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# Ridesharing in the Columbia Basin Exploring the Opportunities



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## Executive Summary

Based on input provided at Climate Action Program (CAP) community meetings over the last year, there is evident interest in expanding and enhancing ridesharing in the Columbia Basin. In response to this interest, this paper provides a current snapshot of ridesharing trends, technologies and services to spark thoughtful dialogue and action among rideshare-interested Basin leaders, organizations, residents and businesses at the May 2 and 4<sup>th</sup>, 2018 rideshare meetings and beyond. The paper gives consideration to opportunities for ridesharing, carpooling, and load-sharing.

In the Columbia Basin, in 2012, transportation contributed approximately 0.72 Mt CO<sub>2</sub>e or 17% of total GHG emissions. Meanwhile, 73% of Basin residents drive to work in a single occupancy vehicle.<sup>1</sup> Ridesharing can reduce these emissions by increasing the number of passengers per vehicle, thereby eliminating the need for some individuals to drive their own cars.

Due to advances in GPS and smartphone technology, growing momentum of the sharing economy, the proliferation of ride hailing services around the world, and the continuing decline of B.C. intercity bus service, the time may be right for a shift-change in ridesharing in the Columbia Basin region. BlaBlaCar's 60 million members (largely in Europe) indicate that wide-spread ridesharing is possible.

Ridesharing is defined as an arrangement between two or more people to travel together in a single vehicle to a common or proximate destination(s). The driver's intent is to travel primarily for personal purposes and not to profit from passengers. In contrast, ride hailing, e.g. services like Lyft and Uber, is an on-demand, for-profit service where a vehicle and driver is hired for a fee to transport passengers between locations of their choice.

Common motivating factors for ridesharing can include: cost savings, social aspects, environmental reasons, and saving time. Common barriers to ridesharing include: availability, inconvenience, lack of flexibility, trust or safety concerns, and privacy concerns. Studies have found that people are much less willing to share a ride with strangers than with direct or indirect friends and acquaintances.

The Columbia Basin has one main active rideshare platform—the Rideshare Network—and three additional rideshare platforms that cover the geographic region but do not appear to be used actively within the Basin. In addition, there is a regional and several local ridesharing Facebook groups.

A review of 20 ridesharing platforms identified features that could make ridesharing more viable and attractive in the Basin by enabling real-time ridesharing, increasing security and privacy, promoting convenience, and covering the costs of platform providers.

This paper's discussion section poses questions to stimulate dialogue on the how to support and enhance ridesharing in the Basin such as:

- How to achieve and sustain a sufficient critical mass of rideshare drivers and riders in the Basin?

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<sup>1</sup> According to 2016 Statistics Canada census data if passenger data is subtracted from

- How to attract more rideshare users, including non-traditional users such as seniors?
- What rideshare service features are most important to current and prospective rideshare users in the Basin?
- Is social media integration desirable?
- Are mobile apps the future of ridesharing?
- Can ridesharing services also serve demand for carpooling, load-sharing and event-based ridesharing?
- How can local and provincial government support ridesharing?
- How may the regulation of ride hailing in BC impact ridesharing?

## How to Read this Paper

We welcome your interest in the future of ridesharing in the Columbia Basin. This paper is intended to provide you with background information to support your participation at the Climate Action Program's rideshare workshops in early May 2018. If your time is limited, we encourage you, at minimum, to read the definitions and discussion section of this paper prior to the workshop. More information on the rideshare, car pooling, load-sharing, and ride hailing examples reviewed for the paper can be found in the Appendix. Links to ridesharing services and providers have been included throughout this document.

## 1. What is the Climate Action Program and Why Ridesharing?

Columbia Basin Trust's Climate Action Program (CAP) is a three-year initiative that provides funding and support to develop local and regional climate action projects in the following focus areas:

**Reducing greenhouse gas emissions:** low carbon transportation, organic waste diversion, and other projects that will result in significant and measurable reductions to greenhouse gas emissions.

**Climate change adaptation:** community wildfire and flood risk reduction, community water supply and demand management actions, community climate adaptation plan implementation, and other projects that will tangibly support communities to adapt to a changing climate.

The Program is designed to advance the climate resilience goal identified in the Trust's Environment Strategic Plan and build on the Trust's previous climate change initiatives—Communities Adapting to Climate Change Initiative and Carbon Neutral Kootenays.

As a core part of the program, the Trust is hosting community climate action meetings across the Basin to help a diverse cross section of community leaders understand the local implications of climate change and to identify, prioritize and initiate local climate action projects.

In most of CAP's 15 community meetings to date, participants identified ridesharing as a strategy to help reduce transportation-related greenhouse gas emissions. To support a more focused exploration of how ridesharing could play a larger role in Basin transportation options, CAP is facilitating two workshops in May 2018, one in the west Kootenay and one in the east Kootenay. The

intent is to bring together local leaders, organizations, businesses and residents with an interest in the future of ridesharing.

Projects identified at or following these workshops may be eligible for funding by the Trust's Climate Action Program. In preparation for the workshops, CAP has conducted research to:

- a) identify the current state of ridesharing in the Basin,
- b) understand more about typical rideshare users,
- c) highlight best practices and innovation in ridesharing in other jurisdictions, and
- d) articulate key questions relevant to increasing rideshare in the Basin.

The time seems right for a shift-change in transportation involving ridesharing. Advances in GPS, smartphone technology, and new methods to connect riders and drivers<sup>2</sup> have resulted in the development and proliferation of ride hailing and ridesharing companies.

These “disruptive” transportation services are transforming how individuals see and use transportation. Also described as the “sharing economy”, the peer-to-peer exchange of goods and services has gained momentum, which is shifting thinking on how basic goods and services, such as transportation, can be delivered.

Intercity bus service in BC, traditionally provided by Greyhound, has been declining for the last decade or more, and is no longer a viable service for many (e.g. 2 am pick-up times). The Interior Health Authority partners with regional districts and BC Transit to provide limited yet very affordable Health Connections bus services to facilitate access to non-emergency, physician-referred medical care for patients outside their home communities, facilitating transportation to Cranbrook in the east Kootenay and Trail in the west Kootenay.

Carbon-pricing and a desire for climate action is focusing efforts on and desire for more carbon-efficient transportation. Finally, the province is preparing to introduce legislation that will legalize ride hailing in British Columbia.

[BlaBlaCar](#)'s 60 million members (outside North America) indicate that wide-spread ridesharing is possible. But the barriers cannot be ignored, [BlaBlaCar](#) has indicated that it will not extend its operations to North America because the cost of driving is three times less than in Europe, so there is less incentive to share rides.

Technology-enabled ride hailing and ridesharing platforms are providing an alternative to traditional transportation services (public transit, taxi) in many major urban centres, which is where many companies focus their efforts due to greater profits and viability due to population density. As a result, rural and small and medium communities are also poised to examine how they can effectively use and benefit from the advent of these new technologies to serve their transportation needs.

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<sup>2</sup> Rideshare platforms have combined algorithms and GPS technology to match riders with drivers who have the same (or similar) route.

## Research Goal and Objectives

This paper gives consideration to ridesharing, ride hailing, carpooling, and load-sharing (see page 5 for definitions). Our sources include an assessment of existing rideshare platforms, interviews with several rideshare services and Basin businesses and residents, and a review of academic literature on ridesharing. The paper aims to achieve the following goal and objectives:

### Goal:

- Identify successful rideshare services, documenting best practices, technologies and success factors that can support ridesharing success in the Basin context.

### Objectives:

- Outline the current status of ridesharing in the Basin: e.g. existing services and sites, and current usage.
- Understand strengths and weaknesses of different rideshare platforms.
- Through a literature review, determine the profile of typical rideshare users, their needs and preferences, and how to increase rideshare participation, especially for small communities and rural users.
- Articulate discussion questions that could lead to the identification of projects and strategies to enhance and expand ridesharing in the Basin.

