



Rideshare Newsletter – January 2026

2025 Recap

Happy New Year! 2025 is behind us and we are excited for a new year.

What did we accomplish together in 2025?

- We welcomed **28** new rideshare groups and over **198** new participants.
- We reduced more than **367,992** drive alone trips.
- **Twenty** 2025 Ford Explorer and **Twenty** 2025 Chevy Traverse replacement vehicles were put into operation.

As we move into 2026, we will continue our focus on increasing ridership, safety, and your customer experience. Look forward to:

- Issuing **14** brand new 12-passenger Chevy Express replacement vans.
 - More incentives
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Winter driving tips from [WSDOT](#)

Protect yourself and your passengers. Allow extra time to reach your destination during inclement weather. It takes only one unprepared or careless driver to slow or stop traffic.

Driving on Snow and Ice:

- Slow down and drive for conditions: slower speeds, slower acceleration, leave extra space between vehicles, and give yourself more time and space to stop.
 - Four-wheel and all-wheel vehicles do not stop or steer better on ice.
 - Leave extra room between your vehicle and the vehicle in front of you. Remember, the larger the vehicle, the longer the stopping distance.
 - Slow down when approaching intersections, offramps, bridges, or shady spots.
 - If you find yourself behind a snowplow, slow down and give the plow a little extra room.
 - Turn on headlights.
 - Focus on driving. Do not use cruise control.
 - Snowplow drivers have a limited field of vision.
 - Stay back 15 car lengths until you're sure it is safe to pass or until the plow pulls off the road.
 - Not confident about your vehicle or winter driving skills? Consider delaying travel plans.
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Recruit New Riders & Get a \$25 Amazon Gift Card! - Incentive Ends March 2026

Who? YOU!

What? Earn a \$25 Amazon card for each new* person you recruit to Pierce Transit Rideshare (no limit on the number of cards you can earn).

When? Now through March 2026 or while funds last. Gift cards are sent after the new* rider has ridden for 2 months.

Where? Everywhere! Recruit people at work, school, activities, shopping, etc.

Why? Sharing is caring. Who better to promote rideshare than someone who is a smart commuter and can speak to rideshare from experience.

How? Recruitment tools and resources can be found on the [Rideshare Resources](#) page. Share, share, share. Have the new* person enter your name on their participant agreement as how they learned about Pierce Transit Rideshare.

If your group is full, no worries. You can recruit for other groups.

Retiring? That is okay too. You can still earn a gift card.

**New is defined as someone who hasn't ridden a Pierce Transit Rideshare in the past 6 months.*

Please reach out to your analyst if you have any additional questions about this incentive or about adding new riders to your group.

Ridesharing Etiquette Reminders

Source: Rideshare Participant Reference Manual

We appreciate each of you for ridesharing with Pierce Transit! To foster civil, cohesive, and respectful commuting experience of all participants, please remember to treat the Rideshare vehicle as an extension of the workplace:

1. Do not engage in any behavior that would be unacceptable in the workplace, including harassment or discrimination of any riders. Rideshare vehicles are public transportation and therefore available to anyone regardless of identity in accordance with Title VII of the Civil Rights Act of 1964 (pg. 6).
2. Establish clear and agreed upon policies regarding music choice, conversation topics, and behaviors to make sure everyone has a comfortable and safe ride to and from work. Groups are responsible for establishing their own operating rules and discussing potential problems in advance. Solutions should be incorporated by majority vote and must not conflict with any existing Pierce Transit policy (pg. 9).
3. Determine your route and schedule. Establish the morning pickup point(s) and designate the place(s) to meet for the trip home. Please notify your analyst of any changes to the schedule or route as they are made.
4. Be punctual. Decide how long the driver and/or fellow riders are expected to wait. Exchange cell phone numbers to notify each other if you are running late. We recommend creating a group chat to include all members on Rideshare communications.

5. Draw up a schedule for driving responsibilities. If all members of your Rideshare alternate driving, decide among yourselves if you want to alternate on a daily, weekly, or monthly basis. Backup drivers may also apply to be on standby in case all other regular drivers are unavailable.
 6. Establish a chain of communication. If a driver is ill, or will not be going to work one day, an alternate driver should be notified to ensure that other members of the Rideshare will have a ride. If no approved drivers are available, the vehicle cannot be driven.
 7. If a rider is ill or will not be working, the rider should contact the driver as soon as possible so the group is not left waiting for them to arrive at the pickup point.
 8. Keep contact numbers of all parties and emergency contacts readily available.
 9. Make Ridesharing serve one purpose. Rideshares are for commuting to and from work, do not let it become a regular shopping or errand service. Incidental trips are charged at a rate of 50 cents per mile to the driver for appointments or other approved incidental trips (Pg. 20). Reminder that business use of Rideshare vehicles is not permitted (Pg.20).
 10. Drive carefully and inspect the vehicle regularly for any issues that may make the vehicle unsafe to drive (pg. 26). This includes keeping the vehicle clean using your \$40 / month vehicle wash reimbursement allowance (pg. 22). Ensure that a primary or backup driver is available to bring the vehicle in within 2 business days when the vehicle is scheduled for maintenance (pg. 27). Please notify us of any maintenance issues with your vehicle as you become aware of them.
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Bookkeeper Ridership Reports– Helpful Tips

We want to help you get off to a great start this year by providing you with some helpful tips for completing your monthly ridership & mileage report.

We encourage you to remind all drivers to help you track all trips (route changes, fuel/wash, maintenance, other, and incidental). This will help you when adjusting daily mileage and entering additional trips.

1. Write down or take a picture of the ending mileage on the last day of the month.
2. Track any trip not along your regular route for fuel/wash, maintenance, other (e.g., swaps), incidental (e.g., grocery store, lunch, etc.), and enter as an additional trip.
3. Adjust your daily mileage when you change your route due to accidents or road closures.
4. Add comments for additional trips (other, incidental miles) and days when you have detour mileage, your overnight location temporarily changes, or your vehicle accrues extra mileage for overtime.

 [Additional Trips Video](#)