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Pre-Election Report Political Committees Form ATX.7PAC

AUSTIN CITY CLERK RECEIVED

2016 MAY 6 PM 4 26

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1 Total pages filed:	2 Filer Name Caroline Joiner			
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3	Committee Name			
COMMITTEE NAME	Ridesharing Works For Austin			
4	Address/ PO Box	Ара	irtment or Suite Number	
COMMITTEE	P. O. Box 1347			
ADDRESS	City	Stat	te Zip Code	
	Austin	ТХ	78767	
5 COMMITTEE TREASURER	Title First Name Caroline	· · · · · · · · · · · · · · · · · · ·	Middle Initial	
NAME	Nickname Last Name	e	Suffix	
	Joiner			
6	Address/ PO Box	Ара	irtment or Suite Number	
COMMITTEE TREASURER	208 W. 14th Street			
ADDRESS	City	Stat	ze Zip Code	
AND	Austin	хт	78756	
PHONE	Phone Number (###-####-####)	Extension, if applica	able	
	512-479-6819			
	Start Date (yyyymmdd)		End Date (yyyymmdd)	
REPORTING PERIOD	20160505	THROUGH	20160505	



Pre-Election Report Political Committees Form ATX.7PAC

1 Total pages filed: 16	2 Filer Name Caroline Joiner
8 REPORTS ATTACHED	ATX.7A - Pre-Election Report of Contributions
	ATX.7F - Pre-Election Report of Expenditures

AFFIDAVIT

By signature below, I certify that the preceding Special Pre-Election Report filed herewith is in all things true and correct and fully shows all information required to be reported by me pursuant to City Code, Section 2-2-29 for the reporting period indicated.

Signature of Affiant



Pre-Election Report of Contributions: Schedule ATX.7A

(Attach to Form ATX.7PAC Coversheet)

Itemize each contribution in Sections 1-3. For additional contributions, click "Add Another Contribution Page" below.

CONTRIBUTOR				
NAME	Organization Name, or Contributor Last Name (if applicable)			
Contributor is an individual	Lyft, Inc.			
	Contributor Address/ PO Box	Contributor Apartm	ent or Suite Number	
CONTRIBUTOR	548 Market St #68514			
ADDRESS	Contributor City	Contributor State	Contributor Zip Code	
AND	San Francisco	СА	94104	
EMPLOYER	Contributor Employer	Contributor Occupa	tion	
	Contribution Date (yyyymmdd)	(\$) Contribution An	nount	
CONTRIBUTION	20160505	\$1,494.68		
DETAILS	In-Kind Contribution Description, if applicable	J L		
	In-Kind Digital Promotion			



CONTRIBUTOR				
NAME	Organization Name, or Contributor Last Name (if applicable)			
Contributor is an individual	Lyft, Inc.			
	Contributor Address/ PO Box	Contributor Apartm	ent or Suite Number	
CONTRIBUTOR	548 Market St #68514] [
ADDRESS	Contributor City	Contributor State	Contributor Zip Code	
AND	San Francisco	CA	94104	
EMPLOYER	Contributor Employer	Contributor Occupa	tion	
	Contribution Date (yyyymmdd)	(\$) Contribution An	nount	
CONTRIBUTION	20160505	\$500.00		
DETAILS	In-Kind Contribution Description, if applicable	J L	<u>.</u>	
	In-kind Campaign Consulting	·		
			- · · · · · · · · · · · · · · · · · · ·	



CONTRIBUTOR			
NAME	Organization Name, or Contributor Last Name (if applicable)		
Contributor is an individual	Lyft, Inc.		
	Contributor Address/ PO Box	Contributor Apartm	ent or Suite Number
CONTRIBUTOR	548 Market St #68514] [· · · · ·
ADDRESS	Contributor City	Contributor State	Contributor Zip Code
AND	San Francisco	СА	94104
EMPLOYER	Contributor Employer	Contributor Occupa	tion
	[
	Contribution Date (yyyymmdd)	(\$) Contribution An	iount
CONTRIBUTION	20160505	\$1,913.67	
DETAILS	In-Kind Contribution Description, if applicable		
	In-Kind Food and Beverage		



1			
CONTRIBUTOR			
NAME	Organization Name, or Contributor Last Name (if applicable)		
Contributor is an individual	Lyft, Inc.		
2	Contributor Address/ PO Box	Contributor Apartm	ent or Suite Number
CONTRIBUTOR	548 Market St #68514		
ADDRESS	Contributor City	Contributor State	Contributor Zip Code
AND	San Francisco	CA	94104
EMPLOYER	Contributor Employer	Contributor Occupa	tion
		_] [
3	Contribution Date (yyyymmdd)	(\$) Contribution Am	nount
CONTRIBUTION	20160505 \$330.47		
DETAILS	In-Kind Contribution Description, if applicable		
	In-Kind Supplies		
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Pre-Election Report of

(Attach to Form ATX.7PAC Coversheet)

Itemize each contribution in Sections 1-3. For additional contributions, click "Add Another Contribution Page" below.