## 2. Background

### The Challenge: Transportation and GHG Emissions

Moving people and goods around the Basin is essential for economic and social prosperity. Taking responsibility for climate change means finding and adopting low carbon transportation options that meet the needs and preferences of Basin residents, businesses, and visitors.

Globally, fossil-fuel based vehicles are a significant contributor to greenhouse gas emissions – 14 percent in 2010. In the Columbia Basin in 2012, transportation contributed approximately 0.72 Mt CO<sub>2</sub>e or 17% of total GHG emissions.<sup>3</sup> Excluding large industrial emitters<sup>4</sup>, transportation emissions account for 41% of the Basin's yearly GHG emissions. Basin residents, businesses, and government pay \$452 million in annual fuel costs.<sup>5</sup>

Sharing rides can reduce the number of cars on the road thereby reducing GHG emissions. Unfortunately, data indicates there is a trend in the Basin (and throughout Canada and the United States) for decreased ridesharing. Between 1996 and 2016, proportionally, fewer people drove to work as a passenger and more people drove to work as a driver – indicating there is now less carpooling in the Basin than in 1996 (see Exhibit 1 and Exhibit 2 below). While there may be various reasons driving this shift, the trend to more flexible hours of work and remote working may be

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<sup>3</sup> This is based on combining 2007 transportation GHG data with the 2012 inventory.

<sup>4</sup> Entities emitting over 10,000 tCO<sub>2</sub>e/year.

<sup>5</sup> Based on 2007 transportation data and average fuel prices in Vancouver for 2016. (Statistics Canada, 2016)

contributing to this decline. As of 2016, a high proportion of Basin residents, at minimum 73 percent, drive to work in a single occupancy vehicle.<sup>6</sup>

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<sup>6</sup> According to 2016 Statistics Canada census data if passenger data is subtracted from commute to work as driver. Percentage of drivers in single occupancy vehicles could be higher as drivers could host multiple passengers.



Exhibit 1 Commute to Work as a Passenger in the Basin, 1996-2016<sup>7</sup>

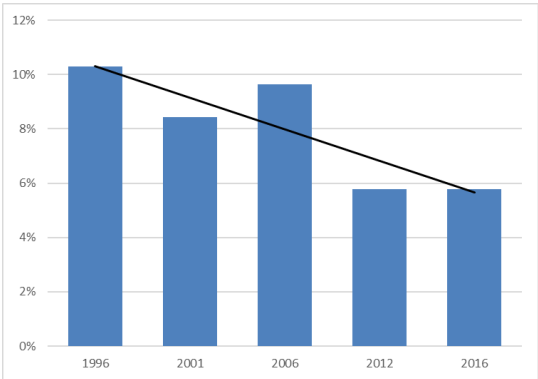
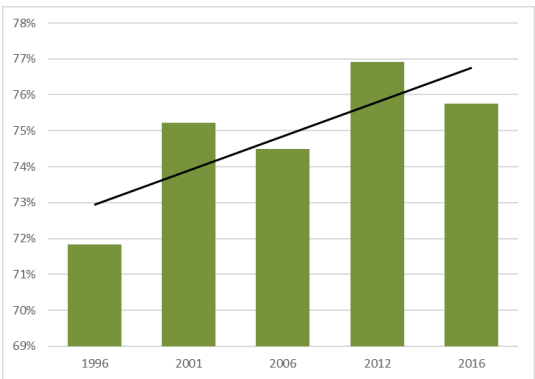


Exhibit 2 Commute to Work as a Driver in the Basin, 1996-2016

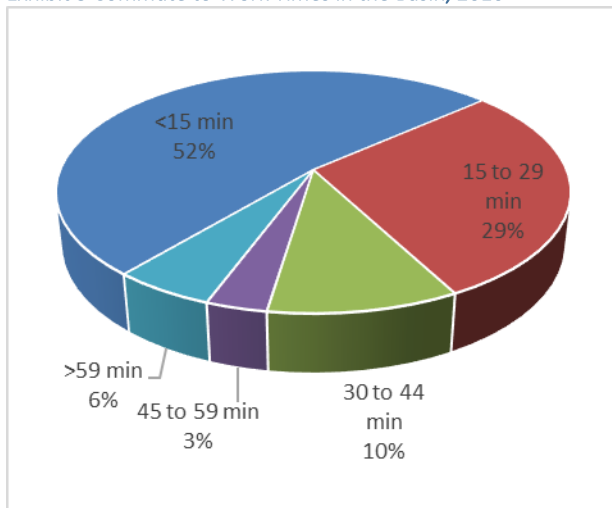


<sup>7</sup> (Statistics Canada, 2016)

Commute to work times are relevant to ridesharing as the longer the ride the greater the chance someone will want to rideshare (see section 4 for further details). The majority (52 %) of Basin-based commutes are less than 15 minutes, 29 percent are 15-29 minutes, and 19 percent are greater than 29 minutes (see

Exhibit 3 below). The latter commuters have a greater chance of ridesharing due to the length of their commute.

Exhibit 3 Commute to Work Times in the Basin, 2016<sup>8</sup>



## Key Terms and Definitions

While ridesharing and ride hailing are often used interchangeably, for the purposes of this discussion paper and the associated workshops, ridesharing and ride hailing are distinct and separate concepts. The distinction is relevant for legal, regulatory and tax purposes. Accordingly, the following definitions will be used:

**Rideshare** – An arrangement between two or more people to travel together in a single vehicle to a common or proximate destination(s) (Select Standing Committee on Crown Corporations, 2018).

Ridesharing platforms often add two distinguishing factors:

1. The driver's main intent behind the ride is for personal purposes, that is, picking up passengers is incidental to the driver's purpose for the trip, and
2. Picking up passengers helps cover costs, but the intent is not to make a profit (Ridesharing.com, 2018). Rideshare for-profit platforms most often charge a booking fee on rideshared rides. Profit-driven ridesharing (defined as ride hailing – see below) triggers Canadian Revenue Agency (CRA) taxation rules requiring a driver to charge and remit GST (and HST where applicable) and in BC provincial regulation requires drivers to hold a specific

<sup>8</sup> (Statistics Canada, 2016)

license, insurance etc. (see more information in the section Provincial Policy and Regulatory Environment). [Kangaride](#) uses the CRA's eligible expenses of \$ 0.54 / km for the first 5,000 kilometers driven; \$ 0.48 / km for all subsequent kilometers traveled. A ride between Fernie and Nelson, for example, for one passenger cannot exceed \$88 if it is to avoid triggering reporting of income.

Ridesharing can be initiated in different ways:

- **Acquaintance-based ridesharing** – rides are shared between families, friends, and co-workers. They are rides between individuals who already have a relationship.
- **Formal ridesharing** – rides are identified and shared between people using a rideshare service or organization (this includes rideshare-dedicated Facebook groups and pages)
- **Ad hoc ridesharing** – users who don't know each other but seek rides by visiting a "hitching spot" or van pool locations.

All three types of ridesharing currently exist in the Columbia Basin.

The term ridesharing also includes:

- **Carpooling** – reoccurring rides to and from workplaces, colleges, schools, etc.
- **Real-time ridesharing** – drivers and passengers making one-time ride matches very close to their departure time, or enroute, with sufficient convenience and flexibility to be used daily (Dynamic Ridesharing, 2015) . Smartphones and GPS navigation are technologies required for this type of ridesharing.

**Ride hailing** (e.g. services like Uber and Lyft) – this is distinct from ridesharing above. Ride hailing is an immediate or on-demand service where a vehicle and drivers are hired for a fee to transport passengers between locations of their choice. The province of BC classifies ride hailing services as being offered by transportation network companies or taxi operators.

