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## Rideshare Newsletter - May 2026

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### 40 Years of Rolling Together: Celebrating Pierce Transit Rideshare!

It's our Anniversary! Set off confetti cannon here.

This year marks a major milestone: 2026 is the 40th Anniversary of Pierce Transit Rideshare!

Way back in 1986, we started as a modest program called "Vanpool," hitting the road with just seven vehicles. Fast forward forty years, and we have grown, evolved, and officially rebranded into Pierce Transit Rideshare. Today, we are proud to support 224 commute groups alongside 44 service loaners, keeping our community moving forward every single day.

To celebrate how far we've come, we wanted to share some of the incredible milestones we've achieved together:

- **Over 48 Million Boardings:** That is millions of shared rides, conversations, and connections.
- **More than 796 Million Passenger Miles:** To put that in perspective, that's like traveling to the moon and back over 1,600 times!
- **A Modern Fleet:** We've come a long way from standard 7-, 12-, and 15-passenger vans. Our fleet has diversified to meet modern needs, now proudly featuring SUVs, hybrids, and Teslas!

#### A Massive Thank You to Our Commuters!

From the very beginning, the heart of this program has always been our riders. We want to extend a huge thank you to you for your continued business, your commitment to sustainability, and for simply being a smart commuter.

An impact this massive—reducing traffic, lowering emissions, and building community—would be completely impossible without YOU. Thank you for sharing the ride with us for the last 40 years. Here's to many more miles ahead!

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## Soccer Coming to Seattle This Summer!

In June & July Seattle is hosting six of soccer's biggest matches! Expect increased traffic during game days and consider utilizing Pierce Transit's express buses to get to Seattle as well as the Puyallup Tribe's planned fan zone & events. To learn more, [visit SEA26](#).

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## Fueling Up Recruitment

### Average Costs on Your Own:

61 cents per mile X 15,000 annual miles = \$9,150

### Costs with Pierce Transit Rideshare:

10 cents per mile X 15,000 annual miles = \$1,500

If you've been to the pump recently, you know that gas prices are on the rise. As you talk with coworkers, be sure to let them know that fuel is covered by Ridesharing and can potentially save them thousands of dollars in fuel costs over time.

Feel free to share this free [Commute Cost Calculator](#) to show coworkers just how much they could save with Rideshare versus their regular commute.

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## Incentives are coming!

We will offer **First Month Free Fare** to new riders\* in June, July, and August this summer.

\*A new rider is defined as someone who has not ridden Pierce Transit Rideshare in the last year.

Starting September 1st through October 31st, earn a \$25 Amazon gift card when you ride at least two more commutes than the previous month.

- Rode 12 times in August? Ride 14 times in September and get a \$25 Amazon gift code!
- Ride 16 times in October (2 or more additional rides over September) and get another \$25 Amazon gift code!

We are excited to increase your ridership and build good habits with Pierce Transit Rideshare Incentives & Rewards! Funding support for these incentives is provided through grant funding.

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## New Key System – Welcoming Key Café!

We're excited to share that we have installed a new key box system to enhance the convenience and security of our vehicle maintenance swap process. As we transition to this improved system, the current key box will remain available to ensure everything runs smoothly.

During this transition period, please pay close attention to your vehicle swap instructions sent out by Rideshare Maintenance for updated instructions on picking up your service loaner keys. Please feel free to reach out if you have any questions about the change.



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## Stay Vigilant When Parking

- Always check for objects when backing in or leaving parking spaces.
- Be on the lookout for pedestrians and follow posted speed limits in parking lots.
- Be mindful of what vehicle you are driving when in a service loaner as it may be bigger or smaller than the vehicle you are used to.
- It is always best practice to check blind spots and behind the vehicle when in reverse, even if your vehicle is equipped with a backup camera.
- Collisions with stationary objects are still considered an accident and must be reported the same as accidents with other vehicles.

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## Calling all Riders! – Consider Becoming a Backup Driver or Reporter

Your drivers and bookkeepers deserve a break once in a while. We recommend that all groups have more than the minimum required 2 drivers and one bookkeeper to stay flexible in the case of unplanned leave or long vacations.

Becoming an approved backup driver or reporter does not mean you have to drive or submit reports every month, it simply allows you to step in for your assigned drivers and bookkeepers to help when they need it.

If you want to learn more about the responsibilities of becoming a driver or bookkeeper, please watch our new [Driver & Bookkeeper Responsibilities Video](#).