1			
CONTRIBUTOR			
NAME	Organization Name, or Contributor Last Name (if applicable)		
Contributor is an individual	Lyft, Inc.		
2	Contributor Address/ PO Box	Contributor Apartm	ent or Suite Number
CONTRIBUTOR	548 Market St #68514		
ADDRESS	Contributor City	Contributor State	Contributor Zip Code
AND	San Francisco	СА	94104
EMPLOYER	Contributor Employer	Contributor Occupat	tion
3	Contribution Date (yyyymmdd)	(\$) Contribution Am	nount
CONTRIBUTION	20160505	\$8,010.21	· · · · · · · · · · · · · · · · · · ·
DETAILS	In-Kind Contribution Description, if applicable		
	In-Kind Salaries and Overhead		····
	· ····		



1				
CONTRIBUTOR				
NAME	Organization Name, or Contributor Last Name (if applicable)			
Contributor is an individual	Lyft, Inc.			
2	Contributor Address/ PO Box	Contributor Apartm	ent or Suite Number	
CONTRIBUTOR	548 Market St #68514] [<u>.</u>	
ADDRESS	Contributor City	Contributor State	Contributor Zip Code	
AND	San Francisco	CA	94104	
EMPLOYER	Contributor Employer	Contributor Occupat	tion	
3	Contribution Date (yyyymmdd)	(\$) Contribution Am	iount	
CONTRIBUTION	20160505	\$3,567.32		
DETAILS	In-Kind Contribution Description, if applicable		···· ·	
	In-Kind Travel and Lodging			