- **Transportation Network Company (TNCs)**– A company that provides for pre-arranged transportation in a privately-owned vehicle for financial compensation that is paid to the driver and to the transportation network company. The transportation network company engages exclusively in app-based ride hailing services, connecting passengers with drivers willing to use their personal vehicles to drive paying passengers. (Select Standing Committee on Crown Corporations, 2018)

Some analysis show that the climate impact of ride hailing is equivalent to a single occupancy vehicle with a chauffeur<sup>9</sup> and that some of the trips are displacing walking and public transit trips (Gehrke, 2018).<sup>10 11</sup> Due to these GHG implications, CAP's primary attention is on ridesharing as defined above. However, the possible legalization of ride hailing in British Columbia (see Ride Hailing in BC section below) is relevant as it may allow ridesharing drivers to make a profit off their seats, which

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<sup>9</sup> Some evidence shows that vehicles driven by professional drivers idle more and run with only the drivers for periods of time (Barnard, 2016).

<sup>10</sup> In Boston, a 2017 study found that 15% of ride-hailing trips added more vehicles to Boston's roadways.

<sup>11</sup> Some studies show that ride hailing is enabling individuals to sell their personal vehicles which may have positive climate mitigation impacts by encouraging some walking and public transit.

could further incent ridesharing. For-profit ridesharing may bring a suite of positive or negative benefits to be addressed in the discussion section.

**Load-sharing services** – moving cargo or replaces passengers with cargo.

There is interest in exploring and enhancing both commercial and private load-sharing in the Basin. The former may also be called collaborative transportation. Load-sharing was identified as an area of interest in a regional logistics and shipping analysis conducted for the Trust in 2017.

## Provincial Policy and Regulatory Environment

Since ride hailing and ridesharing are close in nature, any dialogue on ridesharing must take into account existing legal restrictions in British Columbia, as the province’s regulatory framework currently does not allow for ride hailing. Ride hailing could increase the mobility of Basin residents and will be addressed in the discussion section of this paper (see page 18).

A provincially mandated board, the Passenger Transportation Board, sets rules such as the number of taxis that can operate within a municipality, the areas taxis can operate in, fare structures, and policies and programs to address safety and accessibility. Provincial legislation also authorizes local governments to write by-laws for taxis in their jurisdiction. In addition, ICBC has no insurance coverage option for TNCs.<sup>12</sup>

While there is still uncertainty about regulatory restrictions or barriers that may be contained in any new legislation, it looks promising that BC will soon allow ride hailing. In February, an all-party committee released a report making recommendations to help pave the way for introducing ride-hailing (Peter Fassbender, Minister of Community, Sport and Cultural Development and Minister Responsible for TransLink, 2016).

The committee’s report recognized the distinct needs of rural areas and recommended that, “regulations be implemented with a lens that takes into account small, rural, and remote communities as they may have different challenges that will need to be considered...Recognizing that those who choose to drive for a TNC in a small community are more likely to participate on a casual basis, the Committee agreed that barriers to entry should be low, but not at the expense of public safety.” The committee makes multiple recommendations in regard to safety.

There has been no commitment from government on timing for changes in legislation to allow ride hailing and from ICBC to offer an appropriate insurance product for ride hailing.

## Columbia Basin Context

The Columbia Basin has unique characteristics that present both advantages and barriers to ridesharing. These should be considered when discussing how (and whether) to enhance and expand ridesharing in the Basin.

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<sup>12</sup> Currently, standard automobile insurance excludes coverage if the vehicles is used to carry paying passengers (Insurance Bureau of Canada, 2017).

## Advantages

Basin communities have the following characteristics that can be advantageous to ridesharing:

- Knowing your neighbour: social connections with more individuals in close-proximity,
- Small town trust: greater level of trust with unfamiliar people as there are often secondary connections to friends or family,
- Focused destination points: concentrated destinations for work and recreation (e.g. ski hills, festivals) or long trips to near-by larger population centres (e.g. Calgary, Okanagan, lower Mainland and Spokane), and
- Need to drive: Alternative transportation options are limited (e.g. public transit and intercity bus services).

## Barriers

Small and rural communities may lack some of the common motivators for ridesharing in urban areas:

- Parking is generally less constrained and less costly (usually free),
- Most people own or have access to a car, and
- Congestion is very limited therefore ridesharing incentives such as high occupancy lanes are not applicable.
- Need to drive: Alternative transportation options are limited (e.g. public transit and intercity bus services), which means there is a strong car/truck culture in the region.

## 3. Basin Ridesharing Status

The most active ridesharing website covering the Columbia Basin is the Rideshare Network. The site is better known as *Kootenay Rideshare*, which is a “node” in the Rideshare Network. The site is a project of *Sustainable Kootenays*. In 2017, it had 3,830 trips posted by drivers, and 4,012 rides requested by passengers. It had 2,231 confirmed rides which is a 55 percent fulfillment rate for ride requests and a 58 percent fulfillment rate for rides posted. The 2017 confirmed rides provided over 887,000 kilometers of rides, with an average of 398 km per ride, resulting in over 300 tCO<sub>2</sub>e saved.<sup>13</sup>

We also found three for-profit ridesharing sites whose geographic reach includes the Columbia Basin:

- Poparide – with some active rides offered and rides needed in the Columbia Basin,
- Carpoolworld – with some active rides offered and rides needed in the Columbia Basin, and
- Ridesharing.com – no active rides offered or rides within the Columbia Basin, but the site itself is active and geographically covers the Basin.

The Basin also has multiple local and regional ridesharing Facebook sites. While this list may not capture all the Basin-relevant ridesharing sites on Facebook, it offers some insights on the use frequency of these informal sites:<sup>14</sup>

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<sup>13</sup> Fernie has a rideshare website but due to low traffic we considered it almost defunct.

<sup>14</sup> Numbers are up to date as of March 22, 2017.

- Fernie Rideshare – 1770 members, 10+ posts a day;
- Golden rideshare – 2200 members, 3 posts a day;
- Kaslo to Nelson rideshare – 447 members, 4 posts in the last 30 days;
- Kootenay Rideshare<sup>15</sup> – 3728 members, 10+ posts a day;
- Montana Shipping Outlet (load-sharing site) – 434 members, 5 posts in the last 30 days; and
- Revelstoke rideshare – 4658 members, 10+ posts a day.

#### 4. Typical and Potential Rideshare Users: Needs, Barriers, and Influences<sup>16</sup>

The following sections are based on a broad literature review on the topic of ridesharing.

##### Typical Rideshare User

A rideshare user is more likely to:

- be female,<sup>17 18</sup>
- be between 29-49 years of age,
- have environmental awareness, and
- use other modes of transport (Delhomme, 2016) (Lee, 2016).

Paradoxically, it is women and younger commuters who are less likely to use a formal rideshare program or platform, possibly due to concerns of interacting with strangers. It seems those who would self-organize ridesharing with acquaintances are not the same individuals who would participate in a rideshare service with strangers.

Results also indicate that if public transit is not available, there is greater likelihood individuals are willing to rideshare (Lee, 2016).

##### Motivation

Motivating factors for ridesharing can include (in order of priority):

- cost savings,
- social aspects,

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<sup>15</sup> This Kootenay Rideshare Facebook page is not related to the Rideshare Network's Kootenay Rideshare.

<sup>16</sup> Caution should be used in extrapolating these findings to Canada or the Columbia Basin. The research examined was located in Europe and the United States and sometimes was focused on a particular community, for example university students and faculty, and these results do not necessarily translate to the Columbia Basin.

<sup>17</sup> Unless distinguished by the study, results could be a mix of acquaintance-based, formal, and ad hoc ridesharing (see definitions on page 2 Key Terms and Definitions).

