



Impact level
Cutting Edge

RIDESHARE

Rideshare encompasses all on-demand driver/taxi services including app-based companies Uber and Lyft.

How is rideshare different than carshare?

Unlike carshare services, rideshare services assume that you are requesting driver services in a vehicle that does not belong to you.

Do I need a corporate account to offer rideshare to employees?

No. Simply share direct links to resources and instructions for how to use rideshare options. Sharing information is free and encouraged! Corporate accounts are available if your employer wishes to further encourage employees to use these services as a supplement to other commute options.

Why should an employer offer rideshare to employees?

Rideshare options encourage employees to leave personal vehicles at home or live a car-free lifestyle. Combining rideshare with transit provides peace of mind for one-off occasions when an employee may need to get to a destination outside of a transit network or outside of normal transit schedules.

Company Example

U B E R



Wunderman, a creative agency located in the City of Seattle, has partnered with Uber for Business. According to Uber, “Wunderman is the first advertising company to partner with Uber on a national level, which means their employees can rely on Uber to get them where they need to go in over 320 cities and 58 countries globally.”

“Wunderman required an ‘on demand’ service that would be reliable and affordable. Our people deserve the comfort and convenience that Uber offers them. The change is in part a reflection of how our colleagues live, as well as work. The Uber for Business offering, the intuitive technology, even the cars themselves, fit with who we are as an agency and the type of work we do for our clients.”

-Mark Read, CEO, Wunderman



RIDESHARE CHECKLIST

- Incorporate rideshare vendors and options into your communications and programming. No employer account necessary! Do not assume employees are aware these services exist or that they understand how rideshare may supplement a normal commute.
- Reach out to vendors for free incentives such as coupons or credits to offer to employees as incentives. Invite vendors to transportation or health fairs to speak to employees directly.
- Research corporate account options with rideshare vendors. Each will have unique corporate account options. Consider which is right for your employees and budget.
- Share corporate account options with upper management and stakeholders.



RESOURCES



Wherever you're headed, count on Lyft for rides in minutes. The Lyft app matches you with local drivers at the tap of a button. Just request and go.

UBER

Tap the app, get a ride: Uber is the smartest way to get around. One tap and a car comes directly to you. Daily commute. Errand across town. Early morning flight. Wherever you're headed, count on Uber for a ride—no reservations needed.



Need a commute option that adapts to your changing schedule? Meet iCarpool - a mobile app to carpool with others going your way instantly! There's no fixed schedule or commitment. It's share-the-expense carpooling that is flexible, instant and social!
www.icarpool.com

Additional Resources

- [Commuter Seattle's Rideshare Guide](#)
- [Rideshare Online](#)
- [King County Metro Vanpool Riders Wanted](#)
- [King County Metro Vanshare Riders Wanted](#)
- [Shuttle Express](#)
- [SP+](#)