

Earth Rides

Nashville, TN and Austin, TX | Travel & Tourism

Earth Rides is a rideshare company that utilizes a fleet of fully electric vehicles (EVs). In October 2020, Earth Rides began operations in Nashville, TN and has since expanded to Austin, TX. Earth Rides has a vision to provide services in all major metropolitan areas in the United States by 2025. The company operates like other major rideshare options and allows users to hail a ride through a smartphone. However, with Earth Rides, drivers transport you in EVs such as a Tesla, Polestar 2, or Mach-e Mustang. By utilizing EVs, Earth Rides reduces the carbon footprint and air emissions associated with travel compared to conventional vehicles. Earth Rides is also committed to equity and inclusion and strives to empower drivers and users to learn more about EVs and their benefits. Long-term, the company is committed to creating pathways for EV ownership regardless of socioeconomic status.



REDUCING EMISSIONS

Did you know that the transportation sector is the largest energy consuming sector in the US, at almost 30 percent? One strategy, among many, to reduce emissions and energy usage in the transportation sector is to support the transition to EVs. Rather than using gasoline or diesel like traditional vehicles, EVs contain a battery that is charged through electricity which is used to power the vehicle. EVs are recognized for their benefits, including lower energy costs, improving air quality, and reducing fossil fuel reliance.



Earth Rides takes an innovative approach to ridesharing by operating with a fully electric fleet. Every time you hail a car through Earth Rides, you will travel in an EV – like a Tesla or a Mach-e Mustang. According to the US Department of Energy, EVs emit less than 5,000 pounds of CO2 equivalent annually, on average. By comparison, gasoline vehicles emit an average of more than 10,000 pounds of CO2 equivalent over the same time. This means that every time you travel in an EV rather than a gasoline vehicle, you are reducing carbon emissions. Since January 1st, 2020, Earth Rides has reduced over 150 tons of CO2 equivalent by their commitment to utilize EVs.

PROMOTING EQUITY



Earth Rides has three major values: 1) transparency with customers and employees, 2) to provide safe transportation by utilizing the safest cars on Earth and background checking every employee, and 3) to empower everyone to be the best human they can be. The company acts upon its last value by promoting equity in its practices, both for customers and employees. One commitment of Earth Rides is to provide affordable and reliable transportation to individuals with intellectual or development disabilities (IDD). Earth Rides offers a set rate, unlike the popular dynamic pricing model utilized by other rideshare companies that may lead to expensive rides during peak usage times. Additionally, all drivers employed by Earth Rides are trained utilizing a training program created with Lipscomb University IDEAL program to better understand and promote positive communication with customers with different abilities and different needs.

Earth Rides is also committed to promoting equitable access to EVs. Currently, they offer two models for employment: they have drivers who are employees of the company and drive company-owned vehicles, and they have drivers who own an EV and work as contractors. The third stage that Earth Rides is working toward is a “lease to own” option for company drivers who would like to own an EV but either cannot afford or were not approved for leasing or financing the vehicle.

COMMUNICATION

Despite growing interest and popularity in owning EVs, these cars are still a new concept for many Americans. Earth Rides wants to utilize its platform to expose customers to EVs and their benefits to promote public education. As such, all drivers are trained on EV concepts and benefits so they may answer questions that they get from passengers about the vehicles. Earth Rides considers their drivers to be industry experts following this training. Additionally, the company partnered with Drive Electric TN and the Tennessee Valley Authority to gather data in response to questions posed by customers to enhance customer experience and be able to provide the most accurate information possible.

SUPPORTING EVS

All businesses can play a role in supporting the transition to EVs. One major action that businesses can take is to install EV infrastructure on-site for both guests and employees. Events and other attractions can consider partnering with companies that utilize EVs to promote their use. Finally, businesses with fleets can consider choosing EVs when fleet vehicles are in need of updating or upgrading.