

Lyft Women+ Connect: Gender-Based Rider-Driver Matching in the US Gig Economy

Gender Equality · Good practice · United States of America

Quality score: 63/100

Evidence strength: Moderate

Summary

Lyft's Women+ Connect (Sept 2023, nationwide by 2024) lets women/nonbinary drivers and riders opt to match with each other; 67% of eligible drivers activated it, 99% kept it on. Lyft has not shown independent evidence it cut assaults (4,000+ documented 2017-19) that motivated it.

Key dimensions

Dimension	Score
Transferability / replicability	2/3
Impact on gender equality	1/1
Effectiveness	0/1
Efficiency	0/1
Evaluated outcomes	0/1
Sustainability	1/1
Achievement / evidence	1/1
Gender-mainstreaming embedding	1/1
Curator validation	1/1

Evaluated by C-NAPSE

Data sources

[C-NAPSE web research](#) — accessed 2026-07-05

[Lyft, Inc.](#) — accessed 2026-07-05

[Lyft - Women+ Connect launch](#) — accessed 2026-07-05

[NPR - Lyft launches Women+ Connect](#) — accessed 2026-07-05

[Axios - Women+ Connect launch coverage](#) — accessed 2026-07-05

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