<sup>18</sup> According to Wikipedia, the majority of Zimride users are women. <https://en.wikipedia.org/wiki/Zimride>

- environmental reasons, and
- saving time (Gargiulob, 2015) (Delhomme, 2016) (Chaube, 2010).

In some studies, environmental motivations were not mentioned at all (Riber Nielson, 2015). When comparing ridesharing to transit, users found ridesharing to be more comfortable, faster, and have greater flexibility (Riber Nielson, 2015).

## Barriers

Barriers to ridesharing identified in the literature include:

- **Availability** – Some found it difficult to find a ride or riders – especially for short distances (Chaube, 2010). This was deemed, by some, to be the greatest barrier when changing rideshare behaviour (Riber Nielson, 2015),
- **Inconvenience** – Two types of inconvenience were identified: a) the time and effort required to pick someone up or find a ride, and b) the inconvenience of needing to socialize while they drive/ride,
- **Lack of flexibility** – People want the flexibility to deviate from their travel plan,
- **Trust or safety concerns** – Two types of safety concerns were identified: a) the driver's and vehicle's ability to keep them safe on the road, and b) their personal vulnerability of getting into a car with a stranger, and
- **Privacy concerns** – Individuals don't want to share personal information with a stranger (e.g. address, phone number).

Studies have found that people are much less willing to share a ride with strangers than with direct or indirect friends and acquaintances. Multiple studies demonstrate there is a significant reluctance to ride with strangers. One study found that with potential rideshare passengers:

- 98% would accept rides from friends,
- 69% would also accept rides from the friend of a friend,
- 69% would accept rides from people in their community,
- 50% would accept rides from where they study, and
- 7% would accept rides from strangers.

Drivers were similar to passengers except they had a greater propensity to offer rides to friends of friends (82% willing) (Wang, 2017). Another finding is that drivers are less likely to detour their route for strangers (Wang, 2017)

## Needs

One study associated with a potential formal real-time rideshare program found that users would like to:

- give a rating or a feedback to other users (86%),
- be sure of the ride cost before a matching occurs (84%), and

- know the details of the rideshare e.g. how many people (61%).

Other findings include:

- some willingness to provide personal information before a rideshare (50%), and
- some desire to have access to an existing social network profile to build trust in the rideshare user (39%) (Gargiulob, 2015).

Potential users found the strengths of real-time ridesharing to be real-time response, reduced waiting times, transaction trust (facilitated by an organization that serves as a go-between), flexibility in starting and ending points, and the availability of electronic payment options (Gargiulob, 2015).

### Typical Rideshare Trips

The literature review produced few findings on rideshare trip types. The only themes found were:

- People were much less likely to rideshare for children-related trips. This is a logical and immovable response given their vehicles might already be full, children's carseats can be a strong barrier, and there would be heightened safety concerns for children.
- Rideshare users tend to travel farther than single-occupancy vehicle drivers, and one study suggests that ridesharing becomes appealing at a travel distance of 16 kilometers or more (Lee, 2016).

### Recommendations in the Literature

Some studies make recommendations related to critical mass, design of rideshare services, and the use of social media.

#### a) The Need for Critical Mass

Because the single biggest barrier to ridesharing is the availability of matches or sufficient critical mass, both demand and supply should ideally grow in parallel. As more members are willing to participate, the availability of rides increases and so does the convenience and flexibility. With more rides offered, there is less of a chance of a negative experience (i.e. ride not filled) and a greater chance for a positive experience (i.e. ride filled, money saved, positive social experience etc.). It is these affirmative experiences that will create a positive feedback response by encouraging a user to return to the service and spread knowledge of the service through word of mouth.

#### b) Importance of Rideshare Service Design

Rideshare services should improve the usability of their ridesharing connection tool to ensure convenience. One study found that formal ridesharing services can reduce barriers to ridesharing by increasing the ease of use, ability to see departures, prices, relevant trips, and providing the ability to rank drivers and passengers (Riber Nielson, 2015).<sup>19</sup> Riders and drivers need to be able to check preferences for things like luggage or conversations, and in an ideal scenario would be able to check

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<sup>19</sup> Trust was still stated as a barrier and rating systems often lack volume of reliable or sufficient users.



for rides inside their own acquaintance circles (work or leisure) to increase levels of trust. (Riber Nielson, 2015).

**c) Leveraging Social Media and Facebook**

Since acquaintance-based carpooling can minimize negative perceptions related to safety, privacy, and social awkwardness, connecting formal ridesharing to social media networks can tap into extended relationships to reach a larger population that someone is willing to rideshare with (Chaube, 2010). Facebook (or potentially other relevant social networks) offers a large opportunity for ridesharing services because: a) they host “events” posted that are connected to social networks, and b) offer means for users and drivers to build trust by reviewing profiles and connections to their “friends” (Riber Nielson, 2015).

**5. Existing Rideshare, Carpooling and Ride Hailing Services**

We scanned 20 ridesharing platforms (including carpooling and event-based sharing), as well as numerous ride hailing services and ridesharing software platforms. A summary of each rideshare platform can be found in Appendix: Examples of Rideshare, Carpooling and Ride-Hailing Platforms on page 23.

The following criteria were considered when reviewing ridesharing sites:

- Best practices: what makes the service unique?
- Small community/rural fit: is it applicable in a rural context?
- Service: what services does the platform/app offer?
- Business model: how does it financially sustain itself? What does it charge its customers?

**Unique and Distinctive Features Available on Ridesharing Sites**

Exhibit 4 below outlines a summary review of ridesharing sites/apps and their relevance to the Columbia Basin. Various features of different rideshare sites are listed as well as some of their potential benefits and drawbacks.

One consistent drawback for all features is it will take human resources and money to introduce them to any existing platform.

**Exhibit 4 Rideshare Site Features – Potential Benefits and Drawbacks**

Feature	Benefit	Drawback
<b>Real-time Ridesharing</b>		

Feature	Benefit	Drawback
<p>Integrate with GPS navigation software – can direct driver on where to pick-up rider</p> <p>e.g. Flic <a href="http://flic.org">flic.org</a></p>	<p>Reduces inconvenience for driver to pick up rider</p>	<p>App required</p>
<p>Real-time ridesharing capability – uses an app, instantly provides matches (with notifications) and marketing targets use for shorter rides</p> <p>e.g. Flic <a href="http://flic.org">flic.org</a></p>	<ul style="list-style-type: none"> <li>• May be a climate-friendly solution to ride hailing in areas with few drivers</li> <li>• Could increase in popularity with increased awareness and use of ride hailing</li> <li>• Could increase propensity to walk for a short trip if there is a possibility of being picked up</li> </ul>	<ul style="list-style-type: none"> <li>• Possibly insufficient population density to enable functionality</li> <li>• Real-time ridesharing has failed in many regions (Dynamic Ridesharing, 2015)</li> </ul>
<p>Special Interest</p>		
<p>Can create rideshare nodes (or private channels)</p> <p>e.g. Rideconnect <a href="http://rideconnect.com">rideconnect.com</a></p>	<p>Could be used by organizations or friendship groups to create a node that would increase feelings of security and increase overall ridesharing</p>	
<p>Event-based rideshare nodes</p> <p>e.g. Flok <a href="http://www.weflok.com">www.weflok.com</a></p>	<ul style="list-style-type: none"> <li>• May be viewed by potential rideshare users as an excellent social opportunity</li> <li>• Builds familiarity with platform to increase probability of future use</li> </ul>	

