

Access to rideshare services (Uber and Lyft) has become common place in the metro areas of the Northwest. Consumers can easily choose to access rideshare to safely and efficiently travel to work, restaurants, pubs, wineries and recreational attractions. Rideshare is giving consumers greater choices and more control over their travel, while allowing them to travel safely and affordably.

Now there is legislation pending in Salem that could bring rideshare to the Gorge and available to all Oregonians sometime in the near future. HB 3023 would put in place statewide permitting standards for rideshare companies, drivers and vehicles. The bill would help eliminate the confusing patchwork of regulations that currently exists in Oregon and make it easier for all sectors of the state to have access to this important service.

Full Sail is a strong supporter of bringing rideshare to the Gorge area. We believe our customers will appreciate having an additional transportation choice that will allow them to travel safely and affordably on their own schedule. The hospitality industry continues to grow in the region providing residents and visitors alike with outstanding choices of restaurants, pubs and wineries to patronize and enjoy. Access to rideshare services will ensure that our customers can enjoy our offerings fully and travel safely while they do so.

HB 3023 is scheduled for a committee hearing next week. We encourage both Sen. Thomsen and Rep. Williams to do all they can to help this important legislation pass and become law. Its time for rideshare in the Gorge!

Respectfully,

Lisa Merkin

Pub General Manager

Full Sail Brewing Comapany