Ridesharing Service Name:
NuRide Inc

Website:
Nuride.com

Contact Information:
35 Pratt Street
Suite 108
Essex, Connecticut 06426
866-NURIDE1
Through “Contact Us” link on website

Geographic Area:

Technology Used:
Matches are made based on driving distance (e.g. +/- 2 miles) from origin and destination that a user is willing to travel to share a ride as well as gender, rating and smoking preferences.

Static vs. Dynamic Matching:
Static and dynamic. Users can input a trip request up to 30 minutes or two weeks in advance of the trip and view a list of matches, choose from these matches.

Size of Organization:
NuRide is a private, for-profit Delaware C corporation that was founded in 2002 by four accomplished businessmen in the Washington DC region. The company is currently headquartered in Essex, CT with field operations in Houston TX.

Ridership:
36,457 members
1,582,923 shared rides

Membership by Region:
Connecticut – 7,965 (since Feb 2005) – Avg 181 new members/month
Hampton Roads, VA – 2,159 (since April 2006) – Avg 72 new members/month
Houston, TX – 10,912 (since June 2005) – Avg 273 new members/month
Minneapolis/St. Paul – 931 (Jan 2007) – Avg 44 new members/month
New York Metro – 9,721 (since Jan 2005) – Avg 216 new members/month
San Antonio, TX – 1,085 (since Aug 2008) – Avg 543 new members/month
Average 28,780 rides/month (1,582,923 rides since March 2004)
**Revenue Model:**
Sponsorship – sponsors sign up (mostly at no cost) and NuRide will design, implement and fulfill the sponsorship only asking sponsors to donate prizes for rewards. NuRiders must fill out a product survey when redeeming reward points which is useful to sponsors for market information. Sponsors can target specific audiences based on their location, age, gender, employer, etc. Rewards go from NuRide to NuRiders (not through sponsor).

Started with private capital and a seed contract from the Virginia Department of Rail and Public Transportation

**Employer Connection:**
- Must have verified organization e-mail address to join (such as employer)
- NuRider’s current membership hails from over 3,000 different organizations.
  - See www.nuride.com/nuride/public/p_Partners.jsp
- Provides Lunch n’ Learn Informational sessions to employers to encourage ridesharing
- Encourages NuRide designated parking spots

**Additional Information:**
- Must have affiliation with employer/organization/school in order to join (no anonymous riders) This is verified via e-mail address or unique id that is verified by the organization (e.g. student id, employee id, etc).
- Reward points are earned for each confirmed trip. Can redeem these points for things such as restaurant gift card, retailer discounts, and tickets to shows/attractions.
- There is no "trip confirmation step", once you select a match the trip is set. You have to “cancel participation” if you do not wish to take that trip.
- Splitting the trip cost is not required; rather it is something to be discussed between the driver and passenger(s).