Feature	Benefit	Drawback
<p>Offer company or school-based rideshare nodes (create private or public rideshare sites)</p> <p>e.g. Zimride <a href="http://zimride.com">zimride.com</a></p>	<ul style="list-style-type: none"> <li>Addresses lack of trust in users – a key barrier to ridesharing</li> <li>Enhances social opportunities through ridesharing – a main driver</li> </ul>	
<b>Social Media</b>		
<p>Allow sign-in via Facebook</p> <p>e.g. Rideconnect <a href="http://rideconnect.com">rideconnect.com</a></p>	<ul style="list-style-type: none"> <li>Ease for sign-in</li> </ul>	
<p>Rides posted appear on Facebook site</p> <p>e.g. BC Rideshare <a href="http://bcrideshare.com">bcrideshare.com</a></p>	<p>Potentially integrates existing Facebook rideshare groups with a rideshare platform to work towards building critical mass (a key barrier to ridesharing)</p>	<ul style="list-style-type: none"> <li>Facebook page administrators may not be willing to integrating with a rideshare organization</li> <li>Unknown whether Facebook would allow this functionality</li> </ul>
<p>Can limit ridesharing to mutual Facebook friends and has a Facebook interface to post, search for and organize rides</p> <p>e.g. Zimride <a href="http://zimride.com">zimride.com</a></p>	<p>Addresses lack of trust in users – a key barrier to ridesharing</p>	<p>Zimride has integrated this feature<sup>20</sup> but unknown whether Facebook would allow this functionality with other sites</p>

<sup>20</sup> Zimride received seed money from Facebook’s fbfund.

Feature	Benefit	Drawback
<b>Convenience</b>		
<p>Greater integration with other transportation options (e.g. includes transit as an option in search, or provides time for bike or walk if ride search doesn't find a match)</p> <p>e.g. Smart Commute</p> <p><a href="http://smartcommute.ca">smartcommute.ca</a></p>	<ul style="list-style-type: none"> <li>• May help to build critical mass for rideshare</li> <li>• May reduce GHGs and increase mobility by encouraging other transportation alternatives</li> </ul>	<ul style="list-style-type: none"> <li>• Unknown whether this model was successful in Toronto</li> <li>• Often do not have a strong transit alternative (unlike Smart Commute in Toronto)</li> </ul>
<p>Ability to limit driver detour</p> <p>e.g. Carpool World</p> <p><a href="http://carpoolworld.com">carpoolworld.com</a></p>	<p>Reduces inconvenience for drivers</p>	<p>May reduce number of rides connected</p>
<p>Can chat to driver/rider through app</p> <p>e.g. Blablacar</p> <p><a href="http://blablacar.co.uk">blablacar.co.uk</a></p>	<ul style="list-style-type: none"> <li>• Makes connecting easier</li> <li>• Avoids having to share private information</li> </ul>	<p>Must have an app</p>
<p>Check boxes to communicate ride details (e.g. skis, bikes, pets, smoking etc. allowed)</p> <p>e.g. Poparide</p> <p><a href="http://poparide.com">poparide.com</a></p>	<p>Allows a driver to easily communicate what they can offer</p>	
<p>Provides average response time and response rate</p> <p>e.g. Flinc</p> <p><a href="http://flinc.org">flinc.org</a></p>	<p>Provides incentive to respond promptly to interested riders/drivers</p>	<p>Could penalize those who are slower to respond</p>
<p>Visual map of where rides are available</p> <p>e.g. Poparide</p> <p><a href="http://poparide.com">poparide.com</a></p>	<p>The positive visual could further encourage potential users when they approach a site (if there is sufficient volume)</p>	

Feature	Benefit	Drawback
Tracks personal rides shared and GHG emissions saved e.g. Smart Commute <a href="http://smartcommute.ca">smartcommute.ca</a>	Provides affirmation of eco-behaviour	
<b>Payment, Incentive, &amp; Revenue</b>		
Suggested ride costs that reflect full costs e.g. fuel, depreciation, insurance maintenance, or rental cost e.g. BlaBlaCar <a href="http://blablacar.co.uk">blablacar.co.uk</a>	<ul style="list-style-type: none"> <li>• Incentivizes drivers to offer rides</li> </ul>	<ul style="list-style-type: none"> <li>• Higher prices may dissuade some riders</li> </ul>
Drivers fees per seat are profitable (but unlike ride hailing driver was already taking the trip) <a href="http://rideconnect.com">rideconnect.com</a>	<ul style="list-style-type: none"> <li>• Could provide sufficient incentive for drivers to viably introduce real-time ridesharing in the Basin</li> <li>• More climate-friendly than ride hailing</li> </ul>	Currently illegal in BC and CRA has taxation requirements
Payment through ridesharing site e.g. Poparide <a href="http://poparide.com">poparide.com</a>	<ul style="list-style-type: none"> <li>• Removes awkwardness of money exchange</li> <li>• Favoured by drivers</li> </ul>	Can discourage those who don't know or trust e-banking
Fee taken by broker e.g. Ridesharing.com <a href="http://Ridesharing.com">Ridesharing.com</a>	Can ensure ride site is self-sustaining and can help pay for promotion	Some will want to avoid a fee and look for other avenues to rideshare
Advertisements on site e.g. Group Carpool <a href="http://groupcarpool.com">groupcarpool.com</a>	Can ensure ride site is self-sustaining and can pay for promotion	<ul style="list-style-type: none"> <li>• Some people may be turned off internet advertising</li> <li>• Possibly slow down site</li> </ul>
<b>Safety/Security</b>		

Feature	Benefit	Drawback
<p><b>Ability to rate driver and/or rider</b></p>	<p>Addresses lack of trust in users – a key barrier to ridesharing</p>	<p>Possibility of false ratings and may be more difficult to become a new user with no ratings</p>
<p><b>Finds users close to my home</b>                      e.g. Flinc  <a href="http://flinc.org">flinc.org</a></p>	<ul style="list-style-type: none"> <li>• Addresses lack of trust in users – a key barrier to ridesharing</li> <li>• Enhances social opportunities through ridesharing – a main driver</li> </ul>	<p>May be unwilling to post personal information</p>
<p><b>Verification of cell phone, personal photo, car information (including presence of snow tires), etc.</b>                      e.g. BlaBlaCar  <a href="http://blablacar.co.uk">blablacar.co.uk</a></p>	<ul style="list-style-type: none"> <li>• Addresses lack of trust in users – a key barrier to ridesharing</li> <li>• Addresses safety concerns around vehicle – a key barrier to ridesharing</li> </ul>	<p>Makes it appear more onerous to sign-up which may reduce users</p>

## 6. Discussion

This section presents a series of preliminary questions to help spark and guide discussion at the rideshare workshops in May and beyond. The questions are developed based on our key findings from our review of rideshare platforms, interviews with select Basin residents and businesses, and review of academic literature.

### Critical Mass

Achieving a critical mass of participants is a key solution to increasing ridesharing in the Basin. The more riders using a service the greater the potential to exponentially expand ridesharing through positive feedback mechanisms based on direct experience and convenience. General awareness of services, trust/safety, availability, and convenience appear to be the key barriers to ridesharing that are reducing participation numbers. The [Rideshare Network](#) appears to have the highest use of any formal ridesharing site in the Basin.

- What are the best strategies to increase rideshare participation and create critical mass?
  - What is needed for ridesharing services to be financially self-sustaining?
- Should efforts be made to integrate existing ridesharing sites in the Columbia Basin to link users and increase critical mass? How?
  - Is Rideshare Network integration with ad hoc Facebook groups possible?
- Are there any essential services or features that would help build momentum around ridesharing?
- Would calculating the full cost of driving be sufficient to further incent drivers?
  - Would fewer riders participate in ridesharing?
- What kind of communications and marketing efforts are needed to build the critical mass for ridesharing to be sustainable in the Basin?

### Traditional and Non-traditional Markets

The typical rideshare user is 18 to 35, pursuing longer driving trips, and uses other alternative forms of transportation. Cost savings is a key motivation for potential rideshare users.

