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South Ward Children’s Alliance Partners with Lyft to Provide Transportation Access to One of New Jersey’s Most Vulnerable Communities During COVID-19

Newark’s South Ward residents will receive ride credits for trips to and from health, food and other vital services

NEWARK, May 27, 2020 -- South Ward Children’s Alliance (SWCA) announced today that it has teamed up with Lyft to provide access to transportation for residents who live in the South Ward district of Newark. Using a designated code distributed by SWCA, residents will have access to rides up to \$25. The code may be obtained via the SWCA Hotline, 206-222-SWCA between June 1-5 and the Lyft ride credits must be used by June 14.

The partnership is part of [LyftUp](#), Lyft’s comprehensive effort to expand transportation access to those who need it most. In response to the COVID-19 crisis, Lyft has activated more than 500 LyftUp partners – including public health entities, local governments, nonprofits and community organizations, like SWCA – to provide free rides and free delivery of essential goods for vulnerable communities and critical workers.

SWCA serves as a coordinated pipeline of services and resources that guides and supports families in the South Ward of Newark where nearly half live below the Federal poverty line.

“A large population of South Ward residents don’t own or have access to a car. Typically, the city bus is how they get around but riding a crowded bus right now during COVID-19 is risky and folks are scared for themselves and their families,” said Nichelle Holder, SWCA’s chief program officer. “Our partnership with Lyft provides our residents with a safer, reliable way to get to supermarkets, doctor’s appointments and other key destinations for basic necessities.”

“We want to increase access to transportation for those who need it, particularly to meet their essential needs during this time. By activating LyftUp, we’re able to partner with the South Ward Children’s Alliance to fill mobility needs in this underserved area of Newark,” said Sam Young, East Regional Director for Lyft. “We’re also grateful to all those who drive with Lyft for helping provide rides for those in need. Lyft will be supporting drivers by creating new opportunities to help them earn additional income through the Lyft app and continuously working to protect their safety.”

To make sure riders and drivers know the best ways to protect themselves and those around them, Lyft is providing continuous [updates](#). To learn more about how else Lyft is supporting its

community during this time, visit its [blog](#).

ABOUT South Ward Children's Alliance

A division of the BRICK Education Network, the [South Ward Children's Alliance](#) was established in 2014 and is a powerful collaborative effort of more than 25 local organizations working together to invest in South Ward families. In 2018, SWCA was awarded a \$30 million grant by the U.S. Department of Education Promise Neighborhood grant. Together with its partners, SWCA provides a broad range of services and resources that supports families so that their children can live in healthy homes, succeed in school, contribute to their communities, and thrive in life.

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 percent of the United States population as well as select cities in Canada. 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.

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