

Advancing Mobility Through Shared-Use Transportation Services

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Shared Use Transportation Services

- Bikesharing
- Carsharing
- Ridesharing
- Technology-based Shared Ride Services /Transportation Network Companies



Bikesharing – General Description

- Publicly available bicycles for rent as needed
- IT-based systems – online and apps
- Often in urban areas with multiple self-service locking stations
- Borrow and return at any station
- Used for short point to point trips
- Membership required
- Pay for time used



Bikesharing – State of the Industry

- As of May 2012
 - ✓ Over 30 IT-based programs
 - ✓ Close to 300,000 users
 - ✓ Over 12,000 shared bicycles
- Many programs document peaks during commuting hours
- Short duration, majority less than 20 minutes

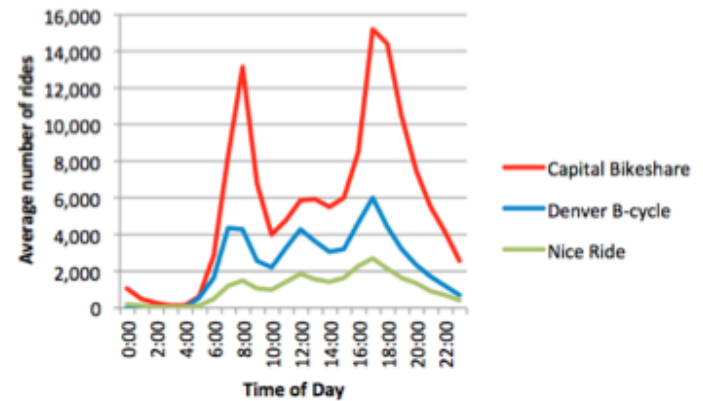


Figure 29: Average number of rides (Weekday), April-June 2012

Sources: Susan Shaheen, UC Berkeley, TSCR, October presentation; Bikesharing in the US, Toole Design Group and the Pedestrian and Bicycle Information Center for USDOT Federal Highway Administration, September 2012

Impacts from Bikesharing

- Low emissions
- Health benefits
- Potential to coordinate with transit
 - ✓ Extend transit for last mile/first mile
 - ✓ Fare payment integration potential
- Increase transit use?
- Reduces vehicle use

Carsharing - Description

- A form of car rental for short periods of time, usually by the hour
- IT based – online or apps
- Membership required
- Types of arrangements
 - ✓ Vehicles provided by carsharing organizations including rental companies
 - ✓ Peer to Peer arrangements



Carsharing – State of Industry

- 25 Organizations
 - ✓ 48% Private, e.g., Zipcar, Car2Go
 - ✓ Nonprofits, e.g., City CarShare, eGo CarShare
- 892,000 members (96% in private organizations)
- 12,300 vehicles

Carsharing – Benefits

- Decline in vehicle ownership among members
- Increase in carpooling, walking and biking
- Energy savings - Average fuel economy of carsharers is higher than members' vehicles
- Reductions in GHG
- Mixed impact on transit use

Sources: Martin, E.; Shaheen, S.; Lidicker, J. The Impact of Carsharing on Household Vehicle Holdings: Results from a North American Shared-Use Vehicle Survey. In Transportation Research Record: Journal of the Transportation Research Board; Transportation Research Board of the National Academies: Washington, DC, USA, 2010; pp. 150–158; Martin, E and Shaheen, S; The Impact of Carsharing on Public Transit and Non-Motorized Travel: An Exploration of North American Carsharing Survey Data, Energies 2011.

Ridesharing - Traditional

- Carpools and vanpools
- Individuals share a ride between home and work and the activity is incidental to the driver's purpose
- Typically no payment required for carpooling but vanpoolers share lease costs
- Pre-arranged 2-way trips for extended period of time



Ridesharing – Current Status

- Ridesharing accounts for about 10% of commuters
- About 638 ridematching services
- Carpooling consists of household (at least 50%) and third party arrangements
- Rideshare programs utilize ridematch software often available online
- Accompanied by guaranteed or emergency ride home service

New Developments in Ridesharing – Casual Ridesharing (Slugging)

- Spontaneous development – Word of mouth
- Park-n-Rides and/or assembly points
- Instant matches at origin and destination (return trip)
- Rules of etiquette
- Complemented with transit service for return trips
- Seems to require situations where cost and time savings are readily apparent
 - HOV lanes
 - Tolls
- Northern Virginia, Houston & SF Bay Area



New Developments in Ridesharing - Dynamic (Real Time)

- Real time matching for one-way work trips
- Registration required
- IT based through apps
- Payment to driver < cost of operation
- Driver and passenger rated
- Piloted in several areas with private technology companies



Ridesharing Benefits

- Energy efficient
- Cost-effective
- Flexible
- Serves as complement to transit
 - ✓ First mile/last mile
 - ✓ Hard to serve areas
 - ✓ Low density areas
 - ✓ Constraints on parking
 - ✓ New mobility options

Beyond Ridesharing - Technology-Based Shared Ride Services

- Rides requested for all trip types including intercity
- IT based – smartphone app
- Rides arranged with drivers in real time < 30 minutes
- Integrated with social media
- Requires registration and users rate each other
- Payments requested usually > cost of operation (for profit)

Technology-Based Shared Ride Services - Examples

- Lyft
- Sidecar
- UberX
- Pogoride
- Zimride
- Other



Technology-Based Shared Ride Services - Benefits

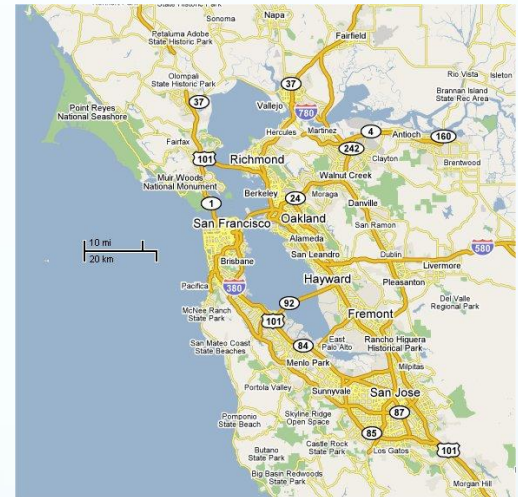
- Attracting a wide audience - millennials and others
- Many of the companies espouse desire to promote ridesharing and help reduce congestion/air pollution
- May foster transit, biking and walking
- Serving a public need
- Conditioning the public to utilize technology to arrange for rides

Technology-Based Shared Ride Services - Issues

- Most users are not ridesharing
- Most drivers receive payment that exceeds cost of operation – for profit
- Has characteristics associated with taxis
- Public safety concerns
- Congestion impact unclear

Regulatory Reaction– California Public Utility Commission

- San Francisco is ground zero for these services
- CA PUC undertook regulatory proceeding to address safety, insurance and other issues
- Created new category for regulation – Transportation Network Company
- Rejected classification as ridesharing
- Profit was key to decision



Shared Ride Use Mobility Management Opportunities

- Provide customers with range of mobility options
- Gives transit agencies cost-effective ways to complement their services
- Many alternatives available to address specific needs of communities and different populations
- Private sector funding and operation
- Innovation continuing and nature of services changing

THANK YOU!

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