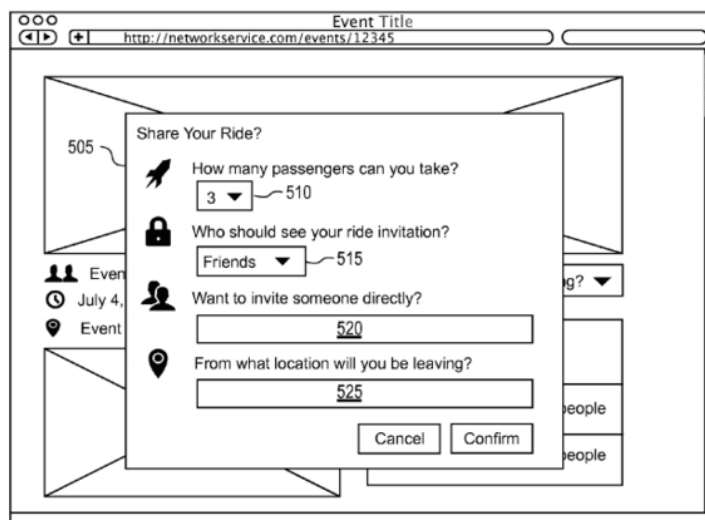
- As traditional users, should young people be the focus of a marketing campaign? They are cost sensitive, do not always own vehicles, and young people may be attracted by the social opportunities associated with rideshare.
- Are seniors an untapped rideshare market? They are also cost sensitive, often do not have access to vehicles or are not comfortable acting as driver for long distances. Would seniors use rideshare if they were coached on the technology? Or would additional services such as a call-centre need to be offered?

## Social Media

Integration with social media is highlighted in the academic research as a solution to overcome trust issues related to ridesharing. To help overcome anxiety of riding with a stranger, [Zimride](#) allows potential rides to be limited to those having mutual Facebook friends (see Appendix). Ad hoc ridesharing is already happening through Facebook but it lacks some of the structure and functionality that formal ridesharing sites offer –which may be a barrier for some potential users. Most rideshare platforms do not have integration with Facebook. In 2016, Facebook submitted a patent for event-based ridesharing as part of their platform (see Exhibit 5 below) with options to seek and offer rides and limit to your friends.

- Can integration with Facebook help overcome trust barriers related to ridesharing and help build a critical mass in usage?
  - What are the current options for integrating with Facebook?

### Exhibit 5 Facebook Ridesharing Forum Platform



## Carpooling

Organization-based ridesharing nodes, i.e. for schools, businesses and institutions, appear to provide greater safety assurance for potential users. This approach provides a focus for [Zimride](#) (see Appendix). Participants at CAP's community climate action meetings have highlighted the opportunity for creating ridesharing nodes associated with the Basin's two colleges as well as large employers in the region.

- Do college-based nodes have any unique requirements? How could these needs best be met?
- Are formal company-based carpooling nodes required in the Basin? Or are most ridesharing needs met through social connections at work?



### Event-based Ridesharing

Event-based ridesharing could be a strategic way to accelerate ridesharing in the Basin. Individuals are more likely to be attracted by the social element – a means to meet new like-minded people who share a love of music, sport or whatever connects them through an event. In interviews, Basin residents have expressed interest in event-based ridesharing sites or nodes. [Zimride](#) has partnered with musicians such as Dave Matthews, Jack Johnson, and Sheryl Crow to promote event-based ridesharing services.

- Should existing event-based ridesharing sites be used to encourage event-based ridesharing in the Basin? Alternatively, could the [Rideshare Network](#) be enhanced to include event “nodes” to engage new users?
- Could partnerships with musicians and other celebrities associated with Basin events encourage ridesharing and be used as an effective marketing tool for ridesharing?

### Ride Hailing v. Real-time Ridesharing

When ride hailing becomes legal in British Columbia, it will add a new transportation option for Basin communities. Yet ride hailing appears to lack environmental benefits and could increase transportation-related GHG emissions.<sup>21</sup> Also, it is unknown whether there will be enough drivers to make ride hailing viable in the Basin.

- Could real-time ridesharing reduce GHG emissions and provide a service similar to ride hailing in rural areas and small communities?
- Formal ridesharing is typically solo travelers pursuing longer trips. But could a good real-time ridesharing app address shorter trips in real time?
- When ride hailing becomes legal, will there be greater opportunity to financially incent drivers so that real-time ridesharing is viable in the Basin?

### Load-sharing

Ride hailing services using trucks are emerging (see [Truxxs](#) company in the Appendix) to address a need to use trucks for only short, occasional periods of time. This type of service could encourage and enable individuals to downsize their vehicles, thereby reducing GHG emissions. Fernie has a “Montana Shipping Outlet” Facebook group to share pick-up of each other’s packages at a United States shipping outlet.

- Could load-sharing needs be addressed by the creation of load-sharing nodes on a ridesharing platform? Could this be another avenue to introduce new users to ridesharing?

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<sup>21</sup> While the environmental impacts of ride hailing have not been extensively studied, initial evidence points to ride hailing as increasing vehicle travel by availability and out-of-service miles.

## Government Involvement and Support

The following illustrate examples where government has had some involvement in ridesharing:

- Yukon Rideshare was initiated by the City of Whitehorse with the Yukon government as a key partner.
- Some municipalities have used [Zimride](#) to create a rideshare network for their jurisdiction.
- The Town of Innisfil has partnered with Uber to create a [public-private partnership](#) to supplement local public transit, especially during off-peak times.
- [SmartCommute](#) is a project of the municipalities of the Greater Toronto Area and Hamilton, delivered by MetroLinx, to encourage alternative transportation options, including carpooling, throughout the region.
  - How can municipalities, the provincial government, and regional districts be supportive of ridesharing?

## Conclusion

We hope this paper has provided valuable background information, raised questions and sparked ideas for you to bring to the ridesharing workshop. We look forward to facilitating an engaging, strategic and meaningful dialogue around the future of ridesharing, load-sharing, and carpooling in the Basin. You and other knowledgeable and committed Basin leaders, organizations, residents, and businesses will come together May 2<sup>nd</sup> and 4<sup>th</sup> to take a step towards enhancing ridesharing in the Basin.

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**Appendix: Examples of Rideshare, Carpooling and Ride-Hailing Platforms**

This table is not intended to be comprehensive but focused on what we found to be the most relevant sites. We found many rideshare sites that are no longer active.

Entity and Type	Description / Key Innovations	Geographic Reach	Platform	Driver payment	User Profile	Other Notes / Comments
BC Rideshare  Rideshare  <a href="http://bcrideshare.com">bcrideshare.com</a>	No longer active	BC	Web Facebook	Arrange their own payment method		Once posted to the website, rides are automatically posted in Facebook and twitter.  No longer appear to be connected.
BlaBlaCar  Rideshare  <a href="http://blablacar.co.uk">blablacar.co.uk</a>	World’s largest ridesharing service with 60 million registered users. Has not expanded to US or Canada because gas prices are low and cities are too far apart for convenient pick-ups. Established 12 years ago. For profit company.	Based in France Services in 22 (mostly European) countries	Web Mobile app	Brokerage – commission for each booking  Bank transfer or P  Suggested amounts determined by driver	Can rate drivers and riders  Car pic optional  Photo of user required  Phone and email verified	When you are looking for a ride if you can’t find one it entices you with a potential price if you became a driver
BlancRide  Carpool  <a href="http://blanccride.com">blanccride.com</a>	5000 downloads of app. Established 2 years ago.	Toronto	Web Mobile app	Payment made via credit card or PayPal.  Driver receives via PayPal or bank.	Can rate drivers and riders  No picture required	Can chat with potential rider or driver via app  Automatic ride suggestions  Company specific sites available

