Ridesharing Service Name:
The RideShare Company

Website:
Rideshare.com

Contact Information:
Nanci Fitzgerald
nfitzgerald@rideshare.com
The RideShare Company
100 Corporate Drive. Suite 120
Windsor, CT 06095
Business Development – 800-842-2150 ext. 102

Geographic Area:
CT, NY, MA, RI

Technology Used:

Static vs. Dynamic Matching:

Size of Organization:
Non-Profit Organization -
4 Senior Management
4 Customer Service
4 Finance
4 Business Development
5 Operations
17 Board members

Ridership:
5000 rides/day

Revenue Model:
Vanpools – Riders pay a monthly fee to use the van (which is owned by The Rideshare Company)
Vans act as moving billboards

Employer Connection:
Proactive connection with employers
Do Transportation fairs on-site
Examines situation comes up with solution with:
   EasyStreet Vanpool (see separate sheet)
   Buses
   Trains
   Carpools
If in CT – considers Commuter Tax Benefit Program
List of employers that work with The RideShare Company
http://rideshare.com/partners.html

**Additional Information:**
Vanpool focused – According to their website, their 500 vehicle fleet is the third largest in the US
Founded in 1980
Created Vanpool in 1987
Easy Street Vanpools in 1995
Not aimed towards individual commuters
Links to NuRide and other area rideshare companies on their site along with transit agencies