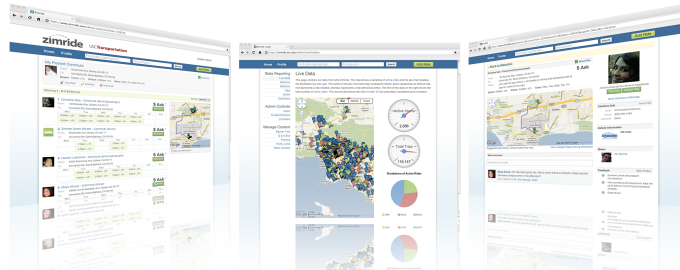




Zimride → simple. social. sustainable. transportation.



Zimride is an easy-to-use rideshare application that helps students, staff and faculty share rides. Combining the power of social networks with intuitive route matching, Zimride empowers you to create a new, cost-effective transportation option for your community.

How does it work?

- 1 **A Trusted Network:** students, faculty and staff sign up using their secure sign-on username and password
- 2 **Mapping Algorithm:** add a one-time ride or regular commute and match up with drivers or passengers going the same way
- 3 **Ride Options:** Zimride ranks your best matches, based on timing and location
- 4 **Social Network Integration:** link your account with Facebook to upload your picture and display mutual friends to potential rideshare partners
- 5 **Follow-up:** after you post your ride, Zimride will send you an email notification when another user posts a ride that matches yours

Why Zimride?

- Financial: share the ride and split the costs – it's that simple
- Community: find friends making the same trip and meet new people
- Sustainability: fewer cars means clearer air

What users are saying...

"I was in a bind and really needed a ride home. A couple days later Zimride emailed me and I found a ride really easily. I even had multiple offers, just in case one fell through. The ride home was fun and I ended up having a mutual friend with the girl! It worked out really well and helped me out!"

Morgan L, JMU student

Life is better when you share the ride



UWW Zimride FAQs

All University of Wisconsin Whitewater affiliates are eligible to sign-up for our private Zimride system. Entry to the site requires a UWW Net-ID. There is no cost for membership.

What is Zimride?

Zimride is the leading provider of online social rideshare and carpool matching systems in North America. For too long we have driven our cars with empty seats. Zimride is a simple way to find friends, classmates and coworkers going the same way you are. Combining social networks and online route-matching, Zimride makes it easy to share the seats in your car or catch a ride. Zimride empowers you to create social, sustainable and convenient transportation.

Why Zimride?

It's simple! Zimriding is a fun way to get where you need to go in a sustainable way. Users can connect with friends, reduce your carbon footprint and save money.

Is it free?

Absolutely. 100%. Zimriders can list a price to split expenses (gas, parking fees, etc). When posting a ride, users are encouraged to list the amount they would like to receive, and those looking for a ride can list what they are willing to pay for a ride. Though this is not mandatory, Zimride suggests that it be arranged before the ride. Rates can be listed by day, week or month, and some rides are even offered free of charge.

Is this site secure?

Yes. UWW Zimride is a private system that requires a UWW Net-ID to access.

To help provide information about your potential rideshare partners before sharing the ride, Zimride allows users to create social profiles and optionally link your account with Facebook to display mutual friends.

I want to find a carpool, how should I get started?

1. Register for a Zimride account here: <http://zimride.uww.edu>
2. Log in with your Net-ID
3. Add a ride
4. Browse matches and contact other UWW Zimriders with similar commutes.

In just a few minutes, you can find new carpooling partners. If you don't find a match right away, Zimride will email you when a new user posts a potential match.

Is Zimride only for my daily commute? Can I use it for one-time trips?

Both! You can choose to share a ride on a repeating schedule or on an as-needed basis. Additionally, Zimride is a great way to find a ride to the airport or out of town for the weekend.

If I add a ride am I obligated to take anyone who requests a ride?

No, absolutely not. We recommend only offering or accepting rides from people you trust. Be sure to evaluate their profile before you make a decision.

Are my potential matches limited to a private community?

By default, your ride information will be shared within your secure network and other private networks that are considered to be Trusted Partners*. You will also be provided with the option of sharing your ride with only your private network, or with the 350,000+ zimriders from other communities.

*The UWW Zimride administrators have the ability to add a neighboring private network as a "Trusted Partner". This will give the user the option of posting their ride to another private Zimride community. If the user chooses to share their ride information with another private school network, they will have a better chance of finding a ridematch.

Example: UCLA students have the option to share their ride information with students at UC Santa Barbara.

What should I enter in the 'starting location' or 'ending location' fields?

Enter as much information as you can about your location. Your match results will be more accurate if you include the exact address and street. You can choose to keep your exact address hidden from users while still allowing the system to make the most relevant matches. Full address example: 514 Bryant St, Palo Alto, CA 94301, USA. Partial address example: Palo Alto, CA, USA or 94310.

How do you determine which listings show up in the search results?

Zimride's search formula calculates the distance that you would have to drive out of your way to pickup a passenger (or vice versa) and displays the results with the best match first. We will find people along your route even if the other person isn't starting or ending in the same city. In addition to distance, search will take time preferences into account.

Are there any insurance or liability issues I need to be aware of?

Insurance policies vary, and it is a good idea to check your policy — primarily the Exceptions/Exclusions portions. General liability insurance covers passengers, and most policies would not exclude carpool members, but it is worth checking. Another good reason to put in a call to your agent is to see if you qualify for a carpooling discount.

How do you split carpooling costs?

If commuters rotate the driving equally, money doesn't have to change hands. But if only one person drives, passengers generally chip in to cover gas, parking and regular wear and tear. Below is a breakdown of the average operating costs per mile.

	Small Sedan	Medium Sedan	Large Sedan	Average
Operating Costs	per mile	per mile	per mile	per mile
Gas	8.21 cents	10.54 cents	11.51 cents	10.09 cents
Maintenance	4.26 cents	4.51 cents	4.92 cents	4.56 cents
Tires	0.61 cents	0.87 cents	0.82 cents	0.77 cents
Cost per Mile	13.08 cents	15.92 cents	17.25 cents	15.42 cents

For more information on the most recent AAA *Your Driving Costs*, please visit <http://www.aaaexchange.com/Assets/Files/200948913570.DrivingCosts2009.pdf>.

Is there such a thing as good Zimride etiquette?

Of course! Like any group effort, a happy Zimride requires courtesy and cooperation to keep things running smoothly. Whether you are behind the wheel or just along for the ride, good etiquette is essential to keep your Zimride group happy and safe. Good etiquette takes into account communication, courtesy and the safety of everyone involved. If you want to ensure smooth sailing, you might want to discuss the following up front

- * food, coffee, smoking and yes...even perfume/cologne usage
- * radio choices
- * how long drivers will wait for delays
- * who is notified if someone is sick
- * driving safety

Some general carpool etiquette tips are listed below for your consideration:

Dos

- * Be on time.
- * Communicate with your fellow carpoolers.
- * Drive safely at all times.
- * Keep your vehicle clean and in good condition.
- * Respect any pre-determined restrictions, such as smoking, eating or drinking.
- * Avoid wearing products with strong scents.
- * Carry through with your commitments.
- * Request changes to the schedule sparingly.
- * Have a backup plan if your zimdriver gets sick, goes on vacation, etc.

Don'ts

- * Make a habit of being late.
- * Ask your zimdriver to make extra stops for personal errands.
- * Bring up controversial topics like religion or politics unless agreed by all.
- * Have lengthy cell phone conversations while you're in the carpool.

Other questions or suggestions? We'd love to hear from you - contact us at support@zimride.com