Entity and Type	Description / Key Innovations	Geographic Reach	Platform	Driver payment	User Profile	Other Notes / Comments
<p>Carpool world</p> <p>Carpool</p> <p><a href="http://carpoolworld.com">carpoolworld.com</a></p>	<p>Over 500,000 active users. Free to use.</p> <p>Established 20 years ago.</p>	<p>Jericho, New York</p> <p>Available in Canada</p>	<p>Web</p> <p>Mobile app</p>	<p>Arrange their own payment method</p>	<p>No rating</p> <p>Option to fill in many details</p>	<p>Ads on site</p> <p>Multiple optional ways to calculate match</p> <p>Ability to limit detour</p>
<p>Flinc</p> <p>Dynamic Ridesharing</p> <p><a href="http://flinc.org">flinc.org</a></p>	<p>For private customers and companies.</p> <p>Bought by Daimler.</p> <p>Currently 350,000 users.</p>	<p>German company, available in Canada</p>	<p>Web</p> <p>Mobile app</p>	<p>Has a suggested payment amount</p> <p>Cash exchange between driver and passenger</p> <p>Free to use</p>	<p>Can rate drivers and passengers</p> <p>Optional picture for user and car</p>	<p>Finds users in my area</p> <p>Ability to build a “trust network”</p> <p>Automatic ride suggestions and allows negotiation of rides along the route</p> <p>Integrated with NAVIGON – when ride is accepted it directs driver to pick up location</p>
<p>Flok</p> <p>Event Rideshare</p> <p><a href="http://www.weflok.com">www.weflok.com</a></p>	<p>Intended to connect</p> <p>Established 2 years ago. Taps into social element with detailed profiles and targeting fans of different events.</p>	<p>Based in Toronto, available Canada and U.S.</p>	<p>Only app</p>	<p>Arrange their own payment method</p>	<p>Can rate drivers and riders</p> <p>Optional picture</p>	<p>Only on iPhone.</p> <p>Allows travelers to share a profile and chat.</p>

Entity and Type	Description / Key Innovations	Geographic Reach	Platform	Driver payment	User Profile	Other Notes / Comments
GoMore  Carpool, leasing and rental  <a href="http://gomore.dk">gomore.dk</a>	Offers ride sharing, car rentals and car leasing. Over 710,000 members, almost 93,000 shared cars	Services in 5 European Countries	Web App	Driver sets price  12.5% booking charge  Online payment	Can rate drivers and riders  Optional picture for user and car  Has a comfort rating (e.g. max two for back seat)	Can see next available ride options  Can indicate luggage amount, and preferences for kids, pets, music, and smoking  Allows matching within a user defined radius  Earn points through rideshare to get a discount on next car rental  Less than 3 hrs cancellation the passenger still pays
Group Carpool  Carpool  <a href="http://groupcarpool.com">groupcarpool.com</a>	Website founded by Sierra. Create small personal car pools for work, events, and even protests.	Based in Princeton, New Jersey	Only app	Free service  Plans event carpooling for 10\$ and annual corporate rate of \$100.		Email notification  Video tutorial, and/or interactive demo  No sign-in  Very basic site
Kangaride  Rideshare  Carpool  <a href="http://kangaride.com">kangaride.com</a>	Ridesharing platform with over 475,000 members.	Based in Quebec City	Web	Driver sets price for ride  \$7.50 for long distance membership, \$5 booking fee, daily rideshare site is free.	Member rating  Driver's licence verification	Can search rides  Email notification  Sign-in and membership required

Entity and Type	Description / Key Innovations	Geographic Reach	Platform	Driver payment	User Profile	Other Notes / Comments
Poparide Rideshare Eventshare <a href="http://poparide.com">poparide.com</a>	Poparide since 2016. Previously, HitchWhistler, then HitchPlanet. Over 41,000 members and 1,000,000 km shared. Crowdsourced \$250,000 in just three months to rebrand. 80,000 members with 1,200 rides/month between Whistler, Squamish, and Vancouver.	Based in Vancouver Services across Canada and US	Web App	Free to sign up  15% booking fee paid by passengers  Passenger pays via credit card  Driver receives via PayPal or bank  Driver sets price from a min of \$3 to a max of \$0.12/km per seat	Can rate drivers and riders Require car picture Require cell phone and email verification	Don't need to sign in to find a ride  Can chat with potential rider or driver via app  Can sign in via Google or Facebook  Can find rides on a map  Can request for notifications  Can request to add an event
Regional Rideshare Rideshare <a href="http://regionalrideshare.ca">regionalrideshare.ca</a>	Simple website to connect individuals or corporations for ride sharing.	Services in Southern Ontario	Web	Free	No profile No rating	Clearly lists areas served  Automatically searches for matches

Entity and Type	Description / Key Innovations	Geographic Reach	Platform	Driver payment	User Profile	Other Notes / Comments
RideConnect  Rideshare Load-share Carpool Ride hail  <a href="http://rideconnect.com">rideconnect.com</a>	Can use it to ride hail or schedule a ride.	Unknown, presence in Dallas, and some Indian and Canadian cities.	App	Doesn't process financial transactions  Drivers and Riders can announce what they're willing to pay or charge for a ride on the RideBoard	Add profile photo and car photo  Appears to have no ability to rank drivers or rider	Can use phone contacts and/or Facebook to construct a network of ridesharing contacts  Companies, events organizers, or individuals can restrict who they give rides to or accept rides from through a "ride channel"  Can act as a load-sharing site as well  Unknown how it is sustaining itself
<a href="http://Ridesharing.com">Ridesharing.com</a>  Carpool	Offers carpooling options for both long distance and short-term commutes. Over 130,000 members.	Services in Canada and the US	Web	Passenger pays via credit card  Driver receives via PayPal or bank  Booking fees about \$1 per 100 miles  No set or suggested amount for rides	Can rate driver and rider  Must add vehicle details to be a driver  Can add bio, identification doc, and photo	Chat help  Don't need to sign in to find a ride  Can establish a local carpool  Can request for notifications



Entity and Type	Description / Key Innovations	Geographic Reach	Platform	Driver payment	User Profile	Other Notes / Comments
Rideshare Network <a href="http://kootenay.ride-share.org">kootenay.ride-share.org</a>	The Rideshare Network is an interconnected system for arranging shared rides in Canada and the US. Almost 2,300 confirmed rides in 2017.	Based in Nelson, BC service in Canada and U.S.	Web	Free to use  No recommendations on cost of ride	Rating system  Can sign in via Facebook	Sponsors posted on page  Visual map of the ride offered after you click on it  Ability to make regional rideshare nodes where all rides appear within the site. E.g. Cranbrook rideshare  Subsite for re-occurring rides and site for seniors (under EcoSociety)
Ridevu  Event rideshare  <a href="http://ridevu.com">ridevu.com</a>	Website to help connect people throughout the world to carpool or share taxis to a variety of events.	Services all over the world	Web	Works through donations.	Picture and ride details but no rating system	Creates event “nodes”  Creates a map of where rides are offered to and/or from the event
Smart Commute  Carpool and more  <a href="http://smartcommute.ca">smartcommute.ca</a>	Carpooling services in Toronto and area.	Services in Greater Toronto Area	Web			Tool calculates cost, time, calories, and GHGs for walking, biking, transit, driving, and carpooling  Links to transit site  Finds carpooling options

Entity and Type	Description / Key Innovations	Geographic Reach	Platform	Driver payment	User Profile	Other Notes / Comments
Spare Rides  Carpool  <a href="http://sparerides.com">sparerides.com</a>	Carpool app connecting drivers and passengers in the Vancouver area. Currently has over 3000 users.	Services in Vancouver	Web App	Calculates cost with a dynamic pricing mechanism  All fees are transferred via the site	Must add photo.  Must get verified  Option to rate driver	Matched with a driver at 8:30pm the night before  Can create reoccurring rides.
Yukon Rideshare  Rideshare Carpool	Founded by the Yukon government and City of Whitehorse. Must be a Yukon resident to use this program.	Based in Whitehorse and services the entire Yukon	Web	No cost and no payment suggestions	Must get verified	Uses Rideshark software: Can voluntarily track your commute Has a commute cost calculator to encourage people to use the service Incentives to participate – contests every 3 months to win coffee cards etc.