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PAYEE						
NAME	Busine	ss Name, or Payee Last Name, if applicab				
Payee is an individual		rategies LLC	<u> </u>			
2	Payee	Address/ PO Box		Pavee Apartmen	t or Suite Number	
PAYEE	321 E V	Valnut		Suite 201		
ADDRESS	Payee (City	<u> </u>			
	Des Ma	······································		Payee State	Payee Zip Code	
			<u> </u>	IA	50309	
3	Catego	ry		(\$) Expenditure	Amount	
EXPENDITURE		ising Expense		\$7,430.00		
DETAILS	<u> </u>	otion (If Category is "Other")				
	Media			Expenditure Date (yyyymmdd)		
				20160505		
4 Identify each candidate or ba	allot measi	ure supported or opposed by the abo	ve expenditure	e, if applicable.		
Candidate Last Name or Ballot N	leasure	Candidate First Name		ice Sought	Office Held	
Supported/Opposed		(if applicable)	(if a	pplicable)	(if applicable)	
Support for Proposition 1						
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PAYEE		4			
NAME	Busines	s Name, or Payee Last Name, if applicab	le		
Payee is an individual	AKPD N	lessage and Media			
2	Paueo /	Address/ PO Box	<u> </u>		
PAYEE		Franklin St		, <u> </u>	t or Suite Number
ADDRESS				Suite 404	
	Payee C			Payee State	Payee Zip Code
	Chicago	· · · · · · · · · · · · · · · · · · ·	<u></u> .	IL	60654
3	Categor	у		(\$) Expenditure A	Amount
EXPENDITURE	Consult	ing Expense		\$63,481.83	
DETAILS	Descrip	tion (If Category is "Other")		Expenditure Date	
	Ad Prod	uction		20160505	
4 Identify each candidate or ba	allot measu	re supported or opposed by the abo	ove expenditure	e, if applicable.	
Candidate Last Name or Ballot N		Candidate First Name		ice Sought	Office Held
Supported/Opposed		(if applicable)	(if a	pplicable)	(if applicable)
Support for Proposition 1					
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PAYEE						
NAME	Busine	ss Name, or Payee Last Name, if applicab	le			
Payee is an individual	Johnso	n Strategies, LLC				
2	Рауее	Address/ PO Box		Payee Apartmen	t or Suite Number	
PAYEE	46 12 D	usik Lane				
ADDRESS	Payee (City		Payee State	Payee Zip Code	
	Austin			ТХ	78746	
3	Catego	ry		(\$) Expenditure /	Amount	
EXPENDITURE	Adverti	sing Expense		\$37,475.00		
DETAILS	Descrip	tion (If Category is "Other")	<u> </u>	Expenditure Date		
2 2	Video P	roduction Services		20160505		
4 Identify each candidate or ba	llot measu	ure supported or opposed by the abc	ve expenditure	e, if applicable.		
Candidate Last Name or Ballot M Supported/Opposed	leasure	Candidate First Name (if applicable)		ce Sought pplicable)	Office Held	
Support for Proposition 1			(ii a		(if applicable)	
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PAYEE						
NAME	Busine	ess Name, or Payee Last Name, if applicabl	e			
Payee is an individual	Texas	Tribune Inc.				
2	Payee	Address/ PO Box		Payee Apartmen	t or Suite Number	
PAYEE	823 Co	ongress Avenue	- · · · · · · · · · · · · · · · · · · ·	Suite 1400		
ADDRESS	Payee	City		Payee State	Payee Zip Code	
	Austin	· · · · · · · · · · · · · · · · · · ·		хт	78701	
3	Catego	ргу	···	(\$) Expenditure	Amount	
EXPENDITURE	Adver	tising Expense		\$24,325.00		
DETAILS	Descri	ption (If Category is "Other")		Expenditure Date	e (yyyymmdd)	
	Printin	g Services		20160505		
4 Identify each candidate or bal	lot meas	sure supported or opposed by the abo	ve expenditure	e, if applicable.		
Candidate Last Name or Ballot Mo Supported/Opposed	easure	Candidate First Name (if applicable)		ice Sought opplicable)	Office Held (if applicable)	
Support for Proposition 1						
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PAYEE						
NAME	Busin	ess Name, or Payee Last Name, if applicable				
Payee is an individual	Kelly	Graphics				
2	Payee Address/ PO Box			Payee Apartment or Suite Number		
PAYEE	1409 Quaker Ridge					
	Payee City			Payee State	Payee Zip Code	
	Austin			TX	78746	
3	Category			(\$) Expenditure Amount		
EXPENDITURE		tising Expense		\$2,652.13		
DETAILS	Description (If Category is "Other")			Expenditure Date (yyyymmdd)		
	Printing Services			20160505		
4 Identify each candidate or ball	l ot mea:	sure supported or opposed by the above	e expenditure	, if applicable.		
Candidate Last Name or Ballot Measure Supported/Opposed				ce Sought pplicable)	Office Held (if applicable)	
Support for Proposition 1						
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PAYEE							
NAME	Busine	ess Name, or Payee Last Name, if applicat	ıle				
Payee is an individual		eet Insight					
2	Payee	Address/ PO Box	_	Payee Apartment	t or Suite Number		
PAYEE	P O Bo	x 1575					
ADDRESS	Payee	Payee City Rancho Santa Fe			Payee Zip Code		
,	Ranch				92067		
3							
	Catego	Category			(\$) Expenditure Amount		
EXPENDITURE	Consu	ting Expense		\$10,000.00			
DETAILS	Descri	Description (If Category is "Other")			Expenditure Date (yyyymmdd)		
	Campa	ign Consulting		20160505			
4 Identify each candidate or ba	 allot meas	ure supported or opposed by the abo	ve expenditur	. if applicable			
Candidate Last Name or Ballot N		Candidate First Name		ice Sought	Office Held		
Supported/Opposed		(if applicable)		pplicable)	(if applicable)		
Support for Proposition 1	:						
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1							
PAYEE							
NAME	Busine	ss Name, or Payee Last Name, if applicabl	e				
Payee is an individual	The Strategy Group, Inc.						
2	Payee Address/ PO Box			Payee Apartment or Suite Number			
PAYEE	750 N Franklin			Suite 404			
ADDRESS	Payee	Payee City			Payee State Payee Zip Code		
	lr	Chicago			60654-7205		
3	L		<u></u> _				
	Category			(\$) Expenditure Amount			
EXPENDITURE	Advert	Advertising Expense			\$300,593.06		
DETAILS	Descri	ption (If Category is "Other")		Expenditure Date (yyyymmdd)			
	Direct	Direct Mail					
A Identify each condidate or ba	llot moor						
		ure supported or opposed by the abo					
Candidate Last Name or Ballot Measure Supported/Opposed		Candidate First Name (if applicable)		ce Sought pplicable)	Office Held (if applicable)		
Support for Proposition 1							
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1						
PAYEE						
NAME	Business Name, or Payee Last Name, if applicable					
Payee is an individual	Frost Bank					
2	Payee Address/ PO Box			Payee Apartment or Suite Number		
PAYEE	100 V	Vest Houston St.				
ADDRESS	Payee City			Payee State	Payee Zip Code	
	San Antonio			ТХ	78205	
3	Categ	ory	(\$) Expenditure Amount			
EXPENDITURE	Accou	Inting/Banking		\$50.00		
DETAILS	Descr	iption (If Category is "Other")		Expenditure Date (yyyymmdd)		
	Wire	Fees		20160505		
4 Identify each candidate or bal	lot mea	sure supported or opposed by the above	expénditure	, if applicable.		
Candidate Last Name or Ballot Measure		Candidate First Name Off		ce Sought	Office Held	
Supported/Opposed Support for Proposition 1		(if applicable)	(if a	pplicable)	(if applicable)	
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