

Ridesharing and (not ridesharing)

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Evolution of Ridesharing

.....In the beginning, there were signs!
Signs that said you could carpool if you wanted to....all you had to do was go home and call from your rotary phone and we would call someone's pager and when they return our call, we would see if they want to share a ride with you.



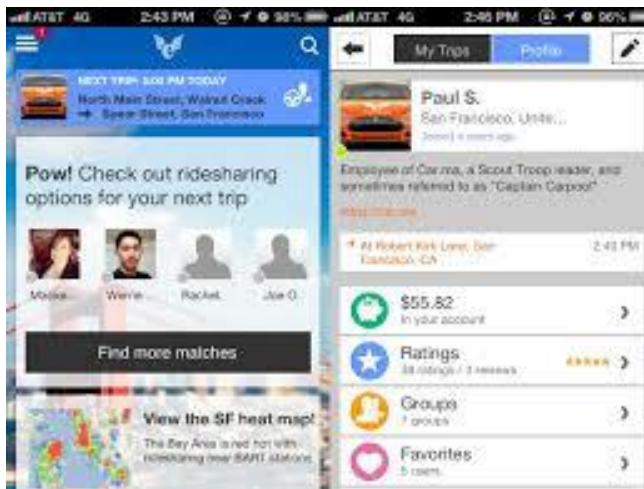
Evolution of Ridesharing

Man quickly grew bored, so he created iPhones and Android smartphones so man could cheat at scrabble and remain friends with people without ever actually talking to them. From that fire grew the 'app' allowing people to connect in real time..



Evolution of Ridesharing

....then one day Frank realized that his neighbor Dan had all the fun toys, and that's when Frank realized that Dan was buying those toys with money he was saving by catching a ride to work with him...so Frank said to Dan, "We shall use electronic wallets to share the cost of this ride....."



Evolution of Ridesharing

But then man got greedy and said, I can actually make money by driving people around. I shall sit at home and wait for someone to call and then I will pick them up and drive wherever they want to go.

uberX
the low cost uber



Side•car

Evolution of Ridesharing

This makes taxi driver mad!!! Why should he have to pay insurance, have his driving record checked, his background looked at, his car kept to standard if others do not? So those companies say, "But we are not a taxi, we are ridesharing." So the media calls them ridesharing, and government begins calling them ridesharing and begins to regulate them. But wait.....



Evolution of Ridesharing

THEY AREN'T RIDESHARING!

“Ridesharing” is when individuals share a ride with a common origin or destination and where costs may be shared....

...not where a driver can make a profit!

Why do we care?

- Three things are occurring
 1. Local governments looking to protect cabs are regulating ridesharing
 - California
 2. Local governments are regulating transportation network companies
 - Seattle - Chicago
 3. Uber/Sidecar/Lyft are getting out in front and are using the umbrella of “ridesharing” to limit their exposure to regulations
 - Arizona – Virginia - Colorado