Entity and Type	Description / Key Innovations	Geographic Reach	Platform	Driver payment	User Profile	Other Notes / Comments
<p>ZimRide</p> <p>Carpool</p> <p>Event rideshare</p> <p><a href="http://www.zimride.com">www.zimride.com</a></p>	<p>Largest carpooling service in the US. Uses social media, with a strong focus on campuses or workplace. Purchased by Enterprise Rent A. Have partnered with a variety of musicians to provide ride sharing to their events. Established 11 years ago.</p>	<p>Based in San Francisco, service across the US. No plans to expand to Canada.</p>	<p>Web</p>	<p>Drivers decide what to charge passengers, although Zimride offers suggested charges based on gas costs</p> <p>Passengers can pay with PayPal or credit card</p>	<p>Must add photo</p> <p>Must get verified</p> <p>Option to rate driver</p> <p>Can post details like smoking or musical preferences</p>	<p>Connects people that work at the same company, go to the same school, or have mutual Facebook friends. By doing this, the anxiety of ridesharing with a stranger is reduced. Requires a Facebook account.</p> <p>Uses an algorithm that accounts for the distance to pick someone up and the time for detouring to a passenger drop-off point. The site then ranks the options and assigns a score to the best matches</p> <p>Allows cobranding</p>
<p>Liberty Mobile</p> <p>Ride Hailing</p> <p>libertymobilitynow.com</p> <p><b>Closed due to lawsuit</b></p>	<p>Focus is to connect small urban or rural communities, specifically elderly and persons with limited mobility. Established 3 years ago.</p>	<p><b>Closed in early 2018</b></p>	<p>App</p> <p>Phone</p>	<p>Charge per mile</p> <p>Allow multiple passengers at same cost</p>		<p>Able to send specific vehicles to accommodate different needs of users.</p> <p>Partner with existing transportation options (public transit, taxi, shuttle, etc.) to provide a one stop shop for mobility information, booking, and payment options.</p>

Entity and Type	Description / Key Innovations	Geographic Reach	Platform	Driver payment	User Profile	Other Notes / Comments
UberPOOL  UberPOOL Express  Carpool  <a href="http://uber.com/en-CA/ride/uberpool">uber.com/en-CA/ride/uberpool</a>	Uber’s carpooling alternative. Uses Uber drivers and allows multiple people to join the vehicle. Express version requires individuals to walk a little further for a meet up point and at their destination.	Based in San Francisco, everywhere Uber is offered	Web App	Offers passengers a fare that is 20% lower than a regular Uber fare.  Express offers 75% off regular fare.	Drivers rated with photos	

Others ridesharing resources that were identified but not analyzed in detail:

- [AYA carpooling](#) – 100,000 - 500,000 downloads, app only, forms instant chat with people travelling your route;
- [Beep car](#) – 1,000,000-5,000,000 downloads, app only, this is a Russian ridesharing app;
- [Epoolers](#) – 50,000-100,000 downloads, app and website, Indian ridesharing app, automatic payment, dynamic pricing algorithm, car and bike pooling;
- [RideConnect](#) offers a hybrid of ridesharing and ride hailing in a platform that does not charge their drivers a fee per ride; instead they charge a monthly fee. Users can restrict who they give rides to or accept rides from by creating private “ride channels”. Ride channels can be set up by companies or individuals. Rideconnect can also act as a loadsharing site. Can use it to ride hail or schedule a ride.
- [Share Your Ride](#) – this simple web-based platform still has active Canadian rides; and
- [Quick ride carpool](#) –100,000 to 500,000 downloads, app only, this is an Indian ridesharing app, offers extra security – the company they work for is verified, can restrict to ridesharing within one company.
- [Liftshare](#) – U.K. ridesharing service that also provides corporate platforms.

### Peer-to-peer car-sharing and truck-sharing

- [Turo](#) - Website and app provides a medium to for peer-to-peer car sharing; it connects people who want to rent a car or have their car rented. Established 9 years ago. Based in San Francisco. Car owners set their own price and Turo takes a 25% share.
- [Truxx](#) is a truck sharing app that allows people to order a truck on demand. Rates start at \$25 per half hour for just the truck or \$35 per half hour, for the driver's assistance in unloading and loading. Truxx also has unique features like driver location services, and all transactions and messaging between users and drivers are done within the app.

### Transportation Demand Management Services and Software

The following provide examples of software platforms and services that allow organizations (e.g. companies, municipalities, etc.) to offer a ridesharing site. Features may include: intelligent rideshare matching, options for incentives and gamification, and surveys, data analysis tools.

- [Rideco](#) – cloud-based 'dynamic shuttle' software platform to provide on-demand shared rides in dynamically routed buses, vans and cars.
- [RideAmigos](#) - interactive platform for regional, corporate, and campus commuter networks, with multi-modal travel dashboards, incentive and reward systems, intelligent ridematching, automated trip tracking, certified transportation and air quality surveys, GIS reporting tools, and more.
- [Rideshark](#) – multi-modal commuter management platforms and solutions for government, corporate and campus organizations
- [TripSpark](#) – a people transportation technology company focused on helping mid-sized public transit agencies and private transportation operators
- [NuRide](#) – multi-modal commuter platform that provides incentives to reduce single vehicle occupancy travel
- [WellRyde](#) – a multi-modal people transportation platform servicing the non-emergency medical transit space, public transit, educational transportation, black and taxi services, and ridesharing.

A platform comparison chart put by Rideshark can be found here <https://www.rideshark.com/comparison-chart/>

### Ride Hailing Companies/Software

- [Uber](#) is one of the world's most popular ride hailing companies and has services in over 600 cities worldwide. Founded 2009 in San Francisco, it boasts a lower-fare alternative to taxis and other transportation options

- [Lyft](#) is a ride hailing service founded in 2012 by Zimride and is based in San Francisco. Most of its operations are in the US, and it recently expanded to Canada at the end of 2017. It is a rapidly expanding company, becoming Uber's top North American competition. Passengers pay their drivers with a "donation" which is generally 30% less than cab fare.
- [Via](#) is a mobile app where passengers request rides and an algorithm instantly finds a vehicle that best matches their route, allowing for quick and efficient shared trips.
- [Innisfil Transit](#) offers residents flat fare rides to popular destinations. In addition, there is a standard \$5 discount applied to any other rides beginning or ending anywhere else in Innisfil. To make the service as efficient as possible, Innisfil Transit was built on top of uberPOOL carpooling service. It matches riders going in the same direction so they can share a vehicle and the cost of the ride. At scale, uberPOOL moves more people in fewer cars and, as a result, can help reduce congestion and greenhouse gas emissions. In the case of Innisfil, the use of shared rides made the Town eligible for a shared transit provincial government subsidy. By partnering with Uber to create Innisfil Transit, the Town estimates it is saving more than \$8 million per year, based on the cost of implementing a public transit accessible by every household. Rather than absorbing these significant capital and operating costs to provide bus coverage across town, the Town has only spent \$165,535 on Innisfil Transit rides after eight months.
- [Arcade City Austin](#) is a peer to peer ride-hailing network that will provide platform information and facilitation resources. It was conceived after Uber and Lyft were made illegal in Austin. The app has not yet been launched. Charge is intended to be a flat rate of \$2/mile. All drivers must be vetted and approved through a registration system. Drivers respond to riders' requests and rider can choose which driver to pick. The platform will use blockchain technology.
- A number of illegal ride hailing services were operating in Vancouver and were recently shut down by the province.