizing safety and financial benefits for riders to park scooters in existing on-street corrals. For the next month, temporary educational signage will be installed at scooter corrals in the City of San Diego’s Little Italy, Downtown, and East Village neighborhoods.

The list below includes the 20 scooter corral locations with temporary educational signage:

Gaslamp District

1. Fifth Ave and Island Ave
2. G St and Sixth Ave
3. G St and Union St
4. Fourth Ave and K St
5. Market St & Union St
6. Sixth Ave and F St
7. Sixth Ave and Market St
8. 370 Seventh Ave

Little Italy

1. 898 W Juniper St
2. Juniper St and Kettner Blvd
3. Kettner Blvd and Date St
4. Cedar St and Date St
5. 1670 Kettner Blvd
6. Beech St and Columbia St

East Village

1. 14th Ave and J St
2. 13th Ave and F St
3. 1300 G St
4. E St and 14th St
5. 10th Ave and E St
6. Broadway and 14th St

The temporary educational signage informs riders of a \$1 discount for parking in the scooter corrals, sidewalk safety benefits, and a QR code for riders to easily access an online mobile map to find the nearest corral.

“We believe scooter corrals are a great tool for reducing the number of scooters on sidewalks,” said Colin Parent, Executive Director and General Counsel at Circulate San Diego, “This educational program has the opportunity to inform scooter riders of the many benefits of parking in the scooter corrals when using these micromobility devices.”

“Making space for scooters with corrals gives predictability to riders, while helping to bring order to streets and sidewalks,” said David Fairbank, General Manager of Lyft Bikes & Scooters for California. “With over 500 corrals and more on the way, the San Diego program and our educational partnership with Circulate San Diego represent a north star that other cities should follow.”

Lyft includes the locations of all scooter corrals or preferred parking spots, along with bike lane infrastructure, on the Lyft mobile application. The City of San Diego also manages an online Scooter Corral map available [here](#). The scooter corral program launched in the City of San Diego in April 2019.

See the temporary signage design and a photo of the installation below.

About Circulate San Diego

[Circulate San Diego](#) is a regional nonprofit organization dedicated to advancing mobility and making the region a better place to move, work, learn and play. We lead a coalition of more than 25 local organizations to support Vision Zero throughout the San Diego region. For more information, visit www.circulatesd.org.

About Lyft

Lyft was founded in 2012 and is one of the largest transportation networks in the United States and Canada. As the world shifts away from car ownership to transportation-as-a-service, Lyft is at the forefront of this massive societal change. Our transportation network brings together rideshare, bikes, scooters, car rentals and transit all in one app. We are singularly driven by our mission: to improve people's lives with the world's best transportation.

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Image (left): Temporary Scooter Corral Parking Education Signage, Image (right): Picture of Scooter Corral at Kettner Blvd and Date St